

Art?

You are an enthusiastic patron of the arts! Not surprisingly, we are too.

So let's work together. For years, you've played an integral role in supporting art in our community. It is an honor and a pleasure to acknowledge you as someone who invests in this important cause. Clearly, you recognize the profound impact art can have on quality of life in Greensboro.

As co-chairs of a new art initiative in Greensboro, we are proud to introduce the Public Art Endowment of the Community Foundation of Greater Greensboro. Enclosed, you will find information regarding this exciting new effort to secure significant works of art for display in our community. Like art, this undertaking will call for collaboration. We'll work intimately with other organizations who are also striving to create an artistically challenging and vital community.

So please join us. We'd like to invite you to become a Trustee of the Public Art Endowment. The Endowment's financial goal will be to raise \$2 million by the spring of

2010. We are asking Trustees to make a donation of at least \$25,000 to \$1 million that can be payable over a period of five years. As a Trustee, you will be involved in the exciting process of selecting fine art for display in our fine city.

We'll choose from regional, national and international artists who work in a variety of mediums. Art in public spaces creates a sense of place in our community; it helps us connect with our past, present and future. It also encourages dialogue and creates visibility. It fosters revitalization and economic development. Simply put, public art creates beauty that can be enjoyed for generations.

It would be our pleasure to have you join us in this creative endeavor. If you have questions after reading over the materials, please feel free to contact us or Adeline Talbot, the Public Art Endowment Manager, at the Community Foundation at 379-9100 or atalbot@cfgg.org.

With thanks and warm regards,



Lauren and David Worth
Founding Co-chairs

YOU

have to respond to art. You must. Art cannot be ignored. And that is why we love it. We love what it does to us, how it makes us feel and everything it inspires.

But what of the place where art lives? What does a mural say about the wall it's painted on? How does a sculpture transform the park that surrounds it? At the Community Foundation, it's our belief that art is as closely tied to a city's identity as the people who inhabit it. And that's why we want more. We want to breathe new life into the streets and parks of the Gate City. Let's turn Greensboro into a conversation piece.

the Public Art Endowment

The Public Art Endowment of the Community Foundation of Greater Greensboro will be a permanent endowment for the purpose of providing support for new and innovative public art projects.

MISSION

To preserve and extend our sense of community through the development of new community assets in the form of long-term and permanent installations of aesthetically and culturally significant works of art.

GOALS

Establish an initial endowment of \$2 million in support of:

- * Annual installation of a leased work for recurring cycles of up to four years.
- * Commission and/or purchase of a significant work of art for public space every five years.
- * Programming related to selected art.

APPROACH

To accomplish the mission of the Public Art Endowment, lead gifts of \$25,000 to \$1 million will be sought with a goal of \$2 million pledged by spring 2010. Pledges are to be fulfilled in full within five years from pledge date.

As soon as funds allow, the Endowment will begin an annual cycle to include the selection of a significant work of art to be leased for public display for a period of one year. After four years, a significant work of art will be purchased and permanently installed. All works of art will be publicly displayed for the benefit of the community at large. The Endowment will also fund programming related to the selected works for the benefit of both private and public audiences.

The Public Art Endowment Trustees will be comprised of donors to the fund, institutional committee members and appointed arts leaders drawn from the community. Trustees will be charged with stewardship of the Endowment, participation in the annual selection of artwork and with programming in support of selected artwork.

Please Consider

- * Becoming a Trustee with a minimum pledge of \$25,000 over the next five years. We welcome all pledges, but during this initial phase we are trying to create a principal large enough to allow us to transform our city quickly by leasing significant works of art. We are appealing to cultural leaders who can lead the community in the development of the Public Art Endowment.
- * Trustees will participate in the annual selection of artwork and have the option to participate in the development of programming in support of selected artwork.
- * Consider a planned gift.

FAQs

WHAT does the Public Art Endowment add to existing arts funding programs in Greensboro?

The Greensboro art community is thriving. The purpose of the Endowment will be to add a source of permanent funding, with a sole focus on public art.

WHERE will the Endowment be located?

The Endowment was originally seeded by Schell, Bray, Aycok and Livingston, PLLC in honor of the firm's 20th anniversary. It has been established as a permanent fund at the Community Foundation of Greater Greensboro that will provide an annual payout for the purchase of public art in perpetuity.

HOW will the Public Art Endowment have an impact?

With your help, we can begin seeing a transformation of our city by spring 2010. But to accomplish that goal, we'll need to raise \$2 million in 18 months. As soon as funds allow, the Endowment will give us the opportunity to lease significant works of art for a period of one year—repeating annually. After four years, another significant work of art will be purchased and permanently installed.

WHY now?

Greensboro is in the midst of a renaissance. In 2005, the city's new minor league ballpark, New Bridge Bank Park, opened its doors. Since then, thousands of eager fans have helped foster a greater sense of pride in the city. The success of the ballpark was followed by the debut of Center City Park in 2006—which has given residents and visitors a picturesque new location to convene and unwind. What's more, the city has commissioned the development of a greenway in honor of Greensboro's Bicentennial. This welcome addition will further shape our city's ever-evolving identity. Like the ballpark, Center City Park and the greenway, public art will add to the city's personality. Further, it will have a positive impact on tourism and economic development, and it will get people talking about this place we call home.



