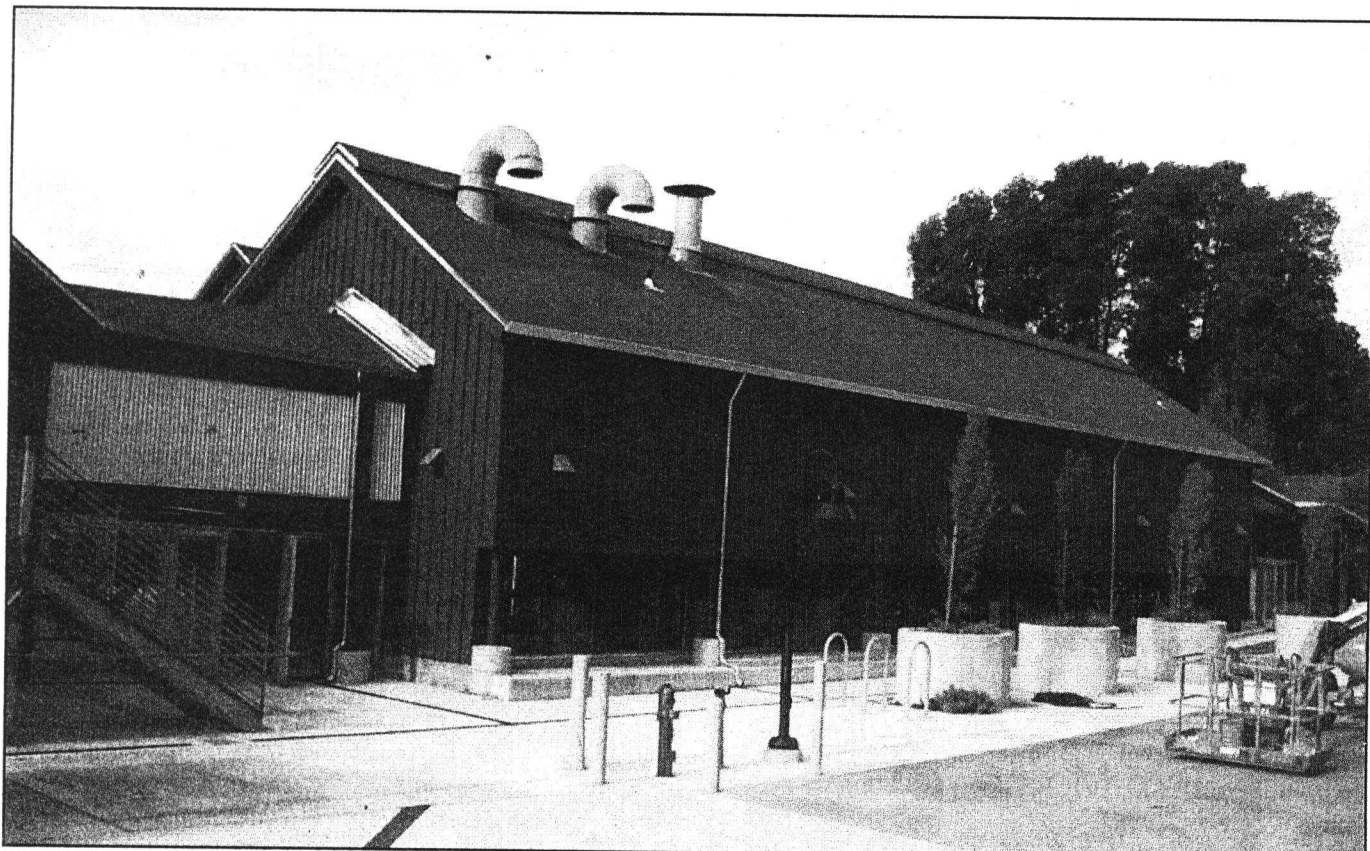


Second phase complete



Courtesy of Katherine Donovan

The Digital Media and Creative Arts Center is now complete at the Tannery Arts Center.

New facility at the Tannery slated for a ribbon-cutting ceremony Friday and Saturday

By ERIK CHALHOUB

OF THE REGISTER-PAJARONIAN

SANTA CRUZ — The next phase in the redevelopment of the former Salz Tannery in Santa Cruz is complete, and will be celebrated with a ribbon-cutting ceremony Friday and Saturday for the new Digital Media and Creative Arts Center.

The 25,000-square-foot facility is located within two of the Tannery's buildings: the Beam House and Tanyard Building.

The renovation process, which began in 2010, provides 28 studio spaces for artists who work in a variety of media, such as animation and digital photography. The studios range in size from 200 to 3,200 square feet.

The ceremony begins at 4:30 p.m. on Friday, and will run to midnight. It will include remarks from Santa Cruz mayor Don Lane, 5th District supervisor Mark Stone, the artists and others.

After the ribbon is cut at 5 p.m., the celebration begins, with free performances by local musicians, dancers and theater performers. There will also be 28 open studios for visitors to see the work of the Tannery's artists.

"It's going to be a big party," said Rachel Goodman, executive director of the Tannery Arts Center nonprofit. "It will be a walk around, eat, drink wine and look at art kind of evening."

Performances will be quite varied, Goodman said, with genres from American to Celtic



Courtesy of Katherine Donovan

The building, seen here before the renovation.

and African.

The celebration continues on Saturday from noon to 5 p.m. for a more family-oriented event. Children will be able to partake in a scavenger hunt through the studios, and they will also learn about how art is created through demonstrations. Free music and food will also be available.

With the opening of the new center, Phase 2 of the Tannery Arts Center project is complete. Phase 2 was developed by the former Redevelopment Agency of the City of

Santa Cruz and funded largely through several major state and federal grants including a \$4.7 million dollar grant from the Economic Development Administration and two grants from the California Cultural and Historical Endowment totaling \$2.2 million.

"The arts community is such an integral part of Santa Cruz — bolstering both our cultural life and economic vitality," Mayor Don Lane stated in a press release. "With the Tannery Arts Center's expansion, we continue to demonstrate

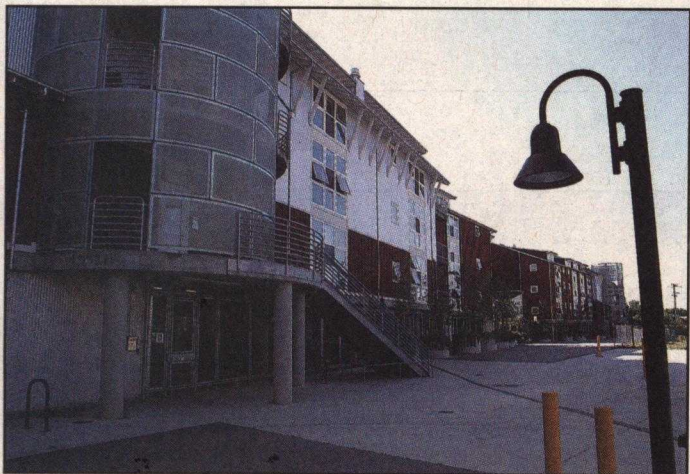
why Santa Cruz is recognized around the country as a true Mecca for the arts."

The \$55 million Tannery project began in 2009 with the construction of the 100-unit Tannery Artists Lofts, which was developed by Minneapolis-based Artspace and the Redevelopment Agency.

A cafe, Rebecca's at the Tannery, is expected to open within the next month.

But the reconstruction process is not yet complete.

See TANNERY, page B2



Tarmo Hannula/Register-Pajaronian

The \$55 million Tannery project began in 2009 with the construction of the 100-unit Tannery Artists Lofts.

TANNERY

From page B1

Phase 3 is the next step, which will renovate the last untouched building into a 200-seat theater. Goodman said the plan is to have the theater open in 2014.

But first, the Tannery must raise \$5 million to construct the theater. The Tannery has already received some "very generous contributions from our community," Goodman said.

"Once it's built, it will be a very affordable venue," she said. "It will draw tourists and bring them to the Tannery space."

Goodman, who became executive director of the Tannery Arts Center nonprofit in January, said one of her responsibilities is to fundraise for the new theater.

"It's a very exciting time and project for me," she said.

Because there are no more redevelopment funds, the Tannery must rely completely on fundraising efforts for the theater.

"Everyone has a piece of this," Goodman said. "(Once open) there will be a lot of pride of ownership."

While the Tannery is located in Santa Cruz, it's not just for the city of Santa Cruz, Goodman said.

"It's a county-wide project," she said. "We welcome the whole community."

...

The Tannery Arts Center is located on 1050 River St. in Santa Cruz. For information, visit www.tanneryartscenter.org.

At a glance

WHAT: Digital Media and Creative Arts Center opening celebration.

WHEN: Friday from 4:30 p.m. to midnight, and Saturday from 12-5 p.m.

WHERE: Tannery Arts Center, 1050 River St., Santa Cruz.

TICKETS: Free.

DETAILS: www.tanneryartscenter.org.