

# Future looks bright for performing arts

*Tanner*  
✓ Tannery Arts closes in on \$5M fundraising goal for new theater

By SHANNA MCCORD  
smccord@santacruzsentinel.com

SANTA CRUZ — A new state-of-the-art theater for dancers and singers, or anyone else with a flair for performing live, is moving closer to reality in Santa Cruz.

Tannery Arts Center officials announced last week that they are closing in on a \$5 million fundraising goal for construction of a new performing arts center on the sprawling River Street campus.

Roughly \$3.2 million has been raised through individuals, businesses and grants to build an 8,200-square-foot theater with 200 seats, a large stage, the latest in video and audio equipment



DAN COYRO/SENTINEL PHOTOS

Rachel Goodman looks out over the Tannery Arts Center's future performing arts building, also pictured below. About \$3 million has been raised to transform the building into a performing arts center.

and a modern lobby.

"It's more downhill than uphill now, which is nice," said George Newell, treasurer of the Tannery

Arts Center board. "People really love live theater, and this will be

SEE ARTS ON A2



## ARTS

Continued from A1

a good venue for that."

The theater would be the third installation to the \$55 million artist colony that had been home to a leather-making factory until the business closed in 2001.

The 8.3-acre Salz Tannery was purchased by the Santa Cruz Redevelopment Agency in 2006, and overhauled into a subsidized campus for artists to live and create. The land is leased by the nonprofit Artspace of Minneapolis.

City officials said in 2006 the project was necessary to keep artists from leaving Santa Cruz County for less expensive places to live.

Many of the old barn-red tannery buildings have been preserved and remodeled as part of the Tannery Arts Center.

The first leg of the project

## AT A GLANCE

TO DONATE TO  
TANNERY ARTS CENTER

Call 831-621-6226  
1050 River St., Studio 118,  
Santa Cruz, CA 95060

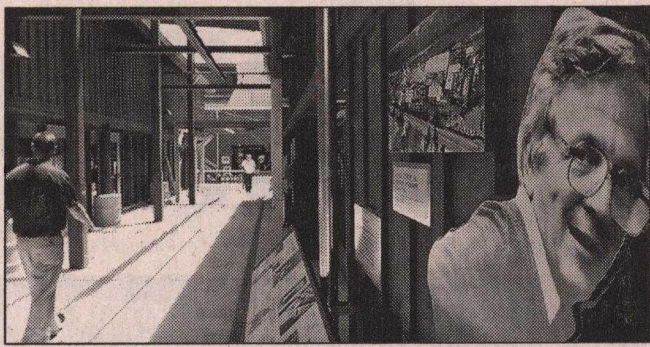
involved 100 apartment units, which opened in 2009 and are now home to 260 residents, including families with children.

In June, the second phase of 28 working studios opened along with a cafe.

Fundraising for the performing arts center has been under way since 2009. The effort received an initial boost with a \$2 million grant from the William and Flora Hewlett Foundation, Tannery spokeswoman Rachel Anne Goodman said.

Organizers plan to begin construction in 2014.

Plans call for building the new theater in a 60-year-old



SHMUEL THALER/SENTINEL FILE

The likeness of Salz Tannery President Norm Lezin is in a display by Nikki Silva and Charles Prentiss at the Tannery Arts Center.

warehouse where finished hides had been stored before getting shipped out, Goodman said.

Reconstruction of the warehouse includes a new arched roof and siding along with a lobby, concession stand and restrooms, she said.

"It should be really nice," Goodman said. "There's nothing for theater, dance and music this size in Santa Cruz County."

Tannery officials are offering naming rights to the performing arts center for anyone who donates \$500,000, Goodman said.

In addition to the theater, a 10,000-square-foot sculpture plaza to be used for art fairs, weddings, parties and other community or private events will be built once the other \$1.8 million is raised, Goodman said.

SANTA CRUZ SENTINEL