

**Board of Trustees
University Advancement Committee
The University of North Carolina at Greensboro
May 1, 2018
Chancellor's Boardroom**

Action Item

UAC – 4 Approval of the Proposed Naming Amount for a Space in the Weatherspoon Art Museum

Background Information

Committee members will receive information about the proposed naming amount for a space in the Weatherspoon Art Museum.

Attached

Recommended Action

That the Board of Trustees of the University of North Carolina at Greensboro approve the attached gift level.



Kristine J. Davidson
Associate Vice Chancellor for University Advancement



**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST TO APPROVE GIFT LEVELS FOR FUTURE DONOR NAMING PROPOSALS**

Weatherspoon Art Museum Sculpture Garden

PROPOSED NAME:

The <Insert Donor Name/Organization> Sculpture Garden

PURPOSE:

The Weatherspoon Art Museum at UNC Greensboro was founded in 1941 and, as the oldest visual arts organization in the UNC system, celebrated its 75th anniversary in 2016. From inception, the Weatherspoon Art Museum has focused on building a collection of modern and contemporary art that is the only one of its kind in North Carolina and is considered one of the best in the Southeast.

In 2016, the museum created a new strategic plan to envision its future and to reassert its purpose to connect, engage and inspire people through the transformative power of art. One of the goals identified through this process was to create a more vibrant and welcoming space that encourages participation and engagement with the museum.

One area that needs improvement to become a more dynamic and inviting space is the Sculpture Garden entry into the museum from the south parking area. This space would require a modest number of specific improvements to make it more welcoming. Although the Weatherspoon and university have long-term plans for a museum expansion, these plans are five to ten years away. We want to utilize the interest of our current donors to capitalize on making adjustments that can be easily accomplished to ameliorate the visitor experience almost immediately. The focus is on improving first impressions of the museum and setting the stage, through the Sculpture Garden, for what visitors will experience inside the building.

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

The brick-paved Sculpture Garden leads from the parking lot to the museum's back entrance. It features natural plantings and modern and contemporary sculpture from the museum's permanent collection.

The Sculpture Garden (approx. 7,000 sq. ft.) has capacity for 175 people seated and 300 people standing. It is the main walkthrough to the south entrance, and it has casual seating areas which are available whenever the Museum is open. Each year, approximately five to ten Weatherspoon or university events are held there.

We propose creating a new design for the Sculpture Garden with refurbished and refreshed landscaping, the continued addition of sculptures as funding permits, and the creation of an endowment that will be used for the costs of future improvements.

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We propose the donor contribution amount to name this space would be a minimum of \$500,000.

Nominator:

Nancy Doll
Nancy Doll, Director
Weatherspoon Arts Museum

4/18/18
Date

I certify that this naming proposal and any accompanying agreement(s) comply with UNCG and UNC Board of Governors' policies.

Justin Davidson
Assoc. Vice Chancellor for University Advancement

4.18.18
Date

Chairperson
Advancement Committee, Board of Trustees

Date

- APPROVED
- NOT APPROVED

If not recommended for approval, please include the rationale for the Advancement Committee's decision.