Tate + Gate is vital to the campus strategic plan and the Millennial Campus.

Tate + Gate should:

- Foster Collaboration
- Be Authentic
- Be Inspiring
- Be Accessible and Affordable

“This should be a place where people come to understand that the arts can be used as a tool to make their lives better.”
• Leverage every space — indoor and out — as an opportunity to foster creativity, innovation, and collaboration.

• Design a flexible, efficient, and accessible building that engages and contributes to the larger community and arts community.

• Create an inviting and aspirational gateway to campus with spaces that align with the culture and DNA of The University of North Carolina at Greensboro.
SITE OBSERVATIONS
• Improve the streetscape and increase pedestrian access

• Bridge UNCG and Glenwood neighborhood

• Relationship back to The University of North Carolina at Greensboro.
This Arts Place is an opportunity to “foster an active partnership between UNC Greensboro with the surrounding local and regional arts community. UNC Greensboro shares a place, a fate, and a responsibility to contribute to the vibrancy of the larger community and views the project as part of this initiative.”
WHY PUBLIC ENGAGEMENT?

• MAKING CONNECTIONS
• BRIDGE TO THE COMMUNITY
• ESTABLISH TRUST
• FOSTER PARTNERSHIPS
• GAIN DEEPER UNDERSTANDING OF PLACE
TOOLS & STRATEGIES
MAKE IT FUN!

GO TO THE PEOPLE

CREATE A GRAPHIC BRAND

FRAME QUESTIONS CAREFULLY
Thank you for keeping up the momentum!

The April survey received 718 responses.

The top five priorities for new or expanded programs in Greensboro are:

- Outdoor Recreation (hikes, walks, adventure trips) 47%
- Exercise/workout classes 38%
- Family engagement 37%
- Arts/Cultural programs 35%
- Swimming lessons 31%

Today you find out about programs from:

- Parks & Recreation Facebook
- Friends and neighbors
- City website 20% 40% 60%

In the future you want to find out about programs from:

- Parks & Recreation website
- Parks & Recreation Newsletter
- Parks & Recreation Social Media 20% 40% 60%
ENGGAGEMENT TYPES
1. FOCUS GROUPS (zoom meetings)
   - Neighborhood partners
   - Off-campus partners
   - On-campus partners
   - Students

2. POP UPS (community touch points)

3. ON-LINE SURVEY (targeted distribution)

4. DIGITAL UPDATES (keep conversation going)
TATE + GATE

TATE + GATE WILL BE A COMMUNITY SPACE CONNECTED TO UNC GREENSBORO, FOCUSED ON CREATIVITY, COLLABORATION, AND INNOVATION WITH ARTS AT THE CENTER.

Come share your ideas!
This Thursday 5:30 - 8:00 at The People’s Market.
1417 Glenwood Avenue
VISION CARDS

• Each participant will make a vision card
• Cards will have the following three questions:
  - What role do the arts play in your life?
  - Where do you feel most creative, energized, or thoughtful?
  - What is most needed in your community.
  - Have more to say? Share your ideas above . . .

• Participants will also stick on 2 pre-made triangles representing priority activity areas:
  - Ask big questions and seek answers with others
  - Enjoy exhibitions and performances
  - Shine a light on community needs through the arts
  - Meet, organize, and work in a shared space
  - Access University resources (people, knowledge, technology)
  - Learn and practice new creative skills
  - Pursue health and wellness through the arts
  - Inspire change through collaboration
ACTIVITY BOARD

- Provides participants with inspiration
- Participants pick (2) priority areas from the list

SIZE: 20" x 60"
MOUNTED ON ANGLED BOX
* CUPS IN FRONT CONTAIN PRE-MADE TRIANGLES FOR USE ON VISION BOARD
* PARTICIPANTS PICK (2)
PROJECT INTRODUCTION BOARD
This board will introduce people to the project.
It will include a project location map & the following text:

- **What**: Tate+Gate will be a community space connected to UNC Greensboro, focused on creativity, collaboration, and innovation with arts at the center. It will be a place that welcomes everyone to engage in the creative process in new and imaginative ways that address local needs and global concerns. It will bring together artists of all kinds—painters, poets, musicians, scientists—and community members to ask big questions and explore their answers. It will be a place for research, collaboration, and fun.

- **When**: The project is currently in the early design phases. Design work will continue through summer 2023, with construction occurring during 2024.

- **Where**: Tate + Gate will be a new facility at the northeast corner of Tate Street and Gate City Boulevard. It will be located next to Oden Brewery.
PUTTING IT ALL TOGETHER

- Revington Reaves tent
- On-line outreach and focus groups should ask same question (plus others as desired) in different format.