



Steven Tanger Center | FOR THE PERFORMING ARTS



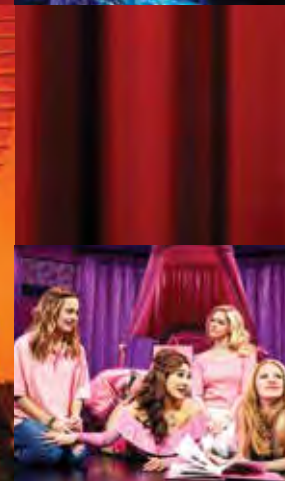
One Abe Brenner Place

Greensboro, NC 27401

TangerCenter.com



Steven Tanger Center | FOR THE PERFORMING ARTS



The Steven Tanger Center for the Performing Arts was completed in March of 2020 and is projected to host more than 150 events per year. Managed by the staff of the Greensboro Coliseum Complex, the Tanger Center is home to a diverse variety of events including first-run national Broadway performances in partnership with Nederlander and Professional Facilities Management, concerts, Guilford College's Bryan Series, Greensboro Symphony Orchestra performances, comedy shows and all types of family entertainment.

- Construction features, Phillips Hall, a limestone and glass lobby of 8,000 square feet, ample backstage support and storage space for touring Broadway shows, concerts and Symphony events and over 325 on-site parking spaces.
- The Tanger Center includes three seating areas – orchestra, grand tier and loge – creating 3,023 seats, making it one of the largest theatres between Atlanta and Washington, DC.
- The facility includes 70 line sets, a full complement of stage draperies, an oversized stage with orchestra lift to a working basement, chorus, principal and star dressing rooms and other support space to host the largest traditional concerts and Broadway theatre events.
- The house has sound/light locks, acoustical treatments on walls, under floor HVAC, wider than normal seats, row spacing and restrooms on all levels.
- The facility includes both a line array sound system and an electronic acoustical enhanced sound system for symphonic, opera and speaking events.

Located in the heart of North Carolina's Piedmont Triad region – including Greensboro, Winston-Salem and High Point – the Tanger Center is just a five-hour drive to northern Virginia, middle Tennessee or southern Georgia.

Your event will find Greensboro to be the easiest stop in the Carolinas, and the midway point along the east coast of the United States.

More than 10.4 million people live in North Carolina and Greensboro is easily accessible and centrally located through a network of interstates and highways. Combined with easy access from the state's major airports, Greensboro can be reached within a 90-minute flight from the entire Eastern Seaboard.



OUR MISSION

The Steven Tanger Center for the Performing Arts' mission is to inspire through the arts as one of the nation's leading performing arts destinations. By being a patron experience driven organization, we seek to strengthen local economic growth and provide the Piedmont Triad region with access to first-class entertainment experiences.

AREA OVERVIEW

Region

- North Carolina's Piedmont Triad Region comprises 12 diverse counties in central North Carolina surrounding the cities of Greensboro, Winston-Salem and High Point.

Population

- The 12-county region has a total population of more than 1.7 million residents, and the region is growing at a rate of approximately 1% per year.
- The Piedmont Triad is the 33rd largest metro region in the nation. By comparison, Raleigh-Durham is 29th, Charlotte is 20th, Virginia Beach is 32nd, and Jacksonville, Fla. is 34th.
- The combined population of the Piedmont Triad, Charlotte-Concord, and Raleigh-Durham-Chapel Hill metro areas of North Carolina is approximately 6.64 million residents, ranking it slightly ahead of the metro Atlanta area at 6.63 million and slightly behind the metro Miami-Fort Lauderdale area at 6.87 million.



Employment

- With a workforce of more than 818,000 workers, the Piedmont Triad is part of the growing economy along the I-85 corridor between Charlotte and Raleigh.
- North Carolina has the lowest union enrollment rate in the nation at 2.7%.
- The economy is based on a diversifying manufacturing and distribution base, with important and growing office/headquarters and medical/health care industries.
- The average annual unemployment rate for the Piedmont Triad Region in 2018 was 3.9%.

LOCATION

North Carolina

- Centrally located on the East Coast
- Ranked #2 by Site Selection magazine for business climate for the last 5 years.
- Diverse geography with mountains, coastal, urban and rural landscapes.

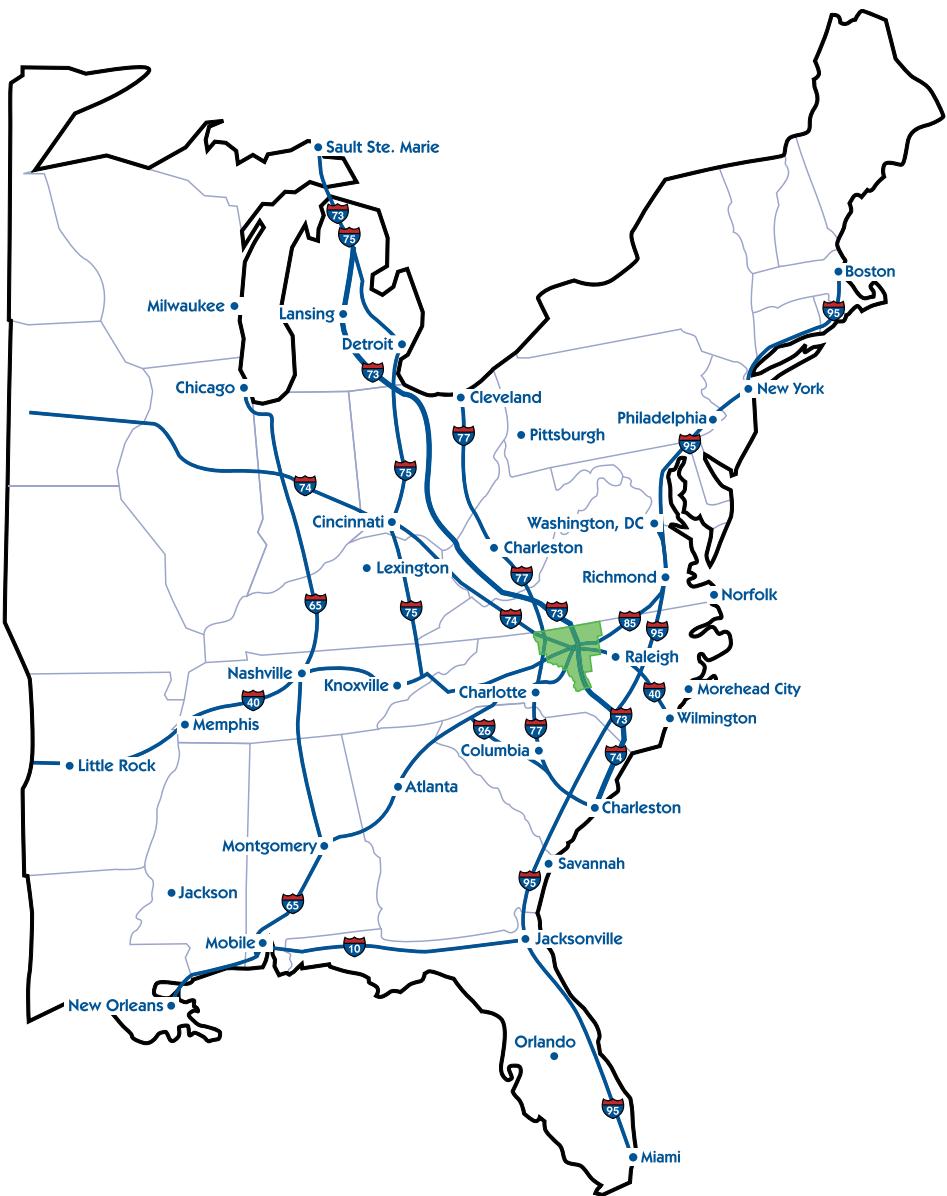
Piedmont Triad

- Located midway between New York and Miami; Washington D.C. and Atlanta.
- Centrally located in North Carolina's I-85 corridor between Raleigh and Charlotte.
- Ranked in the top 10 for projects by Site Selection magazine for the last 9 years.

Piedmont Triad's Largest Cities

Regional Population: 1,700,249

- Greensboro – 294,722
- Winston-Salem – 246,328
- High Point – 112,316
- Burlington – 53,748
- Thomasville – 26,635
- Asheboro – 25,844
- Kernersville – 24,767
- Clemmons – 20,563
- Lexington – 18,917



TRANSPORTATION

Interstate System

- Interstates I-85, I-40 and I-77 traverse the region.
- New Interstates I-73 and I-74 bisect the region.
- Dispersed population avoids congestion of other metro areas.



Piedmont Triad International Airport

- Approximately 60 daily flights.
- Nonstop service to many East Coast and Midwest cities.
- Carriers include Allegiant, American, Delta, Spirit, and United Airlines.
- PTIA is 1-1/2 hour drive to Charlotte Douglas International and Raleigh-Durham International Airports, both of which offer nonstop service to destinations in Europe and Canada.
- Site of the FedEx Mid-Atlantic Hub; opened in June 2009.

Rail

- Region served by CSX, Norfolk Southern, Amtrak and short lines.
- Many industrial sites/buildings served by rail.

Ports

- North Carolina offers deep water ports in Wilmington and Morehead City.
- Easy access to ports of Charleston, Savannah and Norfolk.

Approximate Travel Time to:	
Atlanta, GA Charleston, SC Charlotte, NC	5hrs, 15m 4hrs, 23m 1hr, 26m
Cincinnati, OH Columbia, SC Detroit, MI	7hrs, 7m 2hrs, 54m 9hrs, 34m
Hartford, CT Jacksonville, FL Louisville, KY	10hrs, 10m 6hrs, 36m 7hrs, 21m
Miami, FL Nashville, TN New York, NY	11hrs, 33m 6hrs, 55m 8hrs, 23m
Norfolk, VA Pittsburgh, PA Raleigh, NC	3hrs, 52m 6hrs, 38m 1hr, 20m
Richmond, VA Savannah, GA Washington, DC	3hrs, 5m 4hrs, 53m 4hrs, 55m

DEMOGRAPHIC SUMMARY

The following demographic information is based on a 12 County area including: Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.

Population Demographics

	2019	2024 Projection
Population	1,751,376	1,814,644
Households	669,525	724,615
Family Households	457,364	471,423
Average Household Size	2.45	3.03
Owner Occupied Housing Units	452,741	472,799
Renter Occupied Housing Units	246,784	251,816
Owner Occupied Housing Units	64.70%	65.20%
Renter Occupied Housing Units	35.30%	34.80%

Population by Age

	2019	%	2024 Projection	%	Percent Change
Median Age	40.3		41.1		
0 to 4	98,444	5.62%	100,950	5.56%	- 0.10%
5 to 9	103,416	5.90%	103,700	5.71%	- 0.20%
10 to 14	107,844	6.16%	110,110	6.07%	- 0.10%
15 to 19	112,893	6.45%	117,273	6.46%	0.00%
20 to 24	114,109	6.52%	112,015	6.17%	- 0.30%
25 to 29	115,253	6.58%	106,704	5.88%	- 0.70%
30 to 34	108,939	6.22%	117,400	6.47%	0.20%
35 to 39	108,544	6.20%	113,614	6.26%	0.10%
40 to 44	105,533	6.03%	112,153	6.18%	0.20%
45 to 49	116,076	6.63%	107,835	5.94%	- 0.70%
50 to 54	117,304	6.70%	117,547	6.48%	- 0.20%
55 to 59	123,127	7.03%	117,826	6.49%	- 0.50%
60 to 64	115,497	6.59%	122,690	6.76%	0.20%
65 to 69	100,911	5.76%	111,710	6.16%	0.40%
70 to 74	80,487	4.60%	92,297	5.09%	0.50%
75 to 79	53,202	3.04%	70,083	3.86%	0.80%
80 to 84	34,226	1.95%	42,674	2.35%	0.40%
85+	35,571	2.03%	38,063	2.10%	0.10%

Population by Race & Ethnicity

	2019	%	2024 Projection	%	Percent Change
White	1,166,599	66.60%	1,168,849	64.40%	-2.20%
Black/African American	382,300	21.80%	404,311	22.30%	0.50%
American Indian/Alaska Native	9,198	0.50%	9,906	0.50%	0.02%
Asian	49,690	2.80%	62,162	3.40%	0.60%
Pacific Islander	1,021	0.10%	1,213	0.10%	0.01%
Other Races	99,369	5.70%	116,644	6.40%	0.80%
Population of Two or More Races	43,199	2.50%	51,559	2.80%	0.40%
Hispanic	177,768	10.20%	206,398	11.40%	1.20%

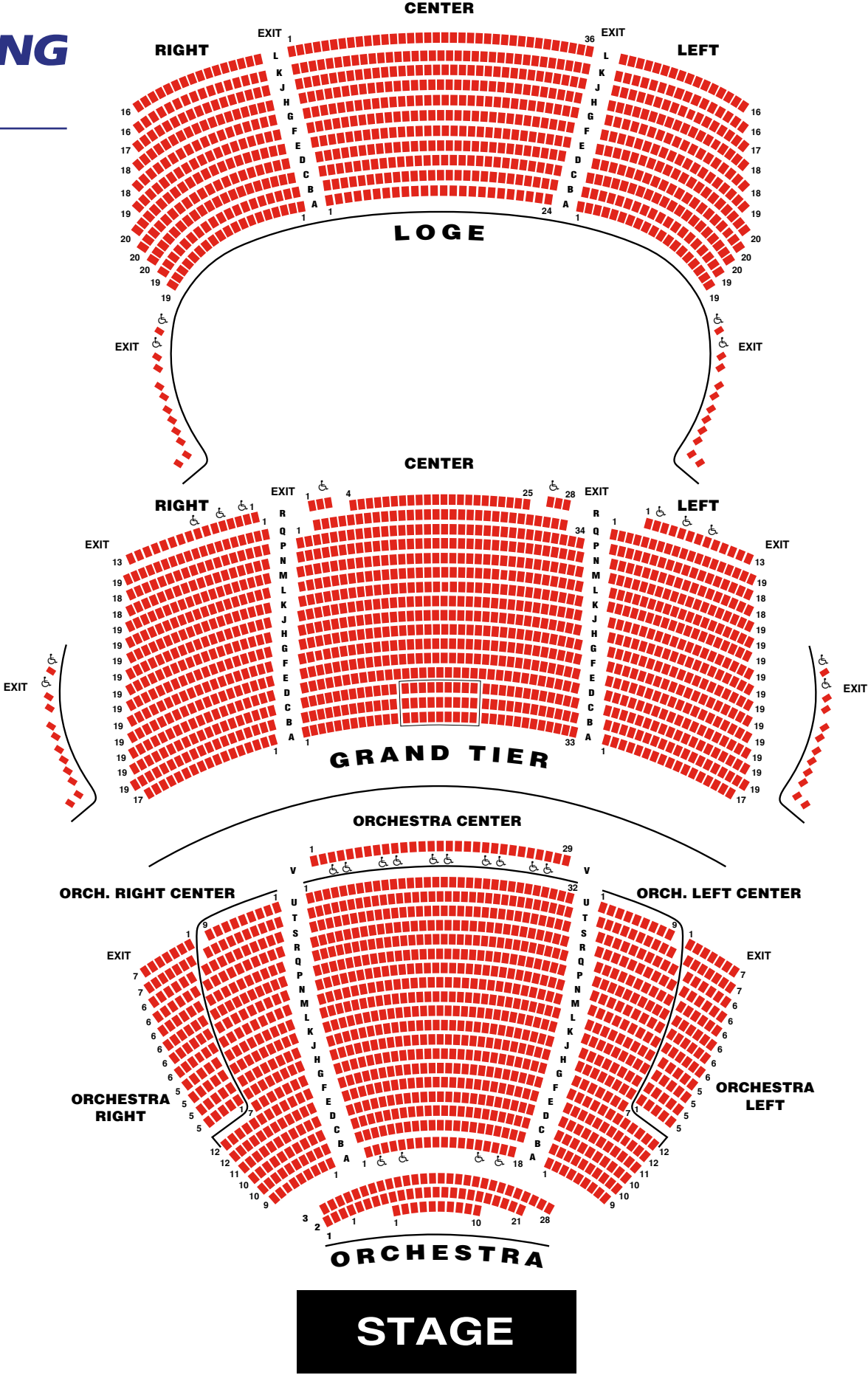
Households by Income

	2019	%	2024 Projection	%	Percent Change
\$0 - \$15,000	88,990	12.70%	76,507	10.60%	-2.20%
\$15,000 - \$24,999	77,429	11.10%	70,559	9.70%	-1.30%
\$25,000 - \$34,999	74,075	10.60%	68,095	9.40%	-1.20%
\$35,000 - \$49,999	104,305	14.90%	102,106	14.10%	-0.80%
\$50,000 - \$74,999	129,478	18.50%	135,536	18.70%	0.20%
\$75,000 - \$99,999	87,478	12.50%	96,934	13.40%	0.90%
\$100,000 - \$149,999	81,116	11.60%	99,060	13.70%	2.10%
\$150,000 - \$199,999	29,482	4.20%	42,336	5.80%	1.60%
\$200,000 or greater	27,169	3.90%	33,479	4.60%	0.70%
Median Household Income	\$50,633		\$56,230		increase of \$5,597
Average Household Income	\$69,946		\$80,238		increase of \$10,292
Per Capita Income	\$28,056		\$32,154		increase of \$4,098

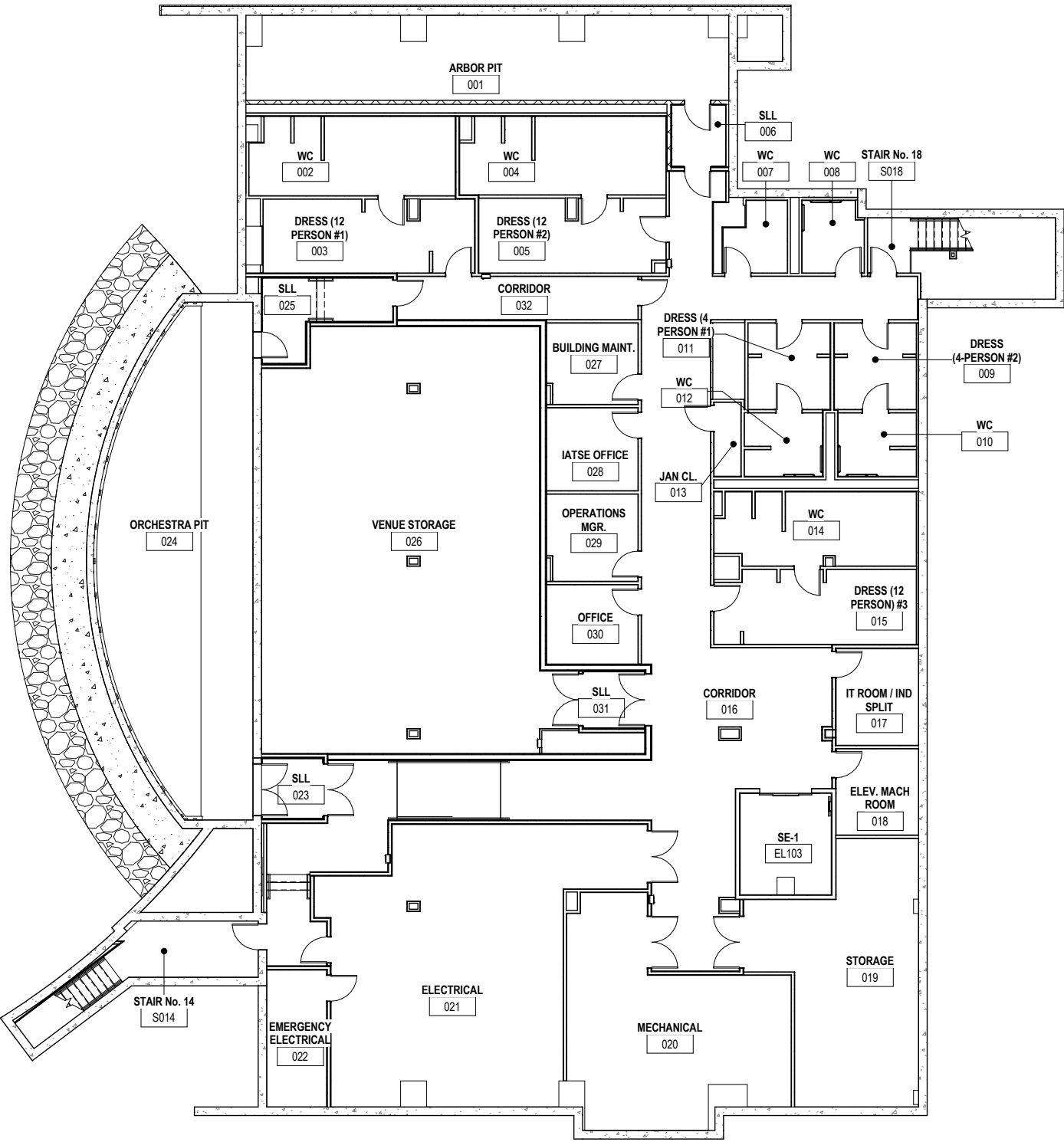
2019 Highest Level of Education Attained

	Greensboro, NC	Piedmont Triad	North Carolina	United States
No Degree	10.50%	14.10%	11.80%	11.70%
High School Graduate	19.70%	28.40%	25.40%	26.90%
Some College, No Degree	21.0%	21.80%	21.10%	20.30%
Associates Degree	9.40	9.30%	9.90%	8.6%
Bachelor's Degree	24.80	17.40%	20.50%	20.0%
Graduate or Professional Degree	14.60	9.10%	11.40%	12.60%

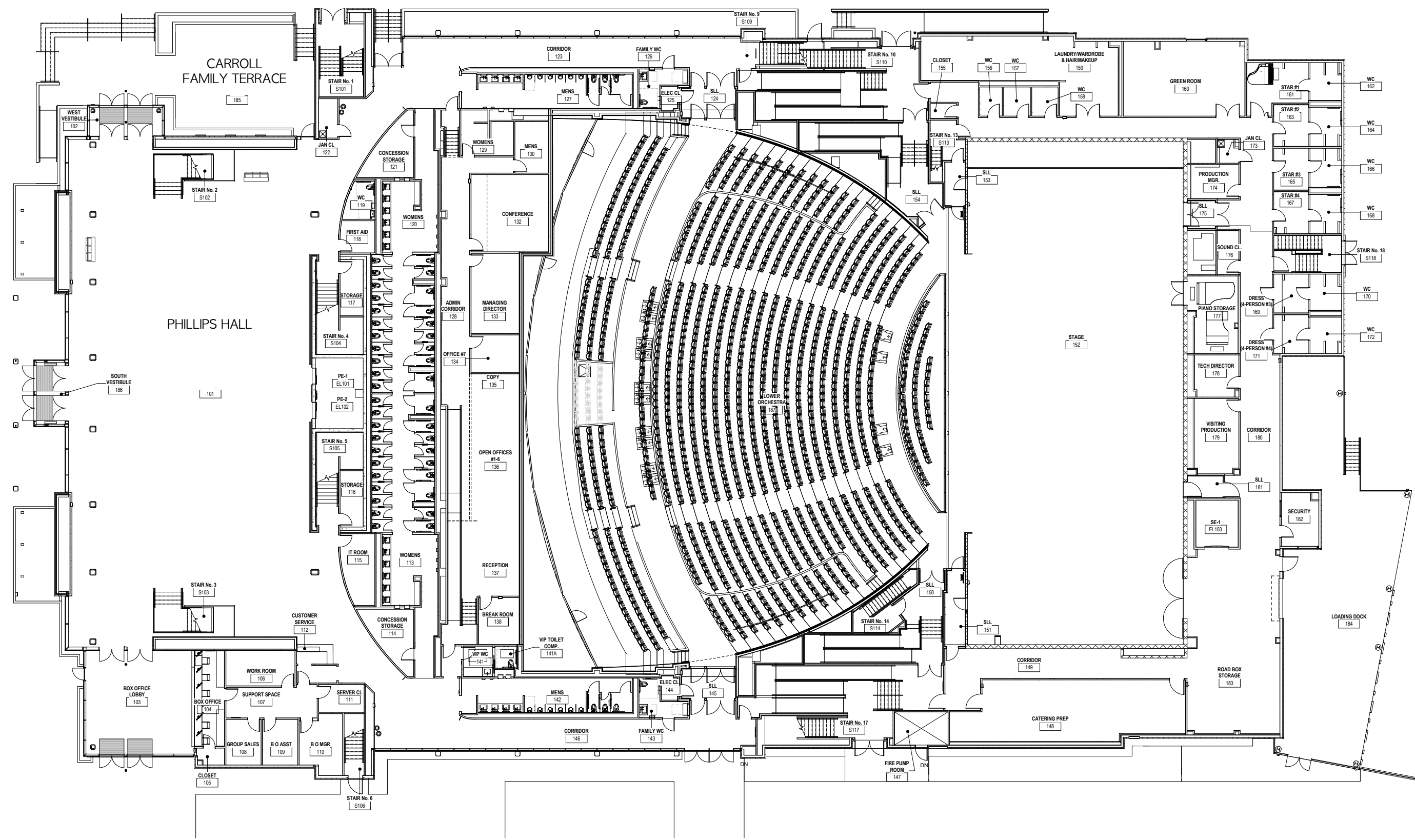
SEATING
MAP



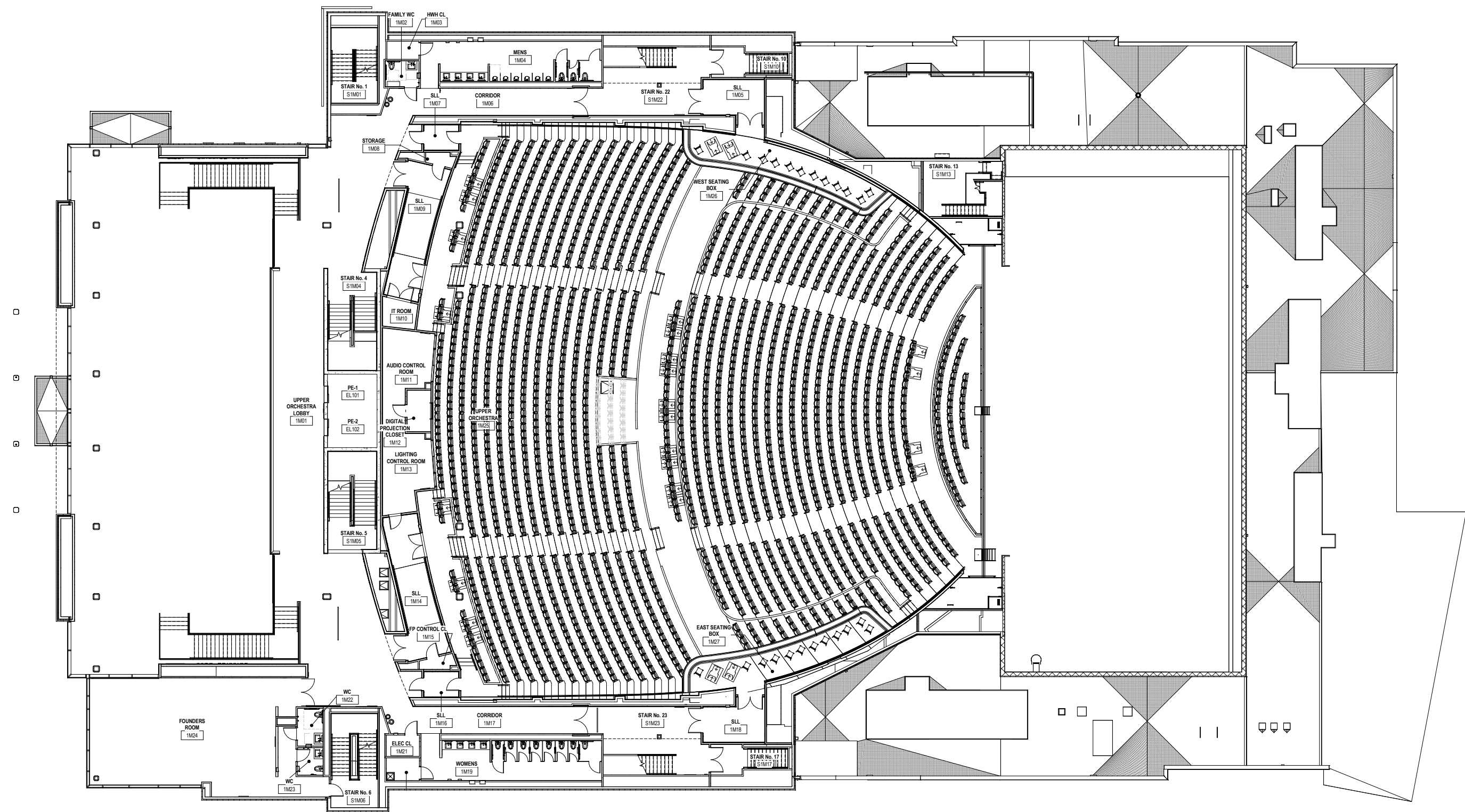
FLOOR PLAN - CELLAR / ORCHESTRA PIT



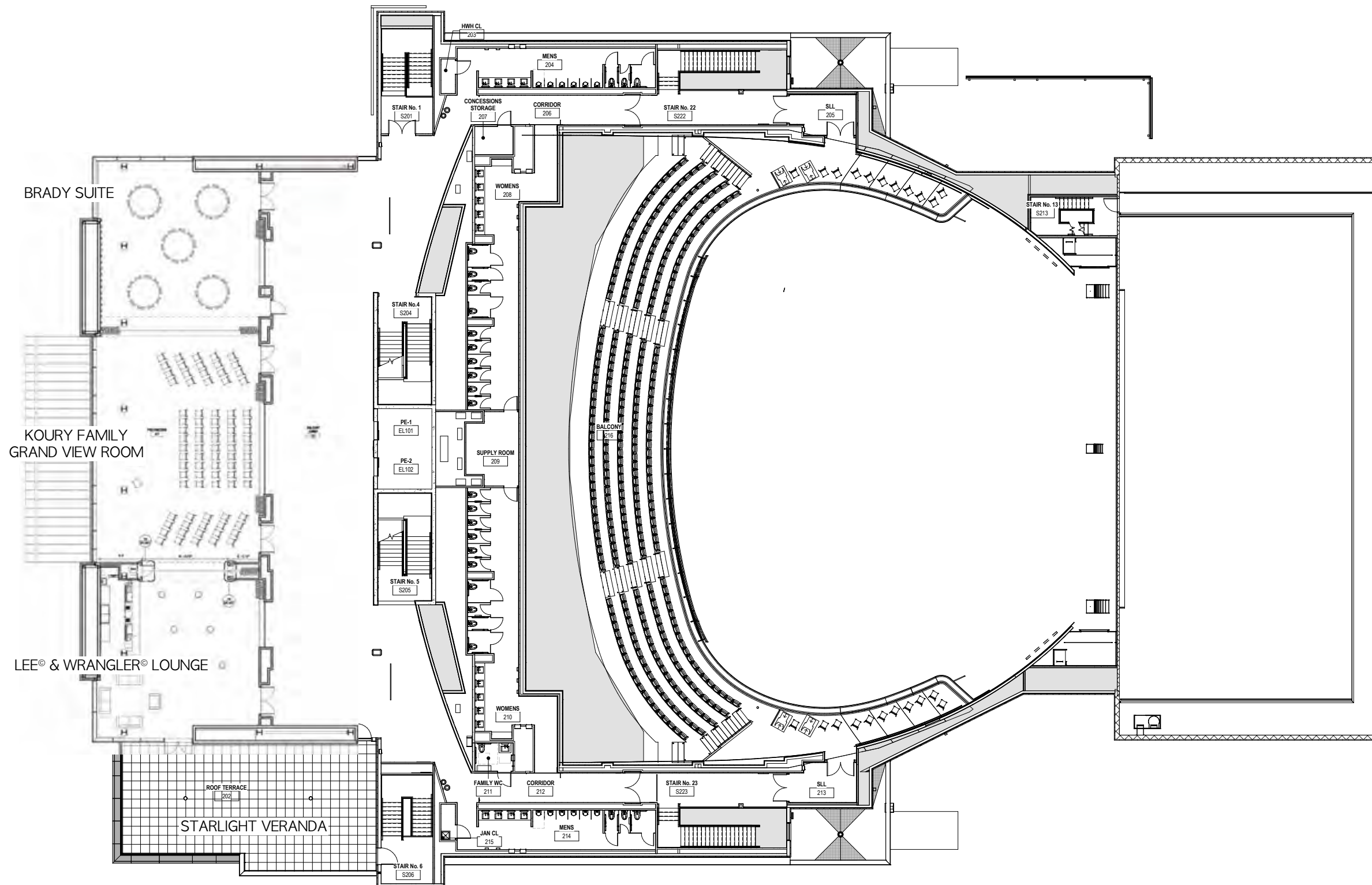
FLOOR PLAN - 1ST FLOOR / PHILLIPS HALL



FLOOR PLAN - 2ND FLOOR / GRAND TIER



FLOOR PLAN - 3RD FLOOR / LOGE & PRE-FUNCTION ROOMS



TANGER CENTER OPERATIONS

Advertising

The Tanger Center maintains a full-service advertising agency to assist promoters, meeting planners and event producers in the marketing of public events. Staff positions consist of a Broadway Services Marketing Director, Family and One Night Advertising Manager, Advertising Specialist for social media and graphics, part-time Group Sales Coordinator, and a Sponsorship Sales Manager. Staff can create customized comprehensive promotional, advertising and group sales campaigns for a wide variety of events.

By utilizing the Tanger Center advertising department, facility users receive the benefit of market expertise, bulk buying power with highly discounted print rates and the uniqueness of having a trained in-house staff person attending to the marketing needs of each contracted special event.

Sound, Lights & Video

The Tanger Center features two state-of-the-art sounds systems - the innovative Meyer Sound Constellation electronic acoustic enhancement system for symphonic concerts and a separate amplified sound system for touring Broadway shows, pop/rock concerts, comedians and speaking events. The amplified sound system was installed by Greensboro-based SE Systems, Inc., a nationally acclaimed production company. Television monitors are located by the lobby sound and light locks to track show progress. Daktronics manufactured indoor LED video displays are installed at each side of the stage to inform and entertain audiences and fans. Each display measures nearly 9.5 feet wide by 16.5 feet tall (vertical hang) and features 6-millimeter line spacing to bring the highest image clarity and contrast to every seat. Upcoming events are promoted on the facility's outdoor Daktronics marquee that uses a 13HD pixel layout to bring crisp, clear imagery to people as they arrive. The outdoor display measures approximately 20.5 feet high by 36 feet wide.

Box Office and Ticketing

The Tanger Center has an exclusive ticketing services agreement with Ticketmaster. The Tanger Center requires all ticketed events to utilize venue ticketing services and sales agents. Ticket commissions, credit card fees and day of show seller rates are charged for such services.



Ticket Advertising Language for Commercials:
"Tickets are available at TangerCenter.com,
Ticketmaster.com, and The Tanger Center Ticket
Office."

Cleaning and Custodial Services



The Tanger Center staff provides cleaning and general housekeeping in all areas throughout the facility during move-ins and event hours. The Tanger Center has also instituted our Patron Health Initiative, a program dedicated to the safety of our patrons, staff and performers stemming from the COVID-19 outbreak. We are committed to an increased level of cleaning and safety for those who come through our doors.

Equipment Services

The Tanger Center maintains a comprehensive list of equipment for in-house event use. Any and all additional equipment and services provided through the venue from outside vendors shall be billed at the rate in effect at the time said equipment and services are provided plus 15% service fee. Please contact your assigned Event Manager for an estimate of needed services.

Event Staffing/Crowd Management

For the public safety of all guests attending Tanger Center events, qualified event staff and public safety officers are required to be on site for all event related activities. Rates for such services will be charged at the prevailing rate in effect at the time of the contracted event's usage. Event estimates for facility operating and staffing expenses will be provided by the assigned Event Manager upon request.

The Tanger Center has contracted for crowd management responsibilities through a regional entertainment staff service company who provide licensed crowd management staff for all events.

Group Sales

Tanger Center Sales is the exclusive provider of group sales services in the facility. The Tanger Center services groups through direct solicitation of local businesses, schools, community groups, churches and other organizations. Group sales is a tremendous source of alternative sales and the venue takes an aggressive approach to group solicitation with a part-time staff person dedicated to this effort. To discuss group sales opportunities, please contact your marketing representative.

IATSE Stagehands

Stagehands in Local 574 provides all load-in/out services for local decorator and on-stage performances.

Standard rates are quoted plus taxes and administration for general stagehands. Loaders and Riggers are priced separately. Performance rates and breaks apply. Daily and weekly overtime is applicable. Riggers are at a higher rate per hour. Please contact the assigned Event Manager for an estimate of services needed.

Spectra Food Services & Hospitality

The Tanger Center has an exclusive catering service available for clients with full service from a state-of-the-art kitchen inside the facility. Clients can select from a wide variety of standard menus or create a specialized menu for banquet functions as needed.

All catering prices will be quoted upon specific meals and functions as negotiated with the meeting planner. Please contact a Spectra Food Services Coordinator at 336-333-6518.

Merchandising

The Tanger Center has a comprehensive merchandise sales operation managed by Oui Vend, one of the nation's premiere merchandisers. Oui Vend can be reached at 813-282-4500.

Parking

A full-time Parking Manager oversees lot operations for move-ins, events and post-event hours. Parking rates vary based on the type and size of the event.

The Greensboro Coliseum Complex and The Tanger Center

The Steven Tanger Center for the Performing Arts is a division of the Greensboro Coliseum Complex which includes 11 venues on one site, with the Tanger Center located in Downtown Greensboro, 3.1 miles apart in distance.



Downtown Greensboro Area Map

