Next Stage Expansion Campaign
A Campaign for Transformational Expansion of Arts Education in Hampton Roads
Next Stage Expansion Campaign

A Campaign for Transformational Expansion of Arts Education in Hampton Roads

Specifically, the campaign will fund:
1) Increase in the student body and faculty
2) Expansion of GSA’s facility on Granby Street
3) Engagement in greater community outreach

Last January, more than 700 students in Hampton Roads summoned their courage and participated in their own personal version of “Fame” - auditioning to be accepted to attend The Governor’s School for the Arts. Unfortunately, there was room for only 110 of these ambitious and talented students.

Every year, The Governor’s School for the Arts, which attracts students from the eight cities and counties of South Hampton Roads, turns away hundreds of qualified students.

Now, The Governor’s School has an exciting opportunity to expand its instructional space, and with it, significantly increase enrollment and transform its impact on students, and the entire community, for decades to come.

The Governor’s School is a center for innovation that develops excellence, nurtures creativity, inspires artistic vision and builds communities with a passion for the arts.

Unique among the Governor’s Schools across the Commonwealth, The Governor’s School for the Arts offers premier arts training to high school students in six departments of study: Dance, Instrumental Music, Musical Theatre, Theatre & Film, Visual Arts and Vocal Music.

GSA stands as an outstanding example of regional cooperation serving the cities of Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk and Virginia Beach, along with Isle of Wight and Southampton counties. Students attend their home school for academics, and then travel to the GSA campus on Granby Street in Norfolk for additional education in their chosen art form.

99% of Governor’s School students go on to pursue higher education. On average, each year’s approximately 100 graduating students earn more than $6 million in scholarships - to some of the most prestigious schools and universities in the country.

The result of this expansion will take The Governor’s School for the Arts’ renowned arts education program to an even higher level, affording the students an experience that transcends the classroom and traditional performance venues by reaching out into the community to create an unprecedented creative energy in Norfolk.

Since its consolidation of all its programs with the renovation of its current building on Granby Street in 2014, The Governor’s School for the Arts has been a catalyst in the rejuvenation and revitalization of Granby Street, extending all the way into the new NEON district. This newest expansion of its facilities will bring even more students, activity and creativity to the entire downtown Norfolk corridor.

In total, the Foundation is seeking to raise $6.25 million in the next few years to expand its footprint on Granby Street, increase its student body throughout South Hampton Roads, and significantly broaden its outreach efforts.
Next Stage Expansion Campaign

A Campaign for Transformational Expansion of Arts Education in Hampton Roads

Students

• Increase enrollment by 13% - from 355 to 400 students

Facilities - $4MM

• Expansion of Granby Street footprint - two new floors -18,000 sq feet
• New facility for developing film program
• Space for orchestra rehearsal
• Additional space for visual arts department
• Expansion of dance department space
• New classrooms
• Locker Rooms
• Partnership opportunities with other arts groups
• All students under one roof - improved safety

Academic Quality - $2.25MM

• Additional faculty - full time & part time
• Community Engagement
• Performance & project funding
• Student scholarships
• Restricted fund for student assistance
Next Stage Expansion Campaign

A Campaign for Transformational Expansion of Arts Education in Hampton Roads

Talent in service to others

Theatre crew cleaning up trash on Granby Street

Visual Artists face painting children in the NEON district

Visual Artists draw in the community

Musicians feeding the homeless at the Slover Library
**Expansion Building**

**Expansion Building Naming Opportunities**

- Parent Campaign Group Plaque: $1,000 each
- Alumni Campaign Group Plaque: $1,000 each
- 88 Keys Campaign for a Steinway Piano: $1,000 each
- Orchestra Rehearsal Hall/Performance Space: $500,000
- Visual Arts Studio/Gallery: $250,000
- Dance Studio/Multi Use (4): $100,000 each
- Jazz Studio: $50,000
- Entrance Way: $20,000 **SOLD!**
- Locker Rooms (2): $10,000 each **SOLD!**
- Percussion Studio: $10,000 **SOLD!**
- Storage (2): $10,000 each **SOLD!**
- Student Commons (2): $10,000 each **SOLD!**
- Classroom/Multi Use: $10,000
- Front Windows (6): $5,000 each
- Dance Office (2): $5,000 each **SOLD!**
- Rear Windows (12): $2,500 each
- Staircases (2): $2,500 each

**Existing Building Naming Opportunities**

- Drawing Studio - 5th Floor: $25,000
- Printmaking Studio - 5th Floor: $25,000
- Painting Studio - 5th Floor: $25,000
- Dance Studios - 3rd Floor (2): $20,000 each
- Costume Room - 6th Floor: $10,000
- Percussion Studio - 6th Floor: $10,000
- Theatre Classroom - 4th Floor (1): $10,000
- Practice Studio - 4th & 6th Floor (3): $5,000 each
- Grand Staircase- 1st Floor: $5,000 **SOLD!**
- Grand Staircase- 2nd Floor: $5,000 **SOLD!**
- Auxiliary Computer Lab - 5th Floor: $5,000
- Staircases (6): $1,000 each **2-SOLD!** 4 more available!
Next Stage Expansion Campaign

A Campaign for Transformational Expansion of Arts Education in Hampton Roads

254 Granby Streetet
Norfolk, Virginia 23510
757.451.4711
www.gsarts.net
foundation@gsarts.net

FACEBOOK    Instagram @gsvschool    Twitter @TheGovSchl

Photos by Carmen Staicer, Angela Douglas, Wendy W. Maness, Steve J. Earle, Alan Fischer