

IMAGINE MORE



More creativity. More access. More community.



A.R.T.S
ON MAIN

The Campaign Case for Support
Arts on Main | Gloucester, Virginia

IMAGINE MORE...

Some places display art. Arts on Main does something different — it makes art *yours*.

Walk through the facility, and you're not just browsing the work of someone else. You're meeting the person who made it. The artist whose painting stops you in your tracks could be the same person who'll hand you a brush on Saturday morning and show you how they did it.

Creativity here isn't something that happens to other people. It's something you do, something you feel, something you take home with you.

What sets Arts on Main apart is the experience. Here you connect. Art becomes personal, tangible, and alive.

Founded in 2011 as a 501(c)(3) nonprofit, Arts on Main is distinctive in that it presents ALL of the arts — visual, literary, performing, film, and more. It's the only organization in the region that provides these multiple art forms for everyone — regardless of age, background, income, or experience.

Collaborations and partnerships expand that experience.



Creativity here isn't something that happens to other people.

In a recent year, Arts on Main has:



150+

Partnered with
over 150 artists
and performers



600+

Served over 600
young local artists,
ages 3–18



185+

Offered over
185 classes and
programs, including
60+ free public
events



16

Hosted or participated
in 16 community-wide
events, including the
Gloucester Arts Festival
and Daffodil Festival



40

Collaborated with 40 civic, corporate,
and nonprofit partners — from
Gloucester County Public Schools to
the Virginia Museum of Fine Arts



Created cultural,
economic,
academic, health,
and well-being
impacts

... **MORE CREATIVITY**

Since opening its doors on Gloucester's historic Main Street, Arts on Main has served the region as a model community arts center, inspiring tens of thousands to tap into their inner creativity. And the word about the power of creativity through Arts on Main continues to spread.

Today, an average of 9,000 visitors come through those doors each year — traveling from across the Middle Peninsula, Hampton Roads, Richmond, and beyond. But it's not just the people who come to Arts on Main whom we serve.

Additional arts programs are provided to the public schools, in summer camps, to a growing public in other event venues, in long-term care communities, and more.

To serve this growing and wide ranging audience, Arts on Main now requires expanded spaces to support current and future demand for creativity in all forms.

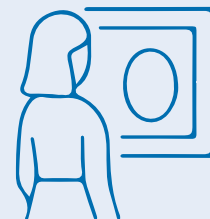
**Arts on Main's Board of Directors
invites you to help make that possible.**



IMAGINE MORE

THIS CONSTRUCTION AND CAPITAL CAMPAIGN PROJECT WILL:

Add 2,500+ square feet to the second floor, including a multi-purpose space via a new partial second story and enhanced existing second floor space – all to support more areas for exhibits, classes, and events

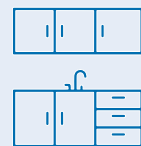


Create a dedicated arts studio for art production and classes with specialized infrastructure, such as pottery

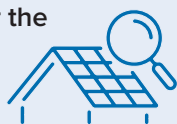


Install an elevator and stairway to improve accessibility and ADA compliance

Reconfigure and update the kitchen, offices, and storage spaces



Repair and replace the existing, structurally deficient roof and install a new roof over the expanded second floor space



Replace the aging HVAC systems

Provide updated furnishings, equipment, and technology



Retire the mortgage to ensure Arts on Main's strong operating fiscal future



... MORE ACCESS

Arts on Main's programs and participants have expanded every year — but the 100+ year-old building hasn't kept pace. Demand is strong for more programs, classes, and events — but space and access are limited. Today, only one class can run at a time. Second-floor spaces are inaccessible to those with mobility limitations. And aging infrastructure puts the organization's long-term sustainability at risk.

Arts on Main has developed the design and plans to make capital improvements and expand the space. While initial fundraising efforts have been extraordinarily successful, Arts on Main has launched its final phase of fundraising.

When construction concludes, the expanded facility will be ready to support current and future growth.

The arts belong to everyone. That's not just a value Arts on Main espouses — it's one the organization actively works to deliver, every day. The expansion is an investment in saying to everyone: there is room for you here.

**The arts belong to everyone.
There is room for you here.**



... **MORE** COMMUNITY

What does a community look like when it has a place to gather, experience, and be transformed by the arts? It looks like Gloucester, the Middle Peninsula, and our wider region — already benefiting from the resources Arts on Main provides.

Year after year, national studies prove that communities with a commitment to the arts are economically stronger, more vibrant, engaged, caring, and unified.

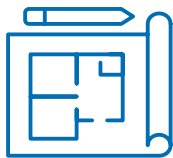
As an anchor on Gloucester's Main Street since 2011, Arts on Main has drawn visitors, supported local artists, partnered with schools and nonprofits, and provided residents of all ages and backgrounds a reason to engage.

Arts on Main's impacts are real: increased local foot traffic and visitors, cultural and economic benefits, academic improvement in the schools, engagement with older adults, social connections, and civic pride. This final phase of expansion will enhance all of those impacts.

More space means more events. More events mean more people. More people mean more conversations, more collaborations, more of the connective tissue that makes a community thrive.

THE CAMPAIGN

The Imagine More Campaign is well on the way to raising the required funds to support three goals:



Complete the final capital expansion — planning, engineering, construction, furnishings, and interim relocation of the operation/programs during construction



Retire the mortgage to ensure continued financial sustainability of programs and operations



Ensure a successful campaign with required management, marketing, and administrative support



IMAGINE **MORE**...

*Become part of this
once-in-a-lifetime expansion.*

CAMPAIGN LEADERSHIP

A group of dedicated and skilled community leaders continue to guide Arts on Main's capital improvements, program expansion, and fundraising. This region-wide capital campaign, *Imagine More*, invites everyone to participate with a contribution or multi-year pledge. All levels of support welcome!

The campaign is led by formidable steering committee including:

E. Claiborne Robins, Jr., Campaign Honorary Chair

Theresa Stavens, Campaign Chair

Will Grant | Rick Griffin | Mike Ivey | Lynne Manning | Rene Wenleder



Other volunteers are assisting in the final, region-wide public campaign phase.

The architect is Brandon Currence Architects, and the general contractor is David Nice Builders. Project manager is Jay Hobbs of Hobbs Management Solutions. The campaign is being managed by Mary Ellen Stumpf of Stumpf & Associates.

CAMPAIGN STRATEGIES FOR SUCCESS

- Secure and promote major challenge gifts. Arts on Main has had success meeting and exceeding several challenges:
 - \$100,000 challenge from The Mary Morton Parsons Foundation for an earlier phase of improvements
 - \$350,000 challenge from Mr. and Mrs. E. Claiborne Robins, Jr. inspired more than \$540,000 in new gifts
 - The Cabell Foundation of Virginia award of a \$100,000 challenge to broaden participation across the region through December 31, 2026
- Promote and encourage multi-year pledges of up to FIVE (5) years or more
- Promote tax-wise planned or deferred giving options to allow for a gift amount desired
- Continue to secure major gifts and grants while expanding the campaign to everyone in the region to give at what level they wish
- Protect and enhance the ongoing Development Program, especially The Annual Fund — the lifeblood of programs and operations year after year

More creativity. More access.
More community. **MORE IMPACT!**

Invest in Arts on Main

Your gift is an investment in creativity,
access, and community. Together we are
making Gloucester and the wider region an
even MORE vibrant place to live, work, and play!

We can't wait to show you what MORE will do.



Kathryn L. Swanson, PhD, Executive Director
director@gloucesterarts.org | 804-824-9464

6580 Main Street, Gloucester, Virginia 23061
gloucesterartsonmain.org

Engaging the community through inspiring arts experiences.