



U N I V E R S I T Y O F  
**SOUTH CAROLINA**<sup>™</sup>  
B E A U F O R T

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*Bonnie Hargrove is available for interviews at the USCB Performing Arts Center*

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## **USCB Sets Direction for Beaufort Performing Arts Center**

Chancellor Jane Upshaw announced a new initiative to build support for the arts in Beaufort today. The University of South Carolina Beaufort seeks to develop its Performing Arts Center as a regional focal point for theater and the visual arts. This initiative is one of several, including the offering of the B. S. in Studio Art beginning January of this year, that build on USCB's long-standing tradition of endorsing and supporting the arts.

Martin Goodman, Beaufort Small Business Development Director, chaired of the Performing Arts Center Committee, developed the business plan for the new initiative. The proposal includes hosting family and community theatre groups it currently serves, providing a well staffed venue for additional performing groups and expanding the use of the University's gallery space. Goodman emphasized that "The success of this plan will depend on community demand for arts programming and on community support for program scholarships, sponsorships, fundraising and grants. The University's record of good stewardship will be a positive factor in making the new venture a success."

USCB is collaborating with the Beaufort Children's Theater, the Beaufort Theatre Company, PJ and Play, USCB Festival Series, the Beaufort Orchestra in the initiative. The Performing Arts Center will work with USCB faculty members and other community arts groups to build stronger

connections throughout the greater Beaufort arts community, deepen the learning opportunities for students of all ages and offer richer arts programming to the community and its guests.

Under the leadership of Dr. Upshaw, the University's vision for its Historic Beaufort campus has focused on programs that build on the greater Beaufort area's unique strengths: *"The University aspires to develop a full-service arts campus in Beaufort. Our vision for the Historic Beaufort campus fits appropriately with our mission of community outreach."*

Newly named USCB Performing Arts Center Director Bonnie Hargrove has 17 years of arts administration experience. Hargrove is developing programming for the 2010- 2011 Performing Arts Center season, which already includes performances by several local organizations. The Beaufort Theatre Company will be partnering with Lowcountry Shakespeare for three performances of "Twelfth Night" in Waterfront Park in October. Additional Beaufort Theatre Company productions will include "Godspell" and "To Kill a Mockingbird." The Beaufort Children's Theatre will produce "Mulan, Jr." in the fall and "Seussical, Jr." in the spring of 2011. In her new role, Hargrove will also select and market exhibitions for the USCB Performing Arts Center galleries.

**ABOUT USCB:**

The University of South Carolina Beaufort (USCB) is a senior institution of the University of South Carolina system serving the southeast coast of Georgia and South Carolina. The university's two campuses, located on the waterfront in historic Beaufort, S.C. and at the gateway to Hilton Head Island in Bluffton, S.C., serve a diverse student body of 1,700. USCB offers students an exceptional place to learn and live in an environment focused on growth, preservation and opportunity. For more information about the University of South Carolina Beaufort and its arts programs, please visit [www.uscb.edu](http://www.uscb.edu) or call the Office of Advancement at 843-208-8240.