



SALEM  
ACADEMY

# Plan for the Future of the Salem Academy Building

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# ACADEMY BUILDING TASKFORCE

**Dara Folan**, Former Senior Vice President and General Council, Reynolds American – Former BOT Chair & Academy Parent

**Sallie Smalley Beason**, A'85, Independent Financial Consultant & BOT Finance Chair

**Steve Strawsburg**, Former Vice President of Corporate Social Responsibility, Reynolds American – Former BOT

**Jenni Reinhardt Lynch**, A'77, Attorney, Roberson Haworth & Reese

**Genevera Kelly**, A'78, Chief Philanthropy Program Officer, Wake Forest Institute for Regenerative Medicine

**Abrea Armstrong**, A'09, Executive Director, Triad Cultural Arts

**Katherine Knapp Watts**, C'80, Vice President of Strategic Initiatives, Salem Academy and College

**Kris Porazzi Sorrells**, C'96, Head of School, Salem Academy

**Kathy Barnes**, C'81, Vice President of Institutional Advancement, Salem Academy and College

**JaNae Joyner**, Chief of Staff, Salem Academy and College

**Summer McGee**, President, Salem Academy and College





# TASK FORCE GOALS & TIMELINE

## Non-negotiables:

- ❖ Retain the building for Salem's use
- ❖ Find a partner consistent with Salem values who will respect our history
- ❖ Find a project that will benefit our community
- ❖ Find a project that will be consistent with Salem goals

## June 2023 – September 2023

- Established our non-negotiables and explored partnership opportunities

## October 2023 – January 2024

- Evaluated partnership opportunities

## January 2024 - February 2024

- Reviewed partnership proposals including financial pro formas

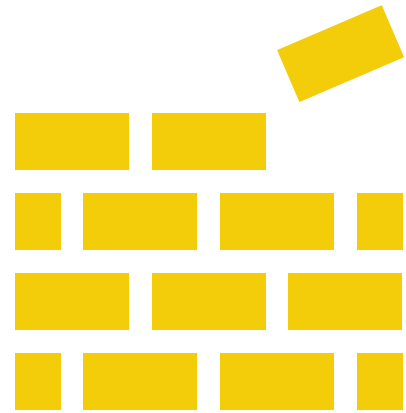
## February 2024 – April 2024

- Conducted a feasibility study funded by Twin City Development Foundation

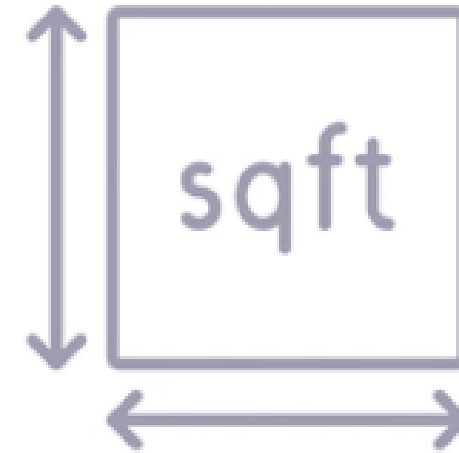
## May 2024

- Made a recommendation to the Board of Trustees for the June 2024 board meeting

# PROPERTY DETAILS



Constructed  
1930



80,000  
Square feet



7  
Acres



3  
Wings





SALEM  
ACADEMY

# INTRODUCING THE ACADEMY HOTEL





# PROJECT DETAILS



86 Boutique Hotel Rooms – suitable for short and long-term stays

Onsite Restaurant and Bar

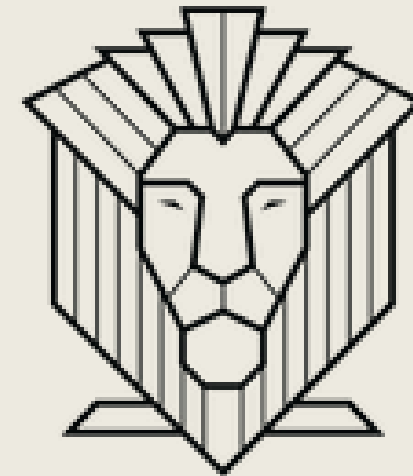
Library Lounge

250-Person Auditorium Space

Meeting Rooms and Classroom Style Spaces – perfect for conferences and weddings

# OUR PARTNER

MAYFAIR Hospitality  
Simon Burgess



MAYFAIR  
HOSPITALITY



# GUEST ROOM CONCEPTS





# RESTAURANT CONCEPT





# OPPORTUNITIES

Sets a **new standard** for buildings on our campus

**Diversifies** Salem's revenue streams

Brings strong **local partners and experts** to our campus

Creates **opportunities for alumnae** to return to this historic building





# OUTCOMES

As much as  
**\$1M annual** profit  
generated,  
will **fund student**  
**scholarships**





# FUNDING NEEDS

Gifts at this stage will **inspire others to follow your lead** and ensure the Academy building has a new life.

In this challenging landscape where institutions serving girls and women are increasingly rare, this project helps **ensure the building's future and helps financially secure Salem's future as well.**





# THE ACADEMY HOTEL

Salem Academy is raising  
**\$5M** to allow for the  
Academy Building to be  
reopened and restored to its  
former glory.





# PROJECT TIMELINE

## Historic Tax Credits

- 12-18 Months

## Construction

- 12-24 Months

## Potential Opening

- 2027





# HOW CAN YOU HELP?

1. Share with Others
2. Build Enthusiasm
3. Make a Commitment
4. Consider a Naming Opportunity



Are you ready  
to stay  
overnight at  
the Academy  
Building?

**WELCOME HOME!**







THANK YOU

Alumna

