

Education Center

5339 Chamblee Dunwoody Rd.
Atlanta, GA 30338
770.394.3447

Gallery & Gift Shop

4681 Ashford Dunwoody Rd.
Atlanta, GA 30338
770.394.4019



www.spruillarts.org

February 4, 2022

Facilities Authority
City of Dunwoody
4800 Ashford Dunwoody Rd
Dunwoody, GA 30338

The Spruill Center for the Arts is in the second year of a three-year strategic plan that paves a way for our nonprofit to navigate the current pandemic while planning for long-term growth and impact in our community. This first year (2021) demonstrated the effectiveness of this plan, with enrollment figures and earned revenues reaching pre-pandemic levels. At the same time, our organization has increased our community outreach and helped to create numerous pieces of public art at the education center and throughout the city.

At this point in time, we find ourselves in the position of again being out of space to continue to provide the programs that we offer in support of our mission. In 2019, the City of Dunwoody commissioned a study from the Sizemore Group to create a master plan for the Dunwoody Cultural Arts Center. This plan provides room for growth for the various nonprofits that utilize the building, and is predicated on Spruill's financial contribution to fund the expansion. Spruill is now in a financial position to fulfill this obligation.

The current facility stands without much improvements - reflecting its original intent as a municipal school building from the 1960's. At the same time, the City of Dunwoody has made substantial investments with other nonprofits that have resulting in transformational improvements for those organizations; most notable Dunwoody Senior Baseball with the creation of two new playing fields, and the Dunwoody Nature Center with combined investments totaling nearly \$2,000,000 since 2011.

Spruill Center for the Arts is prepared to contribute \$1.3 million towards a \$2.3 million expansion of the Dunwoody Cultural Arts Center and is requesting the Facilities Authority to fund the remaining \$1 million of this project. Complete construction documents have already been created and the project is essentially "shovel ready."

Spruill Center for the Arts also requests the Facilities Authority's permission to begin an expansion of the kiln room immediately. The cost for this expansion will be financed by Spruill in totality. This expansion is needed to fulfill demand of current program users and needs to occur regardless of the remaining facility expansion that is proposed.

Sincerely,

Alan Mothner
CEO
Spruill Center for the Arts

Education Center

5339 Chamblee Dunwoody Rd.
Atlanta, GA 30338
770.394.3447

**Gallery & Gift Shop**

4681 Ashford Dunwoody Rd.
Atlanta, GA 30338
770.394.4019

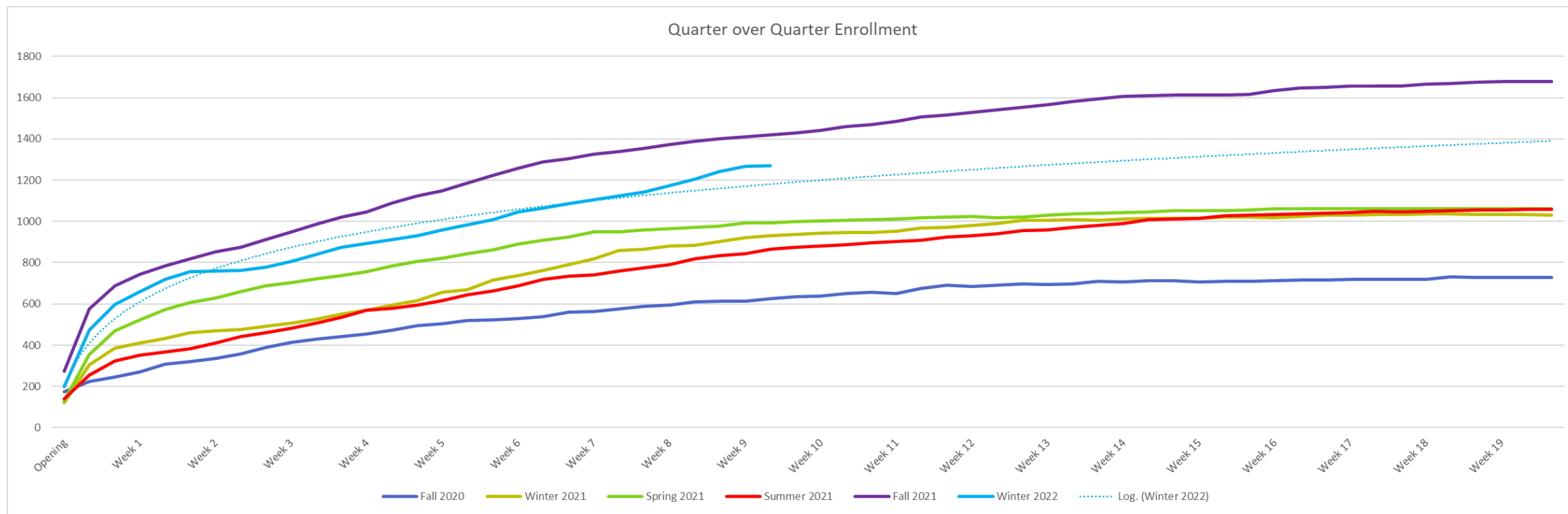
www.spruillarts.org

Spruill Center for the Arts Facility Expansion February 14, 2022

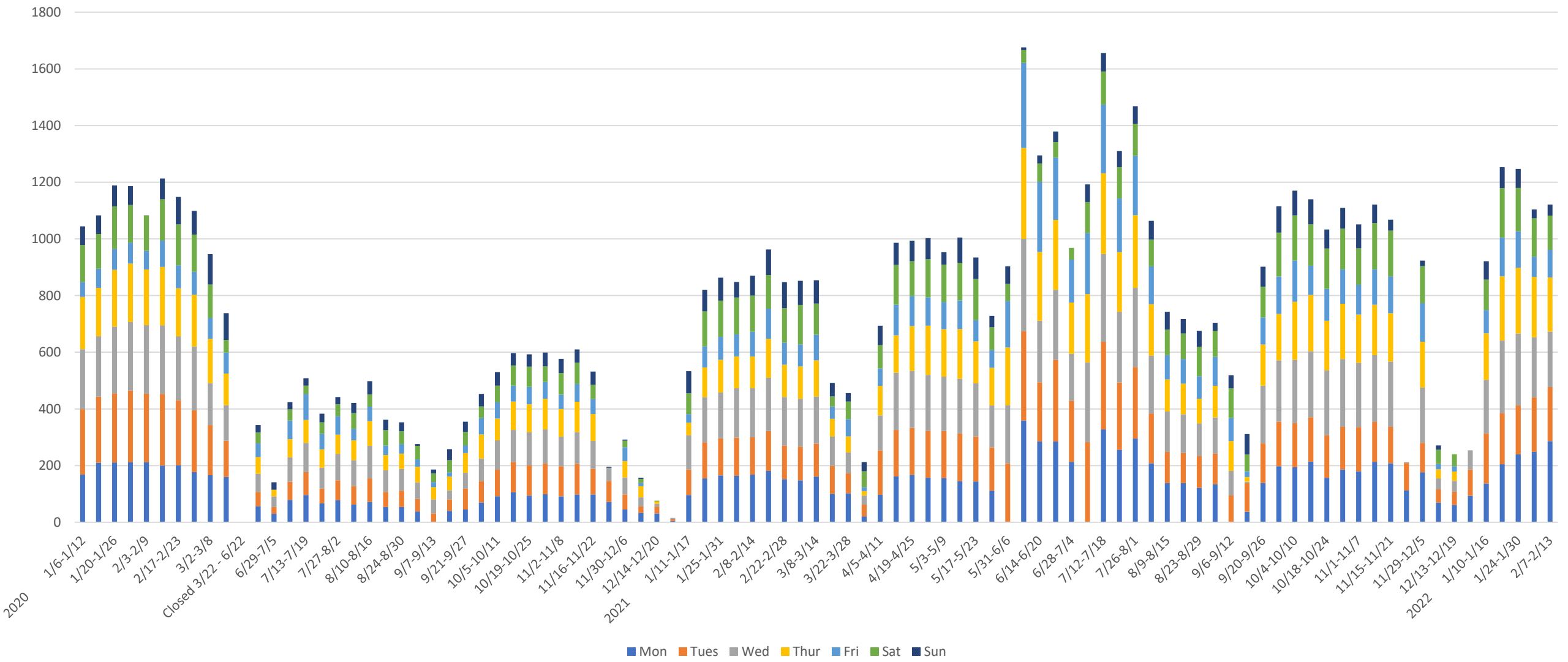
Spruill has recovered to pre-pandemic levels of building usage. In 2021, Spruill:

- Offered 764 classes
- Served 8,147 adult and youth students
- Another 449 students remained on our waitlists and were unable to enroll.
- Had a total of 44,097 daily participants that utilized the facility for classes, workshops, and open studios.





Daily Enrollment



Spruill consistently maintains a “Net Promoter Score (NPS)” in the high 80’s – what is considered “world-class.”

We are focusing on quality over quantity - smaller classes with more intimate instruction. But, we are still limited to 10 full-time and 1 part-time studios. Most are medium specific (jewelry, ceramics, glass, film photography) and can only be taught in their respective spaces.

COVID related safety protocols only exacerbate the lack of space:

- Limiting class size – reducing the total number of students
- Social distancing – most classes are 1 student per table
- Increase cleaning – requiring more time between classes



Some most recent examples:

- “Spruill Arts Center is a jewel that I have only found in 2021 because of Covid....It is a gift to me from a very unfortunate pandemic.....I love that classes are small and there is room to move, breathe, think and space to spread out and create! I ESPECIALLY love that open studios are available to us to continue our work which is impossible to finish in a 2 1/2 hr. class. XX fosters an environment of artistic freedom, creativity, trial and error and no judgment! She is an encyclopedia of knowledge and shares it so freely and generously with her students. She's created a "community" of students helping one another create! When she structures the classes with a "specific" project which she lets the students choose, student interest peaks and the enthusiasm and energy in the classroom is so high, its palpable. She's a gift to me and many others! “
- “Spruill is the BEST! I don't know what we would have done with our time had we not discovered Spruill. I think of how proud my mom would have been, knowing I'm taking a class in the "arts" and she would have certainly wanted to come as well! It's just such a special place. I talk about my class ALL THE TIME and about how much my friends would love it!”
- “I have been taking classes at Spruill for more than 20 years now. We are so lucky to have such a great art center available for classes. I always recommend Spruill to my friends.”
- “Spruill is a special gem in our community. It is welcoming for all arts levels. As a Brookhaven resident just a few miles from Spruill I am sad that I did not find this wonderful resource when my children were young.”
- “I would rate them 20 if possible. Ms. XX and Ms. XX are just beyond this world instructors, they care, they love these kids and are truly invested. I feel blessed that my family had a chance to connect with them via Spruill. Spruill is such a special place, educational and fun. If we could afford my daughter would be in every art class you offer.”
- “Spruill Arts is a great facility. I’ve been taking classes there for 28 years and highly recommend it to anyone looking for a creative outlet. So grateful for your facility.”



Limited space impacts all aspects of our operations:

Initiatives like free youth classes (425 students in 2021), outreach and partnerships are limited due to space constraints. This missing revenue also prevents us from supporting community programs like public art. It also means:

- Waitlists – in 2021, 449 students on waitlists means a loss of potential revenue of >\$100,000
 - Already this year we have 178 students on a waitlist – a loss of >\$40,000
- No availability for workshops or events
 - In 2021 these were hosted at barn at Brook Run or Shallowford
 - Each space has limited availability
 - This spring, we are looking at having to cancel offerings due to room conflicts
 - Summer is very limited with space for camps and adult classes
- Conflicts with other nonprofits in Dunwoody Cultural Arts Center

There is a plan in place

The City commissioned the Sizemore Group to create a Master Plan to best utilize the space at the Dunwoody Cultural Arts Center. The plan was completed in October of 2019. The implementation of this plan is predicated on funding from Spruill.

Another option in the Master Plan was to move Spruill to the vacated Austin Elementary. The Dunwoody Cultural Arts Center is even older than Austin and remains relatively unchanged since a remodel following a fire in 1966. This idea was not approved by either Spruill or the City. Later, the school was deemed unusable by the city and demolished.

The Sizemore Group's plan remains the only viable option and we are now ready to contribute the required funding to begin the City's plan.



Dunwoody has a history of financially supporting facility improvements

FIPP Awards							
	2013	2014	2015	2016	2017	2018	TOTAL
DSB	\$ 40,000	\$ 73,400				New Fields	\$ 113,400
DNC	\$ 225,000	\$ 111,000	\$ 23,000		\$ 400,000	\$ 82,000	\$ 841,000
DPT			\$ 150,000		\$ 330,000	\$ 171,000	\$ 651,000
SDP			\$ 95,500		\$ 50,000		\$ 145,500
Spruill	\$ 25,000	\$ 37,300	\$ 18,500		\$ 20,000	\$ 30,000	\$ 130,800

During the time when the City appropriated FIPP for capital improvements, approximately \$1.7 Million was awarded. Partners contributed another \$738,669. This means that historically, the city has provided a 2:1 match of donations from the nonprofits.

A substantial investment from the City of Dunwoody and the Nature Center resulted in transformative change

Capital Improvement Project	Year	Total amount
Meadow Restoration	2012	\$61,713
Bathroom/Back Deck	2013	\$223,000
Front Entry	2014	\$123,510
Roof	2014	\$31,490
Playground	2014	\$250,000
South Entry/Fern walk/Signage	2015	\$23,000
Creek Restoration	2016	\$110,932
Meadow Lighting	2017	\$9,000
North Woods Pavilion	2018	\$654,482
Micropool	2018	\$250,000
ECOClassroom	2018	\$100,000
TOTAL		\$1,837,127.00

Spruill is long overdue for a similar investment from the City

Financial Implications:

Spruill has \$1.3 million to donate to the City for Expansion

- This amount allows for a 9 month operating reserve
- It includes build out expenses of \$211,200 to furnish classrooms
- Expansion will add revenues of \$494,000 and the ability to serve an additional 2,000 students in the first full year of operation.



Request of the Facilities Authority

The current build out is estimated to cost a total of \$2.3 million for the project

- Includes 10% contingency
- Does not include operational and programming expenses
 - These are already budgeted and funded
- 100% Construction Documents are completed
- Ready to submit for permitting

In short, the project is “Shovel Ready”

An expanded Dunwoody Cultural Arts Center



ARCHITECT
D. TRACY WARD
EST. 1993

Spruill Center FOR THE **Arts**
CLASSES • EVENTS • GALLERIES

An expanded Dunwoody Cultural Arts Center



ARCHITECT
D. TRACY WARD
EST. 1993



Spruill Center FOR THE Arts
CLASSES • EVENTS • GALLERIES

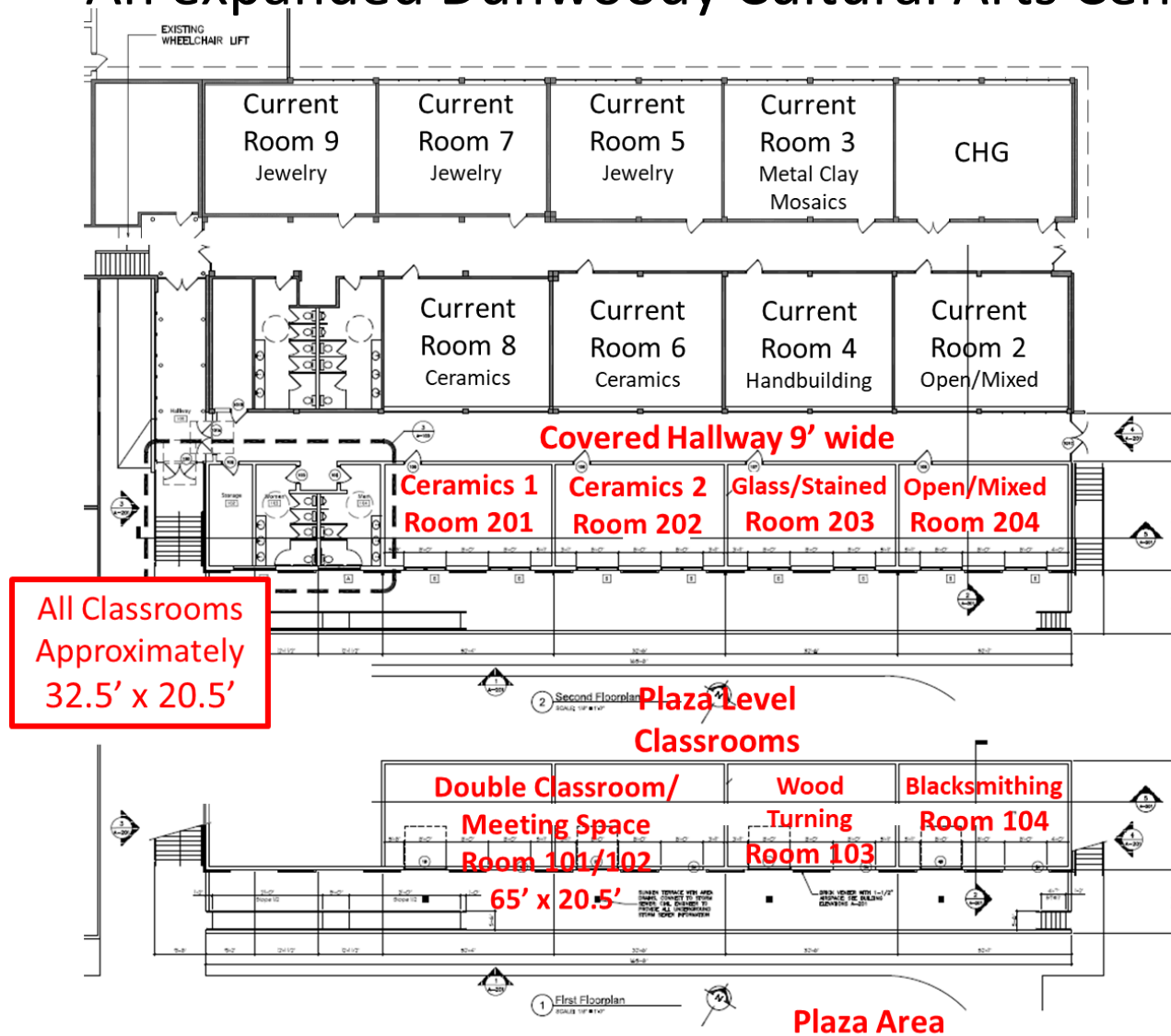
An expanded Dunwoody Cultural Arts Center



ARCHITECT
D. TRACY WARD
EST. 1993

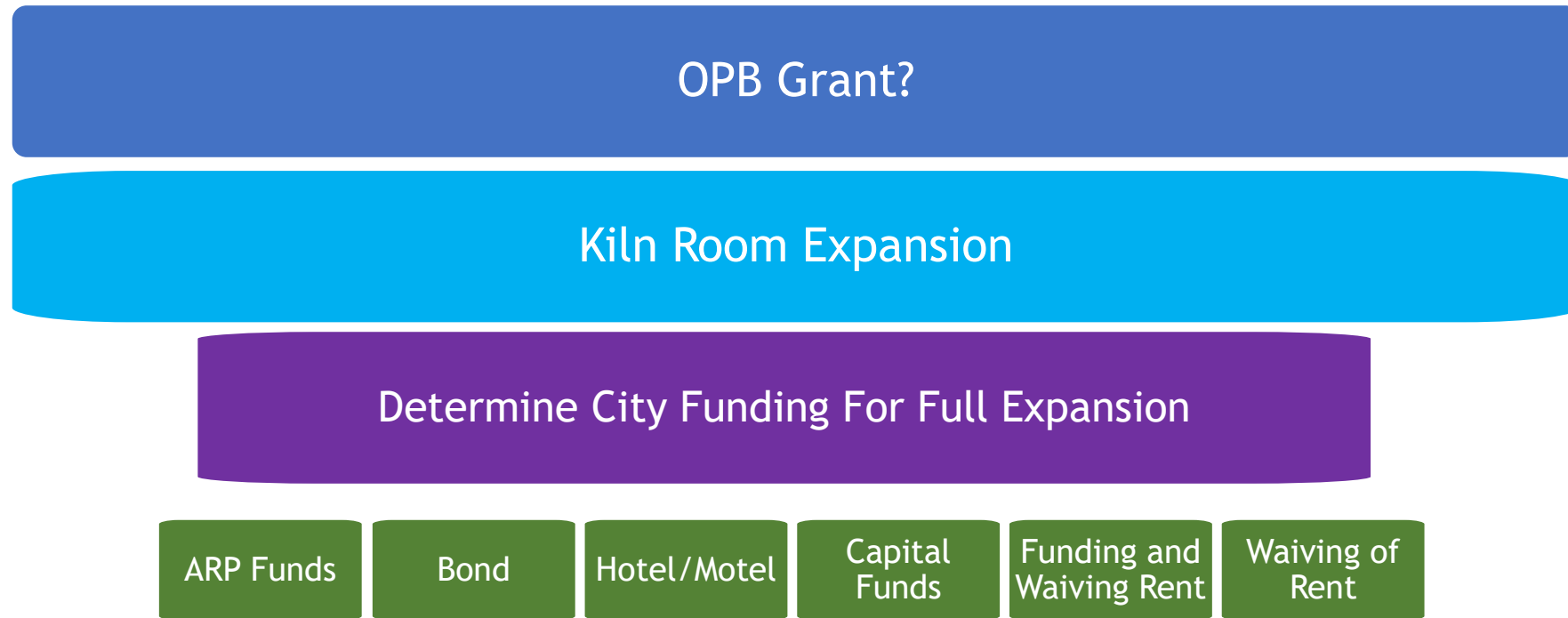
Spruill Center FOR THE Arts
CLASSES • EVENTS • GALLERIES

An expanded Dunwoody Cultural Arts Center



Spruill Center FOR THE **Arts**
CLASSES • EVENTS • GALLERIES

Timeline



Immediate - Permission to expand kiln building

- Allows staging and is necessary regardless of expansion
- All costs incurred by Spruill

Determination of City funding mechanisms for full expansion