



To: Mayor and City Council

From: Brent Walker, Parks and Recreation Director

Date: January 23, 2023

Re: Spruill Center for the Arts Presentation

Summary

The City values the on-going partnerships with our non-profits partners. Alan Mothner will be presenting current and future initiatives by 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 Update Dunwoody City Council January 23, 2023

2020 Strategic Plan: Key Objectives

Relevance – Increase the awareness, presence and impact of Spruill in the community

Systems and Operations - Improve operational structures and processes to increase efficiencies, capacity and effectiveness

People - Improve staff, board and instructor effectiveness

Financial - Enhance financial structure through developing new revenue streams and maximizing facility

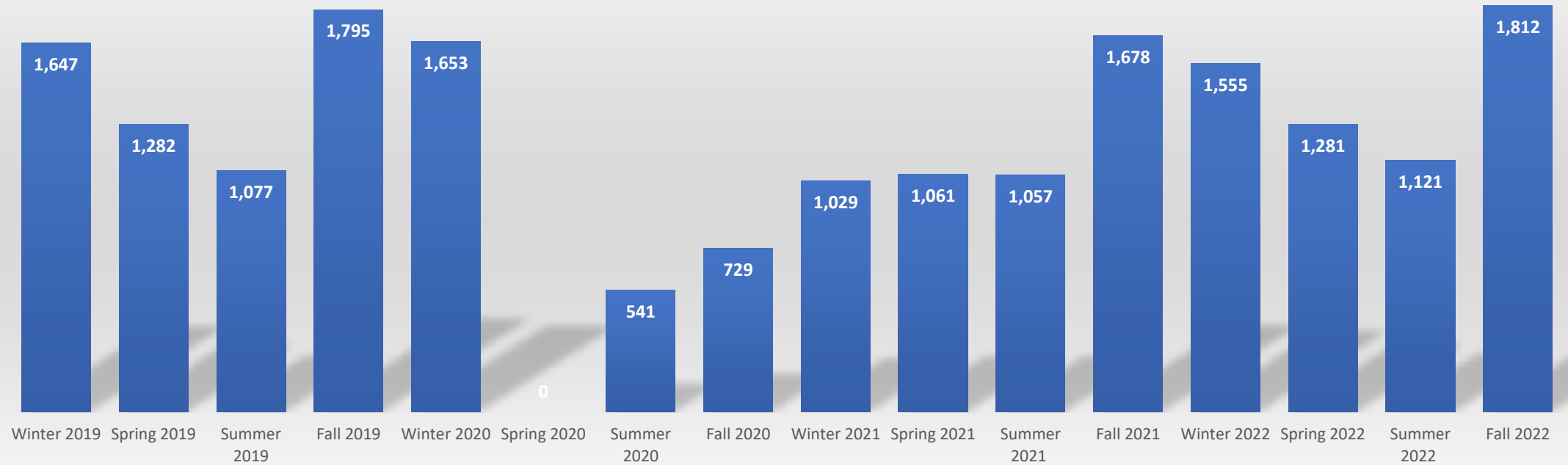
So, as we enter Year three,
how are we doing?

Quantitatively:

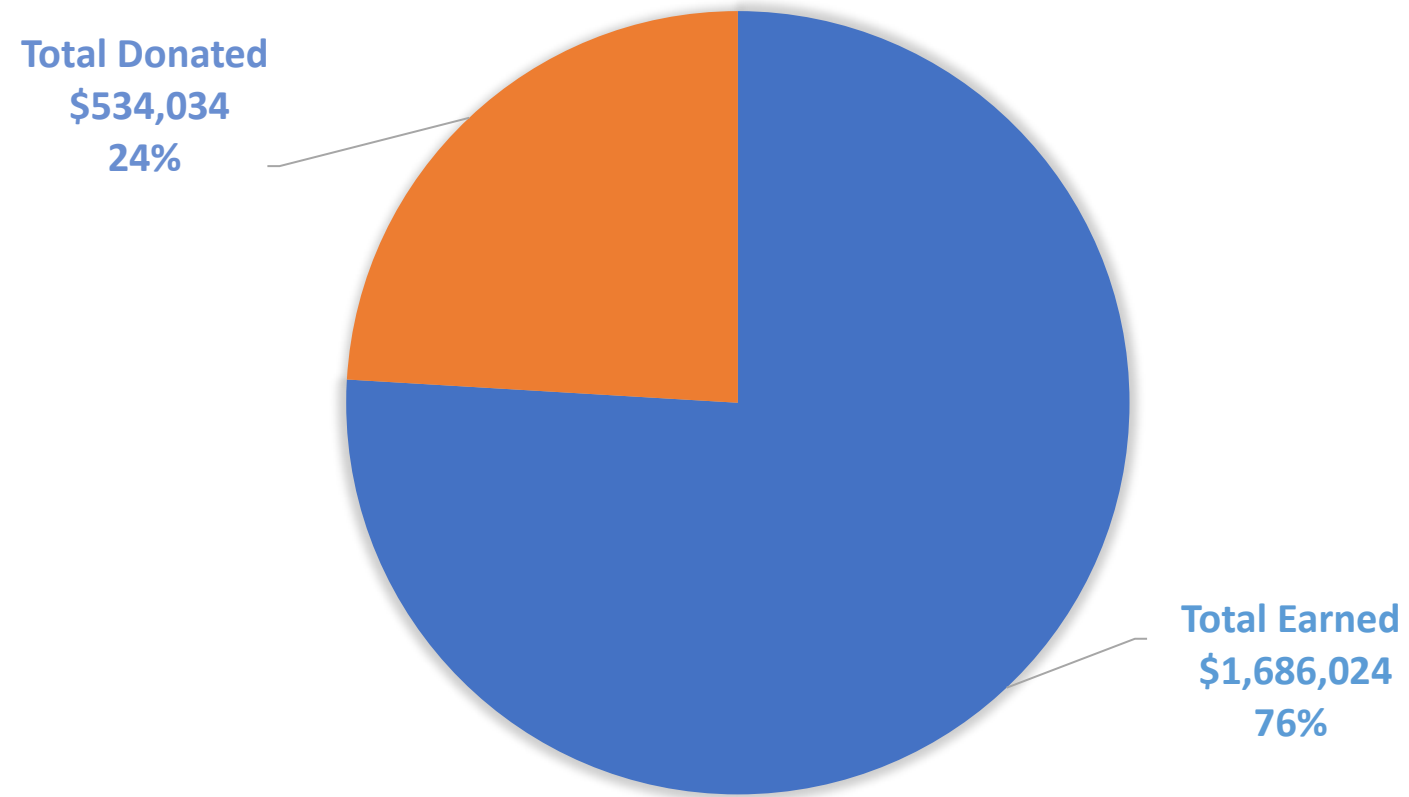
In 2022

- 719 classes and enrollment of 5,769 students. Another 498 on waitlists.
- 2,592 participants in open studios
- 1,074 in Summer Camps
- 4,636 Gallery visitors for five exhibitions and the Holiday Artists Market
- Total Reach of 14,071
- Direct economic support to artists and art administrators > \$1.2 million

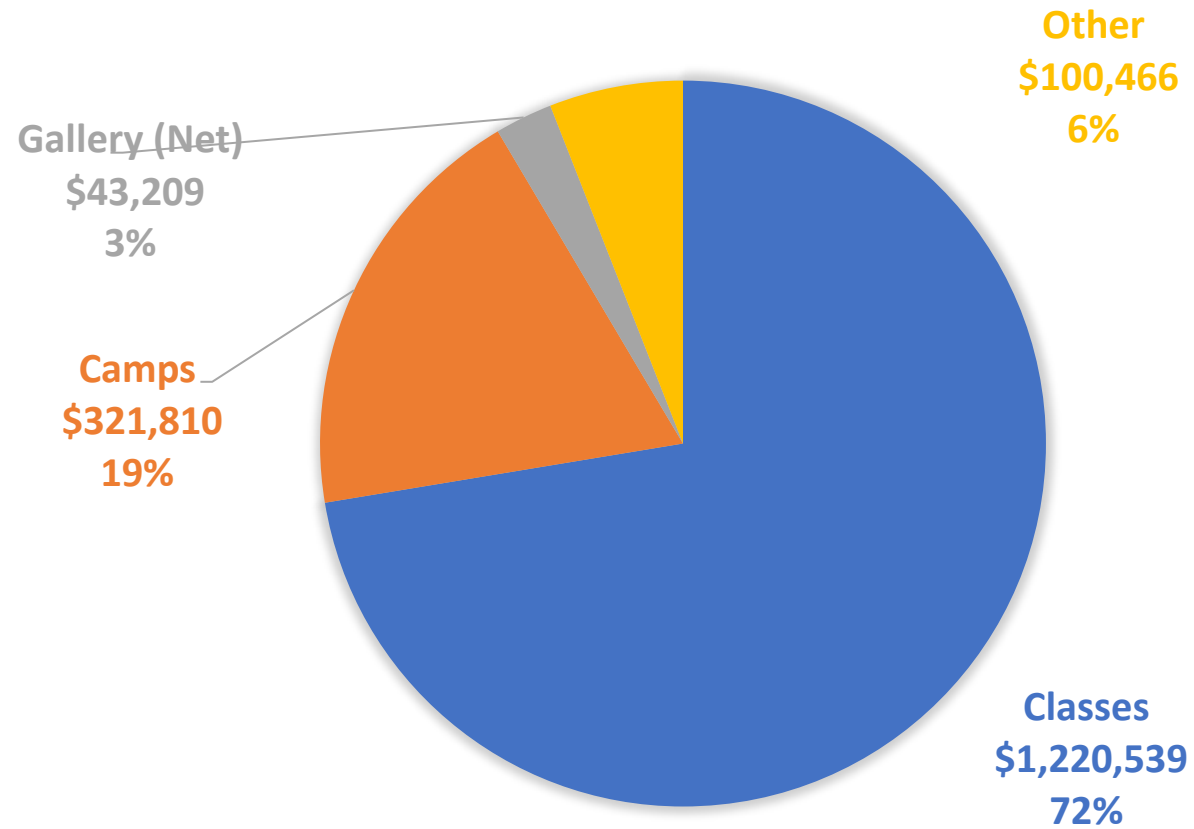
Class Enrollment by Quarter



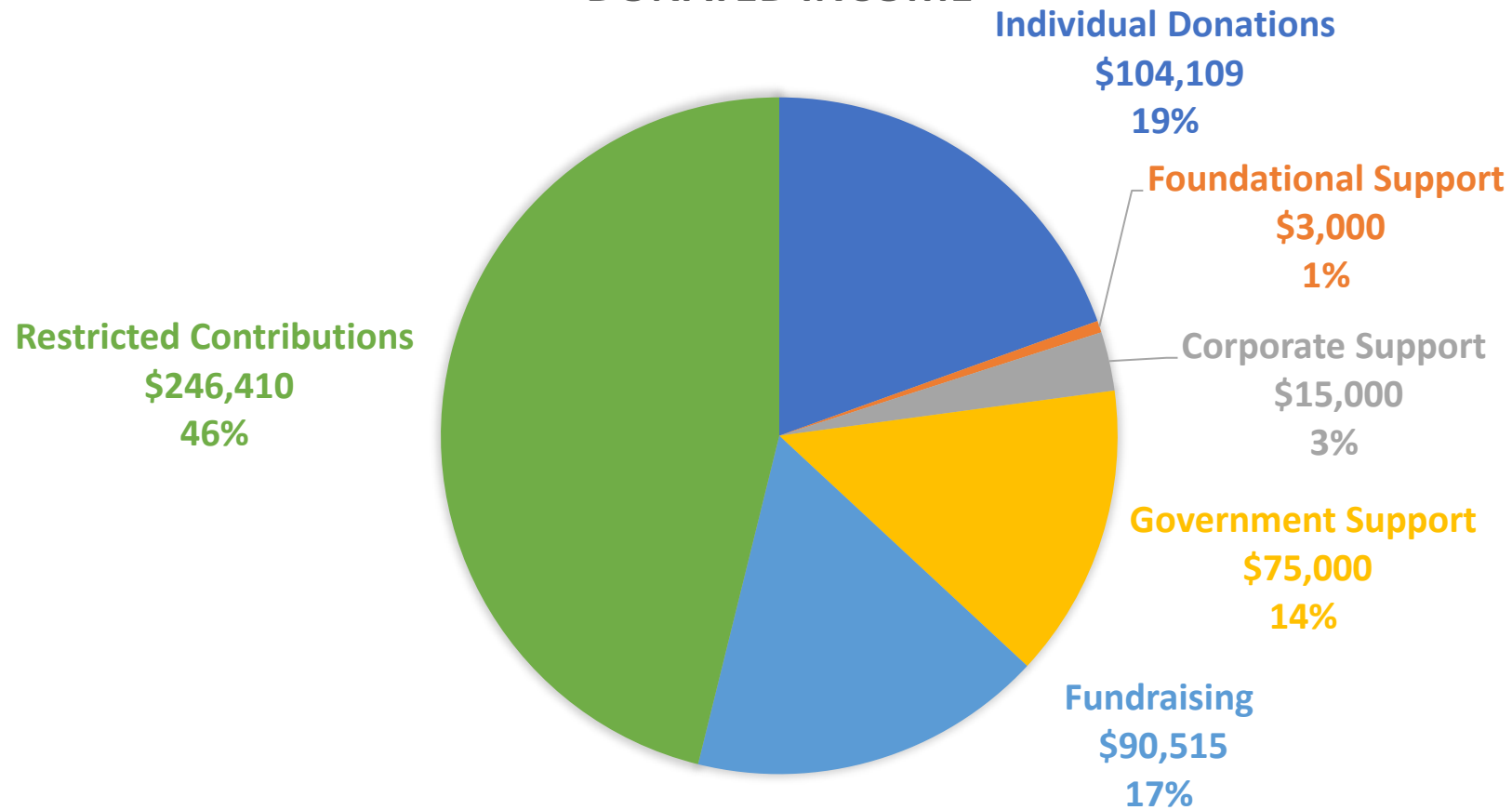
2022 SOURCE OF FUNDS



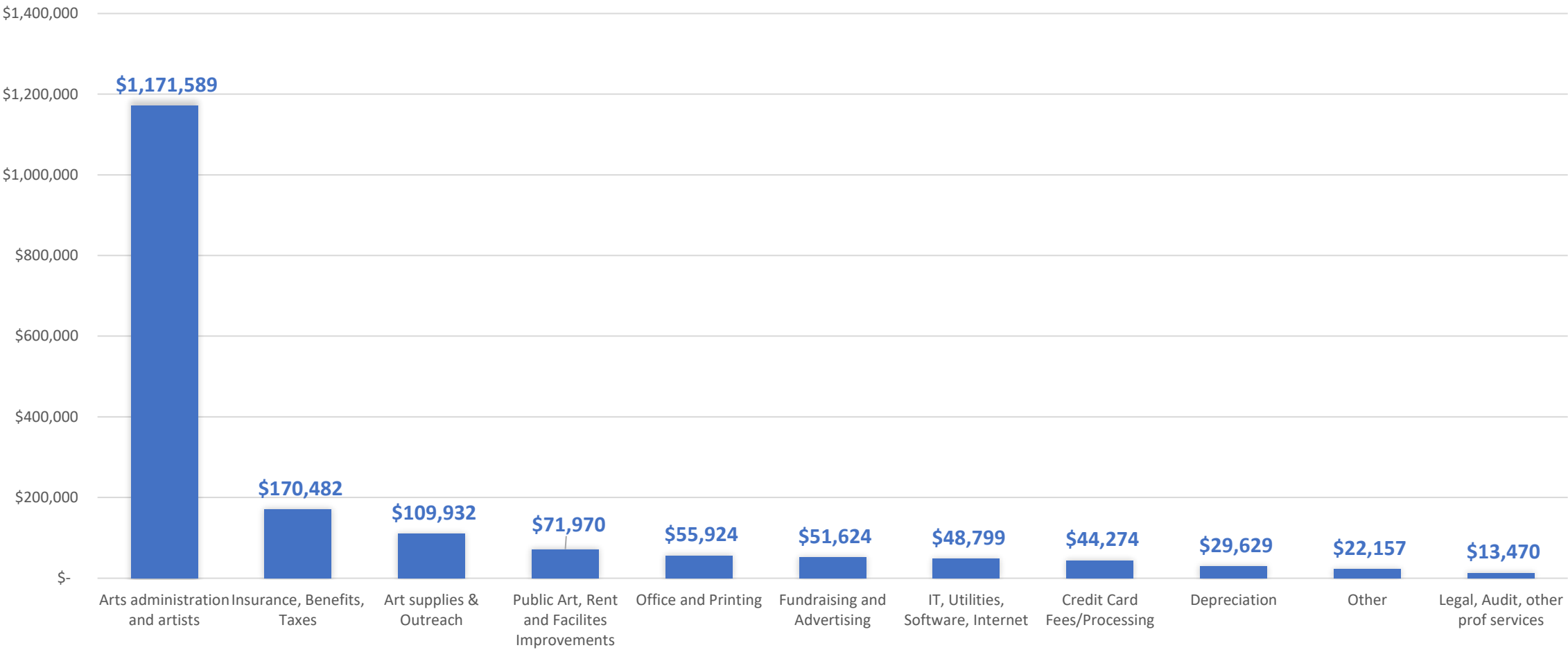
2022 SOURCE OF FUNDS EARNED INCOME



2022 SOURCE OF FUNDS DONATED INCOME



2022 USE OF FUNDS



Qualitatively (Impact):

“It's been really exciting having a place like Spruill around. There are so many opportunities to take so many different types of classes. You're really doing an amazing service to the community at large.

Spruill fills a critical role in the surrounding communities by providing art education and services. Many times the arts are overlooked as a necessity. I am grateful we have Spruill, especially in these difficult times.

Spruill is such a wonderful facility. We are so fortunate to have it.

Spruill is a great resource for the community. It offers a variety of classes at reasonable prices. It has enabled me to learn new skills and pursue a new passion without having to go back to school.

I wish I could move to Dunwoody!!! :) I drive from Gainesville to be able to come and take classes... Spruill is awesome!!!”



Qualitatively (Impact):

“I have been a patron of Spruill for over 15 years. Spruill is the BEST place for learning and meeting of like minded people. They have the widest variety of classes to accommodate working people. LOVE this place!

My experience has been wonderful with all my instructors at Spruill! It's such a lovely creative place! I recommend Spruill to anyone who has a creative bone in their body! It's been my “happy place” on and off (but mostly on) since 2012 or 2013.

Spruill has made a huge difference in my life.

They have the widest variety of classes to accommodate working people. LOVE this place!

Spruill continues to be an incredible bright spot in my life and my wife's life. We are enriched by the people, the art, and the community.”



Impact By Month:

January	Formed a partnership with Stage Door Theatre for joint Summer Camps Opened Free Coffee Studio for students and Cultural Arts Center visitors
February	Return of the Student and instructor Jewelry Market (first time since the pandemic) Added a dedicated staff position for Community Outreach Manager role
March	Outreach in creation of SnapDragon's Garden with Dunwoody Community Garden Hosted a revamped Artistic Affair at the Education Center Plaza – helping further activate that space
April	Community Outreach at Lemonade Days, Dunwoody High School Art Gala and Atlanta Dogwood Festival

Impact By Month:

May	Two exhibitions at the Spruill Gallery draw more than 600 visitors Visiting Artist Series begins with English Metal Clay artist Tracy Spurgin
June	The Spruill Peer Artist Network is formed and teaches planning, goal setting, and basic business essentials to Spruill instructors and Gallery artists
July	Formed partnership with The Art Pharmacy, an arts based nonprofit that allows care providers to prescribe art activities (at no cost) to improve emotional well-being
August	POPup in the Plaza further activates the community space with a free programs from Spruill and community partners Stage Door and CHG, including artist demonstrations, music, and public art

Impact By Month:

September	Back to Spruill Week Visiting artist series continues with Orlando based ceramicist Jesus Minguez
October	Dunwoody Arts & Culture Month celebrated with installation of the second Mosaic Mandala project (15 mosaics by nearly 100 participants) and the unveiling of the winner of AMPLIFY at Spirits for Spruill
November	Georgia Council for the Arts awards Spruill a grant of \$45,156 to purchase kilns Outreach at Light Up Dunwoody with crafts and letters to seniors
December	The Holiday Artist market sets a record with 2,879 transactions and 113 artists supported with direct economic support to them totaling \$42,548

Looking Ahead: 2023 and Beyond

2023 Operating Budget: \$2.08 million. Additional Capital Expenditures of \$2.7 million including the building out of the 7 studio spaces and community room

Construction Updates: Kiln Room and New Education Center Expansion

Social Services programs and City Partnership

Increased Visiting Artist Series and Artist Lectures

Gallery Director

Three Year Strategic Plan

