




# CREATE

## DUNWOODY


**WHERE BUSINESS, ART AND CULTURE CONVERGE**




# WHAT WE'VE BEEN UP TO...



Developing a strong brand identity for Create Dunwoody, including a new logo, website, and promotional materials that reflect our mission, vision, and values.



Hosting a series of pilot community activations (in specific zones), workshops/events, and exhibitions using arts and culture as a tool to drive economic development with the intention of expanding engagement and dialogue among residents and visitors.



Developing partnerships with businesses, non-profit organizations, local artists, educational institutions, and government agencies to foster collaboration and support for our mission.



Developing and cultivating revenue streams.



# MISSION



Create Dunwoody is dedicated to fostering a vibrant and thriving arts and culture scene as a catalyst for sustainable economic growth in the city of Dunwoody. We believe in the transformative power of artistic expression and cultural exchange to enrich the lives of our community members, stimulate local businesses and attract visitors.

# VISION



Create Dunwoody envisions a future where the city of Dunwoody is recognized as a thriving hub of arts, culture, and creative innovation that drives sustainable economic development and enhances the quality of life for its residents and visitors.



# BEFORE



# AFTER



# BEFORE



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[Donate](#)



"It's the artists who do the dreaming for society."  
-- Meret Oppenheim



**Create  
Dunwoody**

An Alliance to Advance Commerce & Community  
Through Arts & Culture

[About Us](#)

# AFTER



DIWALI IN DUNWOODY | OCTOBER 29TH - NOVEMBER 3RD | TICKETS AVAILABLE!



[ABOUT](#)

[EVENTS](#)

[PARTNERS](#)

[OUR TEAM](#)

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WHERE BUSINESS  
ART AND CULTURE  
CONVERGE.



# Summary + Outcome

Dunwoody celebrated Diwali Festival of Lights, one of the most significant cultural events for the South Asian community with a three-day celebration across the city from October 29 - November 3, 2023.

Led by Create Dunwoody, the festivities took place at various locations throughout Dunwoody, offering a diverse range of activities and events that showcase the essence of Diwali, highlight the City's community landmarks and drive economic vitality. Each event SOLD OUT.

## Outcome

- Brand Awareness for City of Dunwoody, Create Dunwoody, Dunwoody Nature Center, Spruill Arts and Stage Door
- Community Engagement/Business Engagement
- Rangoli + Diya Workshop - 100 Attendees/1069 Eventbrite Page Visits
- The Story of Diwali - 130 Attendees/50 on Waitlist/1275 Eventbrite Page Visits
- Night of Lights - 150 Attendees/840 Page Visits

**Diwali IN DUNWOODY**

**SUNDAY, OCTOBER 29th**  
Rangoli & Diya Making Workshops  
Spruill Arts Center | 1-4pm

**WEDNESDAY, NOVEMBER 1st**  
The Story of Diwali : Forest Walk  
Dunwoody Nature Center | 6:30-8:30pm

**FRIDAY, NOVEMBER 3rd**  
Night of Lights : A Diwali Celebration  
Le Meridien Perimeter | 6:30-11pm

IN PARTNERSHIP WITH:  
Dunwoody Nature Center, Le MERIDIEN, SPRUILL ARTS, STAGEDOOR

**CREATE DUNWOODY PRESENTS**

**The Story of Diwali**

A festive evening of music, rangoli making, delightful sweets and interactive storytelling for the whole family to enjoy.

**WEDNESDAY, NOVEMBER 1**  
6:30-8:30pm  
Dunwoody Nature Center

POWERED BY: 40  
SUPPORTED BY: Dunwoody Nature Center, STAGEDOOR, WABE, WSB-TV 2, Children's, NRI, PULSE, Royal Spice

FOR TICKETS AND INFORMATION : [WWW.CREATEDUNWOODY.ORG/EVENTS](http://WWW.CREATEDUNWOODY.ORG/EVENTS)

**CREATE DUNWOODY PRESENTS**

**Rangoli & Diya Art Workshop**

WITH ARTIST NANDITA GODBOLE

Create your own Rangoli designs and craft beautiful clay Diya's embellished with intricate details in celebration of Diwali. An experience for the entire family.

**SUNDAY, OCTOBER 29TH**  
Workshop 1 - 1 to 2pm  
Workshop 2 - 2:30-4pm  
Spruill Center For The Arts

SUPPORTED BY: SPRUILL ARTS, Children's, WABE, WSB-TV 2, NRI, PULSE

FOR TICKETS AND INFORMATION : [WWW.CREATEDUNWOODY.ORG/EVENTS](http://WWW.CREATEDUNWOODY.ORG/EVENTS)

**CREATE DUNWOODY**

CORDIALLY INVITES YOU TO OUR INAUGURAL FUNDRAISER PROCEEDS TO BENEFIT THE DUNWOODY ARTS COMMUNITY

**Night of Lights**

A DIWALI CELEBRATION

November 3, 2023  
6:30 - VIP Reception | 7:00 - Dinner + Entertainment  
Le Meridien Atlanta Perimeter  
111 Perimeter Center W. Dunwoody, GA 30346

SUPPORTED BY: WABE, gray, THIRD RAIL, 40, Children's, Dunwoody, WSB-TV 2, NRI, PULSE, Omni



# Sponsorships + In-Kind Donations

## Sponsorships and In-Kind Donations

With just four months, Create Dunwoody executed a development plan in an effort to garner \$50K in sponsorships and in-kind donations. This included:

- developing sponsorship and marketing materials
- establishing a corporate/small business prospect list and conducting frequent meetings
- leveraging current business relationships/partnerships to pinpoint areas of support
- engaging local Dunwoody businesses and non-profits

This also served as an opportunity to have conversations in preparation for 2024. Those who were unable to give during this window have expressed interest in supporting Create Dunwoody next year.

### Sponsorship Outcome : \$43,264

Financial Sponsors - \$19,700

In-Kind Donations - \$22,679

Individual Donations - \$885



### THANK YOU TO OUR SPONSORS



#### Gold Sponsors

Assembly Atlanta | Gray Television | Third Rail Studios



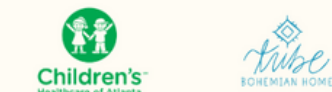
#### Silver Sponsors

WABE | WSB-TV | 23 East Group



#### Bronze Sponsors

Children's Healthcare of Atlanta | Tribe Bohemian Home



#### Champion Sponsors

City of Dunwoody | Discover Dunwoody  
Le Meridien Atlanta Perimeter | HJ Russell



#### In Kind Sponsors

Nothing Bundt Cakes | NRI Pulse | Omni Worldwide



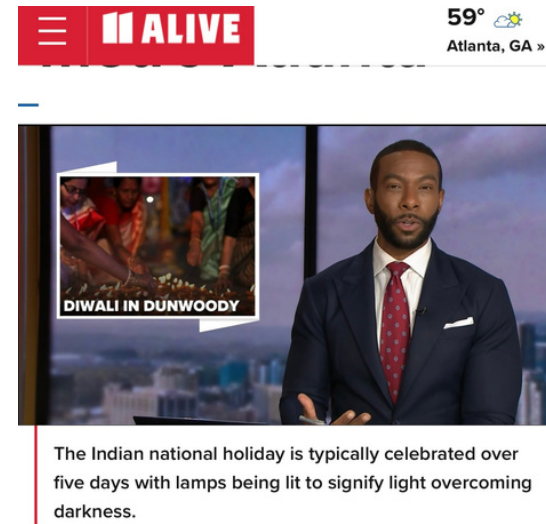
Donate : Text DIWALI to 53-555 | [www.createdunwoody.org](http://www.createdunwoody.org)





# Press + Digital Media

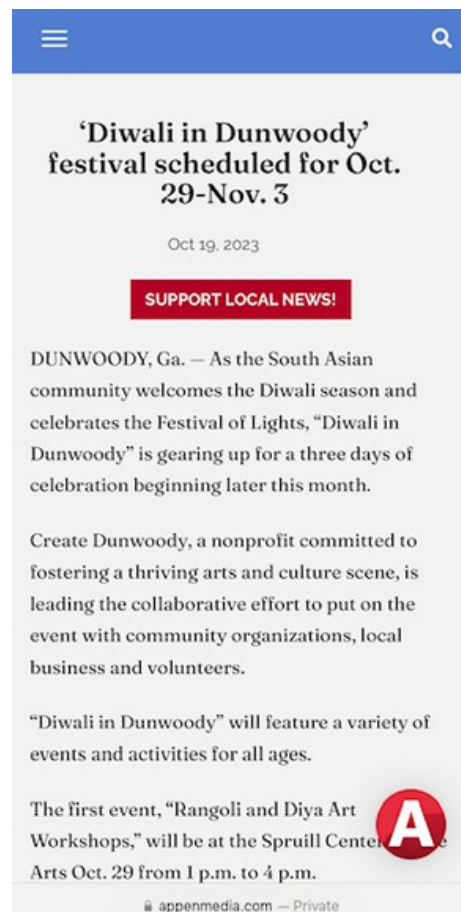
With the support of 23 East Group and internal media relationships, Create Dunwoody garnered extraordinary amount of press from key partners like WABE and WSB-TV. These partnerships will follow the organization into 2024.



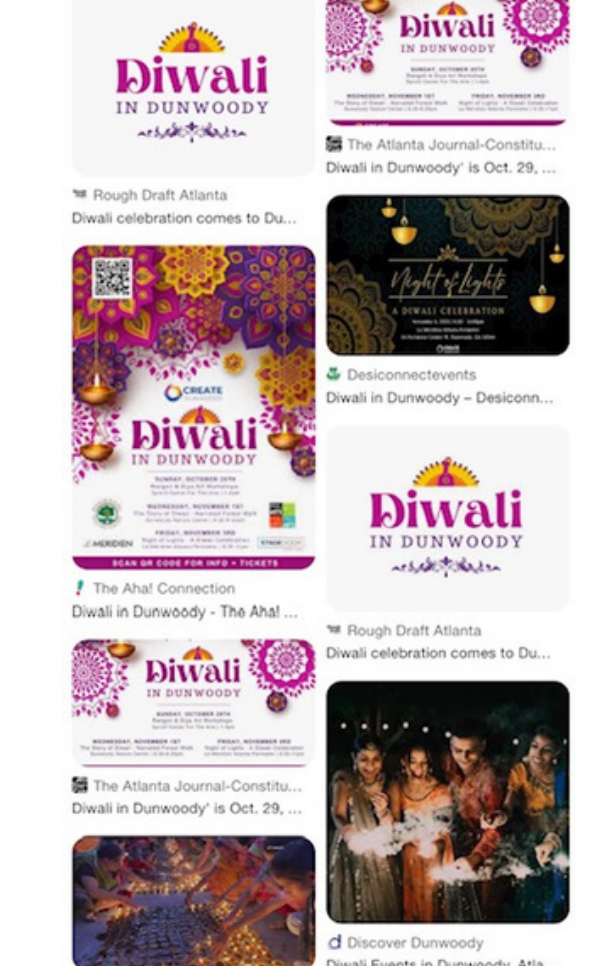
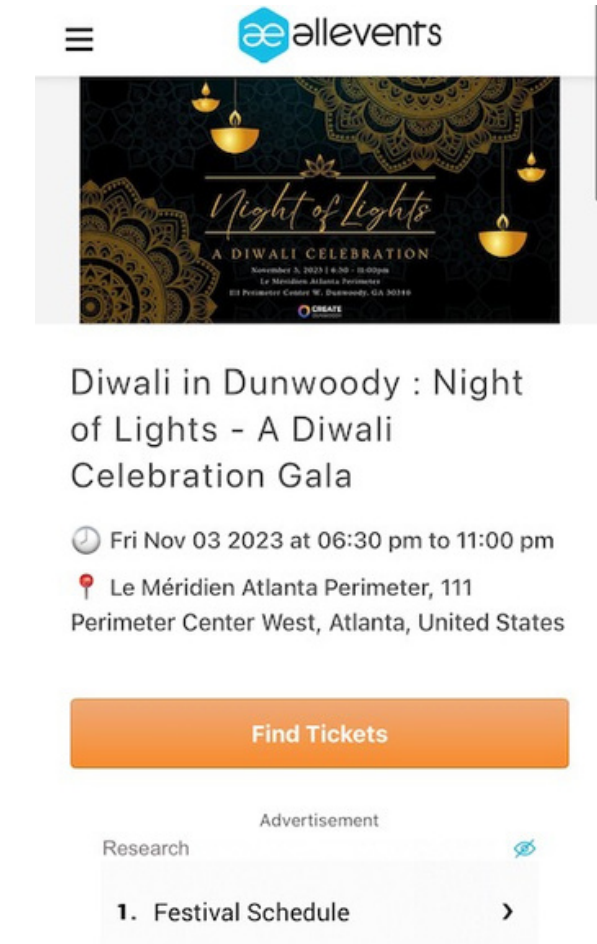
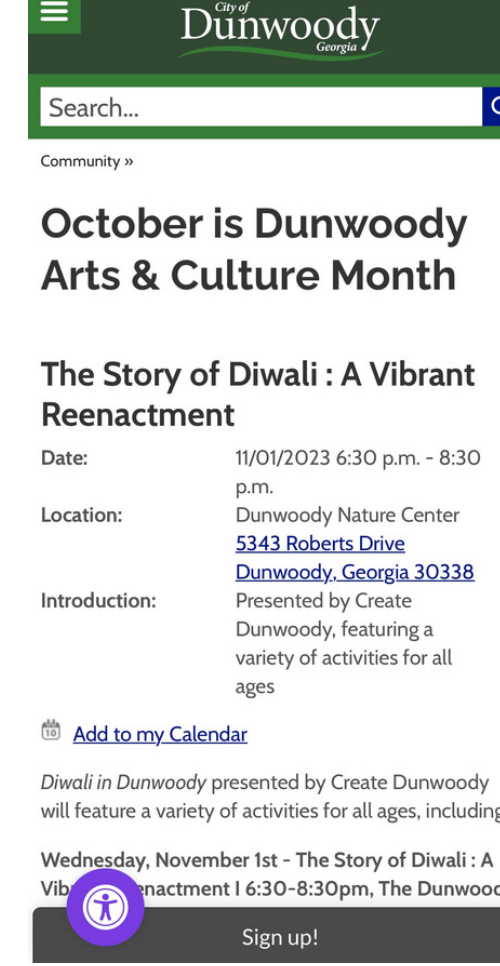
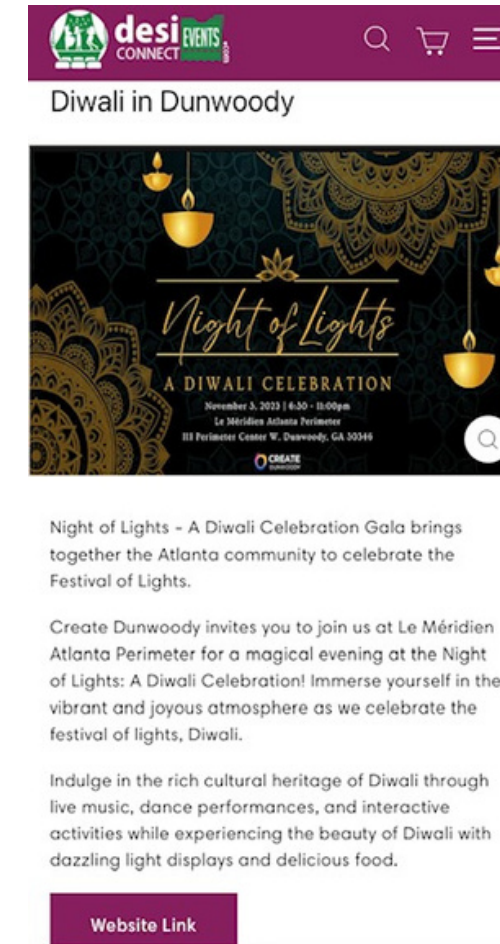
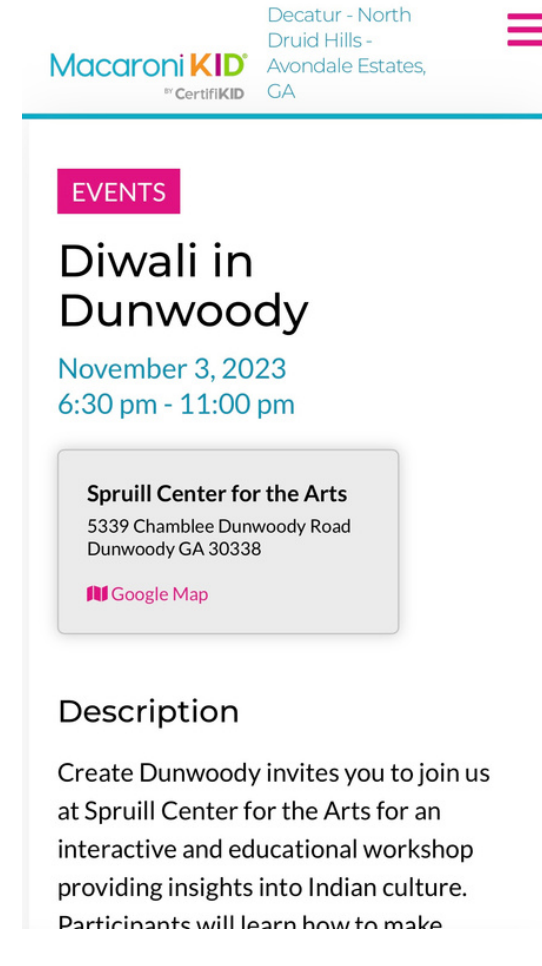
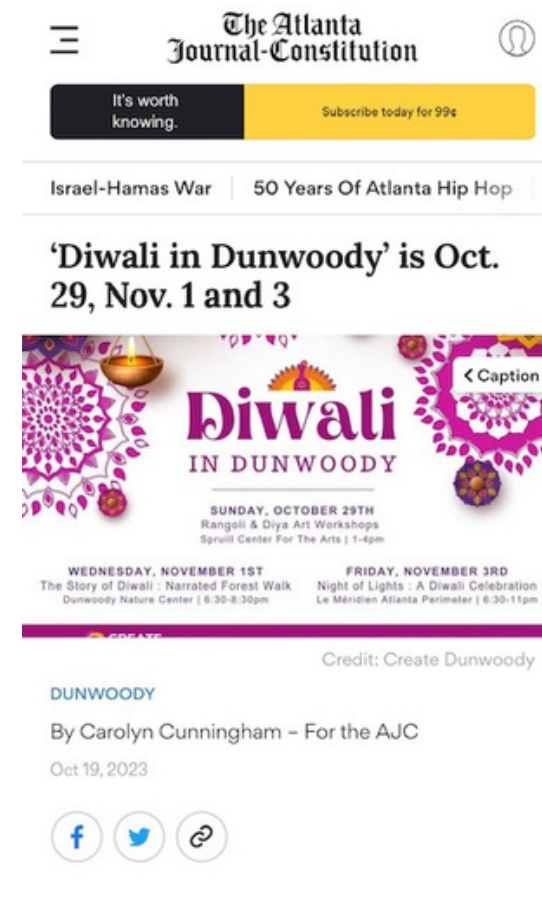
**Dunwoody invites you to attend first Diwali festival | What to know**



Diwali is coming to Dunwoody celebrating the Festival of Lights, one of the most significant cultural events for the South Asian community, with a three-event celebration across the city from Oct. 29 – Nov. 2.



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# Volunteers + Community Outreach

Create Dunwoody developed an opportunity to engage volunteers and initiate community building. Our volunteers and community members graciously shared their time and talent to create experiences that were most reflective of the culture -- teaching, sharing stories, and providing breadth that facilitated an overall connection of community.





# Rangoli + Diya Art Workshop

Spruill Arts Center  
Sunday, October 29th from 1-4pm





**Story of Diwali | A Forest Walk**  
 Dunwoody Nature Center  
 Wednesday, November 1st 6:30pm





# Night of Lights | A Diwali Celebration

Le Meridien Atlanta Perimeter  
Friday, November 3rd 7-11pm



# ART + SOUND

Create Dunwoody presented a new series called ART + Sound curated at Le Méridien Atlanta Perimeter. It was an interactive evening of ART + Sound featuring established/emerging visual and sound artists. ART + Sound is scheduled for the 2nd Saturday of the month in a pre-disclosed location in Dunwoody.

## Outcome

- Brand Awareness
- Leveraged local media relationships
- Drove economic development for local business Le Meridien
- September 9th - ART+Sound - 121 Registrants  
Approx. 115 attendees - Revenue: \$10,159 in F&B sales (average \$2500)
- October 14th - ART+ Sound - 126 Registrants -  
Approx. 60 attendees - Revenue: \$3,476 in F&B sales (average \$2500)



# ART + SOUND





# 2024 Create Dunwoody Calendar

## QUARTER 1 - VISUAL ART

January - February - March

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- ART + Sound : Partner w/Hotel Partner. 2nd Saturday of the month.
- POP Up Art/Film Exhibition : Partner w/Property Management Team. Includes Opening, Artist Talk and Closing.

## QUARTER 3 - FOOD

July - August - September

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- ART + Sound : Partner w/Hotel Partner. 2nd Saturday of the month.
- International Food + Wine Festival : Partner w/Perimeter Mall

## QUARTER 2 - MUSIC

April - May - June

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- ART + Sound : Partner w/Hotel Partner. 2nd Saturday of the month.
- World Music/Jazz/Folk : Partner w/Non-Profit Partner

## QUARTER 4 - CULTURE

October - November - December

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- ART + Sound : Partner w/Hotel Partner. 2nd Saturday of the month.
- Diwali In Dunwoody : Rangoli + Diya Making Workshop , The Story of Diwali. Night of Lights Fundraising Gala



# Year 2 of CD Strategic Plan

- 2.1 Expand programming to support initiatives that promote cultural tourism, such as festivals, performances, and exhibitions, attracting new visitors and businesses to Dunwoody.
- 2.2 Strengthen and diversify CD's funding base by exploring new revenue streams, such as corporate sponsorships, planned giving, and social enterprise initiatives.
- 2.3 Establish an artist-in-residence program in partnership with local business and non-profit organizations that attract talented artists in an effort to foster an innovative arts community that attracts residents and unique visitors.
- 2.4 Begin developing a plan for a "Cultural District" in Dunwoody to serve as a hub for arts and cultural activities, enhancing the city's appeal to visitors and fostering economic growth.



**Thank you for your  
continued support!**

