

To: Mayor and City Council

From: Rachel Waldron  
Parks and Recreation Director

Re: Spruill Center for the Arts Annual Presentation

Date: July 14, 2025

### **Summary**

The City of Dunwoody Guide for Non-Profit Partners was adopted in 2021 to strengthen the relationship between the non-profits that utilize city-owned facilities and the City of Dunwoody. Per the guide, Partners are to prepare an annual report and presentation to City Council, orally or in writing.

The Parks and Recreation Department is proud to call Spruill Center for the Arts a Partner. Spruill Center for the Arts fosters creativity and social connections through the arts by offering a diverse visual arts program to students of all ages and skill levels; providing a platform for artists to share their talents through exhibitions, sales, and instructional opportunities; and enriching community through programs designed to inspire the artist in everyone.



# Mid-Year Report

Report to City Council - **July 14, 2025**





# Impact of Expansion



# Impact of Expansion



Program offerings have increased 55%

Enrollment has increased 37% compared to before expansion

Enrollments YTD have increased 29% versus 2024

- 4,518 enrolled through 2Q (+1,038); 3Q at 1,411 (+366 YOY) and an increase of 48% compared to before expansion.

Waitlists have decreased by 63%

Membership has increased 23% from 1,100 to 1,354

Creation of Community Green space

Beginning of service as a community center based on the Arts



# Impact of Expansion



Community Programs: Creative Connections, Free Community Art Closet, Taste of Spruill Free Community Workshops, FUNdamental Fridays, Yoga, Family Field Day, Crafternoon, Salsa Sundays

Scholarships - 316 scholarship awarded totaling \$90,463 YTD

Operationalization of new space:

- Outfitted 7 new studios, Event Space, 8,300 total S.F
- Atrium
- Added 4 new staff members

More regional prominence: AMPLIFY, Atlanta Art Fair, and Holiday Art Fair

# Strategic Plan Key Initiatives for 2025



## Education Center

50th anniversary logo and branding

Update website

Make Hallway artsy and functional/courtyard

Open studio expansion

Visiting Artist Series expansion

Increase Community Open House Days (Taste of Spruill)

Activate Plaza with events and programming

Increase partnerships (usage) with arts-based orgs

Further increase the number of facility rentals

Grow and Fund Scholarships

- (\$66,311 in 2024; \$90,463 already in 2025)

Operationalization

- Digital Media Specialist

# Strategic Plan Key Initiatives for 2025

## Spruill Gallery.

Hire a dedicated Retail Associate  
Painting and Landscaping  
Refresh front/back and add signage  
Continuation of Expanded Hours  
Increase AMPLIFY award  
Increased programming



# Larch Creative Fund Grants



\$44,142 in Grants awarded  
110 Applicants from 12 states

## Projects funded include:

- Out on Film - \$5,000 to host a conference discussing visual storytelling of LGBTQ+ history and to support Georgia-based filmmakers in creating such projects.
- The Common Stage - \$4,845 to launch Show and Tell at the Commons – a program at 7 Stages Theater in Atlanta
- Aysha Pennerman - \$20,000 for a public art installation in Midtown
- Scraplanta - \$4,347 to host a series of upcycling and sustainable costume design workshops
- Paint Love - \$10,000 for the creation of a six-part mural centered around mental health issues in Cobb County's Discovery Park



**Any Questions?**