



2025 ANNUAL REPORT

CREATE DUNWOODY MISSION & VISION

Mission:

Create Dunwoody fosters a vibrant and thriving arts and culture scene as a catalyst for sustainable economic growth in Dunwoody.

Vision:

We envision Dunwoody as a hub of creative arts and cultural programming and events driving economic development, enhancing the quality of life for its residents, and attracting visitors.

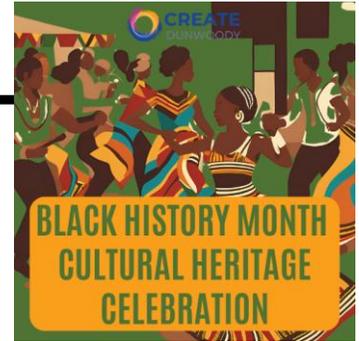
IMAGINE DUNWOODY...



...WITHOUT ARTS AND CULTURAL PROGRAMMING



BLACK HISTORY CULTURAL CELEBRATION (FEB 2)



COMEDY FESTIVAL (FEB 27 - MAR 1)



HOLI FESTIVAL (MAR 9)

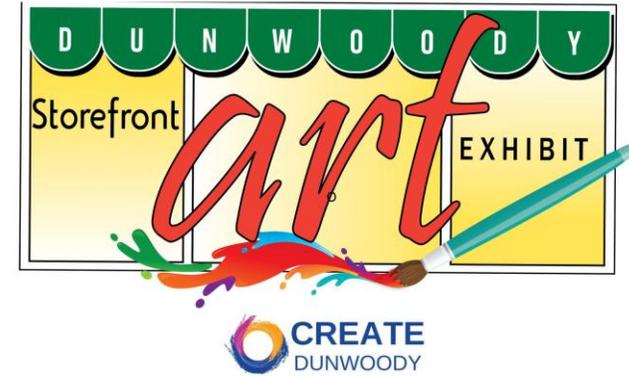
HOLI IN DUNWOODY!



AAPI CELEBRATION (APR 27)



STOREFRONT ART EXHIBIT (MAY-AUG)



ART SCAVENGER HUNT (APR 3 AND OCT 2)



WORLD MUSIC USA CONCERT (MAY 25)



RAVINIA ART TROLLEY TOUR (JUN 12)



MURDER MYSTERY DINNER (JUN 19)



VIVA LA COPA (JUN 22)

EMPTY NESTER (SEPT 12)

VIVA LA COPA
VIVA LA COPA
VIVA LA COPA



LATINO HISPANIC CELEBRATION (SEPT 14)



SCARECROW SHOWDOWN (OCTOBER) WORKSHOPS (SEPT 20 & 27)



DIWALI IN DUNWOODY (OCT 17)



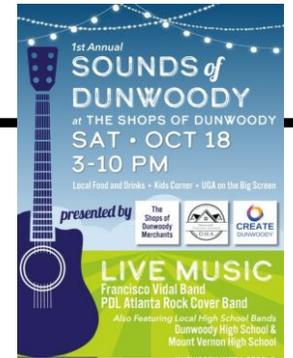


Dunwoody Fine Art Month (Month of October)

Progressive Evening at High Street (Oct 23)



Sounds of Dunwoody at Shops of Dunwoody (Oct 18)



Illuminated Concert (Oct 24)



HOLIDAY CELEBRATION & LANTERN PARADE (NOV 23)



Photo Credit: Photosynthesis



Packet page...

HOLIDAY ART TREE EXHIBIT (NOV TO DEC)

2025 EVENTS AND PROGRAMS SNAPSHOT

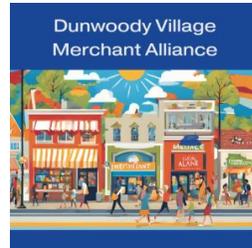


Events and Activations	20+
People Reached	7,000+
Crowd Peak Turnout	1,000+
Revenue Generated	\$20k+
Volunteers Engaged	300+
Businesses Engaged	100+
Sponsors	50+

CREATE DUNWOODY 2025 - STAKEHOLDERS

Commercial Property Owners and Managers

Secured financial commitments and/or venue activations



ASHFORD LANE

Ravinia Property Owners Association, Inc



ASANA PARTNERS

Businesses & Corporations

- Sponsorships, in-kind donations, partnerships, and support
- Large corporations, Small businesses, Hotel engagements



CREATE DUNWOODY 2025 - STAKEHOLDERS

Non-Profit Organizations

- Collaborations, partnered programs, platforms for exposure, volunteers (300+), and performance opportunities

Local Artists, Cultural Groups, and Schools

- Performance platforms, exhibitions, and connections to businesses
- Dunwoody Creates videos, Storefront Art exhibits, and Cultural Celebrations





CREATE DUNWOODY:

Bringing Arts, Culture,
and Community Together

In the heart of Dunwoody, a vibrant nonprofit is weaving arts and culture into the city's fabric. Create Dunwoody, established in 2019, emerged from the city's Arts and Culture Master Plan adopted in 2018. Its mission is to foster a thriving arts and culture scene as a catalyst for economic development, enriching the lives of residents and attracting visitors.

The organization is led by Executive Director Rosemary Watts, a longtime Dunwoody resident with experience in economic development and community building. She's supported by a board of local leaders and volunteers who help shape programming, partnerships, and outreach.

SIGNATURE EVENTS AND PROGRAMS

We're proud to offer something for everyone to engage, educate and entertain. Some of our signature events include:

- **Murder Mystery Dinner** (June 19, 2025, Veno Venue) – A 1950s-themed interactive evening of dining and intrigue.
- **Dunwoody Village Comedy Festival** (June 28, 2025, Vintage Pizzeria and Bar [n]) – Ten comedians deliver rapid-fire laughs in this high-energy stand-up show.
- **Diwali Celebration** (October 2025) – A festival of lights featuring storytelling, music, dance, food, and community joy.
- **Scarecrow Showdown** (October 2025, Greater Dunwoody Village) – Local businesses and community groups compete to design the most creative scarecrows on display around the Village.

CREATE DUNWOODY 2025

Organizational Awareness and Media Mentions

eNews: Create Dunwoody monthly, D-News, Aha Connection, DHS eNewsletters, PCID, Greater Perimeter Chamber

Newspaper: Rough Draft, Appen Media – Dunwoody Crier, Champion Newspaper

Television: WSB-TV, 11-Alive

Online Publications: Rough Draft, Dunwoody Crier, Independent Sector, AJC, Travel and Tour World, BetterHometownOnline, Macaroni KID, CivicMoxie, Independent Sector, saportareport.com, wsbtv.com

Radio: 95.5 WSB

Print Publications: Dunwoody Digest, Dunwoody Neighbor, Holiday HQ Flyer
Press Releases & Event Presence



CREATE DUNWOODY 2024 VS 2025

Social Media

	Instagram	Facebook
Views	85,700	101,000
Page Visits	increased 83%	increased 66%
Follows	increased 455	increased 281
Content Interactions	increased 100%	increased 90%

3 Year Plans - Strategic, Fundraising, Programming, and Marketing Plans

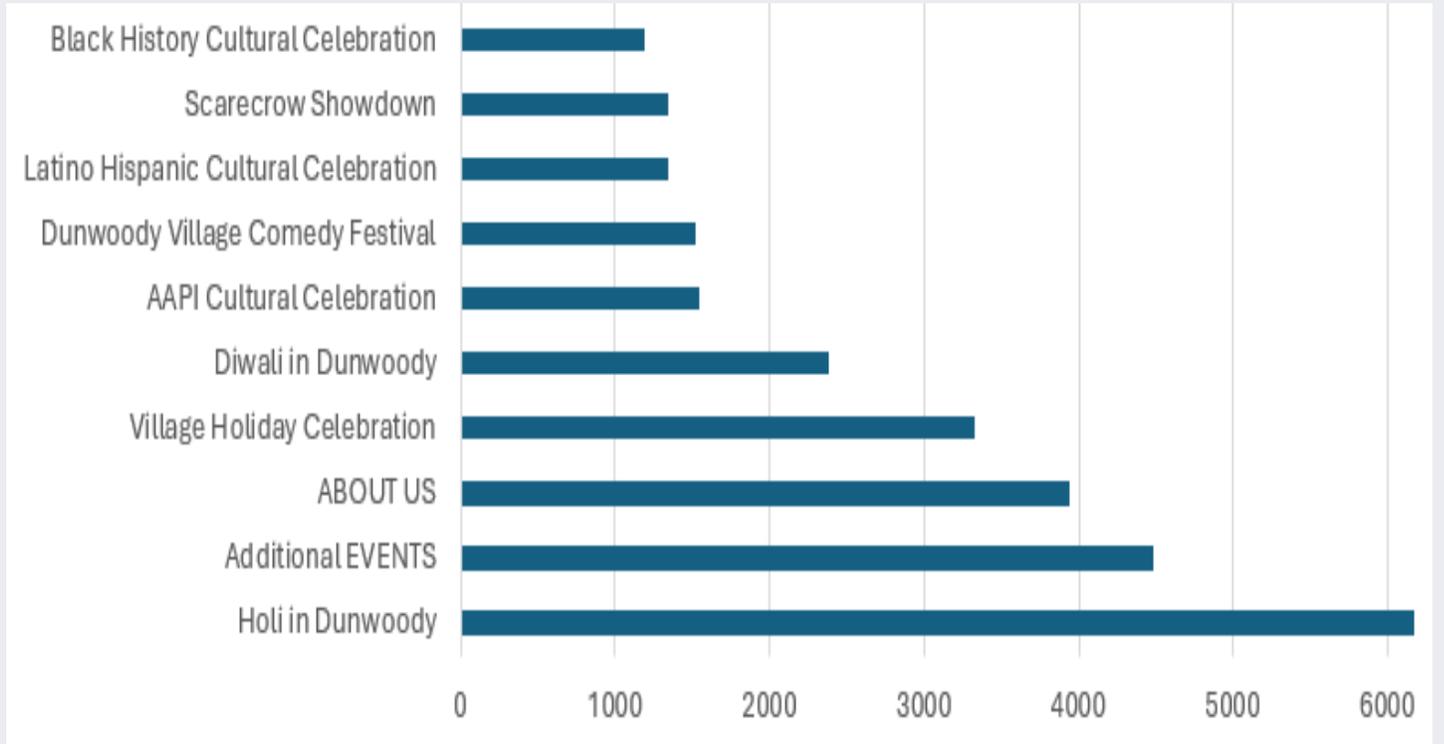
Intern - 1 Summer and 1 Fall/Winter

Event Sales and Program Revenues - >\$20,000

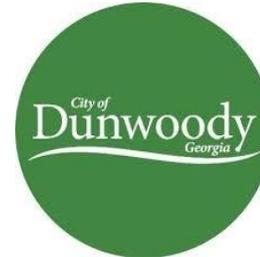
Exposure through events - >7,000 people

Website

Visits: increased 180%



FUNDING 2025



The Dunwoody
Development
Authority

Sponsorship

- Alliance Sponsors: Development Authority, City of Dunwoody & Discover Dunwoody (50%)
- Corporate, Business, and Commercial Property Sponsorships (33%) - Raised over \$43,000 monetary and \$33,000 in-kind

Programming Revenue (17%) >\$20,000

- Ticket Sales (Concert or event tickets) 
- Items Sales (Holi Packets, Scarecrow/Lantern Kits, Artwork, Merch, etc.)
- Vendor Fees (Artisans, Local Businesses)
- Programming Income (Program Participation – ie Scarecrow)



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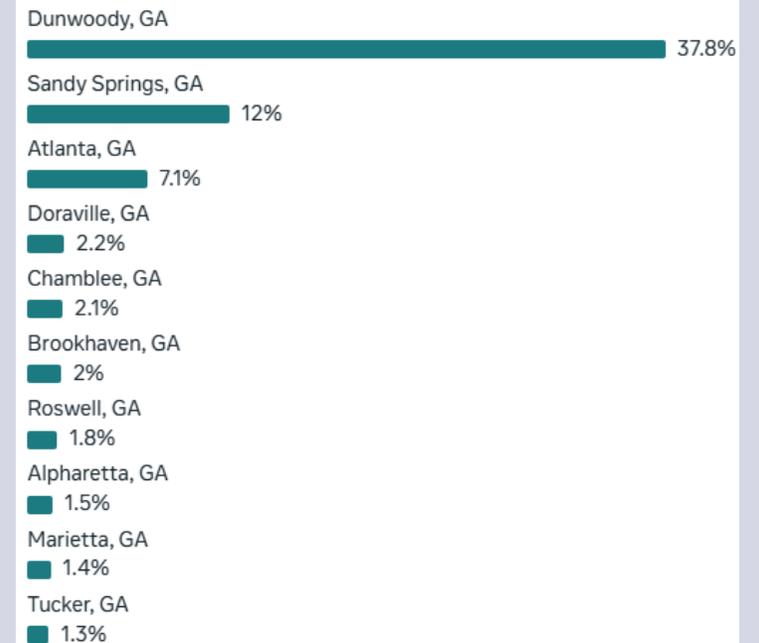
2025 SUMMARY

Create Dunwoody Exceeded Goals by...

- Executing a **robust mix** of cultural celebrations and events, business-linked activations and art exhibitions each quarter.
- **Supporting and bringing customers** to local hotels, restaurants, and businesses
- **Attracting visitors** from community and outside our city (Facebook and Instagram graph)
- **Creating spaces** for cultural expression, dialogue, and economic vitality.
- Programming to be **inclusive and free or low cost**
- Providing **opportunities and activities** for thousands of attendees and hundreds of volunteers over all events

Instagram Demographics

Top cities



LOOKING FORWARD 2026

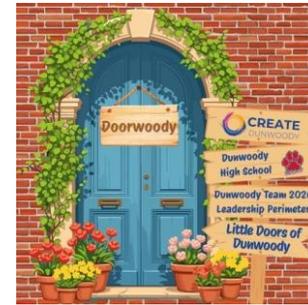
- Engage additional stakeholders
- Increase awareness
- Continue with to **grow** our most successful events and programs, **eliminate** events that do not meet performance goals, create **new** programming and events that drive economic progress to businesses, commercial centers, and hotels.
- Focus on **funding and revenue**
 - Corporate and Business Sponsorships: match amount provided by Alliance Sponsors
 - Additional Commercial Districts: Campus 244, Park Place, State Farm, and other under programmed Dunwoody areas
 - Small Businesses: provide value for businesses to contribute
 - Individual Sponsorships: increase number of donors
 - Grants: cautious time spent on applying
- Build operational capacity so we can do more!

2026 PROGRAMS & EVENTS

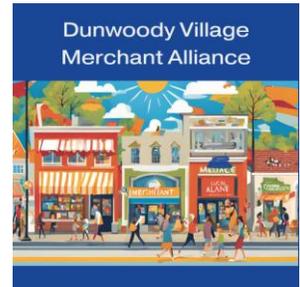
World Cup Watch Activations – partner with commercial property managers, businesses, and Discover Dunwoody



Doorwoody – partnered with Leadership Perimeter group



Village Merchant Alliance – **now a Create Dunwoody Subcommittee**



Williamsburg Activation – Travel, Music, Possible Battle of Bands



Taste of Dunwoody – partnering with Greater Perimeter Chamber and Discover Dunwoody



**THANK YOU FOR YOUR
CONTINUED SUPPORT!**



Addendum - 2025 Events

- Black History Cultural Celebration (Feb 2) – FREE - 1st year, 250+ attendees, over 36 performers, 6 businesses, 2 nonprofits, 2 featured artists, and media coverage. Le Meridien Hotel and local businesses with visibility and engagement
- Comedy Festival (Feb 27–Mar 1) – Ticketed - 262 attendees across 5 shows, \$2,365 net revenue, and 20+ comedians. Local restaurants reported 11–50% sales growth (Encore June 28)
- Holi Festival (Mar 9) – FREE - \$3,290 sponsorships including Embassy Suites, multiple vendors, wide community participation, largest number of webpage views (over 6k)
- AAPI Celebration (Apr 27) – FREE - 500+ attendees, ~50 performers, 15+ volunteers, WSB-TV coverage, \$3k+ in sponsorships. Hosted at Ashford Lane with City of Dunwoody support. 398 additional visitors versus an average Sunday
- Storefront Art Exhibit (May-Aug)– FREE - 15+ businesses, 66 submissions, approved by Art Commission, later expanded to Perimeter Mall
- Art Scavenger Hunt (Apr 3 & Oct 2) – FREE - with Active Dunwoody, 42 participants, route through restaurants, hotels, and businesses (Le Meridien Hotel, Lazy Dog, State Farm, Perimeter Mall). Generated prizes and sponsorship from local businesses.
- Viva La Copa (Jun 22) – FREE - Soccer and cultural watching trial event with Discover Dunwoody and Argentinian Consulate at Ashford Lane. \$800 sponsorship, media coverage by Telemundo and Atlanta News First
- Empty Nester (Sept 12) – FREE - Sponsored by 7 travel vendors and other sponsors, supported by local restaurants, and Discover Dunwoody. Included Blackfoot Daisies Band performance and Mahjong instruction
- Latino Hispanic Celebration (Sept 14) – FREE - Humana and other sponsors, 19+ exhibitors, consulate engagement, food and performances, 500+ community turnout.
- Scarecrow Showdown (Month of October - Sept 20 & 27 workshops in Q3) – Fees – FREE to visit - Partnered with Village Merchant Alliance, Ace Hardware, Perimeter Chamber, and Cheek-Spruill/Front Porch. Engaged local businesses and organizations

Addendum - 2025 Events Cont.

- Dunwoody Fine Art Month (Month of October) – FREE - Partner with Dunwoody Fine Art Association to include art in businesses and two hotels (Marriott Perimeter and Crown Plaza Ravinia)
- Diwali Festival (Oct 17) – Ticketed - Celebration at Dunwoody Nature Center with Stage Door Theater, Rangoli, dances, and local businesses - Desi District, Snacking Bites, and more. ~150 attendees
- Sounds of Dunwoody at Shops of Dunwoody (Oct 18) – FREE - Partner with Shops of Dunwoody businesses to present bands, vendors, and kids’ corner
- Progressive Evening at High Street (Oct 23) – Partner with Dunwoody Woman’s Club - visit to High Street Marketing, Hampton Social, Skinfinity, The NOW Massage and Velvet Taco. ~40 attendees
- Illuminated Concert (Oct 24) – String quartet and sponsorship from Shops of Dunwoody businesses (Dunwoody Tavern, Summit Coffee, & Winestore) to blend music and commerce. ~60 attendees
- Progressive Evening at High Street (Oct 23) – Partner with Dunwoody Woman’s Club - visit to High Street Marketing, Hampton Social, Skinfinity, The NOW Massage and Velvet Taco. ~40 attendees
- Illuminated Concert (Oct 24) – String quartet and sponsorship from Shops of Dunwoody businesses (Dunwoody Tavern, Summit Coffee, & Winestore) to blend music and commerce. ~60 attendees
- Small events not listed: IHG ERG, Ravinia Gardens Art Market