



Presentation to City of Dunwoody Government

February 8, 2019

Expansion of the Spruill Center



Education Center
Exterior Front



Education Center
Central Courtyard



Education Center
Rear Classroom Wing



"EVERYTHING WILL BE OK"
Mural at the Spruill Gallery



The Spruill Gallery, Historic Homeplace & Gift Shop

Presentation to City of Dunwoody Government

February 8, 2019 – Page 2

The Spruill Center for the Arts was founded in 1975 and is now celebrating its 44th year of artistic excellence and service to the Dunwoody Community.

Vision Statement

Spruill Arts will be recognized as a welcoming ambassador of the arts in Dunwoody, Metro Atlanta, and beyond, serving and improving the ever-changing community with a wide range of engaging art opportunities.

Mission Statement

Spruill Arts promotes the arts with high-quality education, programming, and exhibits for the purpose of cultivating a sense of community and connection in Dunwoody and Metro Atlanta.

The Spruill Education Center

The Spruill Education Center occupies 11,000 S.F. of leased classroom and office space in the City of Dunwoody's North DeKalb Cultural Center.



Ceramics



Photography



Painting Class



Metal Sculpture Class



Glass Art



Jewelry-making



Children's Art



Presentation to City of Dunwoody Government

February 8, 2019 – Page 3

Operational Overview:

Education Center

The Education Center operates on a quarter system. It offers more than 1,000 visual arts courses and workshops every year. About two-thirds of those offerings receive large enough enrollment to be conducted. Class fees run from less than \$100 per student for several-hour, one-day workshops, to more than \$1,000 per student for intensive, 9am to 4pm, Monday-Friday master workshops. Most full-quarter courses meet once a week for 6 to 10 weeks and cost \$150 – \$200 per student. Approximately 6,000 students take courses and workshops at Spruill Arts annually.

The Center utilizes approximately 100 outstanding independent-contractor artist-instructors. Some teach multiple courses every quarter; other may teach only one or two courses most quarters. Some take the summer off to conduct workshops in Europe or elsewhere. Master workshops are often conducted by well-known artist-instructors brought in from across the U.S. and from other countries.

Class fees are split roughly 50% to the artist-instructor and 50% to the Spruill Center. The Center provides the facilities and equipment needed; works with the instructors to develop course offerings, days, and times; markets the courses and workshops via its printed quarterly catalog, its website, and through outside advertising; processes all registrations and payments, either online, via mail or fax, or in person; handles customer service; performs all accounting needs and instructor payroll services.

Spruill Arts also conducts week-long Summer Day Camps from late May until early August. Typically, around 1,000 children experience Summer Camp each year at the Center. Traditional visual and performing camps are offered for ages 5–10. Higher-level camps are offered for ages 11–14 (e.g. – videography, robotics, fashion design, mixed-media sculpture, jewelry design, intensive ceramics).

The Education Center Hallway Gallery showcases outstanding instructor and student art in quarterly exhibitions. During the Summer, campers' work is displayed.

Presentation to City of Dunwoody Government

February 8, 2019 – Page 4

Spruill Gallery

The gallery, located in the Historic Spruill Homeplace on Ashford Dunwoody Road, mounts four to six professional artist exhibitions each year, as well as the popular Holiday Artists Market, which runs from mid-November through Christmas Eve.

Spruill Gallery exhibitions most often feature local and regional talent, from one-person shows to thematic exhibits displaying works from many artists. Some shows feature artists from across the United States; some have featured artists from other countries. Each summer the gallery produces a juried show, with cash awards, displaying the very best works of instructors and students from the Spruill Center.

The gallery also operates a year-round gift shop. It features artist-made gifts at very attractive price-points. During the Holiday Artists Market, the entire gallery becomes a gift shop containing works by about 100 artists and craftspeople.



Celebrating Youth Art at the Gallery



An opening reception at the Spruill Gallery



Presentation to City of Dunwoody Government

February 8, 2019 – Page 5

Spruill Center Expansion Needs

The Current Situation

- The Spruill Education Center has effectively maxed-out its available space and its eleven (11) indoor classrooms.
- The most popular courses and workshops sell-out immediately when registration opens. Each quarter the Center turns away approximately 100 people who want to take art offerings.
 - That hurts people who want to participate in the arts;
 - It hurts earned revenue and depresses growth opportunities for Spruill;
 - It does not reflect well on the City of Dunwoody and its commitment to arts and culture opportunities for its citizens;
 - It limits the amount of cultural tourism drawn to Dunwoody: people who would be shopping, dining, and staying in hotels in Dunwoody.
- The Center also has no room to add any new disciplines that are often requested but which require specially-equipped studios (e.g. – wood-turning or printmaking).
- The Spruill Center is now in a position to partner with the city to expand the impact of the arts in Dunwoody. Cities all around Dunwoody are investing in the arts, realizing what a draw the arts are for corporations and their employees, and for people who want access to the arts.
- Spruill Arts wants to work closely with the city to implement the recommendations in the Arts and Culture Master Plan. The Center is ready, right now, to commit its resources, both human and financial, to benefit and elevate the arts in Dunwoody.

Presentation to City of Dunwoody Government

February 8, 2019 – Page 6

The Spruill Center's Expansion Plan and The Elephant in the Room

AUSTIN ELEMENTARY: THE ELEPHANT IN THE ROOM



- The fate of the existing Austin Elementary School building is still to be determined. The Spruill Center is here to once again clarify some thinking about that facility.
- We have been informed that rumors, or even recommendations, are continuing to swirl, that maybe, possibly, the Spruill Center for the Arts should move into the admittedly-larger existing Austin Elementary facility that now should be available in 2020. Leaders of the Spruill Center have repeatedly presented why that would be an unacceptable option for the center, and a bad choice for the City of Dunwoody. Following are those reasons again:
- The Austin building is very unsuitable for an arts center. It is built like a fortress, with only tiny windows tucked into corners. A visual arts center requires large amounts of natural light. Creating large walls of windows would cost a fortune (if even possible).
- Austin was built with an interior open-pod system that's just a mess. A visual arts center requires conventional classrooms. Renovations would be extremely expensive.
- Parking at Austin is even more limited than at the North DeKalb Cultural Center. More parking could be created, but that would be quite expensive.



Presentation to City of Dunwoody Government

February 8, 2019 – Page 7

AUSTIN ELEMENTARY: THE ELEPHANT IN THE ROOM (continued)

- Students and instructors come to Spruill Arts from all across Metro Atlanta. Moving this arts center further north, albeit not that far, would force people to get across Mt. Vernon Road, past Dunwoody Village and Publix, and past the confusing-to-visitors Chamblee Dunwoody Road into Roberts Road intersection. And then they would be in the middle of a residential neighborhood, rather than in a commercial location with a convenience store, gas station, and several restaurants within easy walking distance.
- The City of Dunwoody and the Spruill Center have invested a huge amount of money into infrastructure improvements, equipment, expansions to electrical service, etc. All of those improvements would have to be re-created at the Austin location at a really huge expense. How does that make sense?
- Who knows what other lurking infrastructure issues and expenses lie in store after the elementary school moves out?
- Moving to the Austin building – or any other place – would be a tremendous hardship to the Spruill Center for the Arts, and a huge expense for the city! Even more than the direct costs, the loss of earned revenue while classes are suspended during a move could run to hundreds of thousands of dollars.
- The Spruill Center is very willing to invest significant funds to improve arts and culture in Dunwoody, and to improve the North DeKalb Cultural Center. However, the Board of Directors is not inclined to invest money into moving to the Austin facility.
- The configuration of the Spruill Education Center at its present location is excellent for a visual arts center and incomparably better than the Austin building and location.



Presentation to City of Dunwoody Government

February 8, 2019 – Page 8

The Spruill Center's Expansion Plan

PHASE I: COMMUNITY ROOMS

- The Spruill Education Center needs additional space ASAP. The ideal new space is immediately adjacent to existing classrooms. New Community Rooms are being completed now in the city's North Shallowford building. Spruill Arts understands that "clean" community groups will be moved to that location, while "messy" groups, such as art societies that might have oil paintings or equipment that might be in meetings, will have to continue to be housed at the North DeKalb Cultural Center in Rooms 2 or 4.
- The Spruill Center wants to take over Rooms 2 and 4 as soon as possible in 2019, with rent for those rooms being added to the Spruill lease at the same per square foot rate as the Center currently pays for the rest of its space.

PHASE II: CHATTAHOOCHEE HANDWEAVERS GUILD and "MESSY" COMMUNITY GROUPS

- The Chattahoochee Handweavers Guild (CHG) is in desperate need of more space. Spruill Arts had hoped to find a suitable temporary home for CHG in Dunwoody that would give them more space. Spruill was willing to put funding, partial or even complete, toward renovating space, moving CHG, and subsidizing their rent for a period of time. Spruill Arts urgently wants to take over Room 1, the current CHG space.
- To date, no suitable temporary home has been found for CHG in Dunwoody. We want to solve this problem, for CHG and Spruill Arts, ASAP. We understand that CHG has expressed enthusiasm for moving to larger quarters in the Austin building, assuming a portion of that facility survives and becomes a community center of sorts. Failing that, perhaps another city-owned facility can soon be adapted for CHG use.
- A more permanent solution needs to be found for the "messy" community groups so that Spruill Arts can have full-time use of Rooms 2 & 4, fully schedule its own courses, and equip those rooms as specialized studios for particular disciplines. That is an urgent need. We look forward to partnering with the City of Dunwoody to accomplish that goal ASAP.

HAVING FULL USE OF ROOMS 1, 2, & 4 WILL PROVIDE ADEQUATE EXPANSION SPACE FOR THE SPRUILL EDUCATION CENTER FOR THE NEXT TWO TO THREE YEARS.

Presentation to City of Dunwoody Government

February 8, 2019 – Page 8

The Spruill Center's Expansion Plan

PHASE III: 2020 – 2025

- By 2021, the Spruill Center projects significant additional space will be needed to carry the Education Center's needs through 2025 or so.
- Accordingly, the Spruill Center has begun working with architects, at the Center's own expense, to provide concepts for adding approximately 5,000 SF of new space in the central courtyard of the city-owned North DeKalb Cultural Center. The courtyard is vast and barely used. A good-sized courtyard would still remain after a building expansion is completed.



The 85' wide x 150' deep courtyard.



Presentation to City of Dunwoody Government

February 8, 2019 – Page 9

The Spruill Center's Expansion Plan

PHASE III: 2020 - 2025 (continued)

- Some architectural information is already available, along with cost estimates. Much more information, pricing, and artists' renderings will be available in coming weeks and months. A rough guesstimate of the cost of a 5,000 SF addition is \$1,000,000. Spruill Arts wants to be ready, and have the city's approvals, when the time comes for the Phase III expansion. That way, the expanded space will be ready when needed.
- The Spruill Center is ready to partner with the City of Dunwoody to expand and improve the existing facility. As a starting point, the Spruill Center Board envisions the financial participation in the future expansion as 33% Spruill Arts funding, 33% Capital Campaign fundraising (including grants from foundations), and 33% City of Dunwoody funding (after all, it IS the city's building). However, the Spruill Center is very open to discussions on the funding.
- In order for the Spruill Center to invest money in improving the city's facility, and for Spruill Arts to be able to conduct a successful Capital Campaign, it is necessary for Spruill to have a long-term lease on its space in the North DeKalb Cultural Center. The request for such a lease has already been submitted to the Dunwoody Facilities Authority.

Building a Bigger and Better Dunwoody Arts and Culture Center

The current North DeKalb Cultural Center is a Dunwoody treasure. Spruill Arts is proud to be a large tenant there. The building and grounds have great promise in an outstanding location. The Spruill Center and the City of Dunwoody could expand and enhance the arts & culture complex at a fraction of the price of creating a whole new facility. Let's make it happen!

THANK YOU

