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## **MEMORANDUM**

**To:** Mayor and City Council  
**From:** Brent Walker, Parks and Recreation Director  
**Date:** January 11, 2021  
**Subject:** **Spruill Center for the Arts Presentation**

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### **ITEM DESCRIPTION**

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.

Lynn Deutsch Mayor  
Eric Linton, ICMA-CM City Manager  
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1  
Jim Riticher City Council Post 2  
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4  
Joe Seconder City Council Post 5  
John Heneghan City Council Post 6

Packet page: 2



Spruill Center FOR THE Arts  
CLASSES • EVENTS • GALLERIES

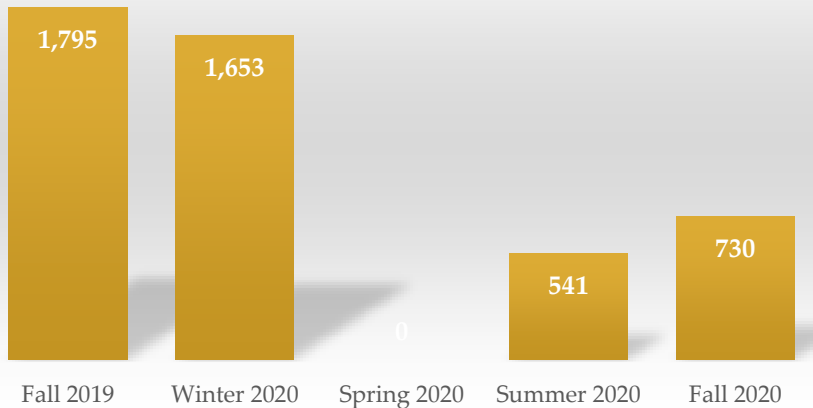
#2..

# Spruill Center for the Arts

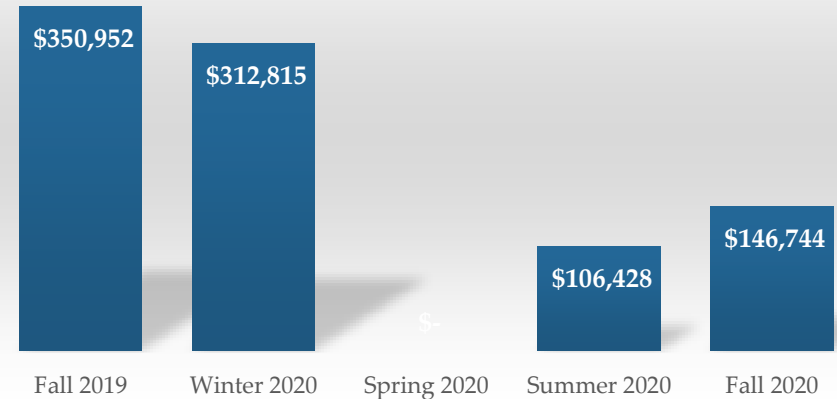
2020 in review and plans for 2021

# Impact of COVID-19

## Class Enrollment



## Class Revenues



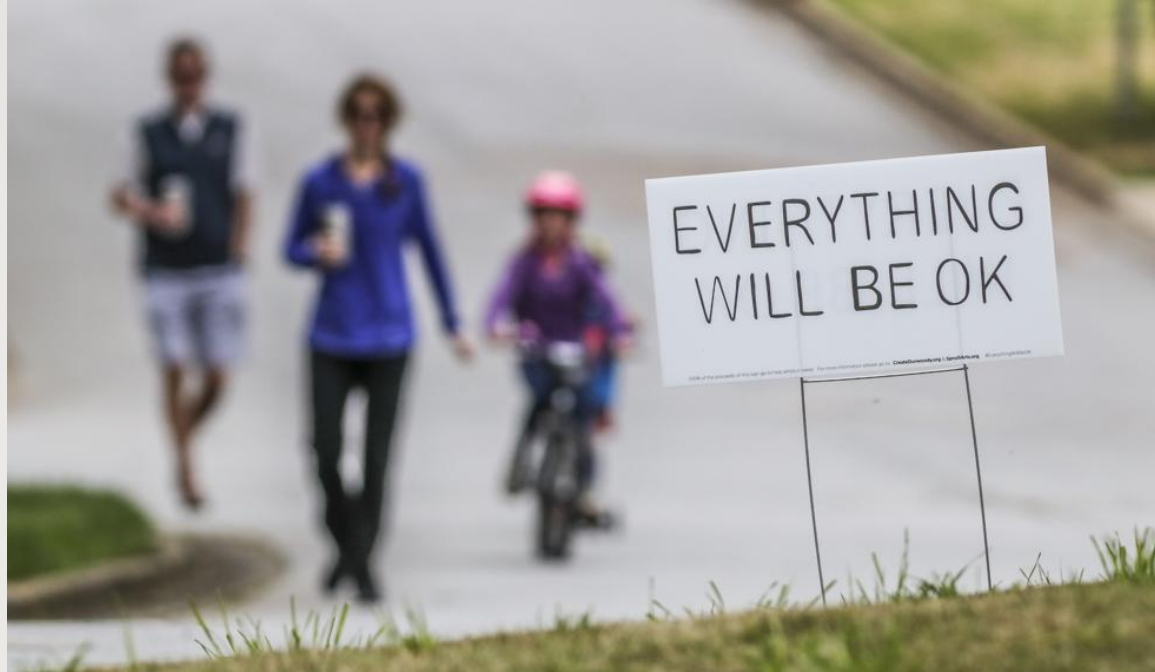
# Three barriers:

- 1) Instructors not ready to return
- 2) Vulnerable students
- 3) Limited class size/social distancing



“Science will get us out of this,  
but Art will get us through this.”  
~ Mo Willems

# Silver Linings Yard Sign Campaign



Partnered with CREATE Dunwoody to distribute more than 3,000 yard signs raising \$40,000 artists in need.

National and international recognition for City of Dunwoody

No revenue for Spruill



# Silver Linings

## Virtual Programming

The screenshot shows the YouTube channel for Spruill Arts, which has 362 subscribers. The channel is categorized under 'Videos' and displays a grid of 18 video uploads. The videos are organized into three rows of six. The first row includes 'Paint Portraits with Diana Toma' (31 views, 6 hours ago), 'Stories from the Studio: Artist Diana Toma' (210 views, 4 days ago), 'Friday Surprise! Fiber Arts Project' (39 views, 4 days ago), 'Blacksmithing Demonstration Part 3 of 3' (21 views, 5 days ago), 'Stories from the Studio: Buzz Coren of Featherwood...' (36 views, 6 days ago), and 'Ceramics Demonstration by Carol Brull' (197 views, 6 days ago). The second row includes 'Pet Portrait Demonstration' (96 views, 1 week ago), 'Origins of Eileen Braun: An Artist Speaks Part III' (39 views, 1 week ago), 'Making Glass Pumpkins' (51 views, 1 week ago), 'Stories from our Art Partner: Children Inspiring Hope' (24 views, 1 week ago), 'Blacksmithing Demonstration - Part 2' (50 views, 1 week ago), and 'Make Your Own Envelopes' (55 views, 1 week ago). The third row includes 'Stories from the Studio: Kelly Robertson of Cavalry...' (108 views, 1 week ago), 'Handbuilding Demonstration' (161 views, 1 week ago), 'Painting Beautiful Flowers with Pat Fiorello' (316 views, 2 weeks ago), 'Origins of Eileen Braun: An Artist Speaks Part II' (166 views, 2 weeks ago), 'Enamel Jewelry Using the Ultralite Kiln' (109 views, 2 weeks ago), and 'Stories from the Studio: Yesha Panchal Ceramics' (111 views, 2 weeks ago). The left sidebar shows navigation options like Home, Trending, Subscriptions, Library, History, Purchases, Watch later, and Liked videos. The bottom section lists subscriptions including Spruill Arts, coachesdirectory, and Winning Softball, along with more YouTube recommendations like YouTube Premium, Movies & Shows, Gaming, Live, Fashion & Beauty, and Learning.

504 subscribers, 17,183 views  
4 virtual only classes in the upcoming quarter

# Silver Linings Supporting Artists



Spruill demonstrates its longstanding support of, and commitment to, its beloved instructors contributing more than \$28,000 in direct support.



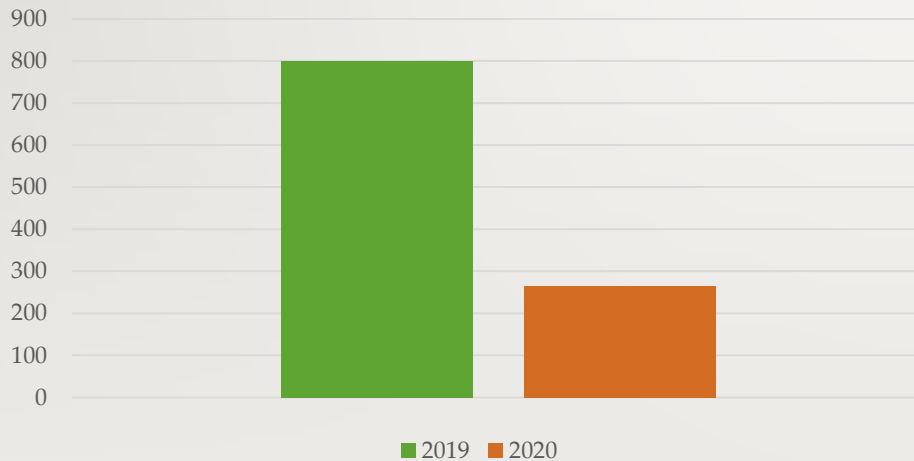
# Silver Linings Plaza Refresh



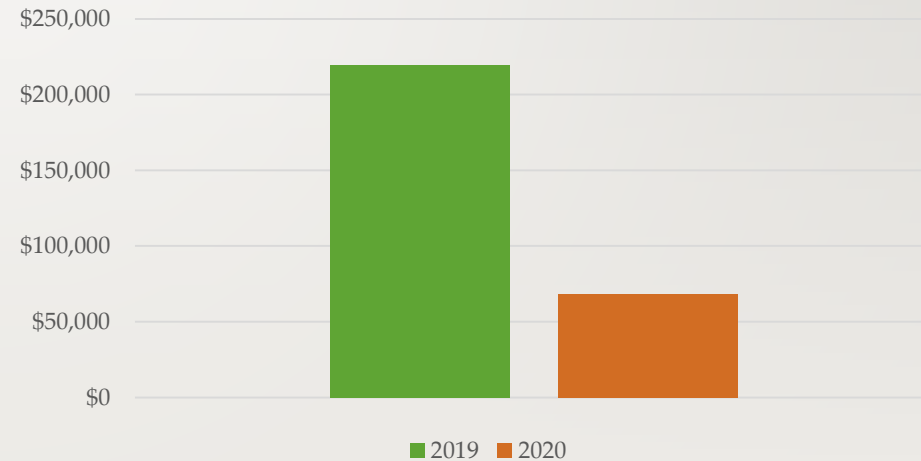
# Reopening Spruill Summer Camp



Summer Camp Enrollment



Summer Camp Revenues





# Reopening Spruill Classes



# Silver Linings Outreach



The Spruill Gallery is voted as Best Art Gallery of North Atlanta amongst 80,000 voters

Spruill donates 110 “Cups of Love” created by the ceramics department and delivered to Northside Hospital in support of the dedication of their front line workers.

Spruill partners with students at the Mt. Vernon Innovation Lab to help develop virtual improved programming framework for instructors and students.



# Silver Linings

## AMPLIFY

#2..



# Silver Linings Supporting Artists

Reporter  
Newspapers

HOME

BROOKHAVEN

BUCKHEAD

DUNWOODY

SANDY SPRING

## DeKalb offers \$125K in pandemic relief grants through Dunwoody's Spruill Center for the Arts

Posted by John Ruch | Oct 21, 2020

DeKalb County arts professionals and nonprofit organizations can apply for up to \$20,000 in pandemic emergency relief grants offered through Dunwoody's Spruill Center for the Arts.

The \$125,000 grant program is accepting applications through Oct. 30. Among other requirements, applicants must live or be based in DeKalb and individuals must be 18 or older. According to the Spruill Center, the grants are intended to "cover documented costs associated with overdue rent, mortgage assistance, utility assistance, food, virtual learning assistance or other unforeseen financial/emergency needs."

The program's money was allocated by County Commissioner Larry Johnson from federal Coronavirus Aid, Relief, and Economic Security (CARES) Act funds.



# Silver Linings Holiday Artist Market



# Strategic Plan 2021-2023



# Vision

## Previous

Did not have a stated vision statement

## New

Spruill Center for the Arts will be a beacon for the community by providing access and opportunities for all to create and enjoy the arts.

# Mission

## New

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
- Enriching community through programs designed to inspire the artist in everyone

# Core Values

<p><b>We Inspire Creativity</b></p> <ul style="list-style-type: none"> <li>• We use creativity to overcome obstacles and search for innovative solutions.</li> <li>• We inspire and encourage the process of creation and foster the potential creative in everyone.</li> <li>• We create in many ways and mediums and provide rewarding experiences in the Arts.</li> <li>• We support artistic curiosity by trying new things.</li> </ul>	<p><b>We Care, Encourage and Help One Another Grow</b></p> <ul style="list-style-type: none"> <li>• We provide a welcoming place for social connections and creative exploration.</li> <li>• We support each other with care; are compassionate and patient.</li> <li>• We listen to feedback and are eager to learn and grow.</li> <li>• We value camaraderie.</li> </ul>
<p><b>We are Accessible to our Diverse Community</b></p> <ul style="list-style-type: none"> <li>• We believe the Arts are for everyone.</li> <li>• We are welcoming and accessible.</li> <li>• We strive to bring the Arts to all.</li> <li>• We recognize and celebrate our diverse community through engagement, partnerships, development, and life-long learning of the Arts.</li> </ul>	<p><b>We are Committed</b></p> <ul style="list-style-type: none"> <li>• We continually seek innovation and excellence by enhancing programs, facilities, equipment and processes</li> <li>• We go the extra mile for our students, instructors, and staff and hold ourselves accountable to these standards.</li> <li>• We serve as faithful stewards of the Arts.</li> <li>• We acknowledge and value our responsibility to be a culturally, emotionally, and physically safe space to foster and explore the Arts.</li> </ul>

# Key Objectives

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

# Looking Towards 2021

Free Youth and Teen Classes

Room 4 expansion

Public Art

Spruill Center refresh

Pomp & Circumstance



# Looking Towards 2021

Partnership with Spruill:

How the City of Dunwoody can help