

To: Mayor and City Council

From: Rachel Waldron
Parks and Recreation Director

Re: Spruill Center for the Arts Annual Presentation

Date: September 23, 2024

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.

Education Center

5339 Chamblee Dunwoody Rd.

Atlanta, GA 30338

770.394.3447

Gallery & Gift Shop

4681 Ashford Dunwoody Rd.

Atlanta, GA 30338

770.394.4019



www.spruillarts.org

Spruill Center for the Arts Update Dunwoody City Council September 23, 2024

2023 Facts and Figures

Category	2023	Category	2023
Membership	1,100	Courses Offered	983
Mediums Taught	29	Student Enrollment	7,391
Artists Supported through Gallery Sales	85	Summer Campers	1,029
Direct economic support to artists and art administrators	\$1.4 million	Gallery Attendance	2,905
		Open Studio Visits	2,905
		TOTAL	14,230

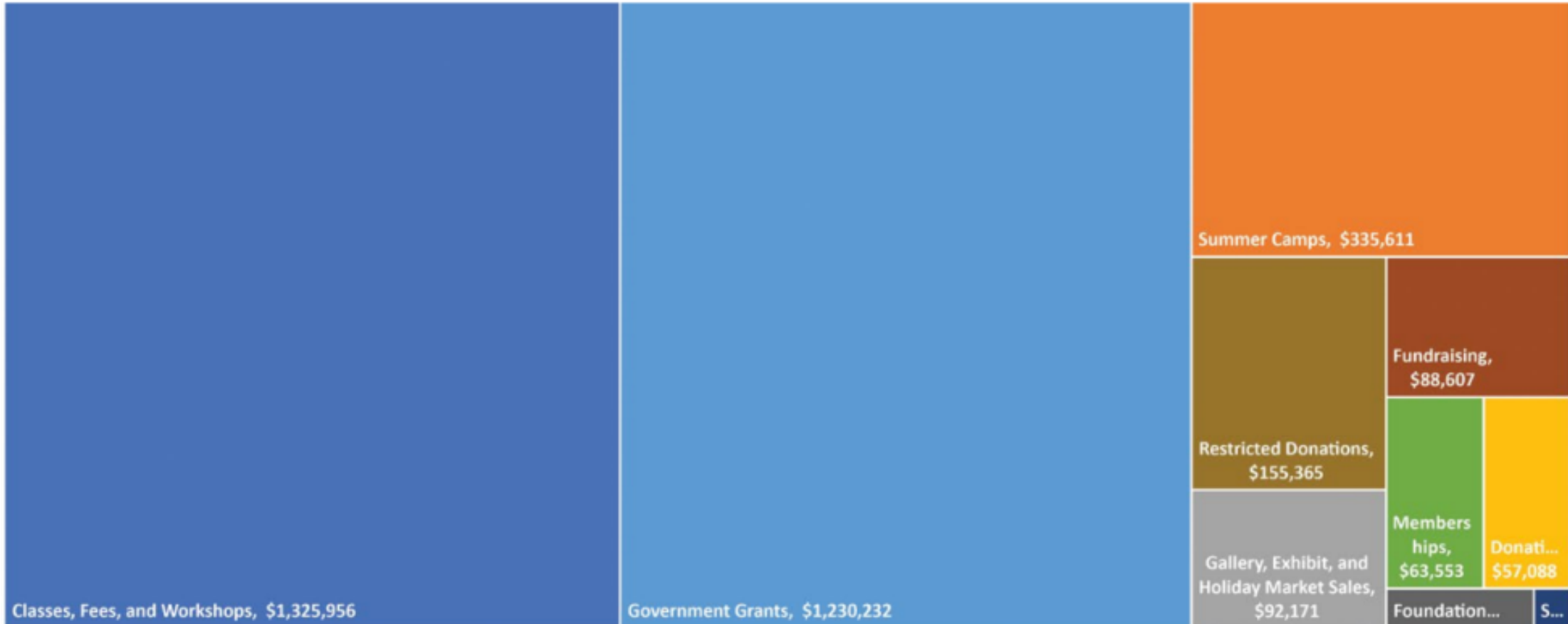
2023 Facts and Figures

983 classes offered in 29 different mediums

- 101 weekly Ceramics classes and workshops
- 5 weekly Creative writing classes and workshops
- 24 weekly Decorative arts classes and workshops
- 3 weekly Digital arts classes and workshops
- 188 weekly Drawing classes and workshops
- 30 weekly Fiber arts classes and workshops
- 87 weekly Glass classes and workshops
- 163 weekly Jewelry classes and workshops
- 21 weekly Mixed media classes and workshops
- 19 weekly Metal clay classes and workshops
- 20 weekly Mosaics classes and workshops
- 170 weekly Painting classes and workshops
- 36 weekly Photography classes and workshops
- 1 weekly Print making classes and workshops
- 22 weekly Sculpture classes and workshops
- 53 Summer, school break, and specialty camps
- 40 Youth and teen afterschool and weekend programs

2023 Facts and Figures

Source of Income



2023 Facts and Figures

Use of Funds





INTRODUCTION | BY THE NUMBERS | A YEAR OF IMPACT—BY MONTH | CLASSES, CAMPS, & PROGRAMS | FINANCIALS | SUPPORTERS

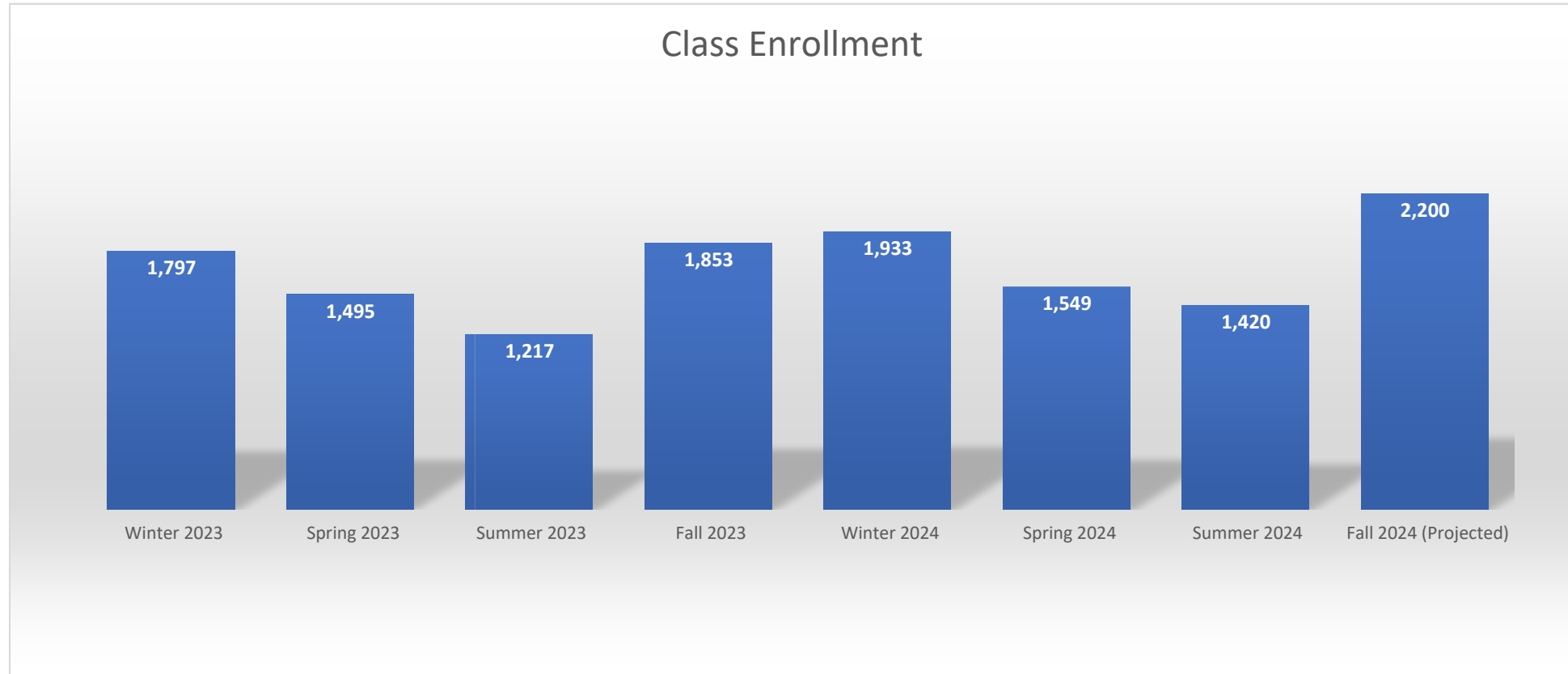


2023 IMPACT REPORT

spruillarts.org



2024 So far





Strategic Plan Summary: 2024 - 2026

Executive Summary

Overview

The Spruill Center for the Arts has experienced rapid transformation over the last 3+ years due to COVID operating model implications and changes in executive leadership. Both forces created the space to improve organizational capabilities. Spruill partnered with Jabian to update their strategy and identify opportunities to maintain and expand momentum. The new strategic plan aims to further Spruill’s current mission and deepen its engagement with the communities that it serves. Jabian conducted background research and more than 30 group and individual interviews with members of Spruill, the local government, the Atlanta art world, and community organizations to identify areas where Spruill can make a meaningful impact. The team worked to identify tactics and 15 key initiatives and the most promising were laid out in a 3-year roadmap, providing a clear plan for Spruill to achieve its Strategic Objectives. This document represents a summary of the project and the details for the Strategic Plan.

Strategic Objectives

- 1. Inspire Spruill students, instructors, staff, and visitors by enhancing the physical environment and program offerings**
- 2. Showcase Spruill’s culture, art, and instruction to expand awareness and increase visibility**
- 3. Support the community by growing a community center based on the Arts**
- 4. Expand donated revenue streams through increased corporate, individual, and community relationships to enhance financial ability to increase impact**

Approach by the Numbers

42
People interviewed

1
Instructor Survey

5
Art Centers and Galleries researched

7
Hours of Strategic Ideation Workshops



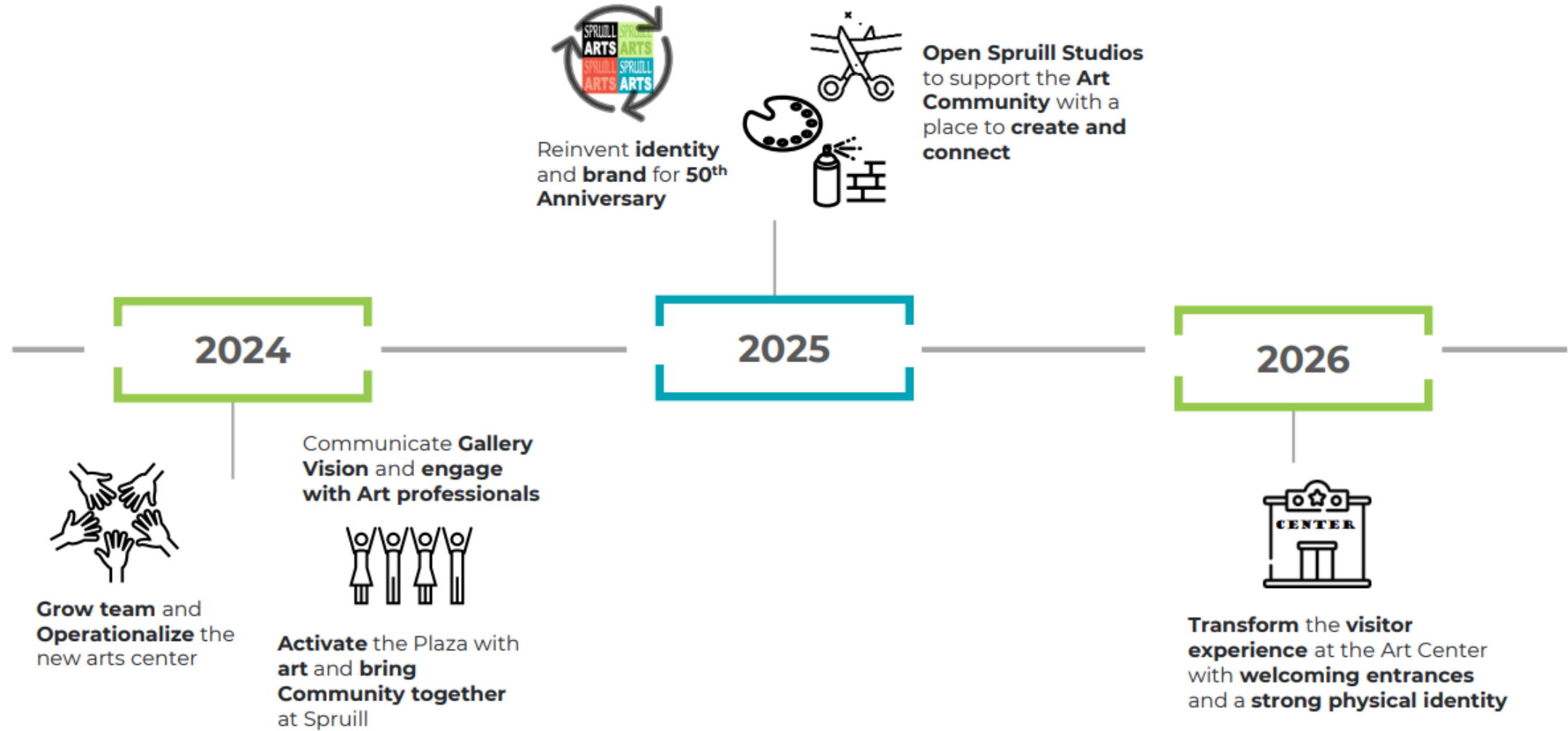
Outcomes

4 Strategic Objectives

15 Key Initiatives

36 Prioritized Tactics





Spruill Strategic Objectives

Ultimately, we came to four guiding objectives that will focus the strategic plan, outlined by **Inspiring, Showcasing, Supporting and Expanding**



Objective 1: Inspire Spruill students, instructors, staff, and visitors by enhancing the physical environment and program offerings

As Spruill expands its footprint and welcomes new visitors, students, and instructors, it will be essential to maintain a focus on how to best evolve operations, the space, and offerings so existing and new members can experience what sets Spruill apart.



Objective 2: Showcase Spruill's culture, art, and instruction to expand awareness and increase visibility

Stakeholders emphasized that Spruill could do more to tell the story of Spruill's art and culture in order to better engage with the community and pave the way to increasing impact.



Objective 3: Support the community by growing a community center based on the Arts

Interview Feedback pointed to significant opportunity for Spruill to offer support to Georgia communities through various avenues, including reaching out to communities lacking access to art and providing artist the tools and space to create.



Objective 4: Expand donated revenue streams through increased corporate, individual, and community relationships to enhance financial ability to increase impact

Spruill is in a unique position to leverage art and its facilities to engage and support Georgia's diverse populations. Enhancing the flow of sustained donated revenue will empower Spruill to amplify its impact.

What's Next: New Facility Impact

Community programs:

- Free Community Workshops

- Scholarships

- Spruill Social (10/5)

- Community Programs and Event Coordinator

Courtyard enhancements and Artistic additions

- Dunwoody Dragons

Activations

Partnerships

