



DUNWOODY CITY COUNCIL PRESENTATION 2025

CREATE DUNWOODY MISSION & VISION

Mission:

Create Dunwoody is dedicated to fostering a vibrant and thriving arts and culture scene as a catalyst for sustainable economic growth in the city of Dunwoody. We believe in the transformative power of artistic expression and cultural exchange to enrich the lives of our community members, stimulate local businesses and attract visitors.

Vision:

Create Dunwoody envisions a future where the city of Dunwoody is recognized as a thriving hub of arts, culture, and creative innovation that drives sustainable economic development and enhances the quality of life for its residents and visitors.

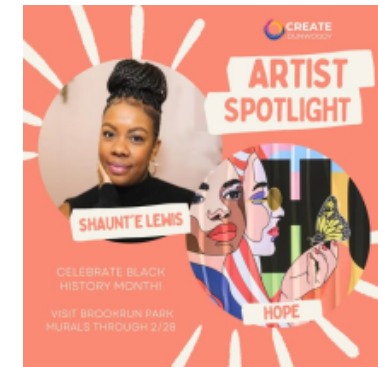
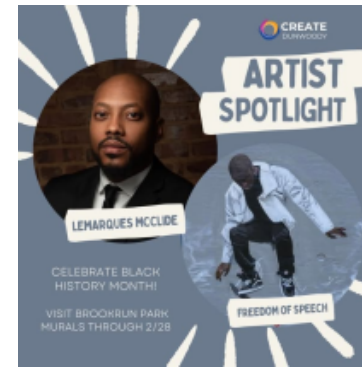
CREATE DUNWOODY TOP LINE 2024 & BEYOND

- Planned Strategic Quarterly Focus on Visual Arts, Music, Food and Culture
- Three of Four Accomplished
- Executive Director Transition in Q3
- Completed 2024 with Strong Results
- 2025 Plan Approved & Activated

EVENTS 2024 – Q1 VISUAL ARTS RECAP

Amplified and Focused on Black and Women Artists

- 6 Local Artist Spotlights
- Amplification of Black History Month and Women’s History Month
 - Collaborations with Dunwoody Parks & Recreation

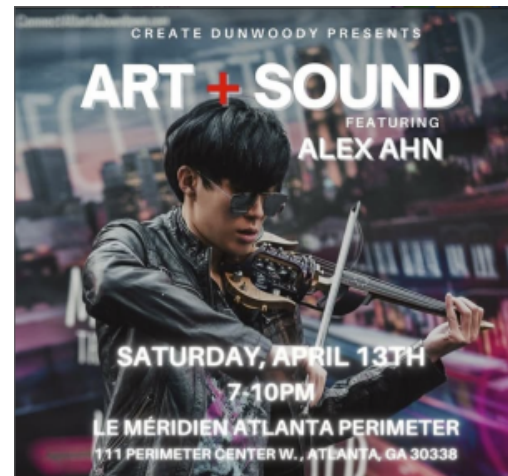


EVENTS 2024 – Q2 MUSIC RECAP

Focus on Multicultural Musical Genres & Music Series Pilot

- 3 Art + Sound Executions
- \$1,275 Revenue Generation
- 224 attendees

- First Music Pilot Program Sponsored by Edens/Park Place



EVENTS 2024 – Q3

CULTURE RECAP

Latino Hispanic Cultural Heritage Celebration

- Visitors – 550+
- Performers - ~95
- Volunteers – 23
- Exhibitors – 17
- Commercial Sponsors: Ashford Lane; Eclipse di Luna; Jeni's, Superica, and Fogo Di Chao
- CTO Property Management - \$3



EVENTS 2024 – Q3

CULTURE RECAP

Scarecrow Showdown

- Purpose: Community Engagement, Traffic to Village Area
- Partners: Village Merchant Alliance and Perimeter Chamber
- Participants: 12 Businesses
- Outcome:
 - # of votes: 127
 - Community Donations: \$400
- Winners: 2 Free Annual Perimeter Chamber Memberships



EVENTS 2024 – Q4 CULTURE RECAP

Diwali In Dunwoody

- Dunwoody Nature Center Storywalk
 - 2 Night and 4 Sold Out Shows (sold out 160+) with Rangoli Workshop
- 12 of Pole Banners in Perimeter Area
- Corporate Engagement: Cox Rangoli/Diya Virtual Workshop
- Local Business Engagement: 2 Small Business Pop-Up Shops; Lighting Design Firm
- Non-Profit Engagement: Dunwoody Nature Center & StageDoor Theatre
- Media, Press & Event Marketing Initiatives
- \$3600 Revenue



EVENTS 2024 – Q CULTURE RECAP



Village Holiday Celebration & Lantern Parade

- +1700 more people than average
- 25% - 50% increase in business vs last year
- Collaboration with: Village Merchant Alliance, Spruill Center for the Arts, Perimeter Chamber, Discover Dunwoody & City of Dunwoody
- Social Media Reach: +1200 website views on day of event
- Volunteers: DECA, 17 businesses, 5 community volunteers
- Lantern Kits: +\$2K revenue generated
- *“Most diverse crowd ever in Dunwoody Village” – Mayor Lynn Deutsch*



NOVEMBER 24, 2024

THE VILLAGE HOLIDAY CELEBRATION
DUNWOODY, GA

Main Stage Performances
 4:25-4:30 Opening Comments
 4:30-4:35 North Georgia School of Ballet
 4:35-4:40 Lighthouse Senior Dance
 4:40-4:50 Corners Outreach Singers
 4:50-4:55 Lighthouse Senior Dance
 4:55-5:05 Dunwoody 5th grade singers
 5:05-5:25 Lighthouse Choir and Dance
 5:25-5:45 J Dance Company

5:45-6:15 Lantern Parade and Award Ceremony
 6:15-6:30 Tree Lighting

Parade Start and Route Awards X

Inflatable Decorations at Crossfit Dunwoody

Lantern Prizes
 Include gift cards: \$200 Fresh Market, \$100 Shine Hair Parlor, \$100 Premier Tennis, \$50 Village Burger and \$50 Village Restaurants
 Times and Activities Subject to Change

CREATE DUNWOODY

Complete 6 initials at activity stations to receive a prize at Create Dunwoody table. You must have at least one initial in each color.

1. **Ace Hardware** – Santa Letters/Face Painting
2. **Big Frog** – Free Santa Photos and print on a t-shirt
3. **The Music Class** - Musical fun for ages 4 and under Free 4:45 & 5:15 (adult required)
4. **Chupitos** – Hot Chocolate
5. **Village Burger** – Balloon Artist and Musicians
6. **Mitzvah House** - Chanukah crafts and latkes
7. **Village Threads** – Wear a Festive Sweater and get jingle bells. Contest and prize.
8. **Create Dunwoody** - Selfie Station, Maps, and Prizes
9. **Functionize and Shine Hair Parlor** - Lantern Decorating
10. **The Village Courtyard** – S'mores/Hot Chocolate
11. **Little Gym** – Drop off 4-5pm and 5-6pm \$20 - Sign up here

12. Premier Racquet Sports – Pickleball Games & Prizes

13. Fresh Market – Coloring Contest & Prizes

14. Dunwoody Gallery – Apple Cider and live painting by Dunwoody Artist Leslie Rae Cannon!

15. Myra and Joseph Family – Make an ornament for the tree!

MARKETING ASSETS

- Street Banners/Retractable Banners/Tablecloths
- Facebook/Instagram/LinkedIn
- Simplebooth
- Sponsorship Packet
- Event Photographs and Videos
- Media



WEBSITE IMPROVEMENTS



ABOUT EVENTS DUNWOODY CREATES
SUPPORTERS VOLUNTEER OUR TEAM CONTACT



DONATE



Cultural events in Dunwoody bring people together to celebrate our city's diversity, creativity, and shared values. By showcasing local talent, traditions, and art, these events create a vibrant atmosphere that fosters community connections and pride. Beyond enriching our lives, they also contribute to economic development by attracting visitors, supporting local businesses, and creating opportunities for partnerships. Together, we're cultivating a thriving cultural scene that energizes our community and strengthens our local economy.



BLACK HISTORY CULTURAL CELEBRATION
1:00PM - 4:00PM
La Madden-Peymer (map)
Google Calendar - ICS
Join Create Dunwoody in our inaugural event for Black History Cultural Heritage Celebration.
[View Event](#)



DUNWOODY VILLAGE COMEDY FESTIVAL
Mickler's Tavern, Village Taverns and Winebar (map)
Google Calendar - ICS
Join Create Dunwoody in our inaugural Dunwoody Village Comedy Festival. Purchase your tickets now!
[View Event](#)



HOLI IN DUNWOODY
3:00PM - 5:00PM
Brook Run Park - Great Lawn and Pavilion (map)
Google Calendar - ICS
Holi is vibrant and meaningful Indian festival that celebrates the arrival of spring and the harvest season. Join Create Dunwoody in this three-hour festival showcasing of dancing, music, and delicious food. Participants playfully throw colored powder, dance, and hear in their hearts' content.
[View Event](#)



AAPI CULTURAL HERITAGE CELEBRATION
1:00PM - 4:00PM
TBD (map)
Google Calendar - ICS
Join us in celebrating the Asian American Pacific Islander (AAPI) Cultural Heritage Celebration. Our Cultural Heritage Celebrations are free, inclusive, family-friendly events providing awareness and understanding of different cultures that have influenced our community. Through these events, we hope to promote unity and respect for all cultures while highlighting the unique and beautiful traditions of our diverse heritage.
[View Event](#)



STOREFRONT ART EXHIBIT
Greater Dunwoody Village Area (map)
Google Calendar - ICS
The Storefront Art Exhibit showcases artwork by Dunwoody High School students in windows of local businesses. Business owner artworks that capture the spirit of Dunwoody. Create Dunwoody presents the temporary exhibit and opens a Storefront Art Shop. Some artwork is used in other exhibits and programs such as the City of Dunwoody's Streetlight Art.
[View Event](#)



LATINO HISPANIC CULTURAL HERITAGE CELEBRATION
1:00PM - 4:00PM
TBD (map)
Google Calendar - ICS
Join us in celebrating Latin Hispanic Heritage Month at Create Dunwoody's Latino Hispanic Cultural Heritage Celebration. These celebrations are free, inclusive, family-friendly events providing awareness and understanding of different cultures that have influenced our community. Through these events, we hope to promote unity and respect for all cultures while highlighting the unique and beautiful traditions of our diverse heritage.
[View Event](#)



DIWALI
TBD (map)
Google Calendar - ICS
Diwali in Dunwoody 2023 will be a vibrant celebration of the Festival of Lights, showcasing the rich cultural traditions and festive spirit in this family-friendly event.
[View Event](#)



DUNWOODY VILLAGE HOLIDAY CELEBRATION
4:00PM - 8:00PM
Dunwoody Village Area including Parkview Center and Ace Hardware (map)
Google Calendar - ICS
Join Create Dunwoody for the five annual Village Holiday Celebration and Lantern Parade! We will have fun activities, crafts and games, raffles, Santa letter writing, and much more spread throughout the Village area. Don't miss this! Details to come!
[View Event](#)



MEDIA – 2024 IN REVIEW

- “Dunwoody celebrates arts & culture month with mural unveiling and more” – *Rough Draft*, October 1, 2024.
- “Dunwoody Arts & Culture Month kicks off” – *AppenMedia/Dunwoody Crier*, October 3, 2024.
- “Dunwoody Arts & Culture Month returns with paintings, theater, and other events” – *The Champion Newspaper*, October 14, 2024.
- “Dunwoody Gears Up for South Asian Festival of Lights” – *AppenMedia/Dunwoody Crier*, October 17, 2024.
- “Create Dunwoody to host Village Holiday celebration” – *The Champion*, by Reginald Fuller, November 13, 2024
- “Holiday Festivities: Tree lightings”, theater, music and more; *The Reporter Newspaper*, November 19, 2024
- “Things to do this weekend in metro Atlanta” *Fox5 Atlanta* by Joyce Lupiani, Nov. 22-24, 2024

Nov 22, 2024 5:25 AM EST

Pos.

Channel 2 Action News at 5:00AM



Channel WSB (ABC)	Local Broadcast Time Nov 22, 2024 5:25 AM EST
Market Atlanta, GA DMA: 7	National Audience 34k
Genre News	National Publicity \$14,468
Program Type Local	Local Audience 34k
Language English	Local Publicity \$14,468



2025 EVENTS

BIGGER AND MORE IMPACTFUL!

EVENTS 2025 – Q1

INAUGURAL EVENTS

Black History Cultural Celebration – Feb 2 1-4pm – Le Meridien

- Film, Dance, Vocalist and Band, Artists with live painting, emcee Audrey Washington (WSB-TV)
- Partners Discover Dunwoody, Le Meridien, and Acuity Event Productions
- Sponsors Villard Bastien and The Market Place

Dunwoody Comedy Festival – Feb 27-Mar 1 8-9:30pm Vintage Pizzeria, Marlow's Tavern, Bar{n} and others

- 10 comedians doing 8-minute bits from Laughing Skull
- 50 tickets per show from \$30-\$45
- Facebook Event: Marlow's, Vintage Pizza, Bar{n}
 - 2 shows sold out, 1 added, possibly add 1 more



EVENTS 2025 – Q2

Holi – March 9 – Brook Run Great Lawn

- Expecting +1000 attendees
- Color sales revenues, food vendors, music



AAPI Cultural Heritage Celebration – April 27 – Ashford Lane



Storefront Art Exhibit – May – July 2025
Paintings in Perimeter Mall – Aug 2025

- Collaboration with Dunwoody Village Businesses, Perimeter Mall, City of Dunwoody & DHS
- 15 DHS Students - \$200 award/artist
- Artwork used in Greenlight Art Project



2025 PROGRAM CALENDAR

Q1



Feb 2 1-4pm – Le Meridien



Feb 27-Mar 1 8-9:30pm
Vintage Pizzeria,
Marlow's Tavern, Bar{n}
and others

Q2

March 9 –
Brook Run
Great Lawn



April 27 – Ashford Lane
Lawn

May-July
2025



Q3



Sept – Oct
2025

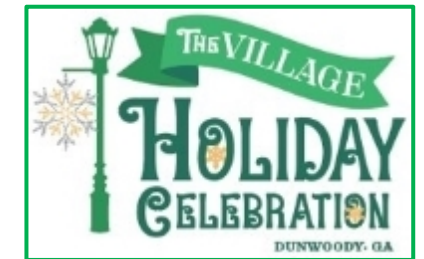


Oct 2025

Q4



Oct 2025



Nov - Dec
2025

2025 POTENTIAL AD HOC PROGRAMS & EVENTS

- Corporate Challenge
- Summer Concert Series
- Mother's Day Art Festival Add-On
- Taste of Dunwoody
- Public Arts Activations
- Art Scavenger Hunts
- Interior Design Hotel Expo
- Cultural Tours
- Commercial and Community Pop-Up Event
- Dunwoody Creates Program

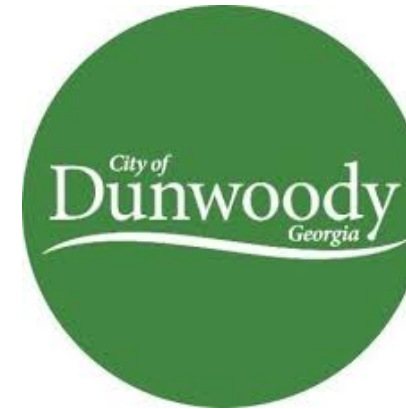


FUNDING

CURRENT SOURCES

- Development Authority, City of Dunwoody & Discover Dunwoody
- Event Proceeds – Sales & Vendors
- Sponsorships

Development Authority



FUTURE SOURCES

- Sponsorships/Partnerships
- Grants

**THANK YOU FOR YOUR
CONTINUED SUPPORT!**



APPENDIX

MARKETING

- **Social Media Campaigns:** Instagram, Facebook, LinkedIn with tailored content, hashtags, and live streaming. 23 East Group and Discover Dunwoody.
- **Email Marketing:** Targeted invitations and reminders. Website emails gathered.
- **Partnerships:** Collaborate with non-profits, partners, and influencers to promote initiatives. PCID, Greater Perimeter Chamber, Discover Dunwoody, City of Dunwoody – D-News and Dunwoody Digest, TiE, Spruill Arts, Stage Door Theater, Dunwoody Nature Center, Dunwoody Homeowner’s Association, Dunwoody Preservations Truест and more.
- **PR & Media Outreach:** Distribute press releases, reach out to media, and highlight the community impact of your event. Appen Media, Rough Draft, The Aha Connection, The Champion, Dunwoody Neighbor, What’s Up Dunwoody, WSB-TV, WABE, and other news outlets.
- **Event Listings & Partnerships:** List events and activities on local calendars - Discover Dunwoody, City of Dunwoody, Appen Media), collaborate with businesses for cross-promotion – Village Merchant Alliance, Property Managers
- **Content Marketing:** Create blogs, videos, and user-generated content to keep audiences informed and excited about initiatives.