

City of Decatur

Cultural Arts Master Plan– Volume 2: Research and Analysis

April 2010

FINAL REPORT



Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide. We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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Volume 2: Research & Analysis

Introduction

Volume Two of the Cultural Arts Master Plan provides the background research and analysis supporting the needs and recommendations presented in Volume One. Many of these documents have been submitted previously throughout the planning process. Specifically, the contents for Volume Two are:

1. Cultural Initiative Best Practices Study
2. Capital Needs Survey Results
3. Cultural Inventory and Environmental Scan
4. Summary of Public Input Process

1. Cultural Initiative Best Practices Study

The City of Decatur Cultural Arts Master Plan Steering Committee recommended four main goals for the future direction of the arts in the city. Those goals are:

- Creation of a Cultural Arts Partnership
- Decatur Arts Alliance: Expanding the Mandate
- Cultural Space Brokerage
- Re-examination of Cultural Arts Master Plan
- Further Advancing Decatur's Cultural Sector

1. Cultural Arts Partnership

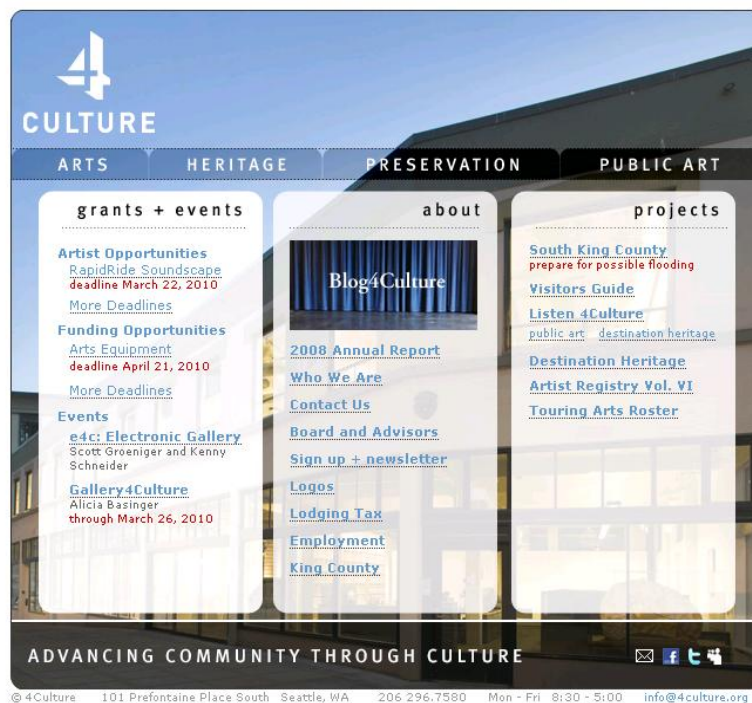
4Culture, King County, Washington State

In 2003, the Office of Cultural Resources realigned its mission, vision, and goals to reflect its growth as a 21st Century cultural resource provider. It became, 4Culture, a tax-exempt public development authority located in King County, the county which holds the city of Seattle. 4Culture combines the resources of the public sector with the flexibility of a non-profit. Through the integration of four program areas—arts, heritage, preservation, and public art—4Culture stimulates cultural activity and enhances the assets that distinguish King County as vibrant, unique, and authentic.

Governance: 4Culture is governed by a 15- member Board of Directors who are nominated by the King County Executive and confirmed by the metropolitan King County Council. Four citizen committees serve in an advisory capacity for the arts, public art, heritage and historic preservation. Three King County Council members

and a representative of the Executive's office also serve as ex-officio board members and represent the county's ongoing commitment to cultural development.

Current funding: The corporation is funded by public money raised through a "lodging tax" ("hotel/motel tax"). The Lodging Tax for Culture was established by Washington state law in 1987 when the state legislature capped annual tax revenues servicing construction



bonds for the Kingdome – an indoor sports arena in Seattle—at \$5.3 million. A

portion of the tax revenues above \$5.3 million each year are dedicated to arts and heritage programs through the year 2012, when the original Kingdome debt is scheduled to be retired.

Ongoing funding: *Between 2001 and 2012 cultural programs receive 70% of the excess revenue above \$5.3 million, with a requirement that 40% of the revenues for cultural programs be set-aside in an endowment intended to fund arts and heritage after 2012.*

Lodging taxes for cultural programs in King County are distributed to cultural organizations in accordance with King County Code and managed by 4Culture,

Relevant Services: 4Culture provides numerous services for individual artists, arts organizations, and cultural producers in the county. These include;

- Operation of an exhibition space in a designated gallery of the King County Arts Commission. The gallery offers King County artists not currently represented by a commercial gallery (including early career artists) the opportunity to apply for solo or small group exhibitions in a professional gallery setting.
- Publication of free visitor guides highlighting historic landmarks, museums, festivals, exhibitions, and scenic drives
- Production of cell phone tours for public art in the area
- Maintains a web portal to arts resources throughout the city and county including a monthly enewsletter
- Hosts Blog4Culture.org an interactive news section of the 4culture site

Policy influence: 4Culture provides funding for support of the visual and performing arts, heritage programs and historic preservation. Annual funding is provided through grants to more than 250 arts and heritage organizations, over 5000 artists and heritage specialists, capital construction projects and equipment purchases, new arts and heritage projects, and cultural education in public schools, e.g.:

- \$844 million in economic impact annually, including \$300 million in "new money," spent by visitors;
- New arts facilities and local history museums in communities throughout King County;
- Expanded opportunities for suburban and rural audiences to attend and participate in the arts;
- A regional network of local arts agencies providing cultural programs for their local communities;

Madison Arts Commission, Wisconsin

The Madison Arts Commission (MAC) is a municipal arts agency created to:



- a. Prepare, adopt, amend with Mayor's and Director of Planning and Development approval an annual plan/guidelines to carry out Madison Art Comm. plan for adoption by the Council, which shall include, but not be limited to method(s) for selection of artists/works of art, including visual and performing arts & for placement of works of art;
- b. Purchase works of art or commission design/execution and/or placement of works of art & provide payment from the Fund;
- c. Require all proposed outdoor works of art for purchase or commission be presented for site and design concept review;
- d. Adopt rules & regulations, approved by the Council, consistent with this ordinance to facilitate the implementation of its responsibilities hereunder.

Governance: The agency is managed by a citizen commission composed of 10 residents and one Alderperson who are appointed by the Mayor and confirmed by the Common Council. The 11- member commission is staffed with one full-time arts administrator.

The Commission was created by ordinance in 1974 to advise the Mayor and the Common Council on public policy matters relating to the arts. It originally began as a unit in the Parks Division of the City of Madison. Since then, it has moved to the Neighborhood Planning, Urban Design & Historic Preservation section of the Department of Planning and Community and Economic Development.

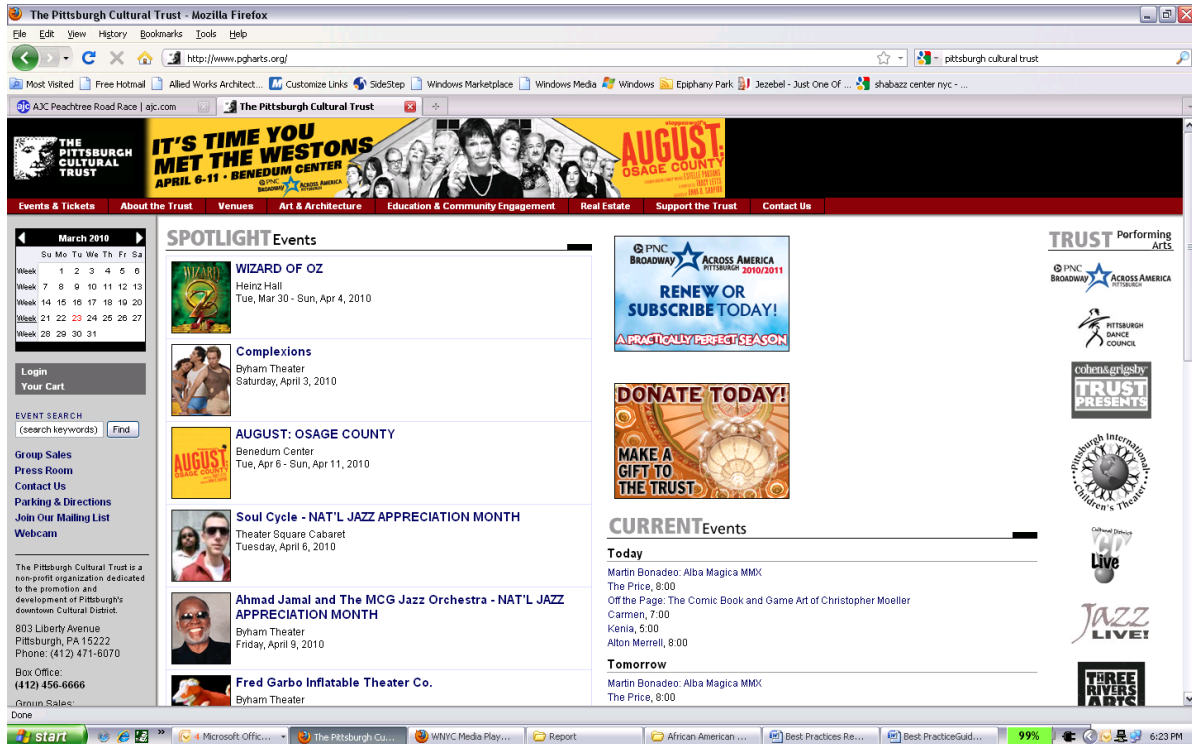
Funding: Municipal money, under the Neighborhood Planning, Urban Design & Historic Preservation section of the Department of Planning and Community and Economic Development.

Relevant Services: The MAC provides assistance to the Madison cultural community in three ways; Grant programs, the MAC Public Art Program, and the operation of two municipal art spaces.

The MAC grants program currently offers four programs:

- **Artworks** grants provide support to artists and educators for art programs directed at k-12 students;
- **BLINK** provides funding for temporary public art projects;
- The annual **Signature Grant** provides support to one individual or arts group for new work (defined as work never before published, performed or exhibited); and
- **Project Grants** provide support to individual and performing artists and non-profit groups for projects that enrich the arts and culture of Madison.

MAC's Public Art Program works with the community to support the work of artists in City-Building: the planning, design, and construction of capital projects. Through the Public Art Program, MAC facilitates and supports the work of artists to explore new ideas, foster dialog and celebrate civic life. In this regard MAC has developed a Public Art Framework & Field Guide.



- The **Framework** offers outcomes for a Madison Public Art program and suggests the artistic, financial, and administrative resources that will realize those outcomes.
- The **Public Art Field Guide** lays out design guidelines encouraging artists, city staff and community members to begin to think about, and have a dialogue, regarding the potential of public art to develop workable scenarios for public art. MAC provides ongoing maintenance and monitors the city's collection of public art.

MAC operates two municipal art exhibit spaces; Madison Municipal Building ARTspace and Mayor's Conference Room ARTspace.

2. Decatur Arts Alliance: Expanding the Mandate

Pittsburgh Cultural Trust, *Pennsylvania*

The Pittsburgh Cultural Trust is a nonprofit organization created to stimulate the economic and cultural development of Pittsburgh through the development and promotion of a downtown arts and entertainment district. The Trust encourages and presents diverse performing and visual arts programs in the Cultural District.

Relevant Services: The following is a list of services that the Trust offers:

- Arts programming for the performing and the visual arts of the cultural district in downtown Pittsburgh, PA and tickets sales services for theatre performances, festivals and events.
- Education and Community engagement in the art through programming with arts organizations, universities, corporations, and educators to develop educational and entertaining programs that nurture an appreciation for the arts. PCT operates:
 - ArtSTART–programs focus on bringing the arts to students
 - ArtsREACH programs focus on meeting the needs of the community
 - ArtSMART programs focus on providing opportunities for educators to share and enjoy the arts.
- Real estate development with the focus of developing the downtown cultural area. This includes collaboration on construction of the Creative and Performing Arts High School of the City of Pittsburgh; initializing residential developments throughout the Cultural District; supporting new hotel developments, including the Renaissance Hotel and the Courtyard by Marriott; constructing and maintaining important public realm improvements; supporting several new storefront arts projects; constructing and supporting new parking facilities; supporting new retail efforts, including numerous new restaurants

Constituency: PCH serves both artists and the city, by developing the downtown cultural area and engaging artists and cultural institutions in the development of the cultural district.

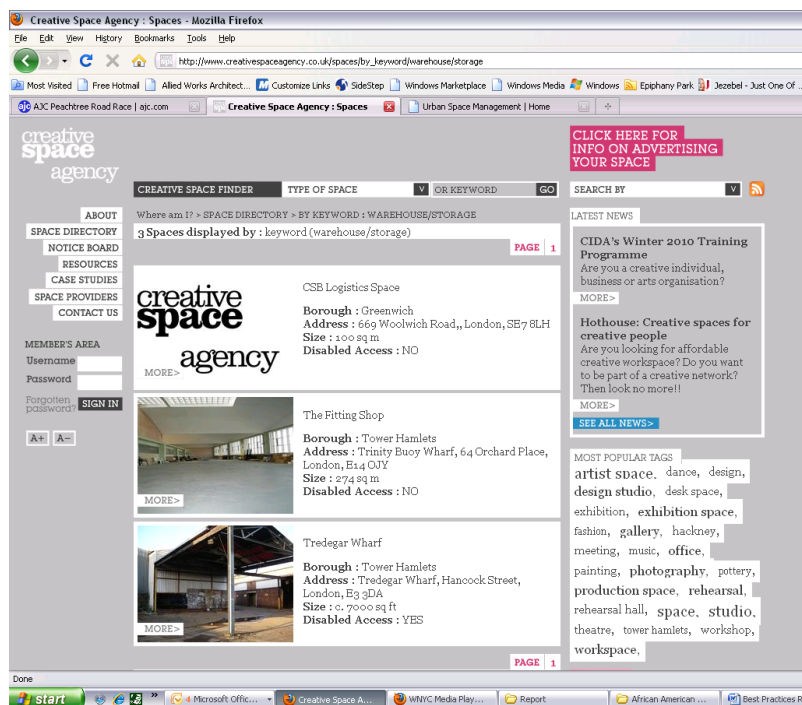
Funding: The Pittsburgh Cultural Trust is primarily funded by the Heinz Foundation with additional support from the city of Pittsburgh and the state of Pennsylvania, as well as private and corporate donations.

Center for Cultural Innovation, *California*

The Center for Cultural Innovation (CCI) was founded in 2001 as a California 501(c)(3) nonprofit corporation. Its mission is to promote knowledge sharing, networking and financial independence for individual artists and creative entrepreneurs by providing business training, grants and loans, and incubating innovative projects that create new program knowledge, tools and practices for artists in the field.

Relevant Services: CCI provides a suite of training, financial support and networking tools for artists throughout California, and nationally, that enhance their self-sufficiency and, collectively, address a real market need. They provide;

- ZGrants for artists
- Short term loans
- Workshops in “the business of art”
- *Administers Benefit Opportunities for Artists (BOA), designed to give artists access to group discounts on a wide range of equipment and office supplies, legal and financial services, and professional development programs and tools. In addition, we have a referral service for health care options*



Constituency: CCI's mission is to promote knowledge sharing, networking and financial independence for individual artists and creative entrepreneurs by providing business training, grants and loans, and incubating innovative projects that create new program knowledge, tools and practices for artists in the field

Funding: The Center for Cultural Innovation (CCI) receives funding from

a variety of public and private foundations, corporations and agencies to support programs that advance knowledge, networks and financial independence for artists. These include Department of Cultural Affairs, City of Los Angeles, Americans for the Arts, Center for NonProfit Management, City of San Jose, Office of Cultural Affairs, Union Bank of California Foundation .

3. Cultural Space Brokerage

Creative Space Agency, London

The Creative Space Agency is an innovative service that links owners of vacant property with creative professionals looking for potential spaces in London in which to work, exhibit, perform or rehearse.

The services offered through the Creative Space Agency include an updated list of available spaces in London, handy fact sheets and regular training sessions to help creative professionals get the most out of the service.

Governance: The Creative Space Agency is a project delivered jointly by CIDA (the Cultural Industries Development Agency), the leading support organisation for the creative and cultural sector and Urban Space Management, a leading developer and manager of regeneration projects in Great Britain and the United States.

Funding: This initiative is funded by Arts Council England, London and the London Development Agency.

Provides:

- Master database of available space. Available for barter agreements, etc. Funded by the City and revenue from the program.
- Brokers space agreements between developers and artists. (it's actually been restructured and I don't think it's called this anymore)

4. Re-Examining the Cultural Arts Master Plan

Fractured Atlas, New York Performing Arts Spaces

The program maintains an extensive inventory of available space for theatre, music and dance. It also surveys artists and arts organizations, assessing needs on a periodic basis in order to understand facility supply and demand issues over time. These efforts result in reports and plans that are used by a variety of public and private constituents in order to ensure that facility planning meets the most crucial and current needs of local artists and arts groups.

5. Further Advancing Decatur's Cultural Vitality

5.1 Establish cultural tourism strategy

The City of Decatur has established a tourism office and is in the process of developing plans to encourage local, regional, and national visitors, particularly daytrippers. Examples of successful tourism strategies that can be adapted for Decatur are;

Give visitors the “Lay of the Land”—From the moment a visitor steps off the MARTA train or cross the Decatur city line, the visitor can be oriented to the overall region and identifiable area, helping them understand the range of collective cultural and heritage assets. Like GPS Audio tours up the Massachusetts coast—Local chefs, artists, civic leaders, performers, citizens, kids offer their tour of the region with points of interests linked to a GPS system that drivers access from their car. *Necessary Components:* GPS interface system; MP3 podcasting ability; network of participant volunteers. Self-guided MP3 audio tours in Millennium Park present stories and tours that communicate underlying cultural and heritage stories deepening the authentic, unique experiences of residents and visitors, to link and integrate dispersed assets.

Use public art, culinary experiences—such as the murals at Johnny’s Pizza and the Raging Burrito, MARTA, Courthouse Square, and others as connectors to deepen stories and make travel between assets part of the overall experience. Examples of places where this strategy is carried out well are: Richmond Hill, Murmur, Canada—Documentary oral history project signs featuring green ears are located beside historical/cultural landmarks. Pedestrians call the phone number on the sign to hear a story about the site told by local residents.

5.2 Cultivate, attract, nurture emerging artists and cultural groups

In order to continue to be a thriving cultural community, Decatur will need to cultivate, attract, and nurture artists and cultural groups at all levels. The following are innovative and practical examples of “nurturing arts” programs in the community which can be replicated by the arts partnership;

Imperial Cotton Center for the Arts, Hamilton, Ontario— the Imperial Cotton Center for the Arts is an organization that provides “feeder spaces” for burgeoning, or start-up, arts organizations in Hamilton. Board members include representatives from the transit authority, real estate development, the arts, and the business sector. The goal of the organization is to own and manage buildings to provide affordable space for the creative economy. The Imperial is a good example of real estate development used to facilitate affordable space for organizations and artists. Currently the Imperial manages three studio spaces.

City Repair, Portland, Oregon—City Repair is a nonprofit organization that improves neighborhoods block-by-block using resident participation in public art installations, happenings and festivals, and arts performances (as well as environmental sustainability and neighbourhood facilitation.) Murals and found-art sculptures are common results of public inclusion efforts. Good example of arts as a tool of community development.

5.3 Examine role of Decatur's cultural sector in the region.

Lawrenceville, Georgia— In 2005, the city of Lawrenceville began to brand itself as a small theatre hub when it crafted a unique partnership with the Aurora Theatre—Gwinnett county's only professional theatre), which relocated from the nearby town of Duluth to a permanent site in downtown Lawrenceville in May 2007 for the opening of its eleventh season. Another theater is GTC on Gwinnett Drive. The Aurora Theatre also conducts Lawrenceville Ghost Tours—a 90 minute walking tour of the historic downtown area lead by professional storytellers.

5.4 Demonstrate economic and social impact of arts and cultural efforts.

Citizens for Florida Arts, Inc.—By partnering with arts organizations throughout the state, a coalition called Citizens for Florida Arts, Inc is released “Arts and Economic Prosperity III: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Florida.” The report measured the economic impact of the nonprofit arts and culture industry in entire state of Florida. The statewide results were compiled as part of a comprehensive study by Americans for the Arts. The statewide data revealed that Florida’s nonprofit arts and culture industry generated \$3.1 billion in economic activity in 2008, including:

- 88,236 full time equivalent jobs
- \$2.057 billion in resident household income
- \$196 million in local government revenue
- \$249 million in state government revenue

5.5 Reach out to potential audiences: Agnes Scott students, regional tourists, young families, young professionals, seniors, teenagers.

The August Wilson Center for African American Culture, Pittsburgh— The center as developed a College Creative Collaborative group with rotating members from the areas seven area colleges—including the commuter schools. This group advises the center on programs, exhibitions, educational materials, etc. This can be replicated in Decatur with numerous publics.

2. Capital Needs Survey Results

Survey of Performing Arts Facility Needs

A key issue that serves as an impetus and motivator for the development of the plan concerned a potential need for performance facilities (and related spaces for rehearsal and production) in Decatur. The Beacon Hill Arts Center has served a very important function for many years, providing a home to visual artists, dance companies, theater organizations, a chorus and rental space to individual arts teachers, organizations and other practitioners.

Within the context of the public sessions and meetings held to inform the Cultural Arts Master Plan, many community members (including artists and arts groups) expressed desire for space to accommodate more cultural activity, whether it be via existing vacant space that could be adaptively re-used or new construction in partnership with developers, the City or Agnes Scott College (Though it is important to note that the community seems to be well-aware that there is little available land in Decatur for such a project.) While the desire for new space was clear, the potential demand for space on the part of artists and arts groups was not.

As a result, the consulting team developed and issued a survey to better understand who needs space, the kinds of activities that they require and how often they might use different types of facilities. The web-based survey was distributed to a list of more than 100 artists and arts groups developed with support from local arts groups and City staff. The list included small regional arts groups and artists and arts organizations that currently or historically have used space in Decatur for cultural activity.

The response was quite positive, indicating that local and regional arts and cultural groups could increase revenue, expand existing programs, develop new programs and increase visibility by utilizing new or improved facilities in Decatur. Complete results, including input from approximately 30 organizations are attached. Key results are summarized below.

Organizational Background

The survey sample primarily consists of producing performing arts organizations in the disciplines of music, theater and dance, but also includes teaching artists, presenters and special event producers.

- 50 percent of respondents center their operations within Decatur, the remainder are regional groups.
- 60 percent of respondents can be characterized as small, with budgets of less than \$100,000. Twenty percent have budgets in the \$100,000 to \$500,000 budget range and 2 groups operate with a budget of more than \$500,000.
- Most regional groups are not currently using space in Decatur.

Existing Facilities

Likely due to their small size, 51 percent of survey respondents use five or more facilities on an ongoing basis for administration, storage, performance, rehearsal, fundraisers and more. Many groups are quite nomadic, without an identity associated with one space. Some use proper performing arts space, others use affordable

space wherever they can find it—this includes community centers, churches, living rooms, schools, libraries and more.

The respondents are generally satisfied (69 percent) with the condition of the spaces they use but some would like better quality spaces that showcase the professional quality of their work. And they are divided (nearly 50/50) on their opinion of rental rates, availability and technical features of facilities. In general, they find the formal performance spaces in the region to be too expensive. They are pleased with the geographical location of the facilities they use; many find location to be a critical factor to attracting and reaching audiences. As a result, they offer programming in multiple regional venues.

Even though they are generally satisfied with existing spaces, 93 percent of respondents are interested in using improved or new performance facilities in Decatur; some feel limited by the City's lack of quality performance venues. Some regional groups would like to bring new programming to Decatur but are not able to due to lack of proper venues. One respondent felt strongly that there are plenty of existing spaces that could be improved or better used.

Facility Needs

Survey participants were asked about potential use of several different types of space:

- 1) Performance Space
- 2) Rehearsal Space
- 3) Classroom and Meeting Space
- 4) Administrative, Production and Storage Space

They were asked what capacity and features would be necessary to make the space functional for their needs, how often might they use facilities and for what purpose.

Performance Space

Twenty-eight of responding organizations (or about 93 percent) though they have varying needs for capacity. The majority of groups require venues that can accommodate between 200 and 299 people.

These groups may use this type of space for up to:

- 214 times per year for performance
- 199 times per year for rehearsal
- 8 times per year for classes or workshops

There is also notable demand for a smaller performance with capacities of less than 199 seats, as reflected in the summary chart below.

Decatur Cultural Arts Master Plan Facility Demand Survey Results: Performance Space						
Potential User	Performances	On-stage Rehearsals	Other Uses	Total Uses	Capacity Range	Ideal Capacity
50 to 199-seat Facility						
The Process Theatre	50	15	30	95	100-180	130
Synchronicity Theatre	20	9		29	65-200	120
Dancing Monkey Cabaret	30	30	80	140	75-200	100
Atlanta Sacred Chorale	5	60		65	50-100	65
	105	114	110	329		
200 to 299-seat Facility						
Georgia Shakespeare	100	16		116	200-300	250
Brilliant Productions	5			5	80-600	250
Jubex Limited Company	6		8	14	150-250	250
Decatur Civic Chorus, Inc.	2	4		6	100-1000	250
African Performing Arts Assn	6	2		8	100-1000	250
Tango Rio LLC	5	3		8	75-500	250
SIDEWAYS Contemporary Dance Company	5	5		10	100-500	200
Gateway Performance Productions	20	2		22	100-1000	200
Kumandi Drums & Healing	12	150		162	10-10000	200
Brown Ink, LLC	50	15		65	75-500	200
Decatur Arts Alliance	3	2		5	50-300	200
	214	199	8	421		
300 to 499-seat Facility						
Zephyr Instrumental/Choral Guild/Brass Quintet	8	4		12	200-600	450
julie baggenstoss flamenco	10	10		20	200-700	400
Beacon Dance	10	5	20	35	200-500	350
Gentle Rain Productions	3	3		6	200-500	300
Adaptors Inc.	4	3		7	100-1500	300
	35	25	20	80		
500-seats + Facility						
Ballethnic Company Dance	16	8		24	500-2000	1200
Zoetic Dance Ensemble	12	10	8	30	500-1000	750
Moving In the Spirit	1	3	3	7	500-900	700
Peachtree Symphonic Winds	2	2		4	300-1000	600
Atlanta Radio Theatre Company	6	3		9	100-1000	500
Goldfire Productions, LLC	10	4		14	200-1000	500
	47	30	11	88		
Total Annual Uses	401	368	149	918		

The majority of users (75 percent) require performance space with flexible seating and a large stage (86%). Most users require facilities that are accessible by public transportation, include film projection equipment, and is suitable for unamplified acoustics. Slightly more than half of respondents require a sprung floor for dance. And a few need fly space and/or a piano. All respondents would require basic sound and lighting equipment, at minimum.

Rehearsal and Studio Space

Twenty-five of responding groups (or about 83 percent) would also potentially use rehearsal and studio space.

Respondents expressed need for space that is affordable and available with a size of 30' by 30' to 50' by 50'. These groups may use this rehearsal space up to:

- 2,608 hours per year for rehearsal
- 3,228 hours per year for classes or workshops
- 588 hours per year for other events such as fundraisers, lectures and meetings

The following chart summarizes potential utilization of rehearsal and studio space on the part of survey respondents.

Decatur Cultural Arts Master Plan Facility Demand Survey Results: Rehearsal Space				
Potential User	Rehearsal Hours	Class Hours	Other Hours	Ideal Capacity or Space
Zoetic Dance Ensemble	200	200		30' x 20' or larger
Georgia Shakespeare	200			40' x 40' with 16' ceiling height
Individual Artist	20			30' x 50'
Atlanta Sacred Chorale	210	12		
Fly-By Theatre	160			20' x 25'
Synchronicity Theatre	360	100		30' x 30'
Goldfire Productions, LLC	30			
Peachtree Symphonic Winds	80			30' x 30'
Gentle Rain Productions	8	40		
Moving In the Spirit	15	20		94' x 50'
julie baggenstoss flamenco	100	20	6	50' x 50'
Dancing Monkey Cabaret	100			
Jubex Limited Company		260	32	40' x 45'
Decatur Civic Chorus, Inc.	150	16		40' x 40'
Gateway Performance Productions	100	30		30' x 30'
African Performing Arts Assn	200	1500	500	80' x 50' with support space
Kumandi Drums & Healing	150	500		80' x 50'
Beacon Dance	150	80		50' x 60'
Brown Ink, LLC	180	100		75 person capacity
Tango Rio LLC	75	200	50	30' x 40'
The Process Theatre	120			50 person capacity
Decatur School of Dance		150		50' x 50'
	2608	3228	588	
Total Hours of Use	6,424		17.6 average hours of use per day	

This utilization is dependent on price, size and features. Most require that a space that has a sprung floor and is close to public transportation. Half of respondents needing rehearsal space also prefer on-site storage.

Other Types of Space

Just over half of the 30 responding groups cited interest in utilizing new or improved classroom or meeting space in Decatur. While the survey indicated less demand for this type of space, utilization could still be significant with up to 3.5 hours of use per day on average.

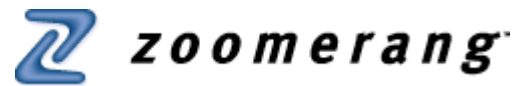
Decatur Cultural Arts Master Plan Facility Demand Survey Results: Classroom Space				
Potential User	Meeting Hours	Class Hours	Other Hours	Ideal Capacity or Space
Zoetic Dane Ensemble	10	5		25 person capacity
Georgia Shakespeare		400		30' x 30'
Atlanta Sacred Chorale	75			
Goldfire Productions, LLC	12	12		20' x 20'
Gentle Rain Productions		54		40' x 24'
Dancing Monkey Cabaret	48			20 person capacity
Decatur Civic Chorus, Inc.	30			
African Performing Arts Assn		1000		30' x 30'
Kumandi Drums & Healing	50	100		
Brown Ink, LLC	100	150	6	10 to 50 person capacity
Decatur Arts Alliance	10	5	32	30 to 75 person capacity
	335	1726	38	
Total Hours of Use	2,099		5.8 average hours of use per day	

Organizations with a need for classroom or meeting facilities primarily require water access, projection and/or audio visual equipment and a location with good access to public transportation.

Finally, 10 groups indicated need for administrative facilities, 10 groups indicated need for production space and 13 groups expressed desire for storage space. There would be potential for all of these types of facilities to accommodate multiple users in shared environments.

WMS Decatur Survey







Results Overview





Date: 3/11/2010 7:53 AM PST
 Responses: Completes
 Filter: No filter applied

PART ONE OF FOUR: First, we'd like to ask about you and your organization.

2. What is your current budget range?





\$1 million or more		1	3%
\$500,000 to \$1 million		1	3%
\$250,000 to \$500,000		2	7%
\$100,000 to \$250,000		4	13%
Less than \$100,000		18	60%
I don't know		4	13%
Total		30	100%



3. Is your organization located in Decatur?

Yes		15	50%
No		15	50%
Total		30	100%
15 Responses			



PART TWO OF FOUR: Now, we'd like to ask EIGHT QUESTIONS about the facilities you use for performance, rehearsal, administration and other programming.

4. How many different facilities does your organization use on an annual basis? Please include all of the spaces you use for administration, rehearsal, performance, educational programs etc. (Select one.)

0		0	0%
1		2	7%
2		2	7%
3		6	21%
4		4	14%





5		1	3%
6 or more		14	48%
Total		29	100%

6. Are you generally satisfied with the **CONDITION** of these spaces?



Yes		20	69%
No		9	31%
Total		29	100%

22 Responses

7. Are you satisfied with the **RENTAL RATES** for these spaces?



Yes		16	53%
No		10	33%
Not applicable		7	23%
Why or why not?		13	43%

8. Are you satisfied with the **AVAILABILITY** of these spaces?

Yes		18	60%
No		12	40%
Total		30	100%



17 Responses

9. Are you satisfied with the **EQUIPMENT AND TECHNICAL COMPONENTS** of these spaces?

Yes		15	50%
No		15	50%
Total		30	100%

24 Responses



10. Are you satisfied with the **GEOGRAPHICAL LOCATION** of these spaces?

Yes		27	90%
No		3	10%
Total		30	100%

19 Responses

11.

Are you satisfied with PHYSICAL ACCESSIBILITY of these facilities? (This question refers to physical access to both public and private/backstage areas, restroom facilities, parking and seating for individuals with physical disabilities.)



Yes		22	79%
No		6	21%
Total		28	100%

11 Responses

PART THREE OF FOUR: Next, we'd like to ask about your need for new or improved facilities in DECATUR. These questions pertain to performance rehearsal/studio, classroom and other types of space.

12.




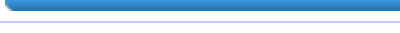





Do you have any interest in utilizing new or improved PERFORMANCE facilities in DECATUR?


Yes		28	93%
No		2	7%
Total		30	100%

19 Responses



14.

Which of the following facility features do you require? Please check all that apply. Assume that the space would include basic sound and a lighting grid with basic fixtures.










Fly tower		5	18%
Dance floor (marley or sprung floor)		16	57%
Large stage		24	86%
Film projection equipment		16	57%
A facility suitable for unamplified acoustics		15	54%
Flexible seating		21	75%
Piano		8	29%
Close proximity to public transportation		18	64%
Bike parking		8	29%
None of the above		0	0%

Other, please specify		8	29%
-----------------------	---	---	-----



16. Do you have any interest in utilizing new or improved REHEARSAL/STUDIO facilities in DECATUR?

Yes		25	83%
No		5	17%
Total		30	100%
10 Responses			


18. Which of the following facility components do you require within REHEARSAL/STUDIO facilities? (Please check all that apply.)






Dance floor (marley or sprung floor)		15	62%
A facility suitable for unamplified acoustics		12	50%
Sound isolation		13	54%
Projection and/or A/V Equipment		8	33%
On-Site storage		12	50%
Piano		6	25%
Close proximity to public transportation		13	54%
Bike parking		5	21%
Other, please specify		7	29%

20. Do you have any interest in utilizing new or improved CLASSROOM OR MEETING SPACE in DECATUR?




Yes		17	57%
No		13	43%
Total		30	100%
7 Responses			

22. As it pertains to classroom or meeting facilities, which of the following facility components do you require? (Please check all that apply.)

Projection and/or		9	64%
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A/V Equipment			
Water access		11	79%
Storage		7	50%
Close proximity to public transportation		9	64%
Bike parking		3	21%
Other, please specify		3	21%

24. Do you have a need for any of the following types of spaces? (Please check all that apply.)

Administrative space		10	59%
Production facilities		10	59%
Storage		13	76%

PART FOUR OF FOUR: Last two questions!

26. How or why are new or improved facilities important to your future growth and development? (Please check all that apply.)

Increased revenue		16	53%
Reduced expenses		12	40%
Development of new programs, performances or events		18	60%
Expansion of existing programs, performances or events		24	80%
Increased visibility		24	80%
Other, please specify		4	13%

3. Cultural Inventory and Environmental Scan

City of Decatur Cultural Arts Master Plan

Environmental Scan & Cultural Inventory

December 23, 2009

Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide. We assist people, communities and organizations to realize and enhance cultural meaning and expression.

We distinguish ourselves through a comprehensive and integrated full-service offering built on a foundation of key competencies: visioning, planning and implementation.

We value and believe in cultural expression as essential for all people. We conduct ourselves with respect for collaboration, local adaptation and cultural diversity, embodying the highest standards of integrity, ethics and professional practice.

We help clients clarify their goals; we provide them with the tools to achieve those goals; and we leave a legacy as a result of training and collaboration.

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1. Introduction

Decatur, Georgia is a thriving historic “city of homes, schools and places of worship” located between Atlanta and Stone Mountain. The city maintains its own identity while forging bonds with other communities locally, nationally and internationally. In October 2009, the City of Decatur and its partners, Agnes Scott College; Decatur Arts Alliance, Decatur Business Association; and Decatur City Schools undertook the process of establishing a Cultural Arts Master Plan for the City. Representing a broad range of constituents Lord Cultural Resources, Webb Management Consulting, and MoMolina Media were invited to spearhead this important project.

Having commenced in October, the process includes intense public input gathering, cultural inventory collection and analysis, demographic and trends-based research. A Charrette was conducted on December 1st to present findings from our work. This report is a compendium to that presentation, incorporating feedback from the Steering Committee as well as additional research.

The contents of this report are as follows:

- **Environmental Scan**, summarizing current trends in cultural tourism, demographic analysis of the City of Decatur, and analysis of its tourism market potential;
- **Needs Assessment**, comprising input from public citizens, members of the cultural sector, and stakeholders as well as a cultural inventory of performing arts, visual arts, and public arts assets;
- **Key Findings**, summarizing the results from the research and information-gathering conducted thus far;
- **Next Steps**, detailing the upcoming tasks in the master planning process; and
- **Appendices**, providing the data behind the research described in this report.

1.1 Methodology

The methodology underlying the Cultural Arts Master Plan is as follows:

1. Information Gathering: Public Input & Cultural Inventory
2. Research & Analysis: Best Practices, Funding/Partnerships Charrette, Preliminary Recommendations
3. Final Report: Draft Report, Public Input Session, Final Report

Together, the December 1st Charrette and this report represent the conclusion of the first phase of the process.

1.2 Next Steps

In January, the team will begin the second phase including the formation of recommendations to be included in the Final Report. Since this is an iterative process, public input as well as feedback from the Steering Committee remain critical.

Following the second phase, our team will begin the work of crafting the final report, what will be the City of Decatur's Cultural Arts Master Plan.

At the conclusion of this process, we will present a draft version of the Plan to the public for their feedback and incorporate input from the Committee to ultimately produce the final report.

2. Environmental Scan

This Environmental Scan is to be used as a tool for inspiration and discussion when considering opportunities for cultural arts in the city of Decatur. This scan includes reporting which;

- Provides a demographic analysis of the City of Decatur;
- Summarizes current trends in cultural tourism; and
- Analyzes Decatur's resident and tourist market potential.

2.1 Trends in the Cultural Arts

2.1.1 Trends in Cultural Participation

A number of macro-trends have been shaping demand for cultural programming and experiences on the part of existing and potential audiences in recent years, and provide important context as we consider the future of the arts and culture within Decatur. The context for a plan outlining Decatur's next ten years must consider effects of culture on tourism, marketing, revenue, and citizen life. Alan Brown, an authority on arts audiences and behavior, summarizes these trends as follows.

Changing Cultural Consumer Expectations – The advent of new technology and its effect on the arts and entertainment industry has dramatically changed the size and shape of the general cultural climate. For example, younger consumers are acclimated to multi-sensory engagement. In many markets, there is also an overwhelming number of leisure options and a glut of information about those options. Peoples' tastes are fragmenting and diversifying – now including cross-cultural influences due to technological advances (for example, the ability to sample and download music has broadened listeners' musical tastes.)

Altered Consumer Behaviors – Consumer behavior, particularly as related to the arts, is changing as well. There is an increased premium on flexibility as people's lives become more complicated and we keep our options open until the last minute. Ticket buyers are now less willing to take risks while exhibiting more desire for a 'home-run' experience. Some experts believe that word-of-mouth has become a more important means of communication due to the glut of online information. And people are more frequently constructing diverse social groups around arts attendance (including friends, co-workers, alumni groups, families, church groups, etc.).

Shifting Patterns of Participation – Finally, all of these trends are changing the ways that arts groups attract and engage audiences, and in turn, the ways that people personally participate in the arts. Over the last several years, there has been a rise in self-directed, home-based living arts participation, including everyday creativity like gardening, cooking, and decorating through fashion, home décor, art collection and more. In addition, consumers are demanding more intense, ‘hands-on’ arts experiences. That demand, combined with the fact that there are now generations of consumers accustomed to getting what they want, when they want it, means that more focus is being placed on meaningful engagement and experience enhancement. For example, arts groups are helping consumers prepare for arts experiences by mailing program notes in advance and embedding interpretation tools into arts experiences.

Issues to Consider:

- What should the City’s role be in engendering informal cultural experiences for Decatur residents?
- How do marketing efforts by the City and Decatur’s cultural facilities respond to these trends?
- Are there opportunities for collaboration among groups in Decatur to jointly offer a ‘hands-on’ experience?

2.1.2 Trends in Cultural Facility Development

With limited potential to improve productivity (a symphony takes the same time to rehearse and perform as it did 300 years ago), cultural organizations face a never-ending cost squeeze which forces them to become more reliant on fundraising, more willing to seek operating efficiencies through collaboration, and more focused on education programs as a means to attract funding and audiences.

In April 2007, Webb Management Services hosted a conference to consider the future of arts facilities. Forty performing arts facility managers from around the country worked through a series of presentations and discussions on audience trends, considering where performing arts disciplines are headed, what is happening in the area of arts funding and how, buildings should be planned and developed in order to succeed some twenty-five years from now.

The conversations, conclusions and related experiences around the country suggested that **on the whole, cultural spaces are becoming smaller, less permanent and less formal.** Spaces must:

- Be more flexible, higher-tech and more focused on audiences and visitors in order to respond to changes in audience behavior, programming trends and ever-increasing programming and facility operations costs; and
- Be able to accommodate more than traditional exhibits and performances in order to maximize earned revenue potential.

Most important for Decatur and cities of similar size, is the idea of designing facilities that support amateur community programs and attract younger audiences with the possibility of an enriching social experience. More and more, cultural facilities are serving as ‘community living rooms,’ or spaces where local residents feel welcome at all hours of the day, and where there are always opportunities to socialize and to experience art and culture (for those who have planned in advance and for those who have not.) These factors make food, beverage and informal programming increasingly relevant as a means to draw audiences who then might decide to also attend more formal programs.

Issues to Consider:

1. What amenities can be incorporated into Decatur’s present cultural facilities to respond to the trends of social hubs and community gathering?
2. What can serve as a gateway to incubating burgeoning cultural experiences in Decatur? What resources are needed?

2.2 Market Analysis

Understanding potential audiences for cultural venues and activities is essential to assessing the appropriate uses and potential for existing facilities. Two markets are examined: Decatur’s local and regional residents and tourists visiting the City.

2.2.1 Residential Market

U.S. Census data and estimates from Nielson Claritas were used to assess the demographic trends of Decatur’s residents, both within the city boundaries and in the immediate vicinity. Because the last comprehensive survey was conducted in 2000 by the U.S. Census, Nielson Claritas, a demographic research firm, supplements these data with estimates assessed through knowledge of demographic trends, sample surveys, and economic market data. The estimates provided, therefore, are based on best data presently available. The Greater Decatur region referred to in the findings is defined by a 10-mile radius from Decatur’s city center.

Findings

Decatur is:

- Experiencing relatively slow growth. Whereas the United States experienced a population increase of 8% between 2000 and 2009, the City of Decatur increased by only 6.4%. Conversely, the Greater Decatur region grew almost twice as fast as the nation in general, with a population increase of 17%.
- A relatively older population. Whereas in 2009, the United States was made up of 32% of residents over the age of 45, the City of Decatur was made up of a considerably greater proportion of this age group, with 41% of residents over the age of 45.

- A city with relatively few families. Whereas in 2009, the average United States household totalled 2.6 individuals, the average City of Decatur household had considerably fewer people, averaging 2.14 people per household.
- Highly-educated. Far and away, the City of Decatur exceeds the national average of residents with Bachelor's Degrees. Whereas 25% of United States residents have earned a Bachelor's Degree or higher, a full 40% of Decatur residents have completed a 4-year undergraduate education.
- Wealthier than surrounding areas. The median household income in 2009 within the City of Decatur was \$60,000, a full \$10,000 more than incomes within the Greater Decatur region.
- More ethnically homogenous. In 2009, 74% of City of Decatur residents were White and 20% were Black/African American. By contrast, the Greater Decatur region's White population represented only 38% of all residents and 51% Black/African American. On average, 65% of all residents living in the United States are White and 12% are Black/African American. Other ethnicities including individuals identifying as multi-racial are not represented in either the City of Decatur or the Greater Decatur Region.

Conclusions

- **Strong core residential cultural audience.** Residents of the City of Decatur possess the demographic characteristics of high educational attainment, household income, and older that are highly correlated with cultural participation. Therefore, the resident base for participation is strong. Effective marketing, involvement, content variety can respond to local needs.
- **Region important for diversity, youth, families.** The Greater Decatur region can supplement the City's residential population through its demographic characteristics. Attracting residents from the immediate vicinity is achieved through broad-scoped marketing, cultural group advisory committee representation from neighboring areas, and partnerships and collaborations with Greater Decatur groups.
- **Empty-nesters an asset.** This demographic group finds the quality of life in Decatur attractive and intends on staying in the City. Empty-nesters are valuable volunteers, contributors, participants, and advocates. Efforts to involve them in cultural development have high potential return.

2.2.2 Tourism Market

Tourism data was derived from the *2008 Travel Economic Impact Report on Georgia State, Counties and Regions*, produced by the U.S. Travel Association. To understand tourism's impact on the economy of the City of Decatur, the Summary of Revenues from the 2009-2010 Proposed Budget for the City of Decatur was referenced. Travel-generated tax revenue is referred to in this section to ascertain the effects of tourism on local economy. Travel tax receipts are tax revenues attributable to visitors to an area. This is based on surveys conducted by U.S. Travel Association and other travel-related data developed by U.S. Travel Association as well as various federal and national travel organizations¹.

Findings

- Parallel to national trends, domestic travel declined in Georgia in 2008 from 2007. The economic downturn affected travel and tourism nationwide. In 2008, domestic trips declined by 2% compared with 2007.
- Those who did travel following the economic downturn did so more by car, preferring to stay close to home and take in day trips instead of lengthy –and more expensive – overnight vacations.
- Presently, Atlanta-area tourists spend more money outside of Decatur than inside. In 2008, Decatur tourism expenditures represented only 0.4% of total tourism spending in the Metro Atlanta region. Spending in Decatur represented 2.8% of all travel spending in DeKalb County.
- Tourism spending accounts for 11% of the City of Decatur's total yearly revenues. Taxes for 2008 derived from tourism spending with the City of Decatur totalled \$1.9 million.

Conclusions

- **Particularly in an economic downturn, the residential cultural participation of Decatur and the immediate vicinity is vital.** When travel budgets limit individuals to taking day trips instead of overnight vacations, a strong core of cultural participants is essentially important. Offering packages such as "A Day in Decatur" with the participation of area businesses, cultural organizations, and transportation resources (MARTA, parking vendors) can attract these daytrippers actively.
- **Decatur's visitor infrastructure must be examined in light of tourism impact on its economy.** Parking and other transportation issues, day-long activities for all age groups, and amenities such as online information for tourists and citywide wayfinding tools are all important considerations to sustain an important part of the City's economy.

¹ These organizations include: U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, and state revenue departments.

3. Needs Assessment

3.1 Public Consultations

The Cultural Arts Master Plan will incorporate the needs of citizens as well as the needs of cultural participants and the sponsoring partners who came together to sponsor the planning process.

3.1.1 Methodology

Public meetings were widely advertised through a host of different forums. As such, public input was solicited in a variety of ways throughout this information-gathering stage of the process. These included:

Public Workshops

- Cultural Sector Open House, October 22, 2009
- Community-wide Public Input Session, November 18, 2009
- Performing Arts Cultural Sector Workshop, November 17, 2009
- Non-Performing Arts Cultural Sector Workshop, November 19, 2009
- Agnes Scott College Student/Staff/Faculty Input Session, December 2, 2009
- Decatur High School Student Input Session, December 1, 2009

Online Feedback

- Online Survey, December 7–19, 2009 (See Appendix C for summary of results)
- Open City Hall, November 20–ongoing, 2009
- Multiple emails sent to Linda Harris, City of Decatur offering feedback on the process, the future of Decatur’s cultural sector, citizen and artist needs.

Stakeholder Interviews

Stakeholder interviews were conducted with selected individuals throughout Decatur in an effort to understand present and future citywide trends and concerns. Prior to the start of every thirty minute interview, interviewees were guaranteed anonymity to ensure that their opinions could be expressed openly. Quotes from these interviews are incorporated into the summary below. Thus far, interviewees have included:

- Mayor Bill Floyd
- Phyllis Edwards, School Superintendent
- Jim Baskett, Mayor Pro Temp and wife, Mickey Baskett

- Eddie Owen, Owner of Eddie's Attic
- Peggy Merriss, City Manager
- Kathleen Banks Everett and Ron Banks, Decatur School of Ballet & Decatur City Dance

3.1.2 Findings

The variety of public input methods offered a wealth of responses that will be essential to the success of the Master Plan. In all, the responses can be broken down into three broad categories:

- **Existing Conditions**
- **Artist and Community Needs**
- **Solutions Proposed by the Community**

The following is a brief summary of themes under each category. A list of responses for each theme is included at the conclusion of the report.

Existing Conditions – Respondents and participants offered their views on the present advantages and drawbacks of Decatur's cultural landscape. Their views can be summarized as:

- Decatur embodies unique strengths
- Agnes Scott College is a partner in Decatur's success
- Public art enhances Decatur's identity

Artist and Community Needs – Both as audience members and as artists, respondents commented on their needs. These were, generally:

- Improved infrastructure: more support, more space, better space
- Consolidated marketing for cultural groups & events
- Leadership within cultural sector
- Effective arts advocacy – quantify the impact
- Initiative to bring artists into schools
- Support for emerging artists
- Sustainable funding

Solutions Proposed by the Community – The commitment to see the City's cultural sector succeed was apparent in the number of proposals suggested by respondents. These included:

- Creative Trust: Organization for cultural groups and artists
- Improved funding, marketing, shared services, artist support
- New and improved facilities to accommodate existing needs
- Greater efficiency of existing spaces
- New residential cultural group
- Arts incubator and support for emerging artists

A list of responses categorized under these headings can be found in Appendix B.

3.1.3 Conclusions

- **Civic participation is a major asset for the City of Decatur.** It was apparent from the level of participation in all of these forums that concern and appreciation for the city and its cultural sector, specifically, is overwhelming. An active volunteer corps at festivals is a result of this spirit. Other opportunities can include street beautification projects, teen and youth advisory committees, school and library cultural programs, block-level cultural events, and a user-content online cultural site.
- **Greater leadership within the cultural sector is needed.** Lack of cohesiveness and overall vision expressed by members of the cultural sector points to a need for consensus and guidance. In addition to vision and inspiration, funding, marketing, and consolidated artist resources are all components that a single entity could support. The mechanism for achieving that include an existing non-profit organization, a new non-profit organization, or the City of Decatur.
- **Decatur's strength as a hotbed for new talent may be its most authentic "brand."** The success of home-grown festivals, Agnes Scott productions, and Decatur-centric downtown events points to a culture of nurture the arts. Proposed solutions such as an arts incubator and other resources for emerging artists as well as a concerted marketing effort behind such a reputation can work to solidify Decatur's unique strengths.

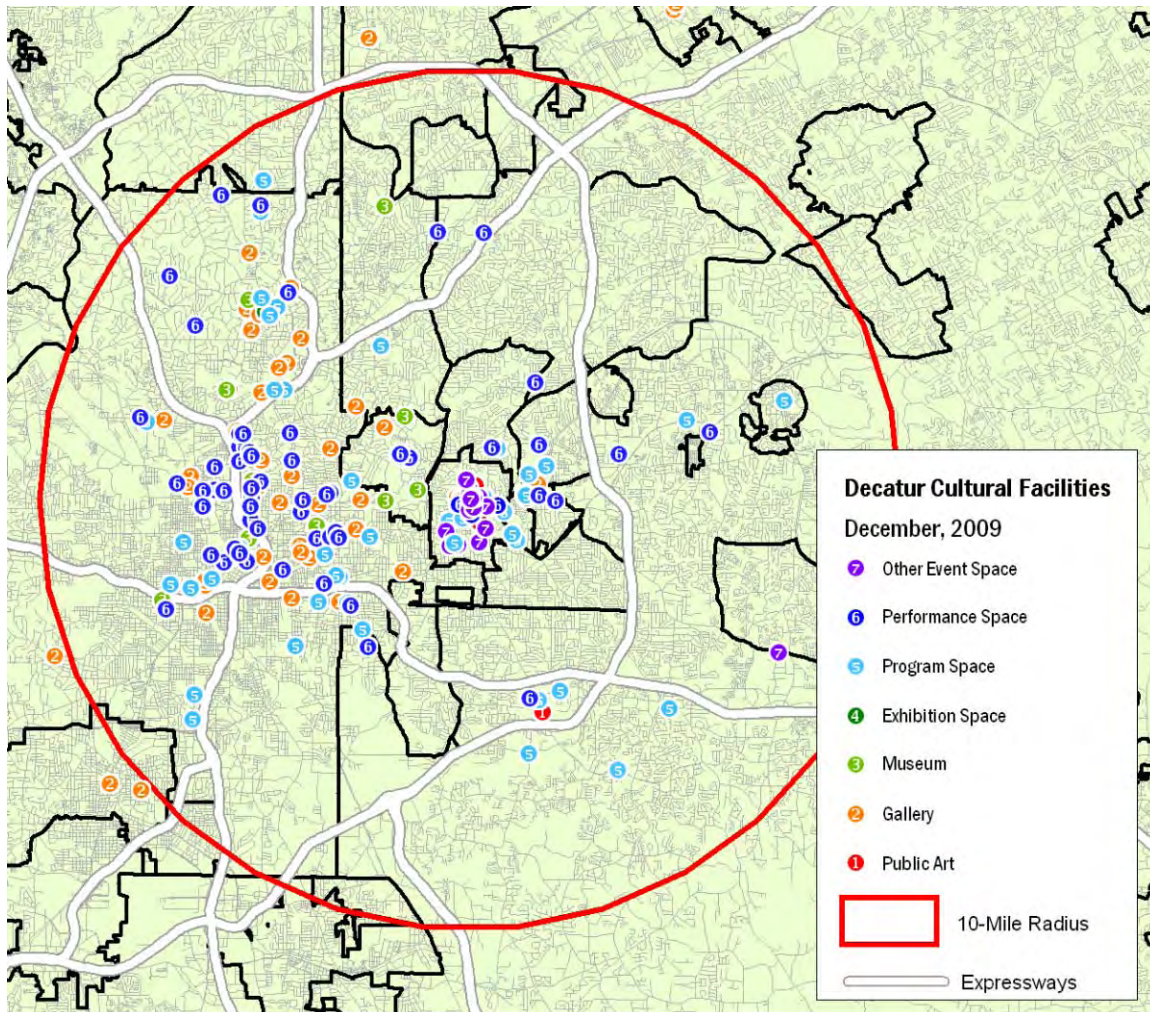
3.2 Cultural Inventory

In developing a cultural arts master plan for Decatur, it is important to understand the City's existing cultural assets and attractions in order to identify opportunities, gaps and needs.

We compiled and closely examined four sets of inventories:

- Performing arts facilities used regularly for live cultural pursuits such as dance, music and theatre activities within the City of Decatur and within a 10-mile radius of downtown Decatur;
- Program Spaces, or, facilities that accommodate "hands-on" or participatory programming;
- Visual arts attractions and facilities within the City of Decatur and within a 10-mile radius of downtown Decatur;
- Public Art within the City of Decatur.

Following is a map of all facilities included in these four inventories.



3.2.1 Methodology

Each inventory, appended to this report, considers the location, physical features and types of activity hosted within each space. Performing and visual arts facility and program space inventories include ratings to help us understand the quality of these spaces. Ratings are set on a scale of one to four (higher being best) for eight key characteristics. The majority of local facilities have been visited, most regional ratings are self-reported or based on anecdotal information and interview input.

For the reader's ease, inventories are summaries in this report and then included as appendices at the conclusion.

For visual arts, program spaces, and performing arts facilities, the following categories and were examined:

- The types of activity occurring in each space, classifying disciplines within producing, presenting, education and rental categories.
- Key features of each venue, including capacity, key physical features (flexibility, adjacent event space, fly space) and areas such as parking, outdoor space, and café or restaurant facilities).

- Geographic location, depicted on maps that distinguish between venues within City limits and those within a 10-mile radius surrounding Decatur.
- For local facilities, rental rates, short descriptions and ratings have been developed.

3.2.2 Findings and Conclusions

3.2.2a Performing Arts

Findings

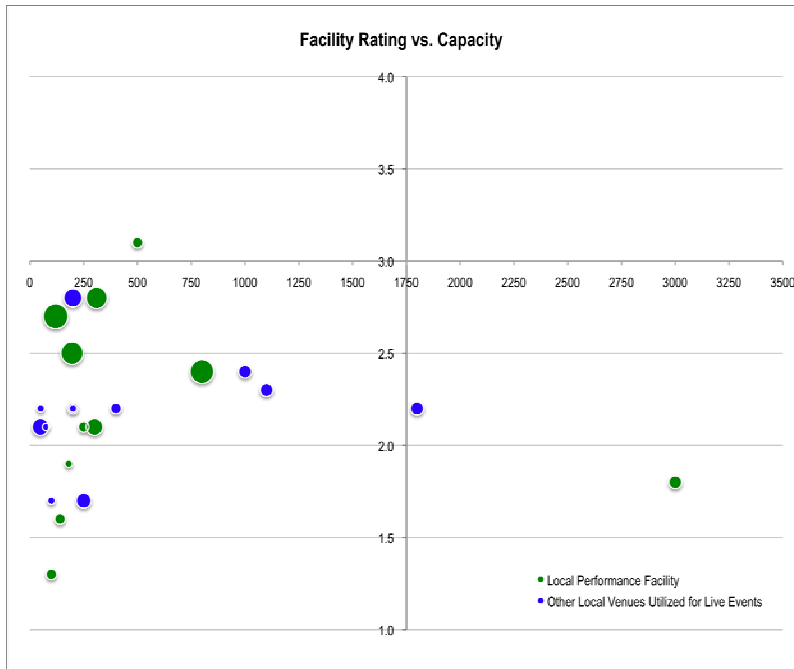
The City of Decatur has a high density of performing arts spaces.

- Within Decatur City limits, there are 24 venues that accommodate live performance on a regular basis.
- Ten of these are considered formal performing arts spaces – or facilities that were developed or outfitted to specifically host traditional performing arts activity.
- The remaining 14 spaces principally accommodate other activity, but also host live performance. These include churches, school auditoriums, galleries, bars and special event venues.
- The regional inventory is vast, with more than 100 performing arts spaces, many of which are concentrated downtown within Atlanta’s thriving city center. Others are located on school campuses, including both universities and secondary schools.
- A large proportion of regional spaces are small in scale, serving more localized communities.

The complete performing arts facility inventory is attached as Appendix D. It details:

Conclusions

- **Locally, formal performing arts spaces have limited capacity and are relatively ill-equipped for formal live performance.** Only three spaces are greater than 310 seats; two of which principally serve educational programs and one of which is an outdoor bandstand. As a result, local venues that were developed for other uses accommodate live performance on a regular basis.
- **Regionally, venues capture market share from surrounding areas.** There is a significant inventory of nearly 100 spaces within the 10-mile radius surrounding Decatur. These venues have a wide array of capacities, though most are less than 800 seats. Twenty percent of the overall inventory is associated with schools or universities. These venues, along with several large downtown spaces, create competition for touring productions within the region.



- **A majority of local cultural facilities (67% or 16) are suitable for internal programming but not ideal for external rentals.** These spaces are located at schools, churches, libraries or retail/restaurants.

The following graph compares local facilities by capacity and rating. The size of the bubble correlates to the number of activity types accommodated in the given space. The larger the bubble the more activity types accommodated.

This chart shows that there are many smaller venues in the local market in a range of conditions and sizes, but the majority have ratings under 3.0 and most are quite small in capacity. As shown in the chart, few spaces are well-equipped to accommodate live performance. This is not necessarily a deficiency, as **existing performing venues and activity reflect the local, community-oriented flavor of Decatur.**

3.2.2b Program Space

Findings

When developing the inventories, it quickly became clear that hands-on cultural programming is an important part of Decatur's cultural activity. Program spaces are located within private creative businesses, recreation centers, schools and larger arts facilities and performing arts centers. Activities include performing arts and visual arts instruction and classes for both youth and adults.

- Overall, a healthy mix and volume of participatory programs occurring within average quality spaces. Locally, 23 public and private facilities include arts program space.
- There is more opportunity for youths than adults, particularly within Decatur. Existing programs for adults are offered by private educational institutions. As a result classes are expensive and call for admission procedures and formal course requirements.
- While a variety of spaces and program providers offer music, theater and dance within the 10-mile radius, a few workhorse entities are providing the wide majority of visual arts programming. In the 10-mile radius, there are 85 spaces. Among these, facilities like Callenwolde stand out, where there is a waiting list and lottery procedure for class admission.
- Few facilities also include restaurant, café or food service.
- Most spaces (61%) are available for rental.

Appendix E includes inventories of program spaces where participatory arts programs occur within Decatur and the 10-mile radius.

Conclusions

Assessing the supply of regional and local facilities and programming has led us to offer the following conclusions:

- **Significant cultural activity takes place off of the 'facility radar.'** Quite a bit of cultural activity takes place in non-traditional spaces, likely due to the lack of formal facilities in Decatur. For example, Decatur has developed a reputation for its festivals, most of which either take place in spaces detailed here, or on a street. And it is likely that even more activity is taking place in homes, businesses and other personal spaces outside of the realm of this inventory.
- **Opportunity for more family programming:** Altogether, the inventories indicate an opportunity to develop and deliver more family programs, which kids and parents can experience the arts together.
- **Opportunity for more adult participatory programming:** The program inventory indicates a lack of 'hands on' visual arts programming. This indicates opportunity to develop high-end classes and programs, particularly in visual art. Residents currently travel to the Woodruff Arts Center or Callenwolde for these opportunities.

- **Facility gaps:** There are a few local facility gaps that have become apparent through this work.
 - Decatur lacks a true 'arts center' – an accessible '24/7' gathering place where local residents can take advantage of both informal and formal cultural programming at all times of day.
 - Decatur lacks high-tech, high-quality, flexible, community-oriented performance and program space. The highest quality space is the HS PAC, but that facility may not be readily available for public rental. Agnes Scott College also houses key facilities, but here again these spaces must serve their own students first and foremost.
 - Decatur lacks theater activity. For the short-term, the theater spaces at Beacon Hill could be improved – and a partner could be secured – to help fill this gap.

3.2.2c Visual Arts

Visual arts spaces can be categorized based on size and scale of work, multi-use of space, and art discipline. Further, commercial versus non-profit status distinguishes a gallery from a museum. The visual arts inventory considered whether spaces offered services to artists such as studios, live/work spaces, classes, equipment, and membership.

These variables were considered as part of the visual arts inventory. Facility features, programming uses and activities, and art disciplines were evaluated. The reasons for evaluating based on these categories were two-fold: with an emerging artist reputation and venue, Decatur's ability to showcase a host of works is vital to its relationship with resident artists. Secondly, its breadth of exhibitions defines its status as a hub of cultural tourism.

Findings

- In total, the City of Decatur offers eight local 'formal' visual arts facilities. Two additional spaces are available for exhibitions.
- Locally, spaces offer diversity of genres, offerings, international & distinctive styles. Considering the limited number of spaces, Decatur's visual arts facilities are robust in offering a host of experiences to visitors and opportunities for artists.
- Overall, few visual arts facilities exhibit new media such as video installations or web-related art. This is a growing and expanding art form, increasingly in use by younger artists.
- Adults are a focus for visual arts facilities with less than 10% of Decatur visual arts-only venues extending programming to children and families.
- Sycamore Gallery and Studios is an example of expanding mission from exhibiting art to offering programming for all ages and serving as a community gathering place.
- Overall, visual arts venues lack the space to expand into social hubs, collaboratives for artists, or resources for artists such as studios and classes.

- The Dalton Gallery at Agnes Scott has a robust exhibition schedule and offers diverse programming. Further, it is free to all visitors. However, it is limited as an asset for the entire city due to its location.
- Within a ten mile radius, the number of visual arts facilities climbs to more than 100 spaces.
- Overall, Decatur's proximity to thriving metropolitan area shifts the focus of visual art exhibitions to Atlanta. Established galleries in arts districts in Atlanta exhibit world-renown artworks. Further, collaboratives and live/work spaces for photographers, new media artists, and other artists have been formed in Atlanta. The travel distance between Decatur and these venues is effective in distinguishing Decatur's visual arts venues from those in Atlanta; local artists are more likely to be featured in Decatur galleries and arts spaces than in Atlanta. The travel distance poses a drawback for the visual artist living in Decatur given the difficulty of engaging the arts scene in Atlanta on a regular basis.
- The recent loss of galleries due to the economic climate requires further examination to under the implications on an overall master plan.

The inventories for visual arts facilities can be found in Appendix F.

Conclusions

- **Large-scale works:** Though they offer a diversity of art disciplines, visual arts facilities in Decatur lack the spatial capacity to display large-scale works. For contemporary artists, the ability to show at this scale is necessary.
- **Decatur "brand":** The diversity of offerings is a drawback in identifying the "Decatur art scene" as being an authentic destination for one particular art form or craft. The visual arts facilities presently will continue to attract residents more than tourists without a concerted "brand" to attract out-of-town visitors.
- **Participation with Atlanta scene:** The Atlanta region's gallery scene is diverse and robust, one that is geographically removed from Decatur. Through joint marketing, collaborations with dealers, joint exhibitions and programming, it may be possible to better integrate Decatur's visual arts facilities into the broader region.
- **Emerging artist spaces:** What neither Atlanta nor Decatur offers is an abundance of live/work spaces. These mixed-use spaces which would offer residential housing and work studios, usually at a discounted rate, are highly desirable for artists. Studies has shown that their presence in a city improves and sustains the overall creative economy. Making these spaces available would reinforce the city's commitment to emerging artists. Options toward offering full-scale live/work spaces include zoning re-examination in designated areas where housing and light industrial uses can exist in tandem.
- **Dalton Gallery a citywide asset:** The Dalton Gallery is a locale of high potential for the City. Its exhibitions and initiatives can engage citywide partners and businesses, collaborations like shared exhibition content or artist visits with other venues.

3.2.2d Public Art

Public art is a feature of Decatur's urban landscape that, in all, serve a variety of purposes: civic pride, wayfinding, artistic enrichment/education, entertainment, focal points for community gathering, community identity, and commemoration.

The City and Agnes Scott have multiple installations displayed indoors. Both entities have a current list of their works which they update regularly. To supplement these lists, the inventory analysis examined the seven categories mentioned above that may contribute to the role of public art in a comprehensive cultural arts master plan.

Findings

- In all, nine public art installations are prominently displayed outdoors.
- Two areas in the City display the majority of public art: Decatur's downtown core and the Agnes Scott campus.
- Installations satisfy all or almost all of the categories for which they were examined.
- Three of the pieces were created by the same sculptor, George Lundeen.

Appendices H and I provide the inventory results and a map locating these installations.

Conclusions

- **Reinforce hubs through public art:** Rather than distributing public art across the city equidistantly, installing several pieces in close proximity is preferable to achieve the qualities of wayfinding, community identity, and community gathering.
 - Geographic proximity in downtown reinforce each installation's presence, as does the similarity of style provided by George Lundeen for "Valentine" and "Thomas Jefferson." The density of pieces also strengthens downtown's emphasis on public space and activity.
 - Additional hubs in the city may be considered as potential areas for art installations, including the vicinity surrounding the intersection of West Ponce de Leon Avenue and Fairview and Fairview Avenue.
- **New works by local artists:** Commissioning new works by local artists would emphasize the wealth of artistic talent in the city.
- **Installation series:** Further, weaving Decatur's history as a subject matter over a number of art installations can be an effective way of transforming the City's public art into a walking tour and educational experience. Boston's Freedom Trail guides pedestrians through its town center and stops at notable locations important to the city's history.
- **Public involvement in selection process:** Conducting a public process for selection for any further works would maximize the public exposure, education, and appreciation for installations. Collaborating with schools and neighbourhoods is also a way of reinforcing public art's effect on civic pride.

- **Street furniture as art:** Finally, the effectiveness of common elements, such as the continuity achieved with the George Lundreen sculptures, can be achieved through the use of street furniture such as light fixtures or benches. Other cities such as Hickory, North Carolina, have effectively transformed their whimsical park benches dispersed throughout the city, into a tourist attraction.



Art Bench in Hickory, North Carolina

4. Key Findings

Overall, the inventories indicate that local participatory programs are strong and present. There is an opportunity to develop more programs that serve adults and more visual arts programming in general.

Further discussions, research and analysis is required before recommendations are solidified, but the following emerging themes are evident through the Environmental Scan and Needs Assessment:

- **The City's residential core is vital. In addition, it must attract and retain regional residents and travelers to the region.** Residents are active cultural participants and have potential to become more active. Regional residents are key to the City's overall diversity, tourism, and cultural participation.
- **The City's cultural sector needs greater leadership.** A cohesive entity would provide vision, resource support, cohesiveness, advocacy, shared services, and collaboration.
- **Decatur's reputation for supporting new talent is a key strength.** Proposed solutions such as an arts incubator and other resources for emerging artists as well as a concerted marketing effort behind such a reputation can work to solidify this nascent "brand."
- **There are needs and opportunities for better quality facilities.** These needs include high-quality infrastructure, flexible spaces, and community-oriented venues. In the short-term, improving existing spaces is possible.
- **Specific facility recommendations must consider utilization and demand.** The more pressing need is for infrastructure to support artists, arts organizations and creative businesses.

Appendix A: Acknowledgements

Name	Affiliation
Kathleen Banks Everett	Decatur School of Ballet & Decatur City Dance
Jim Baskett and Mickey Baskett	Mayor Pro-Tem
Ann E. Berg	Decatur First Bank
Andrea Berry	E-Life Magazine
Bill Bibb	Seen Gallery
Leslie Borger	DeKalb History Center
Amy Bradford	Seen Gallery
Claire Christie	Push Push Theatre
Sylvia Cross	Sycamore Place Gallery
Elaine Edwards	Decatur High School
Phyllis Edwards	Decatur City Schools
Ron Everett	Decatur School of Ballet & Decatur City Dance
Bill Floyd	Mayor, City of Decatur
Linda Harris	City of Decatur
Corinne Herbst	Alexia Gallery
Tom Houston	Agnes Scott College
Catherine Lee	City of Decatur
Angie Macon	Decatur Arts Alliance
Lyn Menne	City of Decatur
Peggy Merriss	City of Decatur
Claire Molla	Several Dancers Core
Eddie Owen	Eddie's Attic
Gene Ponder	Decatur City Schools
Bridget Roosa	Agnes Scott College
Karen Skellie	DeKalb County Library & Center for the Book
Tammy Washington	City of Decatur
Valarie Wilson	Decatur School Board
Nikkia Wright	Solarium at Historic Scottish Rite

Appendix B: Summary of Public Input

Public sentiment from interviews, workshops, and public sessions can be categorized into three main themes: Existing Conditions, Artist & Community Needs, and Proposed Solutions.

Existing Conditions

Decatur embodies unique strengths

- "Atlanta doesn't have the reputation for supporting arts [like Decatur]"
- "The scale of the city works to our advantage"
- "accessible"
- "[We] pride ourselves on our diversity"
- "Strong sense of place"
- "Decatur has 'Paris' sidewalks"
- "People love living here"
- "Business in Decatur has a broad focus"
- "Healthy for small businesses"

Agnes Scott College is a partner in Decatur's success

- "Agnes Scott is opening itself to the community – works well"
- "Agnes Scott has a lot of cultural things happening."
- "Agnes Scott has come up with a seasonal theme for culture"
- "New President has improved relationships with the City"
- "Increase[d] communication with faculty and students" "under-utilized"
- "Eddie's Attic partnership with Agnes Scott is exciting"

Public art enhances Decatur's identity

- "City [perceived as] more open through public art"
- "Opportunity for more public art at MARTA entrance, empty storefronts"
- "[Enhances] walkability"
- "Brings people together"

Artist and Community Needs

Consolidated marketing for cultural groups & events

- "Public single source that communicates"
- "It is presently difficult to share information"
- "Art is happening haphazardly"
- "[We want to] go to a newsletter [or a] website for [information.]"
- "Presently, you have to know where the venues [are]"
- Need for "cross-marketing, cultural arts calendar – what can I do on a certain night in the city?"
- Example is Access Atlanta
- Must have publicity "that you can't avoid"

- We must “advertise the hub; advertise together”
- “The Decatur Focus arrives late (4-7 days into the month) which doesn't allow for attending early events; nor does it give notice on what's upcoming.”
- Example: “Terrific Thursday/Downtown Decatur as “Mall-turnative”
- Marketing should “attract [people to Decatur] as a constant destination and communication between artists”
- “I find out about events through Facebook or [Agnes Scott] emails”
- “Having a regular online calendar would be terrific, along with a revised web site for the city.”
- “How can we keep Agnes Scott students here on the weekends and attract Emory and Georgia Tech students here?”
- “We don’t know what’s here”

Initiative to bring artists into schools

- Opportunities exist for “afterschool [programs], intern opportunities with artists, could work across all disciplines”
- Bring art to where people already are: schools, families, churches, the elderly
- There should be a representative to serve as “outreach to schools, committees, network with other entities..”
- “If the children can get the benefit of being mentored by folks, experience of what they have to offer. If the arts community can get active practical time [in schools], [participate in an] artist-in-residence programs, making a concerted effort to give to the schoolchildren who can pay for art classes.”
- Project Real goes into the middle school, but needs funding to expand into the high school. A good opportunity for showcasing.

The value of arts & culture needs to be quantified

- Arts and culture needs to be quantified for the business community
- “Please remember that cultural diversity is not an end unto itself.”
- A need exists for “awareness of the number of creative businesses that are creating art: pottery shops, creative printing stores...” DAA creative arts registry might be a solution.
- “The arts enhance the quality of life for everyone, within the City and the surrounding communities. this is especially important during difficult times.”
- “What came first – the funding or the cultural arts? Show that there are cultural arts in the city in order to bring more funding for the city”
- “Communities that invest to develop & maintain a thriving “arts scene” virtually always enjoy a healthy return on investment”
- We can “get public support for the arts by bringing attention to what is happening”
- “I would like for other businesses bring in cultural offerings if it is good for their business.”
- Arts advocacy is needed to “link arts with community needs and social benefit”
- Need to “build political will...political buy-in”

Sustainable funding

- Arts efforts “comes together when you bring in grants...examples: Pima and Birmingham”

- The “city is in a good position to get grants so that you know where you are and where you want to go...city has been good about matching [grants]”
- “DeKalb has defunded its arts community so anything in the city relying on funding is gone”
- No funding to rent space
- Decatur Education Foundation went private last year and is expanding beyond Decatur City Schools.
- The City is good about providing “in-kind city services (police, trash, pick-up)”
- We need city funding
- “The Decatur business community is generally generous but less so in the current climate”
- There should be a “City-sponsored annual internship to write grants”
- Other funding opportunities include: NEA, the Georgia Council for the Arts, individual contracts, corporate sponsorships, the Decatur Business Association”
- An opportunity exists for funding by “sponsoring gift cards at local businesses”
- There is “no local funding”
- “Public/private partnerships”
- The “City stepped up for book festival”

Proposed Solutions

Creative Trust: organization for cultural groups & artists

- There should be a “commerce of ideas – gathering multi-disciplines in one space”
- “Amass a collection of creative trust of people”
- “Everyone has a stake in being a part of a clearinghouse”
- Need for shared spaces
- Interest in the “ideal collaboration”
- “We have many of the elements that are needed to have a fantastic arts “scene” here - many performing artists live here, and we have a number of fine facilities, but nothing is organized, and nobody’s in charge!”
- Decatur should continue its growth as a “cultural mecca”
- Need for interconnectedness of artists with each other & community
- “[Tenants of Beacon Hill Arts Center] want to stay together even though we can’t currently collaborate. We want to pursue a community arts center plan. We were working toward that when the City asked us to step back and let this planning process take its course.”
- “DAA Board thinks festivals are creating arts support. They don’t realize other options and don’t understand shared resources and collaboration.”
- Need for structure to support the arts & artists
- Currently there is a “fractured arts scene”
- Beacon Hill “embodied the arts community of Decatur – theatre, artist studios – was the start of a central space that people could look for direction on the arts”
- Need for partners, partnerships
- Coordination among artists
- Need for leadership: “an organizational hub; event coordinator that does more than festivals; help fund, support, and amass resources”
- Partnerships between Agnes Scott events/initiatives and citywide initiatives/festivals

- Create an Office of Cultural Affairs
- Encourage film development through city office

New facility must follow need

- Provide a space for more to happen and grow
- Need for rehearsal hall with studios
- Only city chorus has its own place
- Need for a “hub structure”
- “Caution: think about the greater good, not the individual entity. How can we best serve the people?”
- “Our dance department [at Agnes Scott] is so small that they just can’t give us everything we need; we’d like to work more on choreography, art of dance outside; there is [no off-campus performance space.]”
- “What can we afford, and what do we really need? [We need to] be cognizant of factors that [we] may not understand or know”
- “[We] could end up with the biggest white elephant that no one will use and supporting it with our tax dollars”
- Need for “one large building that houses areas for drama, dance, singing...various groups that could share its uses...something that is more community-oriented”
- Currently, there is no place for activities like “a Latino group that might want to have something here, but doesn’t have a place...or a older people that want to have a ‘rock & roll dance.’”
- There are “places for people to rehearse but not places for them to perform”
- There are many pop-art shows in the vicinity...”many artists but not a place for them”
- There is a need [from Agnes Scott students] for independent film venues.
- Hesitant to put the city in competition with something like the Cobb Energy Center
- This is a small community...the “city wouldn’t have the resources to build without some sort of partner”
- Need a space to find that critical mass
- “Facilities at Agnes Scott don’t meet needs or are hard to get into”
- There is no place for dance performances
- A space is needed to “be all things to all people”
- Need for “multi-purpose theatre spaces”
- Need for “space with 2 to 3 smaller stages; lobby for gathering; seating for 75-150 would be easier to fill”

A new resident group is needed/not needed

- It is difficult to get theatre audiences and commensurate funding
- There is “not a big theatre audience in Decatur”
- “I would like to see more professional dance performances in the Atlanta area in general, but especially in Decatur.”
- “There has not been enough African American culture.”
- “The existing cultural programs are sufficient.”
- “A theatre in the right place would do well”
- “A Shakespeare theatre want to move here but didn’t have the money”
- Need to offer “opportunities for non-profit performance companies to perform”

- "There are many Decatur residents of diverse ethnic backgrounds involved in many activities (flamenco, salsa, drumming, martial arts, other dances, cooking, etc) who could contribute to spicing up some of the current festivals and cultural events here in Decatur."
- A large program would bring more financial opportunities but "would poison/destroy the arts community"
- "Looking for a big brand to come to the city"
- "I believe our tax money would be better spent in other areas as I feel we have adequate cultural arts venues/events in the city."
- "Enough with the family-friendly focus. Let's get more events for college kids and adults."
- "As a member of the Atlanta theater community, I find it unfathomable that Decatur does not support or maintain a professional theater company."
- More for teenagers and high school students
- "What would be nice though would be a youth arts initiative."
- "Why can't we do Skateraid all the time?"
- Art lessons for teenagers are lacking in Decatur
- "French theatre is always looking for a space"

Incubator for emerging artists

- "Decatur is an incubator space"
- "Our place might not be to have a Broadway play here, but our place is to have someone that will be on Broadway in 10 years."
- "There has be a feeder system"
- "Decatur- Where Are is Made"
- Should be "safe for emerging artists"
- "Artists are indicating they may leave the community if the City takes BHAC away. Does the City have a responsibility to help artists find new space?"
- Live/work cheaper spaces [are needed]

Best use of public facilities

- "The vision for the Decatur High School auditorium is that it is a facility used by high school students, other students and events"
- "[The DHS auditorium] is for the students"
- "There are a lot of logistics that people need to understand [before the auditorium can be used by the public]"
- There will need to be coordination and an appropriate fee structure for public use of the auditorium
- "I would like to see us build on what has already been created and add cultural events at the new performing arts center at the high school."
- Need a technical agreement [for the auditorium] that prioritizes first the high school students; then, other Decatur City Schools; and finally, citywide arts groups"
- There is a "desire for the DHS space to be open to the community"
- "DHS was a nightmare to use. Wanted us to load out every day. Use classrooms as dressing rooms but teachers were angry. No rental procedures."
- "There should be a film festival in the high school stadium in the summer"
- "There should be more arts events after school in the school for students"

Appendix C: Summary of Online Survey

The following is a brief findings and analysis report based on responses from the City of Decatur Cultural Arts Master Plan Survey conducted during November 2009. These findings are part of building a foundation of information about cultural activities (venues, festivals, programs, concerts & events) that members of the Decatur and Metropolitan community currently engage.

It is important to note that these survey results cannot represent the full depth and breath of the cultural offerings in Decatur, but can still offer key indications of where cultural activity developments may be focused.

1. Survey Findings and Analysis

A total 305 persons participated in this survey.

Who Responded?

A variety occupational sub-sectors are represented in the survey findings, but **Management, professional, and related occupations represent the large majority, 79.7% of the survey population.**

- 43.6% of the respondents represent the 35-50 age group cohort. 30.8% of the results are represented by the 51-64 age group cohort;
- 63.5% of respondents have 0 (zero) individuals under the age of 18 in the household;
- 46.8% of those households represented have earned a Bachelor's degree, 46.2% of the households with Graduate degree; and
- 26.9% of the survey population family income ranges from \$100,00-\$149,000 (26.9%), and 19.6% earning \$50,000-\$74,999.

Analysis:

Based on the fact that 79.7% of the respondents fell into the Management, Professional, and related occupations, between the ages of 51-64, it is safe to assume that findings about cultural arts and activities for a seasoned and well educated population can be derived from the responses.

It is important to note, additionally, that respondents do not reflect the overall makeup of City of Decatur residents.

2. Contextual Analysis

Findings within this portion of the survey offer key findings about *what* activities are most widely attended by citizens of Decatur.

Responses varied but fall into a few major categories, including:

- **94.2% of respondents attended a festival 2-4 times in the past year;** and 68% of the sample population responded that festivals have the greatest impact on Decatur as a cultural destination;
- **79.7% of respondents attended a cultural activity at a formal venue (i.e. museum, concert hall/auditorium);** and
- **44.3% of respondents attended a majority of cultural offerings in Atlanta,** 30.5% attended a majority of cultural offerings in Decatur.

Responses to overall attendance at current cultural activities in Decatur were provided in the survey. They include:

- **51.3% of respondents attend musical performances (i.e. band, jazz, chorus, orchestra, DJ, acoustics, etc.) 2-4 times a year;**
- **49.6% of respondents attend visual arts events (i.e. arts walk, gallery/museum exhibitions, etc.) 2-4 times a year;**
- **42.1% of respondents attend cultural events once a month;** and
- **40.2% of respondents attend cultural events 2-4 times a year;**

Analysis:

Based on the findings, the City of Decatur should invest in offering new and unique opportunities for cultural enrichment. It may also be useful to work with community businesses to encourage and promote cultural arts and participation among *all* community members.

3. Cultural Arts Impact and Futures

An emphasis on the need for *quality* in cultural offerings is evident in the responses, especially the desire for events affordable that build civic and community pride.

Respondents were asked to rate the level of impact that arts and culture has in Decatur.

- 58% respondents rated an extremely positive impact on civic pride;
- 58% of respondents rated an extremely positive impact on community identity;
- 55.6% of respondents rated an extremely positive impact on fun and enjoyment in Decatur; and
- 55.4% of respondents rated arts and culture as a positive indicator to attract new residents and businesses (55.4%).

In order to make Decatur's cultural offerings more desirable, the following items have the greatest impact:

- 24% of respondents rate affordability as having the greatest impact;
- 24% of respondents rate quality/professionalism of production;
- 20% rate venue;
- 20% of respondents rate better marketing; and
- 19.6% of respondents rate diversity of content as having the greatest impact.

Analysis:

Overall, this survey captures an overwhelming desire to attract younger age cohorts, tourism and new residents, and maintain new business to the City of Decatur Cultural Arts community.

Appendix D: Performing Arts Venues

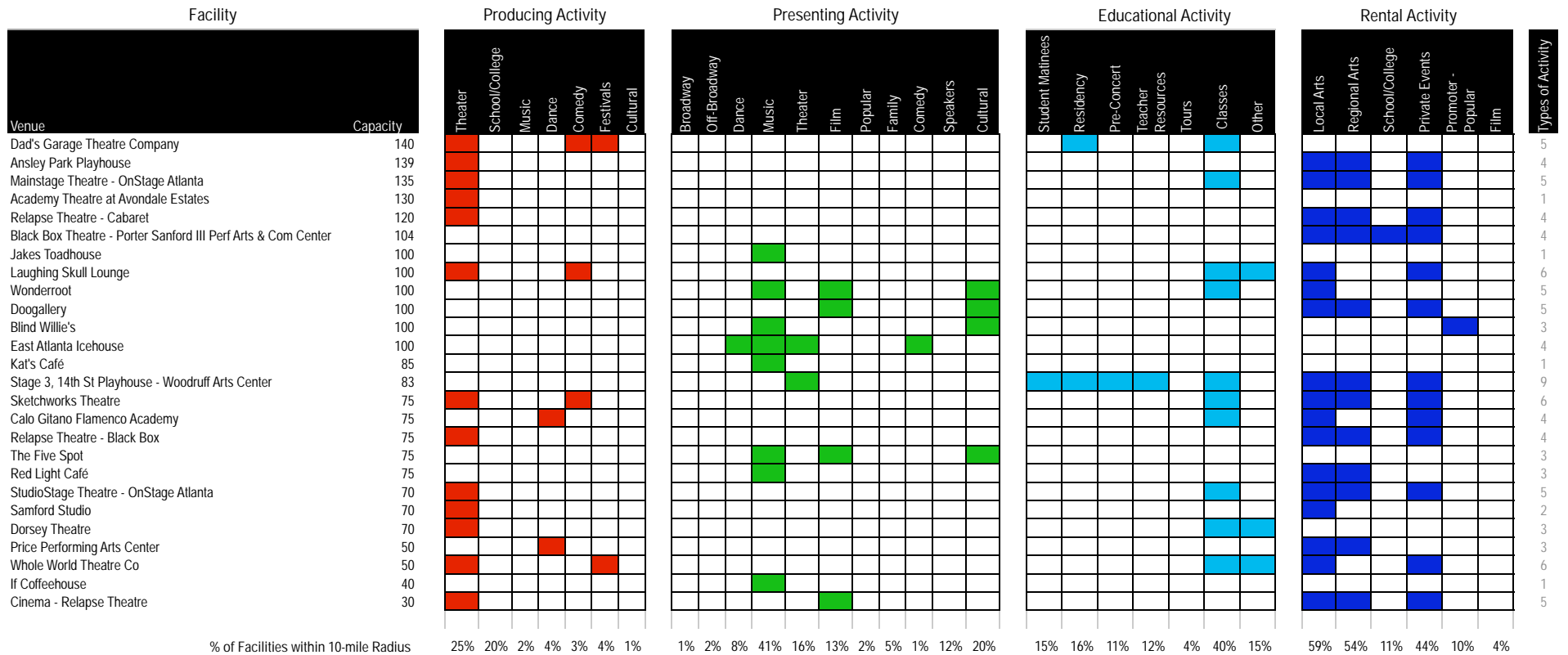
Performing Arts Facilities: Programs & Activity

Facility		Producing Activity	Presenting Activity	Educational Activity	Rental Activity	
Venue	Capacity	Theater School/College Music Dance Comedy Festivals Cultural	Broadway Off-Broadway Dance Music Theater Film Popular Family Comedy Speakers Cultural	Student Mainees Residency Pre-Concert Teacher Resources Tours Classes Other	Local Arts Regional Arts School/College Private Events Promoter - Popular Film	Types of Activity
<u>City of Decatur</u>						
Decatur Community Bandstand and Plaza	3000					3
Gaines Chapel, Presser Hall - Agnes Scott College	800					10
Decatur High School PAC (<i>Programming Plans in Progress</i>)	500					2
Winter Theater, Dana Fine Arts Building - Agnes Scott College	310					8
Maclean Auditorium, Presser Hall - Agnes Scott College	300					5
DeKalb County Library Auditorium	196					9
Eddie's Attic	180					1
Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)	140					2
New Street Arts	120					11
Black Box Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)	100					2
<u>Other Local Venues Utilized for Live Events</u>						
First Baptist Church of Decatur	1800					3
Decatur First United Methodist Church	1100					3
Holiday Inn Conference Center Auditorium	1000					3
Clairemont Elementary	400					5
Sycamore Street Gallery & Studios	250					4
DeKalb History Center	250					2
Solarium	200					6
Oakhurst Elementary	200					5
Winona Park Elementary	200					5
Hirsch Academy	200					4
Twains Billiards and Taps	100					1
Steinbeck's Ale House	75					1
Java Monkey	50					1
Little Shop of Stories	49					5
% of Local Facilities		13% 29% 4% 8% 0% 4% 4%	0% 0% 4% 33% 8% 13% 0% 8% 0% 21% 17%	17% 0% 4% 4% 4% 42% 25%	71% 50% 4% 29% 0% 4%	

Performing Arts Facilities: Programs & Activity

[illegible]

Performing Arts Facilities: Programs & Activity



Performing Arts Facilities: Facility Features

Facility		Types of Space						Features						Rental Rates		
Venue	Capacity	Alcohol Allowed	Outdoor	Film	Space/Equipment	Parking	Cafe/Restaurant	Flexible seating	Kitchen Facilities	Large Lobby	Rehearsal or Program Space	Other Event Space	Gallery	Fly Space		
<u>City of Decatur</u>																
Decatur Community Bandstand and Plaza	3000															Residents: \$80 first 2 hours, \$20 each add'l. Non-residents: \$100/First 2 hours, \$25 each add'l.
Gaines Chapel, Presser Hall - Agnes Scott College	800															\$2400/performance, \$1200/rehearsal
Decatur High School PAC (<i>Programming Plans in Progress</i>)	500															To Be Determined
Winter Theater, Dana Fine Arts Building - Agnes Scott College	310															\$1,000
Maclean Auditorium, Presser Hall - Agnes Scott College	300															\$1,200
DeKalb County Library Auditorium	196															Not Available
Eddie's Attic	180															Special Events: \$500-\$2000 per 4 hr block. Music: percentage of door.
Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)	140															Not Available
New Street Arts	120															\$150-\$300 per 6 hr block; \$1200/wk
Black Box Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)	100															Not Available
<u>Other Local Venues Utilized for Live Events</u>																
First Baptist Church of Decatur	1800															Varies for members
Decatur First United Methodist Church	1100															Varies based on history and type of use
Holiday Inn Conference Center Auditorium	1000															\$700 base
Clairemont Elementary	400															\$75 for first hour, \$40/each add'l, max \$500/day. Rates currently under review.
Sycamore Street Gallery & Studios	250															Tenants: \$275/month. Artists: \$250/week for gallery. Other: \$250 donation/block of time..
DeKalb History Center	250															\$75 base rental
Solarium	200															\$700 (weekday) to \$1500 (weekend). Nonprofits receive 50% discount.
Oakhurst Elementary	200															\$75 for first hour, \$40/each add'l, max \$500/day. Rates currently under review.
Winona Park Elementary	200															\$75 for first hour, \$40/each add'l, max \$500/day. Rates currently under review.
Hirsch Academy	200															\$75 for first hour, \$40/each add'l, max \$500/day. Rates currently under review.
Twains Billiards and Taps	100															No charge for local groups
Steinbeck's Ale House	75															No charge for local groups
Java Monkey	50															Not available
Little Shop of Stories	49															\$175/private party
% of Local Facilities		42%	13%	21%	67%	21%		54%	38%	17%	54%	21%	17%	0%		

Performing Arts Facilities: Facility Features

Facility		Types of Space						Features						
Venue	Capacity	Alcohol Allowed	Outdoor	Film Space/Equipment	Parking	Cafe/Restaurant		Flexible seating	Kitchen Facilities	Large Lobby	Rehearsal or Program Space	Other Event Space	Gallery	Fly Space
10-mile Radius														
Chastain Amphitheater	6900													
Fabulous Fox Theatre	4678													
Atlanta Civic Center	4600													
Mable House Barnes Amphitheatre	2400													
Atlanta Symphony Hall - Woodruff Performing Arts Center	1800													
Sidney Marcus Auditorium - Georgia World Congress Center	1740													
Glenn Memorial UMC - Emory University	1200													
Center Stage	1100													
Masquerade	1000													
Rialto Center - Georgia State University	833													
Schwartz Center for Performing Arts - Emory University	800													
The Loft	800													
Alliance Theatre - Woodruff Arts Center	770													
Variety Playhouse	750													
Strand	700													
Pace Academy Fine Arts Center	600													
Cotton Club	600													
2High Recording Studios	550													
Porter Sanford III Performing Arts & Community Center	500													
Cole Auditorium	498													
Rich Theatre - Woodruff Arts Center	420													
Kopleff Recital Hall - Georgia State University	400													
North Atlanta High Center for the Arts	400													
Lenny's	400													
14th St Playhouse - Woodruff Arts Center	389													
Southwest Arts Center	375													
Center for Puppetry Arts	350													
Smith's Olde Bar	350													
Relapse Theatre	300													
Vinyl	300													
Marcus Jewish Community Center - Zaban	253													
Emory University, Cannon Chapel	250													
Gould Listening Room, Cathedral of St. Philip	250													
Atlanta Contemporary Art Center	250													
Eyedrum	250													
Shakespeare Tavern	250													
Drunken Unicorn	250													
Emory University, Performing Arts Studio	220													
Hill Auditorium - High Museum of Art - Woodruff Arts Center	220													
St. Pius High School Theatre	216													
Seven Stages Theatre	200													

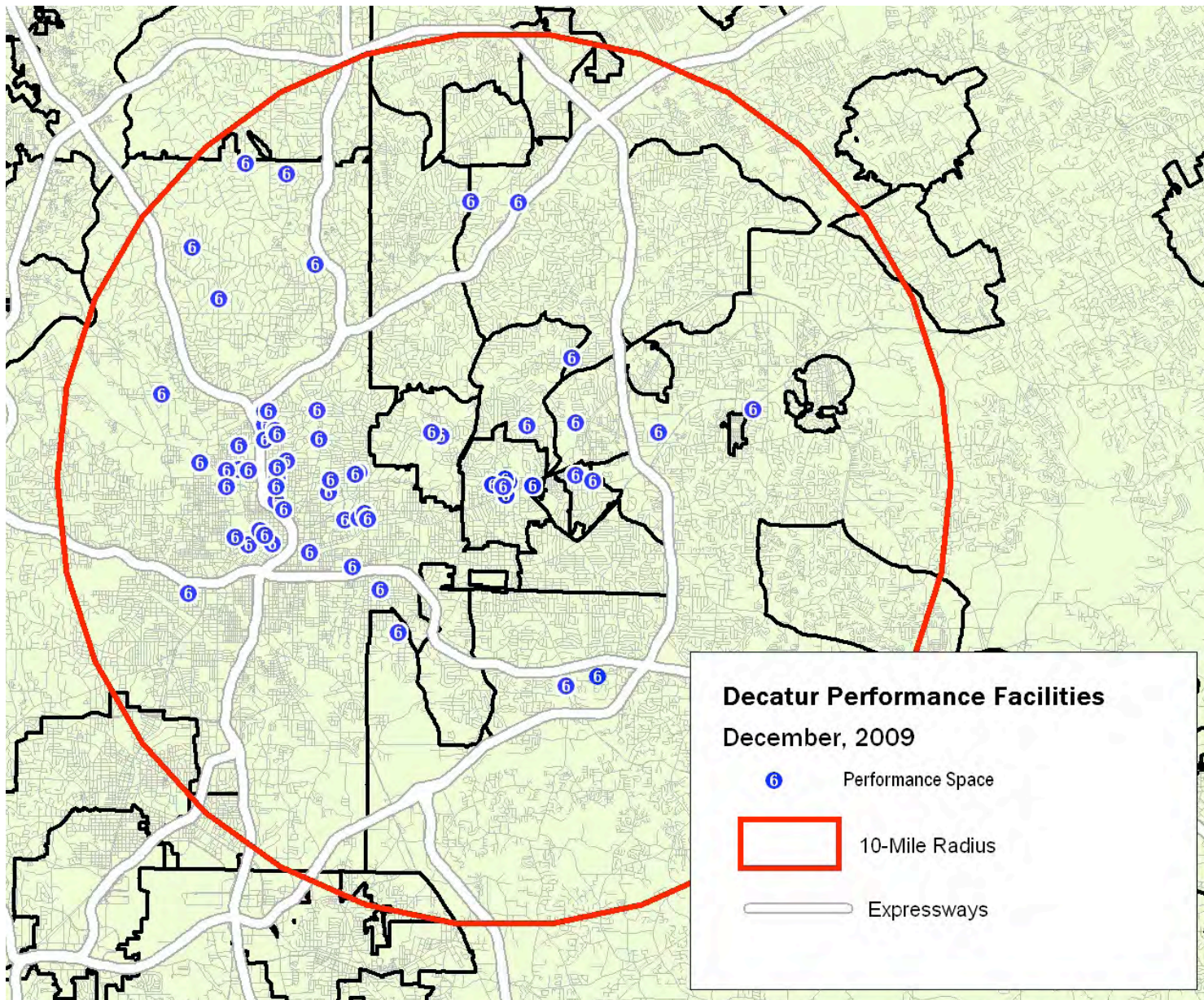
Performing Arts Facilities: Facility Features

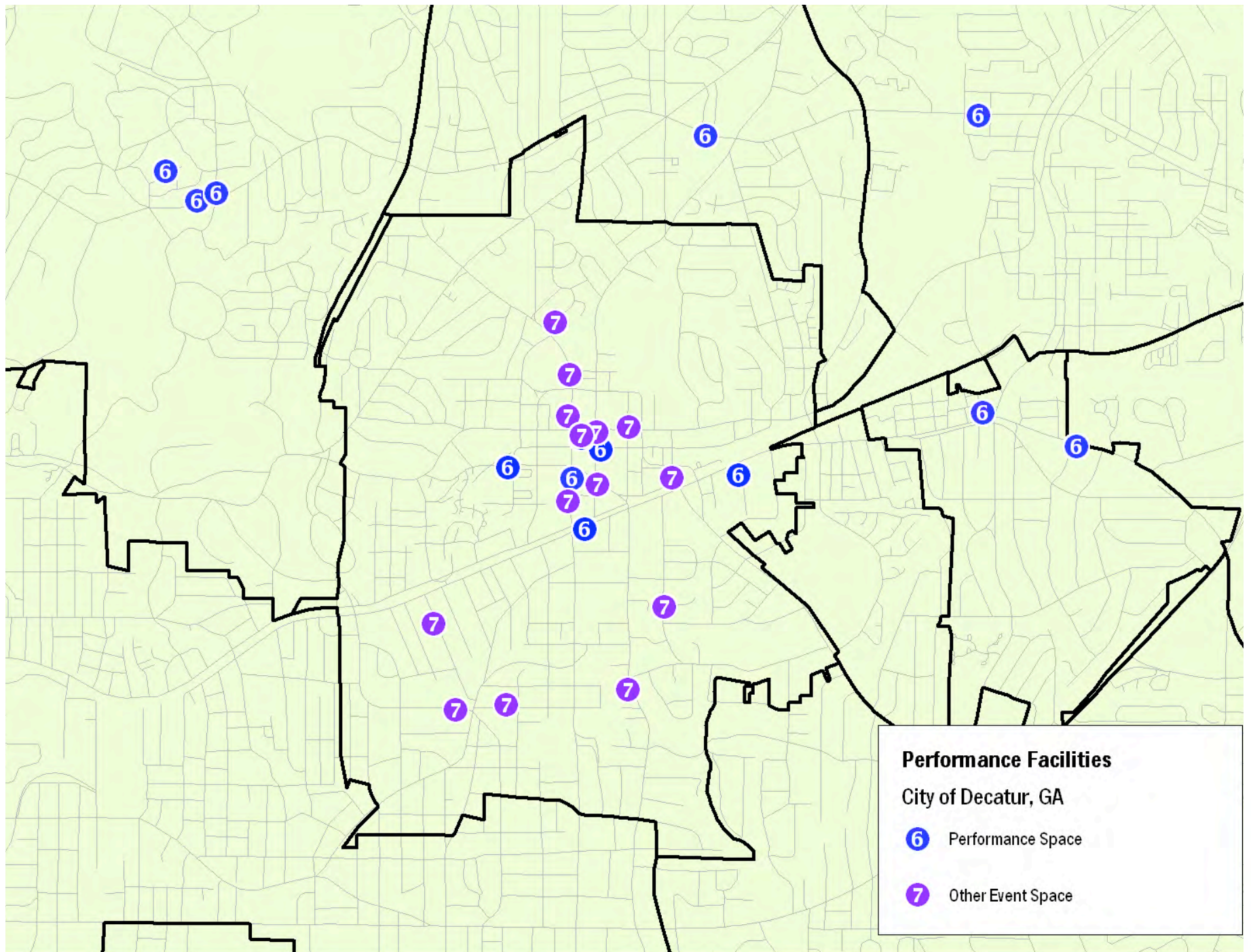
Facility		Types of Space						Features						
Venue	Capacity	Alcohol Allowed	Outdoor	Film Space/Equipment	Parking	Cafe/Restaurant		Flexible seating	Kitchen Facilities	Large Lobby	Rehearsal or Program Space	Other Event Space	Gallery	Fly Space
Theatrical Outfit (Balzer Theater at Herren's)	200													
Stage 2 - Woodruff Arts Center	191													
Eddie's Attic	185													
Hideout at Desire	180													
Horizon Theatre	175													
Ferst Center for the Arts - Georgia Tech University	150													
King Plow Arts Center	150													
Tupac Shakur Center for the Arts	150													
West End Performing Arts Center	150													
Under the Couch	150													
Dad's Garage Theatre Company	140													
Ansley Park Playhouse	139													
Academy Theatre at Avondale Estates	130													
Relapse Theatre - Cabaret	120													
OnStage Atlanta, Mainstage Theatre	110													
Black Box Theater, Porter Sanford III Performing Arts Center	104													
Jakes Toadhouse	100													
The Commons - Georgia Tech Library	100													
Laughing Skull Lounge	100													
Wonderroot	100													
Doogallery	100													
Blind Willie's	100													
Brandy House	100													
East Atlanta Icehouse	100													
Stage 3 - Woodruff Arts Center	90													
Kat's Café	85													
Sketchworks Theatre	75													
Calo Gitano Flamenco Academy	75													
Relapse Theatre - Black Box	75													
The Five Spot	75													
Red Light Café	75													
OnStage Atlanta, StudioStage Theatre	70													
Samford Studio	70													
Dorsey Theatre	70													
Price Performing Arts Center	50													
Whole World Theatre Co	50													
If Coffeehouse	40													
Relapse Theatre - Cinema	30													

% of Facilities within 10-mile Radius

42% 13% 13% 48% 17%

47% 24% 21% 40% 28% 14% 3%





Performing Arts Facilities: Local Facility Rating

Local Performance Facility		Capacity	Types of Activity	Building Condition	Staff and Support	Theatrical Functionality	Room Acoustics	Customer Amenities	Performer Amenities	Atmosphere/Character	Suitability for Users	Rating
Decatur Community Bandstand and Plaza		3000	3	2	2	1	1	2	1	3	2	1.8
Gaines Chapel, Presser Hall - Agnes Scott College		800	10	2	3	2	3	2	2	3	2	2.4
Decatur High School PAC (<i>Programming Plans in Progress</i>)		500	2	4	2	3	4	3	3	3	3	3.1
Winter Theater, Dana Fine Arts Building - Agnes Scott College		310	8	3	3	3	3	2	3	2	3	2.8
Maclean Auditorium, Presser Hall - Agnes Scott College		300	5	2	3	1	2	2	2	2	2	2.1
DeKalb County Library Auditorium		196	9	4	3	2	1	2	1	3	2	2.5
Eddie's Attic		180	1	2	2	1	2	2	2	2	2	1.9
Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)		140	2	1	1	2	2	2	2	2	2	1.6
New Street Arts		120	11	3	3	2	2	3	2	2	4	2.7
Black Box Theater, Beacon Hill Arts Center (<i>Currently Inactive</i>)		100	2	1	1	2	1	2	1	1	2	1.3
<u>Other Local Venues Utilized for Live Events</u>												
First Baptist Church of Decatur		1800	3	3	2	2	2	2	2	2	2	2.2
Decatur First United Methodist Church		1100	3	3	2	2	2	2	2	3	2	2.3
Holiday Inn Conference Center Auditorium		1000	3	3	3	2	2	3	2	1	2	2.4
Clairemont Elementary		400	2	3	2	2	2	2	2	2	2	2.2
Sycamore Street Gallery & Studios		250	4	2	2	1	1	2	1	2	2	1.7
DeKalb History Center		250	2	2	3	1	2	2	1	3	2	2.1
Solarium		200	6	4	3	1	2	3	2	4	2	2.8
Oakhurst Elementary		200	2	3	2	2	2	2	2	2	2	2.2
Winona Park Elementary		200	2	3	2	2	2	2	2	2	2	2.2
Hirsch Academy		200	1	3	2	2	2	2	2	2	2	2.2
Twains Billiards and Taps		100	1	2	2	1	2	2	2	1	1	1.7
Steinbeck's Ale House		75	1	3	2	1	2	2	2	2	2	2.1
Java Monkey		50	1	3	2	1	2	2	2	3	2	2.2
Little Shop of Stories		49	5	3	2	1	2	2	2	3	1	2.1

City of Decatur Performance Facilities

Maclean Auditorium, Presser Hall - Agnes Scott College

This 300-seat recital hall is used for campus presenting, educational activities and occasional outside rentals. In 2007, a new floor was installed in the Auditorium.

Gaines Chapel, Presser Hall - Agnes Scott College

Used for performances, services and special events, this 800-seat venue has basic stage lighting, a pit (not currently usable), a marley dance floor and a pipe organ. The backstage area houses two dressing rooms, and technical equipment includes a projector, lighting console and a film booth.

Winter Theatre - Agnes Scott College

The 310-seat Winter Theatre has a semi-thrust stage, providing an intimate experience for audiences and student performers. The Winter Theatre is the main venue for the College's Theatre Department and the Blackfriars, one the oldest continuously performing theatre troupes in Atlanta.

Eddie's Attic

Eddie's Attic is a live music venue showcasing local and touring singer-songwriters. The venue features a "listening room" with a superior sound system and acoustics, allowing for the sharing of music in an intimate and effective setting. The Attic's covered rooftop grill serves food and drink and functions as a community gathering space. The music room has a capacity of 185 total with 150 of those seated; food and drink is available both before and during performances.

Decatur Community Bandstand and Plaza

Situated in downtown Decatur, the Bandstand is an outdoor gazebo-style performance stage adjacent to the Old Courthouse on the Square. The Bandstand is used for community events, concerts, and private rentals. It is also used for the annual Arts Festival and for other events sponsored by the Decatur Arts Alliance. The bandstand has no equipment available but does provide access to electrical hookups. An adjacent plaza area and square can accommodate several thousand audience members.

Beacon Hill Arts Center

In the early 1980's this former school was converted to art studios, and around 1986 the basement was converted into two theaters. The larger 140-seat venue has a platform stage, lighting and sound booth, dressing rooms, restrooms, a shop, wardrobe, a rehearsal room, and administrative space. The black box theater has a capacity of 80 to 100 people and has movable platforms and a small booth. Other spaces include studios, which can be rented to community groups and artists. The studios have various amenities, including a kiln, dance floor, basic lighting, and choral risers. Current users include emerging artists, Decatur School of Ballet, Beacon Hill Dance Group, and City of Decatur Recreation.

New Street Arts

New Street Arts is a non-profit organization with a mission to support artistic development, particularly collaborations in theatre and independent film. The organization consists of a flat hierarchy with many artists involved at all times—programming depends on artists' current projects. The cinema space seats approximately 100 people, and is frequently used for workshops but is not available for rent. The theater space seats about 90 people, but is often configured for 40 or less. The theater has limited technical capabilities, which is conducive to its 'rawness.' Collectively, the group presents workshop sessions including acting, directing and sketch writing, involving 300 artists each year. New Street Arts also offers screenings, film shoots (against a green screen), movie plays, and other more. They offer occasional space rentals to the general community. Push Push Theatre is the resident theatre company at New Street Arts.

Other Local Venues Utilized for Live Events

First Baptist Church of Decatur

This 1,800-seat church has history reaching back to the Civil War and was associated with the Southern Baptist Convention from its inception. Today, the church has a weekly worship attendance of approximately 500. The First School is an outreach ministry of First Baptist Church of Decatur, providing child development classes for children ages 3 months through Pre-K. The church can be rented for special events and is used for services and presentations.

Decatur First United Methodist Church

First built in 1899, gradual expansions in facilities and staff have brought the church to its current state. Decatur First has established a dramatic arts program that produces secular productions and non-secular dramatic readings. Additionally, the choirs of Decatur First offer special services and concerts throughout the year. The 1,100-seat sanctuary is available to rent for special events, performances and activities as well as performances.

Holiday Inn Conference Center Auditorium

Decatur's Holiday Inn Conference Center was renovated in 2000, with 184 guest rooms on five floors. The 15,000 square foot Conference Center rents facilities for events, activities and performances, offering a range of spaces, including flexible meeting space, a boardroom and a 1,000-capacity auditorium.

Decatur High School

A recent expansion to the High School included a 500-seat auditorium with audiovisual capabilities and acoustics suitable for live performance, a stage with a sprung floor, scene shop with loading dock, and a star suite. A technical staff person is on staff and assists with performances. A 90-person rehearsal room is located across hall from auditorium. The spaces are available for rental.

Sycamore Street Gallery & Studios

Formerly a car garage, the Sycamore Street Gallery & Studios is a gallery space with 13 studios, including 2-D and 3-D spaces. Artists, writers, and those with creative businesses occupy the studio spaces. Programs in the 250-capacity space include poetry readings, community youth outreach, film screenings, rock shows and more.

DeKalb History Center

The DeKalb History Center collects, preserves and shares the County's rich history. Located in downtown Decatur, the Center's archives and museum are housed in the Old Courthouse on the Square. A non-profit organization operates the facility, which is owned by the County. The Center is open to the public for research on many local history topics including genealogy and regional history, cemeteries, historic homes and properties, and offers resources for teachers and children's programs. The facility is available for rental, and is a popular venue for weddings, special occasions, corporate functions, and lectures of up to 250 guests. Renters can choose from a list of preferred caterers, and the client can bring in alcohol. Other spaces include a warming kitchen, meeting rooms and exhibition areas. The Decatur Book Festival presents readings and performances at the Center.

Solarium

Considered a national historic site, the Solarium was a former facility of the old Scottish Rite, a hospital for disabled children established in 1917. The building now provides meeting and program space for Oakhurst community groups, accommodating dance classes, CPR classes, and community events. The Solarium has a capacity of 150 for seated events or 200 for a reception. The Community Center provides assistance, education and equipment, provides community-based programs and meetings, and leverages money to support other programs. A warming kitchen is available for outside caterers, and groups can bring in liquor. It is also used as overflow for Decatur Parks and Recreation, and altogether averages 4 to 12 events per month.

Oakhurst Elementary

The elementary school has a 200-capacity space that is not a true auditorium, but has a flat floor configuration and stage area used for playing and seated assemblies. The space is available for rent through the school district.

Winona Park Elementary

The Winona Park Elementary facility has a 200-capacity assembly room, with windows behind a playing area and a simple flat floor. The space is available for rent through the school district.

Clairemont Elementary

Home to the only “true” auditorium in School District, the venue has 400 fixed seats, choral risers, and a professional lighting system. The space is available for rent through the school district.

Twains Billiards and Taps

Twains is a full service brewpub, restaurant, and pool hall located in downtown Decatur. Open since 1996, Twains books local musical acts to draw business and enhance the pub’s atmosphere. The managers also offer the 100-capacity space for community performances, free of charge, to support local organizations and draw additional business in a mutually beneficial relationship.

Steinbeck’s Ale House

Steinbeck’s is a local restaurant and bar. Events include photography exhibits, competitions, and weekly musical performances (mostly on Wednesday and Friday nights). Performances are not rental events, but are sponsored by the venue to draw additional business. Visual arts events are supported by the venue as well, and are booked on a case by case basis. The Ale House can accommodate audiences of up to 75.

Java Monkey

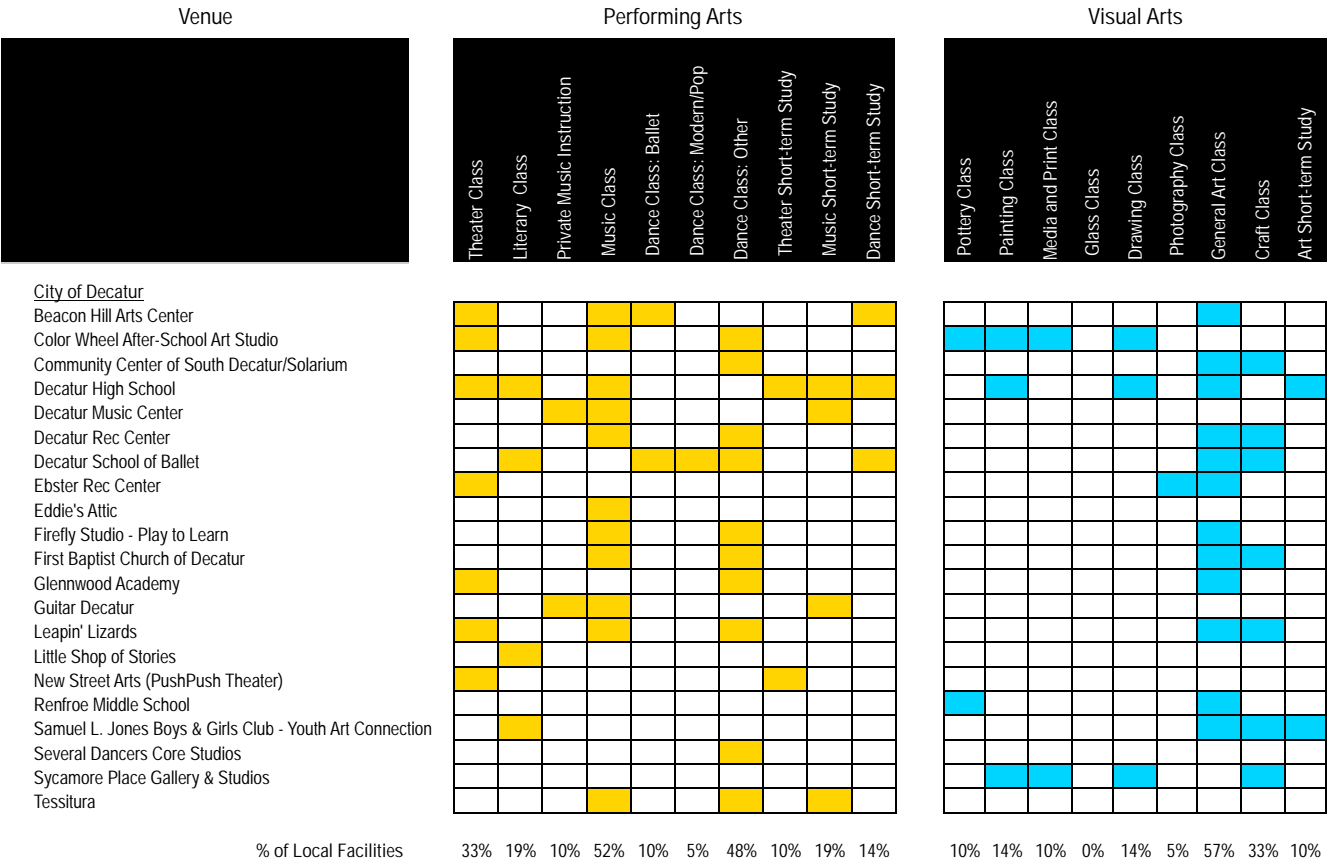
Java Monkey is an organic coffee house and wine bar in downtown Decatur that presents eclectic range of local musical acts and open mic poetry slams. The atmosphere is casual and the performance setup is do-it-yourself. For events, the space can accommodate audiences of up to 50. The coffee house also displays local artists’ work on its walls.

Little Shop of Stories

This bookstore is located in downtown Decatur and hosts activity in a retail environment. The shop has two event spaces include a reading area that holds 12 to 40 for special events and performances, and a loft area that holds approximately 50 people. The shop is home of numerous authors and illustrators, several publications, and the Decatur Book Festival, the largest independent and fourth largest overall book festival in the United States.

Appendix E: Program Space Inventories & Maps

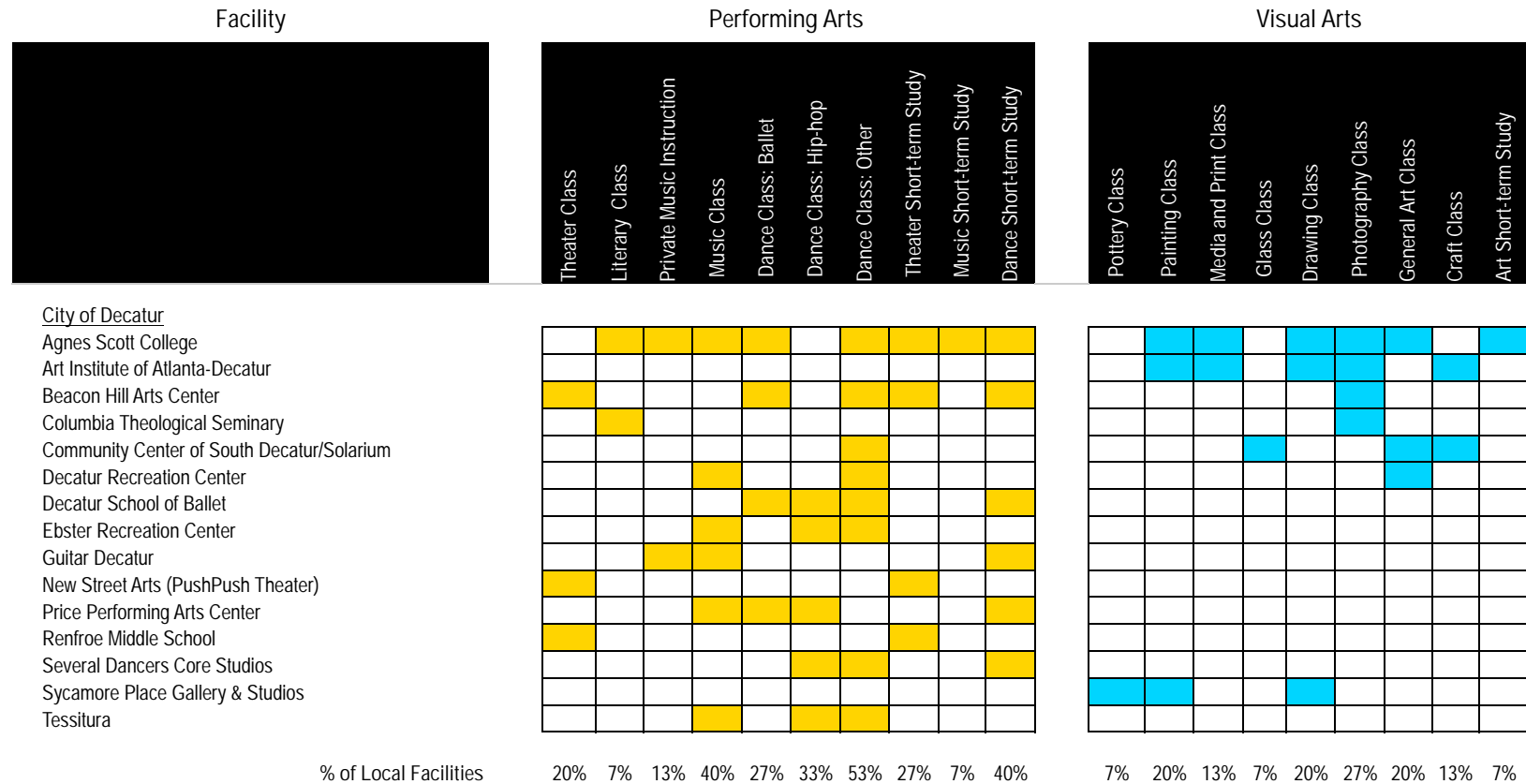
Program Space: Youth Participatory Programs



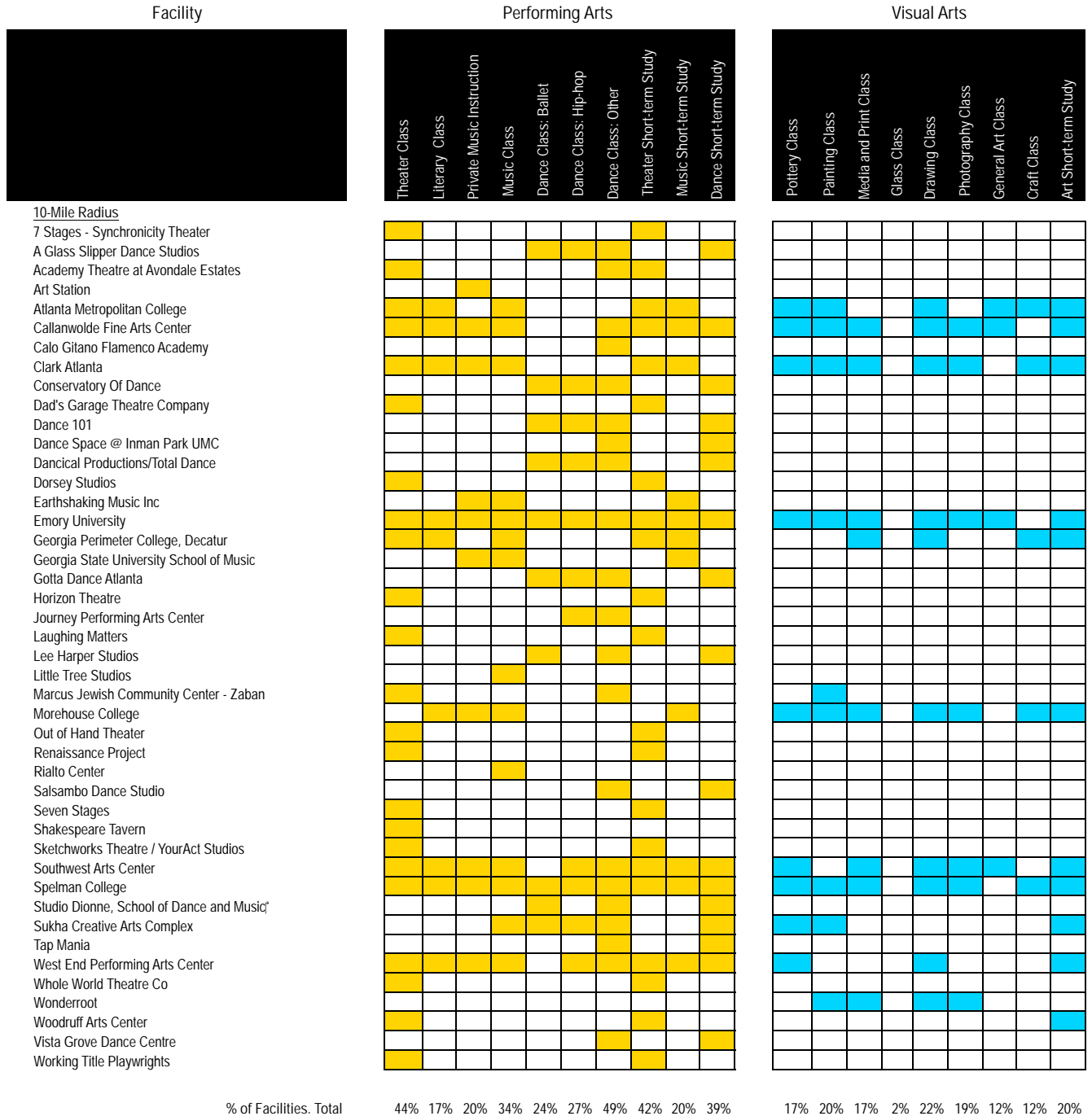
Program Space: Youth Participatory Programs

Venue	Performing Arts										Visual Arts									
	Theater Class	Literary Class	Private Music Instruction	Music Class	Dance Class: Ballet	Dance Class: Modern/Pop	Dance Class: Other	Theater Short-term Study	Music Short-term Study	Dance Short-term Study	Pottery Class	Painting Class	Media and Print Class	Glass Class	Drawing Class	Photography Class	General Art Class	Craft Class	Art Short-term Study	
10-Mile Radius																				
A Glass Slipper Dance Studios																				
Academy Theatre at Avondale Estates																				
Applause for Kids																				
Art Station																				
Art With Heart																				
Banzai Funspace																				
Callanwolde Fine Arts Center																				
Center for Puppetry Arts																				
Conservatory Of Dance																				
Creme de la Creme Early Learning Centers																				
Dance Space @ Inman Park UMC																				
Dancical Productions/Total Dance																				
Earthshaking Music Inc																				
Echelon d'Elyse																				
Emory University																				
Ferst Center for the Arts - Georgia Tech University																				
Friends School - Circus Camp																				
Georgia State University School of Music																				
Horizon Theatre																				
Journey Performing Arts Center																				
Lee Harper Studios																				
Little Tree Studios																				
Marcus Jewish Community Center - Zaban																				
Metro Fitness - Sowing Performing Arts Programs																				
Out of Hand Theater																				
Paul Green School of Rock Music																				
Porter Sanford III Performing Arts Center																				
Price Performing Arts Center																				
Renaissance Project																				
Rialto Center																				
Salsambo Dance Studio																				
Seven Stages																				
Shakespeare Tavern																				
Sketchworks Theatre / YourAct Studios																				
Southwest Arts Center																				
Studio Dionne, School of Dance and Music																				
Sukha Creative Arts Complex																				
Tap Mania																				
The Learning Groove																				
The Mask Center																				
The Music Class - Buckhead																				
The Studio Atlanta Dance																				
Theatrical Outfit																				
Threshing Floor Academy of Arts and Sciences																				
Tupac Shakur Center for the Arts																				
Vista Grove Dance Centre																				
West End Performing Arts Center																				
Whole World Theatre Co																				
Wonderroot																				
Woodruff Arts Center																				

Program Space: Adult Participatory Programs



Program Space: Adult Participatory Programs



Program Space: Facility Features

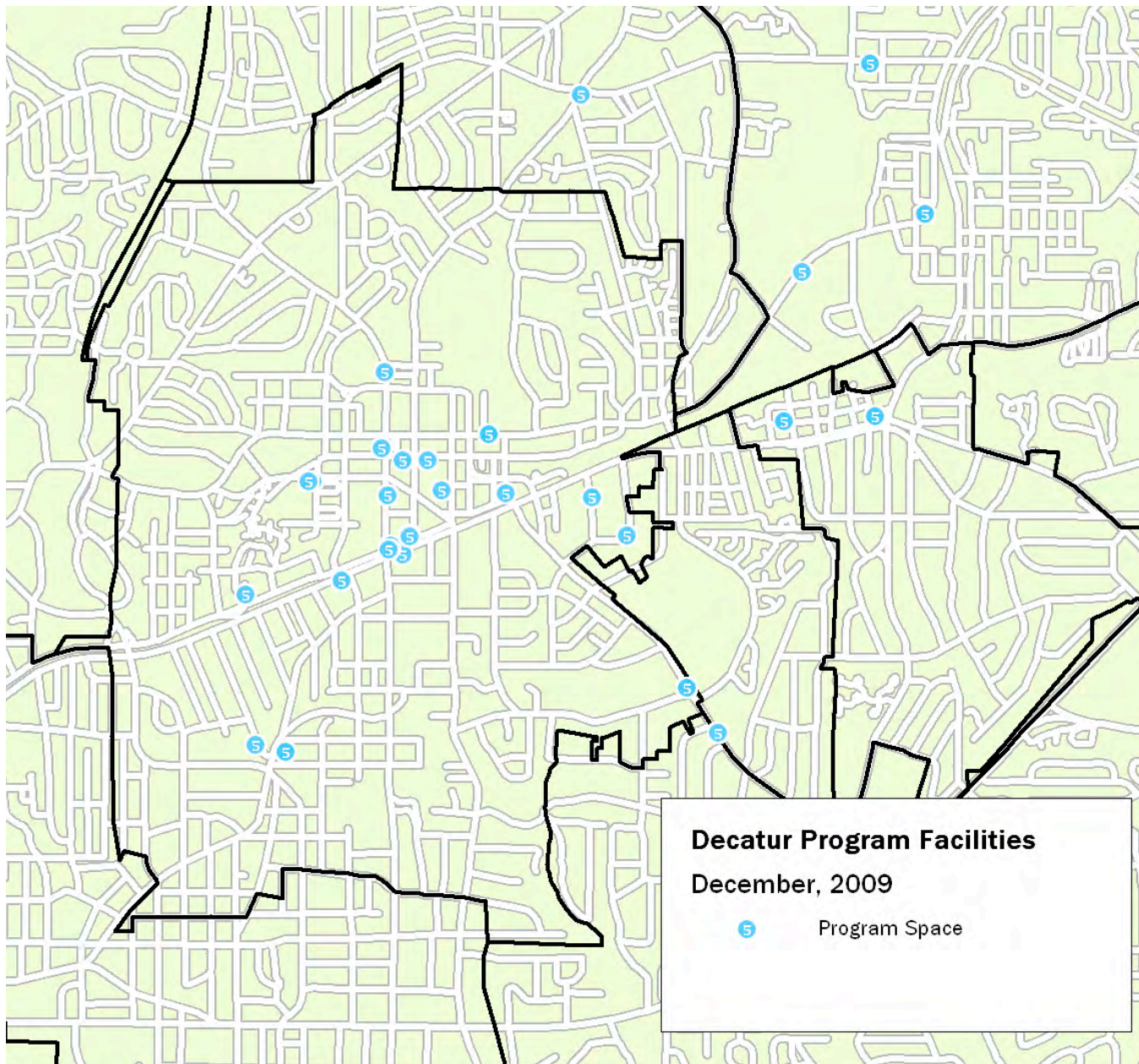
Venue		Program Spaces							Facility Features			Other	
		Pottery Room with Kiln(s)	Wet Visual Arts Classroom	Multi-purpose Room	Dedicated Storage	Rehearsal Studio	Piano	Performance Space	Kitchen	Food Service/ Café	Retail Space	Membership Program	Available for Rental
City of Decatur	# Spaces												# Features
Agnes Scott College	3												7
Art Institute of Atlanta -Decatur	9												4
Beacon Hill Arts Center	2												5
Color Wheel After-School Art Studio	1												3
Columbia Theological Seminary	3												2
Community Center of South Decatur/Solarium	1												6
Decatur High School	3												7
Decatur Music Center	5												6
Decatur Rec Center	5												6
Decatur School of Ballet	2												2
Ebster Rec Center	4												4
Eddie's Attic	1												1
Firefly Studio - Play to Learn	1												3
First Baptist Church of Decatur	1												3
Glennwood Academy	1												2
Guitar Decatur	1												2
Leapin' Lizards	3												4
New Street Arts (PushPush Theater)	2												4
Renfroe Middle School	1												2
Samuel L. Jones Boys & Girls Club - Youth Art Connectio	5												6
Several Dancers Core Studios	2												2
Sycamore Place Gallery & Studios	1												3
Tessitura	2												3
% of Local Facilities		4%	48%	61%	52%	35%	26%	17%	22%	4%	9%	13%	43%

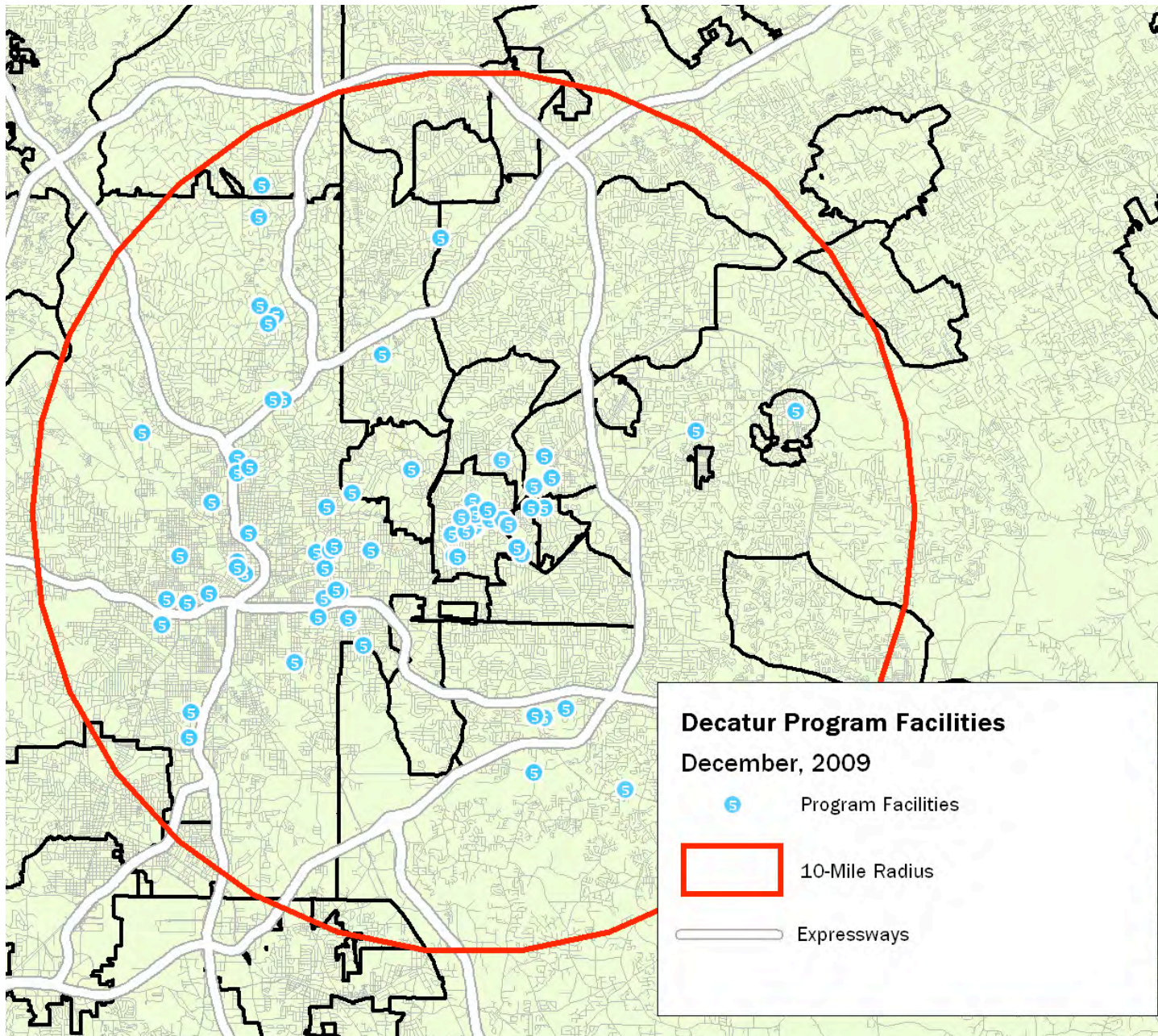
Program Space: Facility Features

Venue		Program Spaces							Facility Features			Other		
		Pottery Room with Kiln(s)	Wet Visual Arts Classroom	Multi-purpose Room	Dedicated Storage	Rehearsal Studio	Piano	Performance Space	Kitchen	Food Service/ Café	Retail Space	Membership Program	Available for Rental	
10-Mile Radius														
7 Stages - Synchronicity Theater	3													3
A Glass Slipper Dance Studios	3													7
Academy Theatre at Avondale Estates	2													2
Applause for Kids	5													5
Art Station	6													8
Art With Heart	1													1
Atlanta Metropolitan College	3													4
Banzai Funspace	2													3
Callanwolde Fine Arts Center	3													5
Calo Gitano Flamenco Academy	2													5
Center for Puppetry Arts	3													5
Clark Atlanta	5													4
Conservatory Of Dance	2													3
Creme de la Creme Early Learning Centers	1													2
Dad's Garage Theatre	2													5
Dance 101	4													3
Dance Space @ Inman Park UMC	1													2
Dancical Productions/Total Dance	2													3
Dorsey Studios	2													2
Earthshaking Music Inc	1													4
Echelon d'Elyse	2													2
Emory University	10													9
Ferst Center for the Arts - Georgia Tech University	2													6
Friends School - Circus Camp	1													1
Georgia Perimeter College, Decatur	3													4
Georgia State University School of Music	25													9
Gotta Dance Atlanta	4													3
Horizon Theatre	0													6
Journey Performing Arts Center	2													5
Laughing Matters	25													5
Lee Harper Studios	2													2
Little Tree Studios	2													5
Marcus Jewish Community Center - Zaban	3													10
Metro Fitness - Sowing Performing Arts Programs	1													3
Morehouse College	5													4
Out of Hand Theater	2													3
Porter Sanford III Performing Arts Center	6													8
Price Performing Arts Center	2													3
Renaissance Project	1													2
Rialto Center	2													6
Salsambo Dance Studio	1													6
Shakespeare Tavern	1													5
Sketchworks Theatre / YourAct Studios	2													4
Sukha Creative Arts Complex	3													5
The Music Class - Buckhead	7													5
Spelman College	5													4
Studio Dionne, School of Dance and Music*	1													2

Program Space: Facility Features

Venue		Program Spaces							Facility Features			Other	
		Pottery Room with Klin(s)	Wet Visual Arts Classroom	Multi-purpose Room	Dedicated Storage	Rehearsal Studio	Piano	Performance Space	Kitchen	Food Service/ Café	Retail Space	Membership Program	Available for Rental
Tap Mania	2												
The Learning Groove	2												
The Mask Center	2												
The Music Class - Buckhead	1												
The Studio Atlanta Dance	2												
Theatrical Outfit	1												
Threshing Floor Academy of Arts and Sciences	2												
Tupac Shakur Center for the Arts	3												
Variety Playhouse	3												
Vista Grove Dance Centre	3												
West End Performing Arts Center	1												
Wonderroot	5												
Whole World Theatre Co	1												
Woodruff Arts Center	2												
Working Title Playwrights	2												
% of Total Facilities		8%	37%	61%	78%	80%	31%	45%	12%	###	9%	9%	61%





Appendix F: Visual Arts Inventory

F.1 Decatur Venues

Visual Arts & Cultural Facilities: Local Facility Rating								
Venue	Category	Types of Activity	Staff and Support	Program Space	Technology	User Amenities	Suitability for Users	Rating
Alexia Gallery	Gallery	0	3	3	2	2	2	2.4
Dalton Gallery of Art at Agnes Scott	Museum	1	2	3	4	2	3	2.8
Dana Fine Arts Building	Studios/Classes	0	3	4	4	3	3	3.4
Decatur Market & Gallery	Gallery	4	2	2	3	4	4	3
Dekalb History Center	Museum	4	3	3	3	2	2	2.6
McCain Library	Exhibition Space	4	Not ranked					--
Old Courthouse in Decatur	Exhibition Space	0	1	1	1	2	2	1.4
Pambili African Artworks	Gallery	4	2	2	1	2	1	1.6
Rose Squared Gallery & Framing	Gallery	5	2	2	1	2	2	1.8
The Seen Gallery	Gallery	4	3	2	3	2	3	2.6

F.2 Sizes & Disciplines

Visual Arts & Cultural Facilities: Size & Disciplines

Venue				Visual Arts Disciplines					
Venue	Category	Exh Space size: L/M/S (if Gallery)	Paintings	Prints & Drawings	Photos	Sculpture	Installation / New media	Mixed Media	Decorative Arts/ Furniture
<u>City of Decatur</u>									
Alexia Gallery	Gallery	M							
Dalton Gallery of Art at Agnes Scott	Museum	M							
Dana Fine Arts Building	Studios/Classes								
Decatur Market & Gallery	Gallery	M							
Dekalb History Center	Museum	M							
McCain Library	Exhibition Space	S							
Old Courthouse in Decatur	Exhibition Space	M							
Pambili African Artworks	Gallery	S							
Rose Squared Gallery & Framing	Gallery	M							
The Seen Gallery	Gallery	M							
<u>10-mile Radius</u>									
Alcove Gallery	Gallery	M							
Aliya Linstrum Gallery	Gallery		Not Available						
Anne Irwin Fine Art	Gallery	M							
Art House Gallery	Gallery	M							
Arts for All Gallery	Gallery	S							
Atlanta Art Gallery	Gallery	M							
Atlanta Contemporary Art Center	Museum	M							
Atlanta History Center	Museum	L							
Atlanta-Fulton Public Library, Buckhead Branch	Exhibition Space		Not Available						
Atlanta Photography Group, Tula Art Center	Gallery	M							
Atrium on Sweet Auburn	Gallery	M							
Barbara Archer Gallery	Gallery	M							
BEEP BEEP Gallery	Gallery	M							
Bill Lowe Gallery	Gallery	L							
Booth Western Art Museum	Museum	L							
Breman	Museum	S							
Callanwolde Fine Arts Center	Studios/Classes	L							
Cannon Chapel	Exhibition Space		Not Available						
Catherine Kelleghan Gallery	Gallery	M							
Composition Gallery	Gallery	S							
Davis Waldron Fine Art	Gallery	S							
Defoor Centre	Gallery	M							
Emily Amy Gallery	Gallery	M							
Emory Visual Arts Gallery	Gallery	S							
Eyedrum Art and Music Gallery	Gallery	M							
Fernbank Museum of Natural History	Museum	L							
Fernbank Science Center	Museum	L							
Fine Line Gallery	Gallery	M							
Gallery Stokes	Gallery	M							
Get This! Gallery	Gallery	S							
Gregg Irby Fine Art	Gallery	S							
Hagedorn Foundation Gallery	Gallery	M							
Hammonds House Museum	Museum	M							
High Museum of Art	Museum	L							
House of Colors Gallery	Gallery	M							
Jackson Fine Art Gallery	Gallery	M							
Jill Celeste Gallery	Gallery	N/A	Not Available						
Jimmy Carter Presidential Center and Library	Museum	M							

Visual Arts & Cultural Facilities: Size & Disciplines

Venue				Visual Arts Disciplines						
Venue	Category	Exh Space size: L/M/S (if Gallery)		Paintings	Prints & Drawings	Photos	Sculpture	Installation / New media	Mixed Media	Decorative Arts/ Furniture
Kai Lin Art Gallery	Gallery	M								
Kiang Gallery	Gallery	M								
Kibbee Gallery	Gallery	S								
King Plow Arts Center	Studios/Classes	L								
Lagerquist Gallery	Gallery	M								
Lumiere Gallery	Gallery	L								
Marcia Wood Gallery	Gallery	M								
Margaret Mitchell House & Museum	Museum	M								
Mary Stanley Studio	Gallery	N/A								
Matre Gallery, Tula Art Center	Gallery	N/A								
Mason Murer Fine Art	Gallery	L								
Mason Murer Projects	Gallery			Not Available						
Mattress Factory Studios	Studios/Classes	L								
Michael C. Carlos Museum	Museum	L								
Mint Gallery	Gallery	M								
Museum of Contemporary Art of Georgia	Museum	M								
Museum of Design Atlanta	Museum	M								
Naomi Silva Gallery, Tula Art Center	Gallery			Not Available						
New Street Gallery	Gallery	M								
Oglethorpe University Museum of Art	Museum	M								
Opal Gallery	Gallery	M								
OutsiderInsideArt	Gallery	S								
PB&J Gallery	Gallery	M								
Quinlan Visual Arts Center	Studios/Classes	M								
Red Wall Studio & Gallery	Gallery	S								
Saltworks Gallery	Gallery			Not Available						
Sandler Hudson Gallery	Gallery	L								
SCAD-Atlanta, Woodruff Arts Center	Exhibition Space	M								
Schattan Gallery @ Woodruff Library	Gallery	S								
Solomon Projects	Gallery	M								
Spalding Nix Fine Art	Gallery	M								
Spelman College Museum of Fine Art	Museum	M								
Sportsman's Gallery	Gallery	M								
Swan Coach House Gallery	Gallery	S								
TEW Galleries	Gallery	M								
The Rail Yard	Exhibition Space	M								
Trilogy Art Gallery, Tula Art Center	Gallery	M								
Twinhouse Gallery	Gallery									
Vaknin Gallery	Gallery	M								
VantagePoint Studios & Fine Art Gallery	Gallery	M								
Vespermann-Cooper Gallery	Gallery	M								
Whitespace	Gallery	M								
Wm Turner Gallery	Gallery	M								
WonderRoot Community Arts Center	Exhibition Space	S		Not Available						

F.3 Facility Features

Visual Arts & Cultural Facilities: Facility Features														
Venue		Scale of Works			Types of Space					Features				
Name	Category	XL/L	M	S/XS	Classroom or Workspace	Lecture Space	Meeting Space	Retail Space	Studios	Food Service or Café	Event Equipment Available	Kitchen Facilities	Membership Program	Tech A/V Assistance available
<u>City of Decatur</u>														
Alexia Gallery	Gallery													
Dalton Gallery of Art at Agnes Scott	Museum													
Dana Fine Arts Building	Studios/Classes													
Decatur Market & Gallery	Gallery													
Dekalb History Center	Museum													
McCain Library	Exhibition Space													
Old Courthouse in Decatur	Exhibition Space													
Pambilli African Artworks	Gallery													
Rose Squared Gallery & Framing	Gallery													
The Seen Gallery	Gallery													
% of Local Facilities		36%	82%	91%	64%	45%	82%	73%	27%	27%	82%	18%	18%	82%
<u>10-mile Radius</u>														
Alcove Gallery	Gallery													
Aliya Linstrum Gallery	Gallery													
Anne Irwin Fine Art	Gallery													
Art House Gallery	Gallery													
Arts for All Gallery	Gallery													
Atlanta Art Gallery	Gallery													
Atlanta Contemporary Art Center	Museum													
Atlanta History Center	Museum													
Atlanta-Fulton Public Library, Buckhead Branch	Exhibition Space													
Atlanta Photography Group, Tula Art Center	Gallery													
Atrium on Sweet Auburn	Gallery													
Barbara Archer Gallery	Gallery													
BEEP BEEP Gallery	Gallery													
Bill Lowe Gallery	Gallery													
Booth Western Art Museum	Museum													
Boswell Gallery	Gallery													
Bremen	Gallery													
Callanwolde Fine Arts Center	Studios/Classes													
Cannon Chapel	Exhibition Space													
Cathrine Kelleghran Gallery	Gallery													
Composition Gallery	Gallery													
Davis Waldron Fine Art	Gallery													
Defoor Centre	Gallery													
Emily Amy Gallery	Gallery													
Emory Visual Arts Gallery	Gallery													
Eyedrum Art and Music Gallery	Gallery													
Fernbank Museum of Natural History	Museum													
Fernbank Science Center	Museum													
Fine Line Gallery	Gallery													
Gallery Stokes	Gallery													
Get Thist Gallery	Gallery													
Gregg Irby Fine Art	Gallery													
Hagedorn Foundation Gallery	Gallery													
Hammonds House Museum	Museum													
High Museum of Art	Museum													
House of Colors Gallery	Gallery													
Jackson Fine Art Gallery	Gallery													
Jill Celeste Gallery	Gallery	Not available			Not available					Not available				

Visual Arts & Cultural Facilities: Facility Features

Venue		Scale of Works			Types of Space					Features				
Name	Category	XL/L	M	S/XS	Classroom or Workspace	Lecture Space	Meeting Space	Retail Space	Studios	Food Service or Café	Event Equipment Available	Kitchen Facilities	Membership Program	Tech AV Assistance available
Jimmy Carter Presidential Center and Library Museum	Museum													
Kai Lin Art Gallery	Gallery													
Kiang Gallery	Gallery													
Kibbee Gallery	Gallery													
King Plow Arts Center	Studios/Classes													
Lagerquist Gallery	Gallery													
Lumiere Gallery	Gallery													
Marcia Wood Gallery	Gallery													
Margaret Mitchell House & Museum	Museum													
Mary Stanley Studio	Gallery													
Matre Gallery, Tula Art Center	Gallery													
Mason Murer Fine Art	Gallery													
Mason Murer Projects	Gallery	Not available			Not available					Not available				
Mattress Factory Studios	Studios/Classes													
Michael C. Carlos Museum	Museum													
Mint Gallery	Gallery													
Museum of Contemporary Art of Georgia	Museum													
Museum of Design Atlanta	Museum													
Naomi Silva Gallery, Tula Art Center	Gallery	Not available			Not available					Not available				
New Street Gallery	Gallery													
Oglethorpe University Museum of Art	Museum													
Opal Gallery	Gallery													
OutsiderInsideArt	Gallery													
PB&J Gallery	Gallery													
Quinlan Visual Arts Center	Studios/Classes													
Red Wall Studio & Gallery	Gallery													
Saltworks Gallery	Gallery													
Sandler Hudson Gallery	Gallery													
SCAD-Atlanta, Woodruff Arts Center	Exhibition Space													
Schattan Gallery @ Woodruff Library	Gallery													
Solomon Projects	Gallery													
Spalding Nix Fine Art	Gallery													
Spelman College Museum of Fine Art	Museum													
Sportsman's Gallery	Gallery													
Swan Coach House Gallery	Gallery													
TEW Galleries	Gallery													
The Rail Yard	Gallery													
Trilogy Art Gallery, Tula Art Center	Gallery													
Twinhouse Gallery	Gallery													
Vaknin Gallery	Gallery													
VantagePoint Studios & Fine Art Gallery	Gallery													
Vespermann Glass Gallery	Gallery													
Whitespace	Gallery													
Wm Turner Gallery	Gallery													
WonderRoot Community Arts Center	Exhibition Space													
% of Facilities within 10-mile Radius		37%	82%	86%	32%	40%	57%	76%	16%	18%	46%	22%	26%	43%

F.4 Programs & Activities

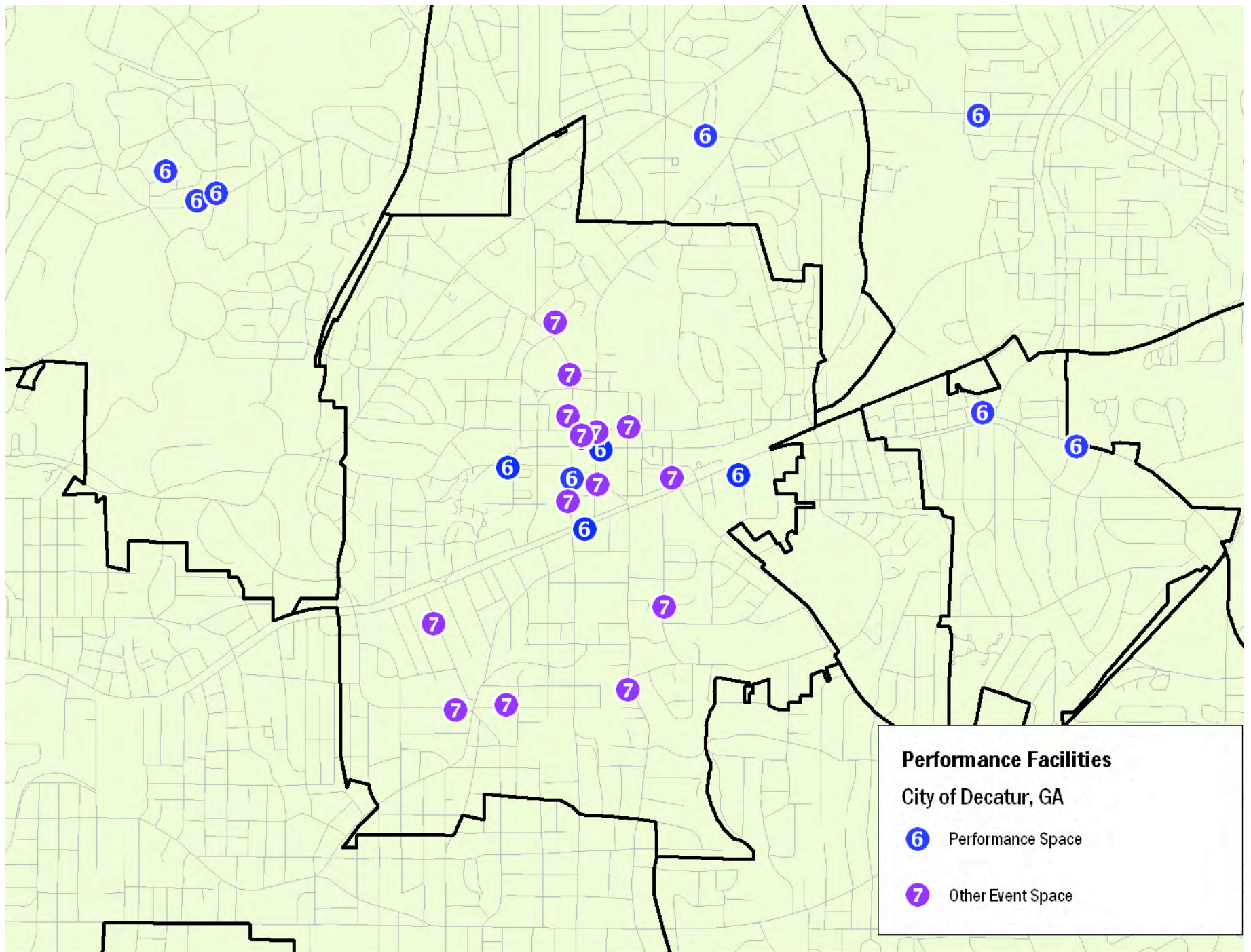
Visual Arts & Cultural Facilities: Programs & Activity														
Venue		Public Programming								Artist Services				
Name	Category	Lectures	School/College	Recreational	Receptions	Exhibition	Family	Community Exhibitions	Music	Rental	Artist Studios	LiveWork Spaces	Classes	Collaboratives
City of Decatur														
Alexia Gallery	Gallery													
Dalton Gallery of Art at Agnes Scott	Museum													
Dana Fine Arts Building	Studios/Classes													
Decatur Market & Gallery	Gallery													
Dekalb History Center	Museum													
McCain Library	Exhibition Space													
Old Courthouse in Decatur	Exhibition Space													
Pambili African Artworks	Gallery													
Rose Squared Gallery & Framing	Gallery													
The Seen Gallery	Gallery													
% of Local Facilities		73%	27%	36%	73%	73%	9%	55%	9%	18%	9%	0%	45%	9%
10-mile Radius														
Alcove Gallery	Gallery													
Aliya Linstrum Gallery	Gallery	Not ranked								Not ranked				
Anne Irwin Fine Art	Gallery													
Art House Gallery	Gallery													
Arts for All Gallery	Gallery													
Atlanta Art Gallery	Gallery													
Atlanta Contemporary Art Center	Museum													
Atlanta History Center	Museum													
Atlanta-Fulton Public Library, Buckhead Branch	Exhibition Space													
Atlanta Photography Group, Tula Art Center	Gallery													
Atrium on Sweet Auburn	Gallery													
Barbara Archer Gallery	Gallery													
BEEP BEEP Gallery	Gallery													
Bill Lowe Gallery	Gallery													
Booth Western Art Museum	Museum													
Boswell Gallery	Gallery													
Bremen	Gallery													
Cannon Chapel	Exhibition Space	Not ranked								Not ranked				
Cathrine Kellegan Gallery	Gallery													
Callanwolde Fine Arts Center	Studios/Classes													
Composition Gallery	Gallery													
Davis Waldron Fine Art	Gallery													
Debor Centre	Gallery													
Emily Amy Gallery	Gallery													
Emory Visual Arts Gallery	Gallery													
Eyedrum Art and Music Gallery	Gallery													
Fernbank Museum of Natural History	Museum													
Fernbank Science Center	Museum													
Fine Line Gallery	Gallery													
Gallery Stokes	Gallery													
Get This! Gallery	Gallery													
Gregg Irby Fine Art	Gallery													
Hagedorn Foundation Gallery	Gallery													
Hammonds House Museum	Museum													
High Museum of Art	Museum													
House of Colors Gallery	Gallery													
Jackson Fine Art Gallery	Gallery													
Jill Celeste Gallery	Gallery	Not ranked								Not ranked				

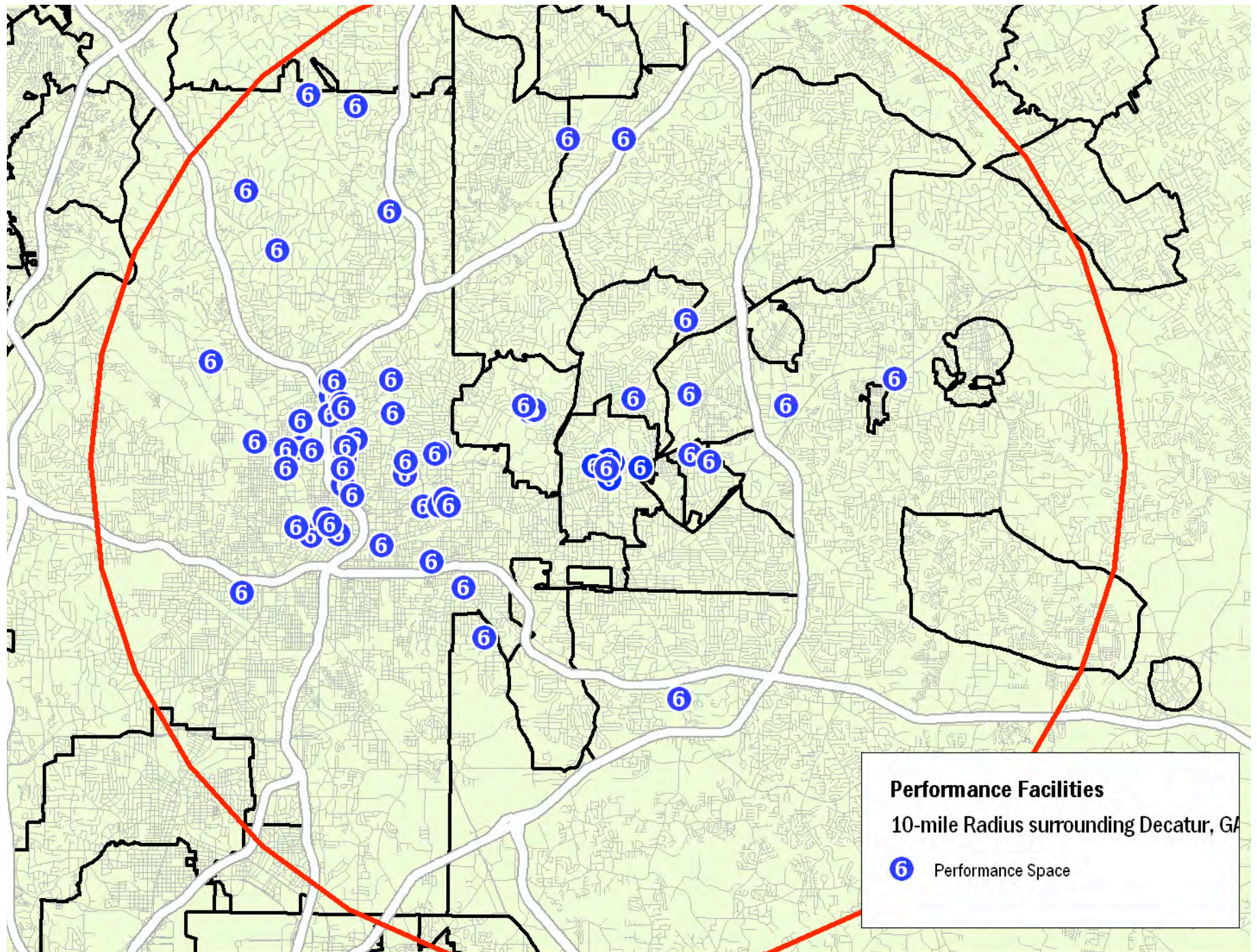
Visual Arts & Cultural Facilities: Programs & Activity															
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Name	Category	Lectures	School/College	Recreational	Receptions	Exhibition	Family	Community Exhibitions	Music	Rental	Artist Studios	LiveWork Spaces	Classes	Collaboratives	
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Margaret Mitchell House & Museum	Museum														
Mary Stanley Studio	Gallery														
Maïre Gallery, Tula Art Center	Gallery														
Mason Murer Fine Art	Gallery														
Mason Murer Projects	Gallery	Not ranked								Not ranked					
Mattress Factory Studios	Studios/Classes														
Michael C. Carlos Museum	Museum														
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Sandler Hudson Gallery	Gallery														
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VantagePoint Studios & Fine Art Gallery	Gallery														
Vespermann Glass Gallery	Gallery														
Whitespace	Gallery														
Wm Turner Gallery	Gallery														
WonderRoot Community Arts Center	Exhibition Space														
% of Facilities within 10-mile Radius		52%	17%	40%	84%	87%	24%	34%	18%	39%	11%	3%	24%	10%	

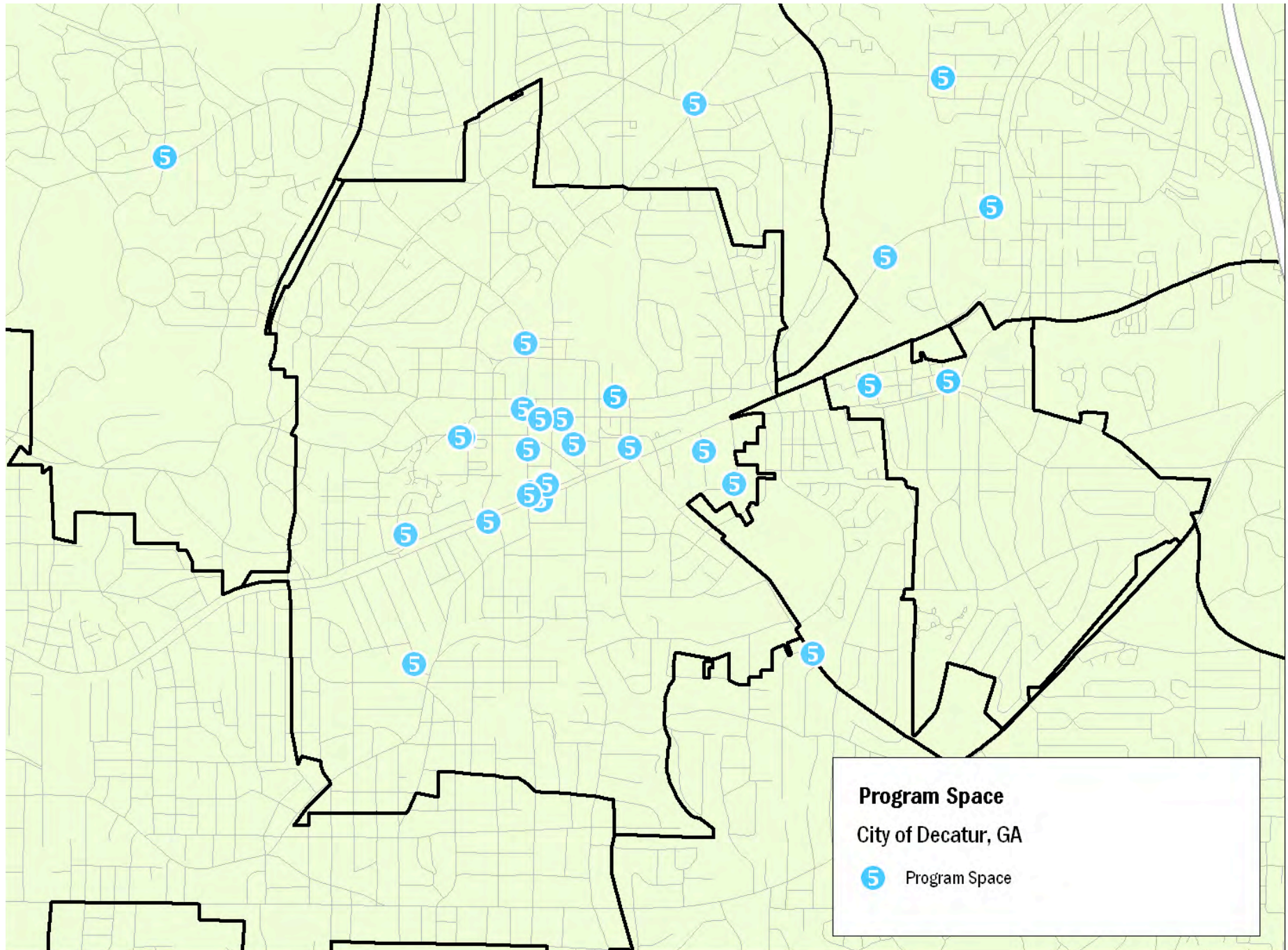
Appendix G: Public Art Inventory

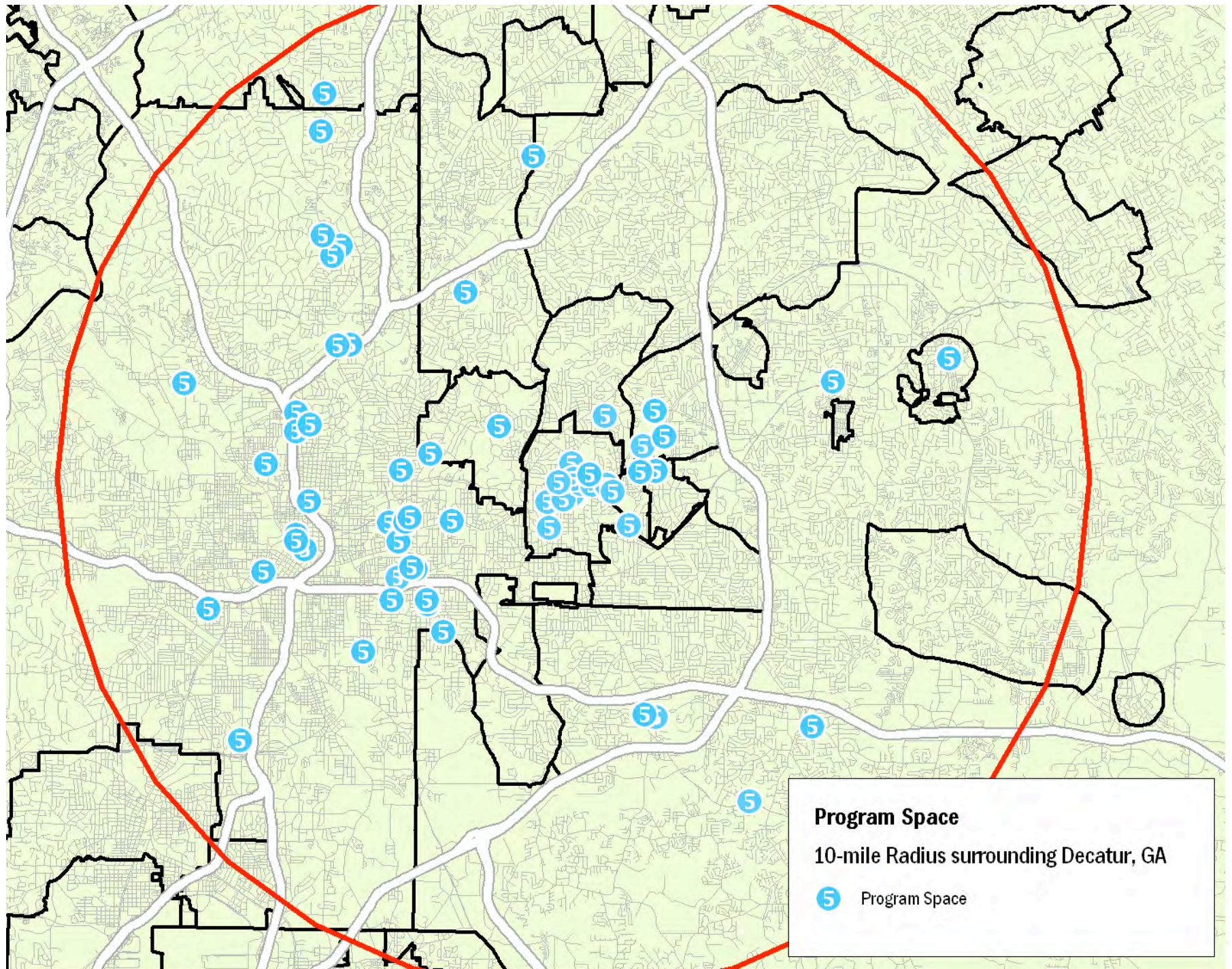
Name	Civic Pride	Wayfinding	Artistic Value	Entertainment/Fun	Community Gathering	Community Identity	Memorial
Public Art - City Hall							
Public Art - Recreation Center							
Public Art - Public Works							
Public Art - Fire Station #1							
Public Art - Fire Station #2							
Public Art - Police Station							
Celebration							
Valentine							
Thomas Jefferson							
Commodore Stephen Decatur							
Stephen DeCowtur							
ASC - Robert Frost							
ASC - DNA Mural							
ASC - Celestial Spheres							
ASC - Stained Glass Window							
ASC - Mother and Child							
ASC - Unknownwn Remembered Gate							
Public Art - McCain Library							
Public Art - Alston Campus Center (ASC)							
Public Art - Science Building							
Public Art - Evan Dining Hall							
Public Art - Main Hall							
Public Art - Bradley Observatory							
Public Art - Rebekah Scott Hall							
Public Art - Julia Thompson Smith Chapel							

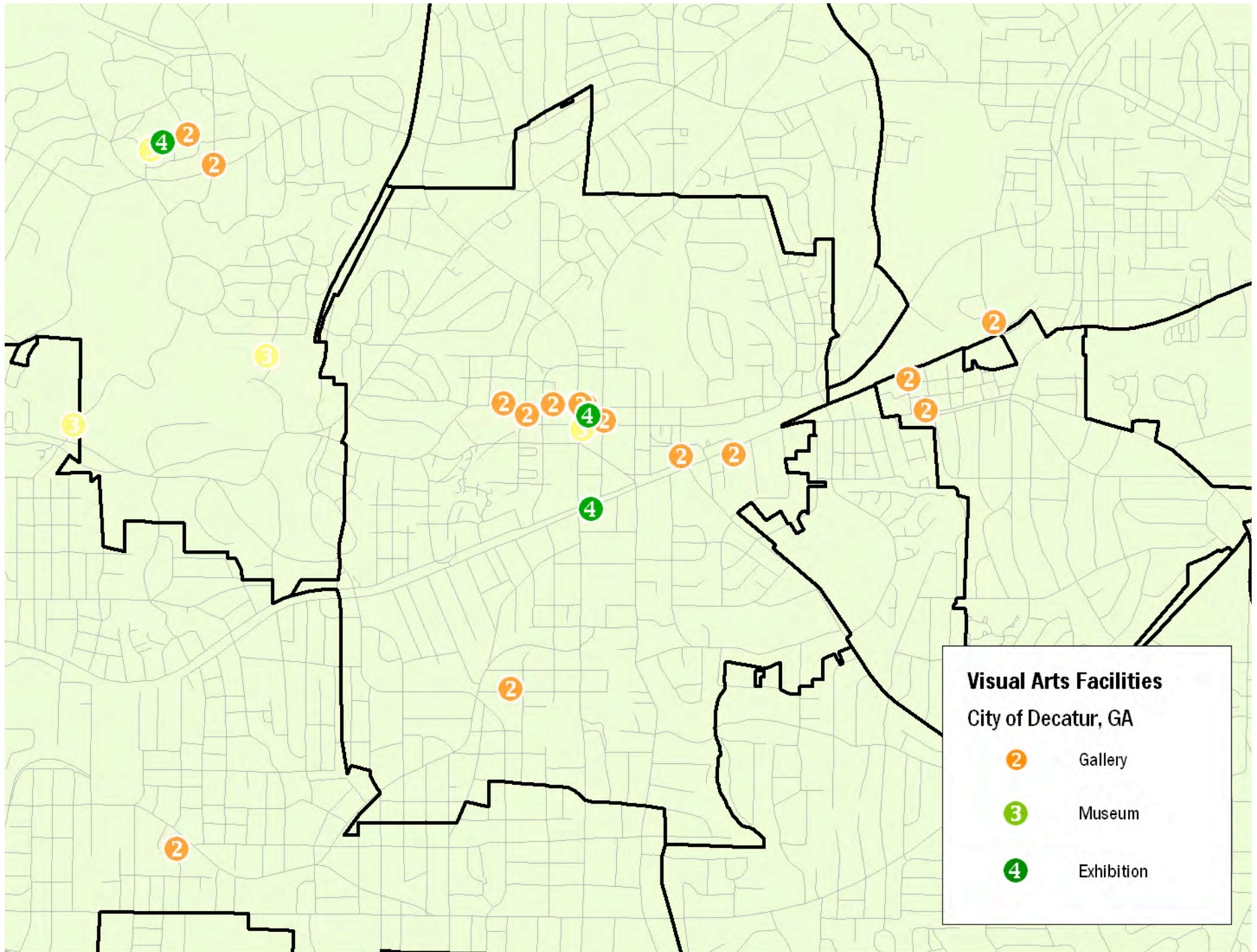
Appendix H: Inventory Maps

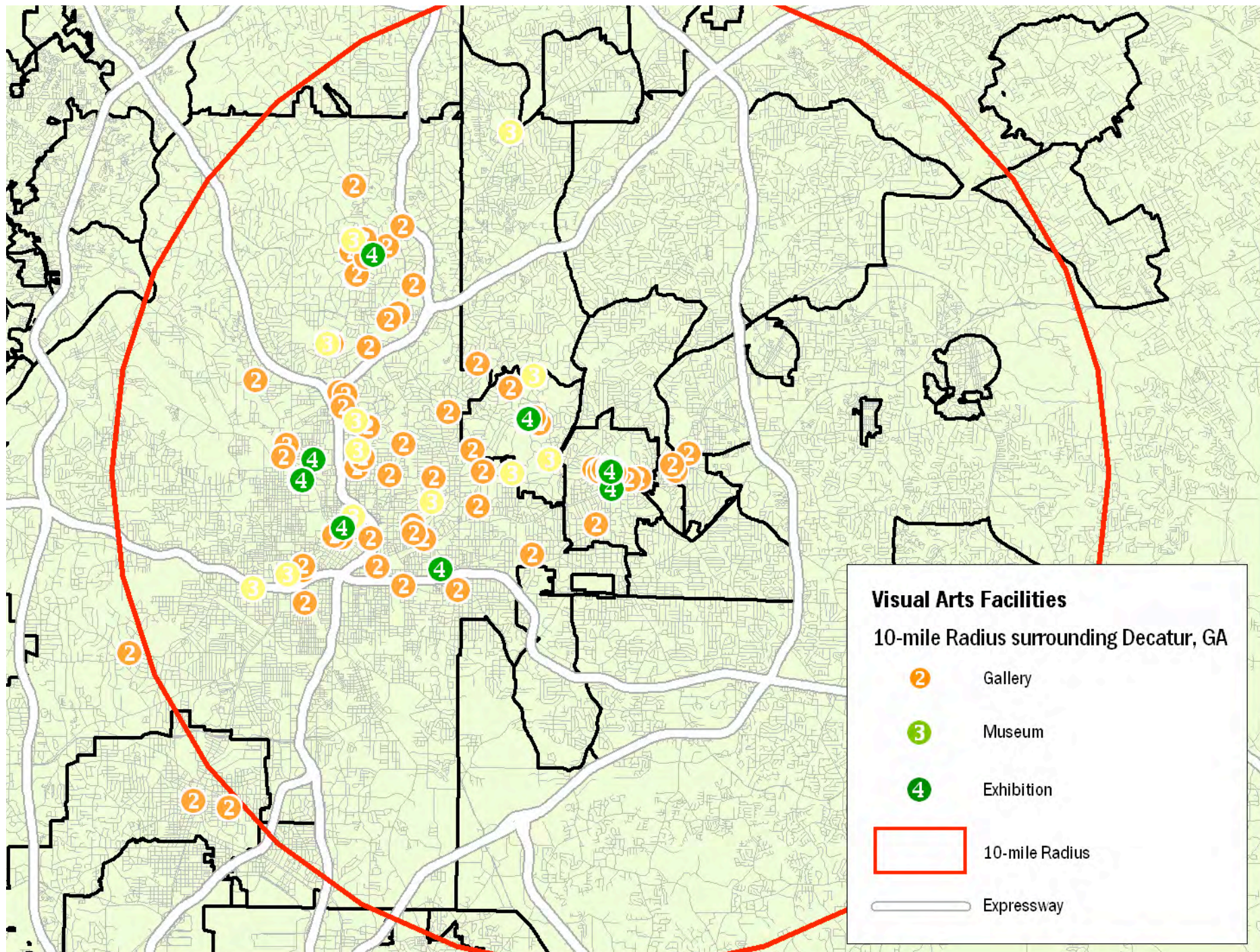


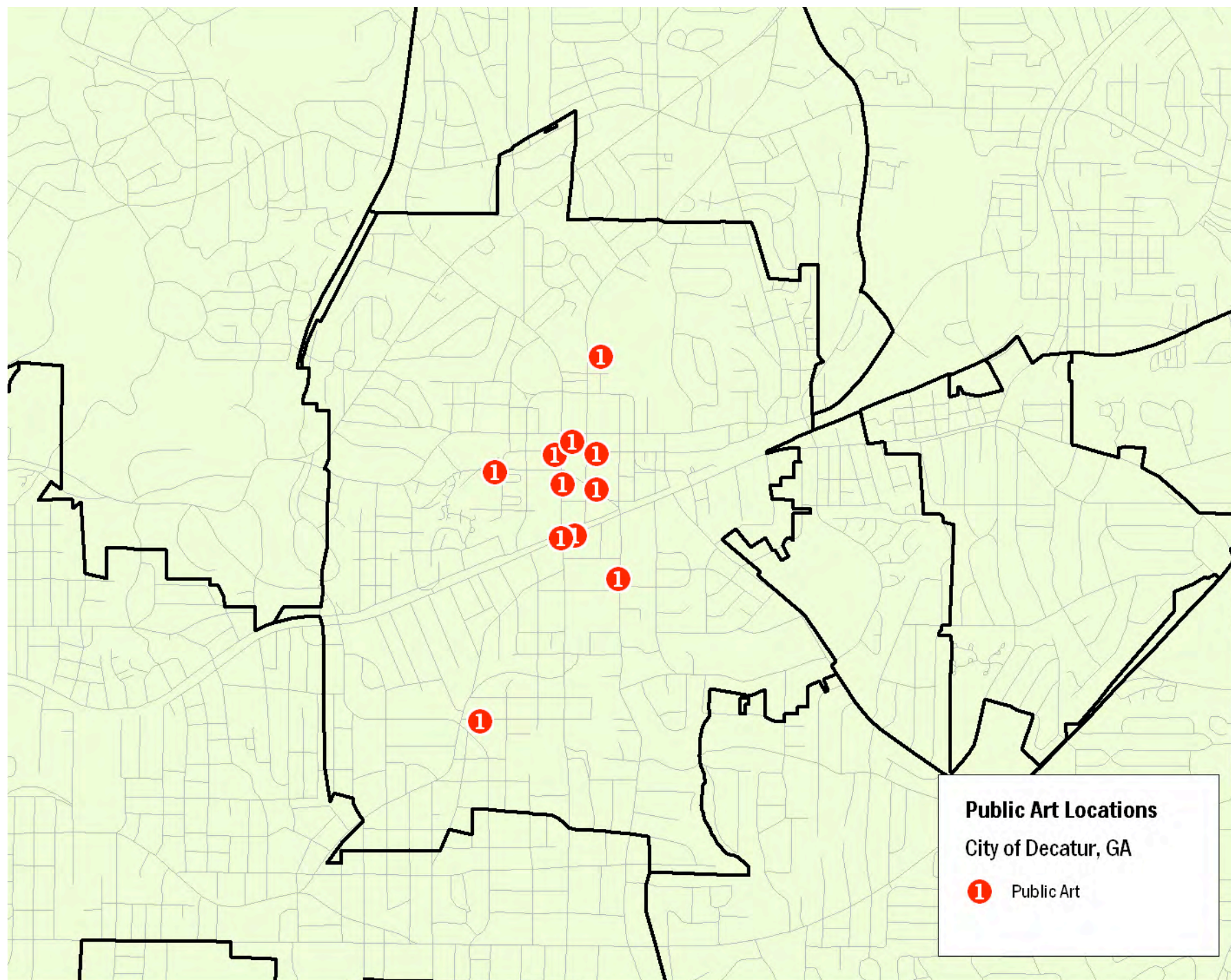


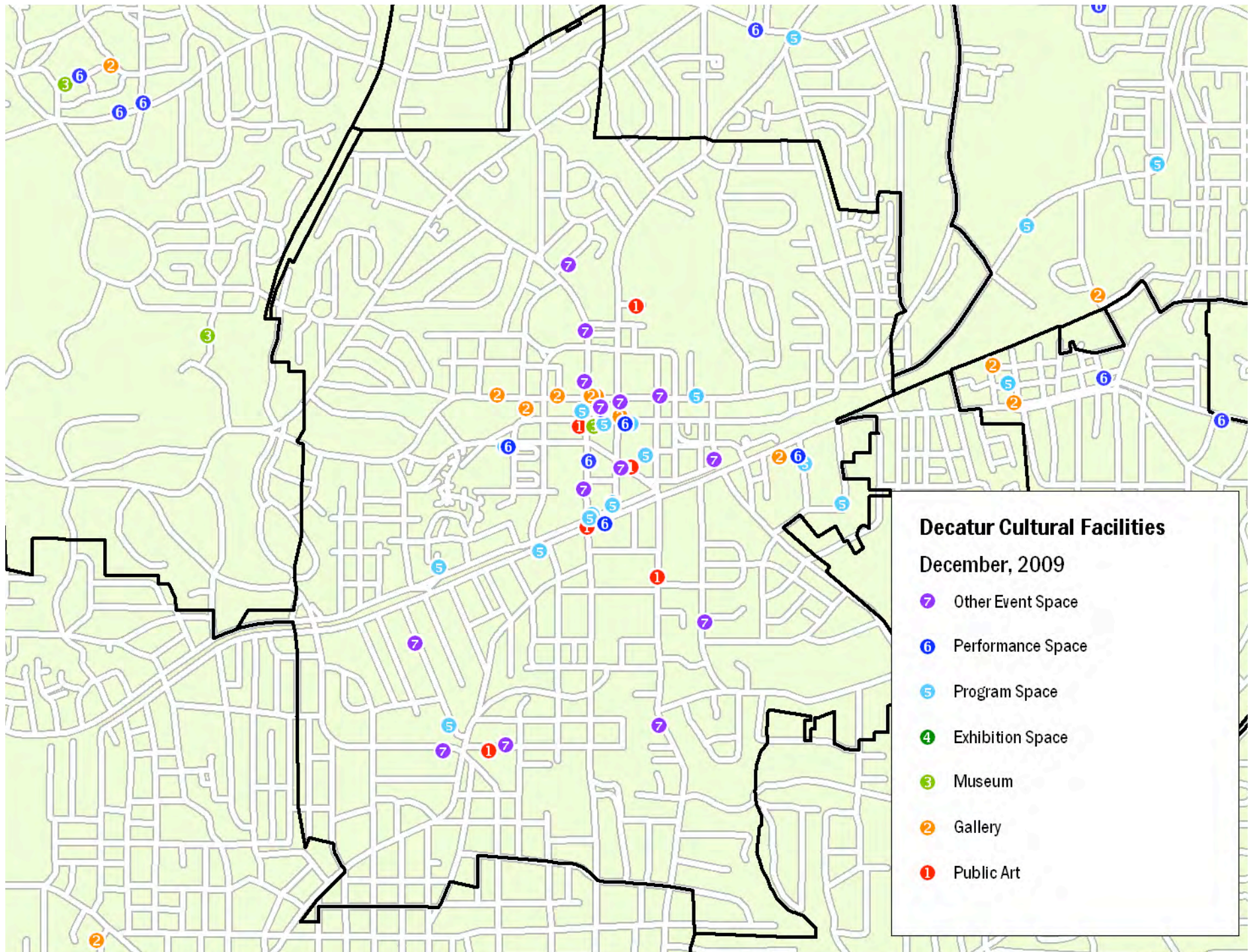












4. Summary of Public Input Process

Summary of Comments from Public Workshops and Stakeholder Interviews

The Cultural Arts Master Plan will incorporate the needs of citizens as well as the needs of cultural participants and the sponsoring partners who came together to sponsor the planning process. Public meetings were widely advertised through a host of different forums (see Appendix for invitation and e-blast messages). As such, public input was solicited in a variety of ways throughout this information-gathering stage of the process. These included:

Public Workshops

- Cultural Sector Open House, October 22, 2009
- Community-wide Public Input Session, November 18, 2009
- Performing Arts Cultural Sector Workshop, November 17, 2009
- Non-Performing Arts Cultural Sector Workshop, November 19, 2009
- Agnes Scott College Student/Staff/Faculty Input Session, December 2, 2009
- Decatur High School Student Input Session, December 1, 2009

Online Feedback

- Online Survey, December 7-19, 2009 (See Appendix for raw data results)
- Open City Hall, November 20-Ongoing, 2009 (See Appendix for raw data results)
- Multiple emails sent to Linda Harris, City of Decatur offering feedback on the process, the future of Decatur's cultural sector, citizen and artist needs.

Stakeholder Interviews

Stakeholder interviews were conducted with selected individuals throughout Decatur in an effort to understand present and future citywide trends and concerns. Prior to the start of every thirty minute interview, interviewees were guaranteed anonymity to ensure that their opinions could be expressed openly. Quotes from these interviews are incorporated into the summary below. Thus far, interviewees have included:

- Mayor Bill Floyd
- Phyllis Edwards, School Superintendent
- Jim Baskett, Mayor Pro Temp and wife, Mickey Baskett
- Eddie Owen, Owner of Eddie's Attic
- Peggy Merriss, City Manager
- Kathleen Banks Everett and Ron Banks, Decatur School of Ballet & Decatur City Dance

Summary of Public Input

Public sentiment from interviews, workshops, and public sessions can be categorized into three main themes: Existing Conditions, Artist & Community Needs, and Proposed Solutions.

Existing Conditions

Decatur embodies unique strengths

"Atlanta doesn't have the reputation for supporting arts [like Decatur]"
"The scale of the city works to our advantage"
"accessible"
"[We] pride ourselves on our diversity"
"Strong sense of place"
"Decatur has 'Paris' sidewalks"
"People love living here"
"Business in Decatur has a broad focus"
"Healthy for small businesses"

Agnes Scott College is a partner in Decatur's success

"Agnes Scott is opening itself to the community – works well"
"Agnes Scott has a lot of cultural things happening."
"Agnes Scott has come up with a seasonal theme for culture"
"New President has improved relationships with the City"
"Increase[d] communication with faculty and students" "under-utilized"
"Eddie's Attic partnership with Agnes Scott is exciting"

Public art enhances Decatur's identity

"City [perceived as] more open through public art"
"Opportunity for more public art at MARTA entrance, empty storefronts"
"[Enhances] walkability"
"Brings people together"

Artist and Community Needs

Consolidated marketing for cultural groups & events

"Public single source that communicates"
"It is presently difficult to share information"
"Art is happening haphazardly"
"[We want to] go to a newsletter [or a] website for [information.]"
"Presently, you have to know where the venues [are]"
Need for "cross-marketing, cultural arts calendar – what can I do on a certain night in the city?"
Example is Access Atlanta
Must have publicity "that you can't avoid"
We must "advertise the hub; advertise together"
"The Decatur Focus arrives late (4-7 days into the month) which doesn't allow for attending early events; nor does it give notice on what's upcoming."
Example: "Terrific Thursday/Downtown Decatur as "Mall-turnative"
Marketing should "attract [people to Decatur] as a constant destination and communication between artists"

"I find out about events through Facebook or [Agnes Scott] emails"

"Having a regular online calendar would be terrific, along with a revised web site for the city."

"How can we keep Agnes Scott students here on the weekends and attract Emory and Georgia Tech students here?"

"We don't know what's here"

Initiative to bring artists into schools

Opportunities exist for "afterschool [programs], intern opportunities with artists, could work across all disciplines"

Bring art to where people already are: schools, families, churches, the elderly

There should be a representative to serve as "outreach to schools, committees, network with other entities.."

"If the children can get the benefit of being mentored by folks, experience of what they have to offer. If the arts community can get active practical time [in schools], [participate in an] artist-in-residence programs, making a concerted effort to give to the schoolchildren who can pay for art classes."

Project Real goes into the middle school, but needs funding to expand into the high school. A good opportunity for showcasing.

The value of arts & culture needs to be quantified

Arts and culture needs to be quantified for the business community

"Please remember that cultural diversity is not an end unto itself."

A need exists for "awareness of the number of creative businesses that are creating art: pottery shops, creative printing stores..." DAA creative arts registry might be a solution.

"The arts enhance the quality of life for everyone, within the City and the surrounding communities. this is especially important during difficult times."

"What came first – the funding or the cultural arts? Show that there are cultural arts in the city in order to bring more funding for the city"

"Communities that invest to develop & maintain a thriving "arts scene" virtually always enjoy a healthy return on investment"

We can "get public support for the arts by bringing attention to what is happening"

"I would like for other businesses bring in cultural offerings if it is good for their business."

Arts advocacy is needed to "link arts with community needs and social benefit"

Need to "build political will...political buy-in"

Sustainable funding

Arts efforts "comes together when you bring in grants...examples: Pima and Birmingham"

The "city is in a good position to get grants so that you know where you are and where you want to go...city has been good about matching [grants]"

"DeKalb has defunded its arts community so anything in the city relying on funding is gone"

No funding to rent space

Decatur Education Foundation went private last year and is expanding beyond Decatur City Schools.

The City is good about providing "in-kind city services (police, trash, pick-up)"

We need city funding

"The Decatur business community is generally generous but less so in the current climate"

There should be a "City-sponsored annual internship to write grants"

Other funding opportunities include: NEA, the Georgia Council for the Arts, individual contracts, corporate sponsorships, the Decatur Business Association"

An opportunity exists for funding by "sponsoring gift cards at local businesses"

There is "no local funding"

"Public/private partnerships"

The "City stepped up for book festival"

Proposed Solutions

Creative Trust: organization for cultural groups & artists

There should be a "commerce of ideas – gathering multi-disciplines in one space"

"Amass a collection of creative trust of people"

"Everyone has a stake in being a part of a clearinghouse"

Need for shared spaces

Interest in the "ideal collaboration"

"We have many of the elements that are needed to have a fantastic arts "scene" here - many performing artists live here, and we have a number of fine facilities, but nothing is organized, and nobody's in charge!"

Decatur should continue its growth as a "cultural mecca"

Need for interconnectedness of artists with each other & community

"[Tenants of Beacon Hill Arts Center] want to stay together even though we can't currently collaborate. We want to pursue a community arts center plan. We were working toward that when the City asked us to step back and let this planning process take its course."

"DAA Board thinks festivals are creating arts support. They don't realize other options and don't understand shared resources and collaboration."

Need for structure to support the arts & artists

Currently there is a "fractured arts scene"

Beacon Hill "embodied the arts community of Decatur – theatre, artist studios – was the start of a central space that people could look for direction on the arts"

Need for partners, partnerships

Coordination among artists

Need for leadership: "an organizational hub; event coordinator that does more than festivals; help fund, support, and amass resources"

Partnerships between Agnes Scott events/initiatives and citywide initiatives/festivals

Create an Office of Cultural Affairs

Encourage film development through city office

New facility must follow need

Provide a space for more to happen and grow

Need for rehearsal hall with studios

Only city chorus has its own place

Need for a "hub structure"

"Caution: think about the greater good, not the individual entity. How can we best serve the people?"

"Our dance department [at Agnes Scott] is so small that they just can't give us everything we need; we'd like to work more on choreography, art of dance outside; there is [no off-campus performance space.]"

"What can we afford, and what do we really need? [We need to] be cognizant of factors that [we] may not understand or know"

[We] could end up with the biggest white elephant that no one will use and supporting it with our tax dollars"

Need for "one large building that houses areas for drama, dance, singing...various groups that could share its uses...something that is more community-oriented"

Currently, there is no place for activities like "a Latino group that might want to have something here, but doesn't have a place...or a older people that want to have a 'rock & roll dance.'"

There are "places for people to rehearse but not places for them to perform"

There are many pop-art shows in the vicinity..."many artists but not a place for them"

There is a need [from Agnes Scott students] for independent film venues.

Hesitant to put the city in competition with something like the Cobb Energy Center

This is a small community...the "city wouldn't have the resources to build without some sort of partner"

Need a space to find that critical mass

"Facilities at Agnes Scott don't meet needs or are hard to get into"

There is no place for dance performances

A space is needed to "be all things to all people"

Need for "multi-purpose theatre spaces"

Need for "space with 2 to 3 smaller stages; lobby for gathering; seating for 75-150 would be easier to fill"

A new resident group is needed/not needed

It is difficult to get theatre audiences and commensurate funding

There is "not a big theatre audience in Decatur"

"I would like to see more professional dance performances in the Atlanta area in general, but especially in Decatur."

"There has not been enough African American culture."

"The existing cultural programs are sufficient."

"A theatre in the right place would do well"

"A Shakespeare theatre want to move here but didn't have the money"

Need to offer "opportunities for non-profit performance companies to perform"

"There are many Decatur residents of diverse ethnic backgrounds involved in many activities (flamenco, salsa, drumming, martial arts, other dances, cooking, etc) who could contribute to spicing up some of the current festivals and cultural events here in Decatur."

A large program would bring more financial opportunities but "would poison/destroy the arts community"

"Looking for a big brand to come to the city"

"I believe our tax money would be better spent in other areas as I feel we have adequate cultural arts venues/events in the city."

"Enough with the family-friendly focus. Let's get more events for college kids and adults."

"As a member of the Atlanta theater community, I find it unfathomable that Decatur does not support or maintain a professional theater company."

More for teenagers and high school students

"What would be nice though would be a youth arts initiative."

"Why can't we do Skateraid all the time?"

Art lessons for teenagers are lacking in Decatur

"French theatre is always looking for a space"

Incubator for emerging artists

"Decatur is an incubator space"

"Our place might not be to have a Broadway play here, but our place is to have someone that will be on Broadway in 10 years."

"There has to be a feeder system"

"Decatur- Where Art is Made"

Should be "safe for emerging artists"

"Artists are indicating they may leave the community if the City takes BHAC away. Does the City have a responsibility to help artists find new space?"

Live/work cheaper spaces [are needed]

Best use of public facilities

"The vision for the Decatur High School auditorium is that it is a facility used by high school students, other students and events"

"[The DHS auditorium] is for the students"

"There are a lot of logistics that people need to understand [before the auditorium can be used by the public]"

There will need to be coordination and an appropriate fee structure for public use of the auditorium

"I would like to see us build on what has already been created and add cultural events at the new performing arts center at the high school."

Need a technical agreement [for the auditorium] that prioritizes first the high school students; then, other Decatur City Schools; and finally, citywide arts groups"

There is a "desire for the DHS space to be open to the community"

"DHS was a nightmare to use. Wanted us to load out every day. Use classrooms as dressing rooms but teachers were angry. No rental procedures."

"There should be a film festival in the high school stadium in the summer"

"There should be more arts events after school in the school for students"

January 19 and 20, 2010

Constituents: Citizens-at-Large, Young Professionals, Families w/ Children

Citizens-at-Large

Meeting 1: Individual Artists

- Opening “Hurray for Clay”—Opening in May
 - 5000 sq. ft.
 - Clay Studio for families
- Push/Push Theater—the heart of Decatur are people that are not going to be involved in this process
 - Amazing Jazz artist in the City
- “If you want to be an artist, don’t stay in Decatur”
 - Why? , Eco system isn’t there
 - Work with theatre Emory – and places of this caliber because they have the resources to take arts learning to the next level
 - There has to be some sustainable system of development

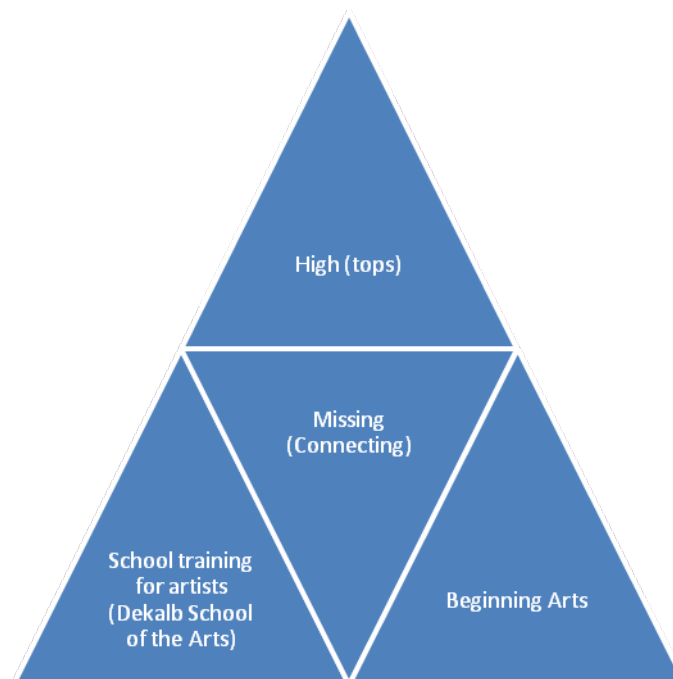
What we are proud of:

- Indigo girls—time when Decatur was known for the indie music scene
- DeKalb School of the Arts when you’re done, it’s time to move to another town, where you can get further growth

Opportunities:

- Internet makes it so that geography makes no difference
- Fulton—tax breaks for film, what about Dekalb? Decatur?
- Best system for the internet
- Most people thing of atl as tech provider but not content provider
- How about 30% tax break for people making films?
- Educational Attainment in Decatur is (perceived to be) a bit higher than a Cobb Cty, a bit more liberal
- Artists in the community that saw real productions
- Opportunity to see professionals outside of setting
- Opportunity to see Alvin Ailey do rehearsals
- 1-2 dancers from several dancers corporation
- Assist lighting person
- Push/Push Model
- Film division

- Brings people into one space
- Create something like that in a big way



- Solarium in Oakhurst is an example
 - Ex. Google= common eating facility, allows people to share ideas
- “How can a one person office create a place?”
- Decatur Arts Council—need to pull it all together and set goals
- Agnes Scott bring world-class performers & people
 - Publication of things that came out
 - Doesn’t look like an arts publication
- Looking for something that can help organize the artist
 - Cultural Bureau
 - Connecting globally
 - There is no way a kid 2 blocks away will attend

Where do I take my child to further their arts development w/o breaking my savings?

- Opportunity to identify young artist talent
- Divide because economic & racial
- Develop eco-system that helps the artists to develop their business
 - Finding opportunities to be self-sufficient
 - Creating a system for established artists to reach emerging artists
 - La Cultural Economy
 - Mn Crafts Artists
 - Give artist \$2,500 to do whatever
 - Part of the condition is that you have to provide service to the City
 - Training process for artists
 - Eddie's Guitar, needs a space to hold their classical guitar series
- Rental of DHS auditorium may end up being over \$4,000 with no parking
- Allen Pavilion @ Carter Center—150 seats/\$1,000
- Pace Magazine—published out of Decatur, brings together

Examples (MODA)

- Museum of Art & Design works with Whiz Kids , brings in artists to work with kids during an afterschool program
- Small talk (Push/Push)—work with afterschool kids of all ages on drama workshops, artists works
- Advertising
 - Flyers
 - Social Networking
 - Group classes @ building designed for younger folks
 - Appearance at festival
 - Decatur Cultural Festival, not one more festival
- Georgia Shakespeare Educational Challenge
- Ideal Arts for 2020
 - Sustainable eco-system
 - Person
 - Facility
 - Cultural festival
- Representing home-grown (organize) or arts scene
 - Dance
 - Theatre
- General Manager has to be multi-faceted

Need:

- Facility that we can all take advantage of without worrying about

- Theatre Decatur space on Trinity
 - Classes 6 days a week
 - Home school
 - Afterschool, Saturday, Camps
- Partnering
 - Theaters need space to rehearse, potential to use the black box space
 - Synchronicities, Push/Push, Building with Agnes Scott
- Creating a taskforce
 - Banner year in education was 2008, 2009 was not so great

Meeting 2: Meeting on Follow-up Work

Beacon Hill Arts Center

- “Separate but Equal School”—built in 1950’s
- First Herring School
 - Small gym
- Master Plan
 - Assessment of
 - SD
 - Cost estimate
- Spring board for adaptive re-use
 - Possibly reconstruction
 - Parts of the building flood
 - Redeveloping public housing property
 - Doing assessment of storm drainage, facilities
- Property is eligible for Nat’l Registry, few if only
 - Trinity won
 - 1986-87: Theater was added

Need:

1. Police station
2. Gym
 - a. Example: Alternate roots

Young Professionals

“We want Decatur to be the house for the arts”-President

- High school doesn’t have “fine arts”
- Walk-ability

- Decatur
 - Neighborhood Playhouse
 - Push/Push, Onstage Atlanta
 - Arts Festival
 - Eddie's Attic
 - Next tier of activity, nicer facility that Decatur does
 - Oakhurst Music, Solarium
 - No movie theatre
 - Galleries present
 - BBQ & Blues Festival
- Agnes Scott-Dana Fine Arts Nights
 - Little-known
 - Variety
 - Emory Schwartz Center
- If you're not an Alum, promotion fairly insular
- City of Decatur website
 - Focus promotes big events
 - Weekly arts recap Sheawn Vincent
 - Local blogs—Google blogs (Decatur Metro)
 - Creative Loafing
- Cultural Niche
 - Casual activities
 - If you're dressing up, you're leaving
 - Local artists
- Feel like the city is missing the audience
 - Not been a way of bringing people together
 - Southern food ways alliance
 - Need to have opportunities for diversity

Cultural Tourism

- Little 5 points
 - Elips & Luna
- Apache Café
- MJ
 - Ex. Decatur Social Club
- Beer Fest is drawing younger crowd
- Sweetwater Beer Fest was a diverse crowd
- Always music
- Castleberry Hill
- Themed nights, different groups gather to see what is going on, different nights

- Twain's—Tuesday night Jazz jam
- Dances on the square
 - Ex. Avondale
- Atlanta Jazz Festival
 - Reflection of variety
- Block parties, doesn't have the sports bar
 - Will bring college crowd
 - Big screen on square

Needs:

- Ex. Jazz Festival of New Orleans and Atlanta
- The Big Chill—got a bit outdated
- A place to dance
- Would like to know more
 - More ways to encourage
- Arts are accessed by a particular group & it does not entice
 - Not a dance performance
 - Sufficiently inclusive
- Race & Economic Status are confiscated
 - What will answer
- Summer Arts Camp
- Artists-in-Residents—families attending
- During special events—all bars are closed off from events
- Art appreciation model
- Local theatre
 - Children's Theater
 - Children's Symphony
- Community Events Section/Opportunities
 - #1 Resources to search for opportunities for cultural opportunities
- Need for readily available dance classes
- Culinary Arts/Public Arts
 - Need for a place to advertise this opportunity
 - Can the courthouse be that place?
 - Atlanta is a horrible place for public art
 - Decatur has a % for the art
- Public doesn't have a voice for the placement of the public art
 - Ex. Sandy Springs Arts in Open
 - Use this as an opportunity to promote

- If art is out and a regular
 - Square is vacant, 90% of the time
 - Events on the square during our workdays
 - Performance art on the square
 - Something special for Decatur residents
- Public space that could be storefronts using opportunities
- Start small with events every “Terrific Thursdays”
- Restrictions might be too tight for area on the square
- What is the square being used for?—Maximize programming on the square
 - Saturday nights in August & May
 - During the 1996 Olympics, ingrained in people’s minds as an events space
- Bandshells enclosed
 - Not an open space, need an opportunity
 - Open to see them perform around the town
 - Ballet schools
 - Would like demonstration events
 - Capoeira
- There are reasons that people picked Decatur
- How do you create the balance between hippie/uptight opportunities?
 - Consistently offering different opportunities on different nights
 - Monday: Sculpture, jazz
 - Tues: Capoeira
 - Do this in layers
- Artist in home studios/tours of homes
- No theater within walking distance of Courthouse
- Quick Pro Quo—have to do
- Ex. Washington Park—artist & food market

Families with Children

Vision for 2020

“Human Scale of Decatur is so great”–

“New emerging artist of all stages”

1. Come in the morning, go to arts camp
2. Have lunch
3. Tour the city’s public art
4. Tour artist’s studios
5. Theater
6. Dinner

7. Jazz Club/Gallery that stays open

- Critical mass of cultural arts and opportunities
- Decatur artists will get it and have it and they will be fine
 - Arts is not an economic divider, not for the moneyed set
 - “Launched a mission to bring arts engagement to all”
- Not to have to go out of Decatur to experience fine art—juried show
- More of a community of arts available to grown
- More focus on arts in schools, more open spaces
- See arts because more of a regular part of life is in the city
 - People experience arts all the time
 - “Come to Decatur to experience arts”
- Saturday market like Portland
 - Diverse and promotes arts
- Active arts council that develops and promotes arts
- Incubator of arts of all kinds, like a broader definition of arts you get diversity
 - People want to come to Decatur to show off
 - Challenges the city to look beyond its own boundaries
- Every day you walk across, you see people sitting out painting
 - Love for city to look at theaters
 - Translated, affordable
 - Want Decatur to be a city for artists to live and work
- Should be a destination
 - Where art lives, plays and is enjoyed
 - Marta Station voices all that the city can be without the mural
 - Expect more when you come out
 - Mural paints a picture of Decatur lifestyle that can be brought to life
- Everyday something going on in square
 - Mime, drawing, people out
 - Maybe bringing people out
- Square is never dark & uninviting
 - Need landscape
 - Make area more pedestrian friendly
- Community where artists can flourish
 - Supported by business
- Changing the mentality of what it takes to create art
- Communication/Well advertised arts opportunities
- City Gallery that supports local artists
- Become a city that makes the festival irrelevant

- Diverse celebrations
- Tourism

Meeting 4

Recommendations:

1. Arts Partnership that convenes to address the “big ideas” for the arts communities
 - a. Facilitating opportunities
 - b. Funding
2. Reconfigured Arts Alliance
3. Brokerage with images
4. 5 year update of Master Plan
5. Programs & Communications to drive cultural tourism and the positions for Decatur as place of emerging artists & arts

Agnes Scott

1. Developing scenarios
2. Get info on demand that exists on campus
 - a. Are there things that we are?
 - b. Porter Sanford III Performing Arts Center

Cultural Arts Master Plan

What cultural offerings in Decatur are you most proud of? Which offerings have you participated in? What would you like to see in the future? Did you attend a public input session?

Public Comments as of April 1, 2010, 12:56 PM

www.PeakDemocracy.com/410



Cultural Arts Master Plan

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Introduction

The City of Decatur has begun an intense process to solicit citizen opinion about present and future citywide cultural initiatives. Recommendations will ultimately be submitted as part of a Cultural Master Plan. The first Public Input Session was held at City Hall on Wednesday, November 17. Citizens were asked what cultural offerings they have participated in and are most proud of, what is missing, and what opportunities exist for the future.

For those citizens who were not present at the Public Input Session and those who wanted to provide additional input, please let us know your thoughts:

Q: What cultural offerings in Decatur have you participated in over the past year? (Including festivals, performances, cinemas, community/neighborhood events)

Q: What cultural offerings are you most proud of?

Q: Are there any additional cultural opportunities you would like to see in the future?

Q: Did you attend a public input session?

Thank you for helping us formulate our Cultural Arts Master Plan.

Cultural Arts Master Plan

What cultural offerings in Decatur are you most proud of? Which offerings have you participated in? What would you like to see in the future? Did you attend a public input session?

As of April 1, 2010, 12:56 PM, this forum had:

Attendees:	217
Participants:	19
Minutes of Public Comment:	57

As with any public comment process, participation in Decatur Forums is voluntary. The statements in this record are not necessarily a representative sample of the whole population.

Cultural Arts Master Plan

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All Statements

Nell Ruby in Decatur

January 23, 2010, 7:47 AM

As we nourish and encourage the arts, we nourish and encourage our community. Those elements that are necessary for growth (that we would want for our children, and the children within the grown ups) exist in creative expression. Art keeps us interested, thoughtful, reflective, active, in dialogue, original and attractive.

A first-rate mid-size performance venue will not only make excellent use of our existing local and regional artist community, but will attract exciting performers (and audience!) from outside of our area. The benefits to the community are enormous. Such a structure isn't insular, but expansive. It does not merely serve our immediate community in terms of performing and viewing performance, but it also provides a destination for non-Decatur patrons, who like to spend money on things other than "the show" when they make the effort to come in to town. (i.e. good for the city's income). Designing and building a flexible performance arts structure symbolizes Decatur's core value: we are a city dedicated to the idea of living a QUALITY life. A quality life includes encouraging the vibrant expression of human faculties. Hamlet's point:

What a piece of work is a man, how noble in reason, how infinite in faculties, in form and moving how express and admirable, in action how like an angel, in apprehension how like a god!

Marti Keller in Decatur

January 22, 2010, 2:01 PM

My absolute favorites are the book festival and the arts festival. The book festival especially is a marker event for us- showing off the literate and literary distinctiveness and wealth of this small town. And then the offerings of the Georgia Center for the Book. I have attended most of these and have been a volunteer for the book festival since its inception.

I did not attend an input session but as a poet, essayist and creative journalist since I was a young girl, I would encourage special attention to the voices of women of all ages through open mic readings, workshops, blogs, chapbooks, etc.

As the mother of a young adult filmmaker and artist, I would like to see ways to lift these talents up through small grants and festivals aimed at this demographic.

As an almost elder, I would encourage the same for our demographic. We boomers will be seeking opportunities to contribute culturally as individuals and as a group.

Finally, as the parent of a Decatur High grad (he actually was in the school system from the age of 6), please buck the trend toward academic basics by continuing to provide and fund cultural arts classes and programs.

I would not have survived public school without them, nor would my child, who is now a film production student in graduate school.

Judy Parady in Decatur

www.PeakDemocracy.com/410

Cultural Arts Master Plan

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January 22, 2010, 12:26 PM

Those who think that the arts provide a luxury experience that is unaffordable when the economy is slow should look at the facts.

Today's Atlanta Business Chronicle has an article that summarizes the economic gain from the arts.

<http://atlanta.bizjournals.com/atlanta/stories/2010/01/25/story5.html>

This is just the latest in many studies and reviews that show income from the arts being equal to, or exceeding income from sports.

Here in Decatur we have a unique advantage over most other metro communities in that MARTA runs through the middle of town. If we created a venue for arts experiences we would have a regular flow of out-of-town visitors and business people from downtown Atlanta. Many business people never rent a car. They take MARTA from the airport, or use a hotel shuttle to get downtown. After one night /day they have seen pretty much all that downtown has to offer and actively seek out other easy to access experiences.

The best way for us to help pay for the luxury of living in Decatur is to get other people to spend their money here. We are leaving money in the pockets of countless people who come here for dinner, then leave because there is nothing else for them.

Semi-anonymous in Decatur

December 9, 2009, 12:02 AM

We go to literally all of the festivals and events in town - it's wonderful to have so many community experiences and I think each and every one has been important and hope to see them continue! What would be nice though would be a youth arts initiative. We have awesome studios in the area that my little family devotes most of our free income to participate in, but wouldn't it be wonderful if our city could offer a city youth orchestra, choir, jazz band, clubs and troupes for drama, poetry, dance, fine arts - some of these things are occasionally available through the rec center for short periods, but it would be so much nicer to have these as real city institutions.

Mixed age offerings for 2 year olds up to high school seniors. It would be wonderful for the kids to have their own arts community that they could grow with over the years and would be a great foundation for future programs. The older kids could work with the head instructors then turn around and teach the littlest participants - it's a format that works for pretty much every discipline. It saves time and money for the professionals and city while concurrently providing a constant activity and community for the older kids. Such a win/win situation, I can't imagine why we wouldn't do something like this!

Semi-anonymous in Decatur

December 8, 2009, 6:26 PM

The City of Decatur has several respected and well-attended festivals (Arts Festival, Book Festival, etc.), but I can't see that much is being done to support/encourage "the arts" on a day-in, day-out basis. People who say, "Don't do anything for cultural arts until the economy improves" are being very short-sighted. Communities that invest to develop & maintain a thriving "arts scene" virtually always enjoy a healthy return on investment, as the arts attract patrons into downtown areas (who then spend money at other establishments) and even play a major role in attracting new industries. Here in Decatur, we have very little financial or

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organizational support for "the arts" as a regular component of daily life and our economy (versus serving as the reason for another festival). This is particularly true when you compare Decatur to other similarly-sized suburbs (Marietta, Lawrenceville, Canton, Roswell, Sandy Springs) that are doing MUCH more. We have many of the elements that are needed to have a fantastic arts "scene" here - many performing artists live here, and we have a number of fine facilities, but nothing is organized, and nobody's in charge! In a classic display of bass-ackwardness, they spent a zillion dollars and built that really nice theatre at Decatur High School "to support the students in performing arts programs," but they apparently don't have any money budgeted to actually HAVE performing arts classes to use the facility? I would like to see the city schools committed to excellence in its performing arts programs; city assistance in organizing and publicizing the artists who live and (want to) work here; and while I enjoy the "concerts on the square" as much as anyone - let's face it, does anyone even listen to the music at all? It's a cocktail party! Nothing against that, but I wish that we also had some classical/chamber music and other kinds of performances where the audience actually listens!

Semi-anonymous in Decatur

December 7, 2009, 10:50 PM

Festivals are fantastic assets for the city. Yet those who say we have enough aren't must have missed the fact that three galleries and other smaller visual arts venues have disappeared in the past year. It is sad that we are content to rest on our laurels when we've allowed this to happen. Yes, times are tough, but it is our responsibility to be looking ahead. We need to have a road map for the years ahead.

dj metz outside of Decatur

December 7, 2009, 4:43 PM

I can only hope that the musical talents of our churches will be included in the cultural master plan. I've heard many outstanding performances at Decatur First Baptist, Decatur First Methodist, and Oakhurst Baptist. Decatur's religious institutions should be a vital part of any cultural description of the city.

Mark Yeager in Decatur

December 6, 2009, 2:34 PM

Twains has a superb jazz night Tuesdays.

I participate whenever I can. I would like to see that continue and I would like for other businesses bring in cultural offerings if it is good for their business. I did not attend a public input session. At most input sessions I've attended, folks want the city government to provide them with whatever is too expensive to provide for themselves. Thanks for the opportunity to respond but why do City personnel need to be involved in spending tax rev on cultural planning when it seems to be doing OK all by itself?

Semi-anonymous in Decatur

December 6, 2009, 9:53 AM

The existing cultural programs are sufficient. The Arts Festival, concerts, and private venues provide adequate opportunities. The COD should be considering where to best spend our tax dollars to provide the greatest payback to the citizens. Cancel the Master Plan until such time as Decatur has the considered a plan that leverages all of the surrounding opportunities, not just within the City limits.

Semi-anonymous in Decatur

December 5, 2009, 7:29 AM

Cultural Arts Master Plan

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All Statements

One of the great attractions of the City of Decatur is its support of the arts and cultural activities in general. The arts enhance the quality of life for everyone, within the City and the surrounding communities. this is especially important during difficult times. Most offerings are very reasonably priced and family friendly. Decatur should continue to build on what it has already accomplished. I would love to see a volunteer community chamber music organization.

Annie Archbold in Decatur

December 3, 2009, 8:03 PM

Our city is extremely supportive of festivals and outdoor music venues. We do have a number of activities in and around Decatur. Having a regular online calendar would be terrific, along with a revised web site for the city. The Decatur monthly that comes to households could also have an enhanced arts calendar section as well as featuring a monthly feature on our local artist. An arts council would also be helpful.

A Archbold
Decatur

Rene Iverson in Decatur

November 28, 2009, 11:13 PM

I feel the current economic situation does warrant caution with regard to any new projects. Who has decided we need more at this time?

Semi-anonymous in Decatur

November 27, 2009, 8:17 AM

I believe the city already has great amount of cultural arts. There was a post that mentioned lack of theatre, but we have a great theatre here in Decatur in East Decatur Station called the Push Push Theatre. There is great music at Eddie's Attic. And the city provides amazing book and arts festivals. I believe our tax money would be better spent in other areas as I feel we have adequate cultural arts venues/events in the city. If economic conditions were better then I would say differently.

Semi-anonymous outside of Decatur

November 25, 2009, 1:38 PM

The Decatur Arts Festival is definitely something to be proud of, as well as the Decatur Book Festival. As a member of the Atlanta theater community, I find it unfathomable that Decatur does not support or maintain a professional theater company. If there was a performing arts theater in downtown Decatur (with managed parking), it could be the "cultural hub" of the city. The new one at the high school is beautiful, but what performing arts companies/troupes are going to use it to perform shows and bring in the community?

Aaron Marks in Decatur

November 24, 2009, 10:32 PM

I am very proud of CSD's art scene, yet I think if the City can provide stipends, space, (free rent or space to artists in downtown Decatur?), or other incentives for more artists to live, work, and participate in Decatur the better we all would be...

Semi-anonymous in Decatur

November 24, 2009, 8:59 PM

Due to the poor economic state this aspect of Decatur life should be put on hold. Focus on green living, safety, schools, etc. now. When our finances gain strength, revisit culture in Decatur.

Cultural Arts Master Plan

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lindsey mann in Decatur

November 24, 2009, 10:17 AM

I think Decatur already does an excellent job at extending cultural arts into the community. I am continually amazed by the amount of public activities in various sectors happening throughout the year.

Hiring local artists to add 'flavor' to the community, with murals or sculpture or store fronts would be nice to see.

Also, I am interested in seeing more of a focus towards green living and making our city sustainable. Local, secure food sources, green building practices, and waste reduction being some imp ways to become a leading green community

Semi-anonymous outside of Decatur

November 23, 2009, 7:38 PM

In the future, I would like to see any change in cultural arts programs that will reduce my INSANE Decatur City property taxes.

Bill Woolf in Decatur

November 23, 2009, 7:36 PM

I am most proud of the Decatur Arts Festival and the Decatur/AJC Book Festival. I have participated in both of these, in addition to events at Agnes Scott, concerts on the Square, and events at local galleries. I would like to see us build on what has already been created and add cultural events at the new performing arts center at the high school. I did not attend a public input session.
