

“A Report on the Cultural Arts Community in and near Johns Creek, Georgia”

July 21, 2017

CULTURAL
ARTS ALLIANCE
at JOHNS CREEK



artsalliancejc.org

Prepared for the Cultural Arts Alliance at Johns Creek by the
Johns Creek Visual and Performing Arts Center Task Force

ACKNOWLEDGEMENTS

The members of the Johns Creek Visual and Performing Arts Center Task force gratefully acknowledge the support and cooperation of the Cultural Arts Alliance at Johns Creek. Without their excellent leadership, this report would not have been possible. We also want to express our gratitude to the Arts and Culture Board of the City of Johns Creek for their valuable input, particularly in making the Concept Review available to us as a part of this report. And special thanks to Johns Creek Mayor, Mike Bodker for his encouragement.

As Chairman of the Task Force I am deeply indebted to my colleagues, Kamini Anand, Ron Cioffi, Joan Compton, Stephanie Donaldson, Nathan Frank, Kitty Garrison, Shelley Grames, Scott Kallish, Lyman Louis, Shelby Marzen, Deanna Maust, Stuart Miller, Anthony Rodriguez, Sissy Saffel and Doug Russ for their advice, generosity and tireless efforts in creating this report. And we are all indebted to Traci Wood who prepared summaries of meetings and aided in the preparation of this report.

*J. Wayne Baughman, Chairman
Johns Creek Visual and Performing Arts Center Task Force*

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SUMMARY

A 16-member task force made up of Johns Creek area professionals in cultural arts, finance and business began meeting in January, 2017. Its primary purpose was to define the cultural arts community in and near Johns Creek, describe its activities, identify participants and audiences served, and make recommendations regarding appropriate facilities to be built in Johns Creek that would better serve the needs of students, visual and performing artists, their audiences and the entire community.

The work of the task force was organized into categories by artistic discipline resulting in the formation of nine sub-committees. Surveys for businesses and civic organizations, dance companies and schools, music performing groups and theater organizations were developed and administration of these surveys began in late April. A community input survey was also created and was administered in late-May through mid-July.

Approximately 60% of arts organizations receiving the survey information responded, while 521 individuals responded to the Community Input Survey. The Johns Creek Arts Center also conducted independent research which is reflected in this report.

The data collected revealed many interesting facts about the cultural arts community in and near Johns Creek. Here are a few highlights:

- 61.29% of responding arts organizations must use performance venues outside the City of Johns Creek.
- More than 2,000 performers entertain nearly 100,000 patrons per year.
- 62.5% of the responding organizations rate their current performance venue as “Average” or “Below Average.”
- 11 dance organizations paid \$310,500 in rental fees for rehearsal and performance space last year. More than 75% of those fees went to venue owners outside the City of Johns Creek.
- The majority of the arts organizations are older than the City of Johns Creek and employ 321 instructors, stage directors, professional performers, choreographers and conductors.
- 87.5% of responding organizations are “Extremely Interested” or “Very Interested” in using the proposed new facilities, with more than 250 performances anticipated during the first season of operation.
- Several of those organizations are interested in “Resident Company” status, which would give much needed financial stability to the new center.
- The Johns Creek Arts Center serves approximately 11,000 people each year through a comprehensive program executed by a full-time staff of five and 45 part-time instructors. The Arts Center enjoys an overall 90+% satisfaction rating among its 324 member-families, 1,200+ summer camp attendees and hundreds of patrons who annually visit the center.
- The Arts Center currently operates at capacity in a 6,000-square foot facility. The need is for more than twice the current space to meet demand for existing programs.

Business and civic organizations, though not the focus of our data gathering, are enthusiastic about the possibility of a flexible meeting space for seminars, banquets and a variety of business related gatherings. Hotels managers in Johns Creek report that they frequently turn people away who are needing space which is not available at their hotels or at the local country clubs.

The Johns Creek Convention and Visitors Bureau would certainly benefit from having its marketing materials available in a community gathering place such as a cultural arts center.

The Community Input Survey supplied a wealth of information regarding citizen attitudes and interests. Here are a few statistics gained from the 521 responses.

- More than 95% believe a new cultural arts venue would improve the quality of life, boost the local economy and increase the feeling of community in the city.
- Respondents spent \$1,300,000 last year attending arts events; 60% of that money was spent outside Johns Creek.
- Approximately 82% of respondents indicated they would be willing to donate toward the cost of building a cultural arts center.

The data clearly indicates that Johns Creek is in need of dedicated cultural arts facilities to meet the needs of its outstanding arts organizations and its residents. This report contains recommendations for a concert hall a mid-sized theater, a visual arts education facility and more. The cultural arts community in Johns Creek is mature, well-established and very successful financially and artistically. It is the belief of the task force that new, dedicated facilities are needed to give our arts organizations appropriate rehearsal, performance and teaching space, and improve the possibility for continued growth.

This report should be a valuable tool in helping the entire Johns Creek community in planning and building an exceptional cultural arts facility which will help shape the character of this great young city for generations to come.

Arts Alliance authorization; sub-committee relationship

The Cultural Arts Alliance at Johns Creek authorized creation of a visual and performing arts center *task force* in November, 2016. J. Wayne Baughman, Music Director of the Johns Creek Symphony Orchestra, was asked to organize the *task force* as a sub-committee of the Arts Alliance. More than two dozen community leaders were asked to submit nominees for the *task force*. Sixteen of more than thirty individuals nominated accepted the challenge and began meeting in January, 2017.

Task Force Personnel List (including area of expertise and professional affiliation)

- **Kamini Anand, architecture:** Architect with Robertson, Loia, Roof Architects and Engineers, vice-chair of the Johns Creek Arts and Culture Board.
- **J. Wayne Baughman (Chairman), music/arts administration:** Founder of JCSO (2007), music professional in Johns Creek community since 1988. Performing arts venue *hobbyist*.
- **Ron Cioffi, visual arts/music:** Co-founder of Arts-on-the-Creek, member of Arts and Culture Board, Georgia Piedmont Youth Orchestra Board of Directors, avid supporter of cultural arts.
- **Joan Compton, arts and culture advocate,** member of Fulton County Arts Council and Vice-President of Cultural Arts Alliance at Johns Creek.
- **Stephanie Donaldson, visual arts:** Registrar for Johns Creek Arts Center.
- **Nathan Frank, music:** Founder/Director of Johns Creek Chorale, Director of Music and Worship at JCUMC (current go-to performance venue for Johns Creek).
- **Kitty Garrison, dance:** Co-founder and Executive Director of North Atlanta Dance Academy & North Atlanta Dance Theater.
- **Shelley Grames, dance:** Artistic Director and Board Member of Atlanta Dance Theater.
- **I. Scott Kallish, visual arts/finance:** Managing Partner Financial Partners Johns Creek, LLC and NEXT Financial Group, President & Fund Raiser for Arts-on-the-Creek and Chair of the Johns Creek Public Art Board.
- **Lyman Louis, music:** Founder/President of Georgia Piedmont Youth Orchestra, JCSO Board of Directors, served as Director of Operations for Arts-on-the-Creek.
- **Shelby Marzen, marketing:** Executive Director of Johns Creek Convention and Visitors Bureau, owner of Shelby Marzen Marketing and Design.
- **Deanna Maust, visual arts/design:** Chair of the Johns Creek Arts and Culture Board
- **Stuart Miller, visual arts/arts administration:** Executive Director of the Johns Creek Arts Center.
- **Anthony Rodriguez, theater:** Co-founder/Producing Artistic Director Aurora Theatre, Chair of the Gwinnett Chamber of Commerce, Member of the National Steering Committee for the Latinx Theatre Commons and he works closely with the ARC's arts initiatives and leadership program.
- **Colombia "Sissy" Saffel, visual arts:** Co-President - Johns Creek Arts Center Guild, works with Studio 16 and is a patron of the Johns Creek and Kudzu Arts Centers.
- **Douglas A. Russ, business/finance/music:** Past President of Johns Creek Chamber of Commerce, Managing Partner of Premier Logistics Partners, JCSO Board of Directors.

The purpose of the task force is to expand and build on the work already done by the City of Johns Creek Arts and Culture Board (see APPENDIX C of this report). More specifically:

- Identify existing cultural arts organizations and businesses in and near Johns Creek.
- Describe the activities and programs of these entities, including numbers of active participants and audiences.
- Determine how these activities and programs would benefit from a dedicated cultural arts complex.
- Identify additional potential users of the proposed facilities.
- Refine the existing concept descriptions and provide detailed specifications for meeting the needs of potential "resident companies" and other users.
- Develop a list of appropriate spaces for performance, teaching, rehearsing, administration, etc.
- Prepare a FINAL REPORT that will be used to support funding efforts, negotiate potential cooperative agreements, apply for foundation grants and awards and to inform the public.

Structure, procedures, etc.

The task force was conceived and has operated as an independent body charged with limited responsibility to perform a certain task, then produce a final report. Sub-committees within the 16-member task force representing the different artistic disciplines and study areas were formed. These committees included the following:

- Arts Related Businesses/Non-Resident Users
- Communications
- Community Input
- CVB/Visitor Center
- Dance
- Data Gathering/Project Planning
- Music
- Theater
- Visual arts

Data Gathering Methods and Procedures

Seventy Johns Creek businesses and arts organizations were invited to complete surveys designed to gain insight into the organizations' current activities, numbers of participants, audience numbers, current facilities used for teaching, performing and carrying out their respective missions. A limited amount of financial information was also requested. The surveys were conducted from mid-May until mid-July, 2017.

Data was gathered by administering five discipline-specific surveys using GOOGLE FORMS as a platform. This allowed the use of many variations among the questions asked and allowed for an unlimited number of responses. The nearly 60% of organizations and businesses responding to the survey fall into the following categories:

- Businesses and civic organizations (8)
- Dance studios and companies (11)
- Music (16)
- Theater (5)
- Visual Arts (Johns Creek Arts Center)

The Data and Resulting Implications

The following information, including several tables, provides a concise statistical representation of the very acute need for a cultural arts complex within the City of Johns Creek that will meet the current and ever-increasing needs of its arts community and the entire population of greater Johns Creek.

A Summary of Dance, Music and Theater Data

Profit vs Non-Profit					
	Dance	Music	Theater	Total	
For-Profit	8	1	2	11	34.38%
Non-Profit	3	11	2	16	50.00%
Other	0	4	1	5	15.63%
Total	11	16	5	32	100.00%

Location of Primary Performance Venue					
	Dance	Music	Theater	Total	
Inside JC	0	10	2	12	38.71%
Outside JC	11	6	2	19	61.29%
Total	11	16	4	31	100.00%

Average Number of Performances per Season			
	Dance	Music	Theater
Range	2-10	2-30	4-120

Average Number of Participants per Performance			
	Dance	Music	Theater
Range	40-260	3-200	10-60

Average Attendance per Performance			
	Dance	Music	Theater
Range	350-650	100-1500	200-1200

Seating Capacity of Current Performance Venue			
	Dance	Music	Theater
Range	450-702	100-2200	200-3000

Current Venue Rating					
	Dance	Music	Theater	Total	
Exceptional	1	0	0	1	3.13%
Above Average	4	7	0	11	34.38%
Average	5	8	3	16	50.00%
Below Average	1	1	2	4	12.50%
Total	11	16	5	32	100.00%

Rent Paid per Performance			
	Dance	Music	Theater
Range	\$1,200-\$5,000	\$0-\$2,000	\$3,000-\$24,000

The rental data was very difficult to measure due primarily to the wide variety of pricing methods used by venue owners. One number that stood out is that eleven dance organizations paid more than \$310,000 in rental fees during the 2016-17 season. The range for music and theater organizations was \$0.00 to more than \$3,000 per show. More than 75% of these rental fees were paid to use venues outside the City of Johns Creek.

Number of Years Active in Johns Creek (the range is 1 – 38)

	Dance	Music	Theater	Total
1 – 10	1	9	2	12
10+	6	7	3	16

Numbers of Faculty and Staff Employed

	Dance	Music	Theater	Total
Full Time	10	67	23	100
Part Time	53	96	72	221

Approximate Annual Budget for Non-Profit Entities			
	Dance	Music	Theater
Range	\$120,000-\$150,000	\$0-\$140,000	\$300,000-\$1,000,000

The range of non-profit annual budgets was very wide making a realistic average impractical. The data indicated a high level of financial stability in all organizations.

Level of Interest in JCV PAC						
	Dance	Music	Theater	Bus/Comm	Total	
Extremely Interested	11	8	4	3	26	65.00%
Very Interested	0	6	0	3	9	22.50%
Somewhat Interested	0	1	1	0	2	5.00%
None	0	1	0	2	3	7.50%
	11	16	5	8	40	100.00%

Expected Performances in 2019-20 Season			
Dance	Music	Theater	Total
42	54	166	262

Interest in resident company status		
Dance	Music	Theater
100.00%	64.00%	80.00%

The prospect of having several performing arts organizations and the Johns Creek Arts Center as “resident companies” of the center dramatically increases the probability for long-term stability and growth. Having 4-6 resident companies ready to “move in” on day-one is similar to having a family waiting for their house to be completed rather than a contractor building a house in hopes of selling it to a yet-to-be-identified family.

Additional Information from Surveys

Additional information regarding anticipated types of performances, events and amenities is located in APPENDIX C.

Johns Creek Arts Center: An Overview

The Johns Creek Arts Center’s primary purpose is to engage the public in the creation and enjoyment of art. This goal is achieved through an extensive programming schedule that includes classes, workshops, lectures, and festivals. The Center is busy with these activities six days a week from morning until evening. Participation in these programs has grown steadily over the years to the point that, today, the arts center facility is no longer of adequate size to accommodate the demand for its services.

10 Quick Facts

1. Founded in 1996 as the Warsaw-Ocee Arts Center. In 2007, the arts center moved to its current location on Abbotts Bridge Road and changed its name to the Johns Creek Arts Center.
2. This year JCAC activities will see more than 11,000 participants.
3. The arts center has five full-time staff and a roster of forty-five instructors
4. JCAC’s 2017 Annual Budget is \$742,000
5. Currently the Center has 324 household members
6. The Center offers programming that teaches a broad range of artistic media. The Center facility features one of the best equipped ceramic studios in north metro Atlanta.

7. JCAC has the most camp offerings (72) and second most active class schedule (140+ annually) of any visual arts center in Georgia.
8. In addition to programs offered at the arts center facility, JCAC also offers more than 100 programs annually at eleven other venues in partnership with a variety of non-profit partners.
9. The JCAC Gallery displays exhibitions that showcase local and regional artists. In 2017 the Center will mount seven exhibits that feature the work of more than 250 artists.
10. JCAC presents offsite exhibitions displayed in four different area venues (Johns Creek City Hall, Emory Johns Creek Hospital, Park Place senior center, and the Johns Creek Chamber of Commerce)

Survey Results

JCAC routinely surveys program participants to gauge the quality of their experience and also to learn about what activities they would like to see offered. Over the past year we received survey responses from 415 individuals including adult students, parents of youth students, and exhibit attendees. Additionally, Center staff also solicits input from exhibiting artists and visitors.

Class surveys – 91% of participants rate JCAC classes as either “Excellent” or “Very Good.” In the past three years enrollment for youth classes has increased 18% and adult classes have grown by 15%.

Camp surveys – A recent survey of parents of 2017 summer camp participants found that 93% rated camps as either “Excellent” or “Very Good.” In the past three years, camp participation has grown nearly 20% and summer camps now see more than 1,200 registrants annually.

Surveys also provide the arts center with suggestions related to possible new programs and desires for changes to the facility.

Most requested suggestions related to facility

- Better parking. The parking lot is too small.
- Needs more prominent signage along road.
- A selling gallery/gift shop to sell works by local artists
- An outdoor area for *plein aire* painting
- Space for children to play during summer camp
- A café
- Larger ceramic studio to accommodate more classes
- A “real” exhibition space dedicated to display of art
- Studios for resident artists or for artists to rent

New Programs (most requested)

- Photography with lab
- Woodworking
- Glass blowing

- Digital illustration
- 3-D modeling
- Quilting
- More activities for young adults (Millennials)
- Videography
- Ceramics with gas and raku kilns
- Traveling exhibitions like the ones toured by the Smithsonian

Addressing Program Needs

Comments and suggestions from students and the general public are recorded and discussed by staff. When possible, suggestions for new programs are acted on. Many of the programs desired by the public require customized instructional spaces. Another limitation is that the arts center facility is almost completely booked with classes already. The Center faces a pressing need for more space to meet the needs and interests of the community.

Future facility needs and program directions are addressed by the JCAC Board of Directors in its new long-range plan that was adopted in March 2017. In order to meet the current and project demand for JCAC programs, the facility needs to at least double in size to allow for additional instruction spaces and exhibition areas.

Businesses and Civic Organizations

Although the focus of the task force was primarily on the arts community some input was sought from a limited number of businesses and civic organizations. Respondents in this category expressed a very strong interest in having some type of large meeting space as a part of the cultural arts center. Hotels, often have to turn away business because their facilities are inadequate.

Non-Resident Users and Touring Shows

In an affluent community like Johns Creek many of its citizens travel to venues outside the city to attend a wide variety of live entertainment events ranging from a James Taylor concert to the Royal Winnipeg Ballet to an Eagles concert. The existence of a sizable, well-equipped performance venue in the City of Johns Creek would mean that such events could take place here, giving Johns Creek residents more convenient live entertainment options and dramatically increasing the economic viability of our facilities.

Additionally, local performing arts organizations in neighboring communities would likely find Johns Creek's *exceptional* facilities much more attractive than the facilities they currently use. With an adequate facility Johns Creek could also host a variety of festivals, competitions, educational workshops, clinics and seminars in all areas of the visual and performing arts.

The Convention and Visitors Bureau

As a potential major gathering place for the greater Johns Creek community as well as an attraction for non-residents, any future cultural arts center would logically be a natural home for some sort of Convention and Visitors Bureau presence. This could be as small as a kiosk in a lobby or as large as an office suite with an information display area for visitors.

Community Input Survey

On May 26, a Community Input Survey was launched using GOOGLE FORMS to gain important information from the citizens in and near Johns Creek. In addition to being posted on the Arts alliance website, a link to the survey was distributed through social media, print and online news media and a variety of networking within neighborhood organizations. Individuals were asked to submit their responses anonymously. The survey closed on July 19 with a total of 521 responses. The results are shown in the following tables.

Resident of Johns Creek	
	Yes
	No
	59.10%
	40.90%

Age Category					
	60+	51-60	41-50	31-40	Under 30
	32.60%	25.40%	27.50%	8.20%	6.30%

Improvement to quality of life	
	Yes
	No
	97.60%
	2.40%

Increase in business	
	Yes
	No
	93.60%
	6.40%

Increase in the community “feel”	
	Yes
	No
	96.90%
	3.10%

Number of family members involved in artistic or cultural pursuits		
	1	2
	39.40%	29.50%
		3 or more
		31.10%

Frequency of attendance at cultural arts events	
3-6 times a year	48.10%
Once a month	34.20%
Once a week	12.60%
Once a year	5.10%

Average amount of money spent when attending event (including tickets, dining out, transportation, lodging, etc.)	
\$100-249	51.10%
\$250-499	21.80%
Less than \$100	19.80%
\$500+	7.30%

Would you donate to support building a cultural arts center?		
	Yes	No
	81.3%	18.7%

Recommended Components of Cultural Arts Center

Based on data gathered from the existing Johns Creek cultural arts community, the task force recommendation calls for a single building or complex of buildings that would include

- a large concert hall designed primarily for dance and music productions
- a mid-size theater for drama, musical theater and opera
- visual arts education and exhibit space for the Johns Creek Arts Center
- a banquet/meeting facility with a commercial kitchen
- appropriate additional amenities and spaces (rehearsal rooms, classrooms, studios, dressing rooms, administrative offices, etc.)

Appendix B contains a list of most of the principal spaces that are needed to adequately meet the needs of the Johns Creek cultural arts community now and in the future. The list is for information purposes and should not be considered comprehensive.

Cost Considerations

In a project of this magnitude many factors contribute to the total cost. Aside from the usual elements of any building project, performance, rehearsal and exhibit spaces have their own unique factors which make cost models significantly more complex. Therefore, this report will not attempt to arrive at a total cost estimate.

The Task Force has gathered information from a variety of reliable sources which has proved to be helpful in estimating a *per square foot* construction cost for facilities similar to those we are proposing that will meet the needs of the cultural arts community. Taking into account several unknowns, such as land acquisition, pre-

construction and potential infrastructure costs, quality level of building materials and amenities, etc., the current range of costs to build a multi-discipline, multi-venue cultural arts center is \$450.00 - \$750.00 per square foot.

Conclusions

Even for the very enthusiastic 16-member Task Force, the results of our data gathering were astounding. We discovered that Johns Creek has a rich, diverse and thriving cultural arts community (see APPENDIX A) that is doing wonderful work in the areas of performing arts, visual arts, arts education and cultural heritage. We often hear, “Build it and they will come.” Our arts community’s *mantra* could very well be, “We’re already here, help us build a home.” While many other communities are wondering who will use their new venues, Johns Creek arts organizations are poised to produce more than 200 performances and shows within the first year of existence of the proposed facilities.

The Johns Creek Arts Center, long-recognized as one of the true “gems” of visual arts education in the state and region, will likely be the number one occupant of the proposed facilities with a need for more than twice its current studio, classroom, exhibit and administrative space.

The number of dance, music and theater productions anticipated could create scheduling issues and make it difficult for touring shows to get on the schedule. The possibility of the Georgia Ensemble Theater and CYT becoming full or part-time resident companies increases the probability that the proposed complex will need not only a large performance hall, but a mid-sized theater more specifically designed to accommodate productions of drama, musical theater and opera.

From a purely economic perspective, it doesn’t make sense for Johns Creek performing arts organizations to continue spending substantial amounts of money outside the city. As an example, the eleven dance organizations responding to the survey indicated they spent **\$310,500.00** last year to rent space for rehearsals and performances outside of Johns Creek. And that doesn’t take into account the thousands spent by families on dining out, transportation, etc.

Information from our surveys indicates that respondents spent more than **\$1,300,000.00** last year as cultural arts participants and attendees. Approximately 60% of the spending was outside the City of Johns Creek. The reason is simply the lack of access to appropriate facilities in our city.

“Be the exception” is the tag line used in Johns Creek to indicate our collective desire as a community to be outstanding in all walks of life. The creation of an *exceptional* cultural arts community has already happened and it is thriving. Now it’s time to expand this tradition of excellence by creating *exceptional* facilities that meet our needs.

Disclaimer

This FINAL REPORT, while not scientific nor produced by a professional data-gathering organization, does, however, in our opinion, present accurate, current information that contributes *hard facts* to our community conversation and ultimately answers the question, “What facilities do we need to better serve our cultural arts community and our citizens?”

APPENDIX A

What constitutes the greater Johns Creek arts community? (a partial list)

- Arts Related Businesses
 - Axtel Entertainment (The Moxie Band)
 - The Music Hutch
 - Music Matters
 - School of Rock
- Dance
 - Atlanta Dance Theater
 - Atlanta Professional Dance Academy
 - Chambers Performing Arts
 - Susan Chambers Dance Company
 - Fleetwood Dance Theater
 - FootNotes Dance & Acrobatics Studio
 - Metropolitan Ballet Theatre
 - North Atlanta Dance Academy/Theater
 - Samyuktam Natya Academy
 - Sawnee School of Ballet
 - The Still Pointe Dance Studios
 -
- Local/Regional History
 - Johns Creek Historical Society
 - Autrey Mill Nature Preserve & Heritage Center
- Music
 - Atlanta Wind Symphony
 - Atlanta Youth Orchestra
 - Chopin Society of Atlanta
 - Georgia Piedmont Youth Orchestra
 - Johns Creek Chorale
 - Johns Creek Recreation and Parks
 - Johns Creek Symphony Orchestra
 - Many high school orchestras, bands and choruses
- Theater
 - Centennial High School
 - Christian Youth Theater
 - Georgia Ensemble Theater
 - Performers' Warehouse
- Visual Arts
 - Arts on the Creek
 - Johns Creek Arts Center
 - Johns Creek Arts Festival

APPENDIX B		Principal Components		
Component	Description	Comments		
PERFORMING ARTS SPACES				
Large Concert Hall	1,200 - 1,500 seats	Dance and music performances		
Proscenium Stage	Minimum 50' opening	Proscenium allows greater flexibility		
Production Office	Adjacent to stage			
Equipment Storage	Adjacent to stage	Risers, acoustical shells, chairs, etc.		
Orchestra Pit	Lift	Audience seating when not in use		
2 Large "Ensemble" Dressing Rooms	Concert Hall	With toilets		
4-6 Small Dressing Rooms	Concert Hall			
Green Room	Concert Hall			
Large Music/Dance Rehearsal/Flex Space	Multiple uses			
Mid-Size Theater				
Proscenium Stage	Minimum 35' opening			
Production Office	Adjacent to stage			
Equipment Storage	Adjacent to stage			
Scenery Shop	Adjacent to stage	Near Loading Dock		
Orchestra Pit	Fixed			
2 Large "Ensemble" Dressing Rooms	Theater	With toilets		
4-6 Small Dressing Rooms	Theater			
Green Room	Theater			
Large Drama/Dance Rehearsal/Flex Space	Multiple uses			
Black Box Theater/Flex Space	100 - 125 flexible seating	Multiple uses		
Administrative Offices/Conference Room	4-6 spaces			
Foyer	Access to LCH and MST	Potential gallery/social event space		
Box Office	To serve LCH and MST			
Concession Areas	To serve LCH and MST			
Restaurant/Bistro/Coffee Shop		Foyer and outside entrances		
Corridors, restrooms, storage, etc.				
VISUAL ARTS SPACES				
Johns Creek Arts Center				
8-10 Classrooms and Studios	Instruction/Creation spaces	The JCAC serves a learning		
Lobby/Gallery/Media Room	Exhibits, receptions, etc.	community of nearly 350 families		
Office/Administrative/Faculty Support	Reception, JCAC admin.	with a total number of individuals		
Storage/Mechanical		served per year of more than		
Kilns		11,000		
Corridors/Restrooms, etc.				
BANQUET HALL/FLEX MEETING SPACE				
Banquet Hall/Large Meeting Room	Capacity of 150 - 500	Dividable into 2 - 4 spaces		
Commercial Kitchen				

APPENDIX B (CONTINUED)

BANQUET HALL/FLEX MEETING SPACE				
Lobby/Vending Area				
Restrooms/Storage				

APPENDIX C – Additional Information from Surveys

Types of Events likely to be presented by performing organizations		
Dance		
	Dance recital	81.82%
	Fully staged ballet with live music	54.55%
	Mixed performing arts presentation (dance/music, dance/drama, etc.)	54.55%
	Dance festival/competition	27.27%
	Fully staged ballet with live music	18.18%
Music		
	Orchestra concert	62.50%
	Multiple ensemble concert (band/chorus, orchestra, chorus, etc.)	43.75%
	Choral concert	37.50%
	Invitational music festival/concert	37.50%
	Chamber music recital	37.50%
	Bank concert	31.25%
	Piano (solo) recital	25.00%
	District or regional honors concert	18.75%
	Opera/Broadway production	18.75%
	Variety musical show	12.50%
	Rock concert	6.25%
Theater		
	Opera/Broadway musical productions	80.00%
	Plays (non-musical)	40.00%
	District/Regional drama competitions/festivals	20.00%
Amenities Useful to Performances and Meetings		
Dance		
	Dressing rooms	100.00%
	Special stage flooring	90.91%
	Refreshment concessions	90.91%
	Box office	90.91%
	Recording capabilities (video and audio)	81.82%
	Grand piano	45.45%
	Orchestra pit	36.36%
	Concert grand piano	36.36%
	Fly space to use backdrops, adequate for licensed Broadway shows	27.27%

Amenities Useful to Performances and Meetings		
Dance (continued)		
	Sound system with Broadway quality mic/headsets	9.09%
	Scenic studio for construction of sets	9.09%
	Seating 1200 would be perfect for all kinds of shows	9.09%
	Tables for flowers and boutiques	9.09%
	Area for gift and raffle tables etc.	9.09%
	Dressing rooms on the same floor with the stage	9.09%
Music		
	Acoustical shell	100.00%
	Refreshment concessions	81.25%
	Dressing rooms	75.00%
	Band/orchestra music stands	75.00%
	Wenger band/orchestra chairs	75.00%
	Recording capabilities (studio and "in house")	75.00%
	Grand piano	62.50%
	Box office	50.00%
	Orchestra pit	43.75%
	Concert grand piano	43.75%
	Band/Orchestra risers	37.50%
	Standing chorus risers	31.25%
	Studio (upright) piano	25.00%
	Seated chorus risers	12.50%
Theater		
	Dressing rooms	100.00%
	Refreshment concessions	100.00%
	Box office	100.00%
	High quality theatrical lighting	100.00%
	Studio (upright) piano	60.00%
	Scenery shop	60.00%
	Grand piano	40.00%
	Band/orchestra music stands	20.00%
	Recording capabilities (studio and "in house")	20.00%
Businesses and Community Organizations		
	Small/Medium conference room (capacity up to 100 "conference style")	50.00%
	Gallery/Reception Space; /gathering space lobby	50.00%

Businesses and Community Organizations (continued)		
	Large conference room (capacity 250 "conference style")	37.50%
	Dining/banquet facility (capacity up to 500)	62.50%
	Access to high-quality audio-visual, internet, wi-fi, etc.	62.50%
	Small/Medium conference room (capacity up to 500 "theater style")	0.00%
	Large conference room (capacity 1,000 "theater style")	0.00%
	Large well-equipped commercial kitchen	37.50%
	Small/medium "presentation" stage	25.00%
	Performance Hall (seating for 1,000+)	12.50%
	Dance floor	0.00%
	Self-serve vending (snacks/drinks)	0.00%
Preferred components of a Cultural Arts Center		
	Performance Hall (music, theater and dance)	94.40%
	Visual Arts Center (exhibition and education)	69.30%
	Historical Museum	47.30%
	Sculpture Garden	42.00%
	Flexible Meeting & Banquet Hall	23.20%
Types of Events likely to be attended		
	Music	92.50%
	Theater	86.40%
	Art Exhibits	72.10%
	Dance	64.80%
	Other Cultural Events	49.30%
Funding method appropriate for building		
	Private/public partnership	82.20%
	Majority private funding	27.30%
	Majority public funding	17.30%
	Private only funding	10.00%
	Public only funding	4.90%

APPENDIX D – Arts and Culture Board Presentation

In March of 2016 the City of Johns Creek Arts and Culture Board presented the following at a City Council meeting. The presentation represents an important milestone in the community's ongoing effort to meet the needs of its cultural arts community. The complete presentation is printed here.