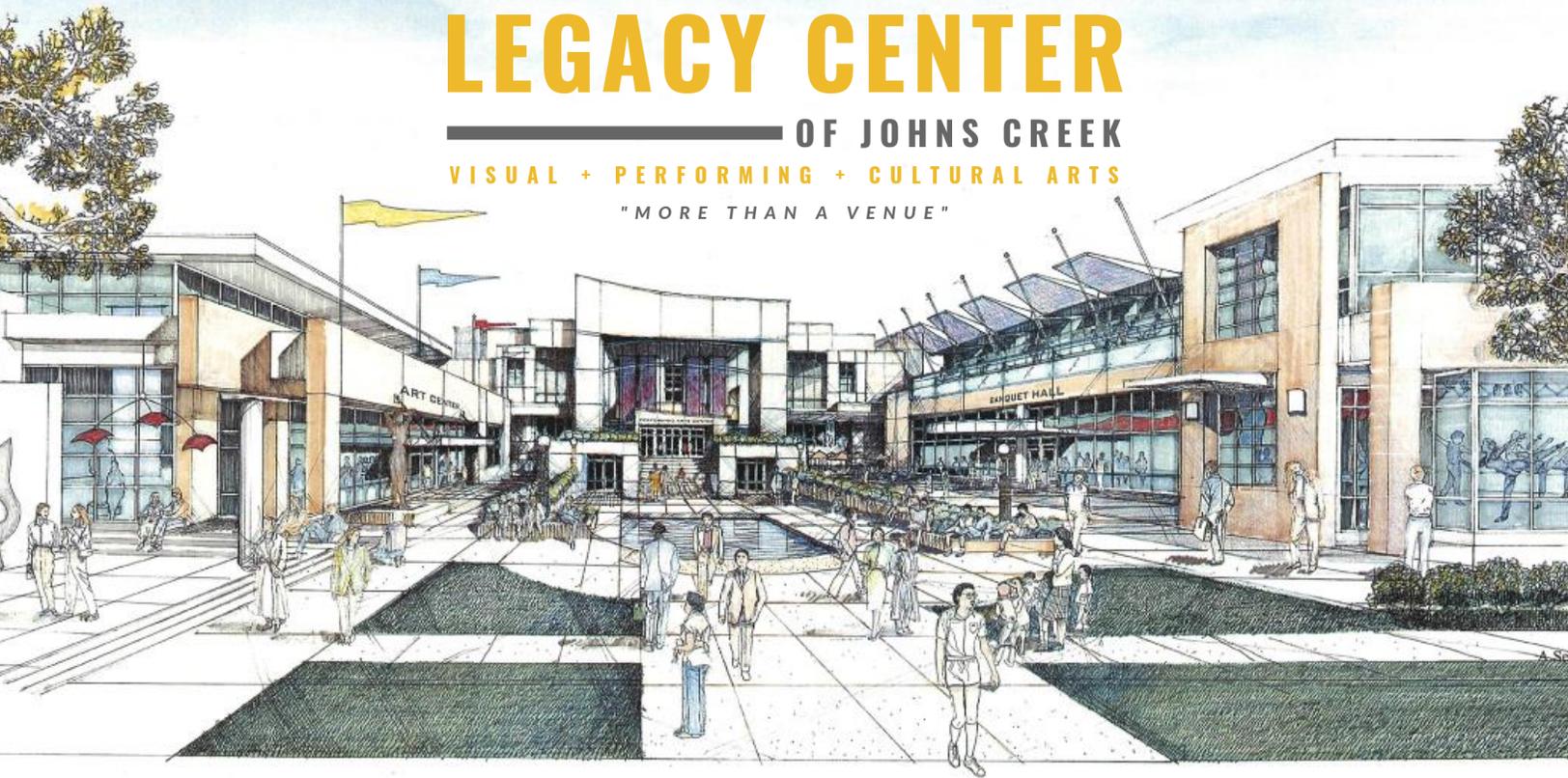


THE
LEGACY CENTER
OF JOHNS CREEK
VISUAL + PERFORMING + CULTURAL ARTS
"MORE THAN A VENUE"



PROSPECTUS

October 2019

HISTORY & BACKGROUND

Johns Creek is a special place. In the few years since its incorporation, it has become the home of a culturally diverse, highly educated, and affluent community. Many of its residents choose to live in Johns Creek because of its excellent schools and the breadth of its offerings in the visual and performing arts. By the last count, more than 44 arts organizations contribute to Johns Creek's quality of life. Thousands of residents, from children of school age to active adults, participate in some form of artistic activity, whether attending concerts, participating and exhibiting in local art shows and educational programs, or performing in orchestral, choral, or dance organizations. The arts play an essential part in what makes Johns Creek a uniquely rich and vibrant place to live and work.

With its growing and evolving arts community, it is no wonder that the need for appropriate facilities for all this activity has outgrown the supply in Johns Creek. The Johns Creek Arts Center's need for additional space to house its many programs has reached a crisis point. At the same time, too many of Johns Creek's performing arts organizations—including music and dance ensembles such as the Johns Creek Symphony Orchestra and The North Atlanta Dance Academy -- are forced to leave Johns Creek to find adequate venues for practice and performance. For example, estimates indicate that approximately 2,000 Johns Creek residents perform for a combined audience of over 100,000 in any one year. Sixty percent of those performances take place outside Johns Creek because of the lack of adequate facilities here.

The creation of a visual and performing arts center in Johns Creek could also become a community gathering place and an important new economic resource. Having such a facility would retain the estimated \$1,200,000 currently spent on practice and performance facilities outside Johns Creek. Also, performances and arts exhibitions by local and non-local organizations will generate at least \$2,100,000 in estimated annual direct spending in the community by visitors and concert-goers who patronize local restaurants, lodging, and retail outlets.

In 2017, a subcommittee of the Cultural Arts Alliance at Johns Creek – the Johns Creek Visual + Performing Arts Task Force – was formed to study the cultural arts community in the greater Johns Creek area. The Task Force surveyed approximately 70 businesses and arts organizations about their needs and the size of the demand for a new facility for the visual and the performing arts. The survey confirmed the need for such a facility. Responding organizations indicated that they were “extremely interested” or “very interested” in using a new performance facility in Johns Creek, anticipating more than 250 performances during the first season of operation.

Based on the results of this survey, the task force recommended creating a facility that includes the following:

- A concert hall for music and dance
- A mid-sized theater for drama, musical theater, and opera
- A visual arts education and exhibition facility
- A banquet/meeting facility with a commercial-grade kitchen
- Areas for rehearsal, classrooms, studios, dressing rooms and administrative offices
- Outdoor gathering spaces

In response to this outpouring of support for a new facility exclusively dedicated to the arts, the Johns Creek Convention and Visitor's Bureau procured funds to commission a professional feasibility study to develop recommendations for the kind of facility that would best meet the need. In late 2018, Webb Management Services completed a detailed analysis of the current environment for the arts in Johns Creek and specific suggestions related to the design, management, and operation and location of a new Cultural Arts Center, as follows:

- High levels of educational attainment and household income in Johns Creek and its 15-mile radius indicate a strong propensity to support the arts.
- The Johns Creek Arts Center has outgrown its current space and is now developing new programs and initiatives at other facilities off-site. The new facility should include a new home for the Center and its programs.
- From the perspective of the performing arts, the facility inventories suggest that there are several gaps in the market that a new performing arts facility could fill. A new venue for the performing arts in Johns Creek could be activated by a mix of music, dance, theatre, and presented programs.
- The creation of a new center for the visual and performing arts is in line with a number of community goals and the City's comprehensive plan that could help propel other initiatives related to economic development, health and wellness, corporate recruitment, and workforce retention.
- The site for such a facility should be as close as possible to the center of Johns Creek to maximize the number and variety of programs to be offered.

With the completion of the report, the Johns Creek City Council passed a resolution that endorsed the concept of a Cultural Arts Center as a project "important to the future of Johns Creek." Also, the Fulton County Board of Commissioners allocated funds to allow the hiring of a consulting firm to take this movement forward with a capital campaign feasibility study. In July 2019, Convergent Nonprofit Solutions, LLC, an Atlanta-based consulting firm, was engaged. A newly formed Johns Creek Cultural Arts Center Task Force consisting of leaders from local arts organizations, as well as civic

and business leaders, will be overseeing the capital campaign feasibility study and the subsequent capital campaign necessary to fund construction of the Legacy Center of Johns Creek.

THE LEGACY CENTER OF JOHNS CREEK

The Legacy Center of Johns Creek will feature the following:

- A new home for the Johns Creek Arts Center (JCAC). The JCAC is in critical need of additional space to accommodate demand for its programs. This space will include gallery and exhibition space, a digital arts lab, and other teaching and working spaces, all under one roof.
- A minimum 700-seat proscenium theater, rehearsal rooms, and administrative and storage space. The theater will provide a venue with excellent acoustics for local music and dance organizations, some touring entertainment, and corporate meetings and events. It will be the new home of the Johns Creek Symphony Orchestra.
- A large commercial kitchen to enable individuals, companies, and organizations to rent space in the facility for special events, including business meetings, receptions, and banquets, an important source of earned income. It will have flexible catering policies and is designed with the diversity of the Johns Creek community in mind. For example, the kitchen might include a kadai (the Indian version of a wok) or other materials that are essential to preparing an Indian meal. Such a space could also be used for teaching hands-on culinary programs.
- A large shared public lobby which can be used for additional meeting and exhibition space.

The impact of this new facility on the Johns Creek ensembles and organizations that will use it cannot be overstated.

- As the new home for the Johns Creek Arts Center, the Legacy Center will provide facilities for instructional and exhibition space to adequately serve its 11,000 program participants. Space will allow the addition of new media such as woodworking, metal sculpture, and glass art to augment existing programs in drawing, painting, ceramics, and digital art. Equally important, the Legacy Center will include exhibition galleries to highlight local and regional artists and to host traveling exhibitions.
- The musicians of the Johns Creek Symphony Orchestra – many who live and work in Johns Creek – will finally have the opportunity to rehearse and perform in a facility with the acoustics and audience spaces explicitly designed for them. Flexible spaces will also be available for use by multiple organizations for

practice and small-scale performances. For both performers and students alike, playing in a state-of-the-art facility like the Legacy Center will provide performing and listening experiences for musicians and audiences that are unavailable anywhere else in the area.

- For the North Atlanta Dance Academy/North Atlanta Dance Theater, the Legacy Center will allow students and faculty to present performances in its home community and provide a much more enjoyable and desirable experience for both performers and audiences. It will also make collaborations with other local organizations feasible, expanding performance opportunities for North Atlanta Dance Theater members and an additional level of dance education for students whose goal is a professional career.

At least 20 arts and culture organizations stand ready to utilize the Legacy Center, with a combined annual request for 80% of the Center's audience capacity. Based on their interest and as outlined in the Legacy Center's business plan, predicted ongoing operating costs of \$2,200,000 would be covered by a combination of earned income (ticket sales, rental income, program revenues, theater user feed, food, and merchandise) and contributed income. Overall, a mix of nonprofit rentals, commercial rentals, educational programs, and the opportunity to attract touring dance, theater, and jazz, culturally specific, rock, Broadway-style, soul/blues/gospel acts, or tribute band acts will ensure a steady source of earned revenue to offset the facility's operating costs.

WHY A LEGACY CENTER FOR JOHNS CREEK?

There are several reasons why a center for the arts is needed for Johns Creek:

- Johns Creek currently has a residential population looking for a community with a rich and diverse quality of life to include the arts and arts education as core values. The Legacy Center, by providing a home for all ages of creative people to actively participate in the arts, will be an essential part of Johns Creek's identity as a good place to live and work for Atlanta area business and civic leaders looking for a community in which they can fully participate. More than just a venue, the Legacy Center will be a catalyst for community in Johns Creek.
- Johns Creek needs a distinctive identity, a "sense of place" that will move it beyond its present identity as an upscale residential community with excellent schools, and an unusually diverse population. By providing a state-of-the-art facility for the performing and visual arts, the Legacy Center will provide

present-day Johns Creek with a universally recognized identity as the premier arts education center in Georgia.

- The thousands of students and parents in Johns Creek who are already engaged in curricular and extracurricular arts training and performance need more and better facilities to practice and perform. An analysis of user-demand suggests that a performing arts facility in Johns Creek could be activated by a mix of music, dance, theatre, and presented programs. **In sum, 14 users have expressed 291 days of demand for performance space of all sizes.** The small number and lesser quality of the few facilities available in Johns Creek mean that too many children and adults are forced to spend time and money outside the community to continue their artistic studies and performances.

To build this new and exciting community facility, private philanthropic support of approximately \$50,300,000 is necessary. Local, regional, and other philanthropic investors will be asked to participate at a variety of levels. Investments in the campaign may be characterized as a charitable contribution under Section 162 of the Internal Revenue Code. Investors may make their payments immediately or choose to spread their payments over five years or less. In-kind gifts of materials and labor may be accepted, and a variety of naming opportunities will be available.

| BUDGET BREAKDOWN | | |
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| Facility | Square Footage | Cost |
| Shared Public Lobby | 16,128 | \$7,338,240 |
| Minimum 700-Seat Proscenium Theatre | 32,112 | \$27,134,640 |
| Rehearsal Rooms | 7,200 | \$3,276,000 |
| Kitchen Facilities | 3,900 | \$1,774,500 |
| Johns Creek Arts Center | 23,738 | \$10,800,790 |
| TOTAL | 83,078 | \$50,324,170 |

LEADERSHIP

The Johns Creek Cultural Arts Center Task Force, which oversees the pre-campaign feasibility study, is comprised of the following individuals:

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|---------------------------------|---|
| Kamini Anand | Architect/Planning Commission |
| J. Wayne Baughman, Chair | Johns Creek Symphony Orchestra |
| Robin Buckley | Johns Creek Chamber of Commerce |
| Ron Cioffi | Arts-on-the-Creek and Johns Creek Arts & Culture Board |
| Joan Compton | Cultural Arts Alliance at Johns Creek |
| Kent Davies | Johns Creek Chamber of Commerce |
| Kitty Garrison | North Atlanta Dance Theater |
| Liz Hausmann | Fulton County Board of Commissioners |
| Hatcher Hurd | Journalist |
| Angelika Kausche | Georgia House of Representatives |
| Jay Lin | Johns Creek City Council |
| Shelby Marzen | Johns Creek Convention & Visitors Bureau |
| Deanna Maust | Johns Creek Arts & Culture Board |
| Stuart Miller | Johns Creek Arts Center |
| Kathy Ortwerth | Johns Creek Arts Center |
| Doug Russ | PLP Logistics/Co-owner |
| Paige Rutsche | Chambers Performing Arts/ Johns Creek Arts & Culture Board |
| Paul Shane | Berkshire Hathaway Real Estate |

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www.jclegacy.com