



city of
Suwanee
georgia

**SUPPORT
COMMUNITY**
ART FOR ALL

SUWANEES.COM



September 1

WHY ART?

Great cities have long considered **public art a key component of a vibrant community** — an essential element of placemaking and city design, a tool for promoting connectedness and **economic development**, and a means of providing people with experiences.

Public art enhances the culture of a community: it's **timeless**, impacts generations, and is **accessible to everyone**. Art is a true **differentiator**, and has become Suwanee and Gwinnett's niche in metro Atlanta.

IT ALL STARTED WITH PROTECTING GREENSPACE

The citizens of Suwanee turned out in record numbers in 2001 to vote in favor of a multimillion-dollar bond referendum that allowed the city to purchase land. This enabled the city to go from **nine acres to over 350 acres of open space and create five new parks**.

“Some of the things that you consider dear are disappearing. The only way to stop that is for citizens to make an investment in the community.”

Chris Camp, Lose & Associates President & CEO



TOWN CENTER PARK

In 2002, the city purchased 10 acres to build the first park through the open space initiative. Town Center Park is the physical and **symbolic heart of the Suwanee community**. A vibrant mixed-use area, Town Center represents a bold and innovative response to two citizen-driven planning efforts: **to preserve open space** and **create a new community focal point**.

The success of Town Center Park exceeded all expectations; it draws over 200,000 visitors annually to over 40 events, as well as regularly serving as a gathering space for our 20,000 citizens. It is the home to SculpTour, Suwanee's award-winning revolving sculpture exhibition, which has brought 79+ public art pieces to a walkable ten-acre area of Town Center (not to mention the 20 pieces in the city's permanent collection).

For all that Town Center Park is, we know that it could be more. Now it's time kick it up a notch!

The support for expanding Town Center Park has been overwhelming. Concepts were developed and refined through this process with the needs and wants of all stakeholders in mind. Community input led to a design that maximizes the opportunities of the site and provides diverse experiences.

Jimmy Burnette, Suwanee Mayor (2012-present)

BUILD IT, AND THEY' WILL COME.

When Town Center Park was first envisioned, the population of Suwanee was 9,000 people, roughly half of where it now stands. In 2016 – after gathering information from stakeholder meetings, citizen surveys, and design workshops – the City Council unanimously approved a **plan for the expansion of Town Center Park**. The new park's design was influenced by the style and quality of Town Center Park, but it is by no means a replica. It will have its **own unique character and purpose**. The combined Buford Highway improvements and rework of the park next to the police station will visibly link the two sites, and the topography of the new park will allow it to overlook Town Center, further unifying the two parks.

A true mix of urban and rural environments, the park will be **anchored by the most popular library branch in Gwinnett**, and feature an elevated bridge spanning a water feature, a terraced plaza, sandpit volleyball courts, and **signature, interactive public art pieces**.





TOTAL PARK COSTS: **\$17.25M**

COSTS ALREADY FUNDED: **\$16M,**

leaving **\$1.25M** being raised through capital campaign for public art.

EXPECTED COMPLETION: **MID-2020**

THIS PROJECT WILL:

- Support economic development by reinforcing the image of Suwanee and Gwinnett as a distinctive, desirable place to live.
- Enhance the community's appeal as a destination as well as **increase tourism.**
- Continue our success in **creating public greenspace and engaging parks** for the citizens of Gwinnett.

TOWN CENTER PARK EXPANSION PROJECT

The city has committed \$16M to cover the construction costs associated with the expansion of Town Center Park. To provide the **margin of excellence above and beyond the basic infrastructure**, and to reflect what is special about Suwanee, we hope to raise an additional \$1.25M in private contributions to support the inclusion of three new art pieces. **These pieces will act as a catalyst to transform the project from a PARK to a PLACE.**

Park construction is anticipated to begin mid-2019 and will take approximately one year to complete.

People realize the arts are a big economic development piece. When a company decides where it's going to move or grow, it looks to arts and culture, especially in the Atlanta region.

Doug Shipman, Woodruff Arts Center
Chief Executive Officer

**MAIN
GATEWAY
ART PIECE**

**INTERACTIVE
SIGNATURE
ART PIECE**



Hill Top Plaza

LIBRARY

CHURCH

**EXISTING
PLAYTOWN
SUWANEE**

BRUSHY CREEK

BRUSHY CREEK TRAIL

MAIN STREET



PARK LAYOUT



NEW
PROPOSED
PERMANENT
ART PIECES



EXISTING
PERMANENT
ART PIECES



SUWANEE
MUNICIPAL
COURT

RAILROAD
UNDERPASS
ART PIECE

TOWN
CENTER
PARK

NOW WE NEED YOU.

Few suburban communities have a public realm that is as vital, cared for, and central to their identity as parks and public spaces are to Suwanee. This provides us with a **unique opportunity to add public art** to this new park that is significant and enduring.

Suwanee's public art is funded through donor support. Additionally, in 2008 the city adopted a policy of encouraging developers to include public art in their projects and pledged to do the same with city projects. Since then, many developers have voluntarily placed over a dozen public art pieces on their properties.

The City of Suwanee and Public Art Commission is embarking on a capital campaign to **raise funds for three public art installations, including an interactive, signature piece that will enhance the new park as a public amenity.**

Placed on the western edge and along the highest elevation of the new park, this signature piece will be the centerpiece of the project, overlooking and unifying the two sections of Town Center Park. Another piece will welcome those entering the park at the Suwanee Dam Road entrance, and the third art installation will greet visitors arriving via the pedestrian walkway under the railroad connecting to the existing Town Center.

What is so remarkable about the success of our city's art program is that it has been accomplished primarily with private funding. While Suwanee provides the infrastructure of new parks and green spaces, it is the support of private citizens that provides the public art that has played such a significant role in what Suwanee does, what Suwanee is, and how Suwanee is viewed. **With your help, we will continue to elevate the role of public art and the impact of artistic engagement in our community.**

“Art, in the public realm for the whole of the community to enjoy, is an integral piece of our city's personality. It's not enough to simply create a “place.” That place has to come alive – through art, events, activities, and just making things fun. People need a reason to keep coming back and connecting.”

Denise Brinson, City of Suwanee Assistant City Manager



WAYS TO GIVE

To ensure that gifts are tax-deductible, we have partnered with the Community Foundation for Northeast Georgia, a 501(c)3 public nonprofit committed to strengthening communities in Gwinnett and northeastern Georgia through the power of philanthropy.

This partnership provides us with the professional infrastructure needed to sustain a three-year timeline of activity. The Community Foundation for Northeast Georgia will provide professional stewardship for our project, including the timely acknowledgement of gifts made, tracking and sending reminders as needed for multi-year pledges, and the ability to accept gifts of appreciated securities (saving the donor capital gains tax) or other types of tangible property.

Gifts may be spread out over a period of up to three years, and the opportunity to name an area of the park or a piece of art may be available to those providing leadership gifts.

Thanks to our partnership with the Community Foundation for Northeast Georgia, there are many options available that can help make your gift as meaningful and tax-efficient as possible:

GIFTS OF SECURITIES

With the stock market run-up over the last few years, one of the best methods for charitable giving involves contribution of appreciated stocks. You can avoid capital gains taxes on appreciated securities you donate, and you can deduct the full fair market value of the gift from your taxes in the year you make the gift. They can be transferred electronically from your brokerage account or they can be sent through the mail in certificate form.

CONTRIBUTIONS BY CREDIT CARD OR BANK DRAFT

You may contribute either a one-time or recurring gift by credit card or automatic bank draft. For more information on giving by either method, see the Community Foundation for Northeast Georgia website: cfneg.org

GIFTS FROM YOUR IRA

Individuals aged 70½ or older can make gifts up to \$100,000 per year using funds transferred directly to the Community Foundation for Northeast Georgia from their IRA without paying taxes on the distributions. The transfer generates neither taxable income nor a tax deduction, so you will benefit even if you do not itemize your tax deductions. In addition, your IRA gift can count toward your required minimum distribution (RMD) in the year the gift is made as long as you have not received your distribution for the same year.

GIFTS OF TANGIBLE PROPERTY

These types of gifts include land, artwork, coin or stamp collections, or other personal property. The donor should arrange and pay for a third party, independent and qualified appraisal of the tangible property. As with a gift of securities, gifts of tangible property enable the benefactor to avoid a capital gains tax and claim the fair market value on the property, as opposed to the cost basis.

ESTATE GIFTS

Though cash gifts are necessarily the focus of our efforts, estate gifts that provide for future maintenance and upgrades of the park will be accepted and included in our campaign totals. Estate gifts may not, however, be used for naming opportunities until the gift actually is received from the donor's estate.

FREQUENTLY ASKED QUESTIONS

WHY IS PUBLIC ART IMPORTANT TO THE CITY?

The City of Suwanee has made a conscious decision to invest in public art because it is accessible to everyone. Public art enhances local parks and neighborhoods while also increasing tourism. It inspires and educates, enhances corporate development efforts, and attracts a creative workforce. Public art helps reflect what is special about Suwanee and Gwinnett.

HAS THE ART BEEN CHOSEN?

Not yet. The art will be commissioned once the majority of the funding is in place, with the help of a professional art consultant. An international request for qualifications/proposal process will be used. The chosen piece will be family-friendly and fit into the established culture of Suwanee.

ARE NAMING OPPORTUNITIES AVAILABLE?

Yes, there are naming opportunities available for certain gifts to the campaign. These include the possibility of naming an area of the park or a specific piece of art in your name or in honor/memory of another. At the time a gift is made, you will be invited to discuss the best way we can recognize your generosity, if you so desire.

CAN A COMPANY'S MATCHING GIFTS BE INCLUDED?

Absolutely. Many companies match gifts made to non-profits, allowing employees to double (sometimes more!) their gift. If your company matches gifts, just let us know and we'll be glad to help.

WILL MY DONATION BE TAX DEDUCTIBLE?

As with all donations, it's best to discuss with your personal accountant; however, generally speaking, the donation can be used as a taxable deduction or business marketing expense.

CAN I MAKE A GIFT ONLINE?

Yes, you can! Visit the Community Foundation for Northeast Georgia website at cfneg.org for more information.

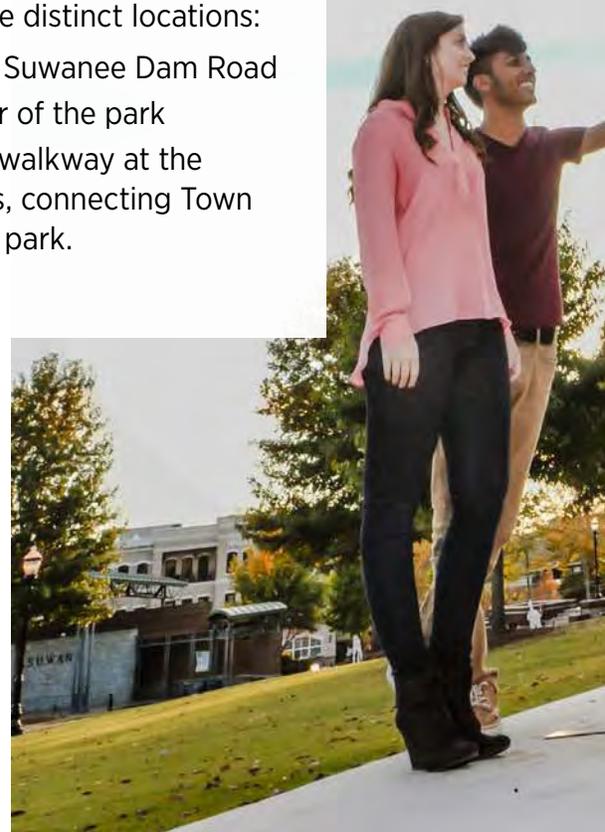
WHY DOESN'T THE CITY JUST PAY FOR THIS?

The city can provide all of the funding for new park infrastructure, but prefers not to use tax dollars for public art. We rely on private donations to provide the margin of excellence that public art brings.

WHERE WILL THE ART GO?

To maximize the visual impact, the pieces will be placed in three distinct locations:

- The park entry on Suwanee Dam Road
- In the visual center of the park
- At the pedestrian walkway at the railroad underpass, connecting Town Center to the new park.





WHO IS PROVIDING GOVERNANCE AND OVERSIGHT TO THIS EFFORT?

This is a unique public/private partnership. While the city provides staffing resources, the campaign is governed by and is entirely composed of private individuals who are volunteering their time and talents to enhance the role of public art in our community. We are grateful for the civic leadership of these volunteers:

CAMPAIGN COMMITTEE

Governance and oversight for the campaign will be provided by:

TIFFANY BELLFLOWER
JIMMY BURNETTE
SHEILA CRUMRINE
BRYAN COHEN

DICK CUNNINGHAM
RHONDA GODFREY
SANDY IZAGUIRRE
BIN LIU
TAMMY LUNEY

LINNEA MILLER
KEITH NABB
JESSICA RANTAMAKI
LISA WINTON

FRIENDS OF THE CAMPAIGN

These volunteers will support the work of the Campaign Committee and serve as ambassadors in the Gwinnett community for this special project:

LISA ANDERS
JOHN GREEN

CAROLYN HILL
NICK MASINO

TAMMY SHUMATE

WHY THE CITY PARTNERED WITH



Our partnership with The Community Foundation for Northeast Georgia ensures that gifts to support this public art effort will be tax-deductible. The Community Foundation was founded in 1985 to receive and disburse charitable funds for an improved quality of life throughout Gwinnett County.

For additional information, visit them online at cfneg.org or contact:

Randy Redner - President & CEO | redner@cfneg.org | 770.813.3380



PLEASE CONTACT US

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