



city of
Suwanee
georgia

**SUPPORT
COMMUNITY
ART FOR ALL**

SUWANEES.COM



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

In 2001, the citizens of Suwanee turned out in record numbers 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 300,000 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 100+ public art pieces to a walkable ten-acre area of Town Center (not to mention the 25+ 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 is 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 Station Park 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: **\$26M**

ART FOR ALL CAPITAL CAMPAIGN GOAL: **\$1.25M**

EXPECTED PARK COMPLETION: **MID-2024**

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 \$26M 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 began in fall 2022 and will take approximately 18 months 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, former Woodruff Arts Center Chief Executive Officer



BRUSHY CREEK TRAIL

MAIN GATEWAY ART PIECE

INTERACTIVE SIGNATURE ART PIECE



HILL TOP PLAZA

TOWN CENTER ON MAIN & DELAY NATURE PARK

VETERANS MEMORIAL

PUBLIC LIBRARY

SUWANEE MUNICIPAL COURT

PLAYTOWN SUWANEE

(NEW) MAIN STREET

RAILROAD UNDERPASS ART PIECE

POLICE STATION

BUFORD HIGHWAY

SUWANEE DAM ROAD

TOWN CENTER PARK

TOWN CENTER AVENUE

CITY HALL

PARK LAYOUT

NEW PROPOSED PERMANENT ART PIECES

EXISTING PERMANENT ART PIECES

FUTURE VETERANS MEMORIAL

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. 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 more than 30 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:

ART FOR ALL COMMITTEE

Governance and oversight for the campaign will be provided by:

LISA ANDERS
TIFFANY BELLFLOWER
JACE BROOKS
JIMMY BURNETTE
BRYAN COHEN
BROOKS COLEMAN
SHEILA CRUMRINE

DICK CUNNINGHAM
ANNIE DAVIS
RHONDA GODFREY
JOHN GREEN
WAYNE & CAROLYN HILL
MATT & MAUREEN HYATT
SANDY IZAGUIRRE
DAN KAUFMAN

BIN LIU
NICK & SUZANNE MASINO
LINNEA MILLER
KEITH NABB
KEVIN & SARA O'BRIEN
JESSICA RANTAMAKI
LISA WINTON

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: **DePriest Waddy** - President & CEO | dwaddy@cfneg.org | 770.813.3380

SUWANEЕ PUBLIC ART CAMPAIGN



Organization/Business/Family Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alternate Phone: _____

Email: _____ Website: _____

In support of public art, I/we intend to give a total of \$ _____
for the City of Suwanee Public Art Campaign:

2023 \$ _____ to be received on or before: _____

2024 \$ _____ to be received on or before: _____

2025 \$ _____ to be received on or before: _____

My company will match my gift (please enclose matching gift information)

This gift is in honor/memory of: _____

Name & address of person to notify of my gift:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Additional notes regarding this gift: _____

I/we would like to make our gift to the **Community Foundation for Northeast Georgia**. A 501(c)(3) tax-exempt organization, gifts to the Foundation are deductible to the extent allowed by law. Gifts may be made payable and mailed to: Community Foundation for Northeast Georgia, 6500 Sugarloaf Parkway, Suite 220, Duluth, GA 30097.

I/we would like to make our gift directly to the **City of Suwanee**. I/we understand that such gifts are deductible under section 170(c)(1) of the Internal Revenue Code if made for a public purpose. Gifts may be made payable and mailed to: City of Suwanee, attn: Denise Brinson, 330 Town Center Avenue, Suwanee, GA 30024.

SIGNATURE(S): _____

DATE: _____

SUWANEЕ PUBLIC ART CAMPAIGN



GIVING LEVELS

Visionary*	\$100,000+
Champion*	\$75,000 - \$99,999
Aficionado*	\$50,000 - \$74,999
Co-Creator	\$30,000 - \$49,999
Innovator	\$15,000 - \$29,999
Enthusiast	\$5,000 - \$14,999
Friend	\$1,000 - \$4,999

Donor recognition will be given at signature artwork location.

*May include other benefits tailored to meet your needs.



PLEASE CONTACT US

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