



# **GWINNETT ARTS & CREATIVE ECONOMY MASTER PLAN**

**A**  
**ARTWORKS**  
GWINNETT

**EXECUTIVE  
SUMMARY**



Welcome to the executive summary of Gwinnett County's Arts Master Plan, a visionary roadmap that celebrates the vibrant tapestry of artistic expression, creativity and collaboration within our diverse community. This comprehensive plan is designed to foster a thriving creative economy, cultivating opportunities for artists and cultural organizations, while forging powerful partnerships that bridge the gap between the arts, local businesses and residents. Embracing the essence of diversity, our plan aims to ignite a dynamic cultural renaissance that resonates throughout the county, enriching lives and strengthening our collective identity. Join us as we embark on this transformative journey, uniting art, innovation and inclusivity for a brighter future.

Already leveraging the county's creative advantages to uplift its quality of life, the county has made significant investments in cultural spaces such as the Gas South District (home to the Gas South Arena) and the Hudgens Center for Arts and Learning. Throughout its municipalities, as well as in its unincorporated areas, the county is looking to further transform its communities so they reflect the richly vibrant possibilities of the creative economies in the county.

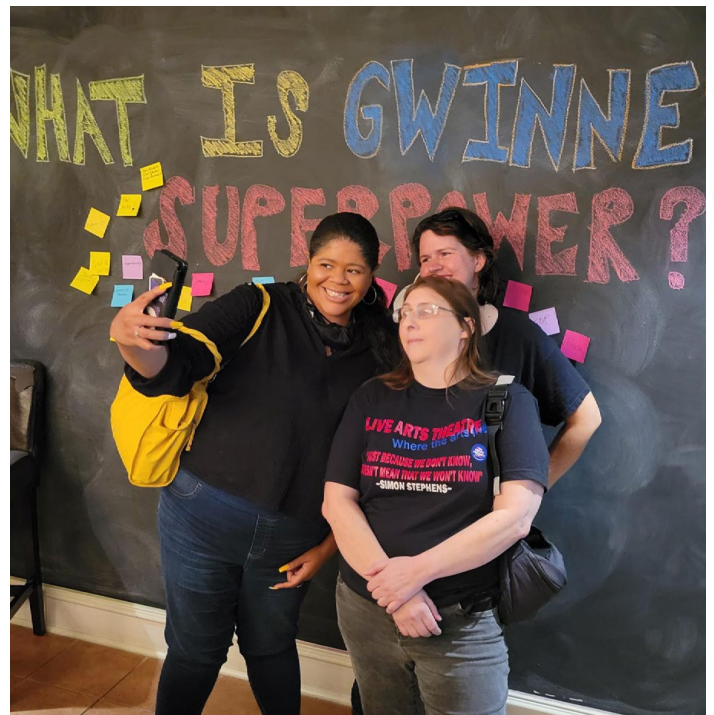
**Artworks Gwinnett Mission:**  
Strengthen the cultural quality of life for the citizens of Gwinnett County by identifying talent, businesses and community leaders who advocate for a creative economy.

A collective vision for the future of arts and creativity in Gwinnett, with actionable steps that can be realized through continued leadership by the county, its municipalities, and collaborators throughout the area.

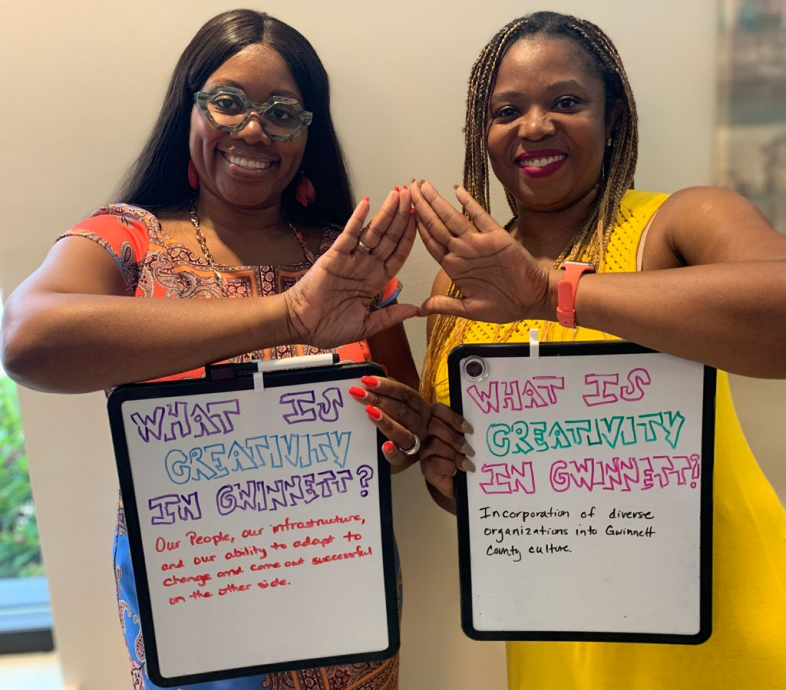
Inspired by the growing music and film industries throughout the metropolitan area, the county's arm's-length arts agency, Artworks Gwinnett, partnered with nine of its sixteen municipalities including: Buford, Duluth, Lawrenceville, Norcross, Peachtree Corners, Snellville, Sugar Hill, Suwanee and the Town of Braselton, as well as the Gwinnett County Public Schools, Georgia Gwinnett College, four of the five Community Improvement Districts (CIDs), including: Evermore, Gateway 85, Gwinnett Place and Sugarloaf CIDs, as well as the county government to create an Arts and Creative Master Plan. **The goal of the plan is to identify a unified vision for the county's creative resources and outline a clear series of priorities, strategies and tactics to achieve the vision. This document outlines that plan.**

The many cultures that make up the community of Gwinnett County are rich with arts, heritage and stories. Arts and culture are proven economic drivers – creating jobs, attracting employers and improving the standard of living through creative placemaking.

Rich with numerous cultural assets including public murals, the Gwinnett County Multicultural Festival, Tannery Row Artist Colony, Red Clay Music Foundry, BAPS Shri Swaminarayan Mandir Hindu Temple and the newly opened Lawrenceville Arts Center, Gwinnett County is poised to be a leading destination for creatives and patrons of the arts.



City of Duluth, Public launch, Eddie Owens Theater



City of Snellville, County-wide meeting

Through a four-phase process **engaging thousands of Gwinnettians**, this master plan for the arts and the creative economy sets out a path to **harness the deep reserves of creativity in Gwinnett County, define the county's unique identity, foster innovation and position the county for success that will benefit all.**

## ENGAGING GWINNETT

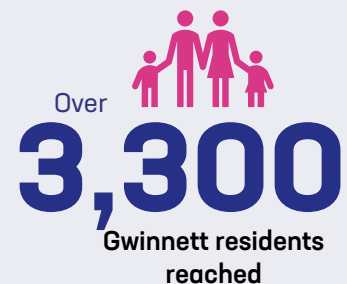
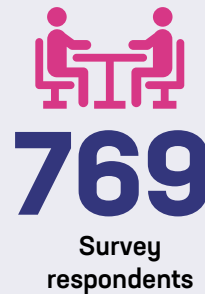
From hosting drop-in events at Georgia Gwinnett College (GGC) to tabling at media events and festivals, Create Gwinnett listened carefully to what was important about arts, culture and creativity for citizens of Gwinnett County.

## WHAT DID WE HEAR?

- **Gwinnett's greatest strength is its diversity**
- **Gwinnett's county leadership should support the creative sector**
- **Gwinnett has real strength in its collaboration among organizations and its promotion of arts and creative stakeholders**
- **Gwinnett County can/does provide a path to creative futures**

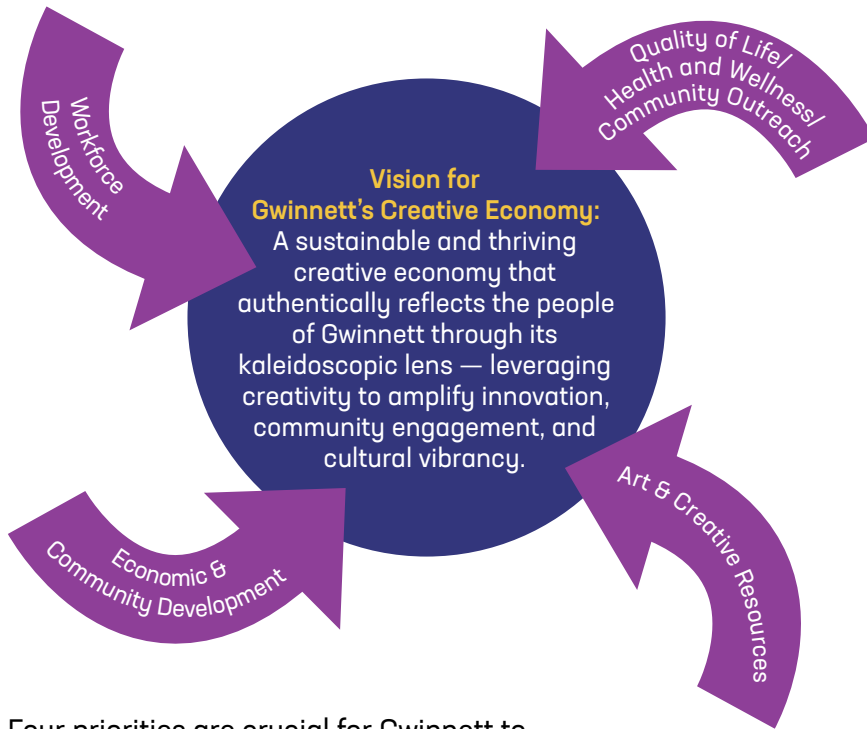
**"Everything we need is all right here."**

*- Stakeholder workshop participant*



# 10 PILLARS, ACTIVATED THROUGH 4 PRIORITIES

Plan pillars and vision:



Numerous dedicated leaders from throughout Gwinnett – arts organizations, businesses, philanthropic bodies, county government agencies and artists – formed the basis for the identification of these priorities.

As new stakeholders emerge throughout the county, new opportunities can be considered to achieve these recommendations and more.

### Through the priorities in this arts and creative economy master plan

- creatives will be supported,
- the county will assume a place of leadership in the creative sector,
- the county will augment the value and the power the arts have to strengthen our communities.

Four priorities are crucial for Gwinnett to realize its vision for a thriving arts and creative future:



This Arts and Creative Master Plan is an invitation to the people of Gwinnett to explore and shape our county's cultural future. With thousands of Gwinnettians having engaged in this nearly year-long process, it is truly a collective effort.