**FOR IMMEDIATE RELEASE**

**Johns Creek CVB Begins Performing Arts Center Feasibility Study**

JOHNS CREEK, GA January 12, 2018 – Johns Creek City Council has authorized the Johns Creek Visitors Bureau to expend up to $50,000 on a feasibility study for a multi-use performing arts center in Johns Creek. The funds will be appropriated from the Johns Creek Tourism Product Development Projects fund, which uses a specific portion of the City’s hotel/motel tax to fund new tourism projects in Johns Creek.

“Our hope for this study is that the data collected will be a catalyst for the arts community to take a step forward in establishing their home in Johns Creek,” says JCCVB Executive Director Shelby Marzen. “If the study reveals positive findings, this center has the potential to be a home for the already well-established arts community in Johns Creek, as well as become an attraction for visitors and multi-use event and meeting venue in the City.”

The Cultural Arts Alliance at Johns Creek released a report in July of 2017 prepared by the Johns Creek Visual and Performing Arts Center Task Force, a group of 16 professionals from arts to finance, which contained data reflecting the need for a multi-use arts facility in Johns Creek. According to the report, “11 dance organizations [within the City] paid $310,500 in rental fees for rehearsal and performance space in 2016. More than 75% of those fees went to venue owners outside the City of Johns Creek” (Report on the Cultural Arts Community in and near Johns Creek, Georgia, 2017). The positive economic impact from a Performing Arts Center in the City has the potential to benefit not just the arts but the entire community and its visitors.

“This project is a great example of how Tourism not only benefits the traveler but also the economic development of a community,” says Marzen. “We look forward to partnering with Webb to implement this study and find out what the future could hold for the arts community in Johns Creek.”

The JCCVB has contracted Webb Management Services to conduct the study. The team at Webb will be working closely with the JCCVB appointed Steering Committee, representing the arts and business community, as well as the City and JCCVB to gather input from all stakeholders in Johns Creek.

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**Johns Creek Convention and Visitors Bureau (JCCVB)**

The JCCVB is a 501(c)(6) non-profit that serves as the official Destination Marketing Organization of Johns Creek, Georgia. Their mission is to serve as an economic catalyst by marketing the city as a destination for business & leisure travel.

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