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Investing in the Arts: Why it's Important to Our City

Since the city's incorporation in July 2012, our priority has been improving the quality of life for our citizens by improving transportation, creating a pedestrian-friendly city, and providing incentives for businesses to locate to Peachtree Corners.

An additional component to improving our quality of life, is finding a way to focus on the arts. The arts are an important part of our lives, whether it be visual arts, music, writing, designing, performing arts, dancing or other forms.

Numerous studies have shown that when cities invest in the arts, they are fueling economic growth, creating jobs, and making their communities more attractive as well as providing residents with a richer quality of life.

Our city is fortunate to have a group of civic-minded citizens who volunteered to be part of an arts council to explore the idea of creating an Arts and Culture Master Plan. Among their first tasks was to explore the community's interest in an arts program, and then based on citizen input, develop a program for Peachtree Corners.

To gather community input, the arts council, along with the help of a consultant group, has developed an [online survey](#). I would like to encourage you to participate, it's fairly short and your contribution is vital to creating a program tailored for our city.

The arts council has also planned several workshops, the first is scheduled for March 6 from 5:30 – 7 p.m. at The Corners Bakery, 6050 Peachtree Parkway. Please mark your calendar and plan on attending if you are able.

The idea for an arts program came about in 2013 as the city developed its 20-year Comprehensive Plan. It was the citizens who participated in the planning process that indicated an interest in developing an arts program.

The payoff for cities and its citizens who have an arts program are many. By expanding and emphasizing the arts, it leads to more job opportunities as arts-related businesses move into vacated buildings and enliven the community. But perhaps more importantly, it will allow us to showcase our creative flair and further develop community pride in our city.