# JOE'S MOVEMENT EMPORIUM FY20 ANNUAL REPORT



## **2020: A Year Unlike No Other**

2020 introduced many challenges to the organization and to the world. A global pandemic, rampant racial inequity, and political upheaval caused Joe's Movement Emporium and the month-old Creative Suitland Arts Center to shut their doors, re-consider programming, and quickly learn how to operate in a virtual space. Given that we at Joe's are experts at "moving," we adapted, stayed positive and flexible, and reopened with strict safety protocols and reduced availability. We stand grateful to serve the Joe's community through arts education, wellness programs, and performances both live and online. Our job training program saw a 100% graduation rate and an enthusiastic new class of 2021. Finally, while we revised our budget, we maintained financial stability and in good shape to tackle post-pandemic life. All of this happened because of our dedicated, hard-working staff and our supportive community. Thank you for believing in us. We cannot wait to welcome you back to Joe's!

make p- Corld

Brooke Kidd Executive Director

# **INTRODUCING CREATIVE SUITLAND**

CULTURE.C

A new place for the residents of Greater Suitland to gather, convene, and connect via cultural experiences, workshops, and creative placemaking.

## CREATIVE SUITLAND ARTS CENTER GRAND OPENING FEBRUARY 2020

## **CREATIVE SUITLAND FY20 HIGHLIGHTS**

Staff made sure guests received a free t-shirt at the grand opening.





The main 150-seat theatre is a flexible space that holds performances, special events, and a marketplace featuring local vendors

Summer 2020 saw Creative Suitland's parking lot serving as one of five food distribution sites for County Executive Angela Alsobrook's (seen here) Stand Up and Deliver Program.





Certified Yoga Instructor Lisa Renee led a yoga class on opening weekend to introduce the movement and wellness classes the center plans to offer in its rehearsal studios.

Artist Partner and one of Creative Suitland's first donors artbae studio poses by the studio named after them because of their generous support.





During opening weekend, Artist Partner Sew Creative Lounge opened their doors to participants of all ages.



## *EMPTY SPACES TO CREATIVE PLACES*

- Creative Suitland's creative placemaking initiative to work with artists and local business to enhance Creative Suitland Arts Center and the Greater Suitland Corridor.
- Funding provided by The National Endowment for the Arts Our Town Grant and Prince George's County Community Impact Grant.
- Initiatives include:
  - Transforming the parking lot and facade of the building into the Creative Commons, which will include a gathering space and farmer's market.
  - Building an outdoor stage.
  - Getting the community and local artists to create murals in the arts center's parking lot.

# EMPTY SPACES

This site plan shows the exciting options residents will have upon completion of the project. In addition to area residents the initiative hopes to attract Suitland Metro Station's public transit users, community organizations, Prince George's County agencies, and employees of the large federal office campus, Suitland Federal Center, adjacent to the Arts Center property.



# **REMEMBERING FY20**

If the walls of this building could talk, they would regale us with stories of joyous dancing, emphatic pledges of social justice, local artisans sharing their amazing wares, and the riotous laughter of children.

Letter to community regarding the shutdown, March 2020

# THE PIVOT DURING THE PANDEMIC

Joe's Movement Emporium and Creative Suitland followed state guidelines and shut their doors with the onset of the COVID-19 pandemic. This timeline shows how Joe's shifted it operations to continue to serve its community.

#### March 2020

Joe's and Creative Suitland close to the public and begin offering virtual versions of their adult classes and workshops.

#### Summer 2020

**CreativeWorks** final showcase and the annual gala, **Joe's Creative Revolution**, are live streamed on YouTube. Joe's and Creative Suitland present performances with their **Outdoor Performance Series** and **Front Porch Series** 

#### Spring 2020

Club Joe's opens its doors for childcare services for Essential Personnel. Creative Suitland begins classes in self-care and professional development. Virtual open mics and film screenings are also offered. All CreativeWorks classes are offered online and 100% of the participating seniors graduate from high school.

#### Fall 2020

Both facilities open for area artists to rehearse and record virtual performances. Joe's welcomes students back to Club Joe's. Partnering with other county organizations, Joe's forms the Anti-Racist Coalition and co-sponsors online conversations with Ibrahim X. Kendi and Jason Reynolds.

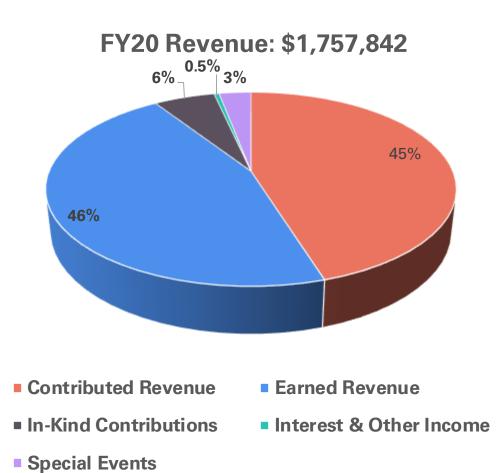
#### Looking ahead to 2021

Arts education will continue to offer virtual classes for families and teachers via the partnerships with **Community Schools**. Summer will see the return of **Summer Arts Learning**. Creative Suitland kicks off their creative placemaking initiative, **Empty Spaces to Creative Places**, and continue to rise global popularity with their wellness workshops. Joe's and Creative Suitland will sponsor a black wellness and business-focused event, **Black on the Block,** in the spring. Both facilities will offer **live performances** in the summer.

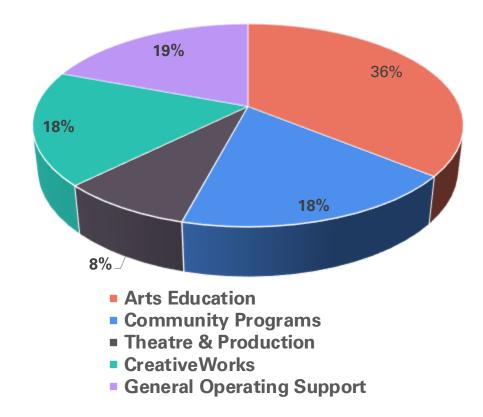
#### Late Fall/Winter 2020

**CreativeWorks** welcomes the class of 2021 with all virtual classes. **Creative Suitland** offers an event to celebrate **Kwanzaa**—it is well received. Joe's **annual Craft Fair** is offered online and is popular enough to be offered again in March 2021. A **call for artists** is posted for the upcoming season.

## **FY20 FINANCIALS**



### FY20 Expenses: \$1,727,865



## **FY20 CONTRIBUTED REVENUE**

## JULY 1, 2019 – JUNE 30, 2020

### \$100,000+

Prince George's County Council

### \$50,000 - \$99,999

Philip L. Graham Fund Maryland State Arts Council

### \$25,000 - \$49,999

The Morris and Gwendolyn Cafritz Foundation Clark-Winchcole Foundation Greater Washington Community Foundation Venture Philanthropy Partners

### \$10,000 - \$24,999

Harman Family Foundation The George Preston Marshall Foundation Maryland Department of Commerce Kesh Narayanan & Annelie Wilde Truist Wells Fargo

### \$5,000 - \$9,999

The Cheney Enterprises Foundation Fund Continental Construction Crescent Cities Charities Figure 53 Charles and Janet Kidd Landex Development, LLC The Morgan Fund at Seattle Foundation Prince George's County Council District 7 Mary Jo Putney The Nora Roberts Foundation Victor Shargai & Craig Pascal

#### **\$1,000 - \$4,999** Artbae

Ann and Jonathan Barrett Margaret & Pamela Boozer-Strother **Thelma Boyd** Al Briggs & Vanessa Dixon-Briggs Nicole Burton & Jim Landry **Caldwell Community Chapel** Adrienne Charles **Rose Ann Cleveland College Park Rotary Club** Mary Jane Coolen & Edward Terry **Gretchen Dunn** Robert & Alaine Duncan Nassim Ebrahimi Jeff Goodman Bill Grossman Fund of the Isidore **Grossman Foundation** 

John Hannon and Julie Huff **Michael Herman Edie Johnston Hiram Larew** The Maplesden Group Maryland Milestones/ATHAInc. Maryland-National Capital Park and **Planning Commission** Martin Mellett & Judith Walsh-Mellett Timothy Meyer & Valerie Woodall The Michael Companies, Inc. Mark & Leslie Montroll **Doyle Niemann and Karen Morrill** Kathleen Osore **Dean Paris** Prince George's Arts & Humanities Council Prince George's Community College Prince George's County Council District 2 Prince George's County Council District 3 Prince George's County Council **District** 4 **Frances** Toler

## **FY20 CONTRIBUTED REVENUE**

## JULY 1, 2019 – JUNE 30, 2020

### \$500 - \$999

**Bright Solutions II, LLC** The Catalogue for Philanthropy Hannah Cole-Chu Alana Cole-Faber **Rishi Das** Julie Egermayer Elizabeth McMeekin End Time Harvest Ministries, Inc. Madeleine Golde Happenstance Theater Dr. Khademi's Injury Centers, PC **Christine Kidd** Maria Lopes Nor and Felipe Millan **Jim Miers** Cheryl Morden and Reuben Snipper **Michael Nephew Peake Financial** Carla Reid Household Juan Rodriguez Eric Stoltzfus and Cynthia Lapp Jimmy Tarlau & Jodi Beder Larry & Kay Taub **TD** Bank

Alyce Thompson Tamara Williams Carolyn Wilson & Gabe Minc Laura Wilson **\$100 - \$499** 

Valarie Ashley **Chris Barnicle** Manohar Bartakke Rajiv & Naomi Bartakke **Carol Barthel** Loraine Bennett Alan & Carol Binstock Town of Bladensburg David & Pamela Blumgart Erica Bondarev Rapach Janet Boyd Reed Katharine Bryant Alayna Buckner **Faith Burton Jamie Buss** Debra Capponi **Tom Cardarella** Susan Charland Victoria Clark Dan & Maura Collinge

Katherine Culzoni **Carrie Dike** Sara Donnelly Andrew Doyle Imani Drayton-Hill & Bobby Hill Herbert Drower Jessica & Peter Ellis Franklin's Restaurant Kathy & Jerry Freshley Sara Gibson **Barbara Goliday** Joseph C. Green Kevin Green & Keith Hershberger Abby Greenwell Hannah Grisar Lara Gudé **Paula Hawkins Cortez Haves** Robert Herman & **Barbara** Wien **Debbie Heuckeroth Rachel Hinton Shawn Hintz Deirdre Holder** 

The Honorable Jolene lvey **Monica Huber** Jonathan & Janice Hunter Marc Kapastin **Kristen Kastelic** Mary Kennedy **Tim Kime Montique King** Andrew Kirkland Pamela Kogan **Connie Kresge** Stuart & Martha Land Nancy Lineman Sara Macleod Rumi Matsuyama Susan McCutchen Mimi & Steve McKindley-Ward **Racquel McMullins** Eric McRae Penelope Mendoza Ann Miles Mary Frances Muzzi **Christina Nichols & Diane Russell** 

## FY20 CONTRIBUTED REVENUE JULY 1, 2019 – JUNE 30, 2020

### \$100 - \$499 (cont'd)

Crissman Nichols & Mary Agner Joseph Nickens, Sr. Shelley O'Brien Vicki Onderdonk Norman Oslik John Paradiso **Jayne** Paris **Alysia Peich** Carla Perlo Jane Petkofsky LaJoy Pruitt Amanda Quisquinay **Robert Rand & Laura Bonkosky Kyle Reeder Jordan Reeves** Melissa Rosenberg Laura Schandelmeier & Stephen Clapp Jane Hirshberg Schmidt Paula Schuman Stephen J. Shaff Jacqueline & Norman Sheffield Douglas & Janis Sloane Dan & Cathy Smith **Courtney Smothers** 

Shirley Snowden Helga Sol **Pooja Sripad Robert Stanton** Judith Steinfuhrer Leonie Stephenson Shawn Stone Howard Stone, Jr. **Emily Strab** Jennifer Swan Sylvia Syphax Alex Teitelbaum Valerie Theberge & Shahin Shikhaliyev Lynn Thorp Jan & John Townshend **Train Printing** Jack & Debby Warner **Eugene Washington** Henry Washington Patricia E. White **Elizabeth Stuart Whitfield Jennifer Williams** Nick & Ligia Williams

Martha Woodring Tracie Yorke Yorke Partners Jared Yuster

...and many wonderful contributors who donated \$1 to \$99.

# **CY20 EMERGENCY FUNDING RECEIVED**

Date	Funder	Amount
April 17, 2020	PPP Loan	\$190,718
June 2, 2020	Maryland Dept. of Commerce Emergency Grant Relief Fund	\$10,000
June 22, 2020	SBA EIDL Loan	\$150,000
August 31, 2020	MD DHCD NORI Grant	\$40,000
September 30, 2020	Arts Forward Fund	\$30,000
October 22, 2020	NEA CARES Act	\$50,000
November 25, 2020	MSAC Emergency Grant	\$45,560
November 18, 2020	MD Dept. of Labor Layoff Aversion Grant	\$27,500
December 18, 2020	City of Mount Rainier COVID-19 Small Business Assistance Grant	\$3,333

# **ARTS EDUCATION**

Now more than ever, we need creative outlets for kids, and hope for all-

Friend of Joe's Mary Jo Putney





## **CLUB JOE'S**

Offered weekdays after school from 2 pm to 6 pm during the school year, serving 22 students daily. Club Joe's curriculum includes:

- **Creative Play**: opportunities daily for children to develop meaningful relationships with others and improve social skills.
- Academic Support in core subjects, as well as a program curriculum rich in elements of literacy, history and science.
- Visual Arts exploring art forms in an encouraging environment that promotes limitless creativity.
- 90 Minutes of Dance and Movement including physical fitness, Step, Yoga, Gymnastics, Latin, African, Hip Hop and Modern dance styles.
- Dedicated staff teaching with genuine care for children with certifications in Child Growth and Development, Curriculum, Health & Safety, Mental Health, and Communication.

At the beginning of the school year, Club Joe's Academy operated from 8am to 2pm to support children of working families in a virtual linking pod. Students danced and creatively expressed themselves with staff during down time. Club Joe's Academy paused on October 31.





"Club Joe's is a gift. Where else can kids go after a busy school day to be involved in an affordable high-quality arts program? My daughter has been exposed to so many classes that she otherwise wouldn't have had access to. *Joe's is the highlight of her day.* The staff at Joe's are top notch and really care about their students. There is nothing comparable in our area."

- Club Joe's Parent

Club Joe's on YouTube



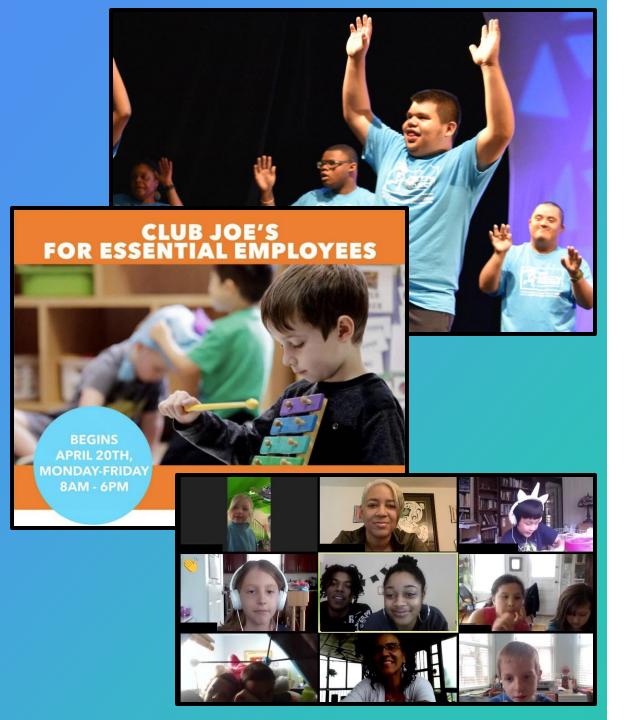
## SUMMER ARTS LEARNING

Joe's arts education is offered year-round under the Maryland Department of Education's Childcare license.

The in-person summer program held in 2020 served 14 – 20 students daily, with the hopes of opening the program to 45 students in 2021 for 10 weeks.

During the summer, participants can attend Joe's Summer Arts Learning Program Monday through Friday from 8 am to 3 pm and learn important social skills while enjoying the arts and interacting with other kids in their age group. Faculty design a fun curriculum that motivates the students. As a result of the pandemic, relaxation and mental focus activities have been added to the curriculum.





## ARTS EDUCATION VIRTUAL AND IN-PERSON

Joe's Arts Education Program is not limited to afterschool or summer programs. Its reach is deep into the community.

### THE ABILITY PROJECT

Pre-pandemic, Joe's welcomed 65 differently-abled participants from 3 schools to rehearse and perform a program filled with dance, spoken word and African drum. Students also participated in digital media workshops.

### **COVID-19 ASSISTANCE**

In April 2020, Club Joe's received a contract from the State of Maryland and opened its doors to children of essential personnel free of charge.

## SCHOOL PARTNERSHIPS FOCUSING ON CHILDREN, FAMILIES, AND TEACHERS

Prince George's County Public Schools recognized that families needed movement opportunities while schools operate virtually. Joe's offers arts education to school administration and families to include yoga, mindfulness, aerobic fitness and many dance styles to seven school communities.

# CreativeWorks

Class of 2020

Scholars, Artists and **CREATIVEWORKS** 

(If I never started CreativeWorks) "I would probably still be looking for jobs...I'd still be back on the block...doing my thing, hangin' with homeboys, wasting my life, and I really didn't want to do that. I wanted to be different. I am different."

























## CREATIVEWORKS IS

A technical theatre and digital media job training program that prepares students ages 17-24 for a career and/or higher education in the creative industries.







# **CREATIVEWORKS ACHIEVEMENTS**

## **FY20 ATTENDANCE**

- 50 students in the year-long core training program
- 120 students attended intensives
- 460 students attended creative industry workshops
  FY21 ATTENDANCE
- 45 students in the all-virtual, year-long core program
- 75 intensive participants YTD
- For the first time, created a waitlist for a third cohort
- Summer programs planned with Prince George's County Youth@Work/Summer Youth Enrichment Program (SYEP)

## **OTHER HIGHLIGHTS**

- 100% graduation rate for the Class of 2020 high school seniors
- Students placed at Prince George's Community College and other organizations
- Established a paid internship program with The Smithsonian





Magdalene Greenfield

Ross StrobertTV

sabria

**Our Voices Matter:** A Celebration of Black Lives Through Spoken Word, Song, and Dance

> The Kennedy Center

**Arts Across America** 

Brought to You by

### FACEBOOK 0000

This invitation-only initiative allowed Joe's CreativeWorks alumni to use their spoken word training and other performance talents and share their artistry with a global audience. The performance can be viewed at https://www.kennedycenter.org/digitalstage/ arts-acrossamerica/our-voicesmatter/

## Hands-On Training During A Global Pandemic

With COVID-19 crippling the creative industries and limiting opportunities for early-career professionals, CreativeWorks made sure its participants acquired the experience needed to start their careers. The Class of 2020 produced their final showcase and streamed it via YouTube live, with the Class of 2021 following in their footsteps and also adding innovative virtual content focusing on topics and artistic experiences that expanded the perspectives of the participants and their audiences.



# **COMMUNITY CONNECTIONS**

It was a fabulous concert! Thank you, Joe's Movement Emporium, for enriching our world! --Alaine Duncan, Joe's Outdoor Performance Series audience member, Fall, 2020

# Livestreams of Discussions That Speak to Our Time





An exciting partnership with the Prince George's Memorial Library System, Prince George's Community College and the Human Relations Commission reached massive audiences by interviewing leading voices in anti-racism through an arts and cultural lens.

*Thanks, Joe's, for hosting this event, and for being an amazing community organizer...* --Margaret Boozer-Strother, sharing the "How To Be An Antiracist" event on social media

# **PERFORMING SAFELY OUTDOORS**

Joe's Outdoor Performance Series and Creative Suitland's Front Porch Series welcomed talented artists to the parking lots of both facilities most weekends July through October.



Opera and Contemporary vocalist Jouelle Roberson at Creative Suitland's Front Porch Series



Long-time Artist Partner Happenstance Theater presented two performances of *Pinot and Augustine* at Joe's in October.

## ARTIST PARTNER PROGRAM ACCESSIBLE WORK, REHEARSAL, AND PERFORMANCE SPACES



Joe's Artist Partner: Step Afrika!

**Creative Suitland Artist Partner: artbae studio** 

# **FY20 ARTIST PARTNER ROSTER**

### **JOE'S MOVEMENT EMPORIUM**

- Adaggio Dance
- Ally Theatre Company
- Falling Leaf Aerial Dance Collective
- Happenstance Theater
- Silk Road Dance Company
- Katherine Smith Contemporary Dance Ensemble
- Soul in Motion African Dance and Drum
- Step Afrika!
- Taratibu Youth Association
- UpSpring Studio Aerial Dance

Ally Theatre Company's *Dhana & The Rosebuds* by Federica Cellini

### **CREATIVE SUITLAND ARTS CENTER**

- Banana Splits Visual Arts
- Kenney 'Rollo' Davis, Skating Instructor
- Girl Speak, Inc.
- Hipnott Records
- Ni Dembeya African Drum & Dance Ensemble
- On Point Cheer
- Substantial Art & Music, LLC (SAM)
- Jaime Sutton, Soles in Rhythm
- C. Thomas, Poet

Ni Dembeya African Drum & Dance Ensemble in rehearsal

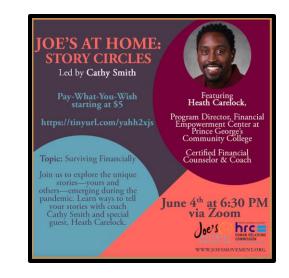


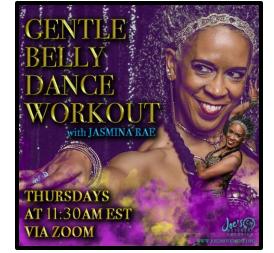
# JOE'S CLASSES & WORKSHOPS

BRINGING DANCE, FITNESS, AND WELLNESS INTO THE COMMUNITY'S LIVING ROOMS











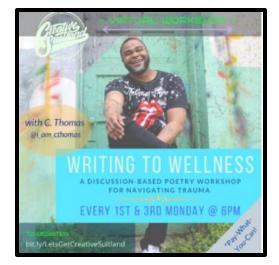


## CREATIVE SUITLAND'S CLASSES & WORKSHOPS HELPING THE COMMUNITY THRIVE AT HOME, WORK, AND LIFE













# PEOPLE

My granddaughters are thriving despite COVID and a good part of that is the experience they are having at Joe's - especially your amazing art teacher and the dance sessions ... Thank you for everything you do!

--Elizabeth Daniels



## **BOARD OF DIRECTORS**

### FY19 & FY20

Michael Herman, President Doyle Niemann, Vice President Martin Mellett, Secretary **Brett Bolin** Dr. Adrienne Charles **Rishi Das** Dr. Nassim Ebrahimi **Tim Kime** Penelope Mendoza **Jim Miers Kyle Reeder** Alyce Thompson

## FY20 & FY21

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Brooke Kidd, Ex officio

# **JOE'S & CREATIVE SUITLAND STAFF\***

### **MANAGEMENT & OPERATIONS**

**Brooke Kidd, Executive Director** Jessica York, Chief of Staff D'Andre Leid, Digital Media Coordinator Paula Guzman, Facilities Coordinator Kevin McNeil, Stream Team Coordinator **ARTS EDUCATION** LaTanya Robinson, Arts Education Director Clara Major, Visual Arts Instructor **Arts Education Assistants** Rakim Delwin, Leila Fabio, Shannon White **CREATIVEWORKS** Jarrell Pittman, Program Coordinator Linda Cameron, College & Career Coordinator

Brittany McCullough, Partnership & Recruitment Coordinator

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Noni Ford, Program Coordinator Jeniffer Leon, Theatre Production Coordinator Shannon White, Community Programs Coordinator Ricardo Quinteros, Studio Manager Supervisor Gustavo Trejo, Theatre Technician **CREATIVE SUITLAND** Malachi Robinson, Site Director, Britt Barbour, Program Coordinator Kyle Reeder, Creative Placemaking Coordinator Hilary "Hilltop" Wright, Creative Placemaking Coordinator DEVELOPMENT Toni Salmi, Development Coordinator & Data Analyst