



Suitland
Parkway

**A creative partnership between the
Revenue Authority of Prince George's County, Maryland
and Joe's Movement Emporium**

Creative Suitland



ABOUT CREATIVE SUITLAND

Creative Suitland, a partnership with the Revenue Authority of Prince George's County, Maryland and Joe's Movement Emporium, is an arts-based, community development strategy to include existing residents and businesses in defining the cultural and creative spirit of greater Suitland area.

In 2018, we focused on broadening community outreach, facilitating partnerships and amplifying the existing arts and cultural scene to determine the future direction for Creative Suitland planning. During the summer, we developed a survey for the Suitland community. The purpose of the survey was to collect data and assess the interests for arts based activities. Through community surveys, partnerships and collaborations with local artists, we were able to connect with the community of Suitland and provide a series of introductory arts-based pop up events suitable for all ages.

ABOUT JOE'S MOVEMENT EMPORIUM

Joe's Movement Emporium (World Arts Focus, Inc.) builds community through arts-integrated collaboration and the co-creation of shared spaces resulting in positive economic impact.

HOW WE DO IT

- Engaging and empowering current population with attention to local businesses, artists and community gathering spaces
- Installing pop-ups featuring local business and artists
- Enlivening vacant spaces with arts opportunities
- Performance events highlighting local talent
- Interactive art installations creating destination atmosphere
- Consistent programming that serves current population
- Grant program encouraging locals to submit issues they've identified and the creative problem solving techniques they recommend

CREATIVE SUITLAND COMMUNITY OUTREACH

Joe's staff attended meetings and events throughout the greater Suitland area to make presentations, hold focus groups, and listen to resident and business interests in arts and culture activities. The following key presentations were made:

ORGANIZATION	DATE	LOCATION
Suitland Civic Association	5/21	Suitland Water Tower
Community Focus Group	5/29	Silver Hill Road property
TNI- Suitland Coral Hills	6/27	Suitland Community Center
TNI- Suitland Silver Hill Center	7/12	William Beanes Community Center
West End Capital Group	7/24	Iverson Mall
TNI- National Night Out	8/1	County Administration Building
TNI-Back to School Jam Center	8/11	William Beanes Community Center
William Beanes Community Center	8/30	William Beanes Community Center
CVPA Assembly	10/2	Suitland HS CVPA
Windsor Crossing Apts	10/23	Windsor Crossing Apts
Francis Scott Key Elementary	12/3	Francis Scott Key Elementary
College Track	12/3	College Track

CREATIVE SUITLAND SURVEY RESULTS

In addition to the community engagement events, a survey received 121 responses. The following table is a summary of key points and recurring responses within the data:

TOP RESPONSES FOR WHERE PARTICIPANTS ARE FROM:

- 28% of survey responses came from Suitland/Coral Hills residents
- 11.5% of survey responses came from Silver Hill residents
- The rest is a mix of residents from Hillcrest-Marlow, Forestville, Capitol Heights, Washington DC, District Heights, Fort Washington, Brandywine, Clinton, Temple Hills and Upper Marlboro.

TOP OCCUPATIONS:

- 40.4% Residents
- 29.8% Artists
- 23.1% Community Member
- 23.1% parents
- 9.6% Business Owner
- The rest is a mix of Student, Teachers, Activists and other.

TOP REQUESTS FOR HOW CREATIVE SUITLAND CAN SERVE:

- Affordable Spaces to rent for programs + Creative Entrepreneurs
- Free/Affordable Programs and arts activities
- Family oriented events/ activities for all ages
- Outdoor Art Installations, Murals, Public Art
- Provide paid opportunities for local youth/ internships
- Provide opportunities for local artists

TOP "NEEDED & DESIRED" PROGRAMS:

- 80% Live Music
- 71.3% paint & Sip
- 61.7% Education Programs
- 55.7% Art Exhibitions
- High interest was also shown in song and poetry writing, painting and drawing, theater classes, community choirs, and 3D design.

TOP ARTS EVENTS ATTENDED WITHIN PAST TWO YEARS:

- 77.8% have been to a play or theater event
- 76.1% Have been to a dance performance
- 52.1% have been to an Open Mic
- 46.2% have been to an Art Exhibition
- Small percentages had also been to Supper Clubs, Fashion Shows, Museums, Paint & Sip events and comedy shows

KNOWLEDGE OF LOCAL PRACTICING ARTISTS:

- 54% of responders do not know any local artists
- 45.8% of responders know local artists

TOP CRITICAL ISSUES IN COMMUNITY:

- 74.8% Public Safety
- 61.3% Academic Readiness
- 56.8% Affordable Housing
- 55.9% Small Business Development

TOP RECOMMENDED PARTNERSHIPS:

- Suitland High School CVPA
- Suitland Civic Association
- Dupont Village Neighborhood Watch
- Transforming Neighborhood Initiative

CREATIVE SUITLAND ADVISORY COMMITTEE MEETING

In the Spring 2018, we established an Advisory Committee Meeting specifically with local organizations, artists, and community activists in order to receive support with planning and connect with more members of the community. The Committee Meetings were held periodically to receive feedback, exchange ideas, and provide updates on planning. The result of a committee enabled Creative Suitland to gain knowledge of activities that are needed in the community and topics that should be addressed for public safety.

Photos: From Advisory Committee Meeting by Phillip Herring





CREATIVE SUITLAND POP-UP EVENT SCHEDULE

Event	Date	Location	Description	Attendance
<i>All the Right Moves</i>	10/13	Iverson Mall	Hand-dancing demonstration & lesson with Kevin Tisdale & Kermit Banks	150
<i>Seniors Paint and Sip</i>	11/10	Windsor Crossing	African Sunset with Arts on the Pike	17
<i>Juried Exhibition A World of Its Own Opening Reception</i>	11/9	Creative Suitland	Arts installation by local artists and performance by CVPA Students	60
<i>Barz, Poetry and Hip-Hop Cypher</i>	11/16	Creative Suitland	Live Poetry with local Poets and performance by CVPA students	20
<i>Creative Saturday: Theatre Workshop</i>	11/24	Creative Suitland	Exploring performing arts activities for all ages	2
<i>Creative Saturday: Visual Arts Workshop</i>	12/1	Creative Suitland	Exploring visual arts activity of wall hanging	8
<i>Juried Exhibition A World of Its Own Closing Reception</i>	12/7	Creative Suitland	Art installation by local artists and performance by CVPA Students	50
<i>Creative Saturday: Visual Arts Workshop</i>	12/8	Creative Suitland	Exploring visual arts activity of origami	6

SOCIAL MEDIA ANALYTICS

In July, the social media infrastructure was created for Creative Suitland that includes Instagram, Facebook and a WordPress Blog. Instagram is more widely used than Facebook. Acquisition is accomplished by providing more programs, hashtag usage, and usage by motivated residents who attend events.

Instagram: 173 Followers - Male: 36%, Female: 64%

Location:

Washington 37%
 Suitland 3%
 Waldorf 3%
 Baltimore 3%
 Bowie 3%

Age Range:

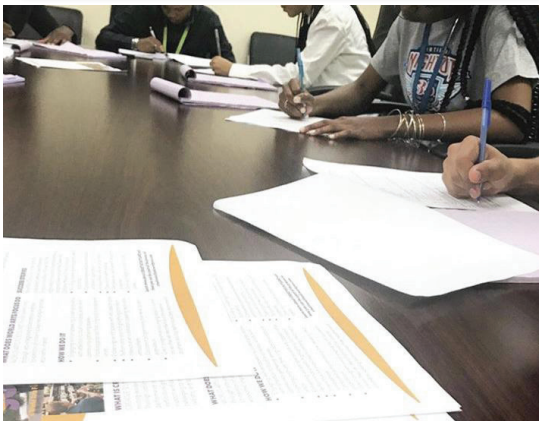
24 & under 28%
 25-34 38%
 35-44 19%
 45-54 10%
 55+ 5%

Facebook: 96 Followers with post Reach: 56

RECOMMENDATIONS

After the first year of planning, the following ideas and initiatives have emerged.

- 1. Invest In A Community Arts Center:** Provide an arts space defined by community desire and need by filing a vacant space to build a strong audience to support future commercial development.
- 2. Arts Spaces and Arts Programs Generate Valuable Marketing:** Brand the community with arts amenities and high-quality programs.
- 3. Present the Talent From Suitland High School:** Strengthen the presence of Suitland High School CVPA program in the community.
- 4. Arts Sector Growth:** Create economic opportunities for area artists through professional development, coordinating contracts and programs, advocating for hiring of artists.
- 5. Arts Education:** Address lack of out-of-school time opportunities for preschool and school aged youth.



Top: Creative Saturday Visual Arts Workshop, "Wall Hanging", Instructed by Suitland CVPA student Martia Thomas, 12/1/18.

Bottom Left: National Night Out TNI Interns entering Creative Suitland survey responses, Country Administration Building, 8/1/18

Bottom Right: Senior Paint + Sip at Windsor Crossing Apartments, "African Sunset" instructed by Anika Fountain, founder of Arts On the Pike, 11/10/18.



Artistic Rendering
Facade | Creative Suitland Arts Center

CREATIVE SUITLAND ARTS CENTER

Rationale for investing in the former Hunter AME church space

- Develop authentic audience to support future arts-based development.
- Create regional branding through arts programming to drive a diverse constituent base to an area, improve desirability, & generate foot traffic.
- Recognize and support existing residents during large scale-development.
- Familiarize audience with new commercial and business development when it opens at Towne Square at Suitland Federal Center.
- Projected development after 5+ years of opening.
- Predicted renovation costs of \$250,000, an annual cost of \$50,000; a reasonable sum to invest in branding & audience development in an area currently lacking walkable businesses.
- An empty building or lot is blight. With the need to engage the federal employees as an audience, the Suitland location serves as one of the few ways in the next two years to attract their attention
- The Food Tuck Hub did not achieve its goals because of management issues and the vacant building on the lot do not create an amenable environment for commerce
- Rent revenue will be generated from use of the space to offset some of the renovation costs
- Audiences attending arts activities spend money in the community on food, gas and transportation.

PROGRAMS

According to the community survey data, a high percentage of responders requested the following programs:

- Live Music
- Paint and Sip
- Art Education
- Visual Art Exhibitions
- After School Activities
- Dance for all ages

Summary of Suggested Programs

- Multi generational programs dedicated to arts, culture and heritage
- Social enterprise opportunities for a cafe and artisan gift store with regular craft fairs
- Performance series
- Resident artist groups, including poetry/spoken word studio
- Strategic programs with Suitland CVPA
- Arts Education including pre-school program
- Lobby Gallery for Art exhibitions
- Creative Placemaking programs and events throughout the greater Suitland area
- Event and meeting space for community groups and members
- CreativeWorks- arts training with College Track, special program with SHS

AFFORDABLE ARTS ENTERTAINMENT

Adults of all ages crave arts and cultural activities that speak to local interests, showcase their community members, and don't require a long journey and expensive ticket to enjoy.

Populations to Target with Programs:

- Young adults 16-25
- 25-35
- 35+

Greatest Interest:

- Music
- Theater
- Comedy

The Sanctuary Theater space with the Creative Suitland Arts Center property is ideal for multidisciplinary performances. But, other venues in the area are also ripe for performances including William Beane Community Center, Suitland Community Center, and Silvester Chicken restaurant. A regular schedule of performances will market the area as a viable arts and entertainment community. It will take 12 to 18 months to have a market presence within the region through coordinated branding and advertising strategies.

Poetry and Spoken Word

- A collective of poets and spoken word artists desiring regular performance space to target general as well as youth programs
 - Substantial
 - Patrick Washington
 - Hiram Larew
 - Lady Di
 - Sistah Joy
- Proposals for weekly events each organized by Substantial, Patrick, and Sistah Joy et al are as follows:
 - Open Mic Night
 - Youth Engagement
 - Published work part of sales and fairs

Heritage Works: Maintaining Cultural Traditions of Arts and Crafts

Older residents of the greater Suitland community desire a maker-space where they can sustain the heritage and history of their family's artisan and cultural traditions.

- Elvis Pate- Local Historical Tours
- Kermit Banks and Kevin Tisdale- Hand Dancing
- Leonard Gore- Model Building (airplanes, etc.), Andrews Air-force Base Group
- Quilting, Crochet Knitting and Fiber Arts

The goal for Heritage Works is as follows:

- Create a workshop space for each craft area
- Have a gift store or regular monthly craft fairs
- Fund an apprentice program that provides community service hours, a stipend and online opportunities for sales
- Offer workshops or use workshop space
- Look to OpenWorks in Baltimore model

Dance

There is adequate training in dance for residents in the Greater Suitland area that limits readiness of residents to attend their own flagship creative and performing arts high school.

Recommendations:

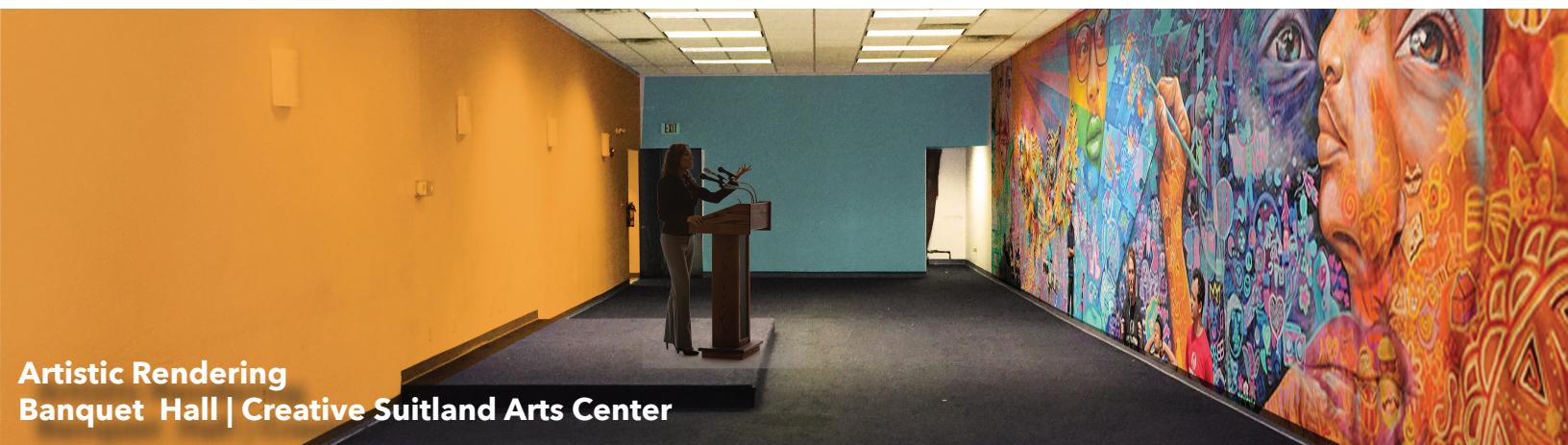
- Engage collaborative marketing for all dance studios and programs
- Offer high-quality early dance training at Creative Suitland Arts Center
- Include dance in arts education programs
- Provide dance clubs at area schools after school; process in the works for Francis Scott Elementary School because Joe's has MOU with the school system

BRANDING AND MARKETING

- Properly launch the Creative Suitland initiative with the County Executive's office
- Create a media kit for and feed content to county agencies, especially TNI, to celebrate the project, feature artists and programs, discuss impact
- Coordinate with Federal Center Developers and Redevelopment Authority to brand Creative Suitland on fence wraps, signage, website, etc.
- If the Silver Hill Road property is renovated, advertise the development and programs through radio and limited print media
- Amplify Creative Suitland and social media with Suitland CVPA student "Takeovers" where students post videos, photos, and written content from their voice
- Strategic giveaways of t-shirts, pins, pencils, notepads to extend the brand

SUITLAND HIGH SCHOOL

There is a tremendous potential for the Suitland High School Creative and Visual Arts Program (CVPA) students to bring their talent into the community. The CVPA program is led by extraordinary faculty and teaching artists. Students audition for competitive and limited spots in the programs. It's excellence is known, but not often experienced.



Artistic Rendering
Banquet Hall | Creative Suitland Arts Center



**Malik Mills, an art student at Suitland High School, in a hallway at the school.
Credit: T.J. Kirkpatrick for The New York Times | 2016**

Findings:

- Students lack a venue to perform, exhibit, and teach in the community and desire an opportunity for performances in which they have curatorial input or direction
- Families desire free and affordable opportunities for their children to interact with artists and art venues
- Community members want to see the talent from CVPA and have greater interaction with the students in which they take pride as part of their neighborhood
- Businesses have untapped opportunities to market their goods and services to frequent student-family events in an independent space
- Students desire arts education opportunities to gain experience to prepare them for professional work

Recommendations:

- Create a producers club after school with two representatives of each department that will spearhead programs in the community at various sites. This trains students in presenting and arts management. Program Structure modeled after Joe’s CreativeWorks job readiness program
- Promote all Suitland CVPA activities though Creative Suitland social media for audience development
- Hire students to teach, perform and manage various programs and projects with Creative Suitland. This was done with great success Fall 2018.
- Provide information to Greater Suitland families on enrollment process and criteria to enter Suitland CVPA by working with school system
- Conduct broad arts education advocacy in partnership with PGCPs to support family knowledge base on benefits

ARTIST VITALITY

There are a few arts organizations in the Greater Suitland area, few publicly known artist studios and the artists in the area have not had unifying program opportunities. Yet, there is a large Suitland CVPA alumni audience that desires to give back to the community and increased opportunities to perform, exhibit and teach.

Recommendations:

- Provide studio spaces within Creative Suitland Arts Center for several artists and arts groups
- Provide professional development workshop series with WALA (Washington Arts Lawyers for the Arts) that was successfully done in the Gateway Arts District
- Partner with Prince George's County Arts and Humanities Council (PGAHC) and Maryland State Arts Council (MSAC) to offer grant workshops
- Develop a directory (to live online at Creative Suitland website) and collaborative marketing among all arts organizations and artists
- Identify vacant commercial spaces that can be purchased or leased for arts uses; promote opportunities
- Create a feature profile on monthly basis of an adult and a Suitland CVPA artist to promote
- Support non-profit professional development by partnering with Nonprofit Prince George's to offer workshops
- Support an Apprentice Program for students to learn skill and learn skill and craft of local artists to gain experience and professional practice

Audience Development Partners

- Suitland Civic Association
- Swan Road Neighborhood Watch
- AKA Sorority House
- College Track
- Sharon Anderson, Founder of Girls Speak Empowerment Group

Artist Collective Potential Members

- Hand Dancers: Kermit Banks and Kevin Tisdale
- Morgan- textile arts
- Poetry studio
- HeritageWorks makerspace studios



Artistic Rendering
Performance Space | Creative Suitland Arts Center

ARTS EDUCATION

Top requests from the survey include after school and summer extended learning in the arts. Area artists and Suitland CVPA students are potential faculty. Any partners that are part of the space can also feed into arts education programs. The models used by Joe's Movement Emporium provide a method for registration and licensing.

Afterschool and Summer Programs at Creative Sutiand Arts Center

- Walkable for William Beanes Elementary School
- Offer programs with Drew Freeman Middle school
- Preschool programs also desired

In the Community

- Dance class starting at Francis Scott Key Fall 2019
- Partner with College Track for a Creative Works model
- Other as developed through partnerships and funding
- Tap into retired teachers in the community

Adult Learning

- Develop roster of classes around artist partners
- Make use of individual studios
- Lunch time programs targeting federal employees
- Connect to wellness and health initiatives; explore art therapy

Mobile Ambassadors Program

An opportunity to provide work experience for young artists and art students to enhance their experience as teaching artists. The program would benefit members of the community who are unable to attend programs at the Creative Suitland Art Center

Arts Education Institute-training the Next Generation

The county has a need for new teaching artists to meet the demands for quality arts education programs for youth and adults. A professional development institute could be created within CreativeWorks for arts educators and working with Suitland CVPA students. Exposure to the field would enhance young artists ability to stay within arts related work, sustain their craft, network, and support their vision as a working artist.



Artistic Rendering
Box Office | Creative Suitland Arts Center



**Artistic Rendering
Barber Shop Gallery | Creative Suitland Arts Center**

NEXT STEPS

The Creative Suitland team from Joe’s Movement Emporium proposes an additional two month program series from February to March taking place in the community and at the Silver Hill Road property to shape future partnerships and program plans. Iverson Mall and Suitland Civic Association have emerged as active participants to the initiative. During this phase, a decision could be made regarding the renovation of the former church space and program partners in the community that would shape project timelines.

Proposed summary of scope of work in 2019:

- Create a resource development plan for programs and use of space
- Generate grant requests for partner program ideas
- Partner on a branding campaign with Federal Towne Center development
- Build social media presence
- Define business plan for Creative Suitland Arts Center
- Develop artist professional development series
- Activate additional programs

Creative Suitland

ARTS · CULTURE · COMMUNITY



Joe's Movement
Emporium



The Revenue
Authority of Prince
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