



WORKHOUSE ARTS CENTER

A PROJECT OF THE WORKHOUSE ARTS FOUNDATION



ANNUAL REPORT



JULY 1, 2021 - JUNE 30, 2022





ANNUAL REPORT

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A LETTER FROM THE BOARD CHAIR

It is my pleasure to share with you some very positive, and exciting, developments since our last annual report.

The Board of Directors appointed Leon Scioscia as the President & CEO of the Workhouse Arts Foundation, Inc. in June 2021, and he officially began his tenure in at the start of July 2021. Mr. Scioscia has a strong history of bringing the arts to the public and has a long and successful career stewarding high-quality arts experiences and partnerships in a multi-disciplinary setting.

In December 2021, we launched a beautifully redesigned website—www.workhousearts.org—which updated and elevated the Workhouse’s digital property, enabling visitors, students, and patrons of all ages to stay better connected to our work. In tandem, we redesigned the Workhouse branding to present a more modern and streamlined representation of our institutional identity.

In partnership with Fairfax County, we began a comprehensive Master Planning process in 2022 to develop a plan, which when enacted, will renovate the remainder of the campus’ unoccupied buildings. Most exciting of these potential plans (of which there are many) revolve around the renovation of our W-22 barn building

which could be turned into a 3,000-seat amphitheater called the Music Barn. We have been so energized seeing the initial concepts developed in partnership with nationally renowned interdisciplinary design firm HGA.

Fairfax County, in early 2022, began a restoration process on two campus buildings, fondly known as W13 and W15. Once completed, Fairfax County will lease these buildings to commercial entities, and for the first time in the Workhouse Arts Center’s history, there will be a restaurant/coffee shop, and a brewery, located right on campus. We know that these types of businesses, located on our campus, will allow for deeper community engagement and partnership with the local economy.

We know that the best is yet to come, and we are so grateful for the unending support you have given our organization in the last year, and the community you all have been instrumental in helping us build. You helped make our successes possible.



CAROLINE BLANCO
Chair – Board of Directors

A LETTER FROM THE PRESIDENT & CEO

I am so excited to be a part of the Workhouse Arts Center community. Even in the midst of a pandemic, we (staff, artists, teachers, and volunteers), have weathered the storm and are poised for an exciting future.

2022 will go down as a year to celebrate our partnerships, to relish our ability to gather together once again, and to collectively dream of future possibilities. From our galleries, to our stages, and classrooms, the Workhouse, through the generous support of our donors, artists, staff, and community reached individuals from the Fairfax County community, our neighbors in Prince William County, and the wider District/Maryland/Virginia (DMV) region, and beyond!

As you read this report, you will learn about all the projects we were able to bring onto our campus and the community partnerships that made them possible. Workhouse's closest and most invaluable partnership remains with Fairfax County and its respective officials and offices, and their dedication and confidence in our impact is truly treasured.

We are so pleased with all that we were able to accomplish in the last

year and we look forward to seeing these relationships grow and inform new strategic initiatives. None of this would have been possible without a comprehensive staff Executive Team (comprised of the Vice President, Advancement, the Vice President, Finance, and the Vice President, Programs / Operations) to assist with implementing, realizing, and funding strategic mission programming for the Workhouse.

We are moving in new directions, as you will see identified throughout this annual report! The Workhouse is planning on being more involved in the local community, throughout Fairfax and Prince William Counties, and in the greater DMV area. My one request of you – come explore, and be engaged in, the arts on our campus.



A handwritten signature in black ink, appearing to read 'Leon Scioscia'.

LEON SCIOSCIA
President & CEO

FISCAL YEAR 2021

AT-A-GLANCE

JULY 1, 2020 - JUNE 30, 2021

The Workhouse stands proud to report that it continued delivering mission-informed programs during the pandemic with minimal interruptions via safely distanced and hybrid arts programming. During this time, we experienced unprecedented community engagement and participation in the arts via our website traffic, social media engagement, online class and socially distanced events.

At the beginning of the pandemic in March 2020, the Workhouse pivoted and began offering free virtual programming: short art classes and demos offered at no cost; performances; online exhibitions and curator talks; and virtual tours of the newly opened Lucy Burns Museum – all while engaging with our community through conversations as the Workhouse planned for a safe reopening.



By June 2020, the Workhouse designed and adapted safety protocols to offer existing in-person programming, including art classes, youth camps, access to artists' studios, and in-person exhibitions. Workhouse also carefully crafted several new mission related opportunities keeping the arts alive and offering much needed safe outlets for the community and the region to engage with the arts. This included a summer-long Drive-In Movie Series (June – August 2021), a Community Market to support artisans and local businesses, a Drive-Thru Haunted Trail iteration of our beloved Workhouse Haunt, and a Drive-In Gala.

To usher us through the pandemic, and as the Board of Directors conducted the search that led to the hiring of Leon Scioscia, Board members Lura Bovee and Vincette Goerl assumed additional administrative duties. Their significant contribution of time and oversight enabled the organization to not just weather the pandemic, but thrive, grow, and remain forward-thinking. We are deeply appreciative of their interim service.

734

VEHICLES

Attended the 2021
Drive-In Movie Series

27

**VIRTUAL EXHIBITIONS
MOUNTED**

51

**UNIQUE VENDORS
at Community Market**



ON THE WALLS

Visual arts at the Workhouse this past year represented the robust diversity of fine art and resources that we bring to our community. We accomplished this through our hallmark historical and visual arts programs—our campus and Arches artist programs, our curated exhibition series, and the Lucy Burns Museum.

The Workhouse mounted a plethora of high-quality visual art throughout gallery spaces across campus. Our Campus Artist program provided reduced-price, dedicated space to 54 local artists in five artist buildings. Campus artists showcased their work in 60 dedicated exhibitions, highlighted during our monthly Second Saturday Art Walk events. Our Arches Gallery in W-9 was also home to 17 artists, who contributed to the cultural fabric of our campus galleries. In June 2022, the Workhouse was named the [Best Art Gallery](#) to visit in Northern Virginia Magazine, showcasing the talent and quality of art that all of our artists bring to the region.

A total of 23 exhibitions were mounted at the Workhouse last year across three professional exhibition spaces—the McGuireWoods Gallery, the Vulcan Gallery, and the Muse Gallery. These exhibitions featured the works of 642 student and professional artists alike.

We were pleased to welcome guests to visit the Lucy Burns Museum in-person in FY22. An estimated 4,000 patrons visited the Museum and we facilitated 39 group tours exploring our civil, public, and cultural histories. The Lucy Burns Museum was also named the runner-up to the Best Museum category of the same Northern Virginia Magazine competition that lauded our galleries.





ON THE STAGE

The Workhouse has been a longtime provider of performing arts programs in Fairfax County and the wider DMV region. Fiscal year 2022 marked the return of in-person performing arts programs at the Workhouse following our pandemic closure and set new records for artistic excellence.

Our produced season of shows concluded with *Xanadu*, which received a coveted nod as a Helen Hayes Awards Recommended production and a Helen Hayes Award nomination for Outstanding Lead Performing in a Musical. This measured our show against others across the region to indicate where audiences may experience the most high-quality, professional, and enjoyable theatrical experience. Our productions also received rave reviews from local critical publications—including the regional DC Metro Theater Arts—marking a strong return to the in-person stage.

Made possible by a significant grant from the Shuttered Venues Operators Grant (SVOG) program, WAC offered the first year of our presented OnStage series, bringing classical music—and a variety of other diverse music genres and theatrical performances—to our McGuireWoods Gallery and Rizer Pavilion stages. We are pleased to report that OnStage was a huge success and engaged nearly 1,500 new audience members across all performances; for a series with no previously established audience base or brand awareness, we are thrilled that these performances have found such robust initial engagement with our Fairfax

BY THE NUMBERS

11,200

ATTENDEES
(ESTIMATED TOTAL)

310

ARTISTS
EMPLOYED/CASTED/ENGAGED
THROUGH ONSTAGE

117

PERFORMANCES
PRODUCED AND PRESENTED

County neighbors and surrounding communities. For the first time in the Workhouse’s history, we took our performing arts off campus and met the community where they were through unique theatrical community outreach programs. We worked with Essential Theatre to bring their widely successful Playback Theatre style performances to three community partners-- the Gum Springs Community Center, the James Lee Community Center, and Shelter House. The programming we activated at each site was a significant enhancement to their own, and allowed us to reach corners of our community that otherwise would not be able to engage with the same high-quality art and arts experiences.

2021/2022 WORKHOUSE PRODUCED SEASON



ALL TOGETHER NOW!
November 12-15, 2021

THE MYSTERY OF EDWIN DROOD
December 10, 2021-January 23, 2022



THE ART OF MURDER
March 18-April 16, 2022

XANADU
May 7-June 11, 2022

IN THE CLASSROOM

Workhouse continued to offer comprehensive arts education classes, camps, and workshops to the DMV community. In total, Workhouse Education offered approximately 350 online and in-person classes and workshops across more than 10 different mediums, serving over 4,500 students. We added a very successful new workshop to our education catalog—Acrylic Paint Pouring—as a result of popular demand and trending industry techniques in artmaking.

We confirmed a new programmatic partner that significantly bolstered our music education classes. The Workhouse is working exclusively with Jordan Kitt's Music to bring high-quality musical instruments and classes to campus. In exchange for the donation of five Yamaha upright pianos to newly refreshed music classrooms, we provided Jordan Kitt's space for their annual piano sale, which drove visitors both to our campus and to Jordan Kitt's retail spaces. We are very excited by this partnership, as it will bring access to higher-quality musical instruments to our burgeoning music education programs for years to come.

Workhouse Military in the Arts (WMAI) experienced a successful year of programming, partnership, and strategic positioning. Our continued work with the Wounded Warrior Project and the Armed Services Arts Partnership allowed us to transport WMAI off Workhouse's campus to impact even more service members and veterans that would normally be outside of our reach. Additionally, WMAI engaged in a contract with Creative Forces, made possible by the National Endowment of the Arts, that equipped our staff with a refreshed Logic Model, Theory of Change, and provided next steps for implementing and executing customized and informative MEL surveying methods. These new strategies enable WMAI to better assess the effectiveness of programmatic offerings using qualitative and quantitative filters, opportunities for additional growth, and gather data geared around specific indicators for individual participants and their satisfaction and growth through engagement.

Art of Movement (AOM) also returned to in-person programs in 2022. Hybrid and virtual instruction remained a popular choice for AOM students and to accommodate this demand, the Workhouse installed dedicated streaming equipment to accommodate ongoing Zoom instruction. This equipment was supported by a generous Technical Assistance grant from the Virginia Commission for the Arts.



BY THE NUMBERS

\$778,000

TOTAL GROSSED FROM
EDUCATION REGISTRATIONS

\$5,819

TUTION ASSISTANCE
AWARDED

INVITING THE COMMUNITY

The Workhouse was pleased to offer a wide variety of programs and events to the public, creating spaces for exploration and celebration where all could accessibly experience the breadth and depth of our community’s creative spirit.

From October 3 through November 6, 2021, the Workhouse held the locally beloved Workhouse Haunt event. This was the first in-person iteration of our Workhouse Haunt following the pandemic, and to safely accommodate everyone, we reimagined the experience to include controlled timed entry. Over 13 performances, we welcomed nearly 8,000 visitors to campus to experience the Haunt—and grossed \$236,740, including \$11,500 in sponsorships. Our return to in-person scares also garnered significant press attention, including a live feature on [ABC7’s](#) morning news and significant visibility on social media via [patron-made TikToks](#).

The Workhouse held MusicWorks in June 2022, a new event that presented renowned professional folk and contemporary musicians and bands. MusicWorks turned the Workhouse quad into a place for over 500 guests to gather and enjoy performances by DMV-based band Oh He Dead, folk musician Sierra Hull, and guitarist Cory Wong. Supported by our SVOG grant, MusicWorks entertained guests from across the region in a first-rate musical performance.

BY THE NUMBERS

11

**COMMUNITY
MARKETS**
HOSTED

21

**DOCENT
VOLUNTEERS**
ENGAGED

12

**FACILITY
RENTALS**

In partnership with VisitFairfax and a task force of historic attractions, museums, parks, arts, and cultural venues, Workhouse was proud to be a part of the launch for new regional branding for Potomac Banks - Experience Fairfax South. As a member of Potomac Banks, the Workhouse can creatively frame our corner of Fairfax County as a tourist destination that illustrates the diverse cultural, historical, economic, and natural elements of our area.



WORKHOUSE HAUNT



MUSICWORKS



SECOND SATURDAYS



FIREWORKS

FISCAL YEAR 2022

WITH GRATITUDE

Our beloved Workhouse Collect! was held on March 26, 2022 in the McGuireWoods Gallery. Collect! was attended by 86 guests and raised over \$22,000, and this year's theme of pirates and sea shanties delighted and entertained. Workhouse also held a special OnStage performance featuring Addison Agen, season 13 runner-up on NBC's hit TV show The Voice. We welcomed nearly 60 guests into a semi-cabaret style evening of intimate performance.

The Workhouse received a significant grant of \$1,002,638 from the Shuttered Venue Operators Grant (SVOG) program in support of reactivating performing arts programming on campus following the pandemic. This is one of the single largest gifts the Workhouse has received in its history, and was the funding that made our new presenting series, OnStage, possible.

We were so pleased to continue our relationship with the Potomac Health Foundation in 2022, receiving a renewed 3-year grant of \$231,150 to support our Workhouse Military in the Arts Initiative (WMAI). The Potomac Health Foundation has been a cornerstone of sustainable support for the WMAI program since its inception, and we are energized that this funding enabled us to maintain the program's current operational footprint in the community.

DONATIONS BY THE NUMBERS

20

GRANTS RECEIVED

675

UNIQUE DONORS

\$214

AVERAGE GIFT SIZE



30% GRANTS FROM LOCAL & STATE GOVERNMENT FUNDING

70% GRANTS FROM FOUNDATION & CORPORATE PHILANTHROPY



The Howard Greenhouse Large Grant program, a giving arm of the Potomac Health Foundation, generously awarded the Workhouse a \$45,000 grant to support our transition into the Tessitura database. Tessitura is uniting our education registration, ticketing, and donation database platforms into one seamless digital repository; this grant was instrumental in this effort, enabling the Workhouse to better understand patron and donor participation data for the first time in one institution-wide manner.

\$736,341
TOTAL RAISED

INDIVIDUALS & MEMBERSHIPS	\$103,074
SPONSORSHIPS	\$37,700
RESTRICTED CONTRIBUTIONS	\$57,815
OTHER CONTRIBUTIONS	\$5,612

**TOTAL
FY2022 GIVING \$204,201**

Fiscal Year 2022

DONORS & FUNDERS

\$50,000+



Shuttered Venue
Operators Grant
Program



**FAIRFAX
COUNTY**

**RICHARD HAUSLER &
LYNDON SKELLY-HAUSLER**

\$10,000-\$49,999



ANONYMOUS

TIMOTHY & BARBARA RIZER

CLARK-WINCHCOLE FOUNDATION

JOHN & JUDITH REGAN

\$5,000-\$9,999

Kip Addison
Candace Anderson
Caroline & Andrew Blanco
Kevin & Belinda Carey
Vincette Goerl

Eleanor Gomolinski-Lally
Kevin Greenlief
Richard & Gretchen Klimoski
David & Sandy McElhaney
William Mountjoy

Nora Roberts Foundation
Rockley Family Foundation
Virginia Tourism Corporation
Vulcan Materials
Laura Yager & Marc Blackwell

\$1,000-\$4,999

Adler Family Foundation
Sidney Bland
Prudence Bovee
Molly Bullock
Capital One
The Christopher Companies

Linda Evans & Robert Martella
Eun Joo Fenton
Venable Foundation
William H. Goodman
Dave Hinzl
InsideNoVA

Laura & Alan McKie
The Cat's Pajamas
Jean Schiro-Zavela & Vance Zavela
Helen Stevens
Dan & Deb Storck
Karen Lerohl Wilson

\$500-\$999

Marc Abrams
AmazonSmile Foundation
Ellen Balis
Diana Bellack Photography, LLC
Lura Bovee
Ronald & Shirley Edwards

Carol Hamal
Julie Hamre
Eric Hemmer
Brian & Nanette Henderson
David & Ann Koch
John Mason

Lynn Mayer
Alice Merritt
Dr. Laurence Murphy
Michael & Cheri Reidy
Wayne Sartis
Adrienne Zaleski

\$100-\$499

Linda Alcock
Sheila Allen
Linnea Anderson
Antonelli's Pizza
Robert Arconti
The Beck Foundation
Catherine Biersack
Joseph & Christy Boltersdorf
Kathy Bray
Frankie Brost
Eleanor Brtva
Petra Casipit
Chem-Clay Corporation
Leslie Christensen
Pamela Corsini
Madeline Delgado
Bobbi Dickerson
Amy & Steve Duncan
John Ferrantino
Stephanie Fertig

Judith Flynn
Rachel Flynn
Katherine Ann Froyd
Mary Gaitan
Kristen Geehring
Jere Gibber
Anthony & Lucy Griffin
Katharine Hardy
Patricia Howarth
Madelyn Johnson
Carol Kelly
Julia King
James and Sandra Kirkpatrick
Mary Kitchen
Susan Larimer
James & Leslie Lewis
Mary Lopatto
National Womens History Alliance
John & Carol Mangan
Susan Marquis

Timothy & Pamela McCarthy
Jennifer Miller
Marsha Morrow
Eugene Moty
Marilyn Peppers-Citizen
Brad Prentice
Elizabeth Samuel
William Sidenstick
Nigel and Linda Smyth
Deborah Snyder
Emily Sommers
Fred Stein
Deborah Suski
Kristina Swatek
Jodie Torkelson
Diane Van Demark
Lisa Vonder Haar
Susan Woodruff
Elizabeth Zander Thays
Daniel & Cathleen Zeytoonian

If you believe that your name is missing from this list, or if you have any other questions about donor recognition, please contact our Advancement Office at marcushardrick@workhousearts.org.

WORKHOUSE ARTS FOUNDATION, INC AND AFFILIATES

CONSOLIDATED STATEMENT OF ACTIVITIES FOR THE YEAR ENDED JUNE 20, 2022

	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
REVENUE AND SUPPORT			
Contributions and grants	\$ 907,558	\$ 186,026	\$ 1,093,584
Registration fees	778,553	-	778,553
Rental income	388,423	-	388,423
Art & merchandise sales	246,696	-	246,696
Special events	40,841	-	40,841
Theater Ticket sales	316,564	-	316,564
In-kind contributions	1,828,460	-	1,828,460
Investment income (Loss), net	121	(71,811)	(71,690)
Other income	19,017	-	19,017
Released from restrictions	270,031	(270,031)	-
TOTAL REVENUE AND SUPPORT	\$ 4,796,264	\$ (155,816)	\$ 4,640,448
EXPENSES			
Program services	3,840,088	-	3,840,088
Supporting services:			
Management and general	995,608	-	995,608
Fundraising	182,029	-	182,029
Total supporting services	1,177,637	-	1,177,637
TOTAL EXPENSES	\$ 5,017,725	-	\$ 5,017,725
CHANGE IN NET ASSETS	(221,461)	(155,816)	(377,277)
NET ASSETS, BEGINNING OF YEAR	3,682,870	1,096,262	4,779,132
NET ASSETS, END OF YEAR	\$ 3,461,409	\$ 940,446	\$ 4,401,855

WORKHOUSE ARTS FOUNDATION, INC AND AFFILIATES

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION JUNE 30, 2022 AND 2021

	<u>2022</u>	<u>2021</u>
ASSETS		
Cash-unrestricted	\$ 1,216,591	\$ 1,046,800
Cash-restricted	401,768	485,343
Investments-restricted	538,678	610,919
Accounts receivable	31,881	57,222
Contributions receivable	-	2,250
Prepaid expenses and other assets	62,971	3,012
Inventory	72,064	73,021
Property and equipment, net	<u>2,771,339</u>	<u>2,748,111</u>
TOTAL ASSETS	<u>\$ 5,095,292</u>	<u>\$ 5,026,678</u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	\$ 144,316	\$ 79,246
Deferred revenue	222,417	147,798
Refundable advances-SVOG Program	306,574	-
Security deposits	<u>20,130</u>	<u>20,502</u>
TOTAL LIABILITIES	<u>693,437</u>	<u>247,546</u>
NET ASSETS		
Without donor restrictions:		
Undesignated	3,090,153	3,311,614
Board-designated	<u>371,256</u>	<u>371,256</u>
Total without donor restrictions	3,461,409	3,682,870
With donor restrictions	<u>940,446</u>	<u>1,096,262</u>
TOTAL NET ASSETS	<u>4,401,855</u>	<u>4,779,132</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 5,095,292</u>	<u>\$ 5,026,678</u>

FISCAL YEAR 2022 WORKHOUSE STAFF

EXECUTIVE OFFICE

Leon Scioscia
President & CEO

Eileen Sheridan
Special Assistant

ADVANCEMENT

Elena Forbes
Vice President – Advancement

Marcus Hardrick
Advancement Assistant

MARKETING

Greg Kihlstrom
Consulting Director of Marketing

Barbara Baker
Marketing Associate

Santiago Cerquera Cabrera
Marketing Associate

FINANCE

Johnna Ebel
Vice President – Finance

Bweleka Yamikani
Accountant

Taija Allen
Junior Accountant

PROGRAMMING

Anne O'Dell
Vice President – Programs & Operations

Russell Bovee
Acting Facilities Manager

Liz Coladene
Performing Arts Coordinator

Jennifer Deutschendorf
Coordinator – Special Events & Rentals

Alyssa Goggan
Director – WMAI and Art Therapist

Erin Harris
Visitor Administrative Associate

Aubrey Lisowski
Director of Education

Dale Marhanka
Director – Glass & Ceramics

Audrey Miller
Exhibits Coordinator

Sharon Moores
Artist Liaison

Scott Rumberger
Director – Special Events & Rentals

Susan Scheiffley
Director – Art of Movement

Joshua Stout
Acting Education Coordinator/Camp Director

Rebecca Super
Director – Lucy Burns Museum

Joseph Wallen
Director – Performing Arts

VISITOR ASSOCIATES

Betsy Ryan
Katie Smith

Lauren Sullivan
Leo Mayhew

FISCAL YEAR 2022 WORKHOUSE BOARD

BOARD OF DIRECTORS

Caroline M. Blanco, *Chair*
John Regan, *Vice Chair*
Vincette Goerl, *Treasurer*
Lura Bovee, *Secretary*
Bill Mountjoy
David McElhaney
Eun Joo Fenton
Gregory D. Gadson
Joseph LaHait (Ex Officio)

Joy Quinn
Kevin Carey
Kevin Greenlief
Kip Addison
Laura McKie
Linda S. Evans
Richard Klimoski
Richard W. Hausler
Tim Rizer

HONORARY BOARD

The Honorable Jeffrey C. McKay
Chairman of the Board,
Fairfax County Supervisors

The Honorable Thomas M. Davis
Director, Federal Government Affairs
Deloitte



WORKHOUSE
ARTS CENTER