

 **WORKHOUSE**
ARTS CENTER

ANNUAL REPORT

JULY 1, 2022 - JUNE 30, 2023





6

5

ANNUAL REPORT

CONTENTS

WELCOME	4
PERFORMING ARTS	6
VISUAL ARTS	8
SPECIAL EVENTS	10
WORKHOUSE HISTORY	12
EDUCATION	14
HARD HAT ZONE	16
FUNDRAISING	18
YOUR MISSION TOO	22
DONORS & FUNDS	24
STAFF AND BOARD	28

A LETTER FROM THE BOARD CHAIR



Thank you for your interest in the Workhouse Arts Foundation! I believe that arts organizations like the Workhouse are absolutely essential in today's world, where we are in great need of kindness, peace, and beauty. One way we can get closer to that world is through the arts. The Workhouse exposes all who walk on our campus to incredible creativity, entertainment, and thought-provoking experiences.

One example of the impact that the arts can have on people is the influence that our annual Workhouse Haunt has on teenagers as they struggle to navigate life's obstacles and learn who they are as individuals. Year after year, we have seen teens transformed when they help to create and realize our Haunt.

During the year that precedes opening night, they diligently create their costumes and design their characters. This opportunity to express themselves in a creative and constructive way provides a healthy and constructive outlet for them to work through some of life's pressing challenges.

Another example of the healing power of the arts can be seen in our Workhouse Military in the Arts Initiative (WMAI). Our WMAI resident artists and participants have used art as a vehicle to work through the effects of traumatic experiences they have faced while serving our Country.

Those who enjoy music and theatre at the Workhouse have likely experienced a time where a performance has transported them into a different reality — one where daily stresses are absent and the imagination flourishes.

And, for our community members who enjoy walking through our art galleries, unique artist studios, and the DMV-recognized Lucy Burns Museum, they leave those spaces enriched by new knowledge, thoughts, and perspectives.

This is the power and the beauty of the arts. We are very excited that the Workhouse Arts Foundation is celebrating its 15th anniversary this year! The enrichment that the arts in all of its forms can bring to our lives as a result of the Workhouse's offerings will only expand in coming years.

This Annual Report showcases an overview of all that we are now and a glimpse into what we will and can be with the support of our community. I invite you to take a closer look at the Workhouse at your earliest convenience. Spend some time here. Meet our artists, performers, educators, and historians. Explore, discover, become inspired by the many forms of arts and culture that can have a tremendous and positive impact on our lives. We are eager to welcome you on campus soon!

CAROLINE BLANCO
Chair – Board of Directors

A LETTER FROM THE INTERIM PRESIDENT & CEO



From my window, I can hear the construction equipment working on the next phase in revitalizing our historic campus. Artists are coming from and going to their studios as inspiration strikes. The theater crew is in rehearsals for their next award-winning production, and soon adults and kids will be arriving for their classes. I can feel the energy and the growing excitement for what is, and what will be.

The Workhouse has been in a time of transition in the past months, but the core of who we are remains strong. The community we serve continues to count on us, and the path before us is rich with opportunity and creativity. This annual report will show you how far we've come, but keep your eyes open, because we've got plans to go a lot further!

RACHEL KIZIELEWICZ
Interim President & CEO



FISCAL YEAR 2023

Coloring Our World

Performing Arts

Our theater department had a particularly good year, setting new standards of excellence. Swept up in the moment, critics joined with others in offering rave reviews. *Urinetown* was chosen as a Helen Hayes Awards Recommended Production. *Women Playing Hamlet* shone with a cast of young and diverse artists led by Helen Hayes Award-winning Fabiolla Da Silva and was directed by Sarah Byrons, a young director who is making her mark on the theatrical world.



BOBBY BLACKHAT



ONSTAGE COMEDY

The Workhouse's OnStage series continued the tradition of audience involvement when patrons danced in their chairs (and in the aisles) to Bobby BlackHat, marveled at the lush voice of renowned jazz singer Stephanie Nakasian and howled with laughter at the wit of comedian Tammy Pescatelli. These were only a few of the shows patrons enjoyed at the Workhouse in 2022.

BY THE NUMBERS

1,500
ONSTAGE
PATRONS
(ESTIMATED TOTAL)

8,500
THEATER
PATRONS
(ESTIMATED TOTAL)

84
PERFORMANCES
(BOTH ONSTAGE AND THEATER)

100+
ARTISTS



URINETOWN
March 18-June 3, 2023



FISCAL YEAR 2023

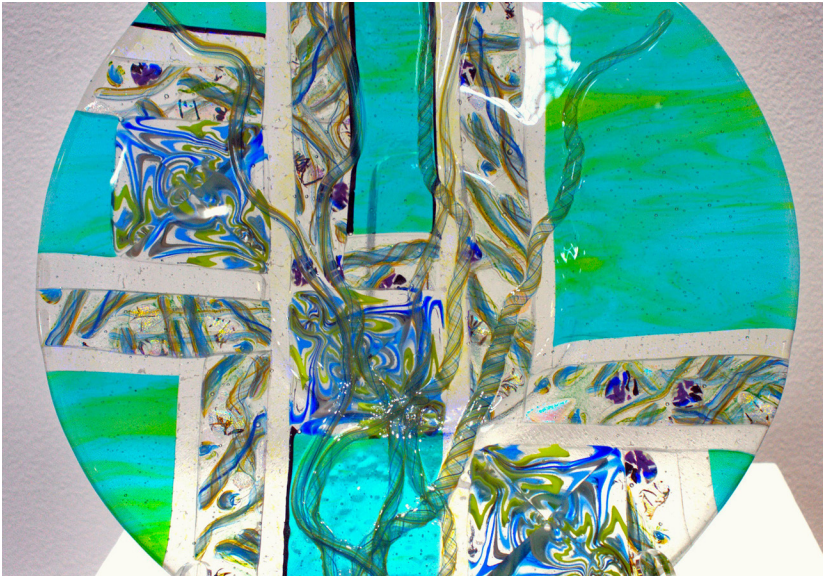
Coloring Our World

Visual Arts

What we hang on our walls speaks to who we are—and art is deeply, intimately personal. One person’s swirls of color is another’s profound inspiration. The Workhouse has 58 artists in residence, producing expressions of their visions through ceramics, glass, paint, fiber, jewelry, photography, and more. The scope of their works allows for the diverse array of taste and interest of the Workhouse visitors. The sale of artworks benefits the individual artist as well as the Workhouse. Every dollar of profit illustrates the fragile, wonderful moment where casual curiosity turns into “that’s for me—I’ve got to have that.”



The artist studios are housed in five buildings on campus. Some are grouped by media (as in the glass house and the ceramics studio) while others include all media. Visitors to the Workhouse enjoy the chance to meet the artists and find that “must have” work of art at the regular Second Saturday Art Walk events. The galleries are open until nine on the second Saturday of every month, and each gallery showcases the works of one of their artists at a reception. That’s a fun date to add to your calendar!



BY THE NUMBERS

58

**ARTISTS IN
RESIDENCE**

60

**DEDICATED
EXHIBITIONS**

12

**SECOND SATURDAY
ART WALKS**

**In 2022, the Workhouse was named Best Art Gallery
to visit in Northern Virginia Magazine**





FISCAL YEAR 2023

Coloring Our World

Special Events

In keeping with our commitment to serve the people of Fairfax County, the Workhouse is rapidly becoming a Go To destination for families and individuals in, and outside, the region. Our special events provide opportunities that go beyond the everyday or humdrum.

Thousands come to the Workhouse to celebrate America's birthday at FireWorks, where afternoon bands entertain the crowds, food trucks tempt guests, and the night skies above the old prison complex blaze with a pyrotechnic display that delights the crowd.

Even more people thrill to the scare actors and creative staging of the popular "Haunt" each October, when patrons follow a "terrifying" trail through the Workhouse grounds for the best of Halloween. The press coverage paid to the Haunt on ABC7's local news was matched and then exceeded when social media videos where posted, bringing in even more eager thrill-seekers.

We hosted the popular AutoWorks car show, and celebrated another year of BrewWorks, where nearly 1000 patrons sampled local beers, ciders, and spirits. These opportunities provide our patrons with events that lift a dull weekend into something wonderful.

BY THE NUMBERS: FIREWORKS

2,000+

**NUMBER OF
ATTENDEES**

\$38,288

**GROSS
REVENUE FROM
FIREWORKS
(INCLUDING SPONSORSHIPS)**



BY THE NUMBERS: HAUNT

10

**PERFORMANCE NIGHTS
IN OCTOBER**

6,100

PARTICIPANTS

\$11,500

**REVENUE
GENERATED
FROM LOCAL
SPONSORSHIPS**

\$152,900

**GROSS
REVENUE FROM
HAUNT
(INCLUDING SPONSORSHIPS)**



FISCAL YEAR 2023

Coloring Our World

Workhouse History

Our unique history is part of the attraction for our visitors. Many come for the second-hand thrill of creativity emerging from a former prison, but all are moved and changed with the knowledge of the part the Workhouse played in the Women's Suffrage Movement. We repose our trust in the staff and volunteer docents at the Lucy Burns Museum—the men and women who bring our remarkable history to life. The Museum welcomed almost 5,000 visitors in fiscal year 2023 (a 20% increase over the previous year) and conducted 45 group tours to explore our civil, public, and cultural histories.

The American Alliance of Museums (AAM), the only organization representing the entire scope of the museum community, recently selected a new cohort of museums to participate in its 2023 Museum Assessment Program (MAP), including the Lucy Burns Museum.

Since its inception in 1981, MAP has helped more than 5,000 small and mid-sized museums of all types strengthen operations, plan for the future, and meet standards. With five types of assessments available, over 60% of AAM-accredited museums have participated in the program.



The Lucy Burns Museum was named the runner-up in the Best Museum category in Northern Virginia Magazine.





FISCAL YEAR 2023

Coloring Our World

Education

Enrichment comes in many forms. From the first-time student (in a beginning photography class, for example) to the skilled artist (one who needs merely access to equipment and the advice of experts), the Workhouse offers enrichment opportunities to patrons at all levels. Our skilled and certified instructors know that the opportunity to enhance skills, expand knowledge, and achieve balance must be provided in multiple ways because no two people learn the same way. That's why the Workhouse offers a diverse catalog of classes for the people of the region.

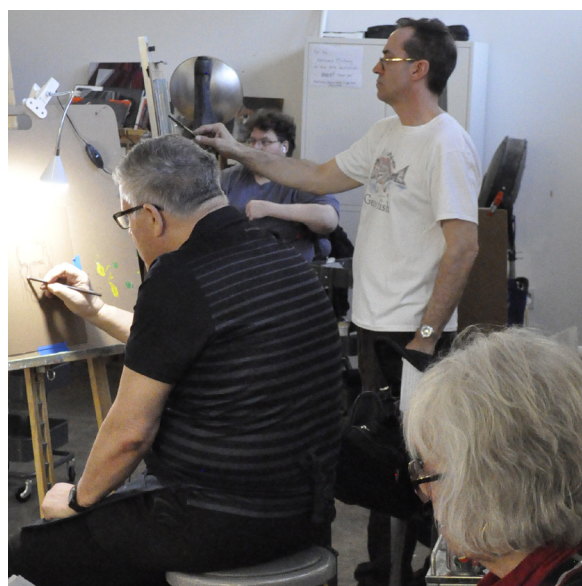
In fiscal year 2023, we offered some 325 online and in-person classes and workshops, serving over 2,000 students who explored the possibilities of more than fifteen different mediums. We added sculpture to our repertoire, and continued a tremendously popular workshop in acrylic paint pouring.

Our newly-developed partnership with Jordan Kitt's Music ensured that we can provide high-quality musical instruments for instruction. Students in our newly-refurbished music classrooms

have lessons on beautiful Yamaha upright pianos. And Jordan Kitt's now holds its annual piano sale here at the Workhouse, providing us with a new avenue of visitors and potential patrons.

The Art of Movement program provided classes in Pilates, Yoga, Tai Chi, Qigong, rowing, belly-dancing, and children's gymnastics through our partnership with Kidnastics—all taught by experienced, certified instructors. A beneficial aftermath of the pandemic was the popularity of virtual instruction as well as hybrid classes that combined in-person and online opportunities. To ensure we could accommodate the demand, we needed to upgrade our equipment. Thanks to a generous Technical Assistance grant from the Virginia Commission for the Arts, we installed dedicated streaming equipment so the Zoom classes were uninterrupted.

Thanks to our work with the Wounded Warrior Project and the Armed Services Arts Partnership, Workhouse Military in the Arts (WMAI) was able to take our programs off-campus, impacting even more service members and veterans. And with support from the National Endowment of the Arts, WMAI began working with Creative Forces to better assess the effectiveness of our mission to support the process of healing through art for veterans.



BY THE NUMBERS

\$684,757

**TOTAL GROSSED FROM
ART EDUCATION CLASSES**

\$9,125

**TUITION ASSISTANCE
AWARDED**



FISCAL YEAR 2023

Coloring Our World

Hard Hat Zone

Thanks to the ongoing commitment by Fairfax County, the revitalization of the Workhouse continued in FY2023. It took years of determined involvement by leaders at every level to turn the potential of this amazing space into a reality. In 2022, we broke ground on the refurbishment and updating of the two buildings at the very front of our campus. W-13 will soon welcome a new tenant—local favorite Bunnyman Brewing—whose offerings will provide even more inducement for area residents to consider the Workhouse as “their” place. The beautiful, reformed plaza between these two buildings offers an open-air community space where all will be welcome.







FISCAL YEAR 2023

Coloring Our World

Fundraising

We are grateful to all those who see the value and potential of the Workhouse. Patrons at all levels of the giving pyramid joined us at our annual Gala to celebrate the arts in Fairfax and enjoyed a performance by Grammy Award-winning musician Bruce Hornsby. The popular Collect! fundraiser had a beatnik theme this year that mixed a cool coffeehouse vibe with the chance to win the art of our Workhouse artists. Works by the first five artists to be chosen by sponsors at 2023 Collect! are on display in the W16 2nd floor hallway in the “Collector’s Choice” year-long exhibition.

Additional fundraising events include BrewWorks (nearly 1000 visitors enjoyed the craft brews of over 20 vendors) and the always-exciting Haunt, a must-attend event that makes Halloween even more special.

In fiscal year 2023, we were proud to receive grants from the Virginia Commission for the Arts, including grants from the Presenter Touring Assistance program that supported our OnStage Series. These grants were instrumental in engaging exciting performers. Half of the artists we showcased were able to perform

at the Workhouse thanks to the VCA's Touring Assistance Grant. We are pleased that OnStage successfully brought local musicians and artists rooted in diverse and traditional forms to our community.

The Workhouse is deeply grateful for the generous contributions that keep our doors open and our patrons inspired.



BY THE NUMBERS: GRANTS & COLLECT!

25

**TOTAL GRANTS
RECEIVED**

\$36,303

**COLLECT
GROSS REVENUE
(INCLUDING SPONSORSHIPS)**

VIRGINIA COMMISSION FOR THE ARTS (VCA)

17

**GRANTS
RECEIVED FROM VCA**

\$56,086

**GROSS RAISED
FROM VCA**



BREWWORKS



BY THE NUMBERS: BREWWORKS & GALA

\$41,300
SPONSORSHIPS FROM
BREWWORKS

\$118,190
GALA GROSS
REVENUE
(INCLUDING SPONSORSHIPS)



GALA 2022



BY THE NUMBERS: MONEY RAISED

INDIVIDUAL DONATIONS \$125,363

SPONSORSHIPS \$184,378

FOUNDATIONS \$174,934

OTHER CONTRIBUTIONS \$406,362
(INCLUDING \$306,573 FROM SVOG GRANT)

**TOTAL
FY2023 GIVING \$891,037**





FISCAL YEAR 2023

Coloring Our World

Your Mission Too

It's easy to think that a place as remarkable and well-established as the Workhouse is "someone else's" project. But we exist in part because of the generous support and eager involvement of individuals. We want you to think of the Workhouse as YOUR project.

Donations to the Workhouse Arts Foundation are always needed. We ask that you consider making a donation now via our secure website at <https://secure.workhousearts.org/donate/q/donate-now>

Your support at any level will keep alive the vision of a vibrant, welcoming community center where all the arts can enrich the people of our region. Thank you!





Fiscal Year 2023

DONORS & FUNDERS

\$50,000+



Shuttered Venue
Operators Grant
Program



\$10,000-\$49,999



McGuireWoods



ANONYMOUS

LURA BOVEE

VINCETTE L. GOERL

KEVIN GREENLIEF

GREG RIEGLE

TIMOTHY & BARBARA RIZER

CHRISTOPHER & TINA REGAN

JOHN & JUDITH REGAN

LAURA YAGER & MARC BLACKWELL

LINDA EVANS & ROBERT MARTELLA

\$5,000-\$9,999

Kip Addison
Benevity
Caroline & Andrew Blanco
Kem & Hillary Clawson
Carly & Frank Fiorina
Eleanor Gomolinski-Lally

Richard Hausler & Lyndon Skelly-
Hausler
Richard & Gretchen Klimoski
David & Sandy McElhaney
William Mountjoy
Nora Roberts Foundation

Joy & Terry Quinn
Rockley Family Foundation
Virginia Tourism Company
Vulcan Materials Company
Jean Schiro-Zavela & Vance Zavela

\$1,000-\$4,999

Alpine-X LLC
Robyn Anderson
Anonymous
Sidney Bland
Sharon Bulova
Bunnyman Brewing
The Cat's Pajamas
Clark Construction Group, LLC
Joan & Steven Dreyer
Dweck Properties
Eagle Bank
Elm Street Development, Inc.
Eun Joo Fenton
Stephanie Fertig
Gregory Gadson

William Goodman
Julie Hamre
HGA
Keith & Joan Horenstein
InsideNoVA
Interstate MRL
Kasper Mortgage Capital, LLC
Greg & Lindsey Kihlström
Joe & Amy LaHait
Brian & Susan Marie Magnuson
Dawn Li & James Martin
John & Jeanette Mason
Jeff McKay
Brad & Karla Prentice
Martin & Casey Rizer

Michael & Allison Rizer
Rogers & Company
Phil Rosenthal
Leon Scioscia
Simply Fresh
Helen Stevens
Dan & Deb Storck
Chris Syllaba
Katie Turcotte
United Bank
Karen Wilson
Wolf Trap Foundation for the
Performing Arts

\$500-\$999

Marc and Terry Abrams
American Arts and Clay Company
Ellen Balis
Laurence & Laurel Blumberg
Gwendolyn Bragg
Marcus & Jan Commodore
Betsy Cromwell
Ronald Edwards

Diana Faris
Rachel Flynn
Victoria Gammon
Richard Greer
Grimm + Parker Architects
Darcy Grogan
Eric Hemmer
Brian & Nanette Henderson

Lynn Mayer
Michael & Cheri Reidy
Wayne Sartis
Therese Marie Stripling
Deborah Suski
Jodie Torkelson
Casey Whitmarsh

\$100-\$499

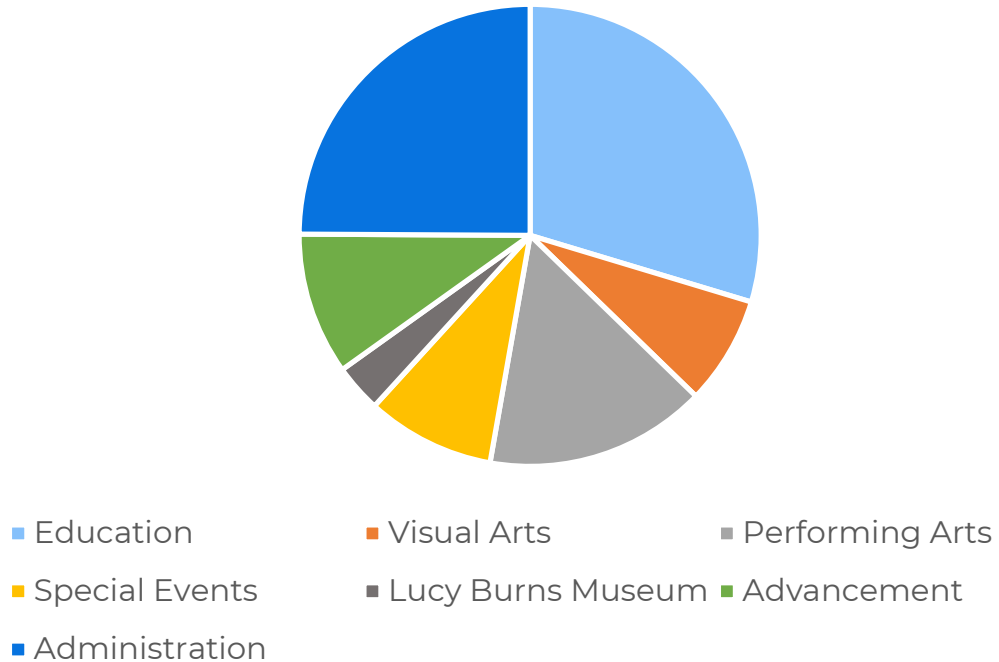
Neal Abravanel
James & Gay Alper
Sheila Allen
Amazon Smile Foundation
Anonymous
Antonelli's Pizza
Robert Arconti
Joan & Thomas Beacham
The Beck Foundation
Diana & Ryan Bellack
Catherine Biersack
Kathy Bray
Eleanor Brtva
Ramon Camacho
Dorothy Chuday
Shannon Coolbaugh
Pamela Corsini
Ann Cowden
Donald Trump & Kris Debye
Deb Dorney
Steve & Amy Duncan
Michelle Eagan
Elizabeth Erickson
Peter Fannon
Judith Flynn
Katharine Froyd

Mary Gaitan
Jere Gibber
Mitchell Greenberg
Anthony & Lucy Griffin
Sant Gupta
Lisa Vonder Haar
Amanda Halstead
Moe & Courtenay Hamilton
Kathy & Doug Harbold
Diane Henn
Mark Hill
Patricia Howarth
Carla Jaranson
Madelyn Johnson
James & Sandra Kirkpatrick
Carol Kelly
Sooja Kim
Julia King
David & Ann Koch
Tessa Kolmus
Todd Krebs
Susan Larimer
Mary Lopatto
Cynthia Macri
John & Carol Mangan
Susan & Kent Marquis

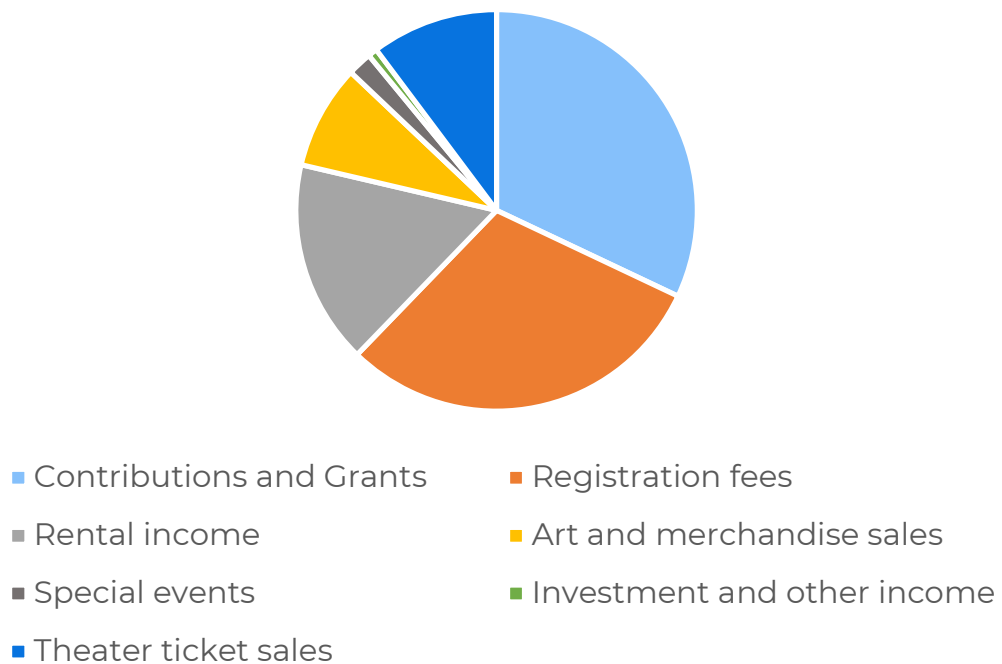
Timothy & Pamela McCarthy
Robert McGoff
Judith Montoya
Marsha Morrow
Eugene Moty
National Financial Services LLC
Tania Olivares
Frank Pappajohn
Maria Plaxco
Genae Richardson
Nancy Ryan
Sherry Schiller
Frank & Irene Schubert
Carol Shapiro
Vicky Shears
William & Patricia Sidenstick
Michael & Susan Snow
Deborah Snyder
Emily Sommers
JoAnna Spicer
Fred Stein
Patricia Stevens
Susan Tomai & Gerald Patterson
Marcela Urioste
Jolene Vettese
Susan Woodruff

WORKHOUSE ARTS FOUNDATION EXPENSES AND REVENUES

Expenses - Use of Resources



Revenues - Resources Provided



WORKHOUSE ARTS FOUNDATION EXPENSES AND REVENUES

EXPENSES - USE OF RESOURCES

Education	\$984,677*
Visual Arts	\$252,337
Performing Arts	\$515,354
Special Events	\$298,461
Lucy Burns Museum	\$111,298
Advancement	\$330,705
Administration	\$827,150*

REVENUES - RESOURCES PROVIDED

Contributions and grants	\$891,037*
Registration fees	\$840,045
Rental income	\$456,906
Art and merchandise sales	\$234,115
Special events	\$54,420
Investment and other income	\$20,730
Theater ticket sales	\$284,482

*Excludes Donated Rent/In-Kind

FY 2023 WORKHOUSE STAFF

ADMINISTRATION

Leon Scioscia
President & CEO (through June 2023)

Rachel Kizielewicz
Interim President & CEO (as of June 2023)

Eileen Sheridan
Special Assistant

MARKETING

Christine Cimino
Director, Marketing and Communication

Santiago Cerquera Cabrera
Marketing Associate

Destiny Harkless
Marketing Associate

ADVANCEMENT

Elena Forbes
Vice President, Advancement

Marcus Hardrick
Advancement Assistant

FINANCE

Sam Martinez
Acting Vice President, Finance

Johnna Ebel
Senior Accountant

Bweleka Yamikani
Accountant

Taija Allen
Junior Accountant

PROGRAMMING

Anne O'Dell
Vice President, Programs & Operations

Liz Coladene
Performing Arts Coordinator

Jennifer Deutschendorf
Special Events & Rentals Coordinator

Alyssa Goggan
Director, WMAI & Art Therapist

Aubrey Lisowski
Director, Education

Dale Marhanka
Director, Glass & Ceramics

Audrey Miller
Exhibits Coordinator

Scott Rumberger
Director, Special Events & Rentals

Carol Stehl
Director, Art of Movement

Joseph Wallen
Director, Performing Arts

FY 2023 WORKHOUSE BOARD

BOARD OF DIRECTORS

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

Kevin Greenlief
Kip Addison
Linda S. Evans
Greg Kihlstrom
Rachel Kizielewicz
Richard Klimoski
Richard W. Hausler
Joe Plumpe
Brad Prentice
Greg Riegle
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