Mission

Joe’s Movement Emporium promotes practice and preservation of world performance traditions with an emphasis on dance and movement. Through programs in art education, production and artist services, Joe’s increases community access to creative experiences and creates local economic opportunities. Based in Mount Rainier, Maryland in the Prince George’s Gateway Arts District since 1995, Joe’s serves more than 75,000 visitors annually and is home to 25 professional performance groups.

Smooth & EZ Hand Dance performs at Joe’s Encore! 20 More 20th Anniversary Gala on March 21st. Led by Lawrence “Brad” Bradford, Smooth & EZ is a resident artist company that has been rehearsing at Joe’s for nearly a decade. Photo by Marketa Ebert
Letter from the Executive Director

In 2015, Joe’s Movement Emporium celebrated 20 years of moving bodies, minds and communities. It was an amazing year to count my blessings and to receive praise for our impact. It’s hard to believe that two decades have passed since fellow co-founder, Ajax Joe Drayton, and I leased a storefront in Mount Rainier because we needed rehearsal space. When we opened in 1995, we arrived in a community with no public arts. Furthermore, libraries, churches and schools had few community programs. What initially was a search for affordable rehearsal space quickly became a need to address the creative divide that existed in our working-class community.

Today, Joe’s is the largest independent performing arts center in Prince George’s County serving more than 75,000 individuals annually through dance, movement, performing arts, cultural enrichment, progressive education and economic empowerment. Since moving into our 20,000 square foot performing arts space in 2008, we are open 7 days a week, 350 days per year with classes for all levels of movers. Patrons can come to see a variety of performances, from dance, comedy and concerts to public and aerial arts, all showcasing performing arts traditions from around the world. As an emporium, we are the home to more than 25 artists and arts groups that rehearse and perform at Joe’s.

Over the past two decades, Joe’s has invested in the local community becoming an anchor for both arts education and urban renewal through the creation of the Prince George’s County Gateway Arts District. We created authentic community involvement through site-specific work, such as “Sweeping the Avenue,” a community clean-up and performance experience. As a result of this and other community-based projects, we have created an organically diverse and inclusive community center that has enhanced the vibrancy of the Mount Rainier Town Center.

However, I consider our greatest achievement is changing the educational culture in our community. Joe’s youth development programs increase academic achievement, improve life and work skills, promote healthy lifestyles and expose participants to diverse cultures. The greatest gains are to under-resourced youth in the county who participate in our after school and workforce development programs, and summer camp. As a result of our efforts, there is a cultural change where families now choose after school and summer programs. Our programs are wait-listed and we seek to expand in all areas, as we are increasingly sought after for partnerships and program sharing. What others have realized and what we’ve known all along is that the arts enhance behaviors, which influence academic performance and civic engagement.

As we embark upon the next 20 years, there is one thing that will remain the same, Joe’s will always be a place where every “Joe” is welcomed to move—regardless of experience, ability, body size or age—and to perform their art form.

Brooke Kidd
Co-Founder & Executive Director
Highlights of 2015

- Co-Founder & Executive Director, Brooke Kidd, was named the 2015 Sue Hess Maryland Arts Advocate of the Year by the Maryland Citizens for the Arts (MCA).
- Brooke Kidd was named the 2015 Business Leader of the Year by the Prince George’s County Chamber of Commerce.
- Joe’s Theater Tech Program (TTP) was selected as the Most Outstanding Employer of 2015 by Prince George’s County Public Schools.
- Compass International selected Joe’s to receive strategic guidance from business professionals in the Greater Washington, DC area – free of charge.
- Joe’s received its first Prince George’s County Council Non-Departmental Grant in the amount of $90,000 in support of its Theater Tech Program.
- More than 300 guests attended Joe’s 20th Anniversary Gala, which raised a record-breaking $60,000.
- “Dancing In The Streets,” a final anniversary celebration, was held on the street in front of Joe’s.
- The 2015 annual year-end appeal raised a record-breaking $20,000 in donations, primarily from individual donors.
- For the first time in its history, Club Joe’s arts-based after school program began a wait list because demand was greater than the number of slots available.

Soul in Motion Players is a West-African drum and dance group whose popular stilt walker greeted guests at Joe’s 20th Anniversary Gala. Soul in Motion, a resident artist company, have rehearsed and performed at Joe’s for nearly 10 years. Photo by Marketa Ebert
1995 – Brooke Kidd and fellow artist Ajax Joe Drayton open a storefront studio in Mount Rainier, Maryland

1997 - Joe’s expands to two additional storefronts on 34th Street and leases office space to Gateway Community Development Corporation and former County Council member Peter Shapiro for a constituent services office

1997 – Joe’s creates Club Joe’s, the only arts-based after-school program in the area.

1999 – Joe’s creates the Theater Tech Program (TTP), a workforce development initiative that provides technical instruction and wrap-around services to under-resourced teens and young adults in Prince George’s County.

2002 – The Prince George’s County Gateway Arts District is formed with advocacy from Joe’s and other arts organizations and county agencies.

2004 – Joe’s purchases the former Direct Mail Advertising warehouse to become our permanent home.

2008 – Joe’s completes a $3.2 million capital campaign and moves into the 20,000 square foot warehouse.

2014 – Art Lives Here, a creative placemaking and visibility program, animates the Gateway Arts District. Joe’s served as fiscal agent for the $240,000 Arts Place America grant.

The Black Coffee Experience performed at Joe’s Encore! 20 More 20th Anniversary Gala.

Photo by Marekta Ebert
Joe’s opened its doors on 34th Street in Mount Rainier, MD in 1995. Twenty years later, Joe’s celebrates two decades of moving bodies, minds and communities through their mission of practicing and preserving world arts traditions.

Encore! 20 More!

JOE'S BUNKER HILL LOCATION IN 2015
CIRCA 2007: THE ABANDONED DIRECT MAIL FACILITY DESTINED TO BECOME JOE'S NEW HOME

NOOTANA MUSIC PERFORMANCE

BROOKE KIDD IN 1995

BROOKE KIDD IN 2015

AJAX TEACHING IN THE OLD JOE'S

JOE'S THEATER TECH PROGRAM

AJAX JOE DRAYTON IN 1995

AJAX JOE DRAYTON IN 2015

YOGA AT JOE'S

JOE'S THEATER TECH PROGRAM

EDRANCE PROGRAM

Sweeping the Avenue 2004

Early dance troupe at Joe’s

Club Joe’s Performance

NBC’s Tracee Wilkins at Joe’s Gala
Circa 2007: The abandoned direct mail facility destined to become Joe’s new home

NBC’s Tracee Wilkins at Joe’s gala

Joe’s Moving Company

Brooke Kidd recognized as the 2015 Business Leader of the Year

County Executive Rushern L. Baker III at Joe’s 2015 gala

Wilkins at Joe’s gala

Busboys & Poets Andy Shallal & Brooke Kidd at Arts & Business Breakfast

Joe’s Bunker Hill Location in 2015

Brooke Kidd recognized as the 2015 Business Leader of the Year
Joe's by the Numbers

as of December 31, 2015

- 129 elementary school-aged children (nearly half on scholarship) participated in Joe’s Summer Arts Camp.
- 105 pre-k and kindergarten students learned math, reading and aesthetic education using movement and body language through the Partnering Artists with Classroom Teachers (PACT) Program.
- 68 elementary school children explored their creativity through Club Joe’s, a visual and performing arts after school program.
- 55 young men and women were served in the Theater Tech Program to secure full-time employment or attend college.
- 26 special education students from Parkdale High School created a student-led production of dance and spoken word, entitled Movement Experience, through a 10-session residency at Joe’s.

Revenue: $1,205,255

Expenses: $1,194,862

Figures show FY15 audited financials.
Programs

Club Joe’s provides children with meaningful after school arts experiences. Children are guided by gifted teachers promoting self-esteem, self-discipline, and imaginative expression.

The Theater Tech Program is a youth workforce development initiative for residents of Prince George’s County. Its purpose is to support under-resourced high school seniors by providing academic support, technical training, post-secondary exploration, and work experience opportunities.

Adult Classes teach thousands of community members each year: Vinyasa Yoga, Community Tai Chi, Hand Dance, Belly Dance, Zumba, Congolese Dance at a mere $12 a class. Alternately, many patrons chose to purchase our 10 class pass for $100, a $20 savings.

Camp Joe’s opens up a whole world of arts for children during the summer. With camps focused around performing and visual arts traditions, this multi-disciplinary arts experience not only teaches different cultures, but nurtures self-expression and self-worth through creativity.

Joe’s Moving Company is a community-based dance troupe created by Joe’s Movement Emporium for boys and girls ages 8 – 15 who desire to learn, perfect and perform their art form.

Club Joe’s, an arts-based Maryland state certified, after school program, was completely filled by the beginning of the Fall 2015 school semester. For the first time ever, Joe’s was forced to turn away children due to space restrictions. Photo by Marketa Ebert
**Donors**

$10,000 and up
- Clark-Winchcole Foundation
- Commonweal Foundation
- DC Share Fund
- MARPAT Foundation
- Maryland-National Capital Park and Planning Commission
- Maryland State Arts Council
- Office of the County Executive, Prince George's County
- Prince George’s County Economic Development Corporation
- Prince George’s Housing & Community Development
- The Community Foundation for the National Capital Region
- The Morris & Gwendolyn Cafritz Foundation
- The Community Foundation for Prince George’s County

$5,000 - $9,999
- BB&T
- Deni Taveras
- Kaiser Permanente
- PEPCO
- Prince George’s Arts & Humanities Council
- Revenue Authority of Prince George’s County
- State Farm
- Will Campos
- Vocus, Inc.

$1,500 - $4,999
- Anacostia Trails Heritage Area, Inc.
- Anna & Ben Bernanke
- Craig Pascal & Victor Shargai
- Charles Kidd
- City of Mount Rainier
- Doyle Niemann & Karen Morrill
- Grady Management
- Headley Carter Cares
- Katherine Lindsay Howell Fund
- Mary Jane Coolen & Edward Terry
- Michael D. Herman, Esq.
- O’Malley, Miles, Nylen & Gilmore, P.A.
- Robert & Alaine Duncan
- Safeway
- TD Bank
- The Mall at Prince Georges

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One of Joe’s newest full-time staff members is local artist and Gateway Arts District resident Clara Majors. Clara brings her talent for turning trash into recycled, artistic treasure and Peruvian-inspired dance to the Joe’s team. Photo by Marketa Ebert
Donors

$500 - $1,499
• Albright Associates, Inc.
• American Hospital Association
• Amyre Barker
• Andy Shallal
• Anne Kaiser
• Barbara & Anthony Goliday
• Beth Davis
• Cheryl & Jacob Fox
• Chipotle
• Clarence Nelson
• Dannielle Glaros
• Darnese Wilkerson
• Debra Capponi
• Edgar Rivas
• End Time Harvest Ministries
• Eric Olson
• Flywheel Development
• Gateway Community Development Corporation
• Gretchen Dunn
• Hannah Grisar
• Imani Drayton-Hill & Bobby Hill
• Prince George’s African American History Museum (Jacqueline Brown)
• Jennifer Trussell
• Jimmy Tarlau & Jodi Beder
• John Hannon
• John Petro
• Joseph W. McCartin Insurance, Inc.
• Juan Rodriguez
• Kesh Narayanan & Annelie Wilde
• Landex Development, LLC
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• Louis Woodring
• Mabinty Koroma Moore
• Maisel Development Company
• Margaret & Pamela Boozer-Strother
• Martin Wollesen
• Mary Lehman
• Mel Franklin
• Melissa Rosenberg
• Menkiti Group
• MGM Resorts International
• Michael Nephew
• Mid-Atlantic Systems
• Molly Lester
• NAI Michael
• Nancy Stark
• Neighborhood Development Company
• Nichele Vaughan
• Peake Financial
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• Robert Simpson Group of Greenline Real Estate, LLC
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• Tamara Williams
• Tanya Johnson
• Tara Behrend
• Ted Porter & Phyllis Jones
• The Maplesden Group
• Tom Cardarella
• Total Wellness Yoga
• Tracy Loh
• Vicki Onderdonk
• Victor Ramirez

Arts Education Assistant Director, Jessica Quiroz, and her husband, Casi York, have taught hundreds of children at Joe’s. Both started as volunteers and later became full-time employees. Casi is now a teacher at a childcare facility. Photo Marketa Ebert
JOE’S MOVEMENT EMPORIUM
20TH ANNIVERSARY

1995-2015
MOVING MINDS, BODIES AND COMMUNITIES

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