

ART ALL NIGHT HISTORY

Art All Night: Nuit Blanche DC was first produced in 2011 by Ariana Austin and Alexander Padro of Shaw Main Streets, and funded with a grant from the DC Commission on the Arts and Humanities. Ms. Austin and Mr. Padro's goal was to bring Paris' famed Nuit Blanche overnight arts and culture festival to Washington, DC and to produce an event that would unite the creative, cultural and international capital of our city. They redesigned the original festival and transformed it from an exclusively arts focused activity into a creative placemaking opportunity that gave equal importance to the art and to the places where it took place. In short, they created a promotional event that maximized its impact on neighborhood businesses.

Curated by Ms. Austin and a team of volunteers, the first festival exceeded all expectations and attracted 15,000 attendees. *A Taste of Art All Night* followed in 2012 in the Penn Quarter, presented by the Downtown BID. In 2013, Shaw Main Streets brought back the full festival for an encore, with funding from the DC Commission on the Arts and Humanities and the Department of Small and Local Business Development. In both 2011 and 2013, the event brought unprecedented attention to the DC metropolitan area's art scene through the live indoor and outdoor musical performances and art installations which were presented in vacant commercial spaces and warehouses, in public spaces (libraries, recreation centers, and parks), and in theaters and art galleries. Notably, programming even took place inside businesses, some of which had never opened at night. Needless to say, both events drew enthusiastic crowds and many Shaw restaurants and bars reported all-time record sales.

In 2014 and 2015, through funding and project support from the DC Commission on the Arts and Humanities, funding from the Department of Small and Local Business Development, and under the creative direction of Ariana Austin, the festival expanded to include four other DC Main Streets organizations: Congress Heights, Dupont Circle, H Street, and North Capitol, in addition to Shaw. In 2016, the event grew to seven participating Main Streets organizations and was rebranded as Art All Night: Made in DC. The expanded event attracted an exceptional amount of attention from both new and traditional media and it drew an estimated 50,000 participants from throughout the metropolitan area and beyond.

The city-wide festival is strongly supported by Mayor Muriel Bowser in partnership with Destination Congress Heights, Deanwood Heights, Historic Dupont Circle Main Streets, H Street Main Street, Minnesota Ave, North Capitol Street Main Street, Shaw Main Street, and Tenleytown Main Street, in addition to support from the DC Commission on the Arts & Humanities and the Department of Small and Local Business Development.

On event day visitors are exposed to unique visual and performing arts, including painting, photography, sculpture, crafts, fashion, music, dance, theater, film, and poetry, to indoor and outdoor public and private spaces, including the integration of our main street businesses. This event provides one of kind exposures to all forms of visual and performing arts; aiming to take you on a journey across the African-American Diaspora in the District of Columbia.

In 2018, Art All Night: Soul of the City (Destination Congress Heights Main Street) attracted over 11,000 people to our Main Street Corridor which is double the number of people we had in 2017 and triple the number which we had in 2016. This festival attracts people from all walks of life to our Main Street Corridor which leads to increase in foot traffic and revenues for our 65 plus main street businesses and 150 creative

cottage popup vendors. Destination Congress Heights provides avant-garde experiences through creative arts and culture activations for all the tourist and residents who visit our 8-block main street corridor.

ART ALL NIGHT MADE IN DC:

SOUL OF THE CITY

“Powered by Vibranium!”

It was a gorgeous bright day on Saturday, September 29, 2018, when reminisce of the Friendship PCS – Tech Prep Academy drumline could still be heard from the earlier procession of the Congress Heights parade. The **2018 Art All Night Arts Festival in The Soul of The City: Congress Heights** would officially kick-off at approximately 7:00 pm to transform the corridor into a buzzing cultural vendor market that included colorful streetwear fashionistas + models, flashing custom motorcycles, roaring classic car engines, live music ensembles, vibrant paintings, scenic films, delicious cuisines, and sparking-sequined visual dance performances until 3:00 a.m. Throughout this celebratory night, Destination Congress Heights (DCH) in partnership with Mayor Bowser, the Department of Small and Local Business Development (DSLBD) and Commission on the Arts and Humanities partnered with community residents, venues, and business owners of Congress Heights to welcome 10,000+ local and out-of-state visitors --showcasing over 150 stimulating visual artists—an assortment variety of amazing sculptors, painters, fashion designers, plus dance performers to increase economic impact by over 250%. The historic D.C. Main Street of Martin Luther King Jr Avenue heavily aligned with 200+ artistic vendors who generated over \$350,000 in revenue.

The smoked BBQ platters--catered by D.C resident and business owner (DCH Creative Economy Boot Camp graduate), Terry Satterfield of Keemo BBQ -- lingered in a crisp autumn breeze and quickly created a line of mouthwatering festival-goers.

The theme allowed visitors to explore tribal influences and black pride in DC culture.

The family-friendly venues remained jam-packed until 8:30 p.m. with a plethora of youth art focused activities.

“The Zulu Tribe Mixing Pot” venue, also known as, The Congress Heights Arts and Culture Center (CHACC) paired with the inclusive-arts group better known as, ‘Seasoned Settlers’ to introduce an ever-changing engaging kid scene with a vibing DJ set. The kiddos were super ecstatic to “boogie down” to a jammed beat while other children “scrambled” amongst huge piles of healing crystals + stones during an interactive D.I.Y jewelry workshop. Just a couple of blocks away on the front lawn of The Old Congress Heights School, youth crowded to indulge in more fun at “The River Tribe-Kids Cre8 Zone”, a buzzing venue where plenty of shoes scattered amongst the green grass due to the infamously popular moon bounce. There were also animal-painted faces, competitive dance-offs and infectious smiles that exuded pure joy. Caricature artists sketched portraits that creatively captured the young personalities as they enjoyed ‘carnival themed’ food types --hot-buttered popcorn, freezing snow cones, sticky cotton candy, and refreshingly fresh squeezed lemonade. All day until dark, the schoolyard remained full of

giggly-laughter and little legs. Back at 'The Zulu Tribe Mixing Pot', vibes continued to pop as little voices screamed for more family friendly fun and entertainment that filled spaces with creative art science DIY, paint-your-hat, balloon twisting, book giveaways, & custom pin designs.

These venues attracted families who supported corridor businesses, including:

1. Azitouna
2. Capital City Creamery
3. City Beats
4. Rita's Italian Ice – Congress Heights

This cultural voyage continued with more & improved curated exhibits...

The Border Tribe Stage, better known as, Hip-Hop Day Party took place in the parking area of United Planning Organization (UPO) and featured local lyrical performing artists -- Beau Young Prince, Jus Paul, DB Bantino, Eddie the Artist, and DJ Dora Winfred.

At outdoor-front display of 3 large collective canvas' that supported the historical influences of Latin and African culture within The District of Columbia's go-go beat. Nevertheless, "The UPO 'Petey Greene' Community Center" kept the audience's attention by installing a porch façade to tell 'real life' in-depth personal and inspiring stories about the lives of various everyday community members. Each "pop-up museum" accounted for very imperative influences of the D.C. culture.

The parking lot of "Democracy Prep" housed "Horsepower Art" with a fleet of custom cars, truck and motor cycles that granted visitors the opportunity to explore and touch with great detail. If you love motorcycles, cars and automobiles, then this exhibit was a classic and custom experience for you.

These venues attracted customers to:

1. Capital City Creamery
2. City Beats
3. MLK Deli
4. Hong Kong Cafe
5. Rita's Italian Ice – Congress Heights
6. Street Vendors

Are you hungry yet?

"Open Arms Catering" prepared tasty food from "The Mixing Pot's" kitchen well into the late night and the newly reopened, "MLK Deli" also extended their hours to meet the supportive demands of hungry patrons. Plus, a southern fried fish, vegetarian dishes and West African cuisine tantalized the corner of 5th and Alabama at Brighter Day Ministries Church. "Capital City Creamery" offered dessert selections of ice cream and funnel cake, plus more hot food variety. Another corridor eatery, "Azitouna" recently received a new brick oven, so their pizza slices stayed undeniably fresh and ready.

How about some grooming, pampering, and retail therapy?

Local businesses were supported on 'The Avenue' as the day winded down. For instance, the

professional barbers from “My 3 Sons” barbershop set-up on a stage as they showcased FREE fades, brow-shaping, blow-outs, and line-ups along with free hair braiding by the Hair Hotel. Additionally, “City Beats”, “Expert Barbershop”, and “Pro Cut Family” barbers invited vendors to display out-front of their sidewalks. The “Devine Styles” Hair Studio showed appreciation for their clientele and celebrated with champagne and cake. The “Pretty Polish Nail Bar” also set up shop to manicure nails at reduced pricing; furthermore, the healing massage vendor on the corner, across from Esther Street and MLK Avenue, burned aromatic sage throughout the entire block to promote a continued festive union. Specialty vendors, “The Frame Queen”, “Moreleaf Morelife”, and “CozyFemme” set-up as a combined stylish scene. They revealed bold earrings, eyewear, super-sized graffiti paintings, plus crocheted apparel. Another successful vendor “NjuDawn” sold handmade soy candles and shea butter. “Montu Designs” featured embroidered Congress Heights Soul of the City t-shirts and bucket hats.

These venues attracted customers to:

1. Divine Stylez Hair Salon
2. My 3 Sons Unisex Salon and Barbershop
3. Pretty Polish Nail Salon
4. Pro Cut Family Barbershop

“Lights Camera, and Fashion Show”!

Well into the dark night, Esther Place Stage featured poets dance and a fabulous fashion performance which featured 8 custom collections from local designers.

This venue featured and attracted customers to:

1. Divine Stylez Hair Salon
2. My 3 Sons Unisex Salon and Barbershop
3. Pretty Polish Nail Salon
4. Pro Cut Family Barbershop

As if you had not noticed, Art and more art!

There were arrayed selections of live, installed, and engaging art everywhere; abstract hand-painted bottles were positioned to hang from trees. Live outdoor artists were painting ‘realistic’ portraits on huge unhinged doors, which attracted viewers who stood in tranced amazement. The talented air-brush artist, Kaliq Crosby, engaged passer-byers and shared his superb air-brushed skills and techniques. The doors to Congress Heights’ exhibit featured live painting by 8 local artists.

These artists installations attracted customers to all businesses on the corridor and all the arts and craft vendors on the corridor.

A Rated “Adult” Artistic Experience:

The “adult” hours started at 10:00 p.m. and the “21+ over” were beyond ready to continue their 5-hour portion of the party plans, without the kiddos. With many activity selections to be chosen,

the itinerary would be tightly-packed. Starting with the grown-up versioned roof-top yoga, paint-and-sip, and silent disco; the night-time had started to light up. A musical venue, titled “Street Artist Stage” offered a mix-up between street dancers, musicians, poets and DJs. The “indoor” alcoholic-drinks flowed with a nice harmony and strongly stood up to their respective and historically creative names: “The Matthew Henson”, “The Arthur Randle”, “The Malcolm X”, “The Marion” and “The Martin”.

Are you hungry again?

Michelle Branch of “Open Arms Catering” was a nighttime culinary-extraordinaire with a soul-food midnight brunch menu included impeccable full carry-out plates of savory BBQ chicken, cabbage, macaroni and cheese, eggs, grits, home-style potatoes, waffles, with sausage-gravy and biscuits.

Finally, let’s dance!

The space where school-aged kids would usually gather during the mid-afternoon on weekdays was converted into a full stage. The wide-opened area, is now affectionately named “The Congress Heights Performance Plaza”. It was the assured place to be to have witnessed the stellar performances of the festival’s amazing DJ Maga. The entertained crowd ‘swaged and surfed’ for the entire night. There was ‘good vibes only’ which were unmatched by other main streets and the ‘soufside’ remains undoubtedly ‘the talk of the town’.

Thank You.

On behalf of the Board and staff of Destination Congress Heights and Congress Heights Community Training and Development Corporation (CHCTDC), we extend our heartfelt thanks to our elected officials (the Mayor, Council Members and ANC commissioners), Metropolitan Police Department (7D), volunteers, creative vendors, our Main street businesses and visitors (local and out-of-state) who celebrated with us during the **Art All Night 2018 Made in DC: Chocolate City Edition** – Congress Heights’ most creative night ever!

SYNOPSIS & EVENT STATISTICS

The DCH Art All Nights Festival was a thought-provoking and entertaining experience for the over 10,000 + visitors, 150 artists and vendors and 15 locations!

Our Congress Heights Art All Night 2018: The Chocolate City Edition. – was a tribute to the inspiration of African Roots music, art and cuisine centered around Afro Beat, Caribbean reggae, soca and salsa, jazz, blues, R&B, Hip-Hop, Gospel and DC inspired Go-Go music.

Our 67 Destination Congress Heights’ participating business owners and property owners made an amazing evening for visitors through the DMV, especially the Congress Heights community members who had never such an experience. The night was filled with purpose, celebration, and meaning.

Our 13 Major sponsors and partners included:

1. Congress Heights Community Training & Development Corporation
2. Congress Height Arts & Culture Center
3. Capital News
4. Department of Small and Local Business (DSL B)
5. Commission on the Arts and Humanities
6. DC Deputy Mayor of Economic Opportunity, Courtney Snowden
7. Redbrick Partners
8. United Medical Center
9. Monumental Sports & Entertainment Foundation
10. Events DC
11. Brighter Day Ministries
12. Pepco
13. UPO

Destination Congress Heights major supporting businesses experienced between a 65% to 350% increase in sales:

1. Azitouna
2. Capital City Creamery
3. City Beats
4. Congress Height Arts & Culture Center
5. Divine Stylez Hair Salon
6. MLK Deli – 350% increase in sales
7. My 3 Sons Unisex Salon and Barbershop
8. Pretty Polish Nail Salon
9. Pro Cut Family Barbershop
10. Rita’s Italian Ice – Congress Heights

MISSION

The mission of DCH Art All Night: Soul of the City was to perpetuate and advance the cultural art forms of African Diaspora music, art and cuisine through performances, education and outreach activities.

TARGET POPULATION

We partnered with Mayor’s Office of African American Affairs to serve families and children with a youth focused Art All Night activities from 4pm to 8 pm.

Our AAN target population was 18-70 years of age DC residents and primarily focused on all residents in Wards 8, DC and DMV. Our theme attracted visitors throughout the DMV – these visitors were looking for a unique experience. We understand that DC residents have diverse backgrounds and life experiences and we provided an experience attractive to foreign born, US born, first generation and second generation populations of DC’s ethnically diverse populations which include Hispanic, African, and African American, Asian, White and other ethnic minorities. We presented an event – Afro Soca Soul: Love giving visitor a Chocolate City Experience with a little spice to end the night.

MARKETING

Our DCH weekly calendar-newsletter is e-mailed to over 16,000 DC and DMV residents and all local media, creating a constant hotline with our opt-in database. Our website, www.congressheight.biz was redesigned for easy navigation to include calls to artists, an artist registry, venue information and essential links to venue resources.

Four the two months preceding the event, we continued to build our list of influencers, supporters, and contacts on Instagram, Facebook, Eventbrite and Twitter by creating a list for the following:

1. Media
2. Sponsors
3. Committee
4. Supporters
5. Bloggers
6. Local organizations
7. Strategic partners

We continually built our list which made sure our audience could hear from us. All of our online and offline communications were geared towards building a list of supporters, festival-goers, sponsors and influencers.

We targeted potential festival-goers through social media and through our Ward 8 street teams. We told our story to online (online PR) – festival listings, lifestyle, business media. We told our story and showcased the people behind our festival with a once a week, profile one of our key artists, staff, volunteers, sponsors or partners. We developed a Video to promote & capture our event for our social networking platforms. We had an official launch event to launch our festival 6 weeks in advance.

Finally, we will post our star artists and use them in our digital marketing & PR activities – posting their interview and their pics.

GOALS

Goals of the 2018 AAN were:

1. Create a roster of highest-caliber artists that appeal to a broad demographic;
2. Create avenues that afford youth and seniors and the financially-challenged an opportunity to expand their arts, humanities and cultural awareness;
3. Create win/win business partnerships that bolster corridor business sales, which make it possible to our art/biz goals.

OBJECTIVES

Specific measurable objectives of the proposed project were:

1. Stage a total of 15 different African Diaspora venue concerts, arts exhibition and cuisine experience;
2. Increase the number of customers corridor businesses and visiting vendors made sales

- to – our participating businesses experienced between 65% - 350 % sales increase;
3. Engage top-notch DC musicians, DJs, artists and chefs that, in exchange for target-market awareness, will provide a unique African Diaspora art experience which increased patron of the AAN festival.

IMPACTS

- **10,000 + adults benefitted**
- **450 school-based youth benefitted**
- **750 non-school based youth benefitted** - individuals under the age of 18 that participated in AAN not through their school.
- **650 older adults benefitted** - individuals over the age of 65
- **150 artists directly involved** – **86** professional artists were directly involved in providing artistic services and **64** arts related artist were directly involved in vending during the event
- **3,700 individuals benefitted** - the total number of people who will directly engage with the arts, whether through attendance at the AAN events or participation in arts learning or other types of activities in which people were directly involved with artists or the arts.