



**artbae**  
“When **ART** Meets He**ART**”  
2019 Assessment Report





## Art Before Anything Else.

**Artbae focuses on bringing beauty out of chaos by allowing art to heal, inspire, and provide hope.**

Our primary objective is to encourage people to live their purpose through their passion by putting their “art” (the expression and application of that divinely-inspired creative skill) before anything else in order to live a more satisfying life.

### BRAND VALUE STATEMENT

Artbae is an arts, entertainment and education-based lifestyle brand with a passion for advocacy.

Founded on the premise that all human beings are created to create, we utilize our network of creatives, influencers and design thinkers to collectively promote the importance of living one’s purpose through their passion in order to leave a unique mark on the world.

In addition to our custom apparel brand and inclusive social media presence and promotion, we deliver authentic artistic experiences that directly support local artistic talent and aim to build awareness for activism and social change through arts-centered programming initiatives.



Cary Michael Robinson,  
CEO/Creative Director

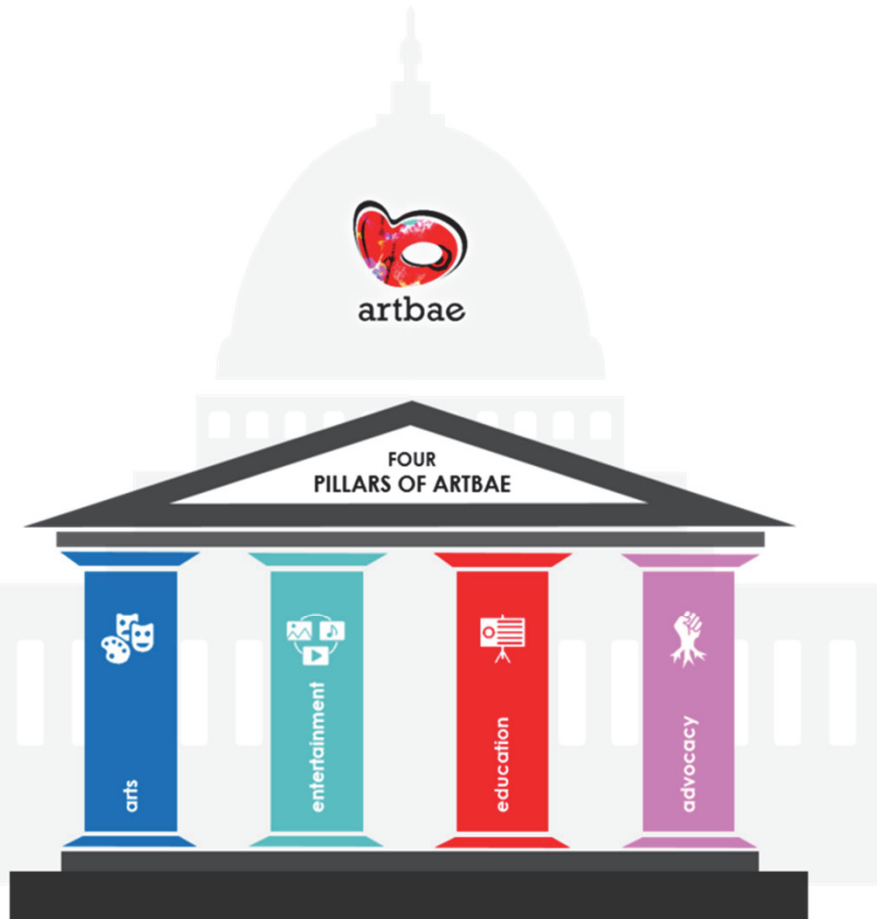


artbae  
**CREED**

**WE THE PEOPLE OF THE ARTBAE SOCIETY, IN ORDER TO FORM A MORE PERFECT WORLD, PROVIDE HOPE, INSTILL THE IMPULSE TO CREATE, PROVIDE DOPE ARTISTIC EXPERIENCES, PROMOTE TURNING PASSION INTO PURPOSE, AND INFUSE ART BACK INTO THE LIVES OF OURSELVES AND OUR POSTERITY, DO ORDAIN AND ESTABLISH THIS CREED FOR THE OVERALL BETTERMENT OF SOCIETY.**



# Arts. Entertainment. Education. Advocacy. (AEEA)



**Arts.** We work with local creatives to promote a vibrant arts culture in the DMV by **engaging** the community, **encouraging** participation and **enabling** access to the arts to all.

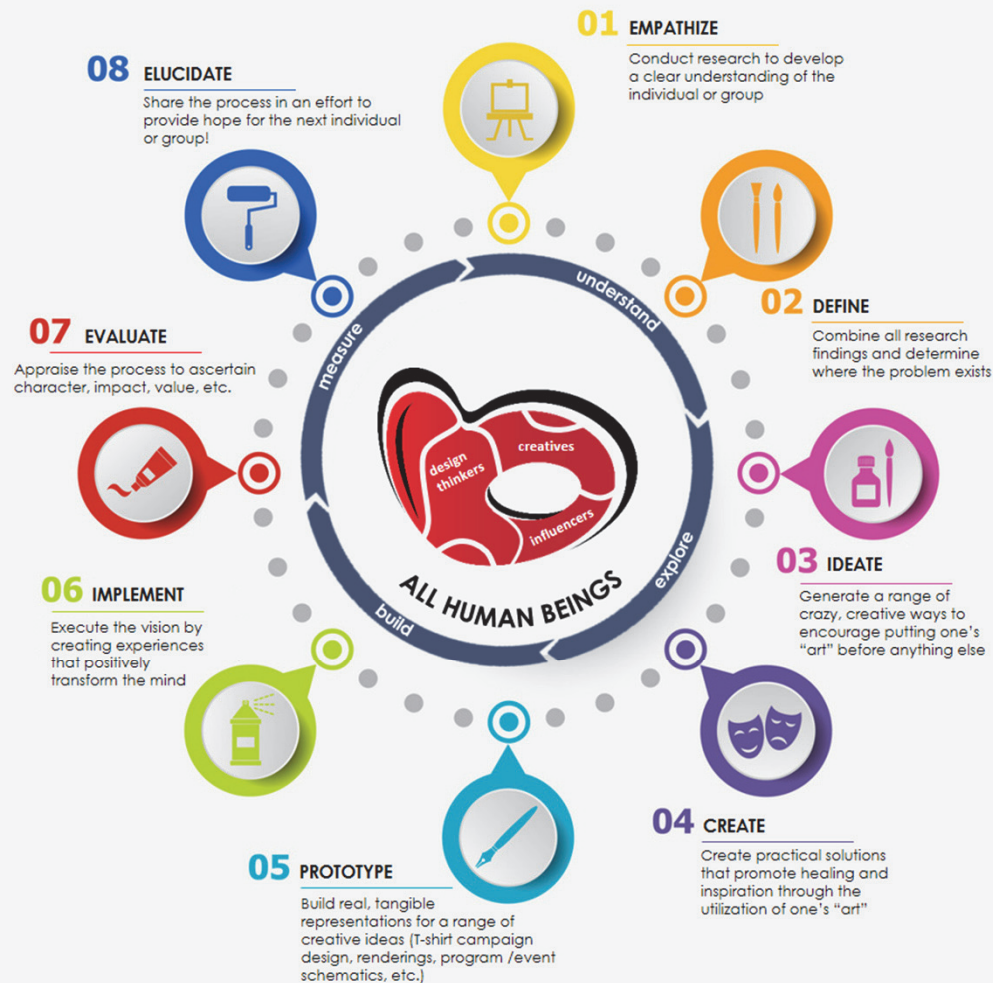
**Entertainment.** Through a wide variety of activities such as paint parties, visual and performing arts showcases, dinner tastings, and more, we focus on providing activities that aim to **propel** the artistic talents of our creatives, **promote** increased market participation and **provide** for local economic development

**Education.** In an effort to empower individuals through learning, we **deliver** structured opportunities that foster creativity and **dispense** arts-driven educational programming that infuse visual, performing and tangible arts with life lessons.

**Advocacy.** We are rooted in our community and give back by partnering with local organizations that are most vulnerable in society to **initiate** active promotion of a cause, **involve** activities that lead to a particular goal or outcome and **ignite** creative solutions to approach a problem.

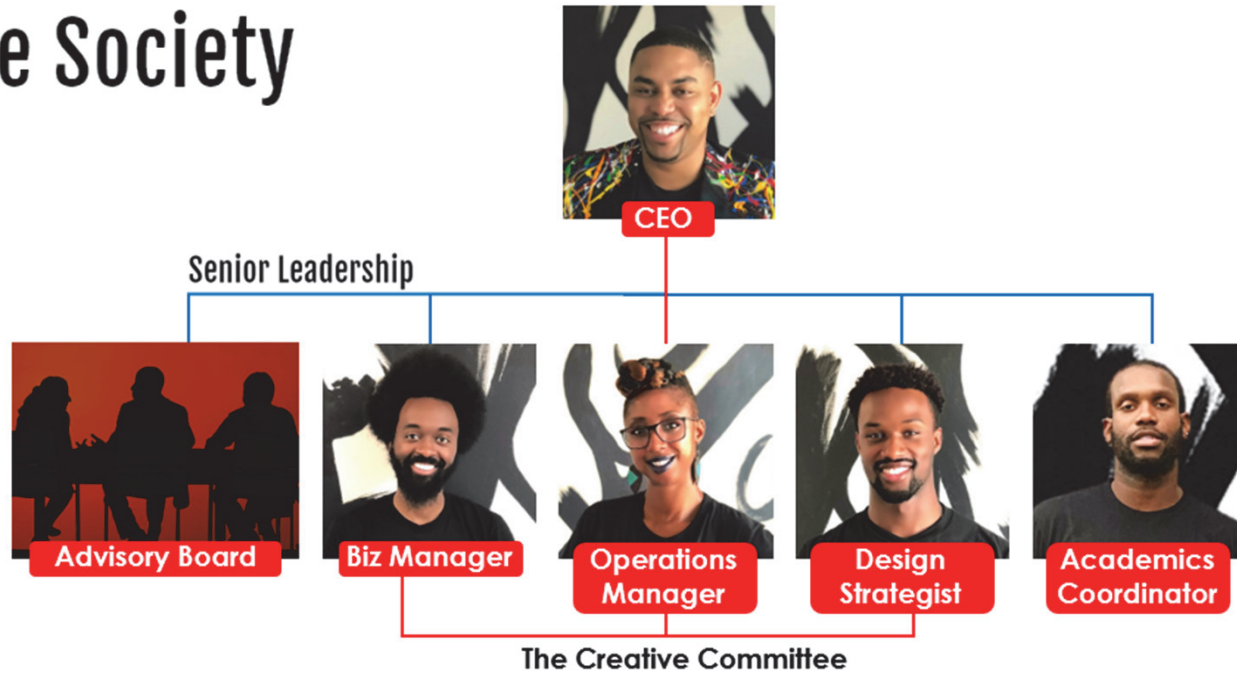
## ALL Human Beings are Created to Create.

Our 8-Step Approach to Discovering How to Live Your Purpose Through Your Passion





# The Artbae Society



## In-House Artbae Artists



## What We Do



### BAEWATCH

"**BaeWatch**" - A spin on the old TV series "Baywatch" - is a series of pop-up paint sessions at historic sites in DC. Passersby would "**Watch**" Art "**Bae**" artists paint a replica of the site to reiterate the history of that area.

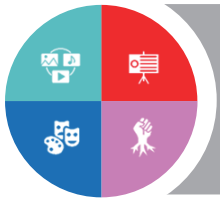
**BAEWATCH**



### CREATED 2 CREATE

*Infusing Artistic Concepts with Life Lessons*

This creative curriculum encompasses a series of guided, themed painting sessions for therapeutic recreation in addition to an artist talk led by one of our DMV-based in-house Artbae artists.



### LE DÎNER ENTRE AMIS

*The Dinner with Friends*

**Le Dîner entre Amis** is a private tasting experience that explores the artistry of food through an intimate group setting in order to promote creative connections, conversations and collaboration.

*Le Dîner entre Amis*



### PAINT PARTIES

Group and Intimate paint parties hosted by one of our **Artbae In-House Artists** combine casual fun with creative expression! The artist will demonstrate basic and advanced painting techniques and fundamentals of art, while leading participants step-by-step, both individually and within the group, to recreate the featured artwork selection.

*Paint Parties*  
hosted by  
**@artbaeonline**



### THE VELVET ROPE EXPERIENCE ARTS SHOWCASE

*Where ALL Guests are VIP's!*

**#VRE (The Velvet Rope Experience)** is a PREMIERE pop-up visual arts showcase that infuses **dope artistry, music, and red velvet-flavored eats**, while **paying homage to well-known music artists, bands or groups**.

*the Velvet Rope*  
experience  
ARTS SHOWCASE  
2012



## Paint Parties



Event	Date	Location	Description	Attendance	Notes
"This is America"-themed Sip & Paint	6/28/2018	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of a "This is America" themed painting with "conscious" hip hop & R&B music selections	17	
"Sunday Funday" Paint & Watch Party	7/15/2018	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of a "GOD IS DOPE" themed painting and LIVE streaming of Zion Church Landover's 1:15pm service	14	A portion of proceeds benefited Zion Church's 2018 Backpack & Back To School Drive which helps students in the DMV by providing them with the supplies necessary to succeed.
"APE\$HIT" Trap & Paint Party	7/26/2018	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of a "Trap" Mona Lisa-themed painting with "Trap" music selections	11	A portion of proceeds were donated to SOME (So Others Might Eat) - an interfaith, community-based organization that exists to help the poor and homeless of our nation's capital
"Comics"-themed Trap & Paint Party	8/23/2018	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of Comics-themed Superhero painting with "Trap" music selections	23	A portion of proceeds helped to support cancer research for the Leukemia & Lymphoma Society (LLS)
"Carnival"-themed Sip & Paint Party	9/27/2018	Creative Saints Loft, Hyattsville, MD		11	
"Fright Night" Sip & Paint Party	10/25/2018	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of a Fright Night "Thriller"-themed painting with music selections from the 90's - early 2000's	11	A portion of proceeds benefited Men of Code DC - an organization that works with athletes and their coaches in local high schools and colleges to transform them into leaders and allies to end violence against women and girls.
"Scholarship Fundraiser" Paint Party	10/26/2019	Creative Saints Loft, Hyattsville, MD	2-hour guided art instruction session of a "Butterfly/Rebirth"-themed painting with jazz music selections	23	A portion of proceeds benefited the "Women of God Network" - an organization whose mission is to help young Christian women pursue their purpose in life and to pursue higher education.
"Brunch & Brushes" Holiday Paint Party		Capitol Heights Municipal Center, Capitol Heights, MD	2-hour guided art instruction session of a "Holiday"-themed painting with light bites and holiday music selections	22	Event sponsored by Mayor Maldon and the Capitol Heights Planning & Economic Development Committee - Arts, Culture, and Entertainment Task Force

## Events & Showcases

Event	Date	Location	Description	Attendance	Notes
The Velvet Rope Experience Arts Showcase presents... a tribute to Janet Jackson	2/8/2019	L2 Lounge, Georgetown, DC	Live art, body art, music, dance performance, mini runway show, and a visual arts exhibition featuring local artists	651	Event was in collaboration with BKE Events; Large venue capacity
Sunday Funday w/ Artbae: The BaeWatch Lounge Arts Showcase	7/28/2019	MAKE Offices, Glover Park, DC	Showcase of Spring and Summer 2019/2020 Swimwear Collections, live art, body art, photo ops with DC Swim Week models, music, vendors, and visual art installations	573	Event was in collaboration with DC Swim Week; Large venue capacity; Event space was transformed from office space
The Velvet Rope Experience Arts Showcase presents... Welcome to the Louisiana By-U (St)	8/31/2019	Po Boy Jim Bar & Grill, Washington, DC	Live art, body art, music, dance performance and a visual arts exhibition featuring local artists	158	Event was in collaboration with DC Now Events; Smaller venue capacity; Event space was transformed from restaurant space
Artbae Holiday Bazaar: Pop-Up Art & Shopping Extravaganza	12/14/2019	MAKE Offices, Glover Park, DC	Pop-up shopping event featuring live art, body art, photo ops with DC Swim Week models, music, vendors, and visual art installations	312	Event was in collaboration with DC Swim Week; Large venue capacity; Weather constraints; Event space was transformed from restaurant space
Le Dîner entre Amis: Winter Edition	1/25/2020	The GraMercy, Capitol Heights, MD	Private dinner tasting experience featuring DMV-based chefs Aristote Sampy and Craig Brown	15	Event was in collaboration with Hedon State; Strict attendance limit; Event space was transformed from split-level home





## The Artbae rundown



**JUL 15  
2018**

Praise 'N Paint event raises proceeds for Zion Church's Back to School Backpack Drive



**JUL 26  
2018**

Trap 'N Paint event raises proceeds for S.O.M.E. (So Others Might Eat) DC

**AUG 23  
2018**

Comics-themed Trap 'N Paint event raises \$330.00 in an effort to kick cancer's @ss like a superhero

**SEP 1  
2018**

Artbae collaborates with the Kennedy Center during 17<sup>th</sup> annual "Page-to-Stage New Play Festival"

**OCT 18  
2019**

Artbae artists donate artwork for the National Center For Children and Families (NCCF) annual art auction

**OCT 29  
2019**

Artbae donates proceeds to the Women of God Network for their inaugural "Scholarship Fundraiser" Paint Party event

**DEC 6  
2019**

Artbae artist Kris Diggs paints a custom painting for auction to raise proceeds for the "Love Walks" Foundation

**DEC 21  
2019**




Artbae collaborates with Capitol Heights Mayor Maldon to host a "Brunch and Brushes" painting event for Capitol Heights residents



In July 2018, the social media infrastructure was created for Artbae that includes Instagram, Facebook and Twitter. Instagram is more widely used than Facebook and Twitter. Acquisition is accomplished by providing more events, exhibits and programs, hashtag usage, and usage by motivated participants who attend events.

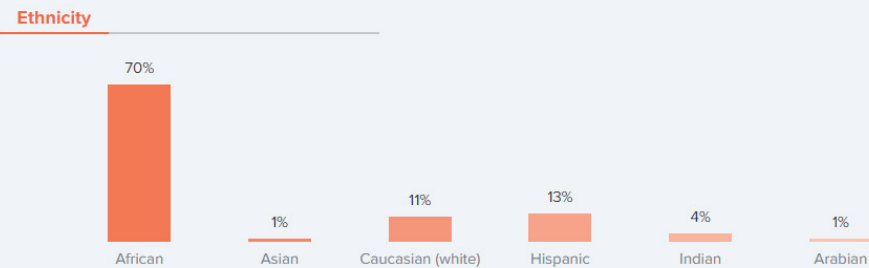
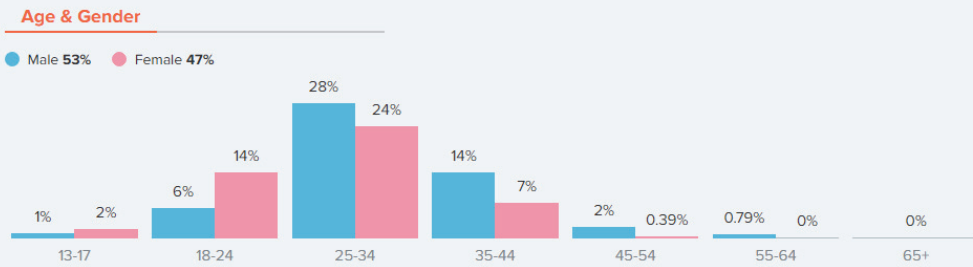
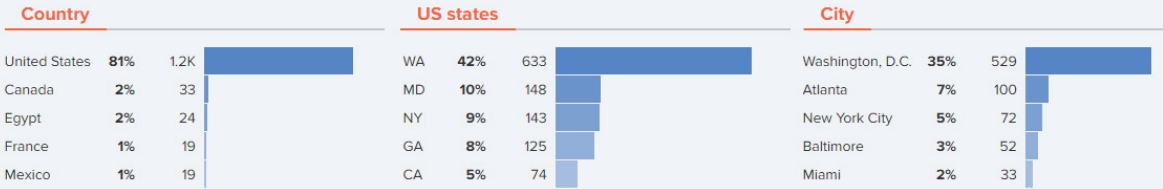
# Social Media Metrics

 **Instagram** REPORT GENERATED ON JANUARY 2020

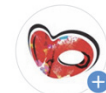
 **artbae**® Art Business  info@artbaeonline.com  +12025053603 Followers **1.5K**

Report generated on 19 Feb 2020

## Audience

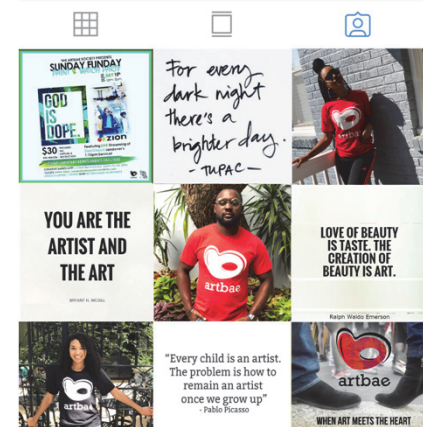


**NOTES:** 1511 Followers  
 -> 72% increase since our launch on July 2018

 **78** posts **878** followers **825** following

[Edit Profile](#)

**#artbae**  
 #artbae - when ART meets heART: Bringing beauty out of chaos by allowing art to heal, inspire and provide hope 🎨❤️ (launching July 2018)  
[www.artbae.com/](http://www.artbae.com/)  
 Followed by L\_c\_moore.82, thegentleman\_andthescholar, elijah\_samuel + 155 more





In July 2018, the social media infrastructure was created for Artbae that includes Instagram, Facebook and Twitter. Instagram is more widely used than Facebook and Twitter. Acquisition is accomplished by providing more events, exhibits and programs, hashtag usage, and usage by motivated participants who attend events.

## Social Media Metrics

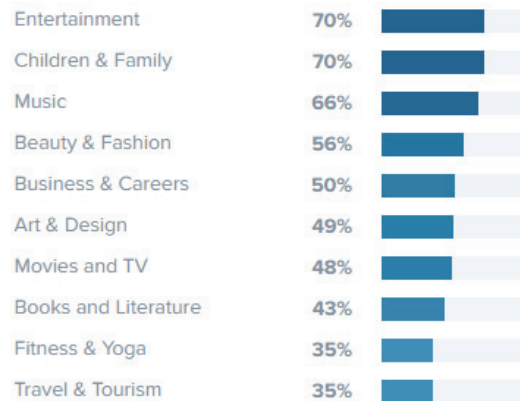
 **Instagram** REPORT GENERATED ON JANUARY 2020

 **artbae**<sup>®</sup> Art Business  info@artbaeonline.com  +12025053603 Followers  
**1.5K**

Report generated on 19 Feb 2020

### Audience Interests

@artbaeonline audience is interested in:



### Likes-Comment Ratio

● **Good**

*What's that* 

@artbaeonline receives **6.3 comments** per 100 likes, similar accounts receive **4.9 comments** per 100 likes.

### Likes spread

● **Good**

*What's that* 

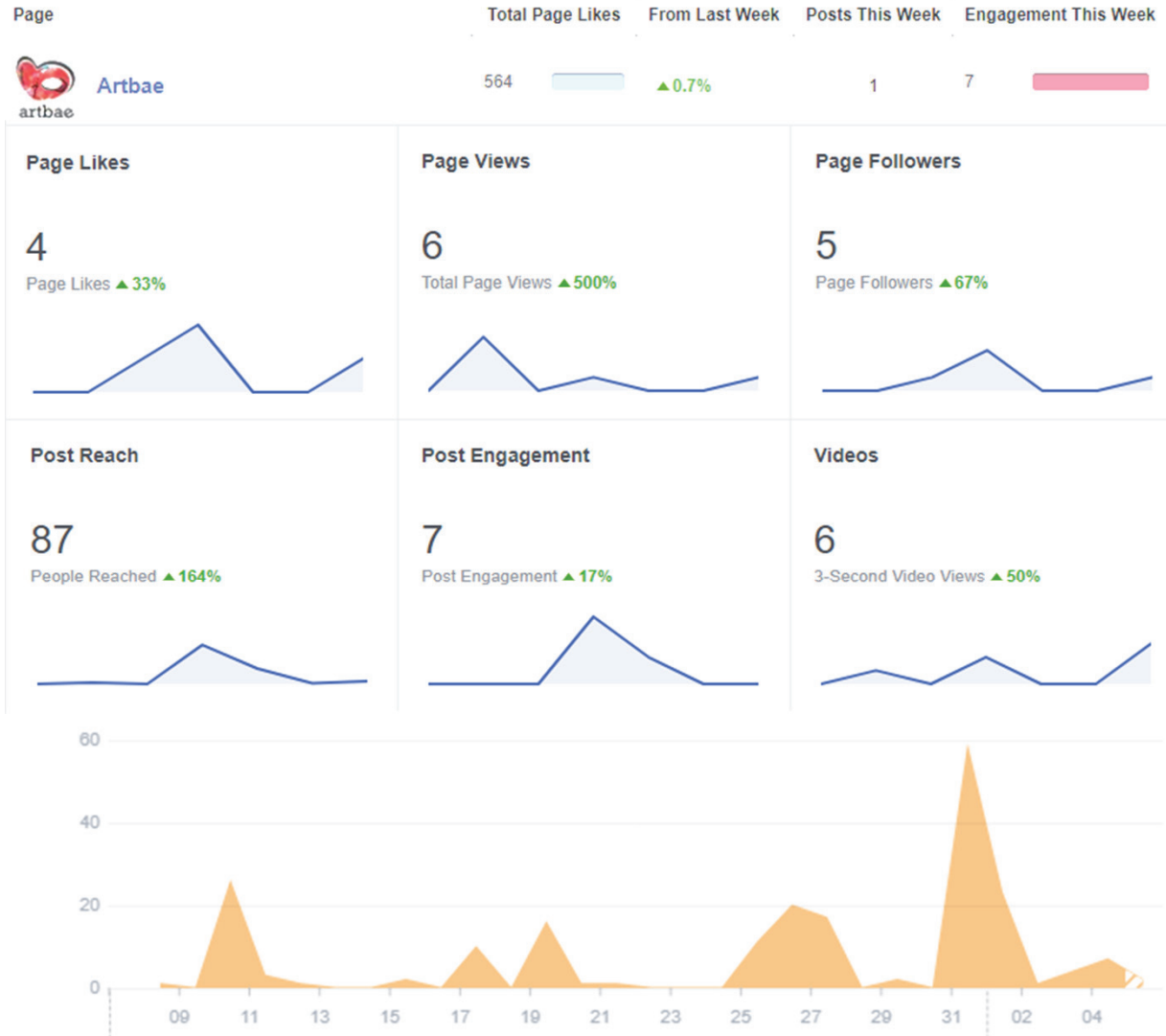
Spread in likes between posts is **109%** similar accounts have **36.9%**

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## Social Media Metrics

**f** FACEBOOK RESULTS FROM JANUARY 4TH - JANUARY 10TH, 2020

Reactions, Comments & Shares



**NOTES:** 564 Followers  
 -> 164% Post Reach increase since our launch on July 2018

**TOTAL REACH:**  
 The number of people who saw any content from your Page or about your Page.

This metric is estimated.



In July 2018, the social media infrastructure was created for Artbae that includes Instagram, Facebook and Twitter. Instagram is more widely used than Facebook and Twitter. Acquisition is accomplished by providing more events, exhibits and programs, hashtag usage, and usage by motivated participants who attend events.

## Social Media Metrics

**f** FACEBOOK RESULTS FROM JANUARY 4TH - JANUARY 10TH, 2020

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
 <b>Artbae</b> artbae	564	▲0.7%	1	7

Reach: Organic / Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
01/28/2020 9:58 AM	 Le Dîner etre Amis - Translation: The Dinner with Friends 🍷👥🍴🍷🍷	📺	🌐	38	1 2
01/26/2020 4:55 PM	 Words Spoken by a True King. RIH King Kobe 🙏👤👤👤👤👤👤👤	📄	🌐	39	0 1
01/25/2020 9:50 AM	 From the Opening Preview Ceremony to becoming a pop-up	📄	🌐	114	3 9
01/24/2020 8:37 AM	 And don't let anyone else's ignorance interfere with what YOU	📄	🌐	22	1 0
01/22/2020 11:00 AM	 Looking to have an artfully fun evening without leaving your home?	📄	🌐	63	6 5
01/06/2020 12:24 PM	 Greetings Artbae Fam! Want to make art on ice? 🧊👤👤👤 - Well, JOIN	📺	🌐	26	2 0
01/04/2020 7:13 PM	 Greetings Artbae Fam! Want to make art on ice? 🧊👤👤👤 - Well, JOIN	📺	🌐	30	0 0
01/01/2020 11:47 AM	 Happy #2020 from @artbaeonline! 🎉👤👤👤👤👤👤👤 - Special	📺	🌐	27	0 0

# OUR FINDINGS

A member survey was administered at our Holiday event on November 24, 2019 and at our Vision Board party on January 20, 2020 to collect feedback from the Artbae general body in an effort to determine our effectiveness of the society and to increase our overall impact in the year 2020. The survey received 16 responses and below are some of our key findings.

## Artbae Member Survey



artbae

### Artbae Member Survey

The purpose of this survey is to collect feedback from the Artbae member general body in an effort to increase our overall impact in the year 2020!

1. Which of the following activities have you participated in this year?

- The Velvet Rope Experience Arts Showcase presents... a tribute to Janet Jackson (collab with B&E Events)
- Sunday Funday w/ Artbae: the BoeWatch Lounge Arts Showcase (collab w/ DC Swim Week)
- The Velvet Rope Experience Arts Showcase presents... Welcome to the Louisiana By-U (SI)

2. What do you see as Artbae's strengths (in terms of event operations/management and/or programming)?

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3. What do you see as Artbae's weaknesses and gaps?

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4. Are there any new activities, opportunities or services you would like to see Artbae explore or offer?

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5. List any organizations and/or charities you would like to see Artbae partner with.

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6. How can you feel more supported by Artbae?

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Thank you for your participation in this survey and for volunteering your time and talent with Artbae!

Your responses are very important to us and will help us provide the best member and audience participant experience moving forward!

### ARTBAE'S KEY STRENGTHS

- Passionate, professional & supportive leadership team
- Diverse & welcoming team of artists
- Well-coordinated planning and execution of events
- Excellent networking opportunities
- Great communication amongst artists
- Great overall promotion of content

### TOP REQUESTS FOR ARTBAE

- Diversity in types of events (to include musicians, poets & performance art)
- Partner with large arts-driven corporations
- Speaking engagements (panels)
- Collective critique sessions
- School/community initiatives (workshops, summer camps, etc.)
- Animal shelter partnership
- Collaborative shows w/ other art groups, area universities & sports orgs. (Art Basel)
- Fiscal sponsorships
- Podcast participation

### TOP RECOMMENDED PARTNERSHIPS

- Department of Parks and Recreation
- DMV League of Art
- No Kings Collective
- Words, Beats and Life, Inc.

## Visions of the Artbae Society

| This is how we aim to achieve our Mission



### ARTIST IN RESIDENCE PROGRAM

**Artbae's Artist in Residence Program (ARP)** will provide emerging and established artists with the opportunity to concentrate on a body of work in a space designated as his/her studio at no cost to the artist. Residencies last for 3 months, in which artists will receive a monthly stipend to help cover the costs for supplies. At the end of 3 months, resident artists will be expected to showcase their artwork created during their residency and give an "artist talk" to a public group about the work and their process during an opening exhibition facilitated by **Artbae**. Any art sold during this exhibition will be split with 80% of sales going to the artist and 20% going back to **Artbae**. Artists also agree to engage the community by leading a workshop or demonstration at some point during their residency. The workshop should be inclusive, informative, and educational, providing the community with a window into the artistic process.



### ARTIST FELLOWSHIP PROGRAM

**Artbae's Artist Fellowship Program (AFP)** will offer fellowships to individual artists whose artistic excellence significantly contributes to the DMV. AFP recognizes the impact of individual artists within the DMV and supports the vitality that those artists bring to the local community.



### ARTIST APPRENTICESHIP PROGRAM

**Artbae's Artist Apprenticeship Program (AAP)** will allow in-house artists the opportunity to host intimate and group art classes, to include but not limited to, paints parties, technical workshops, etc. Apprentice must shadow an experienced artist for a minimum of two (2) art classes/parties before leading their own.



## 2020 Advocacy Partners

### | Our Strategic Alliances

#### U.S. Dream Academy

is an organization that empowers our nation's children most at risk of incarceration to believe in themselves, succeed and reach for their dreams through academic, social, and values enrichment.

#### Earth Conservation Corps

is a volunteer organization providing hands-on environmental education, job training and community service programs for people of all ages from diverse backgrounds, with an emphasis on serving at-risk youth from the inner-city neighborhoods of Washington D.C."



#### Creative Suitland

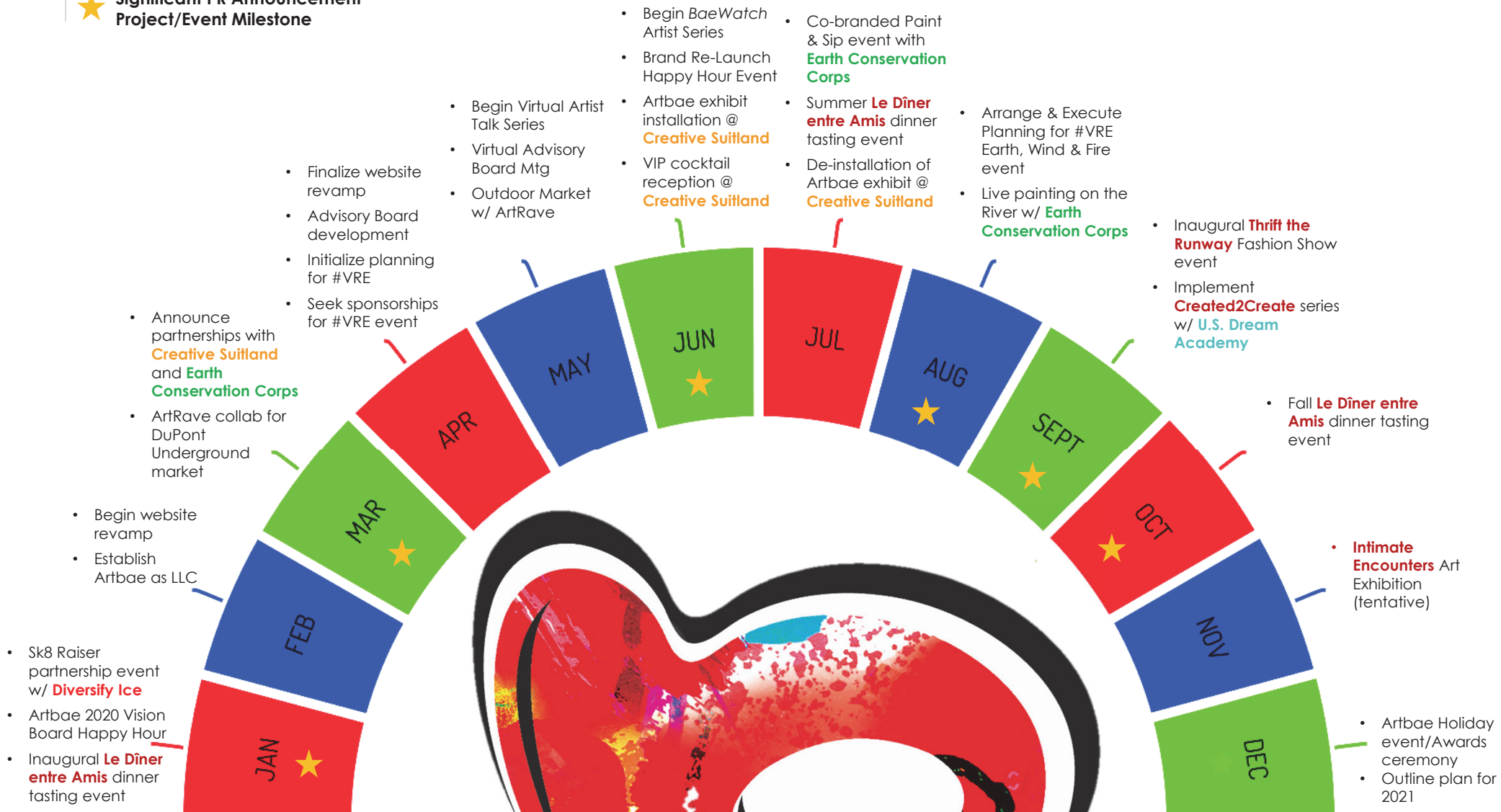
is an arts-based community development strategy to include residents and businesses in defining the cultural and creative spirit of greater Suitland area.

#### Diversity Ice Foundation

is a 501(c)(3) providing sponsorship, mentorship, networks & opportunities to underrepresented figure skaters to achieve their fullest potential in the sport and in life.

## 2020 Monthly Timeline + Milestones

★ Significant PR Announcement  
Project/Event Milestone







# artbae

“When **ART** Meets He**ART**”



artbaeonline



artbaeonline.com



info@artbaeonline.com



## Join our Board

THE FOUNDATION IS THE MOST IMPORTANT PART OF BUILDING.  
HELP US IMPLEMENT OUR VISION BY JOINING OUR TEAM!

## Volunteer

WANT TO VOLUNTEER YOUR TIME AND TALENT WITH US? WE INVITE YOU TO  
HELP US ENCOURAGE OTHERS TO LIVE THEIR PURPOSE THROUGH THEIR  
PASSION. WHETHER SHORT OR LONG TERM – WE WANT TO CONNECT WITH  
YOU!

## Donate Today

HELP US INFUSE ART BACK INTO THE LIVES OF PEOPLE AND IN THE WORLD.  
MAKE A ONE-TIME DONATION OR BECOME A MONTHLY SUPPORTER!