



JOIN THE COMMUNITY OF DYNAMIC ARTS ORGANIZATIONS PILOTING TEENTIX LA!



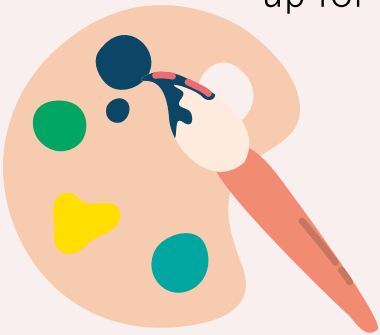
Teens from the Seattle TeenTix Press Corps exploring art together!

WHAT IS TEENTIX LA?

TeenTix LA encourages young people to take an active role in shaping the Los Angeles arts community as active audience members, critics, influencers, advocates, patrons, and leaders.

SEATTLE PAVED THE WAY

Since 2004, more than 61,000 teens from all over the world have signed up for a TeenTix pass in Seattle, purchasing more than 115,000 \$5 tickets to arts and cultural events in the Pacific Northwest!



THE ROAD TO LA

In 2019, over 400 teenagers from across Los Angeles were surveyed, demonstrating the overwhelming need for this program in our city. 43% of the teens surveyed said ticket cost was a big problem that prevented them from experiencing the arts in LA, while 68% of those surveyed shared that they felt "uncomfortable" or "unwelcome" in arts spaces across the city. TeenTix LA endeavors to not only make the arts more affordable but also help young people feel welcome in LA's many arts spaces.

WHAT IS A TEENTIX PASS?

It's a digital access card. ANY teenager can sign up for a free TeenTix pass through the TeenTix website!

WHY \$5?

Five dollars is a price point that makes the arts competitive with movies, and that most teens can afford to pay out of their own pockets.

WHY TEENS?

Over the past two decades, precipitous declines in adult arts participation have become impossible to ignore. All available research shows that tastes and habits take shape in adolescence and begin to calcify by our mid-20s.

Teens are natural explorers, eager for experiences that will help shape their identities.

HOW DOES IT WORK?

At performing arts venues, teens (13-19 years old) can use their free TeenTix Pass to purchase \$5 tickets to events at any of our member organizations. They can do this over the phone or in person any time on the day of the show, and in many instances, tickets can be purchased in advance. At museums, TeenTix tickets may be purchased any time during regular museum hours. Our participating venues are not required to allocate tickets for TeenTix -- if a show sells out before the day of the performance, no TeenTix tickets will be available.



WHAT CAN TEENTIX LA DO FOR MY ORGANIZATION?

Inform, Excite, Educate, Facilitate

Our strategy is to grow a community of arts-loving teenagers, to build our credibility in that community by inviting and embracing young people's participation, and to then share that credibility with our participating organizations, helping them to communicate a message of welcome to our members. This strategy has been effective in Seattle for over a decade.

How do we do it?

Social media and our weekly e-newsletter will be our primary tool for activating usage. It lets our members know what is going on at each of our participating venues, and features teen-friendly programming descriptions and a weekly pick, along with trivia and other fun stuff.



TeenTix Seattle's 2019 Teeny Awards Red Carpet. Photo by Roman Robinson

HOW IS TEENTIX LA COMMITTED TO EQUITY, DIVERSITY, & INCLUSION?

We know that the teens who will benefit most from the TeenTix program are also the ones who, for a variety of reasons, are the least likely to use it. That is why we focus our outreach efforts on the region's most underserved youth.



Identifying and Removing Barriers + Partnering with Organizations

We are building partnerships with the many dedicated community organizations that serve Los Angeles' children and families. TeenTix works in collaboration and in support of existing student outreach and education programs. Our members choose what they're going to go see, invite friends, arrange transportation, and enjoy the art amongst other members of the public. This gives them an experience of patronage and loyalty toward the venue that provided it. We like to think of TeenTix as a matchmaker, building relationships between our members and our partner venues. This is how we are building the next generation of arts-goers.

Addressing the Intimidation Factor

TeenTix constantly strives to demystify arts-going with a message of welcome to our members. Our weekly e-newsletter will contain etiquette tips and frequently asked questions to assuage teens' fears.



FOLLOW US!



@TEENTIXLA



/TEENTIXLOSANGELES

HOW DO I GET STARTED?

We're excited to chat with you about collaborating! Visit our website at LA.TeenTix.org and/or contact Allison Whorton, TeenTix LA Program Director, at allison@la.teentix.org to set up a meeting.