



LOS ANGELES

TeenTix LA

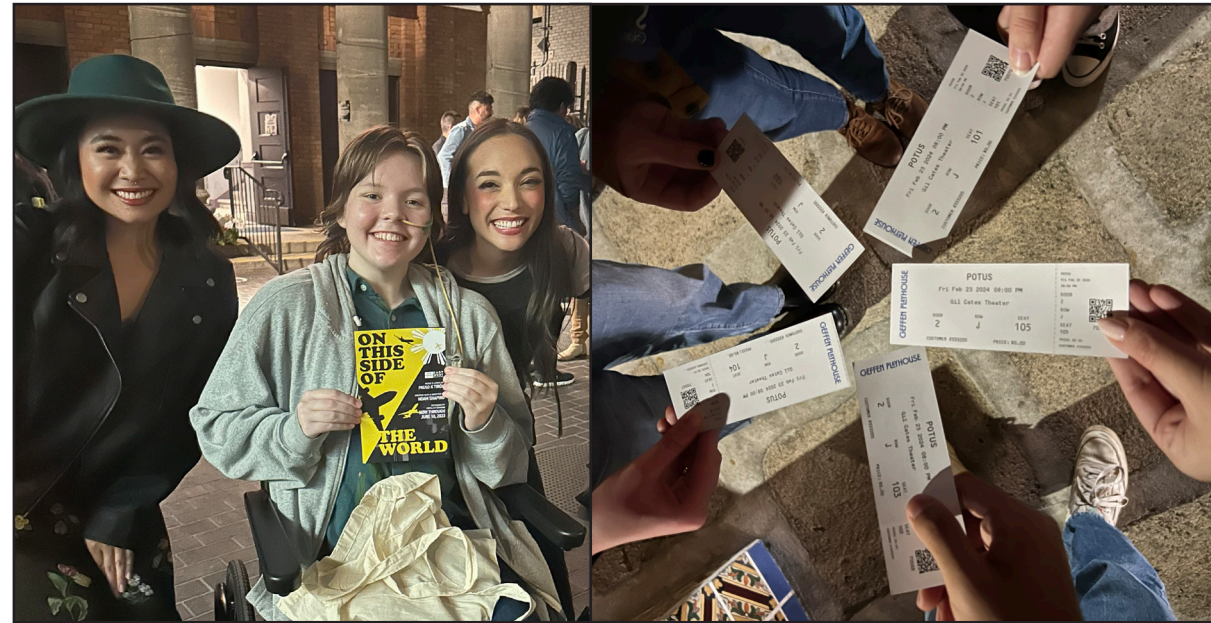
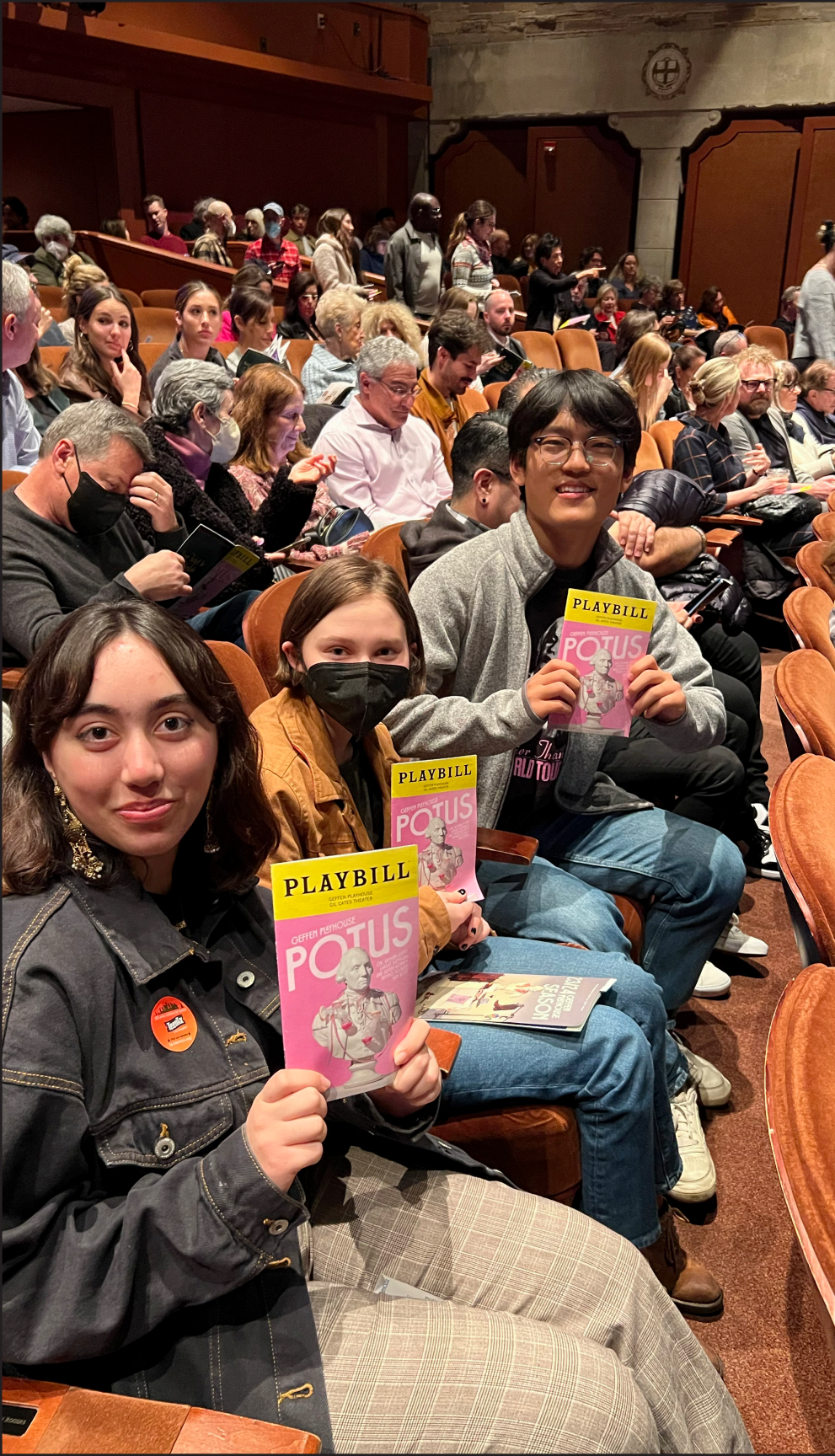
Impact Report

FY24

TeenTix LA empowers **young people** to take an **active role** in shaping their arts community as **audience members, critics, influencers, advocates, patrons, and leaders.**

We envision a world where diverse civic leaders value, support, and participate in a thriving arts sector. Our strategic planning, community engagement, and the expansion of our Pass Program illustrate our commitment to a culturally rich future for all teens in the area. This report encapsulates our achievements and outlines our future goals to further enhance our impact.





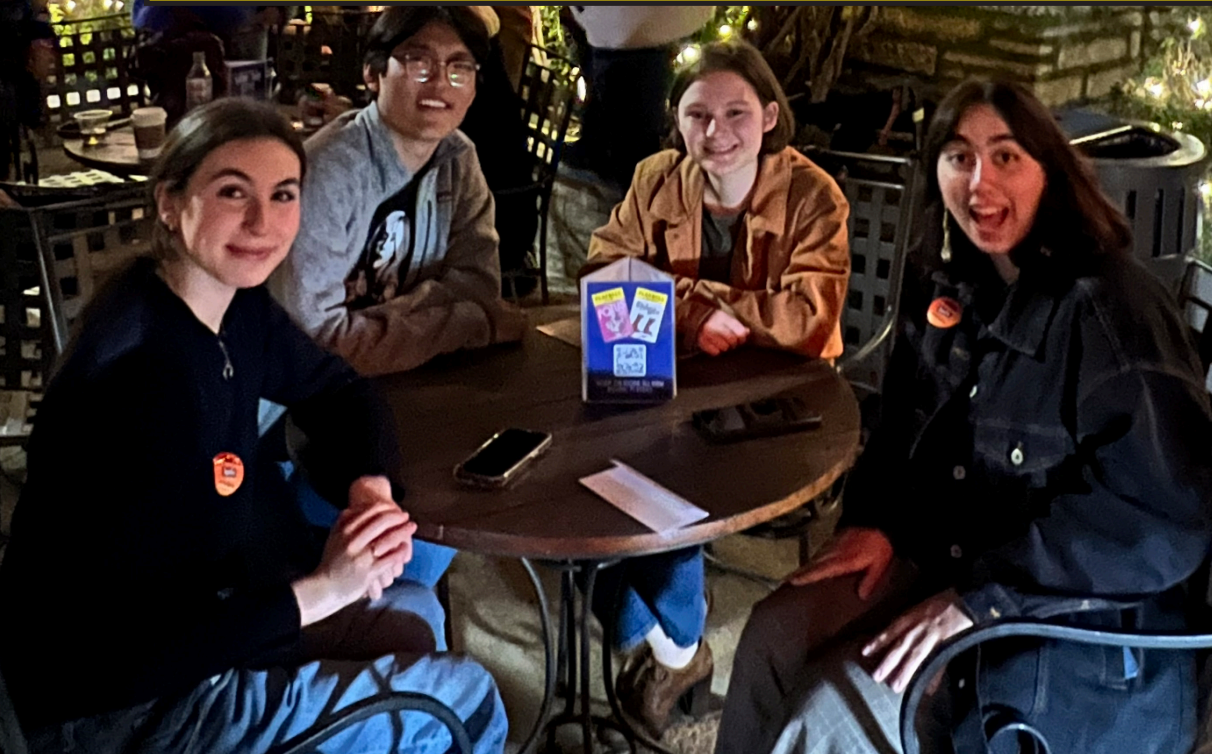
About TeenTix LA

LA County is rich in culture and awash with resources, yet arts and culture remain out of reach for so many. At the same time, arts organizations endeavor to engage new audiences and connect more with youth, especially as they are emerging from the pandemic. TeenTix LA is an equity-oriented solution to the needs of both LA County teens and arts organizations: we break down barriers to arts access for LA teens while also strengthening the arts ecosystem by developing the next generation of arts-goers.

OUR JOURNEY

TeenTix LA is the first official Chapter of TeenTix, an organization founded in Seattle, Washington in 2004. Recognizing the vital role the arts play in shaping communities and the discrepancies around arts access for Los Angeles County teens, we embarked on a journey to explore the possibility of adapting and bringing the TeenTix model to Los Angeles County in 2018.

Our approach was rooted in equity, starting with a comprehensive survey of over 500 local teens and arts providers. The teens stated that their biggest barrier to attendance is cost, followed by distance, and lack of transportation. Their voices, coupled with valuable insights from our arts partners, confirmed the urgent need and enthusiasm for a program like TeenTix in LA County. This reinforced our commitment to equitable arts access for all teens – the next generation of arts patrons and leaders. The team at TeenTix Seattle embarked on their own cultural equity work in 2020, much of which we've integrated into our own efforts and visioning.



STRATEGIC OVERVIEW

At TeenTix LA, our journey towards cultural diversity, equity, and inclusion has been marked by an unwavering commitment to empowering LA County's youth and enriching the cultural landscape of our city. Our story is one of growth and evolution, driven by a profound belief in the worth of cultural diversity and inclusion.

Pass Program Launch & Expansion

Soft-launched in Los Angeles in 2021, the TeenTix Pass Program has rapidly become a cornerstone of our mission to make the arts accessible to all teens in the region. To date, we boast over 3,000 Passholders who represent more than 500 zip codes across Los Angeles County. The Pass has been utilized over 2,500 times, enabling teens to explore and engage with the vibrant arts scene in LA on their own terms. This program is a testament to our commitment to removing barriers and fostering a lifelong engagement with the arts among the youth of Los Angeles.

We engage in intentional efforts around cultural equity because:

Live, shared experiences are inherently valuable, especially when they facilitate interaction that crosses traditional generational, ethnic, and socio-economic divides.

Arts attendance is arts education; arts attendance is civic participation.

It is essential to foster safe spaces for critical thinking and civilized disagreement.

Youth empowerment means the elevation and prioritization of the youth voice.

KEY PROGRAMS AND INITIATIVES

Our cornerstone program, the TeenTix Pass Program, directly addresses barriers to making the arts more accessible for LA teens. Teens sign up for a free Pass, which entitles them to \$5 tickets to attend performances

and events at any of our 30+ local partners. Teens use the LA.TeenTix.org calendar, our weekly E-Newsletter, and social media accounts to learn about upcoming events and feel set up for success for the arts-going process. The TeenTix LA internship program supports college and career readiness by giving teen interns opportunities to explore arts administration and to take part in shaping TeenTix LA. Interns serve as program ambassadors, inform our social media strategy, and plan events and programming for fellow teens.

INNER-CITY ARTS EVENT COLLABORATION



One of the standout achievements this past year was our collaboration with Inner-City Arts for a special event celebrating the arts, funded by the Department of Cultural Affairs. Our interns played pivotal roles in organizing and executing the event, which included curated activities and a post-performance talkback session. This event not only showcased the talents and insights of our interns but also provided a platform for engaging more teens with the arts in a meaningful way.

TEEN-CURATED TEENTIX DAY AT SKIRBALL CULTURAL CENTER



Another highlight was the TeenTix Day at Skirball Cultural Center, entirely curated by one of our teen interns. The event featured a panel discussion facilitated by the intern, focusing on museum careers. This provided a unique opportunity for attendees to gain firsthand insights into the museum sector, fostering a deeper understanding and appreciation of museum work and its impact on community and culture.

INSTAGRAM SERIES WITH PASADENA PLAYHOUSE

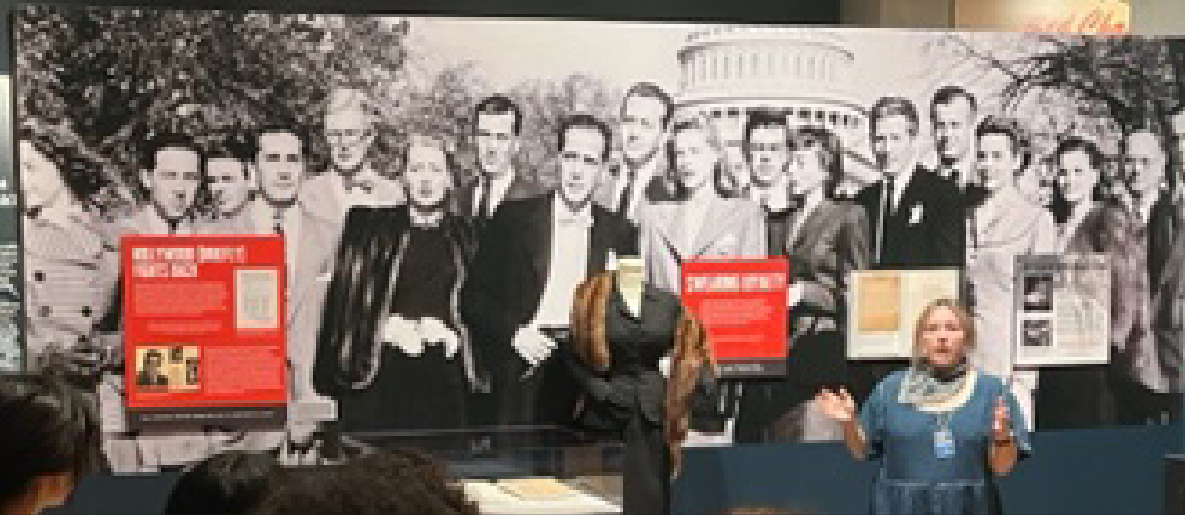


Our interns also engaged in an innovative social media project with Pasadena Playhouse. One of our interns conducted a series of interviews with the Playhouse staff, which were shared as an Instagram series. This project not only enhanced our digital content but also educated our audience about the various career paths in the theater industry. It was an excellent opportunity for the intern to develop interviewing skills and for our audience to learn more about the behind-the-scenes roles that contribute to theatrical productions.

STRATEGIC PLANNING

THE IMPACT OF THE BLACKLIST

It's a sign of a blossoming
and all of them are black
here, surely, after



In Fall 2023, TeenTix LA launched a comprehensive strategic planning process to shape our vision for 2024-2027, focusing on organizational development, partnership enhancement, and community engagement. Informed by interviews with key stakeholders and a half-day retreat with leaders from partner organizations, our strategy aims to integrate more youth in governance, bolster community ties through new partnerships like with public transit, and diversify our advisory board to enhance organizational capacity.

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

LA Metro Partnership

Our new partnership with LA Metro exemplifies our commitment to addressing transportation barriers that often prevent teens from accessing arts venues. By collaborating with LA Metro, we aim to provide more accessible and affordable transportation options for our Passholders, ensuring that logistical challenges do not hinder their cultural participation.



Local Arts Institutions

This year, we have forged new partnerships with notable local arts institutions, including the Autry Museum of the American West and the Younes and Soraya Nazarian Center for the Performing Arts. These partnerships have allowed us to offer a wider range of arts experiences to our Passholders, from theater productions to historical exhibitions. Continuing collaborations with institutions like the East West Players and the Latino Theater Company have enriched our offerings, providing diverse and culturally significant programming that resonates with our teen audience.

Community Organizations

We continue to strengthen our relationships with community-based organizations such as Inner-City Arts and Heart of Los Angeles. These partnerships are vital in reaching out to communities that might otherwise have limited exposure to the arts, integrating our programs into their regular activities and ensuring that more teens benefit from our services.

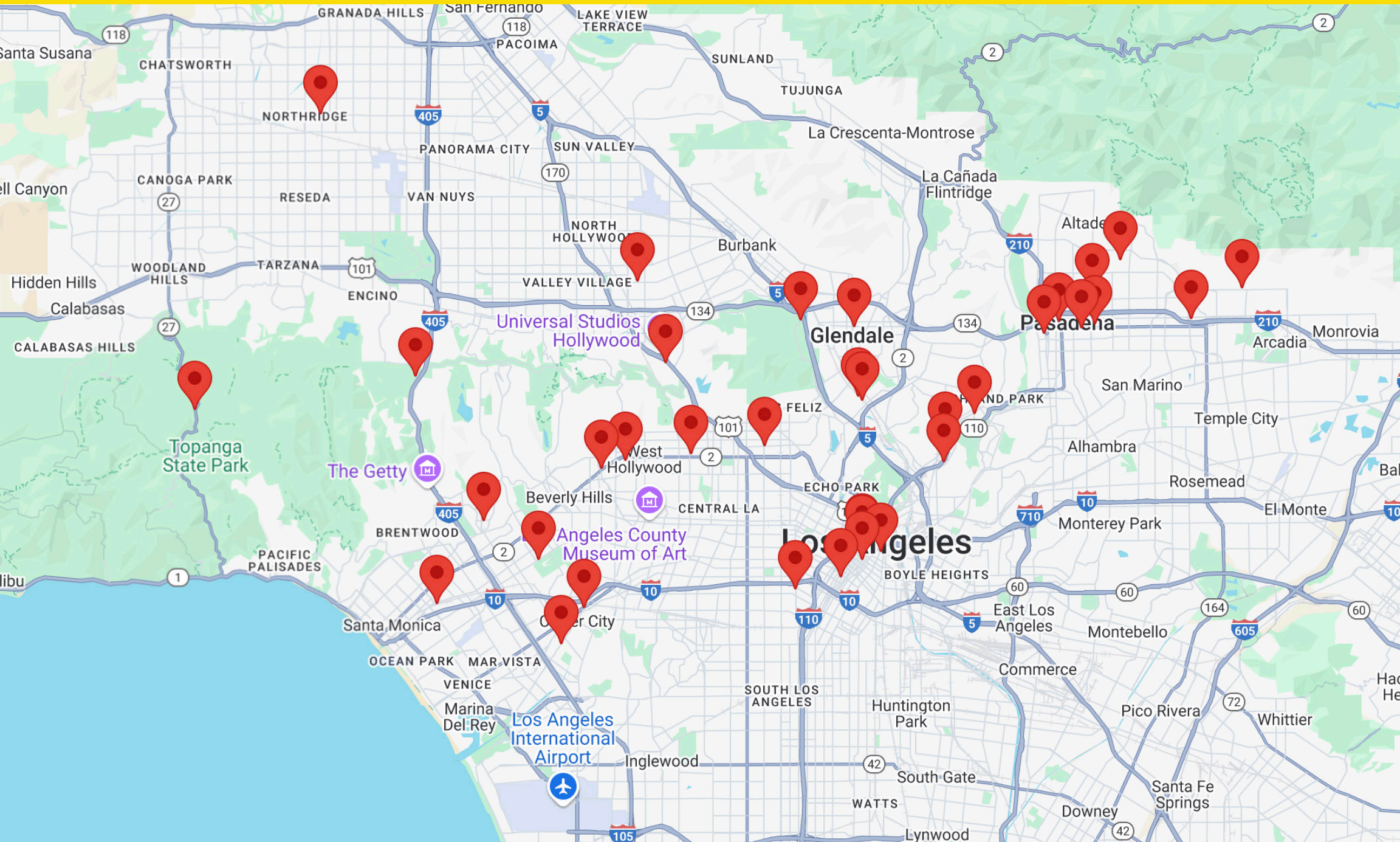
SELECT ART PARTNERS



SELECT COMMUNITY PARTNERS



GEOGRAPHIC REACH



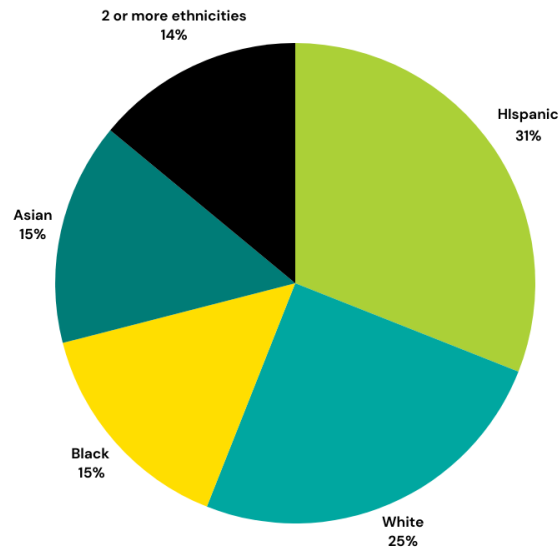
IMPACT METRICS

Geographic and Demographic Reach

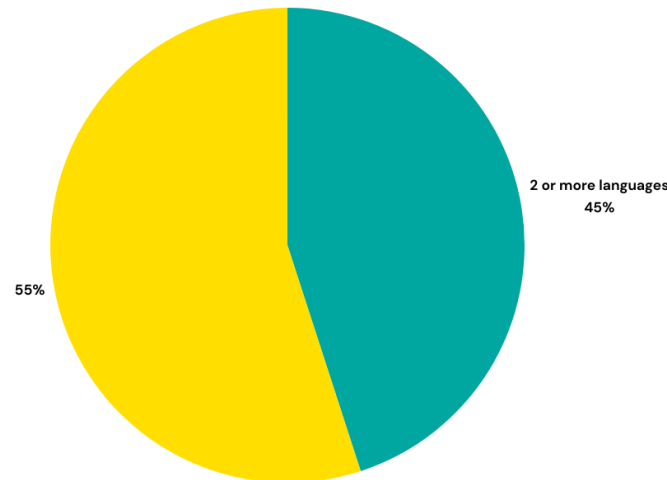
Our Passholders represent a diverse cross-section of LA County, highlighting our commitment to inclusivity.

Engagement Success

Surveys indicate high satisfaction among teens and arts partners, with strong recommendations and positive feedback on program preparedness.

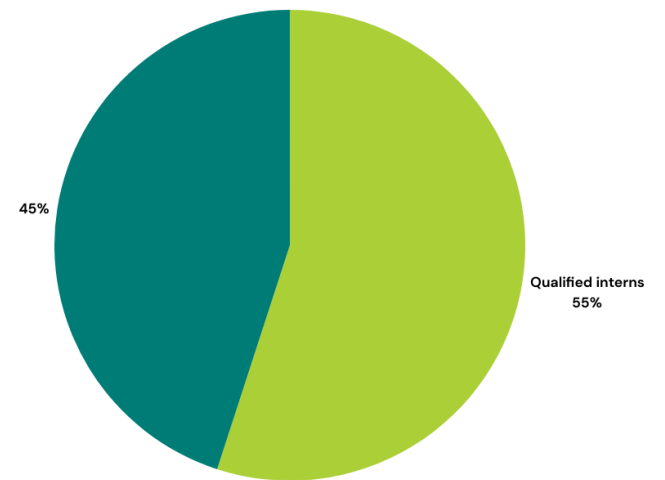


ETHNIC DIVERSITY



LINGUISTIC DIVERSITY

45% of our interns speak two or more languages at home, enhancing our ability to engage with a multilingual audience.



ECONOMIC DIVERSITY

Over half of our interns qualify for free or reduced-price lunch, underscoring our commitment to providing opportunities to economically disadvantaged youth.

CHALLENGES AND ADAPTATIONS



Resource Limitations

While our team's size occasionally restricts our scope, partnerships with experienced organizations like TeenTix Seattle have bolstered our capabilities.



Funding and Sustainability

Initiatives such as individual giving campaigns and exploring corporate sponsorships are crucial for our financial sustainability.

FINANCIAL OVERVIEW

TeenTix LA has been fortunate to receive substantial support from a variety of funding sources, which have been instrumental in expanding our programs and initiatives. This section highlights our major funders.

ANNENBERG FOUNDATION

THE AHMANSON FOUNDATION

DEPARTMENT OF CULTURAL AFFAIRS

MICHAEL & IRENE ROSS ENDOWMENT FUND OF THE JEWISH COMMUNITY

THE RALPH M. PARSONS FOUNDATION

THE ROSALINDE AND ARTHUR GILBERT FOUNDATION

SNAP FOUNDATION

Individual Giving Campaigns

This past year marked the launch of our first individual giving campaigns, which have been a resounding success.

Future Funding Strategies

Plans to enhance revenue streams to support and expand our programs.

TeenTix LA has made substantial strides in **empowering teens** through arts engagement. Our ongoing strategic efforts and **community-focused initiatives** are poised to further our impact, ensuring that arts access remains a vibrant and vital part of youth development in Los Angeles County.

We extend our gratitude to our community partners, donors, and especially the teens who are the heartbeat of our mission. Your support and participation are integral to our success and continued growth.



LOS ANGELES

