SEASON RECAP
REPORT
SUMMER 2023
‘Sweet 16’ photo by Rene Ponce, Urban Colors Photo
Our Mission and Impact

Concert Attendance and Top Genres

Artist Demographics

Audience Demographics

Volunteers and Community Partners

Presenting Partners, Media Partners, Funders & Sponsors

Acknowledgments
Throughout the season, we witnessed a total of **23,863 in-person attendees**. In this report, we highlight the top 5 attended concerts and the bottom 5 attended concerts.

<table>
<thead>
<tr>
<th>TOP 5 CONCERTS</th>
<th>BOTTOM 5 CONCERTS</th>
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</thead>
<tbody>
<tr>
<td><strong>Saturday, July 15th</strong></td>
<td><strong>Saturday, August 19th</strong></td>
</tr>
</tbody>
</table>
| **Soulection**  
*Soul/R&B* | **AAX Fest**  
*Contemporary Pan-Asian* |
| 5200 audience members | 150 audience members |
| **Saturday, July 22nd** | **Sunday, June 18th** |
| **La Santa Cecilia**  
*Latin Fusion* | **Katalyst Collective**  
*House, Jazz* |
| 2150 audience members | 235 audience members |
| **Friday, July 14th** | **Friday, July 7th** |
| **Los Yesterdays**  
*Souldies* | **Tolliver**  
*Funk, Soul, Drag* |
| 1570 audience members | 246 audience members |
| **Saturday, June 24th** | **Saturday, June 17th** |
| **Radiotron**  
*Hip-Hop* | **Pan Afrikan Peoples Arkestra**  
*Jazz* |
| 1080 audience members | 255 audience members |
| **Saturday, July 8th** | **Sunday, July 23rd** |
| **Amanditita**  
*Anarcumbia, Cumbia, Rock* | **Centro Cultural Techantit**  
*Ancestral, Folklorico, Contemporary Salvadoran* |
| 920 audience members | 350 audience members |

Soulection DJ Joe Kay, photo by Rene Ponce Urban Colors Photo
A total of **15,785 viewers** tuned in via Facebook Live. We present the season's top 5 virtual concerts and the bottom 5. Some numbers may be lower due to the amount of time they have been up on the Facebook page. We encourage you to watch and share this living creative archive!

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<tr>
<th>TOP 5 CONCERTS</th>
<th>BOTTOM 5 CONCERTS</th>
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<tbody>
<tr>
<td><strong>Saturday, July 8th</strong></td>
<td><strong>Friday, September 1st</strong></td>
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<tr>
<td><strong>Amandititita</strong></td>
<td><strong>Festival of Philippine Arts &amp; Culture</strong></td>
</tr>
<tr>
<td>Anarcumbia, Cumbia, Rock</td>
<td>Traditional &amp; Contemporary Filipino</td>
</tr>
<tr>
<td>1.7K viewers</td>
<td>305 viewers</td>
</tr>
<tr>
<td><strong>Saturday, August 12th</strong></td>
<td><strong>Sunday, June 18th</strong></td>
</tr>
<tr>
<td><strong>Flor Amargo</strong></td>
<td><strong>Katalyst Collective</strong></td>
</tr>
<tr>
<td>Katartic Pop, Norteño,</td>
<td>House, Jazz</td>
</tr>
<tr>
<td>Mexican Folklorico</td>
<td>308 viewers</td>
</tr>
<tr>
<td>1.7K viewers</td>
<td></td>
</tr>
<tr>
<td><strong>Saturday, June 10th</strong></td>
<td><strong>Saturday, July 29th</strong></td>
</tr>
<tr>
<td><strong>Nortec Bostich + Fussible</strong></td>
<td><strong>Boombox in the Park</strong></td>
</tr>
<tr>
<td>Nortec, Ranchero</td>
<td>Soul, Hip Hop, Motown</td>
</tr>
<tr>
<td>1.6K viewers</td>
<td>309 viewers</td>
</tr>
<tr>
<td><strong>Saturday, July 22nd</strong></td>
<td><strong>Saturday, August 26th</strong></td>
</tr>
<tr>
<td><strong>La Santa Cecilia</strong></td>
<td><strong>David Bowie Tribute</strong></td>
</tr>
<tr>
<td>Latin Fusion</td>
<td>Glam, Classic Rock</td>
</tr>
<tr>
<td>1.4K viewers</td>
<td>413 viewers</td>
</tr>
<tr>
<td><strong>Friday, July 14th</strong></td>
<td><strong>Friday, July 28th</strong></td>
</tr>
<tr>
<td><strong>Los Yesterdays</strong></td>
<td><strong>Imarhan</strong></td>
</tr>
<tr>
<td>Souldies</td>
<td>Tuareg Desert Rock</td>
</tr>
<tr>
<td>1.2K viewers</td>
<td>421 viewers</td>
</tr>
</tbody>
</table>

**Amandititita, photo by Ricardo Galvan**
The season’s top five genres emerge from a blend of audience preferences based on both attendance records and survey responses, offering a comprehensive view of the season’s musical landscape.

1. R&B
2. Latin Music (cumbia, fusion, alternative, bachata, punta)
3. Souldies
4. Hip Hop
5. Ska

David Bowie tribute performer Sugarhill Slim, photo by Andrea Dieguez
ARTIST DEMOGRAPHICS

72
Artists from Los Angeles

7
International Artists

Tolliver, photo by Camille Oracami Studios
The results presented were derived from surveys conducted both online and in person during the period of June to August. A total of 563 audience members took part in filling out these surveys. There was an English and Spanish version of the survey. The following charts show our audience members’ demographics and feedback.

**TOP 10 ZIP CODES**

1. 90057 (Westlake)
2. 90006 (Pico-Union)
3. 90026 (Echo Park)
4. 90063 (East L.A.)
5. 90017 (East-Westlake)
6. 90005 (Koreatown)
7. 90011 (South L.A.)
8. 90019 (Mid-Wilshire)
9. 90042 (Highland Park)
10. 90650 (Norwalk)

Photo by Farah Sosa
One individual chose not to respond, and those who opted to self-identify provided the following information:

- Chicano
- India and colombia
- Indo. Caribbean and African American
- Moor
- Mexican American
- Mexican/Turkish
- Xicana Pinay
- Mexican Scandinavia
- Opata, yaqui, chicana
- Cuban/Jewish
- Mexika
- Mexican
- Guatemala
OTHER OBSERVATIONS

1. The greater number mentioned it was their first time compared to others who stated they visit a few times every summer.

2. The bulk of people utilize social media to discover cultural events.

3. The principal mode of transportation for the majority of audience members is a car.

4. English-speaking audiences arrive with friends, whereas Spanish-speaking audiences arrive with family members and children under 18 years old.
TOP 5 WAYS PEOPLE HEAR ABOUT THE CONCERTS

14 individuals skipped this question, and those who chose "other" provided the following information:

- CHIRLA
- Instagram
- Levitt LA staff
- KYCC
- Passing by
- Work
- Dub Club promotion
- The Delirians
- Community partner
- Evoekore
- Spouse
- Supporting artist friend
- Lindo Maya
- Eventbrite
- Nunca Jamás

- Flyers
- Time Out LA
- Family member
- Artist performing
- Board member
- CoLA newsletter
- Poppy Jean Crawford (artist)
- Friend
- Newsletter
- Dola.com
- Live nearby
- C.A.R.E.
- Boombox
- UAI
- Come every summer

- Weekend activities website
- Centro Cultural Techantit
- Solarradio\RadioSantana
- Boleros de Noche
- PBS
- Online search for outdoor events in LA
- Utopia Tribe
- La Banda Elastica
- Facebook
- Latin alt 885
- Online travel website
- Performed DJ K Bandit
- House issues Antonio Pelayo
- Valeria Dr niche Instagram

Photo by Rene Ponce Urban Colors Photo
TOP 5 THINGS AUDIENCE WANTS TO SEE

1. RESTROOMS
   Provide more, maintain cleanliness, and open earlier.

2. Marketing
   Improve advertising, promote at more community events, bigger font on flyers.

3. Food
   More food trucks that sell a variety of options.

4. Parking
   Enhance availability. Partner with neighboring schools to provide free/accessible parking.

5. Park
   Clean area, prune trees, provide more trash cans, eliminate urine smell.
Elba & Patricia - Outreach Specialists, photo by Melinda Isordia
Levitt LA extended volunteer opportunities to a diverse spectrum of individuals, encompassing high school students and community members deeply engaged with various organizations near the venue.

Community Partners offered a wide array of resources, including youth programming, educational initiatives, senior services, immigration support, environmental restoration efforts, and much more.

COMMUNITY PARTNERS

A Place Called Home
Assemblymember, 54th District
Bright Star Schools
Camino Nuevo Charter Academy
CARECEN Day Labor Center
Central City Neighborhood Partners
CLAAYD- Clay + Mindfulness
Consulate General of Mexico
Earth Moves - Visions 2023
Equitas Academy Charter Schools
Homies Unidos
Innovate Public Schools
Koreatown Youth + Community Center
Los Angeles City Clerk
LA Commons
LACMA
Los Angeles Public Library
Mujeres de la Tierra
Passport Health
Petersen Automotive Museum
PBS SoCal
St. Barnabas Senior Services
St. Elmo Village
The Fowler Museum
The Music Center
The People Concern
Universal Aesthetic Redemption

Team PBS SoCal, photo by Melinda Isordia
The Presenting Partners collaborate with Levitt LA to support with funding performers, marketing efforts, building bridges with specific communities, and creating a high quality experience for all involved. Many are independent producers and companies who are tastemakers and culture bearers.
MEDIAPARTNERS

Fusicology
La Banda Elástica
LA Taco
Latin Alt HD/The SoCal
Sound 88.5 FM

LATV
Radio - KPFK 90.7 FM
Radio- KROJ 101.5 FM
Super Estrellia Online

FUNDERS & SPONSORS

*Athens Services
*City of Los Angeles Councilmember Eunisses Hernandez
*City of Los Angeles Department of Cultural Affairs
*City of Los Angeles Department of Public Works
*City of Los Angeles Department of Recreation & Parks
*Coalition for Humane Immigrant Rights Los Angeles
*Destination Little Ethiopia
*Everybody.World
*Goethe-Institut Los Angeles
*Hollywood Foreign Press Association
*Institute of Contemporary Art
*LA Arts Recovery Fund
*Los Angeles County Department of Arts & Culture
*Los Angeles County Museum of Art
*Los Angeles County Supervisor Hilda L. Solis
*Mortimer & Mimi Levitt Foundation
*National Endowment for the Arts
*Ralph M. Parsons Foundation
*Rampart Village Neighborhood Council
*The Bresee Foundation
*The Fowler Museum at UCLA
*Walter J Company
*Westlake South Neighborhood Council

Photo by Sharis Delgadillo
We extend our heartfelt gratitude to all our supporters for their unwavering commitment and encouragement throughout our ‘Sweet 16’ season. Levitt LA stands deeply appreciative of your support in amplifying our mission of fostering community through the power of music. Your enduring solidarity has been the cornerstone of our success, enabling us to cultivate a thriving and secure community right in the heart of Los Angeles. Your belief in our vision has been the driving force behind our growth, and we look forward to many more harmonious years ahead as we continue to unite people through the universal language of music. Thank you for being an integral part of our journey and for helping us build a brighter, more connected future together.

Levitt LA Team

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Levitt LA Team

BOARD OF DIRECTORS

*Adolph Harris, Production Team
*Alison San Jose, Bressee Intern
*All the volunteers / todos los voluntarios
*Allegra Padilla, Executive Director
*Alma ‘La Chona’ Ramirez, MC
*Alonso Cervantes, Operations Runner
*Brenda Campos, Hospitality
*Chris Ayala, Production Intern
*Chris Washington, Production Team
*Elba Medina, Outreach Specialist
*Gerardo Garcia Jr., Operations Runner
*Jenny Nunfio, Hospitality
*Joey Himes, LED Screen Operator
*Kyle Zamorano, Lighting
*Liz Garo, Programmer
*Luis ‘Big Lou’ Lopez, Head of Security
*Luis Polanco, Programmer
*Mariluz Gonzalez, Vesper PR & Marketing Lead
*Melinda Isordia, Communications & Outreach Intern
*Melissa Mendez, Bressee Intern
*Neris Batres, Groundskeeper
*Patricia Jimenez, Outreach Specialist
*Patricia Ortega, Outreach Specialist
*Paul Cheatham III, Production Manager
*Pepe Te Adoro, Graphic Designer
*Sidney Kimme, Director of Operations
*Stephanie ‘Zul’ Hernandez, Lawn Activation Coordinator

WE THANK YOU FOR YOUR CONTINUED SUPPORT!

Report compiled by Melinda Isordia, Communications & Outreach Intern

Photo by Rene Ponce Urban Colors Photo