

TADA!

“What I really like about TADA! is the professionalism. You are given a lot of tools in TADA! that they don't give you at other places. You get classes on acting, singing, dancing... I think it not only teaches you how to be a better actor, singer, or dancer, but it gives you a lot of life lessons as well. **And it's free!**”

VICTORY, 14, RYET MEMBER



PHOTO BY Chad David Kraus

2023

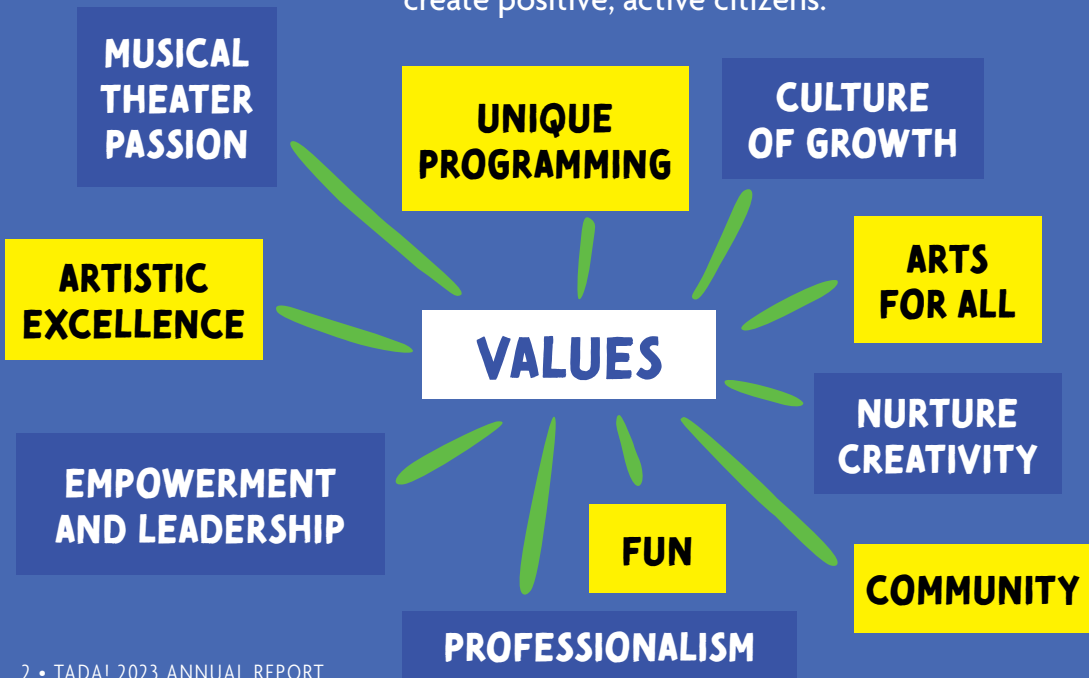
ANNUAL REPORT



OUR MISSION, VISION AND VALUES

TADA! Youth Theater's **MISSION** since 1984 has been to provide young people from different social, racial, economic, and cultural backgrounds with musical theater programs that inspire them to learn to be creative and think differently, through high-quality productions, positive youth development, and education programs.

TADA!'s **VISION** is that all young people grow up feeling successful, creative, confident, accepted, and accepting of themselves. Through learning the ability to express themselves, we believe that people can break down barriers of racism and inequality and create positive, active citizens.



OUR HISTORY

SINCE 1984, TADA! HAS ENGAGED...

183K+ AUDIENCE MEMBERS

1,087+ ENSEMBLE MEMBERS

848K+ ARTS EDUCATION STUDENTS

1,613 EDUCATION PROGRAMS AT OVER...

...173 SCHOOLS

EQUITY, DIVERSITY, INCLUSION, ACCESSIBILITY, AND JUSTICE (EDIAJ)

BASED ON THE WORK AND GOALS SET FORTH BY OUR EDIAJ COMMITTEE, WE HAVE MADE GREAT STRIDES AT TADA! IN OUR EDIAJ WORK:

- Hired an Associate Director of Artist Development to help recruit playwrights, composers, lyricists, designers, teaching artists, and more as well as lead our AMP program
- Board recruitment and policies updated
- Increased diversity in staffing—organizational, production, and new commissioned artists
- FREE Resident Youth Ensemble of TADA! (RYET) program
- Arts Mentorship Program (AMP) for BIPOC RYET teens to be matched with BIPOC mentors
- Pay What You Can ticket prices
- Free and reduced price tickets for non-profit groups to our original family musicals
- Arts for All (AFA) Scholarship Program for BIPOC students to attend on-site classes or camps for no cost
- Transparency practices in hiring



TADA!

is a unique Drama Desk award-winning nonprofit youth theater that produces original musicals for children, teens, and family audiences. TADA! offers:

1. A **FREE**, year-round pre-professional training and positive youth development program for the **Resident Youth Ensemble (ages 8–18)**
2. **Originally commissioned musicals** for family audiences at low ticket prices including a **Pay What You Can** ticket price and **free** and **reduced price tickets for non-profit groups**
3. **Arts Education Programs**, including **residencies in NYC public schools** during the school day and after school, as well as **on-site theater classes and camps** for children ages 4–12

Through TADA!'s high-quality work, young people's self confidence and creativity are enhanced, advancing skills in leadership, communication, responsibility, collaboration, and problem-solving—skills that help with growing up and are essential to their success both in school and in life. At TADA! we believe the development of these important skills will help increase young people's sense of curiosity about the world and open them up to making deeper connections with their community.

ABOUT RYET

59 RYET members ages 9–18 participated in **FREE**, year-round pre-professional training and performance opportunities and positive youth development

100% of RYET Members expressed program satisfaction

96% showed growth in SEL such as Academic Self Efficacy, Positive Identity, Self Management, Contribution, Social Skills, and Social Capital based on surveys conducted by our partnership with evaluation firm Hello Insight and Youth Inc.

71% come from households with low to moderate income

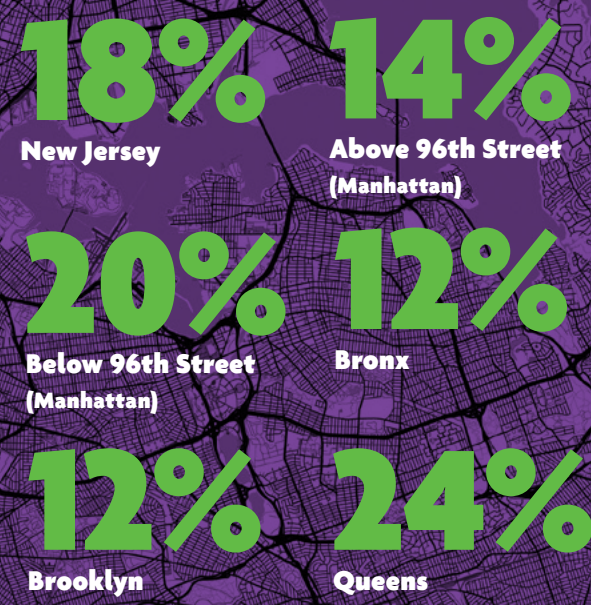
25% attended a Title One school

64%
female

29%
male

7%
gender expansive

RYET members who graduated in FY23 are attending SUNY Purchase, SUNY Binghamton, and Point Blank Music School

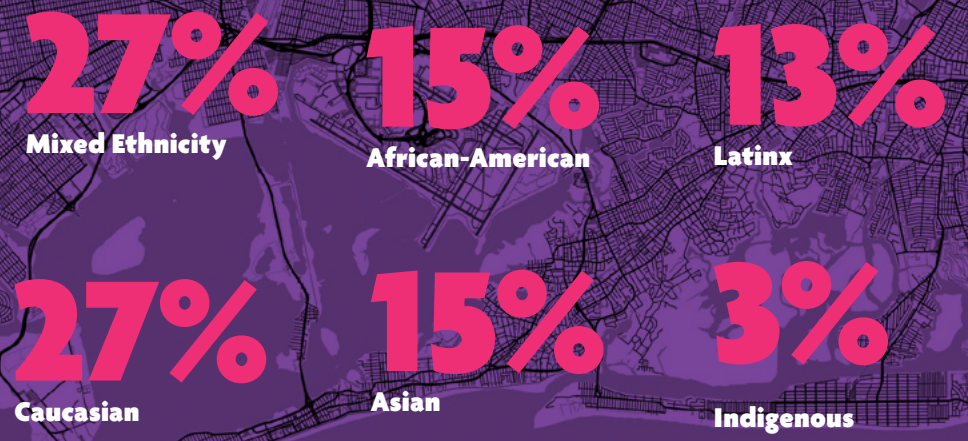


“At TADA! there are so many opportunities, both on stage and off stage. [In *Princess Phooey*] I got to work backstage, which I have never done before. I like that TADA! has given me the opportunity to do both.”

HALLIE, 16, RYET MEMBER



PHOTO BY Chad David Kraus



HIGHLIGHTS OF RYET PROGRAMMING

POSITIVE YOUTH DEVELOPMENT PROGRAMMING AND RYET CLASSES

Our training and high expectations foster positive work habits and help develop skills (accountability, creativity, collaboration, and interpersonal adeptness) in dance, acting, singing, improvisation, and script analysis. RYET members were also provided free audition prep for middle and high schools.

COMMUNITY SERVICE, JOB READINESS APPRENTICESHIP PROGRAM (JOBRAP), AND ARTS MENTORSHIP PROGRAM (AMP)

Apprentice and Principal RYET members each completed 6 to 12 hours of community service at TADA!. Through JobRAP, three RYET members received training in resume development and job interview techniques, and served as an Assistant Props Designer, a Production Assistant, and a Teaching Assistant. Another three RYET teens were mentored through TADA!'s AMP in Playwriting with Elizabeth Addison, Stage Management with Simran Pal Kaur, and Songwriting and Musical Composition with Gian Gan.

OTHER PERFORMANCE OPPORTUNITIES

Thirteen talented RYET members performed 10 very different acts, each of which showcased their individual talents and interests, at the Annual RYET Cabaret. Young guest artists from KWC Performing Arts in Fort Worth, Texas joined TADA! RYET members in a dance workshop co-led by Lilli Froehlich (Dance Captain of *Hamilton* Tour) and TADA!'s own Javier Cardenas and then performed 5 to 10 minute pieces for each other. RYET members performed at TADA!'s 2023 Spring Celebration at Hill Country BBQ. RYET members developed a unique work consisting of original monologues, songs, poems, and musical pieces through 10 sessions with Limitless Health Partnership's Platform of Peace.

SOCIAL EVENTS AND FAMILY GET TOGETHERS

Social events including the New Member Meet and Greet, Hang Out Times, and a get together for teens with 38 theater students from UK's Priestland School were held. RYET families also got together throughout the year at parent town halls, the Jones Beach excursion, and the opening and closing parties.



THEATER!



Princess Phooey

BOOK AND LYRICS BY **Lisa Diana Shapiro** MUSIC BY **Eric Rockwell**

Princess Phooey, the first full production run since the pandemic started, is a one-hour musical with a cast of **26 RYET members**. Princess Ermangarde (Phooey) is not your typical princess — she doesn't want to learn to curtsy or smile, or be rescued by a prince (handsome or otherwise) because she can rescue herself!

3 RYET members were a part of the crew as the Assistant to the Director, Production Assistant, and Assistant Props Designer.

1,248 audience members attended **17 live performances** in our ADA-compliant theater and **63 families streamed** it online.

75% of the creative team and **61.5%** of the cast were **BIPOC, LGBTQIA+, disabled, low-income, and/or immigrants**.

DIRECTOR
Janine Nina Trevens

ASSISTANT DIRECTOR
Ceanna Bryant***

MUSIC DIRECTOR
Jason Belanger

CHOREOGRAPHER
Samantha McLoughlin

SET DESIGNER
Anton Volovsek

COSTUME DESIGNER
Stephanie Echevarria

LIGHTING DESIGNER
Emily Atwood

***Denotes Alumni of RYET



PHOTOS BY Chad David Kraus

THEATER!



Everything About Camp (almost)

SCENES BY **Michael Slade**

MUSIC AND LYRICS BY **Jon Agee, Gary Bagley, James Beloff, Jamie Bernstein, Mary Ehlinger, David Evans, Dan Feigelson, Faye Greenberg, David Lawrence, Robby Merkin, Mary Murfitt, Eric Rockwell & Margaret Rose**

This one-hour musical revue involved **19 RYET cast members, 2 RYET crew members** (Assistant to the Choreographer, Production Assistant), and **4 RYET Alum** (Assistant to the Director/Box Office Manager, Choreographer, Costume Designer, and House Manager).

1,440 audience members (80% BIPOC) attended **21 live performances**.

824 discounted tickets (\$0–\$10) were provided to **non-profit youth groups** such as Children's Aid NYC, BronxWorks, Caedmon Discovery Camp, and PS 3 til 6.

76% of the creative team and **78%** of the cast were **BIPOC, LGBTQIA+, disabled, low-income, and/or immigrants**.



DIRECTOR
Janine Nina Trevens

MUSIC DIRECTOR
Gia Gan

CHOREOGRAPHER
Javier Cardenas***

PHOTOS BY Chad David Kraus

SET DESIGNER
Mengyi Liu

COSTUME DESIGNER
Ceanna Bryant***

LIGHTING DESIGNER
Steve O'Shea

***Denotes Alumni of RYET

EDUCATION PROGRAMMING

On-site Programming

The Education Department at TADA! provided **11 weekly musical theater classes** and **20 week-long musical theater school break and summer camps** serving approximately **587 students**.



ARTS FOR ALL

At TADA! we continued to offer our **Arts for All Financial Assistance Program** because we believe that no child should be turned away because of their inability to pay. We provided **\$62,750** in **full tuition sponsorships** to **111 BIPOC students** and **\$11,382.50** in **financial aid** to **15 students** for our on-site classes and camp.

TADA! has been such a great place for Neon to express herself and build confidence. We enrolled her in the summer camp, and were blown away by the performance at the end—it was clear that the teachers were able to engage with the whole class and communicate the basics of choreography and musicality in a way that were fun and easy to learn. It is amazing to see her shine. We couldn't have done it without the incredible scholarship program and are so grateful for the community and staff at TADA!

—MEHIKO,
EDUCATION PARENT

SCHOOL PARTNERSHIPS

201 in-school residencies and **after-school programs** were provided to over **5,000 students** in **27 schools**, serving students in all five boroughs of NYC—plus New Jersey! Of these schools, **5 were CASA awards** (Cultural After-School Adventures) awarded from New York City Council Members through the Department of Cultural Affairs, and **5 were Arts for Multilingual Learners and Students with Disabilities** grants funded through the Department of Education.



Manhattan

P.S. 11, P.S. 33, P.S. 59, P.S. 166, P.S. 199, P.S. 276, The Brownstone School, The First Presbyterian Church Nursery School, High School of Economics and Finance, International Preschoolers, Montclare Children's School, St. Joseph of Yorkville

Bronx

C.S. 134, Linden Tree Elementary

Staten Island

P.S. 22

Brooklyn

P.S. 108, P.S. 151, P.S. 682, P.S. 250, P.S. 69, P.S. 135

Queens

P.S. 110, P.S. 122, P.S. 128, P.S. 101

Roosevelt Island

P.S. 217

New Jersey

We were excited to provide **7 musical theater classes** to students, ages 2 to 31, at **The Special Children's Center**, a non-profit located in Lakewood, New Jersey that focuses on providing a multi-faceted service program for children and adults with complex developmental disabilities.

FISCAL YEAR 2023

CONTRIBUTED

INDIVIDUAL GIVING & FUNDRAISING EVENTS	\$499,127
FOUNDATION GRANTS	\$323,501
CORPORATE & CORPORATE MATCHING	\$28,652
GOVERNMENT GRANTS	\$222,200

EARNED

EDUCATION ONSITE CLASSES AND CAMPS	\$293,082
EDUCATION IN SCHOOL RESIDENCIES AND AFTER SCHOOL PROGRAMS	\$388,669
BOX OFFICE	\$43,525
OTHER INCOME (SPACE RENTAL, CC PROCESSING FEES, EMPLOYEE RETENTION TAX CREDIT)	\$97,382

TOTAL INCOME \$1,896,138

EXPENSES (% OF COSTS)

EDUCATION	44%
THEATER/ENSEMBLE	35%
MANAGEMENT & GENERAL	11%
MARKETING	4%
FUNDRAISING	6%

TOTAL EXPENSES \$1,919,836

We are continuing to build back our financials to what they were pre-COVID and are confident that we are on the right trajectory. We are projecting ending FY23 (final results still to be determined during our audit process) with a deficit of approximately \$24,000.

THANK YOU



FOUNDATIONS

- Anonymous
- The Endeavor Foundation
- Edith Allen Clark Charitable Trust
- The James B. Mintzer Foundation
- The James J. and Joan A. Gardner Family Foundation
- The Shubert Foundation
- The Tiger Baron Foundation

CORPORATE

- Con Edison

CORPORATE MATCH

- Amazon Smile
- Barclays
- Google
- Hearst Magazines
- JP Morgan Chase Foundation
- Markel Corporation
- Meta
- Microsoft
- Principal Foundation

GOVERNMENT

- NEW YORK STATE COUNCIL ON THE ARTS (NYSICA)
- NYC Department of Cultural Affairs (DCLA) / City Council Members
- Cultural Development Fund (CDF)
- City Council Member Erik Bottcher
- Cultural After School Adventures Program (CASA) through:
- City Council Member Christopher Marte
- City Council Member Julie Menin
- City Council Member Erik Bottcher
- City Council Member Robert Holden
- Department of Youth & Community Development (DYCD) / City Council Members
- City Council Member Keith Powers

WE WANT TO GIVE A
VERY BIG EXTRA
SPECIAL THANK YOU
TO OUR HUNDREDS OF INDIVIDUAL DONORS.
TADA!
WOULDN'T BE HERE WITHOUT YOU!



FY23 STAFF

EXECUTIVE & PRODUCING ARTISTIC DIRECTOR
Janine Nina Trevens

DIRECTOR OF EDUCATION
Katy Knowles

ASSOCIATE DIRECTOR OF ARTIST DEVELOPMENT
Javier Cardenas

ASSOCIATE DIRECTOR OF RYET PROGRAM
Ashley Knowles

ASSOCIATE DIRECTOR OF EDUCATION
EG Engle

ADMINISTRATIVE MANAGER
Matthew Keaton

DEVELOPMENT MANAGER
Grantland Tracy

MARKETING MANAGER
Camiryn Simpson

PRODUCTION SUPERVISOR /
THEATER SPACE & RENTAL MANAGER
Jeremiah Dude

PUBLIC RELATIONS CONSULTANT
Andrea & Associates

BUSINESS MANAGEMENT CONSULTANT
CHJ Financials

TADA! also employed on a project basis: Teaching Artists; Set, Costume and Lighting Designers; Musical Directors; Musicians; Choreographers; Mentors; House and Box Office Managers; and Production Crew including carpenters, electricians, stitchers, and scenic artists

TADA!’s Staff and Board of Directors is comprised of a diverse group of individuals who support and advocate for the mission and vision of TADA!. In FY23, 70% of the year-round staff and 46% of the board identified as BIPOC and / or part of LGBTQIA+ community.

FY23 BOARD OF DIRECTORS

PRESIDENT
Chalmers Browne

VICE PRESIDENT
Stephen T. Rodd

TREASURER
Adam Houhoulis

SECRETARY
Julie Turaj

Monisha Bhayana
Brian Burchfield
Lawrence Feltz
Lauren Feldman Hay
Sonia Gonzalez
Alina Patton Jones
Vielka Kelly-Weiss
Ryan Kinkade
Laura H. Lee
Michele Marsh

Michael Meola
Sherry Ann Mohan
Frank Moy
Sharon Mosse
Eddie Mufute
Doug Murphy
Jordan Peele
Jacob Platt
Funda Akarsu Reza

ARTISTIC ADVISORY BOARD

Kenneth Cavander
Michael Colby
Delia Ephron
John Forster
Sheldon Harnick
Tom Keegan
Davidson Lloyd

Chita Rivera
Marcia Rodd
Michael Rupert
Stephen Schwartz
John Shea
Charles Strouse
Leslie Uggams

“

It feels like coming back home. The rehearsal process is one that is tiring, but really rewarding. I can't wait until I get to appear on stage with the rest of the cast. It can be nerve-racking at first, but everyone at TADA! makes sure it's a safe place to perform with others who enjoy it just as much as you do.

GABRIELYS, 15, RYET MEMBER

”

15 West 28th Street NY, NY 10001
www.tadatheater.com

DESIGN BY Sophie Appel



TADA!
ORIGINAL YOUTH THEATER
FOR ALL