BY THE NUMBERS

SDPAL established in 1983

35 years of ArtsTix in Horton Plaza Park

17,000 ArtsTix subscribers

60 SDPAL member organizations

6 years of San Diego Theatre Week

Over 1 million tickets sold through ArtsTix

50 Theatre Alliance Members

200 Cast & Crew Members
Dear SDPAL Members,

Welcome to the San Diego Performing Arts League annual report. For nearly 40 years, SDPAL has supported the performing arts community in San Diego through a number of programs and resources. What began in 1983 as the League of San Diego Theatres has continued to evolve, and we are here to continue the legacy of supporting our world class arts scene with exciting, new programs.

In February of 2020, as we ended another successful year of San Diego Theatre Week, no one could predict that less than one month later, our stages would go dark. SDPAL quickly transitioned our focus to fundraising and support, generating thousands in donations for our members. We advertised virtual performances in our weekly emails, and transitioned San Diego Theatre Week to a primarily virtual format in May of 2021. Theatre Alliance was established in 2020 and brought new energy to the arts community through collaboration, education and mentorship. The All Cities auditions transitioned to a virtual format in 2020, while still providing valuable exposure for San Diego artists to secure job opportunities in theatre, TV and commercials.

As we reflect on the incredible support and collaboration of our arts community, we also look to the future and what’s next for SDPAL. This year, we begin work on our strategic plan, mapping out new programming and more ways to provide even greater support for the performing arts community. We’re also examining how we promote diversity, equity and inclusion – not just within our organization, but through mentorship and education.

Our annual report focuses on three of our core components; marketing, collaboration and opportunity. We hope you’ll enjoy our summary of impact in these areas throughout the past year.

We are immensely grateful to everyone who makes our work possible; our members, our board and staff, and the community. Thank you for your support of SDPAL and allowing us to continue promoting the arts in San Diego.

Jacole Kitchen
Executive Director

Jay Henslee
Board President
What began in 1986 as a small box office in the lobby of the Spreckels Theater now celebrates 35 years of providing discount tickets and operating as San Diego's only not-for-profit box office. ArtsTix's weekly emails reach a subscriber base of 17,000, and each month, thousands of visitors pass by our iconic ticket center in Horton Plaza Park. We’d love to offer tickets for your next show! Email christian@sdpal.com for details.

Theatre Week began in 2016 as a 10-day celebration of the arts, and in 2021 we transitioned to an entire month. From flower fields to Liberty Station, and the comfort of their own homes, audiences experienced live performances through a unique lens with special pricing and promotional opportunities. Each year, Theatre Week reaches more audience members with TV, radio, print and social media advertising.
In the spring of 2020, Theatre Alliance was formed to foster support and collaboration between theatres in the wake of the pandemic. This dynamic group brought together new theaters and talent to shares skills, resources and philanthropic energy. Theatre Alliance joined the SDPAL family shortly thereafter, allowing even greater support for arts organizations.

When racial injustice impacted our community in May of 2020, Theatre Alliance began a series of powerful roundtable sessions as a platform for open and honest discussion, education and action planning. These compelling monthly discussion focused on influential topics that enabled many theatres to implement action plans around accountability and strategic planning.
Originally established as the Actors Alliance, Cast & Crew has supported performing arts professionals for over 30 years. The annual All Cities auditions provide opportunity for performers showcase their talent for casting directors from all facets of media: theatre, tv, commercial and film. In 2020, we shifted the All Cities event to a virtual format and provided workshops with education around auditioning virtually, and headshot and resume building.

Cast & Crew continues to provide year-round education including recent workshops on Storytelling through Song and Financial Literacy for Performing Arts Professionals. Email membership@sdpal.com for inquiries.

Did you know your SDPAL membership includes one free listing in the Performing Arts Directory? Email us to take advantage of this valuable benefit!
35 YEARS OF ARTSTIX

A San Diego Landmark Celebrates an Anniversary

If you've ever visited San Diego
and wandered about colorful
Balboa Park, you've probably
seen the unique art on display. ArtStix
has been creating its distinctive art for
decades, with its latest addition being the
35th anniversary of its founding.

ArtStix was formed in 1987 by
artists Hilda and John Terry, who
wanted to create a space for artists
to showcase their work. Over the
years, ArtStix has grown to become
a major player in the world of
art, attracting visitors from around
the globe.

In honor of its anniversary, ArtStix
will be featuring special exhibits
and events throughout the year.
Visitors are encouraged to come
by and see what the artists have
to offer.

ArtStix is located at 1501 La Casa Drive, San
Diego, CA 92101. For more information,
visit their website at www.artstix.com.