

## EXECUTIVE SUMMARY

With 6 months of research and planning completed including surveys, tours, interviews (and way too much data entry!), the All-ages Movement Project (AMP) is ready put words and ideas in motion. Building on the knowledge and vision of leaders across the country, AMP will connect youth empowerment, music and art organizations to enhance participatory culture in the United States. Having identified over a hundred such organizations, AMP will provide the infrastructure and opportunities for these organizations to connect with one another, share best practices, and access resources they need.

Like house parties, bars, galleries, and cafes for adults, youth music spaces are the places for young people to be social and mix their personal growth within the cultural context they are most comfortable with. Outside of these spaces, young people have few other venues to participate in music and art, develop leadership skills, and discover and define their cultural identity on their own terms. Corporations have understood this for years. They create the recreational spaces that get youth into the consuming frame of mind at an early age via experience based megastores, arcades, amusement parks, malls, etc. The Conservative Christian Right also understands this and has heavily invested in youth development organizations, including secular mainstream performance venues for years.

Most DIY, grassroots spaces, however, were founded on values of equality, accessibility, innovation, and resourcefulness. Thus far, AMP has discovered at least 125 such organizations that have a combination of the following four characteristics:

- A youth empowerment component
- A popular music focus
- A participatory structure
- The means to produce music related cultural products (shows, records, zines, etc)

Within these elements, AMP research found that while the number of events and records produced every year varies greatly from organization to organization, the



outcomes are the same. AMP organizations nurture young, culturally diverse artists and use the stage and studio as a platform to represent alternatives to mainstream and commercial culture. By focusing on pop culture mediums, they are able to meet young people where they are at and have a common language for building their agency as participants and leaders.

Once inside one of these spaces or programs, here is what you might see:

- A music performance with a lineup that crosses genre, race, gender, and age with hundreds of audience members, being staffed and managed by teenagers and young adults at venues like Mr Roboto Project (Wilkes Barre, PA), Super Happy Fun Land (Houston, TX), and the Neutral Zone (Ann Arbor, MI)
- Recording studios filled with young people laying down vocal tracks, making beats, and collaborating on the art work and promotion of an upcoming record at Youth Movement Records (Oakland, CA), Elementz (Cincinnati, OH), Zumix (Boston, MA); Running Rebels (Milwaukee, WI), and The Spot (Denver, CO)
- Free classes that demystify the music industry or low cost skill building workshops, and open studio space for young local artists at Warehouse 21 (Santa Fe, NM), AS220 (Providence, RI), and Art Share (Los Angeles, CA)
- Concerts benefiting community groups or building awareness about a social issue thanks to the work of Cave 9 Music and Arts Project (Birmingham, AL), Positive Force (Washington DC), Art Hospital (Bloomington, IN), and Batey Urbano (Chicago, IL)

The soon to be hundreds of organizations within AMP fill a tremendous void by providing:

- 1) Culturally relevant forums for growth, development, and community building
- 2) Access to music and art production, performance, and participation to people under 21 and people without the economic resources for equipment, lessons, and attending concerts
- 3) Open space, free of religious dogma and commercial interests that proliferate in other youth-focused spaces.

4) The introduction to leadership and civic engagement to young people who are typically overlooked or not offered real empowerment opportunities

5) Tangible alternatives, institutions that reflect the values of an anti-ageist and social justice based culture

These organizations reach thousands of young people a year and are often democratically run by people mostly under 25.

The All-ages Movement Project will create a coalition to harness and focus the energy of youth music organizations and add to the momentum in this movement. AMP will do this by acting as a cohesion-building force centralizing access to resources and information, being conduit for cross-organizational peer-to-peer sharing, and providing start up and capacity building support.

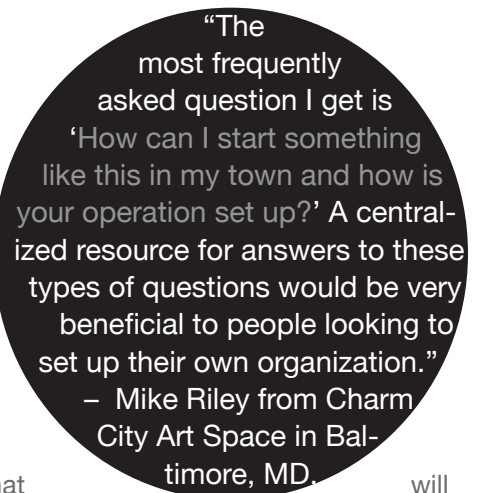
In serving the organizations that make up the coalition, AMP will pay particular attention to:

- Increasing Geographic Parity
- Identifying Programmatic and Economic Similarities and Differences to Enhance Support Given
- Promotion of and Study Toward Sustainability
- Fiscal Practices and Motives
- Maintaining and Increasing Commitment to Inclusion and Democracy

AMP will develop and provide ways to network, capacity build, document and grow both the number of healthy organizations as well as the knowledge within this field of work. These goals will be worked toward through the following program areas:

- Creation of Online and Print Directories
- Identification and Sharing of Best Practices
- Training and Consulting Support
- Research Advocacy and Dissemination of New Findings
- Start Up Support
- Gatherings and Exchanges

Mirroring the value of having a participatory structure, AMP will devise both an Advisory Committee and Membership structure that



“The most frequently asked question I get is ‘How can I start something like this in my town and how is your operation set up?’ A centralized resource for answers to these types of questions would be very beneficial to people looking to set up their own organization.”  
– Mike Riley from Charm City Art Space in Baltimore, MD.

will

“[A national network will provide a] stronger base for political and social change that erupts from within through education and engagement of young people with issues that affect them; local, regional, national and international partnerships, coalitions, and coordination that extends beyond simply cross-advertising; more and better spaces for young people to converge close to their home and create their own arts/culture & change across the country; more and better support for upstart projects and events as they emerge (including those that don't necessarily fit or want to fit into a traditional non-profit model.”  
– Cindy Peterson from Kirkland Teen Center in Kirkland,  
WA

guide the organization's development and maintain strong connections to work happening on the ground.

AMP's organizational model will start out simple and flexible with steady growth happening over the course of the next 5 years.

#### Phase 1 (2007): 2 staff

- Organizational Development and Strategic Plan
- AMP Tour – national tour for documentation, outreach and content gathering
- AMP Website – clearinghouse of organizations and resources
- Best Practice Benchmarks – the initial creation of metrics for program evaluation
- AMP's Published Directory

#### Phase 2 (2008): 3 staff

- Business Plan for Earned Income Streams completed – financial plans and projections for membership, training and consulting, and merchandise sales
- Website with Full Functionality and Integration with other youth networks built through strategic partnerships
- National Convening of Member Organizations – for networking, skill building, and coalition governance
- Preliminary Toolkits Created – focused on start up steps, programming and fundraising basics
- Training Curriculum Developed – for peer-to-peer consulting

In the first two years of development, AMP's fundraising strategy will be focused on reaching out to foundations investing in youth development, civic engagement, and arts access. Relying on the contacts of AMP's staff and advisory committee, relationships will be forged with these funders to supply crucial seed funding. Simultaneously AMP will create significant streams of earned income and capitalize on its natural connection to the music industry.

Extraordinary feats have been accomplished by youth music organizations across the country from Bellingham, WA to Birmingham, AL. This relatively new and exciting field has incredible implications for understanding the way culture impacts young people, politics, the music industry and community participation. With the support of pioneering funders and the organizations themselves, the AMP coalition will achieve the potential this emerging field and the organizations within it promise.

## ORGANIZATIONS THAT CONTRIBUTED TO RESEARCH AND DEVELOPMENT\*

### Organizations by State

#### Alabama

Cave9 Music and Arts Project

#### Arizona

Dry River Collective

Skrappys

Solar Culture

#### California

21 Grand

Art Share

Che Café

Il Corral

j.u.i.c.e. LA

Koos

Oakland Box Theater/MIYO Teen Center

The Placebo

Youth Movement Records

Youth Speaks

#### Colorado

Colorado Hip Hop Coalition

The Spot / Urban Peak

#### Connecticut

The Space

Youth Rights Media

#### Illinois

Street Level Youth Media

#### Indiana

Rhino's Youth Center

#### Maryland

Charm City Art Space

#### Michigan

Neutral Zone

Teen Center Without Walls

#### Minnesota

Depot Coffee House

Enigma Teen Center

Intermedia Arts

The Garage

Twin Cities Underground

#### New Mexico

Warehouse 21

#### New York

ABC No Rio

The Point

#### Ohio

Elementz - The Hip Hop Youth Arts Center

S.T.A.R.S

#### Oregon

WOW Hall

#### Pennsylvania

Mr Roboto Project

#### Rhode Island

Broad Street Studio / AS220

#### Tennessee

Rocketown

#### Texas

Super Happy Fun Land

The Eighth Continent

#### Utah

Kilby Court

#### Washington

321 Art Space / Funkytonk Records

Department of Safety

Ground Zero

Island Music Guild

Kirkland Teen Center

Old Fire House

Paradox

Vera Project

WHAAM!

#### Washington, D.C.

Positive Force DC

The Kay Basement

#### Wisconsin

Running Rebels

\* A handful of other organizations contributed to this research but preferred to remain anonymous.

Thanks to everyone for taking the time to move AMP forward!