

**Fee Waiver Request for SecondStage  
Mountain View Center for the Performing Arts**



**Instructions:**

- 1) Please review the Fee Waiver Guidelines included below for eligibility information and requirements
- 2) Complete/submit this request for a facilities fee waiver after receipt of the estimate for your event from the MVCPA Booking office
- 3) Email the completed softcopy of this form to: [jenn@mvcpa.com](mailto:jenn@mvcpa.com)
- 4) A response to this request will be provided within 10 business days

**Applicant and Event Information**

**Organization:** Avenidas  
**Contact Person Name/Position:** Tracy McCloud- Center Director  
**Phone Number:** 050-289-5436 **Email:** tmccloude@avenidas.org  
**Organization Mailing Address:** 4000 Middlefield Rd, Ste. I-2, Palo Alto, CA 94303  
**Secondary Contact Person Name/Position:** Enid Davis- Playwright, Director  
**Phone Number:** 050-948-5971 **Email:** eahdavis@yahoo.com

**Event Name:** Deleted. **Date(s) of Event:** Sept. 14 + 15, 2019

**Brief Description:** (talent, programming, target audience, etc):  
Please see attachment 1.

**How will this event benefit the community?** Please see attachment 1.

**Ticketing plans:**  Fee – please state planned ticket price: \$ 16.00  Free to Public  Ask for donations

**Other sources of funds** (such as Grants, corporate contributions): multi-year gift from Ray Bothrock; minimal class fees; ticket sales; very minimal sponsorship from local businesses.

**Why do you need a fee waiver** (please attach summary of your organization's financial situation)?  
Please see attachments 1 and 2.

<b>For Official Use Only:</b>	<b>Date Form Received:</b> <u>14 Dec '18</u>
Center staff comments: _____	
PAC comments: _____	
<b>Approved: Yes / No</b> <b>Date:</b> _____ <b>Conditions (if any):</b> _____	

## Attachment 1

Fee Waiver Request for SecondStage  
Avenidas Application, page 2

### **Brief Description: (talent, programming, target audience):**

**Talent:** The Wise Owl Players - older adults, ages 50 – 90, from all walks of life; mostly non-professional actors. They take classes, train, and rehearse for our productions

**Programming:** The program will consist of a 2-hour dramatic reading, which includes one 15-minute intermission. The production includes costumes, props, and projected scenery.

**Target Audience:** Our plays are of general interest (not specific to senior topics) and are appealing to a broad range of ages and interests. Marketing would be targeted to: ages 15+, older adults living independently and in senior communities, book lovers/book groups, library users, and the Avenidas contact list of 8000+ people.

### **Benefit to the Community:**

Our productions connect the senior actors in the plays to each other and to the local community. It is our hope that the performances by the senior actors help to change the stereotypes of older adults and show them as positive, productive, and active. We hope that people of all ages, including other older adults and as well as teens and adults, will be inspired by the Wise Owl Players.

### **Financial Need:**

Avenidas provides a wide range of services and programs to older adults in the mid and south peninsula, including to low income and diverse groups of seniors. In order to continue providing these services, Avenidas requires that new programs and endeavors, at a minimum, cover their costs. The class fees generated from the Wise Owl Player rehearsals and techniques classes and ticket fees are not sufficient to rent space, purchase supplies, and pay contractors. The productions are not, in anyway, fundraisers.

# Attachment 2 Fee Waiver Request for SecondStage - Avenidas

## OUR NUMBERS

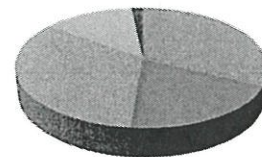
Avenidas has always offered affordable programs and services. While fees are charged for many services, they do not cover costs and, as a result, it is necessary to raise funds to subsidize every program. These subsidies come from community support, investment income, grants, and government funding.

This year, fees that participants paid covered 31% of operating costs. Avenidas uses its endowment and other reserves to provide funding for program services now and into the future. Transfers to operations in FY17 totaled \$1,573,745, most of which (approximately \$1,010,000) was provided by the endowment. The sources of the remaining transfers included board-designated funds and contributions received in prior years that were released from restrictions in FY17.

In FY17, Avenidas had an operating deficit of (\$132,777). In part, the deficit was a result of increased spending on infrastructure. As part of our IT Roadmap, we realized we needed to invest in software and consulting to enhance our long-term ability to raise additional revenue so that we can continue to offer effective programs in the future. Despite the operating loss, net assets increased by almost \$10.5 million due to a successful year of Capital Campaign fundraising and excellent returns on endowment investments.

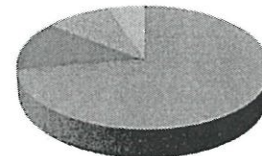
### REVENUES & SUPPORT\*

● Program service fees and other income	\$1,498,046
● Contributions and special events	\$909,111
● Board authorized reserve transfers & net assets released	\$1,573,745
● Government funding	\$640,318
● Other	\$79,170
<b>Total Operating Income</b>	<b>\$4,700,390</b>



### EXPENSES

● Program services	\$3,475,589
Support services:	
● Management and general	\$646,790
● Fundraising - general	\$455,903
● Fundraising - capital project	\$254,036
<b>Total Expenses</b>	<b>\$4,832,318</b>



### CHANGE IN NET ASSETS

Operating activities	\$64,940
Depreciation and amortization	(\$196,869)
Capital campaign revenue	\$8,856,042
Bequests	\$102,807
Investment gain	\$3,230,080
Appropriation of endowment and reserve assets	(\$1,573,745)
<b>Total Change in Net Assets</b>	<b>10,483,255</b>

\* Reflects operating revenues for the period

Financial information is derived from our draft financial statements for the year ended June 30, 2017. For complete audited financial statements, please see our website at [www.avenidas.org/about/financial](http://www.avenidas.org/about/financial)

### NET ASSETS

Beginning of year	\$34,268,400
End of year	\$44,750,808

# TOOLS FOR POSITIVE AGING



## AVENIDAS LIFELONG LEARNING & LEISURE PROGRAM

helps you strive for a higher level of personal growth

- Brain Fitness
- Creative Arts & Writing
- Current Events
- Exercise Classes
- Foreign Languages
- Pilates, T'ai Chi & Yoga
- Games & Clubs
- Lectures
- Improv
- Wine Tasting



## AVENIDAS HEALTH & WELLNESS PROGRAM

provides the nuts and bolts for living well

- Free Health Screenings
- Podiatry & Nail Care
- Health Insurance Counseling
- Annual Flu Shot
- Meditation
- Advance Health Care Directives
- Reiki
- Acupuncture
- Massage
- Free Loan Closet



## AVENIDAS ROSE KLEINER CENTER

gives families a blueprint to follow for aging loved ones

- Daily Nursing
- Speech Therapy
- Physical & Occupational Therapy
- Nutritious Lunches
- Caregiver Support
- Group Exercise
- Transportation
- Foothill College Courses
- Music, Art & Crafts



## AVENIDAS CARE PARTNERS

help families cut through conflict and confusion

- Geriatric Care Management
- Caregiver Conference
- Information & Assistance
- Counseling
- Assessments
- Support Groups
- Housing Guide



## AVENIDAS DOOR TO DOOR PROGRAM

helps you nail down your transportation needs

- Rides to Appointments
- Low-Cost, Reliable Service
- Weekly Grocery Shopping Trips
- Caregivers ride with you free



## AVENIDAS HANDYMAN SERVICES

hammer out efficient home repairs

- Enhance Security
- Computer Troubleshooting
- Increase Accessibility
- House Painting
- Plumbing
- Carpentry
- Yard Service
- Electrical



## AVENIDAS VILLAGE

helps you get a grip on aging-in-place

- Stay in Your Own Home
- Enjoy Peace of Mind
- Maintain Your Independence
- Make New Friends
- Keep Your Mobility
- Ease Your Family's Worries



## AVENIDAS VOLUNTEER OPPORTUNITIES

fit you like a glove

- Teach Kids to Read
- Help with Office Projects
- Provide Rides
- Tutor Computer Classes
- Be an Activity Leader
- Administer Blood Pressure Screenings



## AVENIDAS GENERATIONS LAB

helps you benefit from the power of technology

- One-On-One Gadget Tutoring
- Computer Classes
- Explorer Circles
- Tech Talks
- Tech Conferences
- Online Learning

Call (650) 289-5400 to join or visit [www.avenidas.org](http://www.avenidas.org)