



MEMORANDUM

Community Services Department

DATE: October 19, 2022

TO: Performing Arts Committee

FROM: Noelle Magner, Business Manager
Theresa Yvonne, Executive Director

SUBJECT: Home Company Review Fiscal Year 2021-2022
Peninsula Youth Theatre

BACKGROUND

Peninsula Youth Theatre (PYT) and the City of Mountain View (CITY) signed a Home Company Agreement for a five-year term in September of 2013, and in 2018 PYT exercised their option for a five-year term extension. The current Home Company Agreement with term extension is in full affect and the new term expires on September 20, 2023.

One of the requirements of the Home Company Agreement is an annual review meeting to ensure the terms of the agreement are being met by both PYT and the CITY. This provides an opportunity to discuss sales, fees, rates and use days; to discuss any concerns or issues that might be unresolved; and to discuss new ideas that could benefit both organizations. Performing Arts Center staff provides an overview of ticket sales, total expenses, use days and current rates. The meeting is also an opportunity for PYT to highlight the ways in which they bring arts to the schools and the community through various outreach programs, such as past collaboration with the Performing Arts Committee (PAC) sponsored events and or celebratory events in return for a reduction in fees and booking priority afforded by their Home Company status.

The Home Company agreement requires PYT to perform a minimum of six performances, offer at least three different production titles, and perform more than 50 percent of their total performances at the Mountain View Center for the Performing

Arts (MVCPA). The company must also identify itself as a Mountain View Home Company in appropriate publicity and meet certain outreach requirements. Home Company status benefits each organization and meets the MVCPA program functions of providing entertainment, education, and community outreach opportunities. The agreement terms also preserve and protect dates historically used by Home Companies as well as by other organizations during the primary booking process.

ANALYSIS

During the 2021-2022 fiscal year the Mountain View Center for the Performing Arts reopened to full capacity even though the nation is still dealing with the on-going Covid-19 pandemic. As a second wave of Covid-19 hit during the fall and winter portion of PYT season, four of their planned productions were cancelled out of an abundance of caution.

PYT held their week-long summer camps in SecondStage, each culminating in a free performance on ParkStage for the community. Accumulating in a total of 55 usage days and a total of nine performances on ParkStage.

Even through unprecedented challenges PYT had a successful 2021-22 season. This past season they produced a total of seven productions, four of the productions were on the MainStage, and three were on the SecondStage. One of their mainstage productions, *Frozen JR.* grossed \$30,294 in ticket sales. A total of 5,435 tickets were sold this season for gross revenue of \$86,469.

PYT regularly meets the requirements of the Home Company agreement. They continue to add performances to their seasons on an annual basis. Community education and outreach is at the core of PYT's mission. They continue to make arts an affordable and integral part of life for the youth of Mountain View

CONCLUSION

PYT is and has been an exemplary Home Company since they were awarded that status in 1997. Their dedication to enriching youth through the arts can be seen throughout their many programs and events. Performing Arts Center staff looks forward to continuing this partnership with PYT in the future.