



**MEMORANDUM**

Community Services Department

**DATE:** November 27, 2019

**TO:** Performing Arts Committee

**FROM:** Noelle Magner, Business Manager  
Scott Whisler, Executive Director

**SUBJECT:** Fiscal Year 2017-18 Annual Review for SecondStage Home Company  
Upstage Theater

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**BACKGROUND**

As of October 2018 Upstage Theater and the City of Mountain View (CITY) have entered into the process to execute a SecondStage Home Company Agreement. The initial agreement will be for a one (1) year term expiring on November 30, 2020. If both parties find the agreement to be mutually beneficial, Upstage Theatre will have the option to extend this agreement into a three (3) year term commencing on December 1, 2020 and expiring on September 30, 2023. Upstage Theater is a theater company solely run by teenagers. It is an organization founded in 2016, whose mission is to provide opportunities to teens of all backgrounds from across the Bay Area to participate in every aspect of theater, allowing them to hone their skills in both acting and production work.

The SecondStage Home Company agreement requires Upstage Theater 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 Mountain View Center for the Performing Arts (MVCPA). The company must also identify itself as a Mountain View SecondStage Home Company in appropriate publicity and meet certain outreach requirements. SecondStage Home Company status benefits each organization and meets 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.

One of the requirements of the SecondStage Home Company Agreement is an annual review meeting. The annual review meeting is meant to ensure the terms of the agreement are being met by both Upstage Theater and CITY; to discuss sales, fees, rates and use days; to bring up any concerns or issues that might be unresolved; and to discuss new ideas that could benefit both organizations. Performing Arts Center staff will provide an overview of ticket sales, total expenses, usage days and current rates for discussion. The meeting is also an opportunity to highlight the benefits that Upstage Theater brings to our community through various outreach programs and their participation in Performing Arts Committee (PAC) sponsored events in return for the reduction in fees and booking priority afforded by their SecondStage Home Company status.

## ANALYSIS

Upstage Theater presented their first production on the SecondStage at MVCPA in May of 2016. They were the first ever recipient of the PAC SecondStage fee waiver program. Over the last 3 years Upstage Theater has continuously increased the number of performances and productions they produce each year.

In fiscal year 2018-2019 Upstage produced three (3) productions *Dog Sees God*, *The Aliens* and *BARE*, with a total of ten (10) performances and twenty (20) usage days, well beyond the minimums required. Upstage continues to solely perform at MVCPA and consistently identify themselves as a SecondStage Home Company in their marketing. This year Upstage Theater sold a total of 677 tickets, a 38% decrease from the previous year. They made \$11,226 in gross ticket sales, a 44% decrease from the previous year. Due to the reduction of performances Upstage Theater did see a 18% decreases in total expenses for the year.

In their upcoming 2019-2020 season Upstage Theater is scheduled to present the *Radium Girls*, *Witness for the Prosecution* and *Carrie the Musical*. Performing Arts Center staff is excited to see the progress this young theatre groups continues to make. We look forward to continuing our partnership with Upstage Theater.