City of Mountain View

MEMORANDUM

COMMUNITY SERVICES Department

DATE: March 15, 2023

TO: Performing Arts Committee

FROM: Noelle Magner, Administrative Analyst I
Theresa Yvonne, Performing Arts Manager

SUBJECT: **Home Company Program Review Introduction**

RECOMMENDATION

Review the attached Study Session memo from 2016 (Attachment 1), pertaining to previous reviews of the Home Company Program and Study Session Memo from 2013 (Attachment 2). Staff to provide the Performing Arts Committee with an outline of the next steps in the Home Company Program review process.

BACKGROUND

The Home Company Program (HCP) was established with the opening of the Mountain View Center for the Performing Arts (MVCPA) in 1991. The purpose of the program was to maximize performances at the MVCPA. The Home Companies receive additional beneficial perks such as priority booking, streamlined booking process, and lower fees than other clients of the MVCPA. In exchange, the City has guaranteed bookings at the MVCPA and can limit expenditures on event operations and marketing.

Initially, in 1991, theater companies selected for the HCP were chosen by the City Manager's Office. The Performing Arts Advisory Committee (PAAC) conducted formal searches in 1997 and 2000. This selection process involved an application screening, panel interview, and recommendations were forwarded to the City Council for approval. In 2003 the PAAC disbanded, and staff began issuing one-year contract extensions to the Home Companies.

In 2005, the City Council appointed a new Performing Arts Committee (PAC). The PAC reviewed the HCP again in 2007 and 2008. At that time, staff was instructed to continue issuing contract extensions to the current Home Companies, which at the time were TheatreWorks Silicon Valley and Peninsula Youth Theatre.

Per Council direction, the PAC reviewed the HCP again in 2010 and 2012 due to other MVCPA clients wishing to obtain Home Company status. The City Council did not grant any additional clients Home Company status during this period. In 2013, staff was directed to issue a five-year term contract with an optional five-year extension to the current MainStage Home Companies. In 2014, the City Council approved the expansion of the HCP exclusively for SecondStage, and the PAC began a formal SecondStage Home Company search that year. UpStage Theater was awarded HCP status for SecondStage in 2018.

NEXT STEPS

Staff recommends that the PAC create an ad hoc committee for the Home Company Program Review at their regular PAC meeting in April.

In addition, staff will return to the PAC in June with a staff report reviewing other similar operating models of performing arts centers that are similar in size and scope.

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Attachments:
1. CPA—Joint Study Session to Discuss the Home Company Program Status and Proposed Search Process
2. Operating Models Comparison and Analysis