



MEMORANDUM

Community Services Department

DATE: October 7, 2019

TO: Performing Arts Committee

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

SUBJECT: Fiscal Year 2018-19 Annual Review for Home Company
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 in order 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. PYT will provide a summary of their outreach efforts for the 2018-19 Season.

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

PYT had a successful 2018-19 fiscal year and season. This past season they produced 16 productions including a teen intensive workshop, *Check Please* and two sensory friendly shows. Two of their mainstage productions, *Roald's Dahl's Willy Wonka* and *Shrek the Musical*, grossed over \$60,000 in ticket sales. Four of PYT's Story on Stage productions grossed over \$5,000 in ticket sales.

During the season PYT had a total of 77 performances and 136 use days. Four of the productions were MainStage events, and twelve were SecondStage events. For all shows combined, 16,028 tickets were sold for gross revenue of \$223,844. This represents a decrease of about 1% in both count and revenue from the previous year.

PYT continued to hold their week-long summer camps in SecondStage, each culminating in a free performance on ParkStage for the community. This fiscal year they held ten weeks of summer camp with nine free performances on ParkStage. Attendance to the summer camps and ParkStage performances both continue to increase steadily.

Following a successful pilot program the previous year, PYT presented autism and sensory-friendly performances of *Judie B Jones is NOT a Crook!* and *Babe the Sheep Pig* in collaboration with MVCPA. Center for Autism and Related Disorders (CARD) sponsored both performances, substantially reducing the cost of the program. Due to the success and popularity of this program PYT has agreed to produce two sensory friendly shows in early 2020.

PYT regularly meets and exceeds the requirements of the Home Company agreement. They continue to add performances to their seasons while ensuring timely reconciliation of all of their event arrangements. 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.