



MEMORANDUM

Community Services Department

DATE: October 17, 2018

TO: Performing Arts Committee

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

SUBJECT: Fiscal Year 2017-18 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. The current agreement is expiring on September 30, 2018. An option in the Home Company Agreement is the possibility to extend the current agreement for another five year term. The CITY is currently in negotiations with PYT to execute this term extension.

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. The annual review meeting is 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 will provide an overview of ticket sales, total expenses, usage 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 2017-18 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 2017-18 fiscal year and season. This past season they produced their highest grossing production, *Beauty and the Beast*, on MainStage with gross ticket sales of \$86,365. PYT's Stories on Stage series also had its most successful season with *Creepy Carrots*, *Pinocchio*, and *Oskar and the Eight Blessings*, three of their seven Stories on Stage productions, grossing over \$5,000 each in ticket sales. During the last season PYT produced a total of 14 productions with a total of 79 performances and 139 usage days. Four of the productions were MainStage events netting 36 performances on MainStage. Ten of the productions were SecondStage events resulting in 43 performances, a 23% increase of SecondStage usage from the previous year.

The last fiscal year PYT netted \$226,084 in gross ticket sales; that is a 13% decrease from last fiscal year. Notably, PYT also reduced their MainStage productions by one production. However, the decrease of ticket revenue did not affect the overall number of tickets sold; there is a less than 1% change in the total amount of tickets sold this fiscal year compared to last fiscal year. The increase use of SecondStage also created a 31% increase in the number of SecondStage tickets sold and a 24% increase of SecondStage gross ticket sales.

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 numbers to the summer camps and performances on ParkStage increased by 14% for a total of 3,245 attendees.

PYT continues to work collaboratively with MVCPA and PAC offering support and guidance to provide arts and entertainment to the community. On January 20, 2018 PYT



worked in conjunction with MVCPA to host the first ever autism and sensory-friendly performance on a MVCPA stage. PYT presented *The Ugly Duckling* for this inaugural event; selling over 100 tickets. The MVCPA and PYT are once again partnering together to expand this new program by hosting two autism and sensory-friendly performances in the upcoming fiscal year.

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 Mountain View's youths learning and development. 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.