



MEMORANDUM

Community Services Department

DATE: November 18, 2020

TO: Performing Arts Committee

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

SUBJECT: Fiscal Year 2019-20 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 2019-20 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

During this fiscal year the Mountain View Center for the Performing Arts was greatly impacted due to the ongoing public health crisis of Covid- 19. To ensure the safety of our patrons, clients and staff the performing arts center shut down on March 15, 2020, in the middle of PYT's production of *Newsies*, and has not reopened. Peninsula Youth Theater had to cancel eight of their arrangements for this season. The accompanying summary and analysis is based on data from their reduced season.

Even through unprecedented challenges PYT had a successful 2019-20 fiscal year and season. This past season they produced eight productions including a sensory friendly show of *Dragons Love Tacos*. One of their mainstage productions, *Peter Pan*, grossed over \$55,000 in ticket sales. Two of PYT's Story on Stage productions, *Dragons Love Tacos* and *Alice's Adventures in Wonderland* grossed over \$6,000 in ticket sales.

PYT was also successful in moving some of their programs online, so that they are one of the very few MVCPA clients operating at all. Other than some assistance with moving credits for refunded ticket sales to the new online productions, these online offerings have happened independently of MVCPA staff and facilities.

During the season PYT had a total of eight productions with 39 performances and 41 usage days. Two of the productions were MainStage events, and six were SecondStage events. For all shows combined, 6,699 tickets were sold for gross revenue of \$98,303.

PYT had planned to hold their week-long summer camps in SecondStage, each culminating in a free performance on ParkStage for the community. This fiscal year they were forced cancel their in-person summer camps due to the on-going public health crisis.



Following successful offerings in previous years, PYT presented an autism and sensory-friendly performance of *Dragons Love Taco*. Their second autism and sensory-friendly production was cancelled due to the state mandate.

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. In this unprecedented time in the industry PYT showed innovation and resolve in revamping some of their main programs into virtual presentations to meet the needs of the community they serve.

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.