



**MEMORANDUM**

Community Services Department

**DATE:** November 29, 2018

**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 September 30, 2019. If both parties find the agreement to be mutually beneficial, Upstage Theatre will have the option to extend this agreement into a four (4) year term commencing on October 1, 2019 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 the 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 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.

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 the MVCPA in May of 2016. They were the first ever recipient of the PAC SecondStage fee waiver program. Since their first performance Upstage Theater has continuously increased the number of performances and productions they produce each year.

In their first year at the MVCPA Upstage Theater produced one production, *Heathers: The Musical*, presenting a total of three (3) performances with six (6) usage days. Their inaugural event sold almost 500 tickets grossing \$8,112 in ticket sales. In their second year they produced two (2) productions, *Punk Rock* and *Spring Awakening* presenting a total of eight (8) performances with a total of sixteen (16) usage days. During their second year Upstage Theater grossed over \$15,624 in ticket sales selling close to 860 tickets. To date *Spring Awakening* is their most attended and highest grossing production out of all three years, grossing a grand total of \$10,500 in ticket sales with 567 tickets sold.

During fiscal year 2017-2018 Upstage produced three (3) productions *The Complete Works of William Shakespeare (Abridged)*, *Rosencrantz and Guildenstern are Dead*, and *The Hunchback of Notre Dame*, with a total of eleven (11) performances and twenty (20) usage days. It was with this season that they met all of the requirements to officially be considered for the SecondStage home company agreement, surpassing the six (6)



performances while presenting three (3) different production titles. Upstage Theater also broke the 1,000 tickets sold bench mark this year. They sold a grand total of 1090 tickets; a 27% increase from the previous year. They also increased their gross ticket sales by 28% from the previous season grossing over \$20,000 in ticket sales.

In their upcoming 2018-2019 Upstage Theater is scheduled to present the following titles *Dog Sees God*, *The Alien* and *BARE*. Performing Arts Center staff is excited to see the progress this young theatre groups continues to make. We look forward to continuing are partnership with Upstage Theater as they enter into the new phase of being an official SecondStage Home Company at the Mountain View Center for the Performing Arts.