

**Call for Applications for the
SecondStage Home Company Program
Mountain View Center for the Performing Arts
January, 2014**

The City of Mountain View desires to provide a full and diverse calendar of performances on the Mountain View Center for the Performing Arts (MVCPA) SecondStage. To that end, we invite applications from any performing arts organization interested in becoming a SecondStage Home Company.

SecondStage Home Company status gives booking priority and discounts in exchange for multiple performances that will fill our calendar and our seats. Performance fees for SecondStage Home Companies start at only \$185 plus minimal labor costs. We throw in our smiling ushers, concessions service by The Bean Scene Café, and the elegance of the MVCPA for free!

Strong preference will be given to the applications that provide the most performances. Here are some minimums:

- SecondStage Home Companies must produce or present performances in one of three formats:
 1. A Season—at least four titles with at least two performances of each; OR at least six titles with one performance each.
 2. A Festival—at least six titles, one or more performances of each, within a two-week span.
 3. Ongoing monthly, bimonthly, or weekly performances (possibly excepting summer)—one title each period, one or more performances of each.
- Touring companies must present their entire season in SecondStage, exclusive of fundraising galas, etc.

We also value diverse material. Preference will be given to organizations that do one or more of the following (the more, the better!):

- Promote/present local talent (Mountain View/Los Altos/Sunnyvale/Palo Alto).
- Produce material of special interest to local audiences.

- Produce material of special interest to targeted underserved audiences (by ethnicity, language, economic background, etc.).
- Produce/promote/present new works (plays, compositions, choreography, etc.).
- Produce/promote/present improvisational work (in any genre).
- Create performances on nonstandard schedule (i.e., Monday through Wednesday, lunchtime, etc.).
- Create performances that greatly diversify the MVCPA's offerings.

SecondStage Home Companies must:

- Be established performing arts producers or presenters with at least a year of successful performances.
- Include "MVCPA Presents" (or similar agreed-upon wording) in credit lines of programs, posters, and display advertisement.
- Credit "Mountain View Center for the Performing Arts" and/or identify themselves as "A SecondStage Home Company" (or similar agreed-upon wording) in press releases and broadcast marketing.
- Report annually to the Performing Arts Committee on their efforts to benefit Mountain View talent, audiences, youth, underserved audiences, the MVCPA, or the community.

SecondStage Home companies receive:

- Priority for dates during the Primary Booking process.
- Simplified contracting process all year long.
- Reduced fees for performance and rehearsal time.
- Simplified booking requirements (that potentially reduce production costs).
- Additional placements in MVCPA's regular marketing materials (*Preview Magazine*, *MVCPA.COM*, etc.).

To Apply:

Contact Jenn Poret, Booking Coordinator, at jenn.poret@mountainview.gov, for application materials. Applications will include a description of the proposed performances and a “typical” season, financial statements, list of officers and/or principal staff, and references from other performance venues you have used.

For consideration in the first round, completed applications must be received by Monday, April 7, 2014. Applications are still welcome after that time and will be considered on an individual basis.

The Performing Arts Committee will score the applications against the criteria listed above. Follow-up interviews will be offered based on those scores. Organizations that seem appropriate for SecondStage Home Company status will be recommended by the Committee to the Mountain View City Council, who will make the final decision.

The number of SecondStage Home Company contracts awarded is not predetermined since it will depend on the number of performance dates each company will book.