

DATE: October 2, 2017

ANNUAL REVIEW MEETING WITH PENINSULA YOUTH THEATRE, PERFORMING ARTS COMMITTEE AND CITY

Background

Peninsula Youth Theatre (PYT) and City of Mountain View (CITY) signed a new Home Company Agreement for a 5-year term, and are now entering their final year of the agreement. A requirement of this agreement is an annual review meeting in order to ensure the terms of the agreement are being met by both PYT and CITY; 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, collaboration in PAC-sponsored and celebratory events in return for a reduction in fees and booking priority afforded by their Home Company status. PYT will provide a summary of outreach efforts for the 2016-17 Season.

The Home Company agreement requires PYT to perform a minimum of six performances, offer at least three different 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. The five-year agreement benefits each organization and meets the MVCPA program functions of providing entertainment, education, and community outreach opportunities. The contract 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 strong lineup of MainStage productions in the regular 2016-17 season including *Wizard of Oz*, *Cats* and *Cinderella* plus a summer production of *The Lion King Experience, Jr.* and a 25th Anniversary Celebration event for a total of 12,377 tickets sold and \$219,525 in gross ticket sales, a decrease of 3,000 tickets and \$20,000 from the prior year which had very strong sales with *Mary Poppins*. Stories on Stage had similar sales

to the prior two years. PYT also held their week-long summer camps in SecondStage, each culminating in a free performance on ParkStage for the community.

PYT continues to work collaboratively with MVCPA and PAC, offering support and guidance to provide arts and entertainment to a broad community. They are currently working with MVCPA staff to produce an autism and sensory-friendly performance of *The Ugly Duckling*. Outreach is at the core of PYT's mission. The diversity of offerings they provide, from School Play in a Box, touring performances, classes at PYT, complimentary tickets and many other programs, affirms their high level of commitment to making arts an affordable and integral part of learning and development.

The Center achieves its mission to enrich audiences through enjoyment, celebration and interaction with the arts by partnering with Home Companies, such as PYT, and other long-term clients over the years. PYT has been an exemplary Home Company since they were awarded that status in 1997, and their dedication to enriching youth through the arts can be seen throughout their many programs and events.

PYT is in the final year of the current five-year Home Company Agreement; that agreement includes a five year extension option.

Center staff are proud of our years-long collaboration with Peninsula Youth Theatre and look forward to continuing and strengthening this relationship for many years.