



MOUNTAIN VIEW CENTER FOR THE PERFORMING ARTS SECOND STAGE VITALITY PROGRAM

Information Packet for performances taking place in xx-xx season



For questions please contact:
Theresa Yvonne, Performing Arts Manager
Theresa.Yvonne@mountainview.gov | 650-903-6565

TABLE OF CONTENTS

FACT SHEET	1
APPLICANT REQUIREMENTS.....	3
RESPONSIBILITES OF AWARDED RECIPIENTS	4
TIMELINE.....	5
APPLICATION CHECKLIST	6
APPLICATION	7
PROJECT BUDGET	10

FACT SHEET

Introduction to the SecondStage Vitality Program

The SecondStage Vitality Program is an exciting initiative of the Performing Arts Committee (PAC) for the City of Mountain View. This initiative empowers community-based individuals and nonprofit organizations to deliver high-quality performances for Mountain View residents and the broader Silicon Valley community. This program provides a platform for diverse performers, enhancing the Mountain View Center for the Performing Arts' (MVCPA) reach and contributing to a dynamic Downtown Mountain View atmosphere.

Supporting new community-based arts initiatives and organizations is vital to nurturing a vibrant and diverse arts scene. By investing in local talent, we enrich cultural experiences, engage in thought-provoking performances, and encourage artistic innovation, thereby strengthening the local economy.

The SecondStage Vitality Program covers rental fees for use of the SecondStage, allowing organizations and individuals to host performances or events at a minimal cost. The cost of labor and equipment is not included.

To strengthen proposals and improve the chance of securing dates, applicants should:

- Explain what makes the performance/event unique
 - Briefly describe the idea, style, or perspective, and why it will interest audiences
- Show how it connects with the community
 - Describe how Mountain View residents will be involved or benefit (e.g., local themes, partnerships, or community participation)
- Describe its cultural impact
 - Explain how the performance will enrich Mountain View's arts and culture, encourage conversation, and reflect the community's diversity and creativity

Eligible

- All non-profit organizations in good standing with the Secretary of the State
- Applicants may submit multiple requests, but only one application per person or organization can be awarded dates
- One-time events and ongoing programs are ineligible

Ineligible

- MVCPA Resident companies cannot apply
- Programs funded for three consecutive years must wait one year before reapplying
- Fundraisers or projects offering direct support to individuals or families
- Previous recipients who haven't completed projects or submitted their Final Narrative Summary package on time are disqualified

Requirements

- Projects must be open to the public
- Projects by performing arts educators must reach beyond a single classroom
- Significant program changes must be reported to the Performing Arts Manager at least 90 days before the event or program; failure to do so may result in a one-year loss of eligibility

Selection Criteria

The Performing Arts Committee (PAC) will evaluate applications based on:

- Organization's background;
- Proposal project/goal and objectives;
- City of Mountain View Community Benefit Narrative; and
- Budget Narrative and Financial Summary

Informational Workshop

A public workshop led by Mountain View Center for the Performing Arts (MVCPA) staff will provide information and guidance for all interested individuals and organizations applying to the SecondStage Vitality Program. **Attendance is a requirement for any first-time applicants.**

The workshop will:

- Provide a thorough overview of the application process and answers to any questions
- Walk through the rental process step by step
- Share best practices for submitting a strong application and avoiding common mistakes
- Offer networking opportunities with fellow applicants
- Take place in SecondStage and/or Zoom. In-person attendance is encouraged so participants can experience the space firsthand
- Application packet will be released the same day as the workshop

APPLICANT REQUIREMENTS

Contractual and Reporting Requirements for Applicants:

- Reserve the SecondStage dates within the upcoming performance season (October-September)
- Enter into a facility license agreement with the City for the approved dates of use. There is no charge for the SecondStage dates, but an agreement is required. This agreement includes an estimate of labor and equipment charges that applicants will be required to pay
- Provide insurance certificates with endorsements as part of the agreement process (see sample certificate on [page xx](#))

Final Narrative Summary

Present a short project summary at a PAC meeting within 90 days of finishing your project.

Please include:

- Progress and challenges
 - Briefly explain what went well and what problems you faced
- Marketing
 - Describe how you promoted your event and what worked best
- Community Partnerships (optional)
 - Mention any collaborations with local groups that helped your event

RESPONSIBILITIES OF AWARDED RECIPIENTS

All SecondStage Vitality recipients are required to agree to:

- Sign a facility license agreement for use of SecondStage Theatre
- Acknowledge the PAC's support on all promotional materials related to the funded project
 - *This [Project Title] is funded in part by the Performing Arts Committee, City of Mountain View, to introduce innovative programs to the Mountain View Center for the Performing Arts."*
- Include a link or tag to the MVCPA in online/social media promotions:
 - Website: xxxx
 - Instagram: @xxxx
 - Facebook: @xxxx
- Complete and submit a final report within 90 days of the project's completion
 - If the awarded project is not completed, the honoree will be required to repay the full amount awarded
 - Any significant revisions made within 90 days prior to the event will be treated as a **RUSH** request and will incur the applicable charges
 - The recipient understands that failure to complete an awarded project, including failure to submit a final report, may result in ineligibility for future SecondStage Vitality Program awards for xx years

TIMELINE

August xx, 20xx at xx p.m. – Public Information Workshop

- Location: In person and Virtual
Zoom (link TBD)
Second Stage, Mountain View Center for the Performing Arts
500 Castro Street, Mountain View, CA 94041
- See page 2 for additional information about the workshop

September xx, 20xx at 5:00 p.m. – Application Deadline

- Applications must be received by 5:00 p.m. to be eligible
- Applications may be submitted electronically or hard copy. See page 6 for additional information about submitting applications

September-October, 20xx – Application Reviews

October xx, 20xx – Approval of Recipients

November xx, 20xx – Recipients Notified

APPLICATION CHECKLIST

A complete application includes the following:

1. Submission Packet
 - ✓ Three to five page application responding to questions outlined in sections A-C of the application (see pages 8-9)
 - ✓ One-page project budget as noted in section D of the application (see page 9)
 - ✓ *Optional:* One promotional attachment (e.g., marketing materials). Video or audio tapes of performances will **NOT** be accepted.
 - ✓ **Please note:** Complete sections A-D to the best of your ability, if applicable. Failure to follow these directions may result in your application being rejected.
2. Verification Documents
 - ✓ *If applicable:* IRS Letter of Determination (one copy only)
 - ✓ *Must be in good standing with the Secretary of State*

Proof of Insurance

- Not required at time of application
- Awarded recipients will be given an insurance document due date, no less than 30 days before loading into the venue.
- Failure to submit the required insurance documents by the identified deadline will result in cancellation of venue use

How to apply:

Paperclip all submitted documents. Do **NOT** bind or staple the application.

- Online
 - xxxx
- Mail
 - Center for the Performing Arts
Attn: Performing Arts Manager
Second Stage Vitality Program
500 Castro Street
Mountain View, CA 94041
- In person
 - Center for the Performing Arts Admin Offices at 500 Castro Street, Mountain View, CA
 - The drop box is located upstairs, off Mercy Street, just to the left of the parking garage entrance

Applications received after the deadline will not be considered (see page 5 for deadline information)

APPLICATION

Applicant Contact Information

Applicant Organization Information	
Organization/Individual Name:	
Organization/Individual Address:	
Link to Organization's/Individual's social media and website:	
List of Organization's Board of Directors (<i>if applicable</i>):	
Organization/Individual Name:	
Organization/Individual Address:	

Main Applicant Contact	
Name:	
Title:	
Email:	
Phone Number:	

Secondary Applicant Contact	
Name:	
Title:	
Email:	
Phone Number:	

Formatting Requirements

- Narrative
 - Three to five pages
 - Single-sided
 - Double-spaced
 - 11-point font
 - One-inch margins
 - Organize using the headings of Sections A-D below
- Aim to be clear and concise; a long narrative does not necessarily receive a higher score
- Budget: Complete the Project Budget Form (see page **xx**)

Application

A. Organization Background (20 points)

1. Mission Statement
 - Briefly describe your core values and goals of the request
2. Past Experience
 - Summarize past projects that show you can successfully manage the proposed project (e.g., performances, community programs, partnerships, awards, etc.)
3. Project Leadership
 - Describe your leadership structure for your proposed project
 - Explain their roles and how they are prepared to deliver this project

B. Project Narrative (25 points)

1. Project Description
 - Describe the project: Type of event (e.g., play, concert, dance, etc.), format, length, number of performances, and collaborators (if any)
 - Explain why Mountain View needs this project, using data where possible (e.g., participation stats, surveys, and identified gaps in current art offerings). Show how your project responds to these needs
2. Community Awareness and Benefits
 - Awareness strategies: Outline how you will communicate the project to the community. This might include marketing plans, partnerships, community events, etc.
 - Community Benefits: Explain how the project will benefit residents, whether it's through cultural enrichment, educational opportunities, or community cohesion.
3. Target Demographic
 - Identify your audience: Clearly define the demographic you intend to serve, such as age groups, cultural communities, specific interest groups, etc.
4. Service and Growth
 - Describe how the project will serve the community both locally and in the broader Silicon Valley area. This could include expanding audience reach, enhancing artistic skills, or fostering community partnerships.
5. Measuring Success
 - Describe how the project will contribute to the broader Silicon Valley arts scene (e.g., reaching underserved audiences, supporting local artists, building partnerships, laying the groundwork for future work, etc.)

C. Proposed Project, Timeline, and Innovation (30 points)

1. Production Titles and Timeline
 - List the title of your production

- Provide a project timeline that includes rehearsals, technical rehearsals, performances, and post-show activities (if any)
2. Goals, Objectives, and Benchmarks
 - State what you want this project to achieve
 - Include measurable benchmarks (e.g., number of performances, audience size, outreach activities, etc.)
 - How will you meet and track them?
 3. Innovation and Distinctiveness
 - Explain what makes your project unique or new (e.g., creative approach, interdisciplinary work, new formats, community engagement methods, etc.)

D. Budget Narrative Summary (25 points)

1. Explain your budget in clear, simple language so reviewers understand how funds and resources will be used.
2. Please complete the Project Budget Form (see page xx) and ensure your narrative aligns with the numerical budget on the form.

PROJECT BUDGET

Template

- Use the form below as a template, following the categories listed
- If any fields are inapplicable, enter N/A
- Only enter information as it pertains to the submitted project

Applicant Information	
Organization/Name:	
Project Title:	
Total Project Budget:	\$

Revenue	Project Budget
Government grants and contracts	\$
Earned revenue (e.g., program fees, investment income, etc.)	\$
Donations (monetary)	\$
Donations (in-kind)	\$
Special events (e.g., fundraiser)	\$
Other: <i>[add revenue source]</i>	\$
Other: <i>[add revenue source]</i>	\$
Other: <i>[add revenue source]</i>	\$
Total Revenue	\$

Expenses	Project Budget
Salaries and benefits	\$
Consultants and contracted services	\$
Operating expenses (e.g., rent, utilities, supplies, etc.)	\$
Repairs, maintenance, upgrades	\$
Travel and meetings	\$
Program expenses	\$
In-kind	\$
Other: <i>[add expense description]</i>	\$
Other: <i>[add expense description]</i>	\$
Other: <i>[add expense description]</i>	\$
Total Expenses	\$