

DATE: May 20, 2026

TO: Performing Arts Committee

FROM: Theresa Yvonne, Performing Arts Manager

SUBJECT: **SecondStage Vitality Program**

RECOMMENDATION

The Performing Arts Committee unanimously approved the recommended SecondStage Vitality Program revisions with minor edits at the April 15, 2026, meeting.

The recommendation for the committee currently is:

1. Review the revisions from the last meeting to ensure they were captured correctly in the SecondStage Vitality Program Information Packet.
2. Review and approve or recommend revisions to the SecondStage Program Scoring Chart to be used by the PAC to score the applicants for the program.

FISCAL IMPACT

With updates to the SecondStage Fee Waiver Program, staff anticipates additional interest from newer, less experienced members of the performing arts community, resulting in an additional six weeks of SecondStage usage annually. These additional bookings are likely to attract new patrons, thereby expanding the customer base and increasing visibility for other ticketed performances and events.

NEXT STEPS

Following this meeting, staff will revise the SecondStage Vitality Program and the Application Scoring Chart based on feedback from the PAC

If approved by the City Council, the recommended changes may begin effective January 1, 2027.

PUBLIC NOTICING

Agenda posting.

- Attachments:
1. SecondStage Vitality Program Information Packet
 2. SecondStage Vitality Program Application Scoring Chart