



Dear Non-Profit Performing Arts Organization,

Thanks for your interest in the Miles Memorial Playhouse. We encourage you to submit proposals of all kinds. When evaluating proposals we will consider the following criteria.

CRITERIA: The only mandatory criteria is that a user group be a federally recognized 501 (c) 3 non-profit organization.

- A) Artistic excellence as demonstrated by reviews, awards and/or other documents.
- B) Demonstrated financial support and ability of organization to translate vision into a physical reality.
- C) Company and programming reflect the diversity of Santa Monica's population.
- D) Realistic marketing plan demonstrating specific outreach to Santa Monica youth with adequate budget.
- E) Sufficient staffing and organization to meet established guideline requirements.

Sincerely,

Justin A. Yoffe
Director – Miles Memorial Playhouse
Cultural Arts Program Supervisor
City of Santa Monica