



PARKS AND RECREATION DEPARTMENT

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ARTS AND CULTURE COMMISSION STAFF REPORT

Meeting: July 28, 2025

Subject

2025 Artist Awards Program and Theme Selection

Recommended Action

1. Receive a presentation on the 2025 Artist Awards Program; and
2. Discuss and select a theme for the 2025 Artist Awards Program.

Discussion

Background

The purpose of the Arts and Culture Commission is to foster and encourage artistic expression and achievement in the fields of visual, verbal, and performing arts while preserving and advancing the arts for the benefit of the citizens of Cupertino. Every year the commission presents awards to deserving artists in recognition of local talent in these fields.

Prior to the 2024 Artist Awards Program, the Arts and Culture Commission requested to review and provide feedback on the program materials. At the March 25, 2024 Arts and Culture Commission meeting, City staff presented refinements to the artist awards descriptions and application requirements in order to help clarify the process for applicants and better manage the staff and commission time required during the evaluation process. Additionally, the commission was also asked to provide feedback on the artist awards evaluation forms. At the August 12, 2024 Arts and Culture Commission special meeting, the commission unanimously approved the updated Artist Awards Descriptions and Application Requirements (Attachment A) and updated Artist Awards Evaluation Forms (Attachment B) for the three award categories: Distinguished Artist, Emerging Artist, and Young Artist.

Next Steps

The 2025 Artist Awards Program will begin accepting online applications starting Monday, September 1 and online submittals will be due by Wednesday, October 1 at 4:30 p.m. The full Artist Awards Program timeline can be found in Attachment C. Staff will

update the artist awards webpage (cupertino.gov/artawards), publicize the artist awards on the City's social media platforms, and send out eNotifications to past program participants. Commissioners will also need to promote the Artist Awards Program through personal outreach to their respective networks.

The theme for the 2025 Artist Awards Program will need to be discussed and finalized. For reference, previous themes have included *The Year 2020 - The New Normal*, *What Makes Me Smile*, *A Day Without Screen Time*, *Your Dreams for the Future*, *Your Vision for the Future of Cupertino*, *Artist's Identity: What Influences You*, and *Building Sustainable Community*. Staff will then update the Artist Awards Program Flyers (Attachment D) with the chosen theme and email the final version to the commission.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

Prepared by: Jessica Suntay, Administrative Assistant

Reviewed and Approved for Submission by: Rachelle Sander, Director of Parks and Recreation

Attachments:

A – Artist Awards Descriptions and Application Requirements

B – Artist Awards Evaluation Forms

C – Artist Awards Program Timeline

D – Artist Awards Program Flyers