



## **PARKS AND RECREATION DEPARTMENT**

QUINLAN COMMUNITY CENTER  
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732  
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305  
CUPERTINO.ORG

### **ARTS AND CULTURE COMMISSION STAFF REPORT**

Meeting: March 25, 2024

#### Subject

Artist Awards Program Requirements and Evaluation Criteria

#### Recommended Action

Receive an update on the Artist Awards program requirements and provide feedback on the evaluation criteria.

#### Discussion

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.

In 2021 the Arts and Culture Commission reviewed and updated the Artist Awards descriptions, application requirements, and evaluation forms for the three award categories: Distinguished Artist, Emerging Artist, and Young Artist. Following the 2023 Artist Awards, the Arts and Culture Commission requested to review and provide feedback on the program. Given the large increase in the number of submissions for the Artist Awards program, City staff has refined the Artist Award Descriptions and Application Criteria (Attachment A) to help clarify the process for applicants and better manage the staff and Commission time required during the evaluation process.

It is recommended that the Commission review the award requirement changes and provide feedback on the Artist Award Evaluation Forms (Attachment B). City staff will bring a revised copy of the updated Artist Award Descriptions/Application Requirements and Evaluation Forms for the Commission's approval in May.

#### Sustainability Impact

No sustainability impact.

#### Fiscal Impact

No fiscal impact.

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Prepared by: Jessica Javier, Administrative Assistant

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

Attachments:

A – Artist Award Descriptions and Application Requirements Redlined

B – Artist Award Evaluation Forms