



## 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

### FINE ARTS COMMISSION STAFF REPORT

July 26, 2021

#### Subject

Marketing Plan for the 2021 Artist Award Programs and Theme for the 2021 Young Artist Award Program

#### Recommended Action

Discuss the marketing plan for the 2021 Artist Award Programs and finalize the theme for the 2021 Young Artist Award program.

#### Discussion

The Artist Award programs will run from August 2 to November 17. All submittals will be due Wednesday, November 18 by 5 p.m.

The theme for the Young Artist Awards will need to be discussed and finalized for the 2021 program. For reference, previous themes have included *The Year 2020- The New Normal*, *What Makes Me Smile*, and *A Day Without Screen Time*.

The three award programs will be updated on the City website, under the Fine Arts Commission webpage. Staff will work with City's Communication Division to publicize the award programs on the City webpage, as well as the City's social media platforms.

The Commission will need to update the award program flyer with the new Young Artist Award theme, and application due dates. They will also need to discuss what personal outreach each commissioner will do to promote the award programs.

#### Sustainability Impact

No sustainability impacts.

#### Fiscal Impact

No fiscal impact.

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Prepared by: Kelsey Christian, Recreation Coordinator, Parks and Recreation

Reviewed by: Joanne Magrini, Director of Parks and Recreation

Approved for Submission by: Joanne Magrini, Director of Parks and Recreation

Attachments:

A—2020 Artist Award Program flyers