



## 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

Future Partnership Opportunities with Community Events and Festivals

#### Recommended Action

Discuss future partnership opportunities with community events and festivals.

#### Discussion

The City of Cupertino sponsors a variety of community events and festivals throughout the calendar year (Attachment A).

The Commission has expressed that they would like to partner a community event or festival to promote the Fine Arts Commission, as well as promote awareness about the arts.

Staff recommends partnering with the Rotary Family Fall Festival in September, or the San Francisco Shakespeare Festival in October of 2021.

The Family Fall Festival typically highlights a large variety of community-based organizations. This event would give the commission an opportunity to host a booth and promote the upcoming Art Talk series, Artist Award programs, and Art in Unexpected Places.

The San Francisco Shakespeare Festival comes to Cupertino every summer and performs free Shakespeare in the park at the Memorial Park Amphitheater. The Fine Arts Commission was instrumental in bringing this event to Cupertino many years ago, and it has now become a yearly tradition. The Commission would be able to work at the Shakespeare shows at an information booth, or as greeters as people gather in the amphitheater for the show.

The Commission will need to discuss what community event or festival they would like to attend and what specific goals they would like to highlight.

#### 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 – Community Events and Festival Calendar