

DATE: April 19, 2023

TO: Performing Arts Committee

FROM: Theresa Yvonne, Performing Arts Manager

SUBJECT: **National Arts and Humanities Month October 2023**

RECOMMENDATION

That the Performing Arts Committee adopt a schedule for participation in National Arts and Humanities Month in October as part of its annual work plan.

BACKGROUND

From the Americans for the Arts:

“October is National Arts & Humanities Month (NAHM)—a collective recognition of the importance of culture in America. NAHM was launched by Americans for the Arts more than 30 years ago as National Arts Week in honor of the twentieth anniversary of the National Endowment for the Arts and National Endowment for the Humanities. In 1993, it was reestablished by Americans for the Arts and national arts partners as a month-long celebration, with goals of:

FOCUSING on equitable access to the arts at local, state, and national levels;

ENCOURAGING individuals, organizations, and diverse communities to participate in the arts;

ALLOWING governments and businesses to show their support of the arts; and

RAISING public awareness about the positive impact of the arts and humanities in our communities and lives.”

The arts are a national asset and should be available everywhere to everyone—and while a majority of the public believes this based on public opinion polling and other research, it’s often not their default way of thinking about the arts. National Arts & Humanities Month is an opportunity for everyone to help change public perception and promote the crucial role of the arts and humanities in promoting individual well-

being, addressing trauma, connecting cultures, highlighting inequities, and making our communities healthier and stronger.”

The following chart shows recommendations from staff on the items supported by Americans for the Arts that the Performing Arts Committee (PAC) can encourage the Mountain View community to engage in for 2023 National Arts and Humanities Month.

Activity	Description	Time Frame
Proclamation by City Council	Officially declare October National Arts and Humanities Month for the City of Mountain View.	PAC to approve proclamation in September to forward to the City Council the first meeting in October.
Press Release	Press releases to media.	Press releases in September for the community vote for the national poster competition. Press release in October declaring the City of Mountain View’s participation in National Arts and Humanities month.
Poster Competition	Coordinate with the Visual Arts Committee to highlight the poster competition to the Mountain View community and the opportunity to vote for the national winner.	Community voting September 15 to 30. Winners announced in early October by Americans for the Arts.
Show Your Art (Instagram)	A social media campaign designed by Americans for the Arts to promote awareness of National Arts and Humanities Month and engage the public in celebrating the power and diversity of the arts in communities across the nation.	A suggested Instagram calendar is released by Americans for the Arts. It features a unique theme for each day in October to inspire your creative spirit and showcase the culture that makes your community unique and vibrant. Month of October.

NEXT STEPS

The PAC to review the above four ways to participate for 2023 and provide input. The PAC may direct the Center for the Performing Arts staff to work with Visual Arts Committee staff liaison to garner their support for the community vote for the poster competition in September.

TY/6/CSD

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