

DATE: May 17, 2023

TO: Performing Arts Committee

FROM: Theresa Yvonne, Performing Arts Manager

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

Background

At the April 19 meeting the PAC directed staff to ascertain if producing a five to six-minute documentary film highlighting the local arts and humanities activities in Mountain View was feasible and obtainable for this year's celebration of National Arts & Humanities month in October.

CPA staff contacted the Communications Division and they are able to produce a 60-90 second promotional video highlighting the arts & humanities in the city of Mountain View. The video may be shown at the City Council meeting prior to the proclamation and then placed on the MVCPA website, shared on the City's social media to enjoy for Arts & Humanities month.

Recommendation

Staff recommends that the committee accept the offer from the Communications Division to produce a promotional video for Arts & Humanities month 2023, in addition to the Proclamation by City Council, Press Releases encouraging the community to vote for the National Poster Competition and declaring the City of Mountain View's participation in National Arts & Humanities month and the social media campaign on Instagram.