

DATE: November 19, 2025

TO: Performing Arts Committee

FROM: Theresa Yvonne, Performing Arts Manager

SUBJECT: **Arts, Cultural, & Creativity Month Proclamation**

RECOMMENDATION

Approve to replace the "National Arts & Humanities Month" proclamation with "Arts, Culture, & Creativity Month in California" in April, direct staff to present the proclamation to the City Council on behalf of the Performing Arts Committee.

PURPOSE

Arts, Culture, and Creativity Month (ACCM), celebrated each April, is a statewide initiative led by California for the Arts to elevate the role of the arts in public life. Established through a California Senate resolution in 2019, ACCM features a month-long series of free events, advocacy campaigns, and community engagement opportunities designed to raise awareness of the arts as a vital force for civic well-being, economic development, and cultural equity. The 2025 theme, "Health, Healing, Hope," underscores the transformative power of creative expression in fostering resilience and connection across diverse communities.

The proclamation would serve several key purposes:

- **Celebrate Local Talent:** Acknowledge the contributions of our performing artists, cultural organizations, and creative professionals.
- **Promote Equity and Inclusion:** Emphasize the importance of accessible arts programming that reflects the diverse voices of our community.
- **Encourage Civic Engagement:** Inspire residents to participate in cultural events and support local arts initiatives.
- **Strengthen Economic Vitality:** Highlight the arts as a driver of small business growth, and job creation.

Given the alignment of Arts, Culture, and Creativity Month with California's statewide advocacy efforts and its emphasis on community engagement, staff is recommending replacing the traditional National Arts and Humanities Month proclamation in October with a more locally resonant proclamation in April. This shift would allow for the amplification of regional participation and position the City as a proactive supporter of statewide cultural initiatives. It also

offers a timely opportunity to spotlight local artists and organizations during a period of heightened public awareness and celebration.

NEXT STEPS

Staff will begin a draft of the proclamation to present on behalf of the Performing Arts Committee to the City Council at a future meeting. If approved by City Council, the proclamation will be presented in April 2026.

Attachments: 1. Press Release