

DATE: February 12, 2025

TO: Visual Arts Committee

FROM: Kirstin Hinds, Economic Development Strategist

SUBJECT: Santa Clara County Office of Women's Policy – Womanhood

RECOMMENDATION

Request approval from the Mountain View Center for Performing arts to host a special exhibit and reception in collaboration with the Santa Clara County Office of Women's Policy's *Womanhood* project in March 2026.

BACKGROUND

The Santa Clara County Office of Women's Policy is leading *Womanhood*, a public art and digital media initiative that commissions interactive, educational, and accessible public artworks to honor and recognize women's contributions in Santa Clara County. Launched in 2020 with support from the County of Santa Clara, *Womanhood* aims to promote equity and inclusion by highlighting the diverse roles of women across economic, employment, and cultural backgrounds.

More details about the *Womanhood* project can be found at <https://womanhoodproject.org>.

ANALYSIS

The public art consulting firm Arts Builds Community is collaborating with Santa Clara County to implement the *Womanhood* project. The firm has selected local artist teams to create augmented reality artworks honoring the women featured in the initiative.

As part of the project, Arts Builds Community has invited the City of Mountain View to participate by installing a marker with a QR code in a publicly accessible location, such as City Hall, the Center for the Performing Arts, or the public library. City staff are currently evaluating this opportunity and potential locations for a marker.

During discussions about placing a marker at City Hall, the idea of hosting an event reception and art exhibit emerged. Arts Builds Community suggested scheduling the event for March 2026, during Women's History Month. Staff request that the Visual Arts Committee (VAC) formally

submit a request to hold a special art exhibit and reception in March 2026. Economic Development staff will coordinate with the Center for the Performing Arts team on scheduling and administration details.

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