

**DATE:** November 12, 2025

**TO:** Visual Arts Committee

**FROM:** Kirstin Hinds, Economic Development Strategist

**SUBJECT:** Authorize 2026-27 Call for Artists Exhibitions

**RECOMMENDATION**

Discuss and approve any modifications to the Call for Artists for exhibitions at the Mountain View Center for Performing Arts and authorize release of the 2026-27 Call for Artists.

**BACKGROUND**

Annually, the Visual Arts Committee (VAC) issues a Call for Artists for rotating local artist or artist group exhibitions in the lobby of the Mountain View Center for the Performing Arts. The exhibitions advance the VAC's mission to promote local artists and enhance community access to visual arts. The VAC reviews artist applications and advises on the selection of artists. There are currently exhibitions scheduled through April 20, 2026.

**ANALYSIS**

**ELIGIBILITY AND APPLICATION REQUIREMENTS**

The Call for Artist Exhibitions outlines eligibility criteria and submittal requirements for artists interested in exhibiting at the Mountain View Center for Performing Arts. Staff propose to maintain the same eligibility and application requirements used in the prior year's call, summarized below.

**1. Artist Eligibility:**

- Artist/artist teams must be 18 years or older, or have an adult sponsor.
- Artists/artist teams reside in one of 11 San Francisco Bay Area counties: Alameda, Contra Costa, Marin, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma.

- Preference will be given to artists who have not previously exhibited at the Mountain View Center for Performing Arts, or who have not exhibited within the last three years, unless proposing a substantially new body of work.

## 2. Application Requirements:

- Artist applications must include a current resume (maximum two pages in length, a link to their website and/or social media accounts, and five to ten images of artwork with titles, dimensions, medium, and year completed.

## EXHIBIT DURATION AND SCHEDULE

Currently, exhibitions at the Mountain View Center for Performing Arts are scheduled for six-week rotations. Staff recommends extending each exhibition to eight weeks beginning with the 2026-27 cycle.

This adjustment would enable more sustained public visibility of each exhibit, provide artists with greater exposure during performances, and simplify coordination and logistics for both staff and artists. The longer rotation also aligns with norms for local government gallery programs.

Under the proposed schedule, exhibits are currently booked through April 20, 2026. The first exhibit of the 2026-27 season would be installed on April 21, 2026.

## CALL FOR ARTISTS TIMELINE

Staff recommends publishing the Call for Artists slightly earlier this year to provide additional time for application review prior to the February VAC meeting. This schedule provides artists with approximately five weeks to apply, giving sufficient time for the VAC review period and for staff to compile and prepare materials for the VAC's February meeting. The proposed timeline is as follows:

| Milestone                    | Date                          |
|------------------------------|-------------------------------|
| Publication                  | Week of December 15, 2025     |
| Application Deadline         | January 23, 2026              |
| VAC Review Period            | January 27 – February 6, 2026 |
| VAC Artist Selection Meeting | February 11, 2026             |
| First Exhibit Installation   | April 21, 2026                |

## CALL FOR ARTISTS PROMOTION

The City will promote the Call for Artists through various outreach methods, including local art programs and schools, to reach both professional and emerging artists.

- *Online Promotions:* Staff post the Call for Artist opportunities on the City of Mountain View Economic Development website ([econdev.mountainview.gov/public-art](https://econdev.mountainview.gov/public-art)) and share details on the Mountain View Economic Development social media pages.
- *Email Subscriptions:* The City maintains an Artist's Registry email subscription list with more than 1,000 subscribers. All public art opportunities are distributed through this network to reach artists interested in exhibiting in Mountain View.
- *Partnership Organizations:* Staff will share the Call for Artists with regional arts organizations that can extend the reach of the announcement, including Silicon Valley Creates (SVCreates), Local Color San Jose, Open Studios Silicon Valley, Artists' Mountain View, and others as appropriate.
- *Outreach to Local Schools and Art Programs:* In response to prior VAC discussions, staff will send the Call for Artists directly to local art schools, community colleges, and youth arts organizations to encourage participation and broaden representation in the exhibition program.

Staff also welcomes VAC member recommendations for additional organizations, schools, or community groups to share the opportunity with, and encourages VAC members to share the Call for Artists within their personal and professional networks. These collective outreach efforts help ensure the program reflects the diversity and creativity of the Mountain View community.

## **NEXT STEPS**

Following VAC authorization, staff will finalize and publish the Call for Artists in early January 2026. The draft Call for Artists is attached for VAC review and comment.

Attachments: 1. Draft Call for Artists MVCPA Exhibitions 2026-27