

Introduction



Arts and cultural activities are an essential part of a healthy community life and they make significant contributions to the quality of life in San Jacinto. Community-based arts and culture help to create a more livable city, enhance the urban environment, celebrate the City's history and natural environment, engage a wide spectrum of citizens, provide significant value both to communities and artists, and help define who we are as a community. The Arts and Culture Element represents a significant step forward to demonstrate community pride and to create a desirable image for the City to attract economic development. There is great potential to expand public art in San Jacinto to the point where it becomes an identifying force for the community and economic vitality of the City.

PURPOSE OF THE ARTS AND CULTURE ELEMENT

The purpose of the Arts and Culture Element is to describe the City's existing arts and cultural resources, identify opportunities for arts enrichment, and define goals, policies and implementation strategies to further integrate arts and culture into the City's future. Although it is not a State-required element, the City is committed to supporting and expanding the local arts community and its contributions to the quality of life in San Jacinto. The Arts and Culture Element is consistent with the State of California Code (Section 65303) which grants authority to local jurisdictions to adopt additional elements to those mandated by State law when they relate to the physical development of the jurisdiction.

The Arts and Culture Element is included in this General Plan with the goal of fostering a civic environment where artistic expression and cultural diversity can flourish, where the influence of arts on the local economy is recognized, and where local government and City leaders legitimize the arts as an essential component of civic support, funding and decision-making.

SCOPE AND CONTENT OF THE ARTS AND CULTURE ELEMENT

The Arts and Culture Element is comprised of three sections: 1) Introduction; 2) Issues, Goals and Policies; and 3) the Arts and Culture Plan. An appendix to the element contains the Implementation Program. In the Issues, Goals and Policies section, major issues related to the increased role of arts and culture in community life and economy of the City are identified, and related goals and policies are established to address these issues. The goals, which are overall statements of the community's desires, are comprised of broad statements of purpose and direction. The policies serve as guides for maximizing the role the City can play in encouraging and supporting the cultural development of the community. The Plan explains how the goals and policies will be achieved and implemented, while specific implementation programs for arts and culture are contained in the appendix of this element.

RELATED FACILITIES AND EVENTS

Incorporated in 1888, San Jacinto is one of the oldest cities in Riverside County. Built by the Estudillo family from the receipt of a Mexican land grant in the 1860's, San Jacinto has had a long history of involvement in the arts and hosting of cultural events. This section identifies the locations of arts and cultural facilities that are operated in the area. **Figure AC-1** illustrates the location of these facilities. This section also recognizes the local organizations

involved in promoting the arts and artists, how long they have been in service, the types of activities they engage in, their mission statements, and specific programs and events that they sponsor.

*Estudillo Mansion and
Francisco Estudillo
Heritage Park*

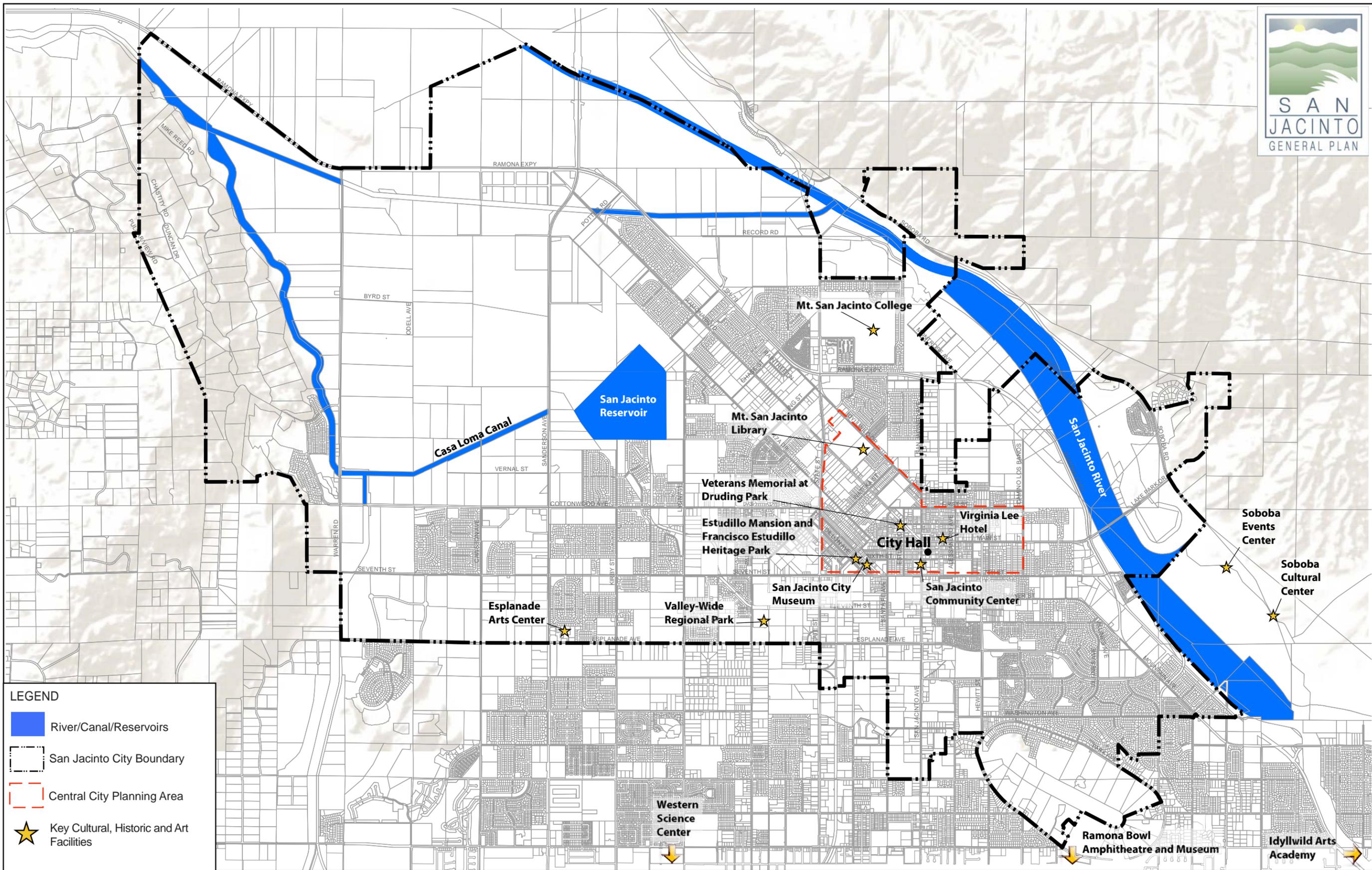
The **Francisco Estudillo Heritage Park** is a 6-acre park located within the block bounded by Main Street, Dillon Avenue, Ash Street and Seventh Street. It is the site of the **Estudillo Mansion**, a two-story brick mansion located in its center, which was constructed in 1885 by Francisco Estudillo. Francisco's father, Jose A. Estudillo, acquired all the land in San Jacinto Valley when he was deeded a 35,000 acre Mexican Land Grant in 1842. The park, mansion and a twin mansion built by his brother Antonio Estudillo, near Soboba Hot Springs are all that remain of the Mexican land grant.

The Estudillo Mansion remained in private ownership through 1992 when it was seriously damaged in the Landers earthquake. Riverside County purchased the property in 1994 and the ownership was transferred to the City in 1998. A seismic retrofit of the Mansion was completed in 2000. In 2002, the Mansion was placed on the National Register of Historic Places and on the California Register of Historic Resources. The Francisco Estudillo Mansion Interior Restoration Project was completed in 2008 and supported in part by a federal Save America's Treasures grant and a California Heritage Fund grant. Tours of the restored interior are available on Saturdays.



The Mansion's exterior restoration project included the addition of a pervious concrete parking lot, a water conservation education garden and other landscape improvements. The **Water Conservation Education Garden** is intended to educate the community about the beauty and water saving benefits of planting drought tolerant and native California plants. While the garden is designed primarily with California native plants, there are also plants from regions around the world that thrive in the Southern California climate.





Sources: County of Riverside GIS, City of San Jacinto, USGS

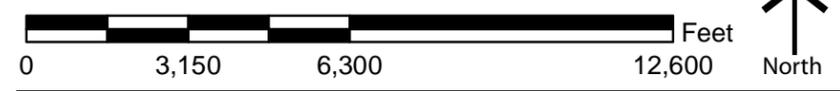


Figure AC-1
San Jacinto Arts and Culture Element
December 2013

The Francisco Estudillo Heritage Park is the site of many city sponsored events; most notable is the annual **Agricultural Festival**. Started in 2011, the Festival is held every fall and includes concerts, entertainment, equestrian demos, small animal auction, tractor display, vendors and food.



San Jacinto City Museum

One of the only two municipal museums in Riverside County, the **San Jacinto City Museum** is now housed in a City-owned building on the grounds of the Francisco Estudillo Heritage Park. The Museum was founded in 1939 by the San Jacinto's Women's Club and the Chamber of Commerce to display early California and Indian artifacts. Local Indians' relics, artifacts from pioneer families, and material on the community, its businesses and institutions are featured. The Museum also maintains a large collection of historic photographs and memorabilia, which is available to researchers. A highlight of the exhibit is a model of a Russian ANT-25 airplane that landed in San Jacinto in 1937 after completing a non-stop transpolar 62 hour flight from Moscow, Russia. The actual landing site, commemorated by a marker, is near the corner of Cottonwood and Sanderson Avenues.



San Jacinto Museum Association

Founded in 1978, the **San Jacinto Museum Association** is a non-profit organization that manages volunteer and fundraising efforts at both the San Jacinto Museum and the Estudillo Mansion. The Association also publishes a bi-monthly newsletter. In 2005, the Association used their funds to purchase the current building for the San Jacinto City Museum, which is located on the grounds of Francisco Estudillo Heritage Park.

Hispanic Heritage Festival

Starting in September 2013, the City is organizing an annual **Hispanic Heritage Festival** on Main Street in downtown San Jacinto. The Festival will feature dancing, music, food and fun for the entire family.

Downtown Murals

Downtown San Jacinto boasts of several iconic murals that illustrate the San Jacinto Mountains and several historic events and periods in the valley.

**Veteran's Monument at Druding Park**

The **Veteran's Monument at Druding Park** is contained in a triangular-shaped park that has many memorial plaques along with several pieces of military equipment; the centerpiece being an Army tank. The various plaques honor the service of the men and women who served in various wars including the World War II, Vietnam War, and the Iraq War as well as those missing in action. Other plaques honor local servicemen who served and sacrificed for their country.

**Ramona Bowl, Amphitheatre, Pageant, and Museum**

The **Ramona Bowl Amphitheatre**, located on 160 acres in the south hills of Hemet, California, is a 5,400 seat natural amphitheater that aims to be the regional center for arts and entertainment in the San Jacinto Valley. It is the home of the **Ramona Outdoor Play**, formerly known as (and still commonly called) the **Ramona Pageant**, an outdoor play staged annually since 1923. The script is adapted from the 1884 novel *Ramona* by Helen Hunt Jackson. This play runs over three consecutive weekends in April and May. The production features cast of more than 300, made up largely of local residents and amateur actors. The Ramona Pageant is the longest running outdoor play in the United States and it is the official state play of the State of California. The Bowl also hosts a variety of concerts and productions over the year.



The Ramona Bowl has an Education Department that works with fourth grade teachers and students to fulfill the California State Standards in history. The Ramona Bowl offers a **Summer Youth Theatre Program** where children ages 5-18 have the opportunity to learn the basics of Musical Theatre.

The **Ramona Bowl Museum** has been operated since 1953 by the Ramona Pageant Association, which has produced the annual Ramona Pageant since 1923. The Museum gives the history of the local tribes, the Bowl itself, the Pageant and the story of Ramona.

The annual **Ramona Pageant Parade** starts at Druding Park on Ramona Boulevard and ends at the Estudillo Mansion at 150 S. Dillon Avenue. It is a kick-off to the three-week run of the Ramona Pageant at the Ramona Bowl. The parade is sponsored by the city of San Jacinto, and was a staple along Florida Avenue in Hemet for years before moving to San Jacinto in 2012.

Ramona Bowl Music Association

The **Ramona Bowl Music Association** is a non-profit group that has hosted a variety of musical performances at the Ramona Bowl including a summer concert series. The music association is a separate group from the nonprofit Ramona Bowl Amphitheatre Association that operates the facility and presents the play Ramona.

Ramona Hillside Players

Ramona Hillside Players is a local nonprofit live theater group in Hemet, California that has entertained the San Jacinto Valley through comedy, drama and the classics for over 70 years. The mission of the Ramona Hillside Players is to promote quality entertainment offering creative live theatre productions; providing a cradle for community theatre in the San Jacinto Valley; offering opportunities for growth to actors and directors and providing mutually satisfying theatre experiences for members and audiences.



First Peoples Day

The Ramona Pageant Parade also serves as a prelude to a full day of activities designated as **First Peoples Day** at Francisco Estudillo Heritage Park. Sponsored by the City of San Jacinto, San Jacinto Chamber of Commerce, and the Human Relations Council of the Greater Hemet, San Jacinto and Menifee Region, the annual First Peoples Day is a celebration and awareness of the diversity of the San Jacinto Valley during the time of Ramona — the late 1800's.



***Human Relations Council
of the Greater Hemet,
San Jacinto and
Menifee Region***

The **Human Relations Council of the Greater Hemet, San Jacinto and Menifee Regions** was founded in 1998 and is a private nonprofit California corporation dedicated to promoting interracial respect and positive human relations in our communities. The Council is one of the sponsors of the Ramona Pageant Parade and First Peoples Day held annually in San Jacinto. It also holds an Annual Black History Month Essay contest, essay contests for Middle School and High School students, and an Undergraduate College Essay Contest.

Western Science Center

The **Western Science Center** (WSC) is a museum located near Diamond Valley Lake in Hemet, California and is home to a large collection of Native American artifacts and Ice Age fossils that were unearthed during the construction of the Diamond Valley Lake in 1995. Opened in 2006, the museum has been designed to provide world-class facilities for the research, curation, and presentation of the nearly one million specimens discovered during the development of Diamond Valley Lake. Among the archaeological finds was "Max", the largest mastodon found in the western United States, and "Xena", a Columbian mammoth, both of which are featured in the exhibits. Also featured at the museum is "Li'l Stevie", one of the most complete mastodons known from the western United States, who is displayed unreconstructed and still partially buried as found when it was first uncovered.

The museum's public displays are housed in the permanent gallery, with another gallery housing temporary and traveling exhibits. The permanent gallery contains interactive exhibits on the natural history of Domenigoni and Diamond Valleys, as well as displays on European and Native American culture and history from the area. Among the artifacts on display are pieces donated by the Domenigoni family, the original settlers of the valley, and the Soboba band of Luiseño Indians that inhabited the area before them.



The museum also features a full-scale simulated archaeology and paleontology dig site, which opened for its first student excavations in the spring of 2009. It is currently being used by WSC staff, in association with the local Hemet Unified School District K-12 schools and Mt. San Jacinto Community College, to teach proper excavation methodology to students. Other collaborators include the California Cultural and Historical Endowment (CCHE), the Institute of Museum and Library Services (IMLS), and the Western Center Community Foundation. It is also open for museum visitors to view an active dig site in process.

The WSC also offers extensive educational opportunities for students, groups and visitors including a popular school field trip program, hands-on workshops and Discovery Lab experience, and a Saturday series that offers engaging and informative talks on a wide variety of fascinating subjects. In 2008, the 33,000 square foot museum building was awarded LEED Platinum Status by the US Green Building Council, their highest rating. It was also the first museum in the United States to receive the recognition and was designed to be among the most eco-friendly museums in the United States. Its special environmental features include solar panels on the roof, cold-water pipelines that run below the floor to reduce air conditioning, landscaping with low-irrigation native foliage, and extensive water reclamation.

Diamond Valley Arts Council

The **Diamond Valley Arts Council** (DVAC) is an umbrella organization supporting the diversity of artistic and creative expression available in the San Jacinto Valley community. Founded in 2004, DVAC's primary purpose is advancing the creative arts and cultural endeavors through strong community relationships. Through partnerships with individuals, arts-related groups and businesses as well as civic and governmental agencies, the DVAC develops programs and creates opportunities that stimulate and enrich the cultural, economic, and intellectual life of the community.

The DVAC is housed in the **Esplanade Arts Center** (EAC) in a 10,000 square foot building and included an Art Gallery, Black Box Theater and Classroom space. The EAC's Art Gallery rotates exhibits from local, regional, national and international artists every two to three months. The DVAC, its affiliated organizations and various other groups use the Black Box Theater for plays, live music performances and special events. The Classroom space is utilized by groups such as **MUSICAL!**, which provides students of all ages free music instruction, as well as by various touring groups for a wide variety of educational programs for adults and children. Examples include art and music summer camps for children and summer theater workshops and a dance program for teens. In addition, The DVAC hosts the annual **Festival of The Arts**, held at the Esplanade Arts Center on the third weekend in October. The DVAC is striving to expand this festival and attract a greater audience.





***Soboba Band of
Luiseño Indians***

The **Soboba Band of Luiseño Indians**, one of seven bands of Luiseño Indians, is located in the foothills of the San Jacinto Mountains. The southwest border of the reservation lies along the San Jacinto River. The Soboba Indian Reservation was established on June 19, 1883 by an Executive Order that set aside 3,172 acres of land for the Soboba Band of Luiseno Indians for their permanent occupation and use.

***Soboba Cultural Center
and Research Library***

The **Soboba Cultural Center and Research Library** is a growing repository for the tribe's cultural heritage through the preservation of oral histories, cultural traditions, archival materials and objects of cultural, historical and artistic significance to the people of Soboba. Established in 2003, the Soboba Culture Center's growing collections consist of over 900 books and resource materials such as photos, maps, Southern California Cahuilla and Luiseño baskets, items of natural resources and pamphlets as well as small educational replicas of traditional objects. The Center also offers Soboba Indian language classes.

***Payomkawichum Soboba
Inter-Traditional
Pow Wow***

The **Pow Wow** is held annually at the **Soboba Event Center**, which is located next to the Soboba casino. The Pow Wow hosts drum and dance contests as well as bird singing and dancing games.



Ken Kreigh, Rock Artist

Ken Kreigh (pronounced Cree) was a well-known artist whose rock art was quite in demand during his heyday of the 1940s and 1950s. He had an innate love for rocks — he could find beauty in many of them, and constantly collected various specimens, not necessarily with a geologist's eye but with an artist's eye. What he could transform a pile of rocks into was much more important than their chemical composition, formation or structure.



Early in his career he worked as a gardener for various resorts in the Inland Empire including Glenn Ranch in Lytle Creek, Call of the Canyon and the Soboba Hot Springs resort. He also designed and built stonework for various private residences. Kreigh also designed the entryway and façade from native stone for a building on Main Street that later became the San Jacinto Museum. Now demolished, the entryway and façade was a seminal example of his work. An example of his work that still exists is at the Ramona Bowl in Hemet. It is the grotto area just north of the entrance to the main seating area. Luckily, much of that is still intact for people to enjoy during the annual Ramona Pageant every spring in Hemet.

Hemet Community Concert Association

Hemet Community Concert Association is a non-profit, volunteer organization dedicated to presenting the best live music to the residents of the San Jacinto Valley and surrounding areas. The Association believes that live concerts are an essential part of any community's cultural landscape, even more so when economic conditions are difficult. Hemet Community Concert Association was founded in 1972; and over the ensuing decades, Hemet has heard concerts by some of the world's finest musicians, enriching the cultural climate of our Valley. Since 2003, the Hemet Community Concert Association has been an independent presenter, and has expanded its series to five concerts each season - three classical, one jazz/pop and one folk/world – to reach its diverse audience, which ranges from children to retirees.

Valley Vocal Ensemble

The **Valley Vocal Ensemble** (formerly the Inland Chorale) is an independent choral group which presents outstanding choral music at venues in the San Jacinto Valley and surrounding areas. The Ensemble's performances are held in the spring and during the Christmas Holiday season. The concerts are generally a mixture of serious classical works and contemporary music, performed *a capella* and with instrumental accompaniment.

Sand Drag Racing

The San Jacinto community is well known for its off-road culture and has a long history of off-road motor sports. **Sand drag races** have been held in and around San Jacinto since the early 1960's, at which time the organization hosting off-road events was the Inland Dune Buggy Association. Several Baja race teams have called the community home and base their operations out of San Jacinto. In addition, the Hemet Jeep Club dates back to 1948 and had the notoriety of being the test bed and marketing photo models for Ford's effort to compete with Jeep when they introduced the Bronco. The Southern California Sand Drag Association (SCDSA) holds annual events at the Soboba Casino's Outdoor Event Arena in San Jacinto. The Soboba Grand Prix has also been held on and off for several decades. This race draws international racers and is well known for the unique loomy soil conditions. The Soboba Invitational Trail

Ride is also a yearly event that dates back to the grass roots of modern dirt bikes. Many motorcycle greats have participated in Soboba's challenge. It began in the early 70's when Benny Helm, then Chief of the Tribe, started the first Soboba Grand Prix.

Valley-Wide Recreation and Park District

The **Valley-Wide Recreation and Park District** provides recreation and park services to residents within an 800-square-mile area. These boundaries encompass Hemet, San Jacinto, Valle Vista, Sage, Aguanga, Winchester, Menifee, and French Valley.

Valley-Wide offers a large selection of recreation programs for members of the community. Classes include music and dance classes for children and adults, theater and drama classes, arts and crafts activities, fitness and exercise classes, pre-school classes for infants and toddlers, as well as martial arts classes among others. In addition, the District hosts the weekly classes and annual woodcarving show of the Ramona-Country Carvers, a woodcarving club now in its thirtieth year. The District also hosts numerous special events such as 4th of July festivities, Easter Egg Hunt, Halloween Carnival, crafts shows, winter holiday celebrations and family fun nights.

The headquarters for Valley-Wide Recreation and Park District is located at the 36-acre Valley-Wide Regional Park in San Jacinto. The park also is the home to a 22,000 square foot sports center, lighted sports fields and picnic areas.

Mt. San Jacinto College

Mt. San Jacinto College (MSJC) is a comprehensive community college that is part of California's 112-community college system. A single college District, MSJC serves a 1,700-square mile area from the San Gorgonio Pass to Temecula. MSJC consists of two large campuses: one located in San Jacinto (San Jacinto Campus) and one in Menifee (Menifee Valley Campus). In addition, classes are offered at a campus in Banning (San Gorgonio Pass Campus) and a smaller facility located in Temecula (Temecula Education Complex). Classes are also held at numerous satellite locations, such as local high schools. Many courses are also offered online. Since enrolling its first students in the fall of 1963, MSJC now enrolls over 7,000 students each semester. Salient class offerings include art, sculpture, music, drama, and dance. Other ways to benefit from arts and culture include the MSJC Symphony Orchestra, Golden Eagles Band, and the Jazz Ensemble, among others.

MSJC's art gallery, located on the San Jacinto Campus, holds art exhibitions and shows films about art. It showcases work by students and local artists, as well as work by internationally recognized artists. The art gallery is a popular spot on campus, receiving several hundred visitors every month. Film screenings are usually free and open to the general public.

There are many musical, theatrical, and dance performances on both the Menifee Valley Campus and the San Jacinto Campus each semester. The performing arts departments publish brochures each academic year to inform students of upcoming productions. World cinema screenings are held regularly at the Menifee Valley Campus. Films from around the world are shown at the Learning Resource Center. Films are selected with emphasis on the languages that are taught at MSJC, such as French and Spanish.

**San Jacinto Unified
School District**

The **San Jacinto Unified School District** area is served by seven elementary, two middle and two high schools. It also has San Jacinto Leadership Academy, a magnet middle school and Mt. Heights Academy that serves students in grades 6th through 12th. San Jacinto Valley Academy is a charter school located in the City of San Jacinto with over 600 students enrolled. Both the District and the charter school offer active programs in music, band, choir, vocals, theatre, art, dance and other artistic professions. Cooperative programs and projects with the schools can help capitalize on cultural opportunities and create relationships within the arts community. An iconic image for the community is the lighting of the “S” on North Mountain during San Jacinto High graduation and homecoming games.

Idyllwild Arts Academy

Located 25 miles from the heart of San Jacinto, the **Idyllwild Arts Academy** is a premier and internationally-acclaimed residential arts high school that provides pre-professional training in the arts and a comprehensive college preparatory curriculum to a diverse student body. Idyllwild Arts Academy's 300 students hail from more than 25 countries and pursue artistic excellence in music, theatre, dance, visual art, creative writing, moving pictures, and fashion design. An associated program, the Idyllwild Arts Summer Program, provides arts instruction and arts immersion workshops to a diverse student population of all ages and abilities. Nearly 2,000 children, youth, adults and families from the San Jacinto Valley area participate in the diverse summer program featuring workshops in all the arts and specifically tailored to all proficiency levels and ages. The Summer Program provides intensive practical instruction in all the visual arts and performing arts including sculpture, painting, photography, ceramics, jewelry, Native American arts, moving pictures, fashion design, dance, music, theatre and creative writing.

**RELATIONSHIP TO OTHER
GENERAL PLAN ELEMENTS**

The Arts and Culture Element must be consistent with the other General Plan elements. While all of the elements are interdependent, they are also interrelated to a degree. Certain goals and policies of each element may also address issues that are the primary subjects of other elements. The integration of overlapping issues throughout the General Plan provides a strong basis for the implementation of plans, programs and achievement of community goals. The Arts and Culture Element most closely relates to the Land Use, Community Services and Facilities, and Resource Management Elements.

The Land Use Element provides a planned land use pattern with the following general land use designation categories: Public/Institutional, Commercial, Industrial, Residential, and Open Space. The Open Space and Open Space – Recreation designations are applied to public and private land that is intended for conservation, open space and recreational uses. These designations are typically applied to areas that have an abundance of natural, visual and historic resources. The Land Use Element and the Arts and Culture Element also both focus on the rejuvenation of the City's downtown area by the enhancement of the area's cultural resources and historical environment. Both Elements also discuss the role arts and culture can play in the economic vitality of the City.

The Community Services and Facilities Element relates to the Arts and Culture Element in that both Elements work with the local School Districts and Mt. San Jacinto College to provide satisfactory public education and an appropriate exposure to the visual and performing arts. Both Elements also incorporate the need for a close working relationship with the Valley-Wide Recreation and Park District and San Jacinto Library to provide recreational opportunities and classes related to the arts.

The Arts and Culture Element is interrelated with the Resource Management Element; they both call for the promotion of cultural awareness through the preservation of the City's pre-historical and historical resources including the Estudillo Mansion and Heritage Park. The Resource Management Element also addresses the existing and future recreational facilities at the Valley-Wide Regional Park. In addition, the Resource Management Element Implementation Program includes the need for compliance with CEQA and sensitivity with regard to the potential presence of cultural, historic and pre-historic artifacts and structures in the City.

COMMUNITY PARTICIPATION

The Arts and Culture Element is interrelated with the Resource Management Element; they both call for the promotion of cultural awareness through the preservation of the City's pre-historical and historical resources including the Estudillo Mansion and Heritage Park. The Resource Management Element also addresses the existing and future recreational facilities at the Valley-Wide Regional Park. In addition, the Resource Management Element Implementation Program includes the need for compliance with CEQA and sensitivity with regard to the potential presence of cultural, historic and pre-historic artifacts and structures in the City. The Arts and Culture Element of the General Plan was prepared with significant community outreach and participation. Input was obtained at a Community Workshop held on June 25, 2013, where residents, property owners, businesses, and interested parties provided input through group discussion and feedback on the topics and direction of the Element. The public was invited to express their thoughts and ideas regarding issues and opportunities for arts and culture in San Jacinto.

In addition, a Focus Group Meeting was held with key leaders and stakeholders in the arts community. Participants included representatives from the Diamond Valley Arts Council, San Jacinto Museum Association, City Council, several arts organizations in Hemet, as well as several local artists. The focus group meeting generated significant dialogue and provided valuable direction during the preparation of the Arts and Culture Element.

Objectives obtained from the Community Workshop and Focus Group Meeting included:

- Gaining an understanding of the community's goals, visions, and plans for public art in San Jacinto;
- Identifying resources, events, and facilities that collectively form the arts and cultural community within San Jacinto;
- Identifying issues and opportunities from community leaders and the public;
- Brainstorming the role of public art in catalytic revitalization projects in San Jacinto; and
- Establishing a foundation of understanding to incorporate the values, knowledge and ideas of the community into the Arts and Culture Element.

Two public hearings were held on the Arts and Culture Element by the Planning Commission and City Council. Notification was published in the local newspaper in advance of the public workshop and each hearing, and direct notices were mailed to interested individuals.

Issues, Goals, and Policies



The Arts and Culture Element is intended to optimize the role for arts and culture in San Jacinto by addressing issues and opportunities that may affect how the arts and cultural programs are integrated into the community fabric and economy of the City. The goals and policies herein maximize the role the City can play in encouraging and supporting the artistic and cultural development of the community. In addition, the goals and policies for arts and culture serve to fulfill the provisions of the City's Vision Statement.

Four major issues are addressed by the goals, policies, and implementation actions of the Arts and Culture Element. These key issues include: 1) the increasing role of arts and culture in the City and the opportunities associated with City leadership, coordination, and funding sources; 2) identifying opportunities for revitalization of Downtown through the arts; 3) using arts and culture to promote economic development, including increased tourism to the City; and 4) promoting and supporting the arts and cultural opportunities offered by the educational institutions and increasing the role of arts in education.

ARTS AND CULTURE IN OUR CITY

The arts are a part of San Jacinto's social fabric, helping to define who we are as a community and creating situations not only for enjoyment, but also for dialogue, thought and growth. As described previously in this Element, San Jacinto has had a long history of involvement in the arts and is home to significant historic, cultural and art resources. This Element intends to build upon these assets by further encouraging the arts as a community asset, identifying the arts as an economic resource, and ensuring display of art in public places.

Arts and Culture Goal 1: Create an improved sense of community through the integration of the arts into our civic identity through cultural programs, facilities and events, and all aspects of the arts.

Policy 1.1: Officially recognize on a regular basis the contributions arts make to the quality of life in San Jacinto as a powerful and effective means of both giving the arts their due and demonstrating City leadership in supporting the arts.

Policy 1.2: Provide access to the arts and cultural resources for all neighborhoods, cultural and ethnic communities, and segments of the city and its populations so that all people may create and enjoy the arts.

Policy 1.3: Support community-based arts organizations, which make significant contributions to the San Jacinto community; and expand partnerships and support for arts organizations where feasible to ensure their long-term vitality and continued benefits to the community.

- Policy 1.4:** Develop, maintain, nurture and promote cultural and artistic awareness, expression and diversity as a way to enhance the quality of life for residents and visitors.
- Policy 1.5:** Preserve and promote an understanding of San Jacinto's rich heritage of cultural diversity. Continue to collaborate with the Soboba Band of Luiseño Indians and other local groups to highlight the city's living history.
- Policy 1.6:** Explore opportunities to accommodate current or emerging cultural arts programs within existing and new facilities by working with community groups for sharing of performance and exhibit space and considering the potential for new facilities.
- Policy 1.7:** Encourage the incorporation of public art into major public and commercial projects that enhance the City's community character as well as its built environment.
- Policy 1.8:** Strive for the highest standards in the design of public buildings and spaces, as well as of amenities placed in the public right of way.

Related Arts and Culture Element Implementation Programs: AC-1 through AC-4, AC-6 through AC-9, AC-12 through AC-14

Arts and Culture Goal 2: Provide City leadership in support of the arts and cultural institutions/facilities and promote the inclusion of artistic/aesthetic considerations in local decision-making.

- Policy 2.1:** Consider establishing a diverse Arts Commission that advises the City Council on matters pertaining to the City's arts and cultural programs including the planning, development, and provision of arts and cultural programs, facilities, and services.
- Policy 2.2:** Involve and engage community members and neighborhood groups in the arts to promote arts and culture throughout the community.
- Policy 2.3:** Promote the use of City-owned facilities for arts programming.
- Policy 2.4:** Support the provision of staff resources for arts programming, coordination and funding.
- Policy 2.5:** Assist artists and arts organizations in attaining ownership or long-term control of arts spaces, through incentives or other means.
- Policy 2.6:** Identify opportunities for small event/performance space and exhibit/gallery space (artist incubator space) for local artists.
- Policy 2.7:** Promote the establishment of a Valley-wide transportation network of cultural facilities and events, such as an "Arts Shuttle" that links the major arts facilities in San Jacinto and surrounding communities.

Policy 2.8: Develop an ongoing arts-related communication strategy that provides regular media coverage of the arts and culture in the City of San Jacinto, including events, facilities, programs, and educational activities.

Related Arts and Culture Element Implementation Programs: AC-3, AC-4, AC-7, AC-8, AC-10, AC-12 through AC-14, AC-16

Arts and Culture Goal 3: Increase funding support for the arts in San Jacinto.

Policy 3.1: Assist in the development of new funding sources for arts and other organizations with arts programs that have traditionally not received City funding.

Policy 3.2: Explore opportunities for long-term funding the arts (e.g., consider various types of City fees as a way to fund arts) and maintaining long-term viability of arts programs.

Policy 3.3: Determine the means to provide in-kind resources and services to the arts, including equipment, materials, security, space and the reduction of City-imposed fees.

Policy 3.4: Through mutual programs and public-private partnerships, expand existing and forge new opportunities for corporate and business support of artistic and cultural activities.

Policy 3.5: Support the efforts of non-profit, private and community organizations to apply for public and private grants and promote donations to support art, cultural, and literary activities.

Policy 3.6: Promote and support volunteer opportunities for public involvement in arts, cultural, and literary programs and events.

Policy 3.7: Provide clear review criteria and public input for all allocations of public money supporting the arts.

Related Arts and Culture Element Implementation Programs: AC-3 through AC-7, AC-16

Arts and Culture Goal 4: Establish a stand-alone Art in Public Places (Percent for Arts) Program in San Jacinto to enhance the City's image and emphasize its distinctive character.

Policy 4.1: Encourage the development of a coordinated, flexible citywide "Percent of Arts" program for new development to provide public art or spaces for art as part of development projects.

Policy 4.2: Encourage the development of arts program objectives, and provide standards and guidelines for the installation of public art. Address issues of artist selection, project siting, funding, etc.

Policy 4.3: Through the Percent for Arts program, create opportunities for public art donations, and for working with local artists, students, and community groups to create public art projects.

Related Arts and Culture Element Implementation Programs: AC-6

**ARTS AND CULTURE IN
OUR DOWNTOWN**

Although in need of revitalization, Downtown San Jacinto is the historic, pedestrian-friendly center of our City. Many cities across the nation use arts and culture as a catalyst to boost their economies and renew their downtowns. Since the 1960s, many cities have approached revitalization of urban areas with the rehabilitation and new construction of historic, cultural, and arts facilities. Cultural and art facilities tend to attract more residents, tourists and employees to the area, provide employment opportunities through support services to the arts, expand the tax base, increase property values, enhance the image of the community, and beautify the area. With the existing arts resources, historic buildings, and attractive infrastructure, San Jacinto can use the arts to help revitalize Downtown.

Arts and Culture Goal 5: Create a cultural and artistic center of interest in Downtown San Jacinto.

Policy 5.1: Develop Downtown San Jacinto as the art and cultural heart of the City. Encourage the preservation, renovation and reuse of the downtown area's historic structures and cultural facilities such as the Virginia Lee Hotel.

Policy 5.2: Promote arts and culture as a key component of downtown revitalization. Incorporate compatible uses in the upcoming Downtown Specific Plan.

Policy 5.3: Consider the establishment of an Arts and Cultural District either as a stand-alone ordinance or as a part of the upcoming Specific Plan. This district could incorporate access to art facilities, locations for permanent and temporary public art, banner programs, future facilities and associated parking, and/or support for arts and cultural activities into its programming.

Policy 5.4: Consider preparing a long-term plan for the Estudillo Mansion and Heritage Park and its surrounding area to fully leverage this important historic and cultural resource within the City.

Policy 5.5: Find a new permanent location for the San Jacinto Museum either in the Downtown or another suitable location in the City.

Policy 5.6: For large-scale arts and cultural events in Downtown, consider an off-site shuttle system to transport visitors to and from Downtown.

Policy 5.7: Build on previous improvements, such as upgraded streetscapes and lighting, to further enhance the Downtown environment.

Related Arts and Culture Element Implementation Programs: AC-11 through AC-14, AC-17, AC-18

Arts and Culture Goal 6: Create a cultural and performing arts facility in Downtown San Jacinto.

Policy 6.1: Study the long term feasibility of a performing arts center in San Jacinto. Identify potential locations, programming and parking needs, potential joint use partners, and funding options.

Policy 6.2: Support Mt. San Jacinto College's efforts to build a new performing arts center.

Policy 6.3: Coordinate with the Mt. San Jacinto College to study the potential of locating their center Downtown to allow for joint use by the College, Diamond Valley Arts Council and the community.

Related Arts and Culture Element Implementation Programs: AC-8, AC-15

ARTS AND THE ECONOMY

With San Jacinto's historic and cultural foundation as one of the oldest cities in Riverside County, and its strong potential for the future, the arts can be a major industry with a significant impact on the City's economy. There is opportunity to expand art and culture as one of the City's economic development strategies. This requires creating the environment necessary for arts and culture to further develop as an economic engine.

Arts and Culture Goal 7: Build on the arts and cultural assets of San Jacinto to establish a positive image and business environment.

Policy 7.1: Increase awareness of the public benefits of the arts by recognizing and promoting the arts, artists, performing arts, and cultural organizations as valuable resources of our community for economic vitality and tourism.

Policy 7.2: Continue to sponsor festivals and events to provide opportunities to draw the community together and welcome visitors to share in the City's unique celebrations and enhance the City's economic health.

Policy 7.3: Promote arts and culture as a tool to enhance economic well-being. The local economy can benefit from employment opportunities, an expanded tax base and increased property values.

Related Arts and Culture Element Implementation Programs: AC-12, AC-19, AC-20

Arts and Culture Goal 8: Encourage and promote opportunities for the arts and artists to contribute to the economic development of San Jacinto.

Policy 8.1: Include the arts as a part of the City's economic development strategic planning.

Policy 8.2: Encourage culturally-based retail establishments and eateries that reflect our community's diversity.

Policy 8.3: Consider developing an incentive program to grow the capacity of local artists and arts organizations.

Related Arts and Culture Element Implementation Programs: AC-11, AC-16, AC-19

Arts and Culture Goal 9: Leverage San Jacinto's cultural diversity and historical legacy to establish a unique, marketable identity for the city and promote cultural tourism.

Policy 9.1: Recognize and promote the arts, artists, performing arts, and cultural organizations as valuable resources of our community for economic vitality and tourism.

Policy 9.2: Continue to support and increase the promotion of the arts and arts activities throughout the City for the benefit of visitors, tourists, and residents.

Policy 9.3: Feature arts and culture as a major element in the City's tourism strategy, especially through efforts that promote and market San Jacinto's unique cultural and historic resources.

Policy 9.4: Capitalize on the newly established *Visit San Jacinto Valley* tourism program and associated website to attract new visitors, both national and international.

Policy 9.5: Collaborate with the other *Visit San Jacinto Valley* tourism program partners to create a valley wide comprehensive wayfinding and signage program for the arts and cultural facilities in the Valley.

Policy 9.6: Establish the City of San Jacinto as an arts and cultural community in the San Jacinto Valley through destination marketing techniques and through the use of locally recognizable arts landmarks and information centers.

Policy 9.7: Consider the establishment of a Sister City Association and other cultural exchange programs to broaden the City's appeal and reach and encourage tourism.

Policy 9.8: Collaborate with organizations including the Southern California Sand Drag Association (SCSDA) to promote events through the *Visit San Jacinto Valley* tourism program.

Related Arts and Culture Element Implementation Programs: AC-12 through AC-14, AC-19 through AC-23

THE ARTS IN EDUCATION

As a community, the citizens of San Jacinto understand the value of incorporating the arts and cultural activities into education. Numerous studies provide evidence of enhanced learning and achievement when the arts are a vital part of students' educational experience. Art also helps students connect to

their school and community, promoting civic engagement. There are many opportunities for the City to partner with local educational institutions to facilitate and promote the arts and cultural curricula and activities within the schools, as well as integrate those activities into the community.

Arts and Culture Goal 10: Increase public awareness of the arts in San Jacinto by greater promotion of existing art programs and services in the community and schools.

Policy 10.1: Advocate for multi-cultural arts education opportunities for all residents including children, youth, adults and seniors of San Jacinto.

Policy 10.2: Focus on arts education for elementary school children as a way to integrate the tradition of arts involvement into the very young.

Policy 10.3: Strengthen collaborations among artists, arts organizations, and teachers, school administrators, and others responsible for arts curricula, especially in context of the newly adopted statewide academic *Common Core Standards*.

Policy 10.4: Support and increase the participation of artists in San Jacinto's arts education programs as well as mentorship programs.

Policy 10.5: Support the efforts and dedication of arts teachers who have developed and maintained outstanding programs in the schools.

Policy 10.6: Coordinate with the School Districts, Mt. San Jacinto College, Valley Wide Recreation and Park District among other interested organizations to increase the utilization of cultural and recreational opportunities available in the community by children and youth.

Policy 10.7: Explore funding from new sources in the community in order to maintain K-12 arts education programs when the state faces budget cuts in education.

Policy 10.8: Promote the creation of greater partnerships between government, business and education that help underwrite and develop additional arts programs for K-12 students.

Related Arts and Culture Element Implementation Programs: AC-2, AC-8, AC-24

Arts and Culture Plan



The arts are a part of San Jacinto's social fabric, helping to define who we are as a community and creating situations not only for enjoyment, but also for dialogue, thought and growth. As described previously, San Jacinto has had a long history of involvement in the arts and is home to significant historic, cultural and art resources. This Element builds upon these assets by further supporting the arts as a community asset, identifying the arts as an economic resource, and encouraging display of art in public places.

Nonetheless, becoming a recognized center for the arts requires a concerted effort to create conducive environment for the arts. This is accomplished through the presentation of works by artists, artisans, and performers. It is also achieved by creating local support for the arts. In addition, local businesses have a tremendous opportunity to tie into the arts and culture economic engine by continuing to display historical depictions, murals, sculpture, paintings, or other works of arts, as well as engage in cultural activities and events. Architecture, landscaping, open space and trails also reflect various aspects of the City's artistic history, culture, and creativity.

ARTS AND CULTURE IN OUR CITY

There are several citywide issues and opportunities related to arts and culture that were identified by stakeholders involved in the community outreach process:

- There is limited funding available for arts and cultural organizations. New funding sources and means to leverage arts facilities and events need to be identified.
- The community has considerable underutilized spaces and facilities that can be used for art and cultural events. The initial focus of implementation should be to utilize available resources and facilities to expand arts and culture in our community, particularly for uses such as galleries and artist incubator space. The vacant City-owned Virginia Lee Hotel structure on Main Street is one such example. At the same time, however, to become a forerunner in the arts, the City needs to also maintain a long-term perspective regarding facilities and programs in order to capitalize on future demand and future funding opportunities.
- There is a valley-wide need for better linkages between community facilities, including art and cultural facilities. There is currently limited signage, and the paths of travel to current facilities, such as the Ramona Bowl and the Soboba Event Center, need improvements. The City should work with the City of Hemet and the County to create a unified way finding system to the various art and cultural facilities the Valley has to offer. In addition, the City should work with the County on improvements to roads and streetscapes to improve the paths of travel between facilities.

- There is a need for a performing arts center in the San Jacinto Valley, both to serve the local community and to help make the San Jacinto Valley a destination. A small to medium-sized, well-managed facility, similar to those in Temecula, Riverside and Palm Springs, would be ideal for attracting visitors to the San Jacinto Valley. One idea for a future performing arts center would be to locate a new facility in Downtown San Jacinto. Other potentials include working with Mt. San Jacinto College to create a joint-use facility, or coordinating at a valley-wide level to expand the facilities at the Ramona Bowl, which is unique to the San Jacinto Valley and has significant community identification.
- There is a strong commitment in the community to continue providing an educational aspect to the arts by using arts and cultural events and festivals to convey, reflect and showcase the history and diversity of San Jacinto and the Valley. Collaborating with the Soboba Band of Luiseño Indians in this regard will be particularly important.
- There is also a strong commitment to support local working artists. As awareness and recognition grows of the significant role the creative and cultural industries play in contributing to economic wellbeing, vehicles for fostering and developing these sectors by supporting local artists also grow. Successful programs used in other cities include: Arts Incubators – the provision of arts incubator space, where the City acquires the space first to make it available to artists before rents begin to increase as an area revitalizes; and Artist-in-Residence programs, wherein the City provides an artist low cost or rent-free space to demonstrate his/her work. In some cases, artists are invited from other locations on a temporary basis to foster cultural exchange.
- In order to create a community that will be dedicated to fostering arts and culture in the future, there is a need increase interactive arts education programs aimed at children so that the arts are integral to their growth and development and part of their community experience. There needs to be more artistic participation by children throughout the San Jacinto Valley.
- San Jacinto has significant resources in its parks and open space. There is opportunity to better integrate arts programs into the City's parks and further coordinate with Valley-Wide Recreation and Park District (VWRPD) on future arts programming. In addition, San Jacinto has significant natural open space and trails. Art should be incorporated into the natural landscape, particularly along designated trails such as the Juan Bautista de Anza National Historic Trail that runs through the city.

City Leadership

An initial step in increasing arts and culture in the City is to provide the necessary leadership to maintain and expand the role of City government in the arts. The adoption and implementation of strategies of this Arts and Culture Element in the General Plan is a first step in this commitment.

The City should facilitate, in partnership with artists, businesses and organizations, such as the Diamond Valley Arts Council (DVAC) and the

Soboba tribe, the integration of arts and culture into the City's overall economy. This creates a climate in which the arts are a part of the City's character and its growing economy. It is crucial to have City leadership and support, economic commitment to arts and on-going City Council recognition of arts policy.

Increasing coordination among arts organizations to promote citywide understanding and commitment to the arts and raise the potential for new, creative funding options is also a priority. Increased coordination will help create linkages, both programmatically and physically, between local arts facilities, venues, and open spaces and encourage complementary activities and programs.

Arts Commission

To help facilitate City leadership and involvement in the arts, the City should consider the establishment of an Arts Commission. An Arts Commission is an advisory body to the City Council that aims to develop, promote, and coordinate the arts at the community level. Arts Commissions provide leadership in cultural services, including information and resources for the community, artists, educators, developers and arts organizations. They also help foster public and private partnerships for providing arts and cultural programs and oversee Art in Public Places (Percent for Arts) programs.

In addition, there is a need for a City-staff person, whose role would be to manage the Arts Commission, coordinate all of the arts programs, and provide grant writing to support all of the local arts and cultural organizations. This position could also be a shared position with DVAC. Additional duties for this position could include exploring new funding potentials for the arts, project management experience with artwork installation and fabrication, providing media advice, creating arts educational materials, and overseeing dedications and ceremonies of art installations and artist recognition programs.

Funding for the Arts

The lack of financial resources and financial stability is a constant and debilitating concern for the arts. It has long been acknowledged that the non-profit arts cannot be entirely self-supporting. The challenge is to develop new sources of funding and to strengthen existing sources of support for the arts. The potential for expanded local government support is being examined throughout the country, as municipalities look for ways of securing funds for the arts in new, non-traditional ways. Fees, levies, and fees for services are being re-examined, and, at the same time, public-private partnerships are being explored with a new understanding of the mutual benefits the arts and commerce/business bring each other.

Several ways the City can explore increased funding for the arts are to:

- Identify means to increase the provision of in-kind resources and services to the arts, including equipment, materials, security, and space.
- Explore and secure new sources of revenue for the arts and cultural organizations through grants, development impact fees, and public-private partnerships.

- Reduce or eliminate, whenever possible, City-imposed costs associated with producing the arts by non-profit organizations and educational institutions. These could include costs associated with business licenses and permits, insurance requirements, and rents paid for usage of City facilities, among others.
- Develop and expand ongoing partnerships with the private sector in support of the arts.

Art in Public Places (Percent for Arts) Programs

Public art includes any work displayed in a public context, either temporarily or permanently, with the goal of being accessible to everyone. Public art is not just one type of art - both the form and role of public art varies from community to community depending on demographics, culture, social climate, and natural and built environment. It reflects the local environment, cultural values and artistic vitality of the community in which it is placed. Public art can tell a community's story, reminding residents and visitors of what makes the place unique and special, as well as recognizing the values and contributions of the various cultures in the community. Public art enhances the quality of life for citizens by encouraging a heightened sense of place and enhancing a community's visual quality.

Current examples of public art in San Jacinto include the Veteran's Memorial at Druding Park, which is a multi-war memorial dedicated to all veterans serving in those wars; the various murals in Downtown San Jacinto that illustrate the City's striking backdrop of the San Jacinto Mountains and several historical events and periods in the San Jacinto Valley; the rock garden on Main Street between Sheriff Boulevard and Jordan Avenue by the late local artist Ken Kreigh, which is unique to the San Jacinto Valley; and the painted elephant-shaped rock in Lamb Canyon, which is a familiar Highway 79 landmark.

Art in Public Places programs, sometimes called *Percent for Arts* programs, provide an on-going funding source through developer fees or project entitlement requirements for public art projects that are visible and accessible to the entire community. This can include art in new developments, architecturally integrated public artworks, art in public spaces through contribution to a central fund, art at the City's gateways and focal points, and spaces for the creation and presentation of art. With *Art in Public Places (Percent for Arts)* programs cities can:

- Use public art as a tool to enhance private developments and contribute to establishing a sense of place;
- Commission artworks varying in style, scale, medium, form and content representative of arts on a local, regional and international level;
- Integrate artworks into infrastructure and architecture;
- Geographically distribute artworks throughout the City;
- Include artists at the inception of development projects to ensure that the work and thinking of artists is incorporated into buildings, public places and infrastructure;
- Encourage local artistic endeavors and support of local artists; and
- Encourage public dialogue and interaction with art in public places.

The City of San Jacinto currently collects an overall fee for community amenities, some of which may be used towards creating public art. One goal of the City is to expand this ordinance, or create a new ordinance, that specifically

dedicates funds for public art. In developing a *Percent for Arts* program, the City should consider several trends and successes among jurisdictions which have already implemented their programs:

- Successful programs are flexible and offer a choice for the developer to select a public art project or pay an in-lieu fee to a public art fund. For smaller communities with few municipal projects and limited resources, developers may be the only funding opportunity, therefore it is important to provide a flexible program to open up opportunities for revenue.
- Generally, mandated programs require a developer to pay the percent for arts fee at the time of the building permit process and demonstrate that the project is completed prior to the occupancy permit.
- Some programs outline a core area for the program to apply, such as a downtown area or Arts and Culture District.
- Many programs alleviate private sector costs with other incentives such as height or density bonuses.
- Many jurisdictions use established local arts agencies, or establish an Arts Commission, to properly administrate, manage and help streamline the commissioning process.
- Successful jurisdictions use public art as a marketing tool by mobilizing the media and publicizing a completed project, creating educational programs focusing on the artwork, and encouraging the participating developer to talk to others in the private sector about their positive experience. Educational materials should also explain the program to the public and put it into perspective by comparing it to other fees demonstrating that the percent of funds dedicated to art is really quite small. For a minimal cost, public art provides a high return to the community.
- Many jurisdictions are broadening the definition of how revenue generated from in-lieu fees can be used. This includes uses such as a funding dedicated City-staff person for the coordination of arts and culture, city-funded arts activities and programming, as well as funding for local arts organizations.

ARTS AND CULTURE IN OUR DOWNTOWN

Downtown San Jacinto is home to several cultural and art resources in a setting of significant historic buildings and elements. While the focus of this Element is on the "arts" (including art, cultural, and entertainment activities), the importance of Downtown's physical, natural and historic setting cannot be overemphasized. The older buildings along Main Street and in the surrounding residential neighborhoods form a fabric that anchor Downtown in time and define its physical uniqueness in relation to other cities. The streetscape environment throughout Downtown offers attractive landscaping, sidewalks, crosswalks, and lighting to provide a pleasant pedestrian experience. In addition, the striking backdrop of the San Jacinto Mountains to the north creates a beautiful natural setting for Downtown. It is this combination of Downtown San Jacinto's natural setting, pedestrian-friendly Main Street, and historic fabric that provides a synergy in which arts are able to thrive.

As described previously in this Element, San Jacinto has had a long history of involvement in the arts and hosting of cultural events. Some of Downtown's assets include:

- The historic Estudillo Mansion and Heritage Park, one of only three

- Riverside County sites to be on the National Register of Historic Places.
- San Jacinto City Museum, one of only two municipal museums in Riverside County.
- The moving and beautiful Veteran’s Memorial at Druding Park.
- Many events and festivals along Main Street and at Estudillo Heritage Park.
- Various murals in Downtown San Jacinto that illustrate the San Jacinto Mountains and several historical events and periods in the San Jacinto Valley.
- Rock garden on Main Street by the late local artist Ken Kreigh.
- Virginia Lee Hotel, a locally-designated historic building on Main Street that is currently vacant.
- Many historic houses in the Downtown residential neighborhoods.

Downtown Issues and Opportunities

There are several issues that need to be addressed for Downtown to realize opportunities to increase its cultural and arts foundation:

- There is a vital need for increased daytime, nighttime, and weekend activity in the Downtown to complement existing and future art facilities and activities, as well as evening cultural events. There is a crucial lack of residential, retailing, entertainment and restaurant resources to complement cultural and arts opportunities. Supporting new development, including retailing, restaurants, coffee shops, bookshops, entertainment activities, etc., contributes to the overall experience of visiting an art facility or attending a cultural event. Increasing daytime, nighttime and weekend activity in the Downtown will complement and complete the arts and culture experience.
- In the long term, as the intensity of arts uses increases, consideration should be given to a shuttle bus service to link Main Street, Estudillo Mansion, Mt. San Jacinto College (MSJC), and other facilities in Downtown to provide connectivity for residents, visitors and students to various arts and cultural facilities and events. In addition, for large Downtown events and festivals, consideration should be given to public shuttle service from an offsite parking location, such as MSJC, to reduce the vehicle trips into Downtown during an event.
- There is a need for a permanent location for the City Museum. Its current location on the historic Estudillo Mansion site requires federal review of all improvements. The City should identify the future needs of the City Museum and identify potential Downtown sites for relocation. There are several City-owned properties and vacant lots in Downtown that could be considered. In addition, a relocated and expanded City Museum could also provide an opportunity for including local visual arts, in addition to the historic and cultural artifacts currently displayed in the museum.
- A performing arts facility could help to expand the performing arts opportunities in San Jacinto, and to anchor Downtown as the arts, culture, entertainment and dining center of the City. The City should prepare a feasibility study to determine if there is a long-term future need for a new performing arts center. This study should identify the desired function, seating capacity, amenities, potential locations,

funding sources, and necessary fee base for such a facility. In determining future needs and opportunities, there should be coordination with the performing arts facility planned by Mt. San Jacinto College (discussed in more detail under *The Arts in Education* section of this Element), as well as with DVAC. DVAC currently houses different theatre companies and music productions, and will also likely need to relocate in the future as rents increase and new tenants are interested in the retail space in which DVAC is currently housed.

- There should be a long-term plan for the Estudillo Mansion and Heritage Park. This facility is already a destination and attraction, and it has the potential to draw greater numbers of visitors. There is considerable vacant and underutilized land surrounding the site, which could be used to expand the arts and cultural events in Downtown. The upcoming Downtown Specific Plan will be addressing the potential of a transit center near Estudillo Mansion, which further supports the concept of further developing this area.
- Finally, there is a thriving community of local artists who are continually looking to expand their audience and share their work. There is a need for small, experimental, live/work and exhibit/gallery spaces for local artists, as well as a need to keep these spaces affordable to avoid displacement and to continue to attract new artists to Downtown. Local art contributes to the richness and diversity of art and culture in the City.

Arts and Culture District

As illustrated in **Figure AC-1**, a unique feature of Downtown San Jacinto that sets it apart from many Southern California cities is its concentration of civic, historic, and cultural facilities in a compact, attractive, walkable environment. Downtown is a historical city center with a “main street” quality. This is one of the most important aspects of Downtown's identity, and a great potential for its revitalization.

To focus attention on Downtown San Jacinto and to encourage galleries and art facilities to locate there, a Downtown Arts and Culture District should be established. Cultural or arts districts are generally geographically defined areas of a city where a high concentration of cultural facilities, art institutions and related activities are located and complement one another. A primary motivation behind the establishment of a cultural or arts district is often urban revitalization. Cultural and arts districts are also an important marketing tool for attracting increased business activity, tourists and residents to an area.

There are several mechanisms that could be used to create an Arts and Culture District. One potential is via the upcoming Downtown Specific Plan, which could establish the Downtown as an Arts and Culture District within the Plan. For ease of implementation, the Arts and Culture District could have the same boundary as the Downtown Specific Plan boundary. Another mechanism is through the use of an overlay zone in the City of San Jacinto Development Code. In either scenario, this District would be intended to represent the cultural, artistic and entertainment “hub” of San Jacinto, which would also coincide with the civic, retailing and restaurant center of the City. The purposes of establishment of this District would be to facilitate the revitalization of Downtown San Jacinto with arts and culture as the primary catalyst and to

strengthen the synergy between existing and proposed arts facilities.

Some potentials of what the Arts and Culture District could include are:

- Seasonal banners to promote events, celebrations and festivals;
- Rotating public art;
- Permanent or temporary public art in the streetscape environment, including the bulb-outs and medians;
- Display and performing arts venues/festivals;
- Gallery art walks, which are beneficial to revitalization because they bring people downtown and encourage retailing and dining;
- Dedication of space in businesses to display local art;
- Artist-designed street furniture, bike racks and signage;
- Identification of vacant buildings and/or under-utilized space that could be used for arts incubators, gallery space, or events;
- Walking tours and/or walking tour maps of the many historic homes in Downtown.

ARTS AND THE ECONOMY

The economic impact and value of arts and culture is significant. Arts programs and facilities are major components of economic development programs. They stimulate the local economy through tourism, crafts, and cultural attractions; serve as a catalyst for downtown revitalization; and create vibrant public spaces and local amenities, thereby improving regional and community image and attracting more young professionals to an area. In addition, arts and culture-related industries, or “creative industries”, create jobs, generate tax revenues, attract investments, and help to infuse other industries with creative insights for their products or services. The arts provide measurable benefits in the form of increased business, tourism and revenue.

In 2004, the California Arts Council completed *The Arts: A Competitive Advantage for California II*, which produced the following key findings:

- Approximately \$5.4 billion in economic activity is generated by California nonprofit arts and related industries.
- The sector supports a workforce of more than 160,000.
- Nonprofit arts produce nearly \$300 million in state and local taxes.
- California's tourism industry is significantly bolstered by the arts.
- Nonprofit arts create \$2.7 billion in worker income-making the sector's overall labor income on par with sports and recreation clubs, commercial sports and auto rental industries in California.

By validating and increasing the role of the arts as a major player in the local and regional economies, we strengthen its place in government and the private sector for funding, support and decision-making. A goal of the City is to create the environment necessary for the arts industry to develop in San Jacinto as a successful contributor to an expanding economy.

Tourism

Recognizing the economic value of tourism and understanding that tourism is an economic development tool, the San Jacinto Valley launched a new multicultural tourism marketing program in July 2013. The new *Visit San Jacinto Valley* tourism program showcases the many reasons for visiting, such as outdoor recreation, multicultural activities and events, Southern California

history and has a component specifically to bring additional “snowbirds” to the valley. Incorporating social media channels, along with traditional marketing methods, the *Visit San Jacinto Valley* program will initially focus on the local Southern California market, however, the “snowbird” marketing section is intended to reach audiences throughout North America.

Working with the *Visit San Jacinto Valley* tourism program, the City should further promote its colorful history and local arts and culture to increase tourism to San Jacinto, which can, in turn, stimulate economic growth by providing new venues that result in longer and more frequent tourist stays, expanding consumer purchase options, and creating new jobs and investment opportunities that service the growing tourism market.

Marketing, Promotion and Branding

Marketing, promoting and branding San Jacinto as a center for arts and culture provides a major opportunity to attract both new residents and visitors to the City, both as a destination within itself and as part of a regional attraction with Hemet and Idyllwild. Coordinated, targeted marketing and promotion of the cultural arts environment offered in San Jacinto and environs will help capture this market. The City currently promotes events through its online calendar of events. This should be maintained, as well as continuing coordination and marketing through the Diamond Valley Arts Council (DVAC) and the Soboba tribe. Additionally, as the local demographics are changing and moving towards more young families with children, the arts and cultural events and opportunities available in San Jacinto should be marketed to this demographic through education, local sporting events, etc.

As marketing and promotions increase, the City should also consider creating an iconic image for San Jacinto. Iconic images or elements are a great way to promote the City and involve local artists in the design and representation of the image. A regional example of this is in Riverside, California, which used oranges (to represent its citrus history) as an iconic element for several art events where local artists painted and tiled both large-scale and smaller-scale fiberglass oranges. One potential iconic feature for San Jacinto is the mastodon, which also represents pre-historic age for the entire Valley and which was discussed by the community during the public workshops and meetings for this Element.

THE ARTS IN EDUCATION

As a community, the citizens of San Jacinto understand the value of incorporating the arts and cultural activities into education. The previous section of this Element highlights the arts and cultural programs provided through the San Jacinto Unified School District (SJUSD) and Mt. San Jacinto College (MSJC), as well as the Idyllwild Arts Academy based on its unique role in the arts and its proximity to the City. Arts in education builds academic and social skills, increases academic performance and test scores, improves behavior and attendance and nurtures the kind of creative thinking required of people in the workforce. Art also helps students connect to their school and community, promoting civic engagement. It reaches children who are at risk of dropping out of school by giving them a way to express themselves, develop talents and improve self-esteem. Numerous studies provide evidence of enhanced learning and achievement when the arts are a vital part of students’ educational experience.

K-12 Education

As described previously in this Element, San Jacinto's schools currently have a strong arts component, particularly in the area of award-winning competitions, where local student work is shown at a national level. This is an asset that should be explored at a community level. The City should work with SJUSD and San Jacinto Valley Academy to build on arts programs in schools to expand them into the community. One potential example of this would be to work with the schools to have students create both temporary and permanent murals in locations throughout the City, continuing with the City's tradition of murals.

While every student in San Jacinto is exposed to arts as part of his or her education, school funding for arts programs often becomes discretionary. Funding is particularly difficult at the elementary school level for arts. By documenting the direct correlation between the arts and improved test scores, educators can help policy makers with their funding decisions. City support, increased outside funding and more coordination with arts and culture facilities in the area are crucial to maintaining and increasing the role of arts in K-12 education.

Mt. San Jacinto College

In addition to the arts programs in the elementary and secondary schools, Mt. San Jacinto College (MSJC) also contains a tremendous wealth of cultural art resources, programs and opportunities. The presence of the college also provides more arts and culture performances, art shows, lectures and other cultural events that the community can enjoy, and there are additional music and food festivals in the planning stages at MSJC.

MSJC is awaiting funding to build a brand new performing arts center on their campus. The City will need to coordinate with the college and support them in this effort. The City should discuss with MSJC the potential of creating a joint-use facility and/or locating this facility in the Downtown area. There are numerous examples where colleges and universities locate one of their facilities in a Downtown environment, rather than on campus. This can be beneficial to help rejuvenate Downtown San Jacinto and concentrate art facilities in the central city, as well as beneficial to MSJC to get more exposure in a Downtown location. Whether located on the MSJC campus, or in Downtown San Jacinto, a new performing arts center for MSJC will benefit both the student body and the community at large. Collaborative efforts between the education community and the general public will help to pool resources and integrate institutional programs within the San Jacinto community.

Appendix: Implementation Program



This Implementation Program provides actions to implement the adopted policies and plans identified in this Element. The Arts and Culture Element Implementation Program is a series of actions, procedures and techniques that includes a description of the responsible agency/department, funding source, time frame and related policies in the Arts and Culture Element.

Arts and Culture in our City

AC-1 **Access to the Arts**

Integrate the arts physically and socially into community life and promote access to the arts to all San Jacinto residents by:

- Incorporating art in widely-utilized public places.
- Reducing barriers to program participation.
- Creating effective outreach for community programs, festivals, and celebrations.
- Understanding existing resources and community needs to ensure the provision of well-balanced and equitably distributed arts and cultural educational programs and services.
- Pursuing joint-use agreements, public-private partnerships and dedicated City funds to provide resources to further expand programs and services citywide and in target areas.

Responsible **Agency/Department:**

Community Development, Economic Development, school districts, Mt. San Jacinto College (MSJC), Valley Wide Recreation and Park District (VWRPD), Diamond Valley Arts Council (DVAC)

Funding Source:

General Fund

Time Frame:

Short-term (0-2 years)

Related Policies:

1.1 through 1.7

AC-2 **Arts Recognition**

Establish programs, such as the Mayor's Arts Awards or other similar program, to officially recognize the accomplishments and contributions of community members, artists, educators, organizations, and business leaders who are committed to enriching their communities through the arts. Such programs help cultivate greater visibility and understanding of the value of the arts, as well as grow new leadership and new patrons of the arts. Solicit private sector sponsorships, donations and event locations to help support the program.

Responsible **Agency/Department:**

Community Development, City Council

Funding Source:

General Fund, local businesses

Time Frame:

Short-term (0-2 years)

Related Policies:

1.1, 1.3, 1.4, 10.5

AC-3
Staff Resources

Support the provision of staff resources dedicated to the development of the arts and culture in the City through arts programming, coordination and funding. This could be a part or full time City staff position, or a joint position shared by the City and the Diamond Valley Arts Council. Responsibilities of such a position could include, among other things:

- Working with the Community Development Department for the identification and cultivation of arts spaces, particularly in existing and underutilized facilities.
- Coordinating departmental grant proposals with components including or promoting the arts and providing grant writing support to local arts and cultural organizations.
- Performing research on the benefits of the arts, focusing on economic impact, facilities data, and programming.
- Exploring new funding potentials for the arts.
- Managing the Arts Commission (see AC-4).
- Overseeing public artwork installation and dedications and ceremonies of art installations and artist recognition programs.
- Providing media advice and input with regard to the arts, cultural events and festivals.
- Creating arts educational materials.
- Coordinating with the *Visit San Jacinto Valley* tourism program with regards to the arts, cultural events and festivals.
- Administering the Percent for Arts Program (see AC-4).

Responsible
Agency/Department:
Funding Source:
Time Frame:
Related Policies:

Community Development, Economic Development, DVAC
General Fund, Fees from Percent for Arts program once established
Mid-term (2-5 years)
1.1 through 1.8, 2.4, 2.6, 2.8, 3.1 through 3.6

AC-4
Arts Commissions

Establish an Arts Commission as an advisory body to the City Council to help facilitate City leadership and involvement in the arts. The ordinance should:

- Establish membership requirements, including the number and representation of commissioners. The membership should be diverse and include persons such as working artists, representatives from local arts and cultural organizations, educational institutions, community members, and business representatives.
- Identify the terms of service, including the terms of appointment, length of service, and attendance requirements.
- Set forth the duties of the Arts Commission, which could include:
 - Encouraging public art, establishing procedures for selection and approval of art pieces, suggesting placement of public art and arranging for ongoing maintenance of public art in public places;
 - Advising and assisting city departments, commissions, and committees, as well as the City Council, regarding artistic components of all municipal government projects under consideration by the City, as well as serving as a resource for artistic components of private developments;
 - Developing relationships with existing organizations and community groups having a stake and interest in good building and public space design and development;
 - Encouraging connections with regional, state, and national

- organizations with an interest in art, artistic values, and similar goals;
- Pursuing gifts and grants available to the City of San Jacinto for the purposes of cultural and artistic activities and enhancements of public spaces in the City; and
- Working with existing arts organizations, community groups, and artists in the delivery of programs and activities as well as assist in fostering collaboration and stability.

Responsible Agency/Department: Community Development, City Council, City Manager's Office
Funding Source: General Fund
Time Frame: Ongoing
Related Policies: 1.1 through 1.8, 2.1, 2.2, 3.7

**AC-5
Increased Arts Funding**

Support increased funding for the arts by:

- Identifying means to increase the provision of in-kind resources and services to the arts, including equipment, materials, security, and space.
- Exploring and securing new sources of revenue for the arts and cultural organizations through targeted grant proposals, development impact fees, and public-private partnerships.
- Reducing or eliminating, whenever possible, City-imposed costs associated with producing the arts by non-profit organizations and educational institutions. These could include costs associated with business licenses and permits and rents paid for usage of City facilities, among others.
- Developing and expanding ongoing partnerships with the private sector in support of the arts.

Responsible Agency/Department: Community Development, City Council, City Manager's Office, DVAC
Funding Source: General Fund, fees from Percent for Arts program once established, development fees
Time Frame: Ongoing
Related Policies: 3.1 through 3.6

**AC-6
Percent for Arts Program**

Develop a "Percent for Arts" program for new development in the City to increase public art projects in the City and to ensure that public art projects occur in a way that meets citywide objectives. This program should include both private sector commercial and mixed-use projects, as well as Capital Improvement Projects. In most cities that have implemented such an ordinance, the allocation generally ranges from 1-2% of project valuation, often with a minimum threshold of project valuation. The ordinance should:

- Require a "Percent for Art" based upon construction project costs within the City. This fund could be used for a variety of arts related projects and programs.
- Include parameters in relation to collection, administration, and allocation of in-lieu development fees.
- Set forth criteria for the artworks and selection processes. The criteria for art should be flexible in its interpretation to maximize program benefits.
- Describe a mandated process for project implementation that includes coordinating with applicable City departments and stakeholders and providing a method of contracting with artists for the design, execution and siting of public art.
- Identify responsibilities for maintenance of public art.

Responsible**Agency/Department:**

Community Development, Economic Development

Funding Source:

General Fund, development fees, project proponents

Time Frame:

Short-term (0-2 years)

Related Policies:

1.2, 1.7, 3.1, 3.2, 4.1 through 4.3

**AC-7
Public-Private
Partnerships**

Initiate conversations to expand existing partnerships and forge new innovative public-private partnerships to foster and promote art opportunities for maximizing funding, maintaining long-term viability of arts programs and creating new opportunities for enhancing arts education and arts programming in the community.

Responsible**Agency/Department:**

Economic Development

Funding Source:

General Fund, public-private partnerships

Time Frame:

Ongoing

Related Policies:

1.3, 1.6, 2.2, 3.4 through 3.6

**AC-8
Join-Use Agreements**

Pursue joint-use agreements with school districts, Valley-Wide Regional Recreation and Park District, Mt. San Jacinto College, neighboring cities, public agencies, private entities and nonprofit organizations that own and operate facilities within the City. In addition to providing more space for recreational and enrichment programming, strategic partnerships can provide the benefit of shared renovation, development, maintenance and operational costs.

Responsible**Agency/Department:**

Economic Development, City Manager's Office, school districts, VWRPD, MSJC, DVAC

Funding Source:

General Fund, public-private partnerships

Time Frame:

Ongoing

Related Policies:

1.5, 1.6, 2.3, 6.1 through 6.3, 10.6

**AC-9
Arts and Infrastructure**

Use artistic elements in the City's streetscape elements, including medians, sidewalk bulbouts, landscaping, lighting, paving, bicycle racks, signage and banners to strengthen San Jacinto's identity and image. Also use public art at the City's gateways, transit stops, and in Downtown to increase the City's identity as a cultural and arts center for regional visitors.

Responsible**Agency/Department:**

Community Development, Public Works, City Engineer

Funding Source:

General Fund, grant funds, development fees

Time Frame:

Ongoing

Related Policies:

1.8, 5.7

**AC-10
Arts Shuttle**

As demand increases, consider initiating a valley-wide transportation network of cultural facilities and events, such as an "Arts Shuttle." Work with the local transit providers to develop a shuttle bus that links the major cultural and art facilities in San Jacinto and the surrounding communities. Consider using the shuttles themselves as a form of public art by having them designed with murals, artworks, pictures of San Jacinto's cultural history, etc.

**Responsible
Agency/Department:**

Community Development, Economic Development, Public Works, City Engineer, local transit providers

Funding Source:

General Fund, grant funds, County Funds

Time Frame:

Long-term (5+ years)

Related Policies:

2.7

Arts and Culture in our Downtown**AC-11
Downtown Specific Plan**

Promote arts and culture as a key component of Downtown revitalization by supporting new development. Building a foundation and context for arts and culture is an important aspect of growing arts-related activity in the area. This can be achieved by preparing and implementing a Specific Plan for Downtown San Jacinto. The Specific Plan should:

- Allow a mix of uses that supports a diversity of venues to showcase the arts; expanded retail, restaurant and entertainment opportunities, art galleries, and live/work artists' studios.
- Encourage preservation, renovation and adaptive reuse of Downtown's historic structures.
- Establish a Downtown Arts and Culture District (see also AC-12).
- Incentivize artist incubator spaces (see also AC-16).
- Encourage developers and property owners to provide affordable, strategically-located studio workspace and performance and exhibit space in underutilized buildings.
- Allow for the short term use of vacant retail space for artists' displays (see also AC-17).
- Address the potential long term location in Downtown for a new performing arts facility and the City Museum (see also AC-13 and AC-15).
- Build on existing streetscape improvements to further enhance the Downtown environment.

**Responsible
Agency/Department:**

Community Development, Economic Development

Funding Source:

General Fund, development fees, grant funds

Time Frame:

Short term (0-2 years)

Related Policies:

5.1 through 5.7, 8.2, 8.3

**AC-12
Arts and Culture District**

Establish a Downtown Arts and Culture District that focuses attention on Downtown San Jacinto and encourages galleries and art facilities to locate there. This could be achieved as a part of the upcoming Downtown Specific Plan (see also AC-11), or by establishing a stand-alone overlay in the City of San Jacinto Development Code. In either scenario, this District should represent the cultural, artistic and entertainment "hub" of San Jacinto, which would also coincide with the civic, retailing and restaurant center of the City. A Downtown Arts and Culture District should include:

- Seasonal banner program to promote events, celebrations and festivals.
- Rotating public art program.
- Permanent or temporary public art in the streetscape environment, including in bulb-outs and medians.
- Display and performing arts venues/festivals.
- Artist-designed street furniture, bike racks and signage.
- Identification of vacant buildings and/or under-utilized space that could be used for arts incubators, gallery space, or events.

- Gallery art walks.
- Walking tours and/or walking tour maps of the many historic homes in Downtown.

Responsible Agency/Department: Community Development
Funding Source: General Fund
Time Frame: Short term (0-2 years)
Related Policies: 1.1 through 1.8, 2.6, 5.1 through 5.3, 7.2, 9.1 through 9.3

**AC-13
City Museum**

Identify a permanent location for the San Jacinto City Museum, either in the Downtown (see also AC-11) or another suitable location in the City. The new location should meet the programmatic requirements of an expanded mission for the Museum that includes additional art displays. This site could also accommodate the needs of DVAC, which is in need of a permanent location as well.

Responsible Agency/Department: Community Development
Funding Source: General Fund
Time Frame: Mid-term (2-5 years)
Related Policies: 1.3, 2.3, 5.5, 9.1

**AC-14
Estudillo Masion and
Heritage Park**

Prepare a long term facility and area plan for the Estudillo Mansion and Heritage Park and its immediate surrounding environment. The plan should address the rehabilitation of the historic barn on the grounds and its potential reuse as an art gallery space. The plan should also fully leverage the historic and cultural value of this important resource to maximize its benefit to Downtown, as well as assess adjacent vacant and/or underutilized properties for potential expansion or support uses. The potential location of a transit center in its immediate vicinity should also be evaluated.

Responsible Agency/Department: Community Development
Funding Source: General Fund, state funds and federal funds
Time Frame: Long term (5+ years)
Related Policies: 1.3, 2.3, 5.4, 9.1-9.2

**AC-15
Performing Arts
Center**

Prepare a feasibility study to determine if there is a long-term need for a new performing arts center in Downtown. This study should also identify the desired function, seating capacity, amenities, potential locations, funding sources, and necessary fee base for such a facility. In determining feasibility, future needs and opportunities, coordinate with Mt. San Jacinto College regarding their planned facility, as well as with DVAC regarding their potential facility needs.

Responsible Agency/Department: Community Development, Economic Development
Funding Source: General Fund, public-private partnerships, DVAC, MSJC
Time Frame: Long-term (5+ years)
Related Policies: 6.1 through 6.3

**AC-16
Arts Incubators Space**

Facilitate the development of arts incubator, or subsidized live-work and work-exhibit space for local artists and writers. This could be undertaken either as a part of the Downtown Specific Plan (see also AC-11) or as a separate task:

- Conduct an inventory of potential existing structures and vacant sites for suitable space.
- Review and update the San Jacinto Development Code to ensure zoning regulations and development standards allow such facilities in Downtown (or ensure implementation in the Downtown Specific Plan).
- Review and update the San Jacinto Development Code to provide regulatory incentives.
- Apply for available grants for funding.

Responsible Agency/Departments: Community Development, Economic Development
Funding Sources: General Fund, state and federal funds, grant funds, development fees
Time Frame: Mid-term (2-5 years)
Related Policies: 2.5, 2.6, 3.3, 8.3

**AC-17
Art in Vacant
Spaces/Windows**

Develop a program to work with local artists to install artworks in the windows of vacant buildings to help revitalization efforts in Downtown. This effort would help activate vacant spaces through the appearance of public art while at the same time reduce the negative impact of vacant buildings during economic downturns. Public art can inspire ideas for different uses and possibilities for these spaces.

Responsible Agency/Departments: Community Development, Economic Development
Funding Source: General Fund, grants funds, public-private partnerships
Time Frame: Short-term (0-2 years)
Related Policies: 5.1, 5.2

**AC-18
Events Parking**

For large scale events and festivals that are held in Downtown San Jacinto, work with various City departments, local transit service providers, and MSJC to provide temporary shuttle service to allow for off-site parking. MSJC is a potential site for off-site parking because of its proximity to Downtown and available parking supply during off-peak hours. Besides reducing traffic in Downtown, the off-site parking will encourage visitors to stay longer in Downtown and frequent the local retail and dining establishments as well as other arts and cultural facilities.

Responsible Agency/Departments: Community Development, Economic Development, Public Works, City Engineer, MSJC, local transit providers
Funding Sources: General Fund, grants, public-private partnerships
Time Frame: Short-term (0-2 years)
Related Policies: 5.6

Arts and the Economy

**AC-19
Economic Data**

Maintain ongoing analysis to demonstrate the economic value of the arts to the City of San Jacinto by developing baseline data on existing hotel, retail, and restaurant economic activities by day, week, month, quarter and year and compare with new data on similar activities associated with new programming for the arts and cultural activities. This economic data should be made readily available to potential businesses and developers looking to locate their projects in Riverside County.

<p>Responsible Agency/Department: Funding Source: Time Frame: Related Policies:</p>	<p>Economic Development, City Manager's Office General Fund Ongoing 7.1, 7.3, 8.1, 9.1</p>
<p>AC-20 Tourism</p>	<p>Work closely with the <i>Visit San Jacinto Valley</i> tourism program to link the City's arts and culture goals and strategies to the Valley's overall tourism efforts. Promote San Jacinto's arts and cultural offerings on the <i>Visit San Jacinto Valley</i> website to increase tourism to San Jacinto.</p>
<p>Responsible Agency/Department: Funding Source: Time Frame: Related Policies:</p>	<p>Economic Development, City Manager's Office General Fund Ongoing 7.1, 9.1 through 9.4, 9.6</p>
<p>AC-21 Marketing and Promotion</p>	<p>Include the arts and cultural activities in the City's ongoing marketing and promotions programs:</p> <ul style="list-style-type: none"> ➤ Provide coordinated, targeted marketing and promotion of the cultural arts environment offered in San Jacinto and environs. ➤ Use the City's website, <i>Visit San Jacinto Valley</i> tourism website, regional Chambers of Commerce, trade publications, and other appropriate sources to promote San Jacinto's cultural and arts opportunities. ➤ Continuing coordination and marketing through the Diamond Valley Arts Council (DVAC). ➤ As the local demographics are changing and moving towards more young families with children, market arts and cultural events to this demographic through education, local sporting events, etc. ➤ Use the local media to provide regular coverage of the arts, including arts and cultural events and festivals, facilities, artists, and arts in education. ➤ Consider creating an iconic image for San Jacinto to promote the City and involve local artists in the design and representation of the image.
<p>Responsible Agency/Department: Funding Source: Time Frame: Related Policies:</p>	<p>Economic Development General Fund, development fees Ongoing 9.1 through 9.4, 9.6</p>
<p>AC-22 Comprehensive Wayfinding Program</p>	<p>Work with the County and the other <i>Visit San Jacinto Valley</i> tourism program partners to create a unified wayfinding system and signage program to the various art and cultural facilities in the San Jacinto Valley, as well as improvements to roads and streetscapes to improve the paths of travel between the facilities.</p>
<p>Responsible Agency/Department: Funding Source: Time Frame: Related Policies:</p>	<p>Community Development, Public Works, City Engineer, Riverside County, local jurisdictions General Fund, federal and state funds, development fees Long-term (5+ years) 9.4, 9.5</p>

AC-23
Sister City Program

Consider establishing a Sister City or other cultural exchange program. Cultural exchanges through the arts provide the foundation for the majority of sister city relationships. These exchanges take many different forms, including elementary school art projects, tours by internationally-renowned artists, musical performances, art exhibits, cultural festivals, and teacher exchanges. These programs can broaden the City's appeal and further encourage tourism.

Responsible Agency/Department: City's Manager's Office
Funding Source: General Fund
Time Frame: Short-term (0-2 years)
Related Policies: 9.7

The Arts in Education

AC-24
Arts Education in the Community

Advocate and assist in providing arts education programming and funding at all levels. In addition to programs in the schools, arts education also takes place in many other settings. Strengthen collaborations among educational institutions and VWRPD, DVAC, the City Museum, Estudillo Mansion, Soboba Band of Luiseño Indians, Ramona Bowl and other arts organizations and facilities in the Valley. Work with the school districts and these organizations to build on the arts programs in schools to expand them into the community. Several programs in other cities include:

- Programs wherein students create both temporary and permanent murals in locations throughout the City, continuing with the City's tradition of murals.
- Student art and essay contests wherein students submit either an individual piece of artwork or an essay that addresses a selected theme. Entire classes may also be invited to enter a joint submittal addressing the theme. In many cities the contest is judged and cash prizes are given to the winners based on contributions collected from local businesses, there is a City Council-attended awards ceremony, and the show is displayed for several months in City Hall or other community facility.
- Interactive and participatory programs that provide teachers the opportunity to schedule class tours of the public art in the City or region. These programs encourage students to learn about art while using their imagination in a variety of ways to define how the art makes them feel.

Responsible Agency/Department: Community Development, school districts, MSJC, DVAC, San Jacinto Library, Soboba Tribe
Funding Source: General Fund, grant funds, public-private partnerships
Time Frame: Ongoing
Related Policies: 10.1 through 10.8