



Hemet desires to create a city rich with art and culture that will enhance the quality of life and economic opportunities of current and future residents, businesses and visitors. The Art and Culture Element establishes the framework to integrate art and culture into all aspects of City life and encourage partnerships with and between private and public organizations.

The purpose of the Art and Culture Element is to describe the current art and cultural resources available in the City of Hemet and the Planning Area, acknowledge issues and opportunities in the planning, presentation, and promotion of these resources, and establish goals, policies, and implementation measures that realize the full aesthetic potential and economic benefit of the art and culture sector of the community.

Art and Culture is an optional element permitted under California planning law. It is included in this General Plan for two reasons. First, to demonstrate the importance the City places on achieving an exceptional quality of life for its residents. Second, to promote the use of art and culture in the City's economic development efforts of marketing, branding, communication, increasing the pool of educated and qualified employees, attracting the creative industries, and creating an aesthetic environment for tourists and potential businesses. The City is committed to ensuring that a diverse array of opportunities is available to stimulate the local economy and to meet the needs of all persons regardless of socioeconomic status, physical capabilities, or age.

10.1 ISSUES AND OPPORTUNITIES

Several important issues and opportunities will have a direct effect on how arts and culture will integrate into the community fabric and improve overall quality of life in Hemet. The role of the City government in the arts is to help facilitate the integration of art and culture into the overall structure, use, and economy of the City, in partnership with local artists, businesses, schools, developers, non-profit organizations, and other interested groups.



The Ramona Pageant, California's Official Outdoor Play, has provided splendor, pageantry, and passion since 1923 at the Ramona Bowl in Hemet.

Changing Demographics Historically, Hemet's population has been older than Riverside County as a whole due to earlier development trends in the retirement housing market that resulted in a higher-than-average median age. This specialized demographic created a greater need for cultural programs and facilities that supported the lifestyles of the area's large and well-established retirement and "snow-bird" population of seasonal residents. However, with City demographics indicating a significant growth in younger families, facilities and activities must be cooperatively designed to accommodate the needs of all age groups. New opportunities must be recognized, integrated, and promoted for the community to expand and adapt the creative arts to meet the aspirations and economic needs of its residents and businesses.



Changing Demand for the Arts and Culture There is a growing awareness of the importance of art and culture in improving the quality of life for area residents and businesses. In cities nationwide, recreation, art, and culture have been shown to serve as a catalyst to strengthen economies and revitalize downtowns. Throughout Hemet's history, the community has valued local arts and culture programs. With the increased number and diversity of the City's population, a demand exists for additional programs, venues, and facilities. Additionally, as companies and corporations begin to recognize that the Hemet area offers a good quality of life for employees and a pool of qualified workers as an increasing number of students are graduating from Mt. San Jacinto College and other local education institutions with professional degrees focused in manufacturing, advertising, marketing, promotion, design, and related fields, businesses and employment opportunities will increase, and demand for creative arts education will continue to grow.

Community Cohesion Local artistic and cultural activities can bring together diverse segments of the community who find value and interest in similar types of artistic expression and performances. Museums, education centers, performing arts centers and other venues offer classes, performances, presentations, lectures, exhibits, and events that unite residents and provide opportunities for dialog and a sharing of common interests and can increase the efficiency and effectiveness of the programs. Creating linkages between the various segments of the community will strengthen relationships, stimulate economic cooperation and development, and provide for a richer menu of cultural opportunities in the community.

Economic Development Opportunities The overall economic downturn affecting the Inland Empire and the nation, has presented new challenges to Hemet's efforts to grow its economy. The City sees this as an opportunity to add art and culture to its economic development strategy with efforts designed to attract tourism and industries to Hemet. By enhancing the City's quality of life and demonstrating a commitment to the arts, the City becomes more attractive to the creative industries, the professional workforce looking to relocate, and companies dependent on the professional workforce. Adopting strategies that promote the community's artistic, cultural and recreational assets through branding and marketing programs, and coordination with other agencies and organizations, will stimulate local economic and employment opportunities and communicate a sense of empowerment and well-being to the community.

Financial Challenges Changes in the economy over the past several years at the local, regional, and national levels have created new challenges in the seeding, provision, operation, and maintenance of adequate arts and cultural programs and facilities. To keep pace with the needs of residents, the City has recognized a need to form partnerships with other public and private sector entities to achieve its goals. In the face of challenging fiscal times, it is important to recognize the importance of community volunteerism to offset financial and resource challenges while simultaneously engendering a spirit of "community pride" and "ownership" in the quality of life in our region.

Since the 1920s when the Ramona Bowl was first constructed and used as an attraction to entice new settlers to the Hemet area, the community has placed a high value on local art and culture. As the City's population and diversity grows, demand will increase for larger and more diverse performances, events, programs and venues.



10.2 LOCAL ARTS ORGANIZATIONS

The provision of art, music, and cultural activities is a concerted effort between the private and the public sectors and between individual and group interests. A network of visual and performing artists, individuals, and businesses are committed to nurturing a thriving arts community, and independent groups and organizations are each devoted to a particular segment of arts and culture. Harnessing the volunteer capacity of these organizations can help offset the financial and resources challenges of providing local arts programs while instilling a sense of pride and local ownership in the quality of life within the community. These organizations can also assist in fostering working relationships between the City, adjacent communities, local educational institutions, and the community at large. Key organizations within the community include:

The Diamond Valley Arts Council The DVAC is a local non-profit organization created to actively promote the awareness, appreciation and participation in all forms of the arts, and the professions associated with the arts, to improve and enhance the quality of life in the region. Founded in 2004, it serves as an umbrella organization that nurtures and assists allied organizations through collaborative partnerships with businesses and government agencies, public and private. Through this partnering arrangement, the DVAC seeks to improve the cultural climate that will attract new visitors, improve on tourism, stimulate the business economy, offer more educational opportunities and create new outlets for the marketing and development of the arts at large. By taking a regional approach, DVAC fosters the cohesive and coordinated effort needed to bring the local communities together to achieve a quality of life that will assist the city in its branding and marketing efforts.

Hemet Valley Art Association The purpose of the Hemet Valley Art Association, Inc. is to encourage and develop the appreciation, study and practice of the fine arts and to further educate, inspire and enrich the lives of others through its programs, exhibits and activities. The Art Association operates a gallery located on Florida Avenue.

Hemet Community Concert Association Hemet Community Concert Association is a non-profit, all-volunteer managed organization dedicated to presenting the best of the performing arts to the residents of the San Jacinto Valley. The Association has brought music to the community since 1972 and believes that live concerts are an essential part of any community's cultural landscape.

Ramona Music Association Beginning in 1939, the Ramona Music Association has promoted cultural life in the community by performing a wide variety of musical programs in the famous Ramona Bowl, site of the State of California's official historical play, "Ramona." Annually, 7,500 to 10,000 concert attendees avail themselves of "Concerts under the Stars" programs, which have included jazz, country, inspiration instrumental music, Celtic, oldies but goodies, large choral, Dixieland, and doo wop.

The annual First Peoples Day event held at the Ramona Bowl celebrates the mix of cultures in Hemet's history that have contributed to its rich heritage, including Native Americans, Latin Americans, and early pioneers, farmers, and ranchers. Visitors are encouraged to join in the theme and attend in dress from the era.



Ramona Hillside Players 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 Hemet valley; offering opportunities for growth to actors and directors while preserving its dramatic and comedic heritage and providing mutually satisfying theatre experiences for its members and audiences. Since 1941, the Players have performed in the Santa Rosa Hills near the Ramona Bowl.

Inland Stage Company Inland Stage Company has been offering theatrical performances and acting classes in the Inland Valley since 2002. Its mission is to make the community a more artistically rich environment for all who live here. The Company teaches and performs at the Esplanade Arts Center.

Human Relations Council The Human Relations Council of the Greater Hemet, San Jacinto, and Menifee Region is a multi-cultural citizens group dedicated to promoting cooperation, equality, understanding, and positive human relations in the community. Formed in 1998, the Council conducts and participates in various community events, and organizes the annual First Peoples Day celebration held at the Ramona Bowl.

10.3 ART AND CULTURAL FACILITIES AND VENUES

The Hemet area offers a variety of cultural facilities and venues that enrich the lives of local residents and offer the potential of attracting tourists from out of the area. These assets help to create a more livable community, stimulate the local economy, celebrate our history, protect and appreciate our natural environment, and engage the citizenry. The City's goal is to help foster an environment where art, music, culture, and education can continue to flourish and influence the local economy and where decision makers legitimize the arts as an essential component of civic support and funding. The existing artistic and cultural facilities and venues within the Planning Area are mapped on Figure 10.1.

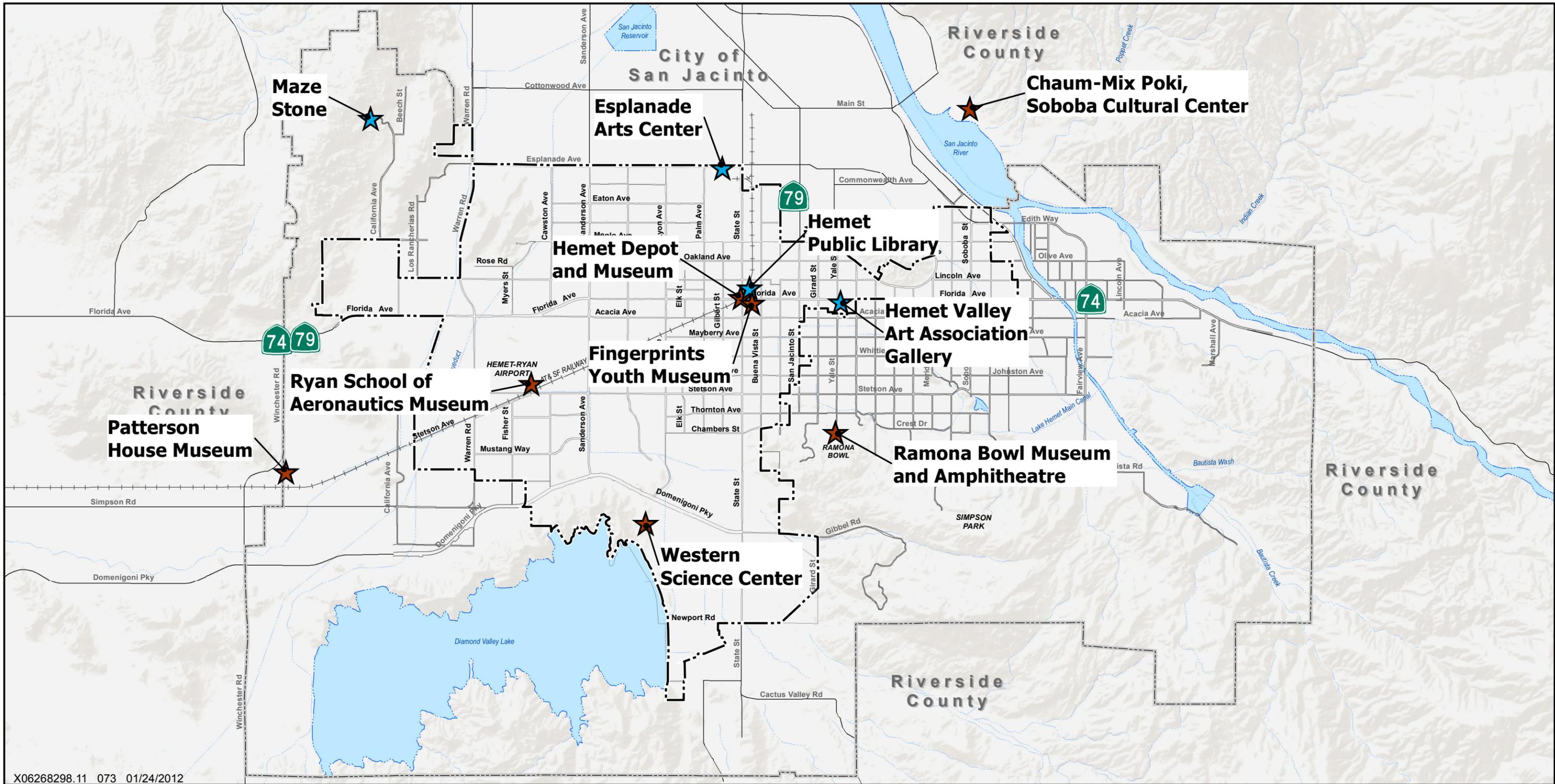
10.3.1 MUSEUMS AND INFORMATION CENTERS

Seven museums of various sizes and interests are in the Hemet area. Each museum provides an asset to the community by strengthening the social fabric and contributing to a positive image of the City.

Western Science Center In 1995, Metropolitan Water District (MWD) began construction of the 4,500 acre Diamond Valley Lake. Large-scale excavations for the massive project led to the discovery of some of the most significant Ice Age fossils and Native American artifacts in the United States. To house the large collection and to provide educational, research and service opportunities for the general public and



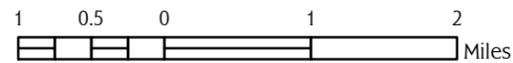
Skeleton of a Harlan's ground sloth at the Western Science Center



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Sources:
Census Tiger Line Data 2005
ESRI 2010



LEGEND

- Museums and Cultural Sites
- ★ Cultural Sites
- ★ Museums
- Hemet City Boundary
- Planning Area
- River/Lake
- Creek/Canal
- Street
- Railroad

Figure 10.1
MUSEUMS AND CULTURAL SITES
Hemet General Plan



Back of Figure 10.1



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The Western Science Center's Simulated "Dig Site" provides hands-on archaeology and paleontology experience while teaching the tools of the trade.

educational institutions, the Western Science Center was built through the collaboration of MWD, the University of California, Riverside (UCR), local leaders, City representatives and elected officials, coordination with the Native Americans, and grant funding from the State and federal government. Opened in 2006, the Center has been designed to provide world-class facilities for the research, curation, and presentation of an exceeding rare collection of specimens. Among the fossils uncovered was "Max," the largest mastodon found in the western United States, "Little Stevie", a young mastodon that is the most complete ever recovered in the inland region of Southern California, and "Xena," a Columbian mammoth. Nearly 1 million paleontological specimens and archeological artifacts found at more than 337 prehistoric and historic sites form the core of the collection. Discoveries range from ice age

fossils to artifacts from approximately 9,000 years ago to the settlement period of approximately 200 years ago. The comprehensive scientific work done on this project allows the Hemet area to understand and interpret its prehistory and history in a way that few other communities can claim.

The Center's renowned facilities for research and advanced educational training attract interest internationally. The facility is climate-controlled, is equipped with security safeguards, and was designed as a repository for paleontological and archaeological materials. It has solar panels on the roof, a cold-water pipeline beneath the floor to reduce air conditioning needs, landscaping with low-irrigation native foliage, and extensive water reclamation. The building received the Leadership in Energy and Environmental Design (LEED®) Platinum rating from the nonprofit U.S. Green Building Council, which is the highest rating offered.

Additionally, the Center offers interactive exhibits, special events, lectures, and workshops at all levels, from kindergarten to adult, throughout the year. The contribution of these collections, discoveries, programs, and leadership in sustainability to the cultural landscape of Hemet is significant, and continues to be a vibrant part of the community.



Hemet Depot and Museum

Diamond Valley Lake Visitor Center Owned and operated by MWD, the visitor center tells the story of the construction of the massive reservoir in the Domenigoni and Diamond Valleys, and the role of Diamond Valley Lake in the state's water supply system. The center also serves as a community education, interpretation, and event center for the Hemet area.

Hemet Depot and Museum The first Hemet Railroad Depot was constructed at the southeast corner of Latham Avenue and Santa Fe Street in 1893 by the Santa Fe Railroad Company with the financial assistance of William F. Whittier. It burned down in 1897 and a second depot, with passenger and freight facilities, was constructed on the same site in 1898. In 1914, a new passenger room was built about 100 yards southwest, at the intersection of State and Inez Streets and Florida Avenue. To save money, the freight house was built on wheels, rolled down the track, and



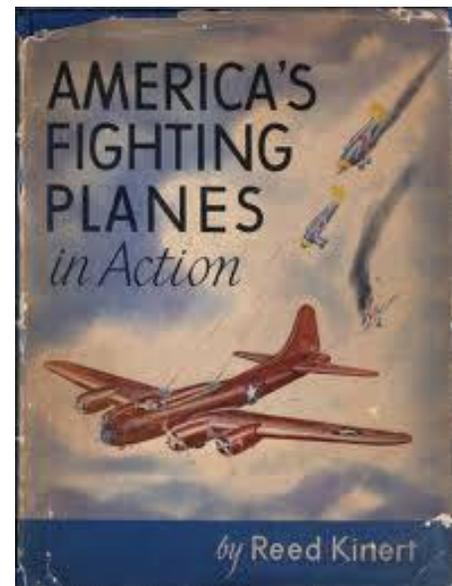
attached to the new passenger room. This hybrid depot eventually fell into disuse. The Santa Fe Railroad Company considered demolishing the facility, but agreed in 1987 to sell the depot to an organization of private individuals, city and county government officials, and community groups and businesses named *Save Our Station*, which spent 10 years restoring the facility.

Restoration was completed in 1998. The Hemet Museum opened in the century old freight house. Operated entirely by volunteers, the museum focuses on local history and features photographs and artifacts of old Hemet and the Ramona Pageant, as well as Native American artifacts and agricultural displays. The passenger room was leased to a coffee house/restaurant business and includes an outdoor patio.

Ramona Bowl Museum In the early 1920s, the City initiated plans to promote the area to visitors by creating a dramatic pageant based on the novel, *Ramona*, written by activist and author Helen Hunt Jackson following an 1883 visit to the area with Abbot Kinney, a well-known conservationist and land developer. At the time, Jackson was traveling throughout southern California to document the mistreatment of Indian groups following the secularization of the mission system. During her visit, Jackson documented the plight of a group of Soboba Indians and hired a law firm to protect their land rights. Jackson eventually used information gathered during her visit to write her famous novel. Audiences viewed the first staging of the Ramona Pageant in 1923, with subsequent performances every spring in the Ramona Bowl Amphitheater. Today, the Ramona Pageant is known as the longest running outdoor play in California, and is dubbed the "official California Outdoor Play."

The Ramona Bowl Museum is located adjacent to the Ramona Bowl and includes artifacts, costumes, photography, and historical documentation of the local Indians, the Ramona Pageant, and the Ramona story. It has been operated since 1953 by the Ramona Pageant Association, which has produced the annual Ramona Pageant since its inception.

Ryan School of Aeronautics Museum The Ryan School of Aeronautics Museum is located at the Hemet Ryan Airport. It is dedicated to the role that the Ryan School played in training pilots for active duty in World War II. In 1940 in preparation for possible involvement in the European war, the U.S. War Department decided to establish pilot training schools across the country and hired civilians to teach primary flight training. T. Claude Ryan, who designed the Spirit of St. Louis airplane and opened the Ryan School of Aeronautics in San Diego, was asked to start a training program in southern California. He chose to establish a facility in Hemet for three reasons: unpopulated areas, little or no fog, and many acres of open land for a main airfield and auxiliary fields for practicing takeoffs and landings. Eventually five hangars and 55 barrack buildings were constructed and 8,907 army cadets were trained to fly. Pilots who graduated from the Ryan School were sent to Randolph Field in Texas where they learned fighter techniques. The



Book Cover from 1943. The author, Reed Kinert, was a flight instructor at the Ryan School of Aeronautics.



first class that graduated from Ryan and then Randolph were sent to the Philippines; all 15 pilots died defending the islands when Japan attacked. The Ryan School of Aeronautics ceased operations in December 1944 and the facility was given to Riverside County. It has since been used by aircraft associated with crop dusting, aerial tankers fighting fires in the mountains, and private recreational airplane use.



Chaum-Mix Poki, Soboba Cultural Center Chaum-Mix Poki, which means the “House of Culture” in the Soboba Indian language, is a growing repository of Native American resources for both amateur and professional researchers. Located on the Soboba Reservation, the center opened in 2003 and contains a growing collection of more than 800 books and articles, maps, photographs, manuscripts, and artifacts. It also offers cultural presentations and Soboba Indian language classes. The Soboba Reservation was established on June 19, 1883, by a Presidential executive order that set aside 3,172 acres of land for the Soboba Band of Luiseño Indians for their permanent occupation and use. A portion of the reservation's western boundary along the San Jacinto River is located within Hemet's Planning Area.

Fingerprints Youth Museum Fingerprints Youth Museum is located in downtown Hemet on Carmalita Street. The museum advocates a sensory approach to learning by providing young children with opportunities to touch and play with objects in a controlled environment as a means of enhancing learning and retention. “Teach it, Touch it, Test it.” This nonprofit organization is governed by United Communities Network in partnership with the Community Foundation of Riverside and San Bernardino Counties, United Way, Wal-Mart, the Bank of Hemet, Hemet Noon Rotary, and the Senior Corps Foster Grandparents Program.

Patterson House Museum The Patterson House Museum is located at the site of the 1891 Patterson House in Winchester. It acknowledges the important role that the Patterson family played in the growth and development of the Winchester community. The Patterson House is in the process of being restored.

10.3.2 CULTURAL FACILITIES

Arts and culture play a significant role in our public and private lives. Nearly every manufactured thing that we touch, use, or see on a daily basis was imagined, created, or decorated by an artist. Much of this, coupled with how we live, defines our culture, and thereby, manifests itself in our quality of life. The following performing, fine arts, and cultural facilities in the Hemet area provide venues for educational, artistic, and cultural growth and entertainment. These resources are crucial to exposing and involving community youth and adults to the inspirational and creative opportunities available to them in the City. Notable local facilities are mapped in Figure 10.1.

Esplanade Arts Center The Esplanade Arts Center (EAC) is managed by the Diamond Valley Arts Council to serve as a Center for the Arts in the region. The EAC is a facility that houses a large gallery/display area for the works of local artists, as well as collections by well-known and famous



artists to allow local residents an opportunity to see the kind of work that normally requires travel to distant larger cities. The EAC also houses a “black-box theater” where theatrical presentations and musical performances can be conducted by individual artists, troupes, small and large groups of musicians, choirs and the like. Classroom and meeting space is also provided for academic training, master music classes, and extension programs for the University of California, Riverside, such as their OSHER Lifelong Learning Program. Plans are being made to expand these programs into a comprehensive academy setting and master class that will allow educational opportunities at all age levels for the arts of all types that will serve Hemet and the local regional cities and County area, including Idyllwild.

Hemet Valley Art Association Gallery The Hemet Valley Art Association Gallery provides a venue for the exhibition and sale of art produced by association members. The gallery presents juried art, featured artists, photography, sculptures, paintings, prints, and other media. Art classes are offered on-site.

Hemet Public Library In 1906, members of the Women's Club opened a reading room at the corner of Harvard Street and Florida Avenue to give residents a place to gather and read. In 1910, when the room became too small for the growing community, a resident wrote to Andrew Carnegie seeking funds to help build a library. Carnegie responded with a \$7,500 grant to fund part of the construction. The Carnegie library was finished in 1913 and served the City for 52 years. The building was razed in 1969, and the C.B. Covell Memorial Library was built at Florida Avenue and Buena Vista Street. This building, however, also became too small for the City, and was replaced by a state-of-the-art 52,000 square foot facility on Latham Avenue at Carmalita Street in June 2003.



Hemet Public Library

In 2010, the Hemet Public Library celebrated its centennial. An invaluable asset to the City, the library offers a diverse range of services and products, demonstrating the City's commitment to the education and skills development of its citizens. In addition to providing access to thousands of books for educational and recreational use, the library provides internet and computer access, frequently for career assistance and job searches; research services for small businesses; reference and information services; study space for high school and college students; children's programs and services; teen programs and services; literacy programs; a local history repository; genealogy classes; and a variety of meeting rooms with space for small study groups, conferences of up to 20 persons, and events of up to 300 persons.

Additional information, goals, and policies regarding the Hemet Public Library are located in Chapter 5 Community Services and Infrastructure Element.

Ramona Bowl Amphitheatre The Ramona Bowl is a natural amphitheatre nestled in a canyon in the Santa Rosa Mountains. This cultural venue is known nationally and the amphitheatre is California State Historic Landmark No. 1009. In the early 1920s, the local chamber of commerce,



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which became the Ramona Pageant Association, bought 160 acres in and around the canyon for the creation of the bowl. The Ramona Pageant was first staged here in 1923. The Ramona Pageant was designated as the California State Outdoor Play by Senate Concurrent Resolution No. 5, the California Assembly concurring, on March 19, 1993. The play is based on a book written by Helen Hunt Jackson in 1884 that documented the plight of local Native Americans.

The pageant celebrated its 88th year of performances in 2011, and continues to be an active and enduring part of the community. Hundreds of local residents volunteer each year for coveted parts in the play and to assist in organizing and staging the multi-day event.

10.3.3 ART AND CULTURE IN THE SCHOOLS

Schools, as institutions of learning, are addressed in the Chapter 5, Community Services and Infrastructure Element of this General Plan. The intention of this section is to highlight opportunities to partner with local educational institutions for the facilitation and promotion of arts and cultural curriculums and activities. Numerous studies have provided evidence of enhanced learning, achievement, and self-esteem when arts are integrated into the academic environment.



Youth Art Award Ceremony at the Hemet Library

Hemet Unified School District The Hemet Unified School District has active programs in band, choir, theatre, art, dance, and other artistic professions. Cooperative programs and projects with the schools can help maximize and improve cultural opportunities and create links within the art community.

Western Center Academy In association with MWD, the Western Science Center, and the Hemet Unified School District, a charter school opened in 2010 to serve as a national model for middle school education. The academy uses science, mathematics, and technology as the foundation for a rigorous and exciting multidisciplinary learning experience for sixth- to eighth-grade students. The Western Center Academy's central instructional goal is to integrate an approach based on "museum discovery" into the formal educational methods commonly practiced in schools. This learning approach is unique, experiential, active, and participatory; uses real specimens; and complements the connection with the Western Science Museum. Students have the opportunity to learn about science, math, and technology in specialized lab sessions that use inquiry-based learning models to explore elective subjects, including paleontology, archaeology, entomology, physics, chemistry, astronomy, field ecology, aquatic biology, and geology.

Idyllwild Arts Academy Located about 20 miles east of downtown Hemet in the San Jacinto Mountains, the Idyllwild Arts Academy specializes in preprofessional training in music, theatre, dance, visual art, creative writing, moving pictures, and interdisciplinary arts for ninth through 12th grade. An associated program, the Idyllwild Arts Summer Program, annually enrolls approximately 2,000 students, ages 5 to adult, in 8-week summer workshops taught by professional artists and teachers.



Mt. San Jacinto College Mt. San Jacinto College is a single community college with two campuses: one in the City of San Jacinto and one in the City of Menifee. Salient class offerings include art, sculpture, music, drama, and dance as well as opportunities to participate in the MSJC Art Gallery, Jazz Ensemble, Golden Eagles Big Band, Inland Chorale, and MSJC Symphony Orchestra. Additionally, MSJC provides a wide range of cultural events. Representative programs include: plays, musicals, musical concerts of a variety of forms, art festivals, art gallery displays, dance concerts and other activities that add to the intellectual and cultural life of the college community. These events include both day and evening programs and are open to students and the general public. Mt. San Jacinto College professors are active in the community and provide lectures and workshops at the Western Science Museum and other venues in the City of Hemet.

10.3.4 ART IN PUBLIC PLACES

Public art refers to works of art in any media that have been planned and executed with the specific intention of being placed in the public domain, usually outside and accessible to all. Monuments, memorials and civic statuary are the oldest and most obvious form of public art, but increasingly other aspects of the built environment are being considered such as murals, fountains, landscaping, plazas, and sculptures.



Dedication of the Veteran's Memorial at Gibbel Park in 2006

Generally, Art in Public Places programs provide a funding source for art projects that are accessible and visible to the entire community through developer fees or project entitlement requirements. Examples include art in new developments, art in public spaces through contribution to a designated fund, art incorporated into the City's gateways and focal points, and spaces for the creation and presentation of art. Cities with Art in Public Places programs create a cohesive and marketable destination by providing opportunities for residents and visitors to enjoy the artistic and cultural backbone of the City.

Public art is a visible demonstration of a community's commitment to art and culture. It is a source of civic pride that provides an opportunity for the City to share its values, promote its identity, stimulate economic growth, and create a marketable destination for residents and visitors.

Current examples of public art in Hemet include:

- ❖ The Veterans Memorial at Gibbel Park honoring America's armed forces.
- ❖ The mural at Hemet Fire Station No. 1 honoring the New York City fire fighters of the September 11, 2001 attack on the World Trade Centers.



Mural at Hemet Fire Station No. 1 on Juanita Street



- ❖ The statue at the Florida Avenue Promenade depicting a man showing his grandchild the wonders of the night sky.

10.4 ARTS, CULTURE AND THE ECONOMY

The promotion of arts and culture can assist in creating jobs, attract investments, generate tax revenues and stimulate local economies by increasing tourism and expanding consumer purchasing opportunities within the city. Art and cultural activities also enhance an area's quality of life, infuse new energy in community development efforts, add to the value of local amenities, and retain and attract young professionals to an area.

10.4.1 ART AND CULTURE IN ECONOMIC DEVELOPMENT

The City's approach to economic development includes fostering an atmosphere for economic growth and creative branding that recognizes:



First Star statue at the Florida Avenue Promenade Shopping Center

- ❖ Creative and new media industries are playing a more prominent economic and social role in communities the size of Hemet;
- ❖ A company's decision to locate or expand its business is often influenced by the local availability of an educated workforce and the quality of life offered its employees;
- ❖ Creative industries and other professional companies can play a major role in providing new high level job opportunities for current residents as well as fostering an environment that attracts new talented workers and their families to the community;
- ❖ Tourism centered on arts and culture can improve and 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.

Hemet has an opportunity to channel the existing energies and investments already being made by local arts and culture groups, and to provide leadership in sustaining and expanding these efforts. Creating linkages, both programmatically and physically, between local arts facilities, venues, and open spaces will encourage complementary activities and growth, and reduce the need for residents to travel outside of the community to access classes, programs, entertainment, and employment opportunities.

Additional information, goals, and policies regarding economic development are located in Chapter 2 Land Use Element, and Chapter 3 Community Design Element.

10.4.2 ART AND CULTURE IN DOWNTOWN HEMET

Art and culture are key ingredients in the revitalization of downtown Hemet. The downtown's historic structures provide opportunities for reuse or for architecturally sensitive new construction for restaurants, jazz clubs, specialty shops, art galleries, entertainment venues, and mixed-use developments that will serve as a catalyst for artistic expression and provide a unique synergy in the community. The General Plan envisions

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downtown Hemet becoming the focal point for entertainment and cultural venues such as art galleries, music houses, dining experiences, and coffee houses along with specialty retail businesses. The revitalization of downtown Hemet will benefit greatly from the concentration of cultural venues within an attractive, safe, and walkable environment.

Additional information, goals, and policies regarding historic preservation and the history of Downtown Hemet are located in Chapter 9 Historic Resources Element.



GOALS AND POLICIES

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| GOAL AC-1 | Promote art and culture as a means of improving the quality of life for City residents. |
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POLICIES

- AC-1.1 Community Identity Use public art and cultural programs to enhance the image of Hemet, to help support community identity, and to foster community pride.
- AC-1.2 Art in Public Places Program Encourage the development of a coordinated, flexible, citywide Art in Public Places program for new development or community organizations to provide public art or spaces for art as part of a development project.
- AC-1.3 Public Spaces and Facilities Use artistic elements in coordination with the City's transportation network and pedestrian linkages, landscaping, lighting, paving, and signage at the City's gateways and other public spaces to strengthen Hemet's identity and image.
- AC-1.4 Downtown Focus Encourage the development of downtown Hemet as the art and cultural center of the City. Encourage the preservation, renovation and reuse of the downtown area's historic structures and cultural facilities.
- AC-1.5 Promote Art and Culture Promote artistic and cultural facilities and activities that benefit the City in terms of overall image, economic stimulus, and long-term goals.
- AC-1.6 Specific Plans Require an arts and culture component in new specific plans that incorporates public art into its design or support for arts and cultural activities into its programming.
- AC-1.7 Redevelopment Explore opportunities to incorporate elements of art and culture into private and public sector redevelopment projects.



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| GOAL AC-2 | Encourage art and culture as a means to stimulate economic development in the City. |
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POLICIES

- AC-2.1 Economic Benefits Promote the preparation of a strategy that capitalizes on the economic benefits of arts in the community and creates a plan to incorporate the arts into economic development efforts that increase tourism, attract creative and manufacturing industries, improve education, advance the local workforce, and improve the quality of life.

- AC-2.2 Tourism Include arts and culture in the City's tourism strategy, particularly through efforts that promote, brand, and market Hemet's unique cultural heritage and historic resources.

- AC-2.3 Community Marketing Develop marketing and communication efforts that promote events, create relationships with potential partners, identify new potential venues and activities, and identify the City as a recognizable destination for community arts and culture.

- AC-2.4 Public Outreach Encourage the use of media venues to provide regular coverage of the arts and culture, including events, facilities, programs, and educational activities.

- AC-2.5 Community Events Encourage, promote, and participate in regional, citywide, and neighborhood arts and cultural events that benefit the City in terms of overall image, economic stimulus, and long-term goals.

- AC-2.6 Partnerships Encourage corporate, business, and foundation support of artistic and cultural activities and projects through mutual programs and private-public partnerships.

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| GOAL AC-3 | Support the art and cultural opportunities offered by the educational and non-profit organizations |
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POLICIES

- AC-3.1 Public Awareness Increase the awareness of the public to the benefits of art and culture by recognizing and promoting the arts, artists, performing arts, and educational organizations

- AC-3.2 Community Facilities Promote the use of community facilities (e.g., Hemet Public Library, Simpson Center,



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parks, churches, schools) to increase opportunities for visual and performing arts that are appropriate and beneficial to the greater community.

- AC-3.3 Youth Participation Coordinate with education institutions and other interested organizations to increase the participation of area youth in the cultural and recreational opportunities available in the community
- AC-3.4 Local Organizations Support the activities and programs of local organizations promoting arts and culture in Hemet, as appropriate.
- AC-3.5 Citizen Involvement Encourage active citizen involvement in the planning, development, and provision of arts and cultural programs, facilities, and services.



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