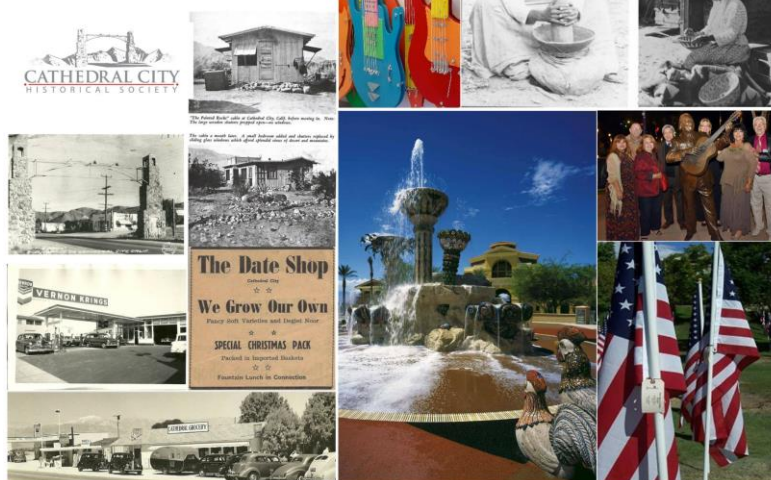


Arts & Culture Element

PURPOSE

The Arts & Culture Element describes the community's cultural fabric, including the venues, events, and features that contribute to Cathedral City's artistic and cultural identity. The Element acknowledges the City's appreciation for its cultural environment, enhances the City's diverse cultural identity, and broadens its economic base by sponsoring and supporting activities that help create a vibrant and culturally rich community. It also serves to guide public/private partnerships in the arts and culture sector of the economy. This Element helps to strengthen, diversify and celebrate the City's character and sense of place, encouraging community engagement and involvement in arts and cultural events. The policies and programs established herein affirm the City's continued commitment to supporting and enhancing the cultural life of the community.

HISTORY, ARTS & CULTURE INSIGHT, PRIDE, FOUNDATION



BACKGROUND

The Arts & Culture Element is directly related to the Community Design Element and the Cultural Resources Sub-Elements. These define and preserve aesthetic themes and traditions, design aesthetics, and historical and archaeological resources that contribute to the City's cultural history and visual identity. This element is also related to the Parks & Recreation, Open Space & Conservation, Biological Resources, and Public Buildings & Facilities Elements, which play essential roles in providing venues for activities and contemplation, recreational activities, and community events, and preserving the habitat and wildlife that are highly valued throughout the region. Finally, Arts & Culture is related to the Economic & Fiscal Health Element; flourishing artistic and cultural venues and events attract additional residents and visitors and directly impact the City's economic vitality.



COMMUNITY CHARACTER

The City's artistic and cultural character has strong and intimate ties to its desert environment, which is characterized by dramatic mountainous terrain and desert expanses, unique landscapes and wildlife, and a warm climate. Cathedral City's character is also deeply rooted in the history and traditions of the Cahuilla people whose artistry is expressed in rock art, pottery, basketry, and song. Native American trails are today's community highways, and non-native settlements of the 19th and 20th centuries have also left their physical and cultural mark on the community. Today's community values this common history but also celebrates its cultural diversity in local architectural themes, cultural venues, festivals, and art installations.

Leadership in artistic and cultural development includes local artists, musicians and architects, teachers, historians, folklorists, librarians, anthropologists, planners, and other community leaders. They play an essential role in preserving and expanding the cultural fabric of the community, increasing community cohesion, and encouraging respect for our diverse cultural landscape. By understanding, preserving, and elaborating on the community's history and heritage, the stage is set for ongoing cultural enrichment and advancement. By preserving meaningful places and spaces, buildings, open space, and other assets that document our Native American and modern stories, the community's contemporary cultural practices will emerge.

PLACEMAKING

In the context of community arts and culture, "places" include performance spaces, museums, galleries, artist studios, arts-related retail shops, music or media production studios, arts education venues, and/or green space.

"Culture makes people understand each other better. And if they understand each other better in their soul, it is easier to overcome economic and political barriers. But first they have to understand that their neighbor is, in the end, just like them, with the same problems, the same questions."

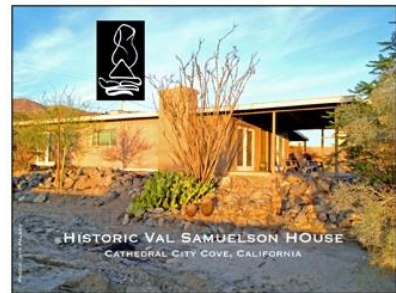
Paulo Coelho

They also include the "public realm" where buildings and spaces create the stage for the human social drama. Placemaking can extend to cultural or arts districts with mixed-use developments providing residences, commercial and professional services, and multi-modal access. To attract residents, businesses, artists, other members of the creative economies—and indeed, visitors—cultural districts often utilize green space, architecture, and other assets to establish a distinctive appearance or authentic "sense of place" (also see *Community Design Element*).

The goal is a community with a unique character and sense of place, enjoyable to live in for residents and visitors. Contributors to this sense of place include streetscapes and the "public realm," public viewsheds, architecture, public spaces and neighborhoods, accessibility, functionality, and community involvement. Artistic, cultural, and creative planning and design help to establish a sense of place.

The General Plan sets forth various means to further the role and meaning of artistic and cultural life in Cathedral City, including inventories of artistic and cultural assets, community visioning processes, design guidelines, and arts and culture programming. Over the past several decades, the City has made important public financial investments in urban design and placemaking to further the role and meaning of the arts and cultural life in the community.

THE AGNES PELTON SOCIETY



4TH ANNUAL CATHEDRAL CITY COVE

HOME TOUR OF HISTORIC & ARTISTS' HOMES

SUNDAY, FEBRUARY 8, 2015

11 AM-3PM

ADM/\$15 CHILDREN FREE

AVAILABLE AT CC FARMERS MARKET ON DAY OF EVENT
& ONLINE AT WWW.AGNESPELTONSOCIETY.COM

CATHEDRAL CITY ARCHITECTURAL HERITAGE

The architectural heritage of Cathedral City begins with the desert-adapted homes built in the cove area. Other iconic structures include St. Louis church in the cove, with its distinctive steeple and the impressive neo-classical façade of the City’s Civic Center. The City has a growing architectural showcase this distinctive desert-adapted structure, as well as mid-century modern and other styles of international note. Many of these buildings are visited on regular architectural tours of the City.



LOCAL FACILITIES

Downtown/Civic Center

Over the past two decades, downtown Cathedral City has been transformed into a unique shopping, dining, and entertainment district that also contains municipal offices, the City’s primary cultural and entertainment district, and popular community gathering places. It is anchored by City Hall and also includes the Police Department, Fountain of Life, Mary Pickford Theatre, and the City Community Theater (previous I-Max) home to the CV Repertory Theater company, a festival lawn, restaurants, and a parking structure. Additional projects are at various stages of planning and development.

Fountain of Life

The Fountain of Life is an iconic interactive water feature and community gathering place located in front of City Hall and the Mary Pickford Theater. It was carved from adobe stone in Jalisco, Mexico and adorned with hand-cut mosaic tiles and glass. It features three central stone columns and numerous sculptures of iconic desert wildlife, including bighorn sheep and tortoises. A Cahuilla basket representing Cahuilla heritage and a rooster and hen representing Anglo and Latin cultures are also included. It includes 32 separate water features and an adjustable lighting system, which make it a popular play feature for children and families.

Mary Pickford Theater

The Mary Pickford Theater, adjacent to City Hall, opened in 2001. It is named for the silent film actress Mary Pickford and includes a museum about her life and career. The 14-screen, first-run movie house was recently refurbished and includes state-of-the-art auditoriums, stadium seating, and a cinema café. It also serves as a screening venue for the Palm Springs International Film Festival. The Pickford Theater also hosts a variety of other cultural programs, including film lectures, faith and fellowship, opera and ballet performances, kid’s summer shows, and other programs.

Festival Lawn

The Festival Lawn is adjacent to the City Hall and accommodates community festivals and events throughout the year, including *Movies in the Park* and the City's three signature events: Taste of Jalisco Festival, Cathedral City *LGBT Days*, and Cathedral City *Hot Air Balloon Festival*. The 3.5-acre site includes 2 acres of lawn area.

Park and Amphitheater

The City has dedicated 2.5 acres of vacant land at the corner of Cathedral Canyon Drive and Avenida Lalo Guerrero for the future Commons Heritage Park and Community Amphitheater. The amphitheater is a venue for cultural, entertainment, and recreational uses and may be used concurrently with the Festival Lawn for community events. A grant from the California State Parks Land and Water Conservation Fund covered the costs of design, construction and project administration.



CV Repertory Theatre

The Coachella Valley Repertory Theatre (CVRep) moved from Rancho Mirage to Cathedral City in 2018 and occupies the Cathedral City Community Theater building, which has been renamed the Carol Channing Playhouse. CVRep is a non-profit professional theatre company that offers dramatic, musical, and educational productions, as well as classes, lectures, and youth outreach programs. The CVRep stage will provide an intimate theatrical experience, presenting cabaret, jazz, classical, dance and other types of performing arts. CVRep is also planning to expand its outreach into the local school districts by accommodating more students to experience age-appropriate, culturally relevant, and topically sensitive live theater free of charge through CVRep's Youth Outreach program that mentors to local schools, including the Cathedral City High School theater program (see below).



Cathedral City High School

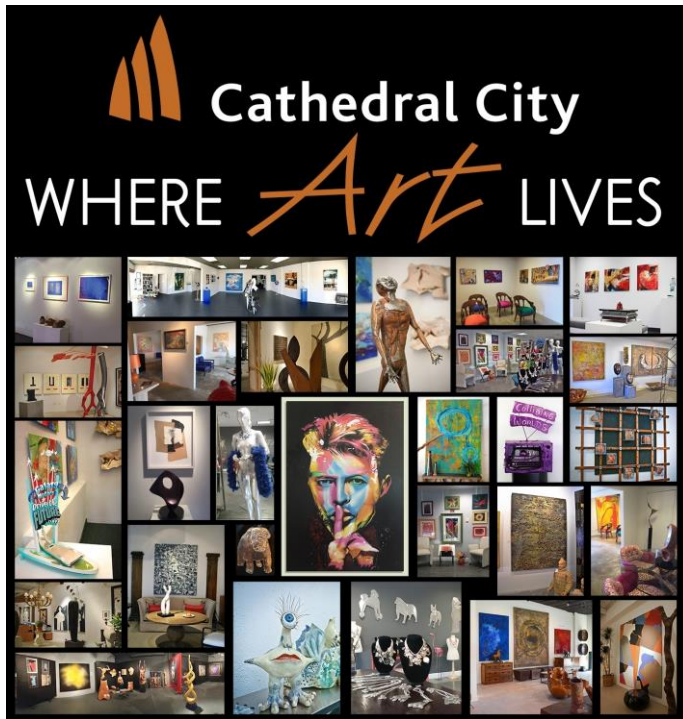
The Cathedral City High School Theater for the Performing Arts and the Dramatic Arts program has been entertaining valley audiences for almost three decades. This distinguished program has enriched the lives of students who have gone on to be successful at the collegiate and professional levels. The theater program offers courses in Theater I, Theater II, Theater III, and Play Production. Courses also include Stagecraft I and Stagecraft II giving students hands-on experience in conceptualizing, designing, and building production-quality sets. CCHS Theater is part of the International Baccalaureate Program and offers a course in IB Theater as part of the regular Theater program. The High School also includes vocal ensembles, including the Concert Choir, the Lion's Pride Chamber Singers and select mixed choirs.

Agua Caliente Casino and Business District (Future)

The Agua Caliente Band of Cahuilla Indians plans to build a new casino and entertainment facility on 12.5 acres at the northwest corner of East Palm Canyon Drive and Date Palm Drive. In addition to the casino, the Tribe's venture will include retail and mixed-use space, restaurants, and Tribal government offices.

Perez Road Art & Design District

The Perez Road business district on Perez Road, between Cathedral Canyon Drive and Date Palm Drive, includes an eclectic enclave of home décor and design shops and art galleries. Participating galleries invite the public to view their art exhibits and displays and sponsor public events called “2nd Saturday Art Walks” that also market the galleries and shops. An “Art for Children and Elders” program also takes place on Perez Road. The City is planning new sidewalks and streetlights to enhance walkability and multi-modal access in the district.



REGIONAL FACILITIES

Cathedral City is a unique contributor to the art and cultural life of the Coachella Valley. City residents and visitors are also attracted to our many regional cultural assets, which are a rapidly growing component of our destination economy. A variety of museums, theaters, and other cultural and artistic venues are located in nearby Coachella Valley communities that are easily accessible to Cathedral City residents and visitors. Although the following resources are outside the boundaries of Cathedral City, they play an important role in the promotion and development of arts and culture valley-wide, and warrant mention within the context of this element.

The Coachella Valley’s regional cultural assets include but are by no means limited to those described in Table AC-1, below. In addition to the traditional elements of visual arts, music, theater and architecture, cultural assets are those that “connect us to the land” as say the valley’s *Friends of the Desert Mountains* and include natural resources, Tribal histories and traditions, museums and educational institutions, and performing arts centers. Food and fashion, and a wide array of design disciplines and products also make up the cultural fabric of our lives and of the community.

Table AC-1
Regional Cultural Facilities

The Living Desert	Palm Desert	1,000± acre zoo, botanical garden, and nature preserve specializing in desert habitats, conservation, preservation, and education
Coachella Valley History Museum	Indio	Museum campus that preserves the Coachella Valley's pioneer history in buildings, structures, gardens and date groves, artwork, festivals, and educational programs
Agua Caliente Cultural Museum	Palm Springs	Museum that celebrates the history and culture of the Agua Caliente Band of Cahuilla Indians through exhibitions, events, education, and outreach
McCallum Theater	Palm Desert	1,127-seat performing arts theatre and concert venue. Offers theatre and aesthetic educational programs, field trips, and choreography and other festivals
Children's Discovery Museum of the Desert	Rancho Mirage	Museum featuring more than 80 hands-on educational exhibits for children, as well as camps, school tours, dances, and seasonal celebrations
Desert Symphony	Palm Desert	Professional symphony orchestra that performs a wide range of concert series, hosts special events, and partners with local children's and civic groups to inspire and entertain through orchestral music
College of the Desert Marks Center for the Arts	Palm Desert	Cultural and educational facility dedicated to various art media, including sculpture, painting, theatrical, film/tv/web, literary, and musical arts.
Palm Springs Art Museum	Palm Springs	Art museum featuring collections of modern and contemporary art, glass, photography, and Native American and Western art, as well as special exhibitions, gallery tours, workshops, lectures, and educational programs. Includes the 430-seat Annenberg Theater for visual and performing arts. The 13,000 square foot Architecture and Design Center features exhibitions dedicated to architecture and design.
Palm Springs Art Museum in Palm Desert	Palm Desert	Art museum presenting rotating and permanent exhibits in a LEED certified/Silver-rated 8,400 square foot building. Includes a sculpture garden, educational programs, family events, and artist demonstrations.
Palm Springs Air Museum	Palm Springs	Museum featuring more than 59 vintage aircraft from World War II, Cold War, Korean War, and Vietnam War. Includes a youth exploration center and aviation science center.
Cabot's Pueblo Museum	Desert Hot Springs	Hopi-inspired pueblo home of Cabot Yerxa, an early homesteader who advocated for the rights of Native Americans. Offers cultural events, artisan presentations, and tours. Listed on the National Register of Historic Places.
Indio Performing Arts Center	Indio	23,000 square foot facility featuring 3 theaters for music, motion picture, theater, and other artistic media.

College of the Desert

As a State Community College, College of the Desert (COD) is a major contributor to the arts and cultural life of the Coachella Valley. Performing arts include plays, concerts, and operas staged at its Pollock Theatre and Hilb Center, with two yearly performances at the McCallum Theatre. COD's visual art contributions to public art include shows at the college's Hilb Center and Walter N. Marks Center, sculptures on the campus grounds, and art shows on the Inez Bragdon Garrow Gallery Wall in the multi-agency library.

The arts curriculum at College of the Desert includes course offerings that provide a general overview of the discipline, as well as an emphasis in art history, ceramics, drawing, graphic design, painting, photography, printmaking, three-dimensional design, and two-dimensional design. The College also provides arts education and performance classes open to all members of the community; these include several musical performance groups, both vocal and instrumental, in addition to theatre productions and visual arts courses. The COD West Valley Campus will provide instruction in film, television multi-media, and a connection to the Palm Springs Film Festivals.



The Walter N. Marks Center for the Arts is also housed at COD and supports arts education and enriches the cultural life of students, faculty and the community. A nonprofit cultural and educational facility, the Marks Center provides a venue for artistic exploration, experimentation, and research. Painting, drawing, sculpture ceramics, photography, printmaking, and other traditional art forms are complemented by contemporary applications in papermaking, book arts, performance, and installation arts.

The architectural design of the Marks Art Center, with its three galleries, courtyard and sculpture garden, allows for poetry readings, musical events, and theatrical performances. Guest speakers and professors in art, digital design, poetry, theatre and literature now have a dedicated facility in which to collaborate on thematic approaches to art practice and instruction.

CITY FESTIVALS AND EVENTS

Cathedral City hosts numerous community festivals throughout the year to celebrate cultural diversity and to enhance opportunities for social interaction. Some recurring festivals include:

- Taste of Jalisco Festival celebrates the relationship between Cathedral City and its sister city, Tequila, Jalisco (Mexico)
- Lesbian, Gay, Bisexual, and Transgender (LGBT) Days - celebrates the history and lives of the LGBT community
- Hot Air Balloon Festival
- Easter Kidapolooza
- Halloween Spooktacular
- Snow Fest - captures the holiday spirit through arts and crafts, food, and a lights parade
- Annual Tree-Lighting Event

ART IN PUBLIC PLACES

Cathedral City is home to a growing collection of public art. Public art provides opportunities to enhance community aesthetics and showcase local and regional artists. Art pieces are typically displayed outdoors at public facilities and within public rights-of-way. Twenty-eight such pieces and their locations are listed on the City's website and a smart phone app created by the Cathedral City Public Arts Commission. The purchase, acquisition, and installation of public art is funded by developer fees and private donations.

Public art also includes several large-scale murals painted on exterior building walls. Among these are the "Old Firehouse" mural on Cathedral Canyon Drive, the Villa Bakery mural, and two murals in the Cathedral Cove neighborhood.

Developers also have the option of placing a piece of art in the City of a value equivalent to what the fee would have been, subject to the approval of the Arts Commission. Historically, most developers have chosen to pay the fee instead of purchasing an art piece themselves. Some examples of educational programs provided to the community by the Arts Commission include the following:

- The DATA Photo and Video Competition for Cathedral City High School students
- The Mary Pickford Theatre Film Series – Youth Film Program
- The Cathedral City High School Stardust Arts Expo
- The Sioux Wars Indian Photo Exhibit in the Community Art Gallery at City Hall
- The Latino Cultural Arts Show in the Community Art Gallery at City Hall
- The Chalk Arts Festival – Youth Art Program



- The Coachella Valley Repertory drama class for CCHS students
- The Tour Buddy art app allows the public to locate and learn about the entire City art collection
- Dia de Los Muertos - Youth Art Program

Most of the programs were developed for the youth in the community. Additionally, the two exhibits at the art gallery were open to the entire community and the art app is free for everyone.

CITY PARTICIPATION

Cathedral City Historical Society

The Cathedral City Historical Society gathers and maintains a collection of historical photos, stories and articles, and memorabilia about the history of Cathedral City. It presents various city-wide exhibits, maintains a website, and shares information about upcoming cultural events in the community. The Historical Society also provides links to a variety of resources and highlights the history of the Cahuilla Indians in Cathedral City and the Coachella valley.

Cathedral City Public Arts Commission

The Cathedral City Public Arts Commission advances visual and performing arts in the community and enhances the image of Cathedral City as a magnet for the arts. It supports and helps produce live art performances, sponsors programs, cooperates in ventures with local and regional art organizations, and makes recommendations to the City Council on public art selection and installation. The Commission consists of five commissioners who meet on a monthly basis at City Hall. It recently launched an app for digital devices called “Cathedral City Where ART Lives” that locates art galleries and 28 public art pieces in the City, including a downtown walking tour and city-wide driving tour.

ARTS, CULTURE AND THE ECONOMY

The arts may be one of the oldest bases for economic exchange among primitive peoples and is gaining strength as a sector of the Coachella Valley economy. Arts and culture are essential to the quality of life and livability of the community. Nationally, the nonprofit arts industry¹ generated \$166.3 billion of economic activity in 2015, with \$63.8 billion in spending by arts and cultural organizations, and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations). Government support for the arts generates an average return on investment of more than \$7 in tax revenues for every \$1 that the government appropriates.



Beyond the event, patrons attending an arts event may go out to dinner at a restaurant, enjoy dessert after the show, and return home to pay the babysitter. The typical cultural event attendee spends \$31.47 per person per event beyond the cost of admission. More than one-third of attendees (34 percent) are not from the area in which the arts event took place. Their event-related spending is more than twice that of their local counterparts (\$47.57 versus \$23.44). What brought those visitors to town? Two-thirds (69 percent) indicate that the primary purpose for their visit is to attend the arts event. The bottom line: a vibrant arts community

not only keeps residents and their discretionary spending close to home, it also attracts visitors who spend money and help local businesses thrive.

¹ “Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations & Their Audiences”, Americans do the Arts, 2015

Artists, Performers, Makers

Recent years have seen the emergence of a “*maker economy*” that has growth with new technologies, including high-power, low cost computing, 3-D printing, and revolutions in materials science. Makers now make up part of what is termed the *Creative Economy*, a new economic industry cluster of creative enterprises based on the businesses and people who produce intellectually protected goods and services generated from aesthetic or cultural content. Participants in the creative economy hold *Creative Occupations* producing/distributing a creative good or service in a wide variety of creative businesses.

As an industry, arts and culture generates jobs and supports the local economy. Art programs and facilities are often acknowledged by chambers of commerce as a community asset and an attractive component when encouraging businesses to relocate or expand within the community. The arts and cultural events and assets of the community are a catalyst for community enrichment and tourism, encouraging growth and development of the creative economy in fine and performance arts, communication, entertainment, and technology.

Arts and Culture and the Tourist Economy

Cultural tourists are defined as visitors who explore a community’s arts, culture, heritage, environment, and history. According to the National Assembly of State Arts Agencies (NASAA), two significant travel trends are expected to dominate the tourism market in the coming years. Travel is being tailored to the interests of the individual consumer through a one-to-one marketing strategy.

A growing number of visitors are becoming special interest travelers who rank the arts, heritage, and/or other cultural activities as one of the top five reasons for traveling. The combination of these two trends is being fueled by technology through the proliferation of online services and tools, making it easier for the traveler to choose destinations and customize their itineraries based on their interests. Among the emerging trends that contribute to cultural tourism are an increased interest in the sustainability of communities and the natural environment, and a search for meaning that many visitors find in nature, heritage, and culture.

FUTURE DIRECTIONS

The City has a strong foundation of public artwork and festivals that demonstrate its commitment to and appreciation of creativity, social interaction, and cultural diversity. The ongoing expansion and enhancement of the downtown area will provide numerous new opportunities for theatrical performances, entertainment, and community events. It will attract additional residents and visitors, strengthen the City’s regional position as an entertainment hub, and contribute to long-term economic growth. The City must maintain its relationships with local artists and historical and cultural organizations to continue offering and promoting interesting, relevant community events and facilities.

GOALS, POLICIES, AND PROGRAMS

Goal 1: Artistic and cultural facilities, services and events that enhance the quality of life for residents and visitors, promote cultural awareness and expression, and are relevant to the City’s diverse population.

Policy 1: Recognize and promote the arts, history, and community identity as valuable cultural and economic resources of the community.

Program 1.A Pursue and maintain public-private partnerships with artists, historical societies, cultural and civic groups, the Agua Caliente Tribe, schools, and private enterprises to offer community programs and events that appeal to all segments of the population.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 1.B: Promote programs and events through a range of media, including the City website, newsletters, news outlets, community outreach, and marketing endeavors.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning

Schedule: Immediate, Continuous

Program 1.C: Continue to encourage and sponsor arts and cultural awareness and education programs at local schools, colleges and universities, as well as community centers, and private facilities.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Parks and Recreation Department, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 1.D: Increase participation in regional partnerships and alliances that promote and market Cathedral City and Coachella Valley cultural tourism to broader audiences, including western Riverside County and southern California.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 1.E: Explore marketing approaches that showcase community arts programs, events, and resources as a means for expanding tourism.

Responsible Agency: AIPP Commission, Civic Arts Committee

Schedule: Immediate, Continuous

Policy 2:

Facilitate the development of new, and enhancement of existing, arts and cultural features and venues that contribute to community identity and economic vitality.

Program 2.A: Continue to promote the downtown/civic center area as the City's primary arts and entertainment district and extend and connect to the Perez Road arts district.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 2.B: When reviewing development proposals, consider the inclusion of plazas, squares, parks, and other community gathering spaces that benefit residents and visitors. Considerations should include accessibility, parking, street furniture, lighting, landscaping, and other design elements that enhance the use and enjoyment of the space.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Parks and Recreation, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 2.C: Where feasible, incorporate public art into public spaces.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 2.D: Strengthen the identity of the Perez Road corridor between Cathedral Canyon Drive and Date Palm Drive as a vibrant, cohesive art district. Potential improvements may include enhanced signage, street furniture, pedestrian walkways, street lights, and/or landscaping treatments.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 2.E: Consider the installation of signage, monuments, and/or other design features at key intersections and roadway corridors to increase awareness and recognition of Cathedral City as an arts and culture community.

Responsible Agency: AIPP Commission, Civic Arts Committee, Planning, Planning Commission, City Council

Schedule: Immediate, Continuous

Program 2.F: Continue to develop multi-modal circulation plans that maximize access to the downtown area and its arts and cultural venues, including the Festival Lawn and new amphitheater.

Responsible Agency: AIPP Commission, Civic Arts Committee, Community Development Department, Planning Commission, City Council

Schedule: Immediate, Continuous