

# 10. ARTS AND CULTURE ELEMENT

# 10

*The Arts and Culture Element describes arts and culture in Hollister and focuses on policies and actions for the City of Hollister to foster and support arts and cultural programming in the city. This section presents goals, policies, and actions for the following topics:*

- 10.2.1 Arts Leadership
- 10.2.2 Cultural Environment
- 10.2.3 Arts Every Day
- 10.2.4 Place
- 10.2.5 Art Facilities
- 10.2.6 Destination Identity
- 10.2.7 Arts Ecosystem
- 10.2.8 Sustainable Resources

## 10.1 HOLLISTER TODAY

Hollister’s cultural life is rooted in the traditions, interests, and practices of the community. Almost every creative activity imaginable – visual art, music, dance, performance, poetry, fabric arts – can be found here. These art forms embody the ways that people tell their stories, sustain their culture, do their everyday work, and strive for a better future. People in Hollister have a thirst for learning about and participating in the arts – in their schools, in classes, in informal organizations, and in community activities.

Hollister’s fundamental goal for arts and culture is to sustain this cultural framework as the heart and soul of the community for generations to come. In addition, Hollister aspires to build on this foundation, particularly by expanding the presence of art throughout the city and by cultivating creative activities that can draw visitors to the city.



Photo by San Benito County Arts Council

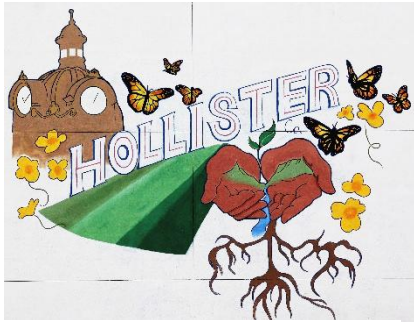


Photo by Jaquelyn Scimeca

Hollister has the following core components of an arts and culture ecosystem:

- The San Benito County Arts Council (SBCAC) is a focused but nimble nonprofit organization that provides leadership, services, and programming to the entire county, with the main arts hubs being Hollister, Aromas, and San Juan Bautista. SBCAC does not receive any City or County funding; its income comes from the State, foundations, and contracted services, primarily with the local school districts.

SBCAC provides and coordinates a range of programming, including mini-grants for artists and arts organizations, general arts classes for youth and adults, special art classes for at-risk youth, professional development classes for teachers, and exhibitions in its gallery. Events include an arts month, dance week, and open studio tours. SBCAC has also coordinated public art installations in Dunne Park and on bus shelters.



Photo by San Benito County Arts Council

- Hollister's Arts and Culture Commission, established by City Council in 2021, advises Council on matters related to arts and culture in the city. The Arts and Culture Commission subsumed the City's Public Art Review Committee (PARC), which was established in 2016 to promote public art and advise the City on public art projects.
- Hollister adopted a Public Art Policy in 2016. The policy outlines the process by which the City, under the guidance of PARC, can acquire, install, maintain, and de-accession artworks on public property.
- The Hollister School District, in collaboration with SBCAC, has made innovative commitments to art education and Gavilan College, the local community college, which provides access to art history and studio art courses.

Hollister also has a rich cross-section of practicing artists as well as community arts activities, both organized and informal:

- Cultural forms traditional to the Mexican community, such as *ballet folklórico* and *mariachi*, are especially popular. Narratives related to Hollister's agricultural history and efforts to organize agricultural workers are common.
- There are also people who cross over between car, motorcycle, and cruising culture, including people who work in related businesses, such as detailing and body work, and art forms such as muralism, sculpture, and clothing design. Motorcycle culture is also a common theme of murals.
- Public art ranges from small-scale sculpture and community murals to the artistic glass canopy of the San Benito County Superior Court building.



Photo by Jaquelyn Scimeca

Hollister has been a niche tourist destination for many decades, particularly because of its association with motorcycle and car culture. This dates back to the motorcycle tours that made their way to Hollister in the 1930s and were later popularized in the film *The Wild Ones*. With the increasing popularity of agritourism and the designation of nearby Pinnacles National Park in 2013, Hollister now has the opportunity to expand its tourist base in hopes that its unique cultural life can be part of what attracts visitors.

This General Plan seeks to ensure that arts and culture will be a fundamental contributor to the well-being of Hollister’s residents and to the city overall – supporting people’s unique forms of self-expression, forging connections throughout the community and across time, making Hollister a desirable place to live and work, and strengthening its attraction to visitors.

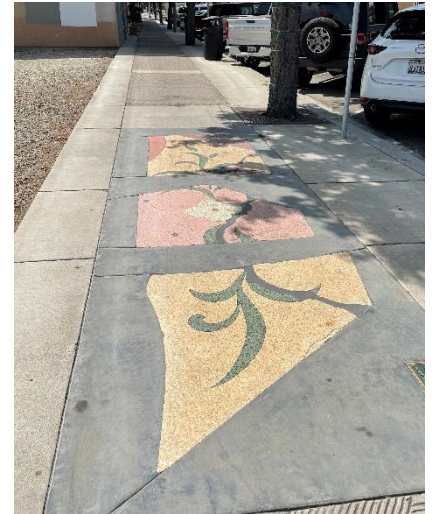


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## 10.2 ARTS AND CULTURE ELEMENT GOALS, POLICIES, AND ACTIONS

### 10.2.1 ARTS LEADERSHIP

**GOAL AC-1** Establish and maintain strong and cooperative civic arts leadership in government, education, businesses, and nonprofit organizations.

#### POLICIES

**Policy AC-1.1** **Arts and Culture Commission.** Use the City’s Arts and Culture Commission as the primary advisor to the City Council on priorities for arts and culture planning, public art, programming, and investments.

**Policy AC-1.2** **Partnerships with Regional Artists.** Support regional artists, arts organizations, and arts leaders through partnerships with City events, programs, and projects.

#### ACTIONS

**Action AC-1.1** **Arts and Culture Staff Liaison.** Designate a City staff member to serve as a liaison to arts and culture organizations and creative enterprises, focusing on matters such as funding, event coordination, and promotion.



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**Action AC-1.2** **Implementation of Projects Related to Arts and Culture.** Implement arts and culture projects through agreements or partnerships with experienced artists, arts professionals, or arts organizations in the city.

### 10.2.2 CULTURAL ENVIRONMENT

**GOAL AC-2** Recognize and support the diverse creative voices and practices of people and organizations in Hollister.

#### POLICIES

**Policy AC-2.1** **City-Supported Arts and Culture Activities.** Structure City-supported arts and culture activities, such as programs and public art projects, to reflect the full breadth of the community's traditional cultural practices and creative enterprises.

**Policy AC-2.2** **Cultural Diversity and Creative Practices.** Cultivate arts and culture leadership (individual, business, organizational) that is reflective of the city's cultural diversity and creative practices.

**Policy AC-2.3** **Public Art Projects.** Organize public art projects and calls to artists so that they are open to creative practices that are not traditional for public art, such as poetry and fabric arts.

**Policy AC-2.4** **Permitting and Funding for Arts and Culture.** Support exhibitions, presentations, and performances that highlight Hollister's creative community in the city's public spaces through permitting and funding.

### 10.2.3 ARTS EVERY DAY

**GOAL AC-3** Enable all Hollister residents to have broad access to the arts, and to participate in artistic activities.

#### POLICIES

**Policy AC-3.1** **City Operations that Support Arts and Culture.** Include public art, placemaking, cultural programming, and festival production in basic City operations to sustain Hollister's creative life and its cultural resources, including artists, businesses, and organizations.

ACTION

**Action AC-3.1** **Mini-Grants for Small-Scale Creative Activations.** Establish a program to provide mini-grants for small-scale creative activations, such as presentations and performances in public spaces and murals and exhibitions in indoor spaces that are open to the general public (such as libraries, parks, recreation centers, and coffee shops).

10.2.4 PLACE

**GOAL AC-4** Pursue physical planning and design strategies that support and give visual presence to the city's creative life.

POLICIES

**Policy AC-4.1** **Art in Public Space and City Infrastructure.** Incorporate public art into City infrastructure and public space projects, including small-scale enhancements of existing infrastructure.

**Policy AC-4.2** **Art as Part of Downtown Revitalization.** Incorporate art and culture actions into downtown revitalization efforts.

**Policy AC-4.3** **Public Art in Major Private Developments.** Incorporate public art into major new private development, especially downtown projects and civic/institutional projects elsewhere in the city.

**Policy AC-4.4** **Temporary Art Projects.** Encourage community-initiated temporary art projects in public spaces.

**Policy AC-4.5** **Management of City-Owned Public Art.** Develop strategies for managing public art that the City owns, including documentation, interpretation, maintenance, and conservation.

**Policy AC-4.6** **Public Art Funding.** Consider funding for public art in capital budgets and grant requests for public projects, such as parks, recreation facilities, and streetscapes.

**Policy AC-4.7** **Maintenance and Conservation Assessment.** Ensure that a maintenance and conservation assessment is conducted before new artworks are commissioned, acquired, or accepted as donations.



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## ACTIONS

- Action AC-4.1** **Placemaking Plan.** Create a “placemaking” plan for arts and culture-related programming and physical investments in Hollister; involve the breadth of the city’s creative community and focus on how art and design can leverage the city’s diverse cultural and historic resources and its unique urban-rural economy.
- Action AC-4.2** **Public Art Fee.** Prepare a study that evaluates and compares potential public art fee programs to be paid by new development that establish new publicly accessible art.
- Action AC-4.3** **Incentives for Art in New Private Development.** Conduct a study to explore incentives that would encourage new private development to incorporate public art or similar creative enhancements.
- Action AC-4.4** **Community-Initiated Temporary Art Installations.** Develop guidelines for proposing, reviewing, and approving community-initiated temporary art installations on public property.

## 10.2.5 ART FACILITIES

**GOAL AC-5** Ensure there are adequate facilities for the creation, presentation, and sale of art in the city.

## POLICIES

- Policy AC-5.1** **Shared-Use Arts and Culture Arrangements.** Encourage shared-use arrangements between arts and culture entities with a need for space, and public agencies, nonprofits, and private entities with space that is available for use.
- Policy AC-5.2** **Adaptive Reuse for Creative Enterprises.** Support the adaptive reuse of historic buildings for arts, culture, and creative enterprises.

## ACTIONS

- Action AC-5.1** **Arts and Culture Facilities Needs Assessment.** Retain a cultural facilities planning consultant to conduct a study of the need for arts and culture facilities and the opportunities for providing such facilities. Include an assessment of the need for a community arts center, including an evaluation of the center’s potential mission, audience, function/facility requirements, operating structure, and funding, so as to determine whether to move forward. Consider the potential for the arts center to include historical displays and exhibits.
- Action AC-5.2** **Art in Historical Resources.** Assess, on an as-needed and case-by-case basis, how Hollister’s historical assets can be repurposed for arts, culture, and creative enterprises.
- Action AC-5.3** **Live/Work Units for Artists.** Conduct a study to assess the need, opportunities, and strategies for creating artist living and working space.



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## 10.2.6 DESTINATION IDENTITY

**GOAL AC-6** Develop Hollister’s identity as a regional destination for arts, culture, and creative enterprises in the greater San Jose region and the San Benito, Santa Cruz, and Monterey County sub-region.

## POLICIES

- Policy AC-6.1** **Arts and Culture Strategies.** Pursue strategies that raise Hollister’s creative profile – building on its arts, culture, and historic preservation assets – and strengthen Hollister as a destination for visitors.
- Policy AC-6.2** **Programs for Arts and Culture.** Support programs that promote Hollister’s artists, creative traditions, and historic resources, including events and interpretive materials.



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## ACTIONS

- Action AC-6.1** **Annual Arts Festival.** Establish an annual arts festival that highlights Hollister’s culture and creativity.
- Action AC-6.2** **Arts and Culture District Study.** Conduct a study to evaluate the potential for an arts and culture district in Hollister, building consensus on location, needs, goals, and actions; consider both a downtown destination-oriented district and a broader “naturally occurring cultural district” that supports the traditional cultural practices of Hollister’s residents.

## 10.2.7 ARTS ECOSYSTEM

**GOAL AC-7** Expand Hollister’s “ecosystem” of artists, creative business, and organizations through strategic public and private actions.

## POLICIES

- Policy AC-7.1** **Murals on Private Property.** Continue to allow free expression through murals on private property, while prohibiting murals for advertising.
- Policy AC-7.2** **Placemaking, Creativity, and Activities.** Support placemaking, creative enterprises, and destination arts and culture activities.

## ACTION

- Action AC-7.1** **Development Process Study.** Conduct a study to identify, explore, and resolve permitting zoning, and licensing issues that affect arts, culture, and entertainment activities downtown; including indoor and outdoor business spaces, public spaces, vacant spaces, artist living and work spaces, and pop-up activities.



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## 10.2.8 SUSTAINABLE RESOURCES

**GOAL AC-8** Develop ongoing funding streams for arts and culture programming and for long-term capital investments related to arts and culture.

### POLICIES

**Policy AC-8.1** **Sustainable Funding for Arts and Culture.** Support efforts to develop sustainable funding streams for arts and culture activities in Hollister.

### ACTIONS

**Action AC-8.1** **Public and Private Funding Sources.** Conduct a study to identify public and private funding sources, including impact and permit fees, that can fund arts and culture activities (such as events and programs) and long-term cultural investments (such as facilities).

**Action AC-8.2** **Collaboration with Arts and Culture Organizations.** Assign staff to work collaboratively with arts and culture organizations to seek support from regional, state, and national funders for strategic arts and culture programs and projects.



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