



**SAN BENITO COUNTY
AGENDA ITEM
TRANSMITTAL FORM**

Dom Zanger Board of Supervisor
Kollin Kosmicki Board of Supervisor

**Roxanne
Stephens**
City of Hollister

Leslie Jordan
City of San Juan
Bautista Council
Member

Jill G Pagaran
San Juan Bautista
Tourism
Organization

**Christian
Pillsbury**
Wine Industry

Item Number: 5.b

MEETING DATE: 12/10/2025

DEPARTMENT: COUNTY ADMINISTRATION OFFICE

AGENDA ITEM PREPARER: Gracie Rodriguez

SUBJECT:

Discuss and provide direction to County Staff to explore and initiate the development of an ordinance that would establish a dedicated funding mechanism for a Public Art Program in San Benito County.

AGENDA SECTION:

REGULAR AGENDA

BACKGROUND/SUMMARY:

Public art programs have been successfully implemented in numerous California counties and cities, including Los Angeles county, city of Capitola and Watsonville. These programs are often supported through ordinances that allocate a percentage of capital improvement project budgets or private development valuations to fund public art installations, cultural programming, and artist commissions.

In San Benito County, there is currently no formal ordinance or funding mechanism dedicated to public art. Establishing such a program aligns with the County's goals to enhance cultural tourism, support local artists, and beautify public spaces.

A public art ordinance could take several forms, including:

- **Percent-for-Art Model:** Allocating 1% of eligible public capital improvement project budgets to a public art fund.
- **Private Development Requirement:** Requiring qualifying private developments to contribute a percentage of project valuation or provide in-lieu fees for public art.
- **Tourism or TOT Allocation:** Dedicating a portion of transient occupancy tax (TOT) revenue to

support public art initiatives

Benefits of a Public Art Program:

- Enhances the visual and cultural identity of San Benito County.
- Attracts visitors and supports tourism-related economic development.
- Provides opportunities for local artists and cultural organizations.
- Encourages community engagement and pride.

Next Steps May Include:

1. Drafting and reviewing ordinance language in collaboration with County Counsel and Planning staff.
2. Presenting a draft ordinance to the Board of Supervisors for consideration.

There is no immediate fiscal impact associated with this action. Future funding mechanisms would be defined in the ordinance and may include allocations from capital projects, development fees, or other sources

STAFF RECOMMENDATION:

Staff seeks direction from the Tourism Advisory Committee on whether to proceed with the development of a public art funding ordinance. If supported, staff will return with a proposed framework and timeline for implementation.

ATTACHMENTS:

[County Public Art Ordinance - Draft](#)

[City of Capitola - Art Chapter 2.58 FUNDING THE PUBLIC ART PROGRAM](#)

[LA County Art Ordinance - 2021-0047](#)

[City of Watsonville - Comm. Initiated Public Art Guidelines 2019](#)

[City of Santa Cruz Art Ordinance 201312](#)