

Community Focus Statement G: Reinforce the sense of “community” in Joshua Tree.

Action Statement G.6: Promote the unique artistic culture of Joshua Tree.

G6

Benchmark: An architectural tour and a self-guided tour are created and marketed to residents and visitors.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: Variable depending on the proposed projects.



Photo source: [Rennett Stowe](#)

The Joshua Tree community prides itself on its artistic culture, characterized by the desert landscape, expansive skies, yard art, and uniquely painted properties. Promotion of the community’s unique artistic culture includes preserving the cultural resources of the community—the physical evidence or places of past human activity. These places are often identified as sites, objects, landscapes, structures, or buildings, and they shape and anchor a community’s cultural identity around its shared history. Identification of cultural resources that shape cultural identities involves research, documentation, and preservation because historic resources are nonrenewable resources. Joshua Tree values its artistic properties that represent the unique character of its residents.

In 2018 the Board of Supervisors accepted the Morongo Basin Strategic Plan for Culture and the Arts (MBSPCA). The MBSPCA establishes a framework for ongoing community-sponsored culture and arts programs designed to complement and enrich the lifestyle and economy in the Morongo Basin. The MBSPCA presents strategies for encouraging arts and culture as a means to increase tourism, business and job opportunities. Culture and arts are a prominent feature in the Morongo Basin business sector and has become increasingly central to the image and identity of the Morongo Basin. The goal of the MBSPCA is to organize the various community interests to promote arts and culture in a cooperative and strategic way. The Plan and the cultural asset map can be viewed here: <http://joshuatreelivingarts.org/>

Promoting the unique artistic cultural of Joshua Tree can be completed by:

- Identifying cultural resources. Local historical societies, the Morongo Basin Historical Society and the Twentynine Palms Historical Society, and other interested parties work with the County to identify significant historical, natural, and community features, including buildings displaying the local vernacular architectural style known as “Desert Funk.”
- Developing a home, business, and garden tour which displays Desert Funk architecture and yard art that defines the community’s character.

- Developing a self-guided tour app to market Desert Funk architecture and yard art.

Those best qualified to carry out this objective may include a local historical society or museum, interested community members, a visitor’s bureau, or a planning professional. The County funded a Morongo Basin Strategic Plan for Culture and the Arts with implementation by local groups. The plan can serve as the basis of this action.

Countless examples of home, business, and garden tours may be found throughout California. A nearby example includes the mid-century modern tours in Palm Springs. Palm Springs displays a well-preserved concentration of modernist architecture that includes celebrity homes, civic structures, historic neighborhoods, and designs by renowned twentieth century architects.

Action	Action Leader	Timeline	Resources
1. Identify buildings and yard art displaying the local vernacular architectural style known as “Desert Funk.”	Champion with Morongo Basin Historical Society, Twentynine Palms Historical Society	Year 1	Grantwatch.com – Art Grants and Culture Grants https://www.grantwatch.com/catt/2/arts-and-culture-grants.html
2. Develop a home, business, and garden tour that displays Desert Funk architecture and yard art.	Champion with Morongo Basin Historical Society, Twentynine Palms Historical Society	Years 1–2	Example of Palm Spring architectural tour and self-guided tour app http://www.visitpalm Springs.com/page/mid-century-modern-architecture/8185
3. Develop a self-guided tour app to market Desert Funk architecture and yard art.	Champion with community organizations.	Years 1–2	