



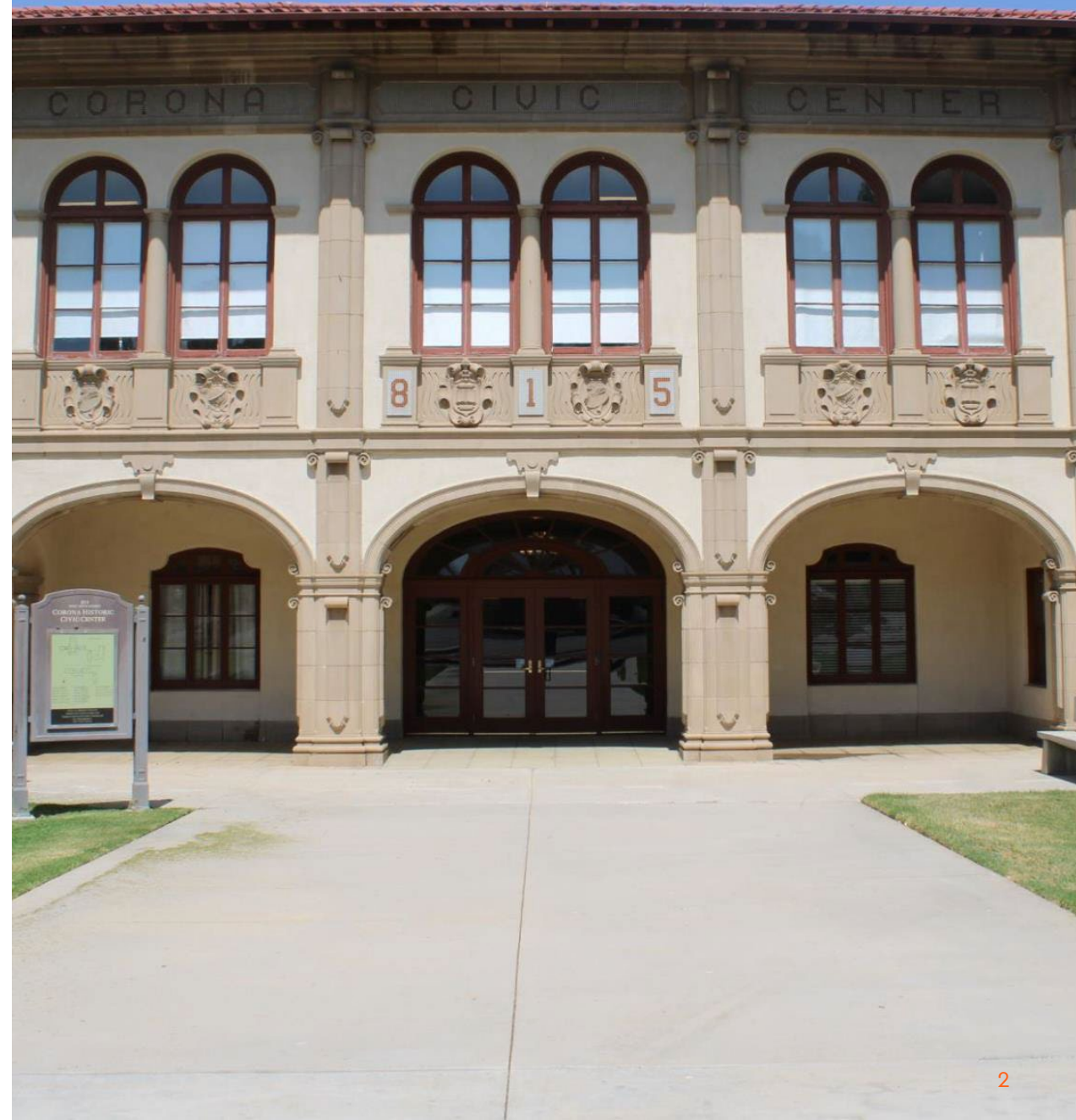
Historic Civic Center Operations Plan

Donna Finch

Community Services Director

Ask

That the Parks and Recreation Commission provide feedback for the City Council on the proposed HCC Operations Plan.



Overview

1. Campus Overview & History
2. Building Assessment
3. Programming Assessment
4. Market Analysis
5. Proposed Programming Improvements
6. Proposed Repairs & Maintenance
7. Operating Budget
8. Implementation Plan
9. Next Steps



Corona High School Circa 1923

Section I

Campus Overview & History

Historic Civic Center Campus Overview



CITY HALL

SOUTH LAWN & VETS MEM.

COUNCIL CHAMBERS

(COUNTY) COURT BUILDING

HCC GYM

OLD PD
Demo Spring 2025
(Future Lawn)

VICENTIA ACTIVITY CENTER

HCC BUILDING

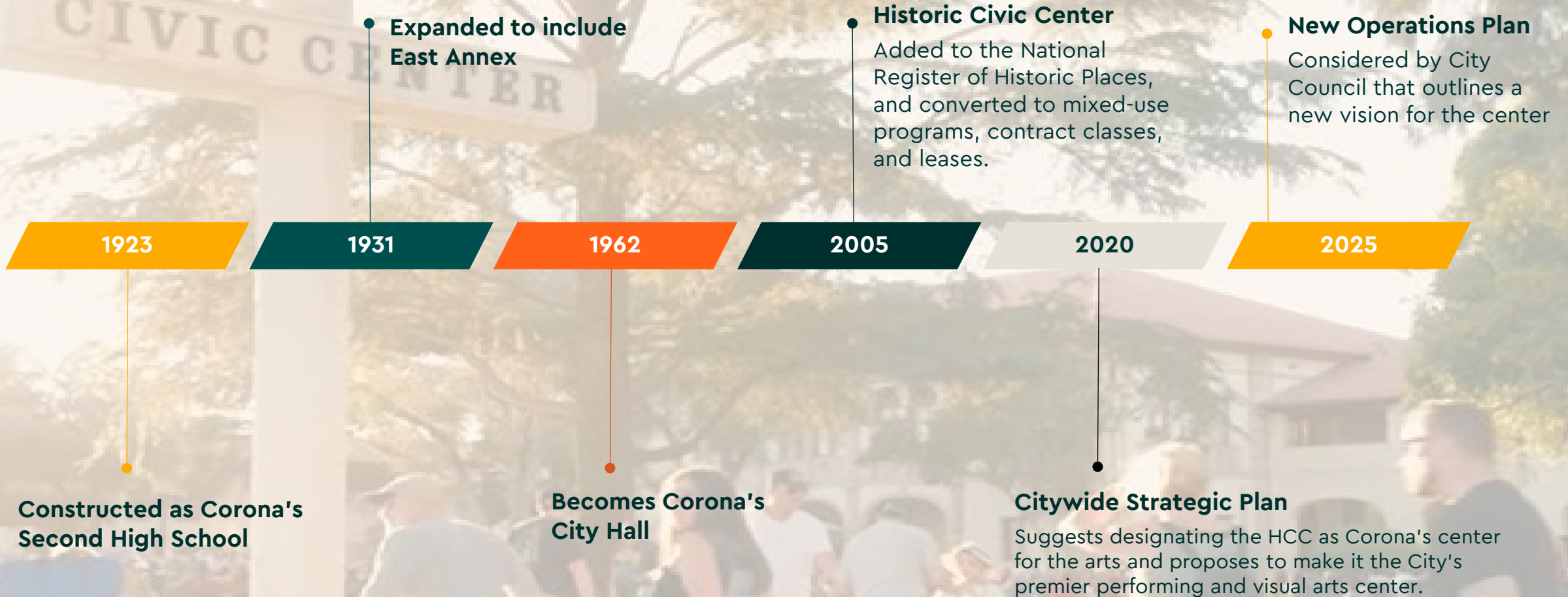
HCC LAWN

CHRISTIAN ARTS THEATER (leased)

6th STREET

BUENA VISTA

History



City-Wide

Strategic Plan

Goal 5: Sense of Place

Objective: Increase Access to Arts, Culture, and Recreational Activities.

Strategies: Increase support for the local art community. Activities May include:

- ... **Renovate the Historic Civic Center to become the City's premier performing and visual arts center.**
- **Designate the Historic Civic Center as Corona's center for the arts** and relocate all non-arts lessees.



Historic Civic Center Exterior



Historic Civic Center Basement

Section 2

Building Assessment

Building Deficiencies

1. Building Systems

- Inadequate fire sprinklers
- Outdated water, electrical, and sewer systems
- Archaic and piecemeal HVAC systems
- Outdated suites require remodeling
- Aged windows & doors in need of replacement
- Exposed concrete & wood flooring in need of repair and replacement
- Inadequate restroom facilities
- Too few sinks
- Poor quality interior lighting
- Sinking breezeway supports
- Aged roofing in need of replacement

2. Technology

- Outdated audio/video systems
- Outdated internet/data connections/key card swipes

3. Security

- Too few security cameras
- Poor access control of doors & locks

4. Furniture & Equipment

- Worn out desks, tables and chairs
- Insufficient storage cabinets, bins, lockers



Site Deficiencies

1. Parking & Wayfinding

- Insufficient parking
- Inadequate signage
- Poor circulation flow around campus

2. Security

- Poor lighting
- Too few security cameras

3. Landscape

- Aged Landscaping
- Lack of cohesive plan





Historic Civic Center Exterior

Section 3

Programming Assessment

Current Arts Programming

The City's visual and performing arts classes are programmed at four key facilities :



Circle City Center (CCC)

- **Adaptive:** Crafts, Movies
- **Art Classes:** Drawing, Balloon Art, Crafts, Painting
- **Cooking**
- **Dance:** Bachata, Ballet, Folklorico, Hip-Hop, Irish, Line Dance, Tap, Ballroom/Slow Dance, Etc.
- **Music:** Guitar, Musical Munchkins, Ukulele
- **Reservations:** CNUSD Festival of the Arts
- **Children's Musical Theater**



Senior Center

- Drawing
 - Dance (Various)
 - Crotchet & Knitting
 - Mixed Media Group
 - Quilting
 - Senior Jam Sessions
- Note: Patrons are interested in more classes, but space is limited due to the size of the building.*



Historic Civic Center (HCC)

- Christian Arts Theater
- Corona Art Association
- Corona Symphony Orchestra
- Film Screenings
- HCC Presents (6)
- Music and Arts Festival – NEW!
- OBC Theater
- Reservations
- Summer Street Fair (5)
- YMCA Music School



Vicentia Activity Center (VAC)

- Kids Club Adventure Camp
- Opportunity to expand to visual & performing arts programs

Current HCC Lease Holders

AGENCY	SUITE(S)	SQ. FT.	ART	LEASE EXP.	EXTENSION AVAILABILITY
Christian Arts and Theater (CAT)	105 - 110	4,014	Yes	July 2024	In Negotiation
Corona Art Association	145	1,182	Yes	March 2025	Annual through 2029
Corona Historic Preservation Society (CHPS)*	209	209	No	February 2025	Annual through 2027
Corona Norco YMCA / Y Music School	210 - 230	5,552	Yes	January 2035	-
Corona Symphony Orchestra	140, 190	1,639	Yes	July 31, 2025	Annual through 2029
Corona-Norco United Way*	200-205	2,186	No	March 2026	-
Inspire Life Skills *	160	573	No	March 2026	-
Off Broadway Corona (OBC) Theater	170	231	Yes	April 2025	Annual through 2028
The Stephan Center*	130	525	No	March 2025	Annual through 2026

* Non - visual & performing arts related leases

HCC Space Utilization

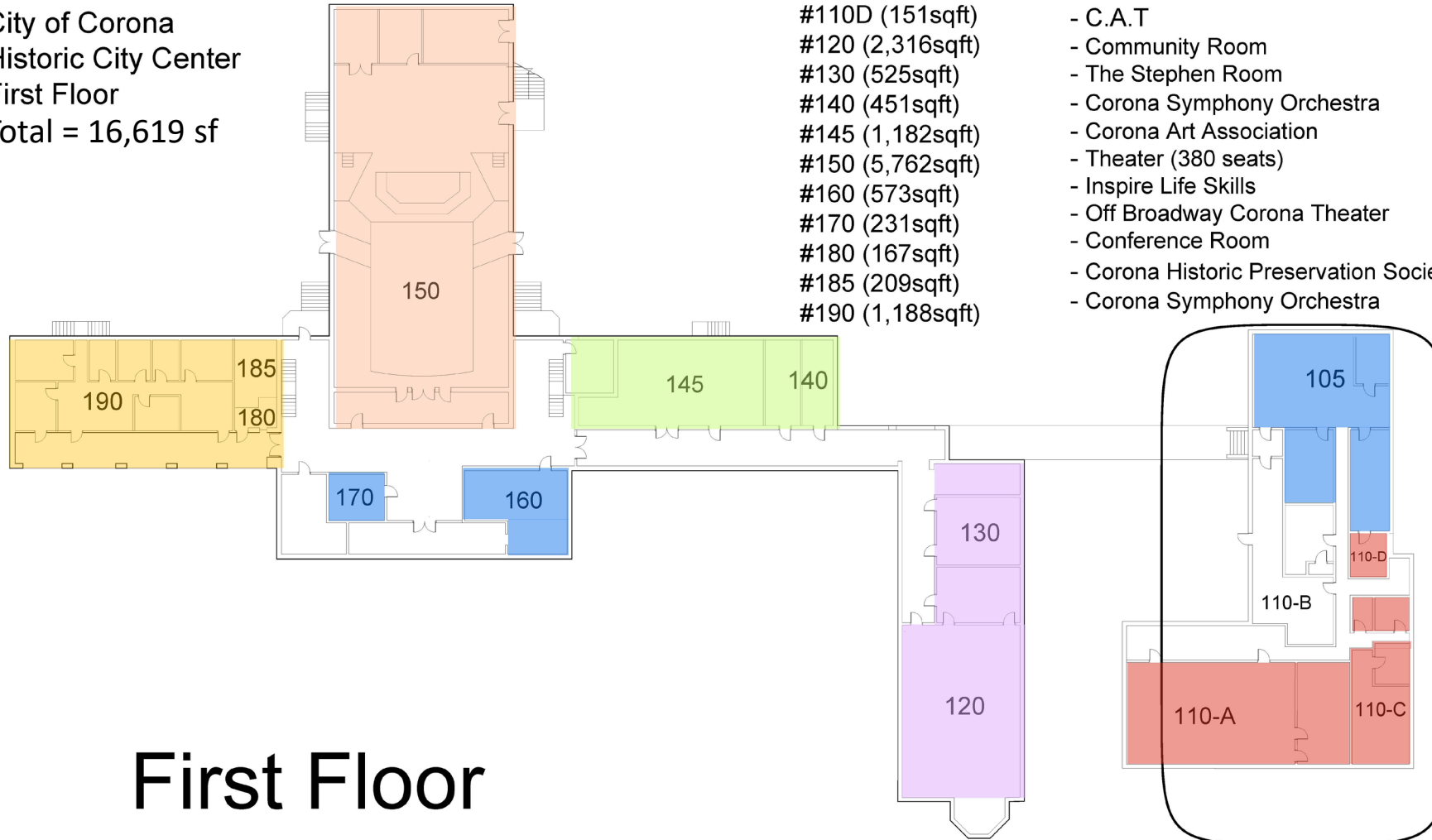
City of Corona
 Historic City Center
 First Floor
 Total = 16,619 sf

Suites:

- #105 (1,171sqft)
- #110A (1,811sqft)
- #110B (399sqft)
- #110C (483sqft)
- #110D (151sqft)
- #120 (2,316sqft)
- #130 (525sqft)
- #140 (451sqft)
- #145 (1,182sqft)
- #150 (5,762sqft)
- #160 (573sqft)
- #170 (231sqft)
- #180 (167sqft)
- #185 (209sqft)
- #190 (1,188sqft)

Tenant:

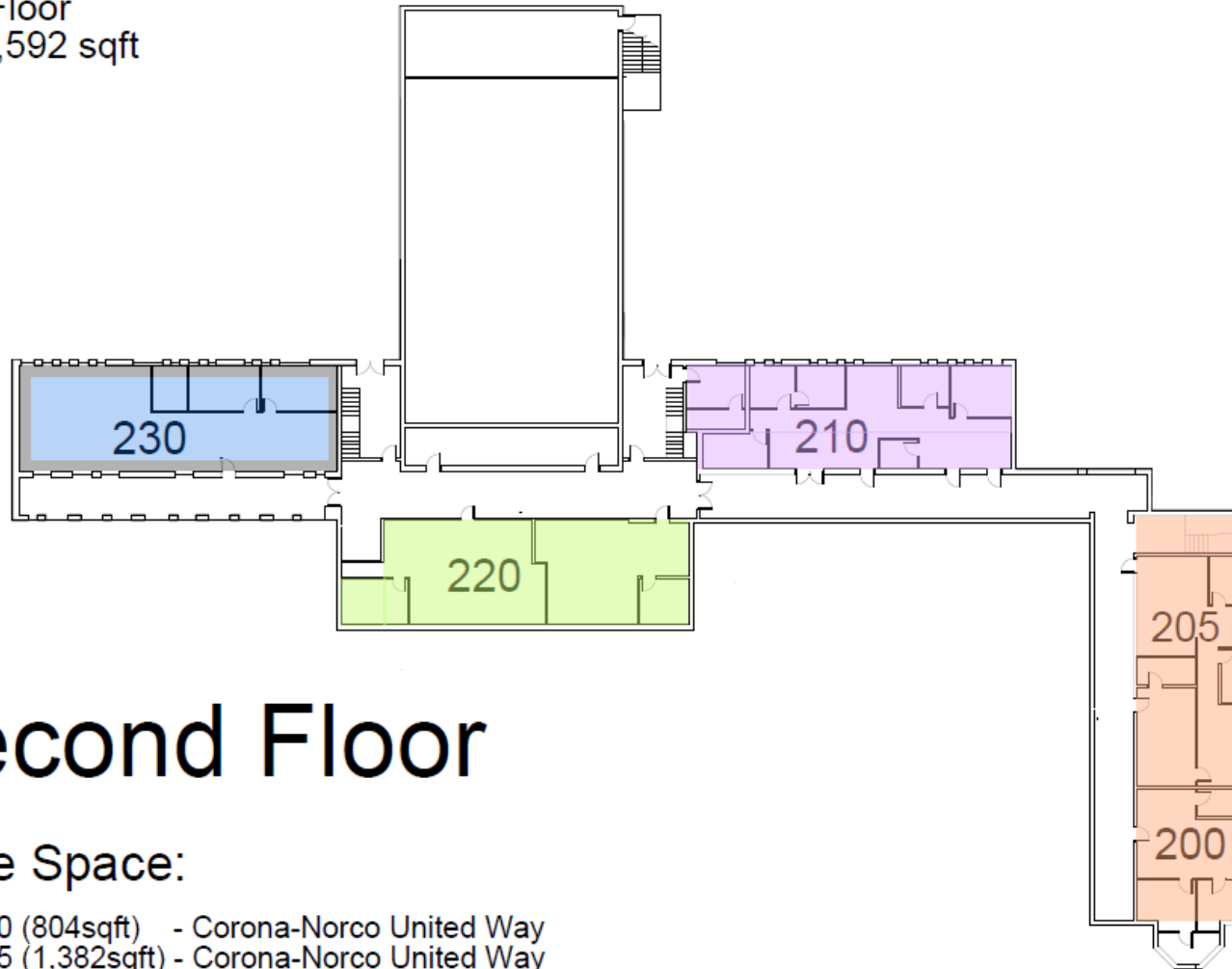
- C.A.T
- C.A.T
- C.A.T
- C.A.T
- C.A.T
- Community Room
- The Stephen Room
- Corona Symphony Orchestra
- Corona Art Association
- Theater (380 seats)
- Inspire Life Skills
- Off Broadway Corona Theater
- Conference Room
- Corona Historic Preservation Society
- Corona Symphony Orchestra



First Floor

HCC Space Utilization

City of Corona
Historic Civic Center
Second Floor
Total = 7,592 sqft



Second Floor

Office Space:

- Suite 200 (804sqft) - Corona-Norco United Way
- Suite 205 (1,382sqft) - Corona-Norco United Way
- Suite 210 (1,776sqft) - Fender Museum of the Arts Foundation
- Suite 220 (1,926sqft) - Fender Museum of the Arts Foundation
- Suite 230 (1,852sqft) - Fender Museum of the Arts Foundation



Theater Interior 2024

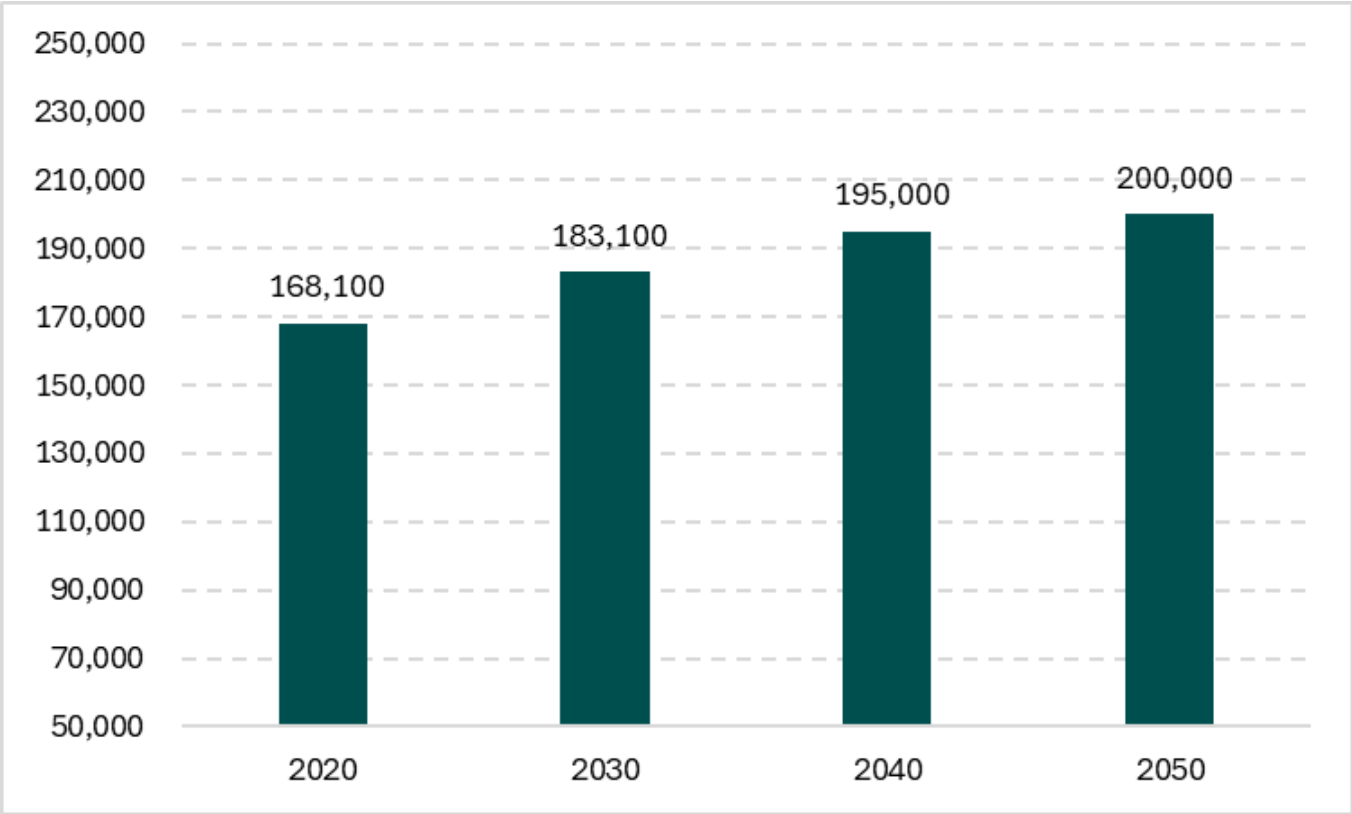
Section 4

Market Analysis

Demographics

- **Projected population growth** to nearly 200,000 residents by 2050 (a 17% increase from 2023).
- **Cultural Diversity:** Corona is home to a diverse mix of ethnic backgrounds:
 - 48% Hispanic
 - 31% Caucasian
 - 13% Asian
 - 4% Black
 - 4% Other

Projected Population Growth



Source: California Department of Finance, Keen Independent Research.

Market Analysis

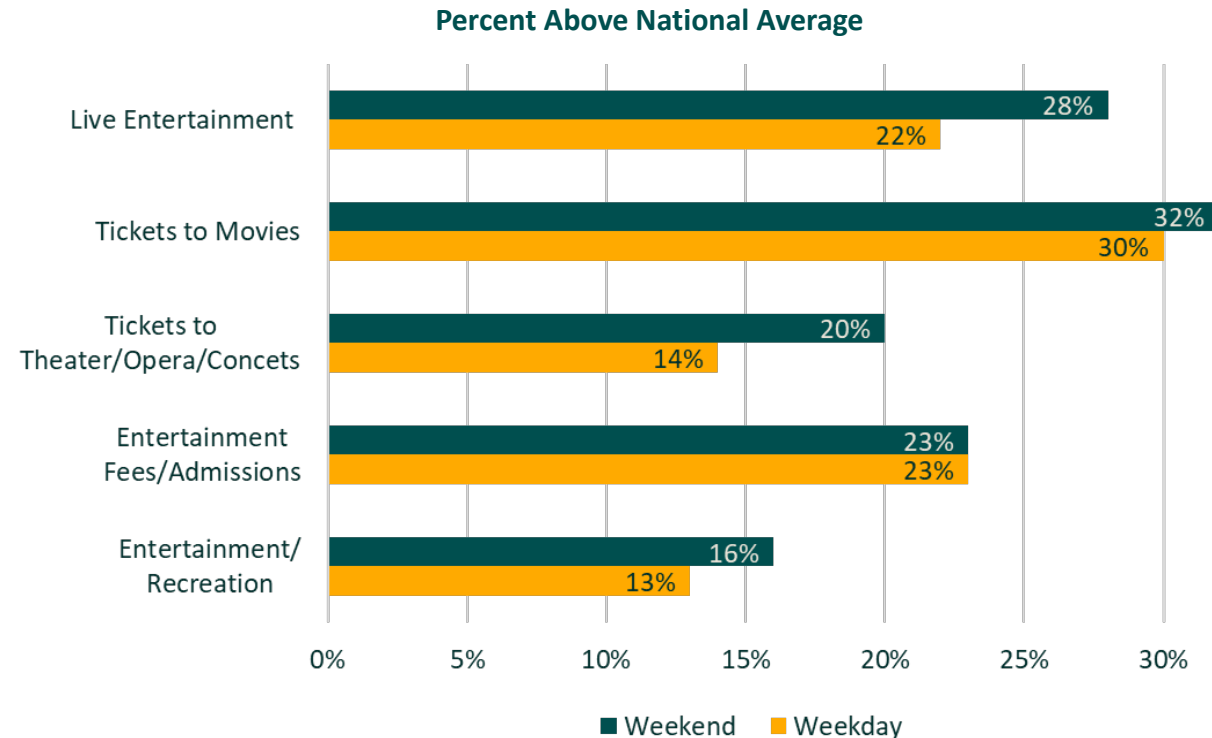
Spending Habits



In Corona market areas, spending indicators are **higher** than the national average in all entertainment categories.



Corona residents **and** residents of surrounding areas are more willing to spend money on entertainment.



Source: Keen Independent Research.

Demand for arts and cultural activities in Corona is projected to increase over the next 30 years

Performing Arts Center Feasibility Study

- Performing Arts Center Feasibility Study: Phase I (2023), Phase II (2024)
- Supports feasibility of a dedicated Performing Arts Center with renovation of the HCC (requires City subsidy)
- Market support for active programming, supplemental revenue, and City subsidized operations
- Recommends City continue to own and operate HCC
- Council direction to refurbish Theater and investigate modernization of entire HCC facility
- Next Steps:
 - ❑ Expand programming recommendations to include visual arts programs, activating the entirety of the HCC.
 - ❑ Evaluate facility needs, renovation costs, and next steps for refurbishment of HCC



City of Corona

PERFORMING ARTS CENTER

Feasibility Study: Phase II

June 2024

Prepared by steinberg
hart

KEEN
INDEPENDENT
RESEARCH

THEATRE DNA

Cost+Plus

Community Feedback

PRMP Desired Arts Activities (Survey):

- Cooking 46%
- Arts & Crafts 42%
- Cultural Arts 25%

PRMP Desired Arts Activities (Write-In):

- Language Arts
- Museum
- Fine Art
- Vegan Cooking
- Crochet
- Knitting
- Pottery
- Sewing
- Parent & Me
- Singing

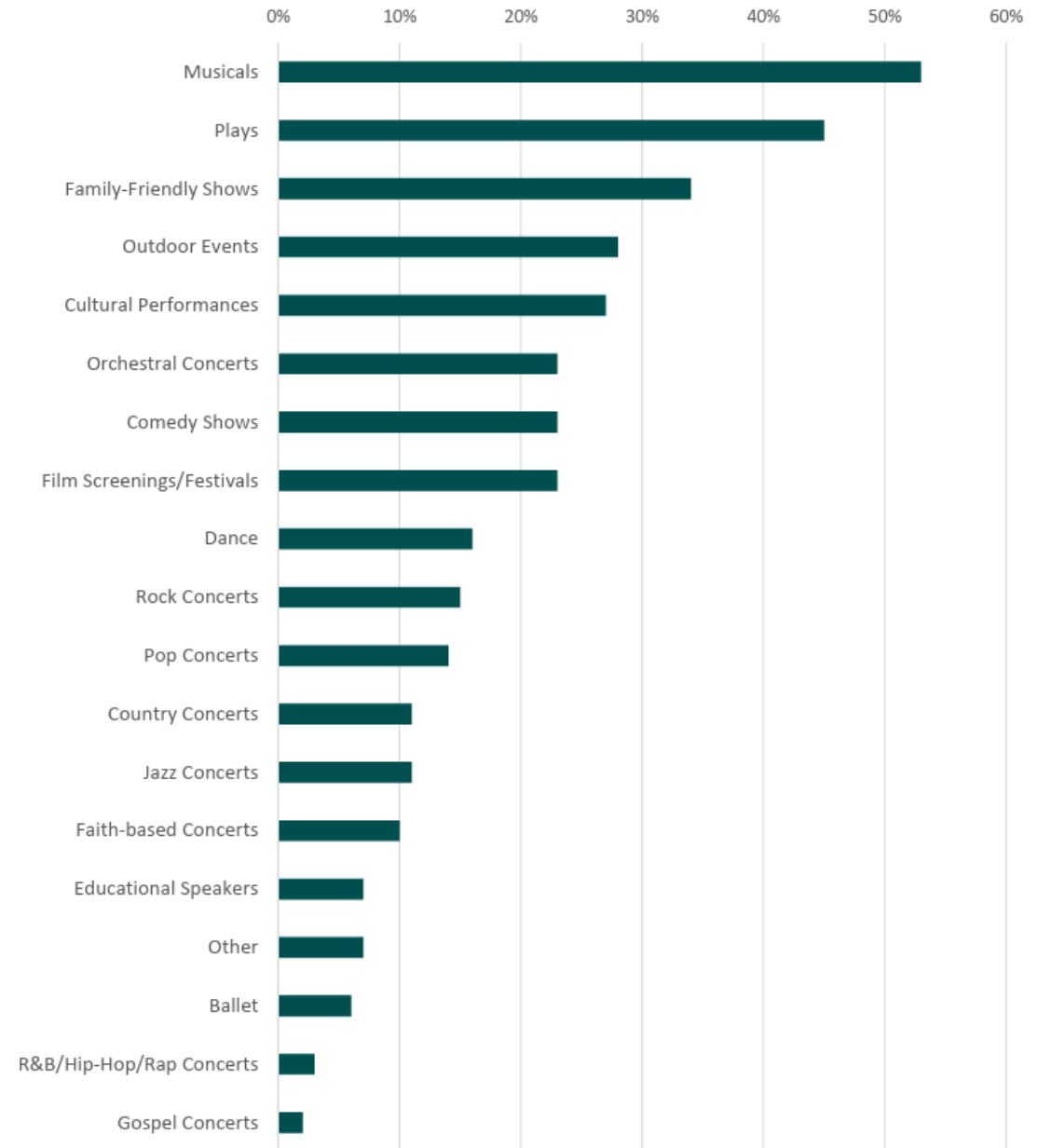


Source: Community survey feedback from the 2024 Parks and Recreation Master Plan

Top 10 Resident Programming Priorities

Theater Programming Interests:

- Musicals (53%)
- Plays (45%)
- Family-Friendly Shows (34%)
- Outdoor Events (28%)
- Cultural Performances (27%)
- Orchestral Concerts (23%)
- Comedy Shows (23%)
- Film Screenings (23%)
- Dance (16%)
- Rock Concerts (15%)



Source: *Performing Arts Feasibility Study*

Market Trends

Most popular hobbies and activities in the US (June 2024):

- Cooking/Baking 41%
- Arts & Crafts 25%
- Photography 18%
- Writing 18%
- Making Music 16%

Source: Statista



Case Study Facility Tours



Historic Civic Center

Corona, CA

Built 1923
24,000 sq. ft.
383 Seat Theater

- Dedicated Theater & Program Space
- Downtown Adjacent
- Historic Building
- Comm. Events & Mixed Programs
- Part of Civic Center Campus



Brea Gallery & Curtis Theater

Brea, CA

Built 1980
6,500 sq. ft. gallery
199 Seat Theater

- Curated Arts Gallery & Theater
- Downtown Adjacent
- Renovated Building
- Artist Exhibitions & Full Theater Season
- Part of Civic Center Campus



Art Depot Gallery & Steel Workers Auditorium

Fontana, CA

Built 1915
2,400 sq. ft. gallery
330 Seat Auditorium

- Curated Arts Gallery & Program Space
- Downtown Adjacent
- Historic Building
- Artist Exhibitions & Arts Programs
- Part of Library Campus

Case Study Facility Tours (Continued)



Irvine Fine Arts Center

Irvine, CA

Built 1980

18,000 sq. ft.

Dedicated Arts Facility

- Curated Arts Gallery & Program Space
- Residential Area
- Aging Building
- Artist Exhibitions & Arts Programs
- Part of Library, Park & Aquatic Campus



Victoria Gardens Cultural Center & Lewis Family Playhouse

Rancho Cucamonga, CA

Built 2006

25,000+ sq. ft.

560 seat theater

- Dedicated Theater & Event Space
- Downtown Adjacent
- Modern Building
- Full Theater Season, Rentals, Comm. Events
- Part of Library Campus



Yorba Linda Cultural Arts Ctr.

Yorba Linda, CA

Built 2020

13,500 sq. ft.

160 Seat Theater

- Black Box Theater & Program Space
- Retail Adjacent
- Modern Building
- Rehearsal Space
- Part of Library Campus



Folklorico Dancers at Summer Street Fair

Section 5

Proposed Programming Improvements

Sample Schedule

⌚	Admin.	Ceramics	Classroom	Comm. Rm.	Culinary Arts	Fine Arts	Gallery	Jewelry	Kids Art	Messy Space	Music Studio	Rehearsal Space	Textile Arts	Theater
10	Front Counter Hours	Parent & Me	Art & Music History	Rentals	-	-	Open	Adult Class	Parent & Me	Wood	Musical Munch.	Tiny Tots	Crochet	Senior Film Series & Lectures
11		Adult	-		Lunchtime Lessons	Painting			Early Child	Fabric	Active Adult Lessons	Active Adult Line Dance 0	Knit	Shows / Rehearsal
12		Open Lab	Lectures		School Age	Mixed Media Open Lab		Open Lab	Crafts	Open Lab	Partner Use	-	Quilt	
1			Beginner											
2		Intermediate			-	Adult Class		Int. / Adv. Drawing & Painting	Adult Class	Anime	Glass Fusion	Beg. Dance Various	Fashion	
3			Music / Film Appr.		-									
4		-				-		-	-	-	-	-	-	
5			-		-									-
6	-	-		-		-	-	-	-	-	-			
7			-		-							-	-	-
8	-	-		-		-	-	-	-	-	-			

- Fully programmed, the HCC could accommodate as many as 40 daily activities.
- Programming would be dependent on resident interests, market trends, and availability of instructors (internal, contract, partner).
- Morning use would typically consist of tiny tots, active adults/seniors, and adaptive groups.
- Afternoon use would include school-age and teens.
- Evening use would cater to working adults and families.
- Art classes are typically longer and require additional setup, teardown, and procedures specific to different art mediums.
- Comparison cities indicate higher usage Monday through Thursday with waning evening interest on Fridays and Saturdays.
- Most facilities are closed on Sunday, apart from Theater Productions and reservation use for private events.

Proposed Visual Arts Classes



	CULINARY ARTS	FINE ARTS	JEWELRY STUDIO	KIDS ART	MESSY SPACE & CERAMICS STUDIO	TEXTILE ARTS
PROGRAMS	Baking Cake Decorating Candy Making Canning Meal Prep Regional Cuisine Sourdough Table Setting Napkin Folding Wine Tasting	Anime / Cartoon Calligraphy Creative Writing Drawing Hand Lettering Mixed Media Open Lab Painting Pastel Photo Lecture Poetry Stamping	Acrylic Beading Casting Chain Mail Earrings Friendship Brac. Open Lab Polymer Clay Project Kits Repair Wax Carving Wire Wrap	Birthday Parties Buttons Camps Crafts (Seasonal) Finger Painting Fuse Beads Magnets Parent & Me Pins Puppets Recycling Hand-Building	Alt. Materials Candles / Soap Ceramics Fabric Dying Floral Arrange Glass Fusion / Mosaic Leather Open Lab Pour Paint / Resin Scrapbook Stained Glass Wood (Various)	Crochet / Knit Cross Stitch Embroidery Fashion Macramé No Sew Quilting Sewing Tie-Dye

Proposed Performing Arts Classes



	CLASSROOM	MUSIC STUDIO	DANCE STUDIO	THEATER	THEATER ACCESSORY
PROGRAMS	Art History Film Series Improv Workshop Lectures (Various) Music History Scene Studies	Adult Voice Classes Song Writing Deejay Lessons Guitar / Bass Horns (Various) Jam Sessions Musical Munchkins Music Theory Piano / Keyboard Private Lessons	Ballet Circus Arts Folklorico Hip Hop Improv Jazz Salsa / Meringue Tap Theater Rehearsal	CAT Production City Events Community Use OBC Production Reservations	Additional Space Extra Green Room Set Design Small Rehearsal Wardrobe

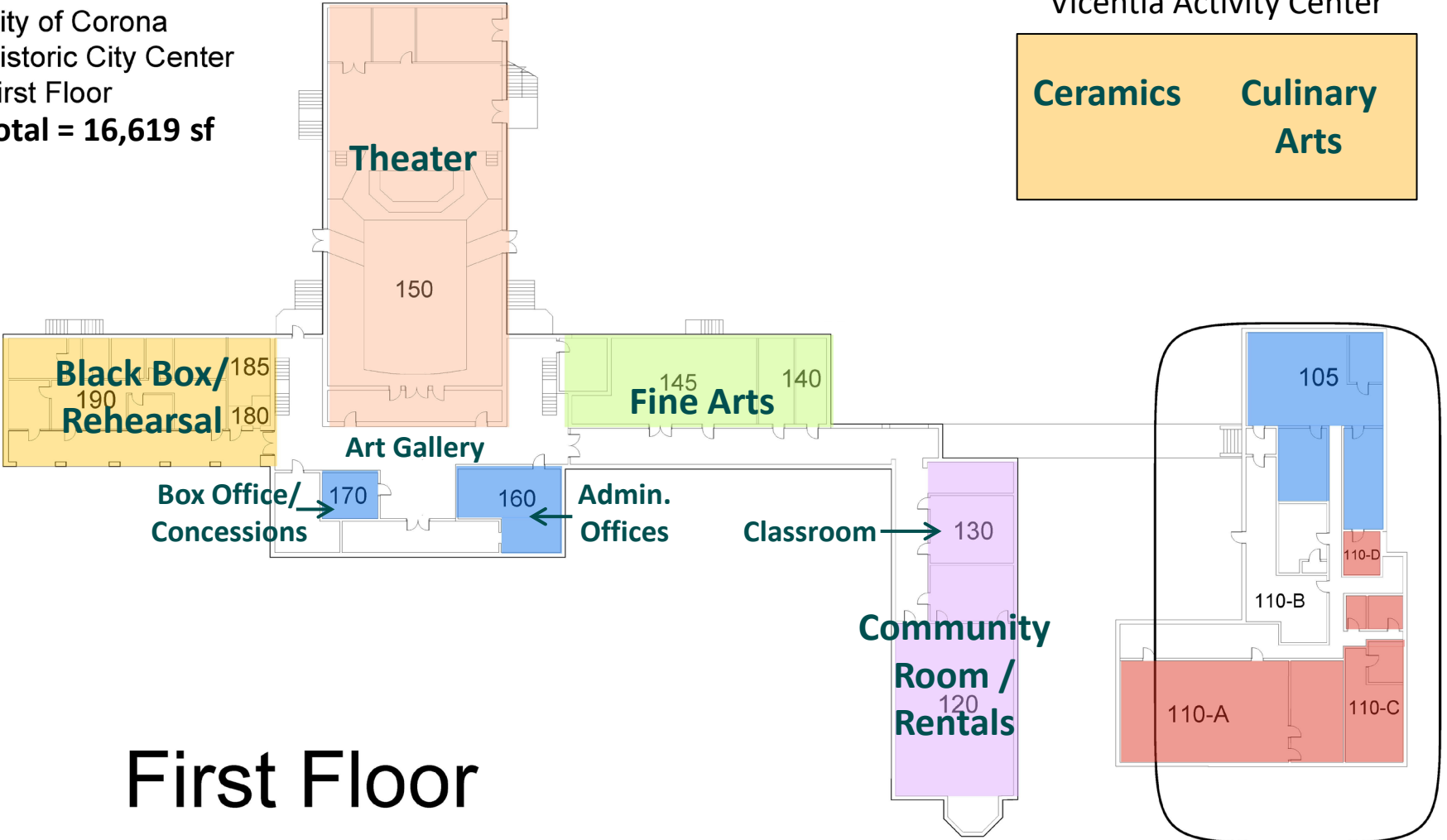
Proposed General Use Programming & Classes



	BANQUET SPACE	FRONT COUNTER	GALLERY	HCC LAWN	WAYFINDING
PROGRAMS	Art Reception Cast Party City Mtgs. Comm. Use Lectures Rehearsal Reservations	Box Office Concessions Directions General Info Gift Shop Merch Sales	Art Shows Local Artists Passive Use Receptions & Events	Art Walk Chalk Art Market Night Music & Art Summer St. Fair	Connectivity Directional Signage Digital Displays

Proposed Site Plan

City of Corona
Historic City Center
First Floor
Total = 16,619 sf

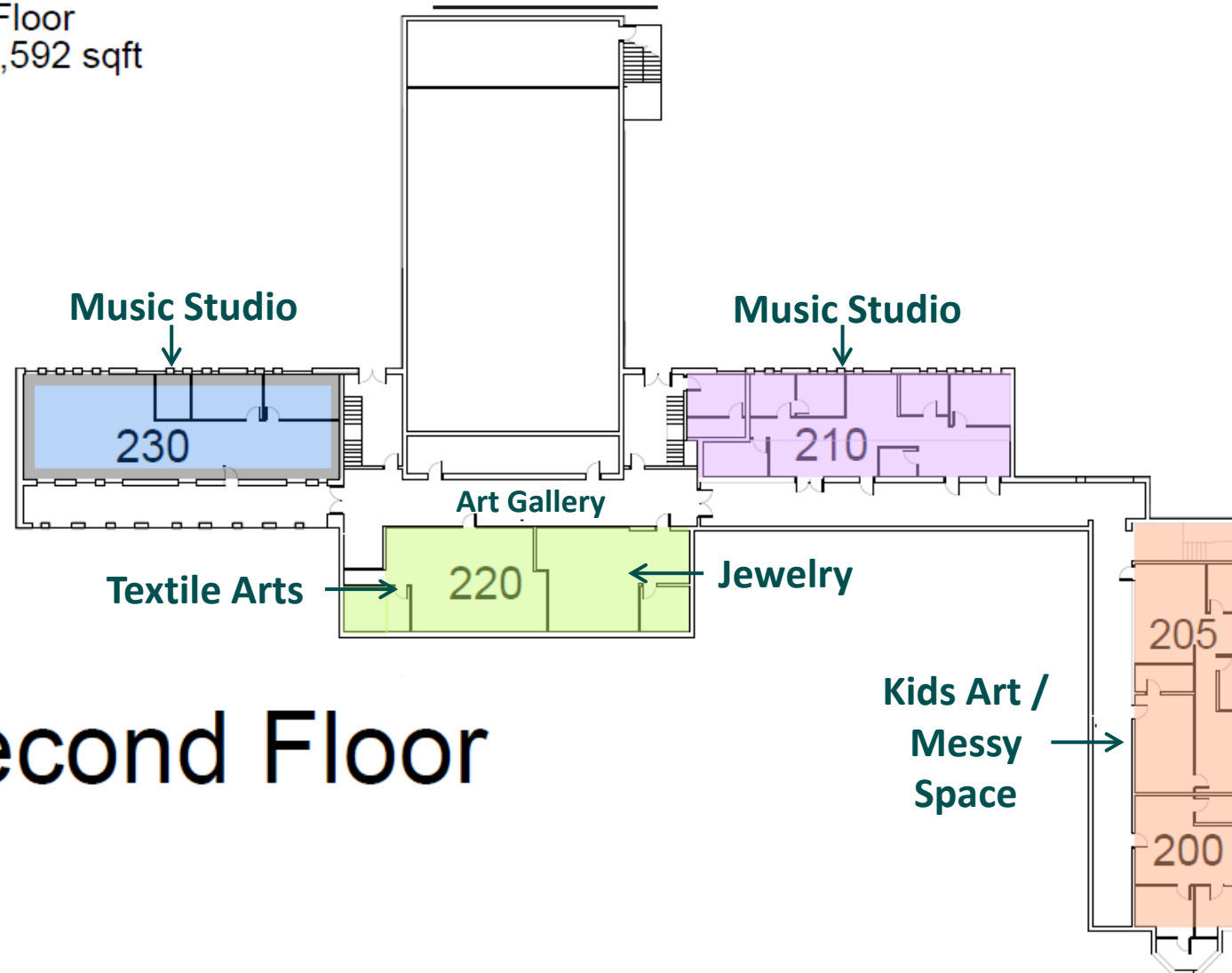


First Floor

Christian Arts Theater

Proposed Site Plan

City of Corona
Historic Civic Center
Second Floor
Total = 7,592 sqft



Second Floor

Proposed Hours of Operation

- **Programming and Drop-In Use**

- Monday – Thursday, 10:00 AM to 9:00 PM
- Friday, 10:00 AM to 5:00 PM
- Saturday, 10:00 AM to 2:00 PM
- Sunday, Closed

- **Facility Rentals and Theater Production**

- Monday – Sunday, 8:00 am to 10:00 pm



Potential Community Partners

Business Community	PAC Feasibility	Performing Arts Groups (Local)	Regional & Comm. Arts	Schools (Various)	Tenants (Current Use)
Ceramic & Art Studio Corona Music Center Feel Good Planters Glasspirations Inland Empire Arts Directory Mud Hut Pottery Studio Perfect Palette Rockstars of Tomorrow The Painters Loft The Wood Work Shop	Brittany McMains Vocal Studio Circle City Chorale Corona Symphony CNUSD Footage Films Leela Project Montessori School New Growth Entertainment Non-Arts Use (Rentals) Rhythms Bollywood Dance	Inspire Dance Academy K2 Academy Leyenda Dance Company On Pointe Dance Studio Performing Arts Empire The Young Americans	Assoc. Artists of the IE Circle City Chorale Corona Heritage Park Museum Creative Corps Inland SoCal Riverside Arts Council The Arts Area: Inland Empire Arts Directory	CBU School of Perf. Arts CNUSD Visual and Perf. Arts Norco College Vis. & Perf. Arts RCC Fine and Performing Arts UCR Arts Museum of Photo.	Christian Arts Theater (CAT) Corona Art Association Corona Historic Pres. Society Corona Symphony Orchestra Corona-Norco United Way* Inspire Life Skills Training* OBCTheater Stephan Center* YMCA Fender Music Program <i>*Non-arts groups, likely to transition out of HCC.</i>



Historic Civic Center Theater Sound Booth

Section 6

Proposed Repairs & Maintenance

Proposed Site Repairs & Maintenance

- Rebuild Breezeway
- Trees & landscaping enhancements
- Wayfinding signage
- Marquee sign
- Security cameras
- Additional parking
- Update door access system
- Site sounds system
- Seasonal Décor
- **Estimated Costs: \$1,200,000**



Proposed Building Repairs & Maintenance

- Replace theater HVAC system
- Replace roof
- Repaint exterior and interior of building
- Upgrade fire sprinklers
- Remodel and expand restroom facilities
- Repair or replace flooring
- Repair or replace exterior doors
- Repair or replace deteriorated windows
- Refinish theater interior
- Improve lighting throughout building
- Improve ADA access
- Modernized dressing rooms behind stage
- Renovate rehearsal spaces, offices, and classrooms
- **Estimated Costs: \$5,000,000**



Proposed Theater Technology Repairs & Maintenance

- Improved in-house position for audio/video and lighting technicians
- Repair/replace rigging
- Repair/replace performance lighting
- Repair or replace theater A/V
- **Estimated Costs: \$500,000**



Proposed Furniture & Equipment

- Classroom tables and chairs
- Classroom A/V
- Banquet seating
- Work benches and stools
- Whiteboards
- Art supplies and equipment
- Culinary equipment
- Kiln for ceramics and pottery
- Display cases
- Workstations
- Computers
- Storage and cubbies
- **Estimated Costs: \$1,005,000***

**Estimate based on 15% of total project cost*



Estimated Project Cost & Potential Funding Sources

- **Total Estimated Project Cost = \$7,705,000**
- Potential Funding Sources:
 - Grants
 - National Park Service Historic Preservation Fund
 - National Trust for Historic Preservation
 - California Cultural and Historical Endowment
 - Federal & State Community Assistance Requests
 - Downtown Revitalization Project Funding





Section 7

Operating Budget

Projected Revenues

CLASSES AND OPEN LAB	ROOM RESERVATIONS	SALES (MISC.)	TENANT LEASE	THEATER USE
Year 3 – 75% registration rate \$275,000	HCC Comm. Room. \$30,000 HCC Lawn \$2,000	Concessions – New \$3,000 Art Sales – New \$5,000 Merch – New \$1,000	Lease Forecasted Arts Only + CPI \$205,000	Reservations \$40,000 Perf. Agreements CAT / OBCTheater \$40,000 (2024) HCC Presents \$18,000

Total Estimated Revenue (Year 3): \$619,000

Staffing Needs

	Position Name	Function	% to HCC
Program	Recreation Supervisor	Program Supervision	50% HCC / 50% Rec
	Program Coordinator	Visual & Performing Arts	100%
	Assistant Recreation Coordinator 2x (PT)	Program Support	100%
Building	Office Assistant	Registration & Box Office Support	100%
	Community Services Leader/Sr. CS Leader (PT)	Facility Setup & Guided Activities	100%
Srvc.	Contract Instructors	Instructor-Led Classes	60% Instructor / 40% City
	Theater Tech	A/V Production	Pass-Through Service (Market Rate)
Volunteer	Concierge / Front Desk	Info and Box Office	Volunteer Service
	Docent	Gallery and HCC Tours	Volunteer Service
	Exhibition and Curation Support	Gallery Tech Support	Volunteer Service
	Event Support	Event Assistance	Volunteer Service
	Lab Tech / Instructor Aide	Class and Lab Support	Volunteer Service
	Theater Support	Ushers / Stagehands	Volunteer Service

Estimated Staffing Cost: \$480,000

Marketing

Annual Season Brochure for Theater	\$10,000
Art Exhibition Program (3X Annually)	\$1,000
Corona Connection Addtn'l Pages (3x Annually)	\$7,000
Digital Advertising (Social Media Boosts)	\$2,500
Reopening / Annual Open House	\$2,500
Total Marketing Costs:	\$23,000



Projected Operating Costs

Staff	\$480,000
Entertainment	\$14,000
Marketing	\$23,000
Security	\$79,000
Utilities:	
- Water	\$26,000
- Electricity	\$60,000
- Gas	\$5,000
Maintenance	
- Landscaping:	\$42,000
- Janitorial	\$85,000
- General Maint. & Upkeep	\$15,000

Total Estimated Operating Cost: \$829,000

Total Estimated Revenue: \$619,000

Difference: \$210,000



Service Area

Supplemental Funding Sources to Explore

- Naming Rights
- Corona Parks Foundation / Friends Groups
- Grant Funding (Subject to Availability)
 - California Arts Council
 - Inland Empire Community Foundation aka Creative Corps Inland SoCal
 - National Endowment for the Arts
 - The Arts Area Non-Profit
- Endowment Fund





OBCTheater Presents: Seussical the Musical

Section 8

Implementation Plan

Proposed Implementation Plan

	2026	2027	2028	2029	2030	2031
Program Enhancements	X	X	X			
Planning & Design	X					
Building Improvements		X	X	X	X	X
Campus Improvements		X	X	X	X	X
Technology Upgrades		X	X	X	X	X
Furniture & Equipment		X	X	X	X	X
Staffing		X	X			
Supplemental Funding	X	X	X	X	X	X



Historic Civic Center Centennial Celebration

Section 9

Next Steps

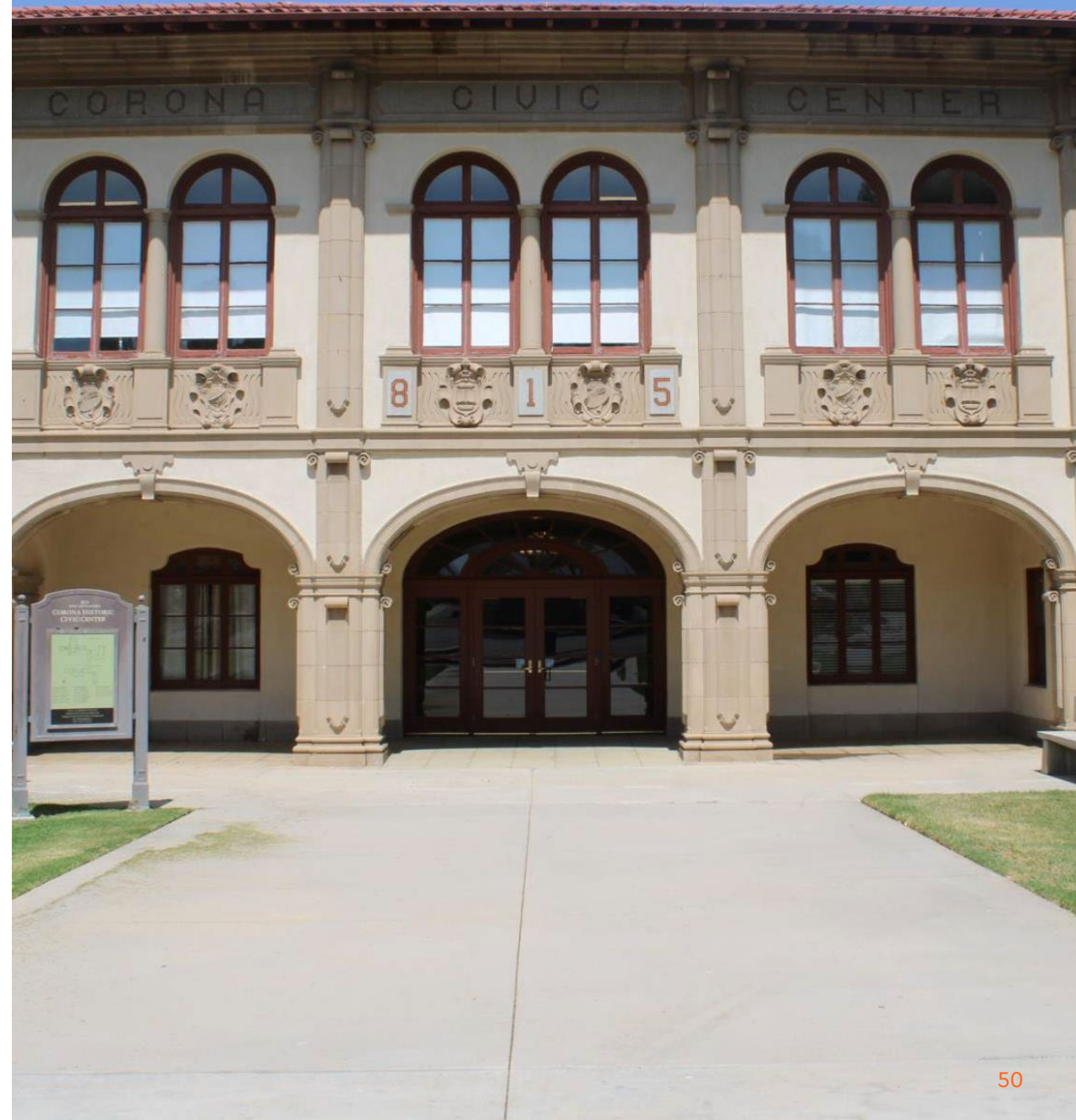
Next Steps

1. Implement operational improvements that do not require capital investments or changes to existing leases.
2. Finalize scope of work for facility maintenance and repair projects.
3. Work with HCC arts lease holders on integrated HCC programming.
4. Relocate non-arts related leases.
5. Remodel and reprogram rooms as they become available.



Ask

That the Parks and Recreation Commission provide feedback for the City Council on the proposed HCC Operations Plan.



Thank you

Questions?



 **(951) 739-4935**

 **Donna.Finch@CoronaCA.gov**

 **www.CoronaCA.gov**