



# Historic Civic Center Operations Plan

Donna Finch

Community Services Director

## Ask

---

That the City Council provide feedback 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



# Section I

## Campus Overview & History

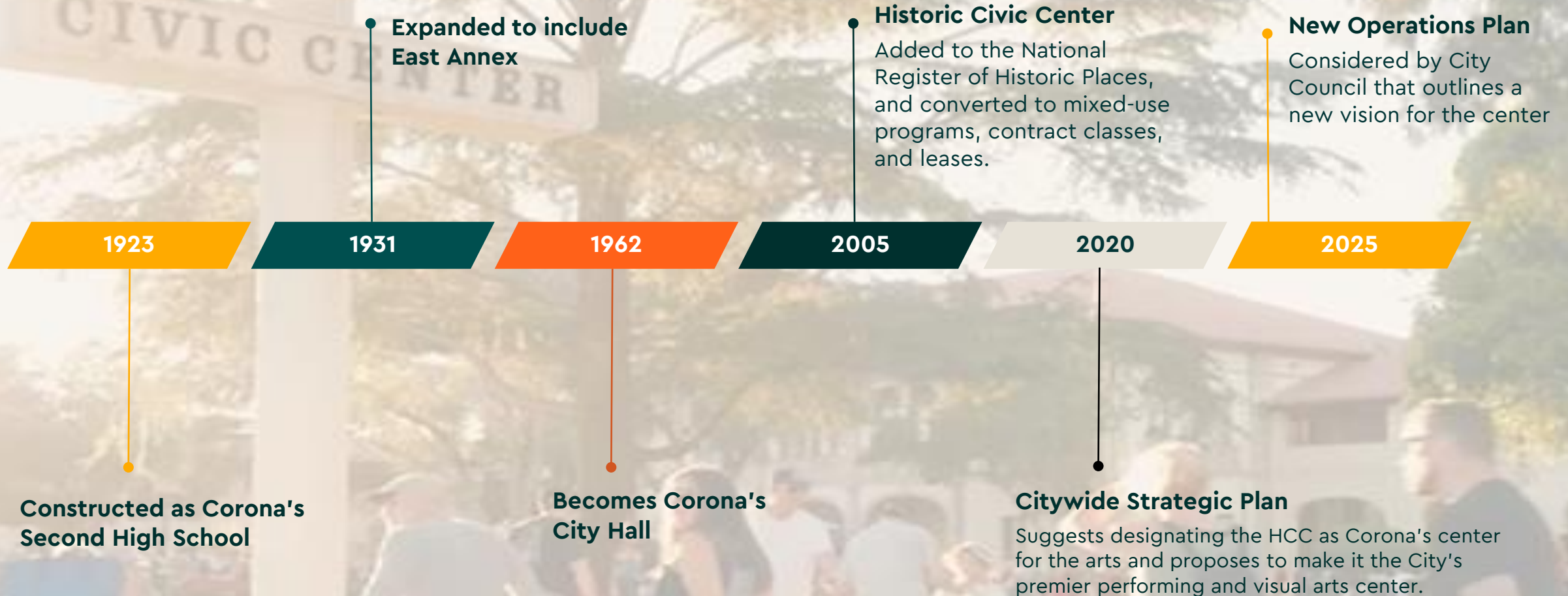


# Historic Civic Center Campus Overview





# 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- Outdated water, electrical, and sewer systems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- Outdated suites require remodeling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 repairs
- 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- Outdated audio/video systems
- Outdated internet/data connections/key card swipes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
<b>Christian Arts and Theater (CAT)</b>	<b>105 - 110</b>	<b>4,014</b>	<b>Yes</b>	<b>July 2024</b>	<b>In Negotiation</b>
<b>Corona Art Association</b>	<b>145</b>	<b>1,182</b>	<b>Yes</b>	<b>March 2025</b>	<b>Annual through 2029</b>
Corona Historic Preservation Society (CHPS)*	209	209	No	February 2025	Annual through 2027
<b>Corona Norco YMCA / Y Music School</b>	<b>210 - 230</b>	<b>5,552</b>	<b>Yes</b>	<b>January 2035</b>	-
<b>Corona Symphony Orchestra</b>	<b>140, 190</b>	<b>1,639</b>	<b>Yes</b>	<b>July 31, 2025</b>	<b>Annual through 2029</b>
Corona-Norco United Way*	200-205	2,186	No	March 2026	-
Inspire Life Skills *	160	573	No	March 2026	-
<b>Off Broadway Corona (OBC) Theater</b>	<b>170</b>	<b>231</b>	<b>Yes</b>	<b>April 2025</b>	<b>Annual through 2028</b>
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

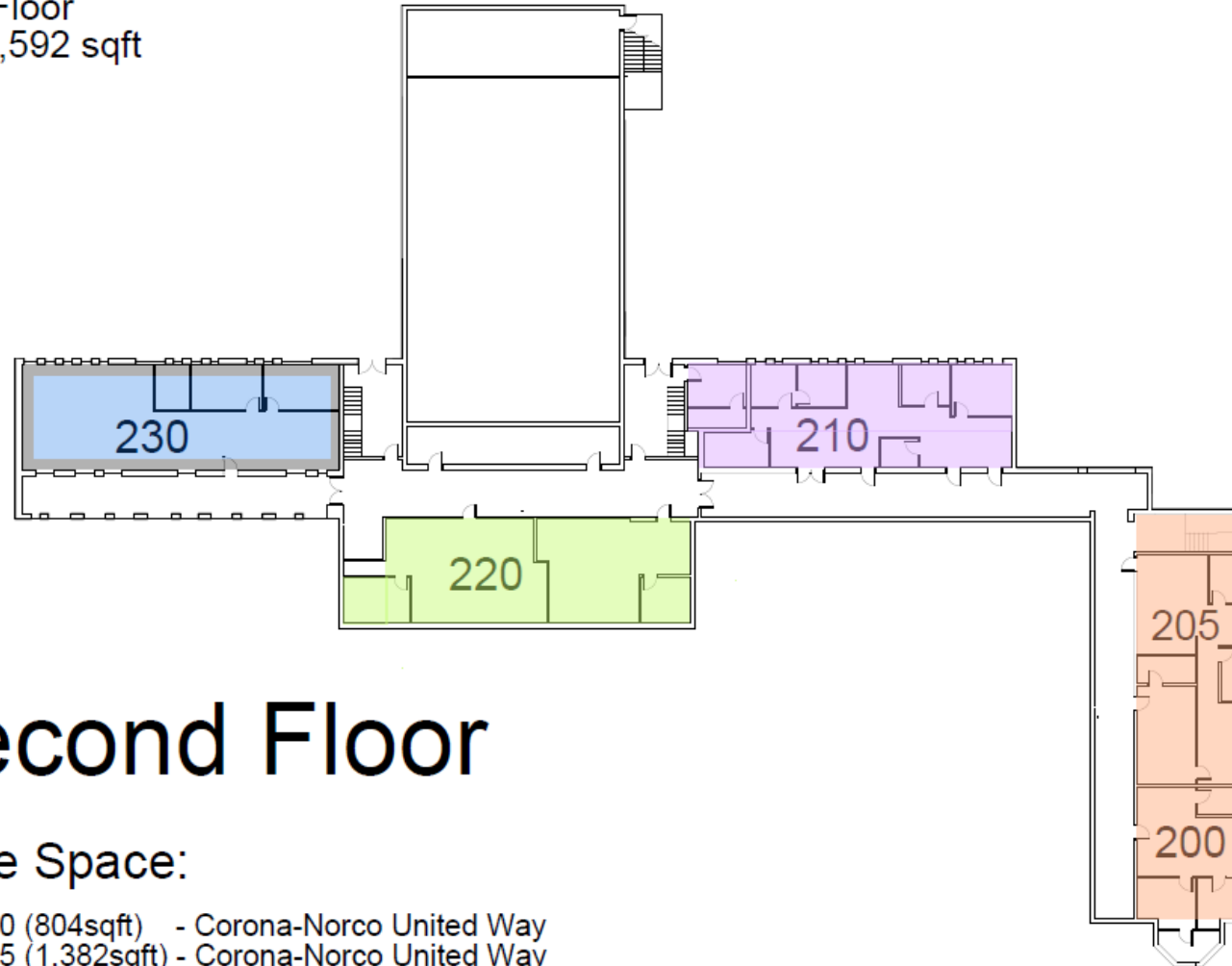


First Floor



# 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

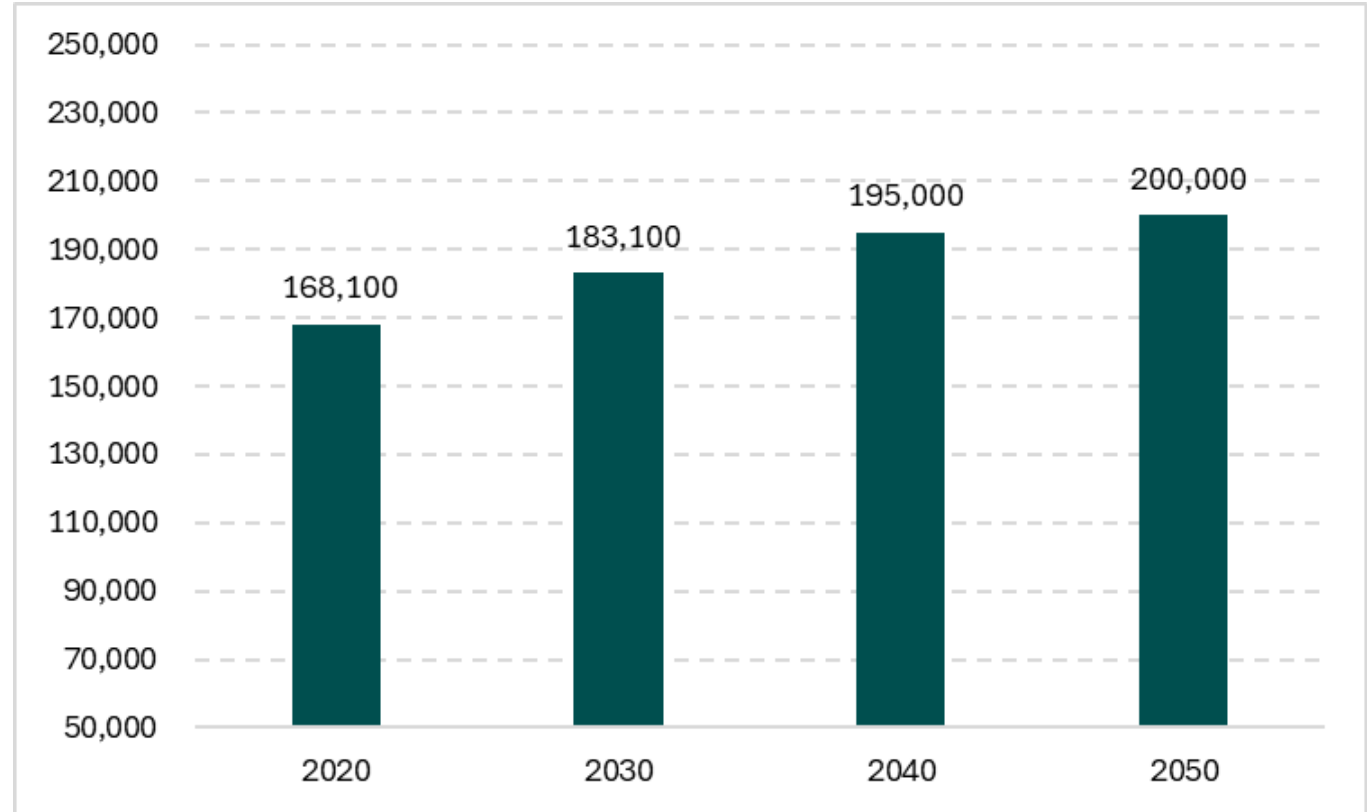


# Demographics

---

- **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

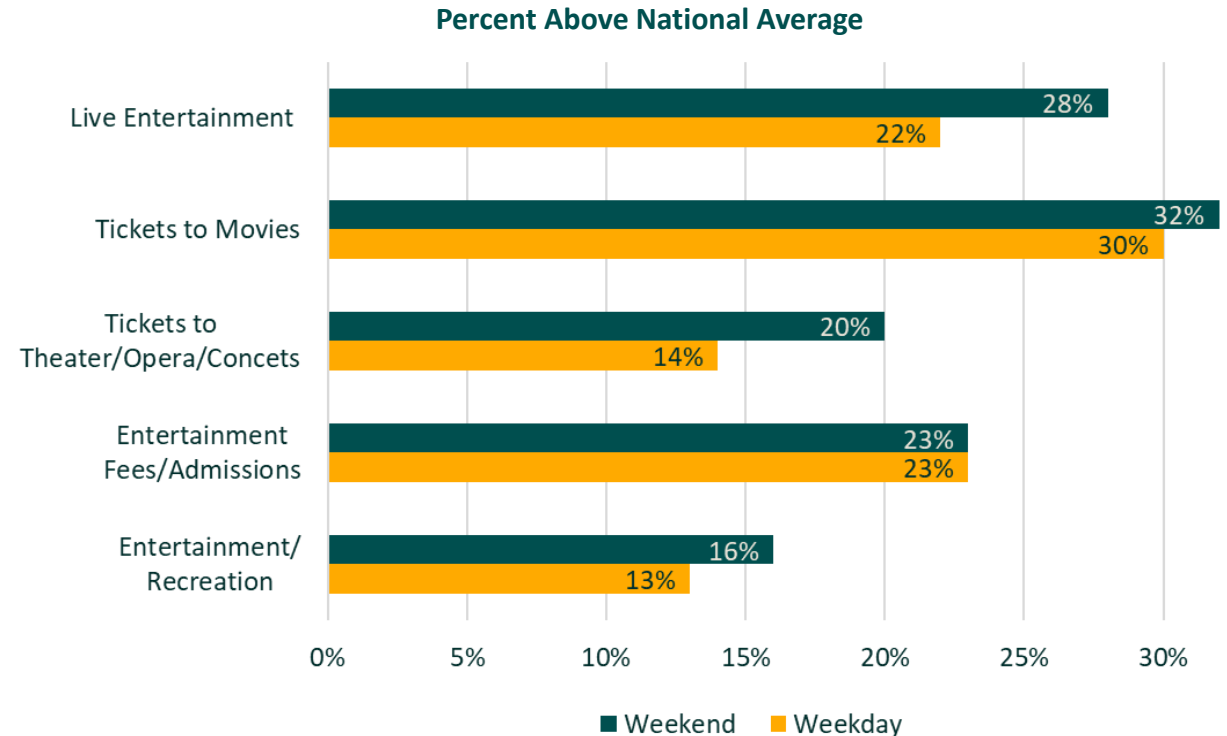
# Spending Habits



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.

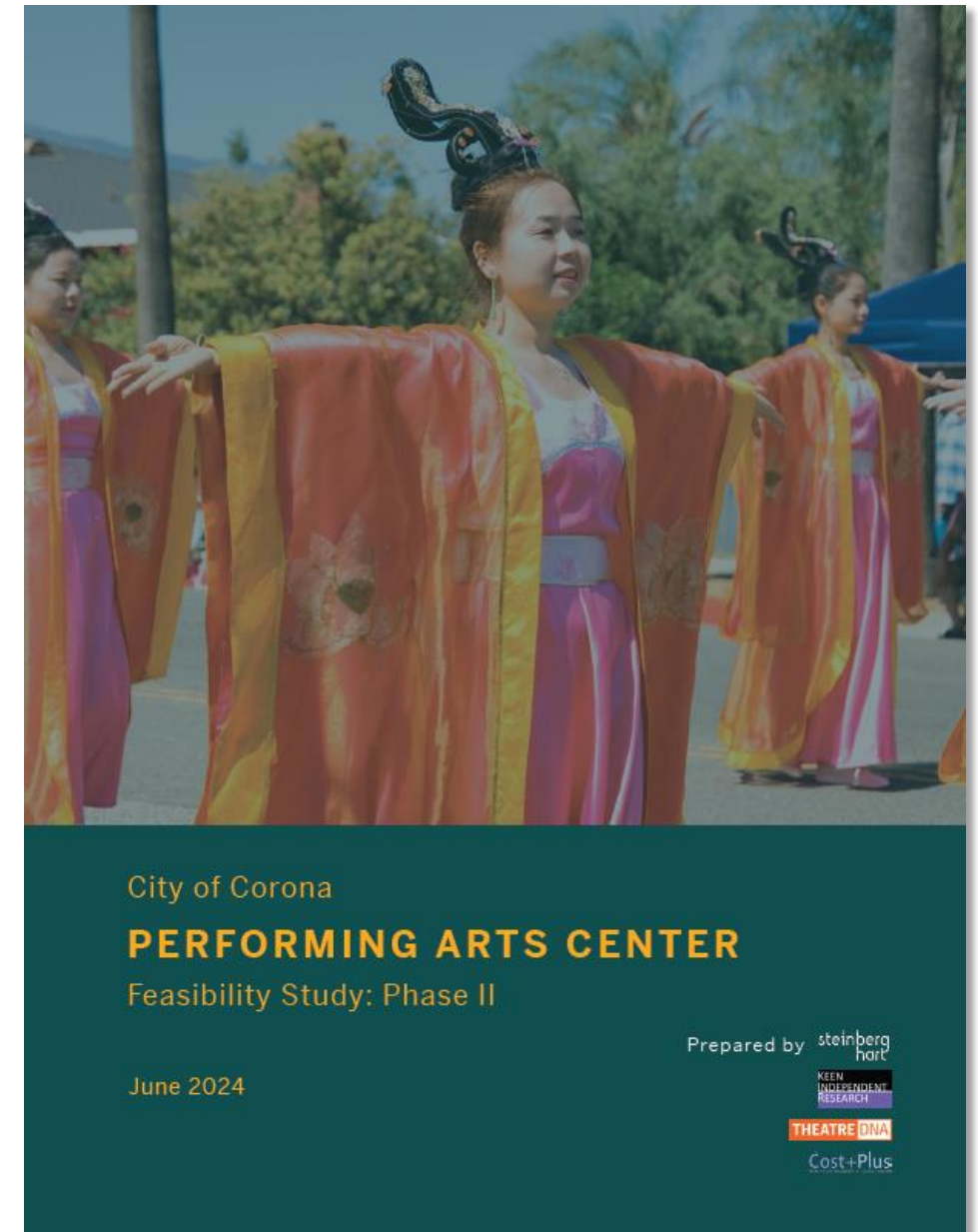
**Demand for arts and cultural activities in Corona is projected to increase over the next 30 years**



# 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 programing recommendations to include visual arts programs, activating the entirety of the HCC.
  - ❑ Evaluate facility needs, renovation costs, and next steps for refurbishment of HCC



# 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



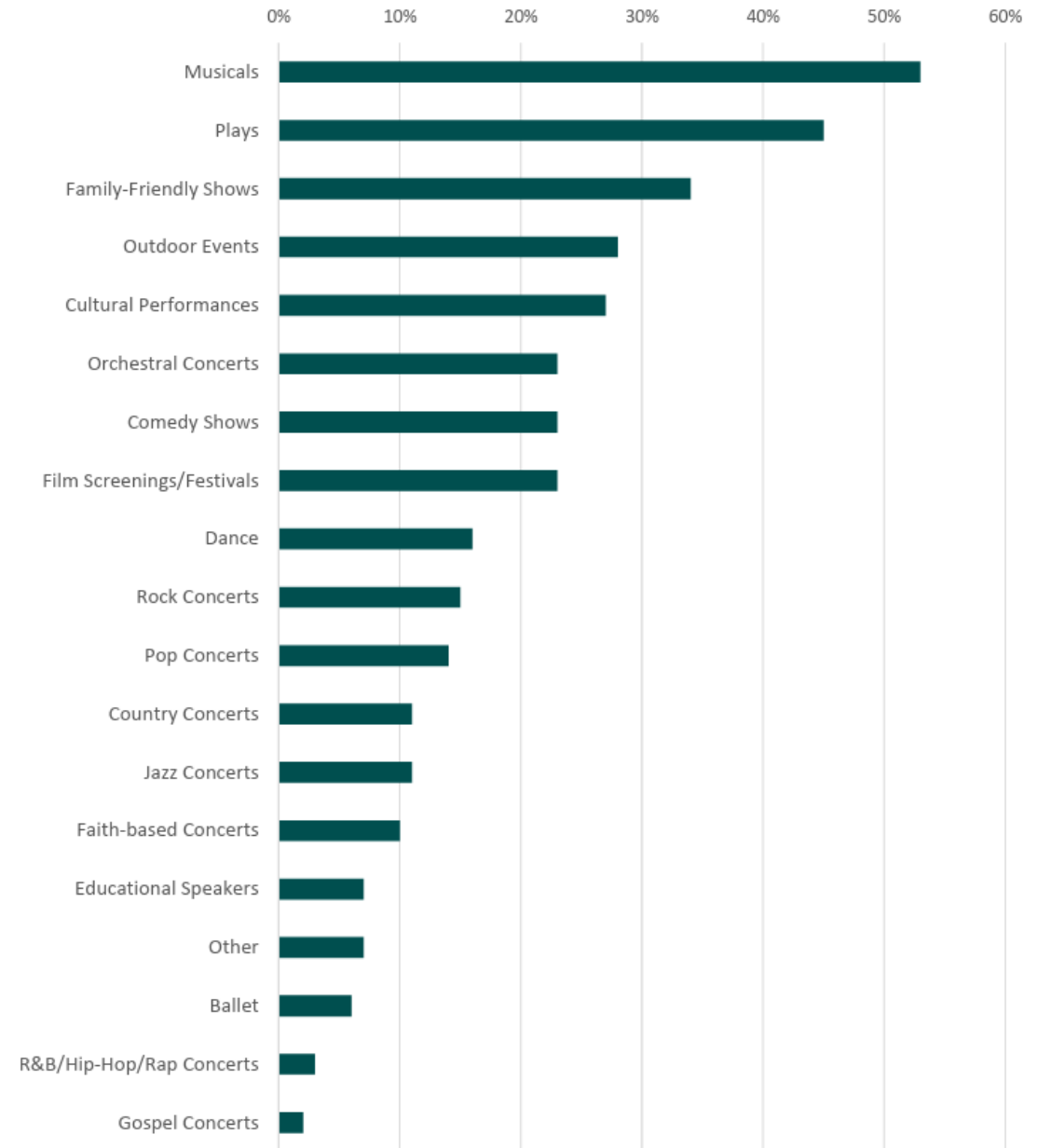


# Top 10 Resident Programming Priorities

## 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			Lectures			Mixed Media Open Lab		Open Lab	Crafts	Open Lab	Partner Use	-	Quilt										
1		Open Lab	-									School Age	Calligraphy		School Age	-	Mosaic	Hip-Hop	Sewing				
2			Improv		Adult Class	Int. / Adv. Drawing & Painting		Adult Class	Anime	Mosaic	Beg. Dance Various	Fashion											
3		Beginner	-																				
4		Intermediate	Music / Film Appr.								Glass Fusion	Ex. YMCA Symphony	Int. Dance Various										
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

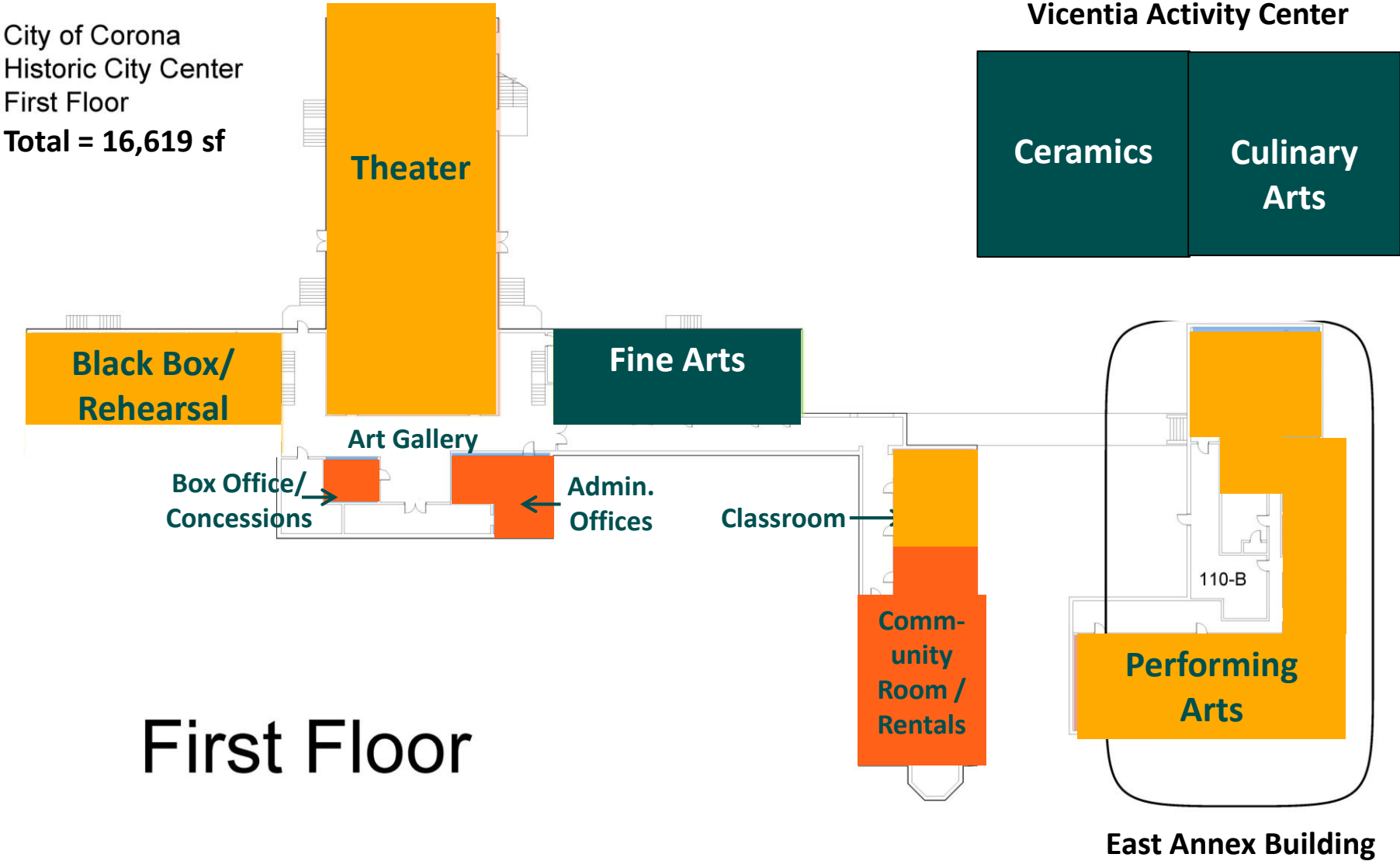
# Proposed General Use Programming & Classes



	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

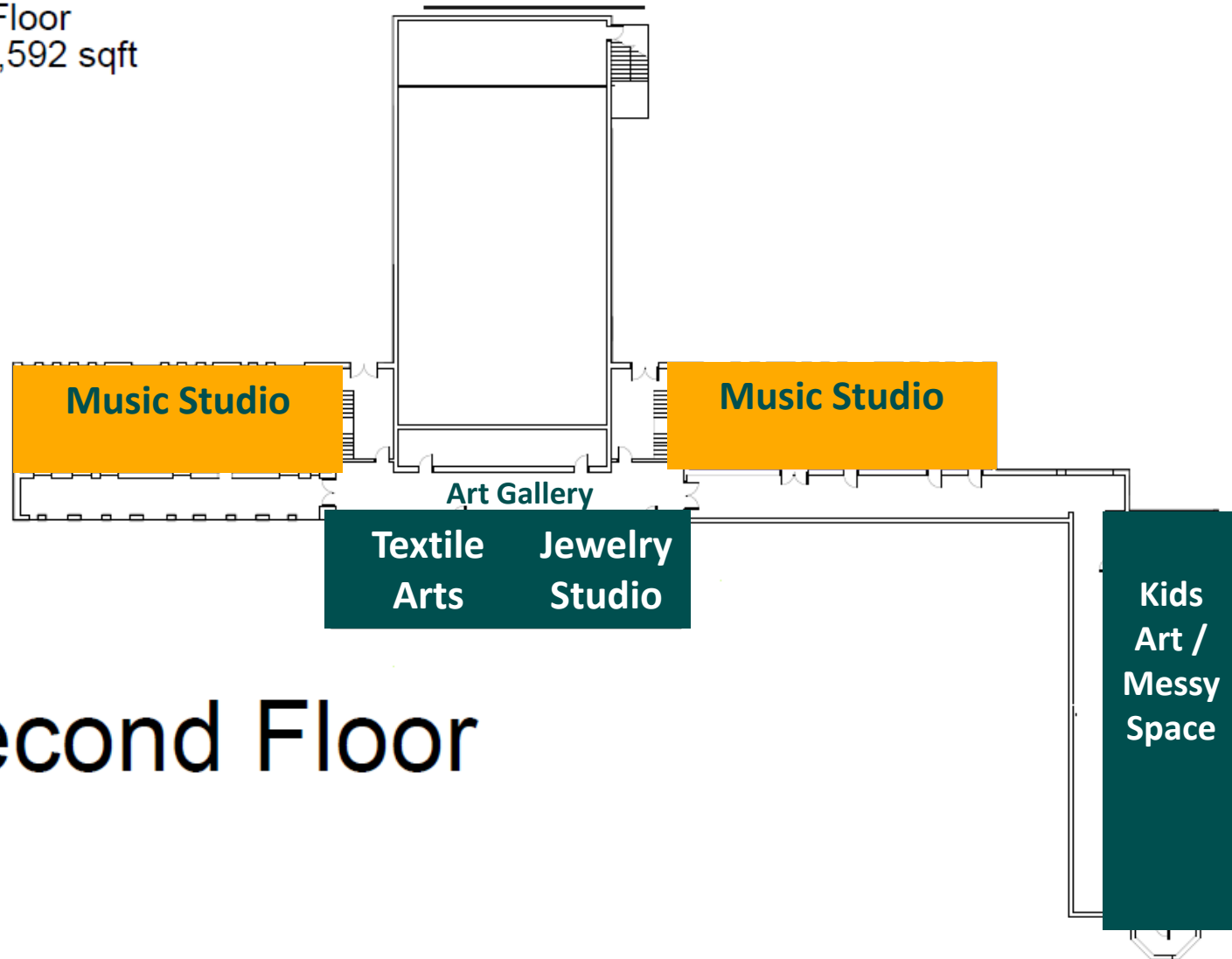


# Proposed Site Plan



# 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 *Non-arts groups, likely to transition out of HCC.



Historic Civic Center Theater Sound Booth

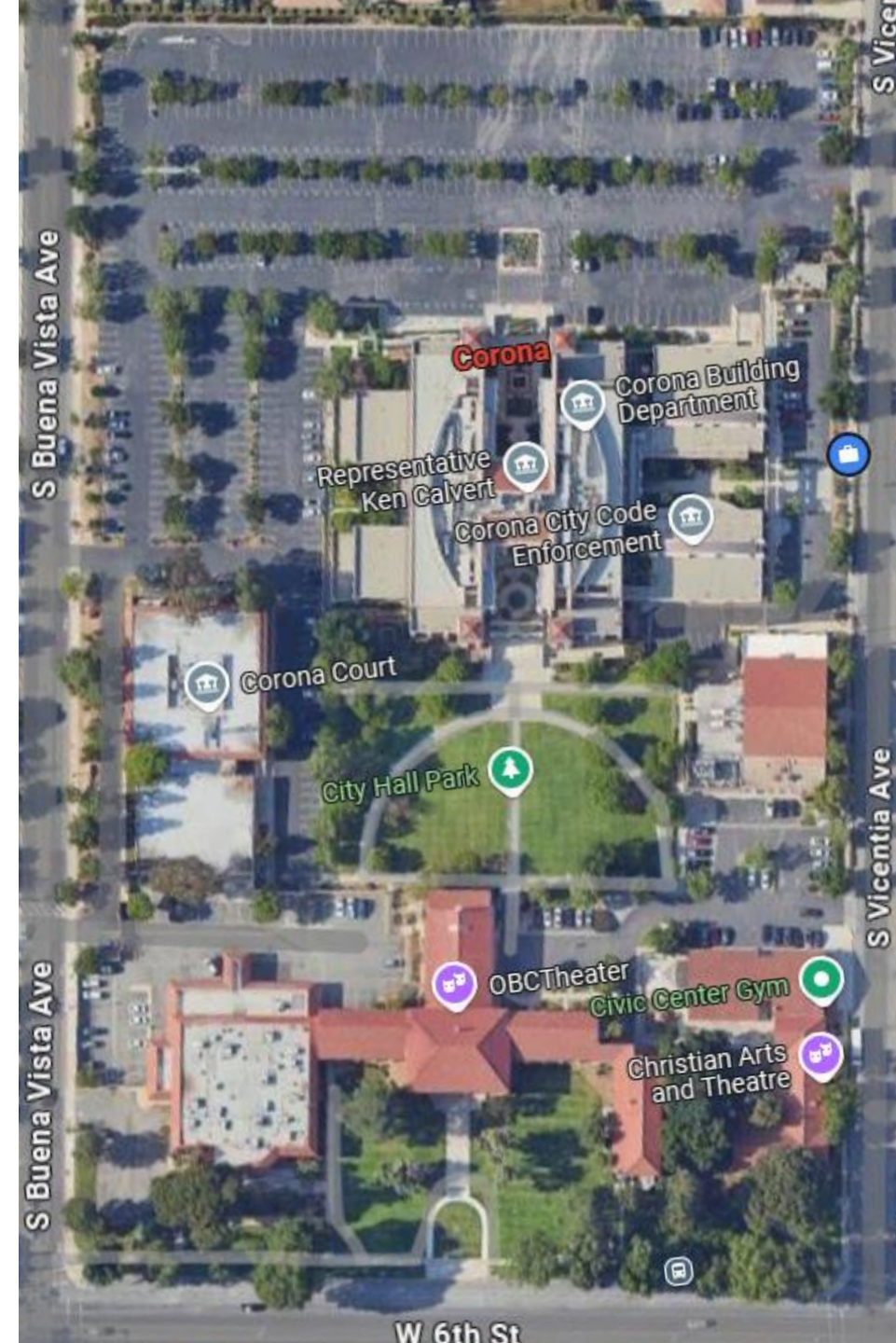
# Section 6

## Proposed Repairs & Maintenance

# Proposed Site Repairs & Maintenance

---

- Repair 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
- Modernize 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*

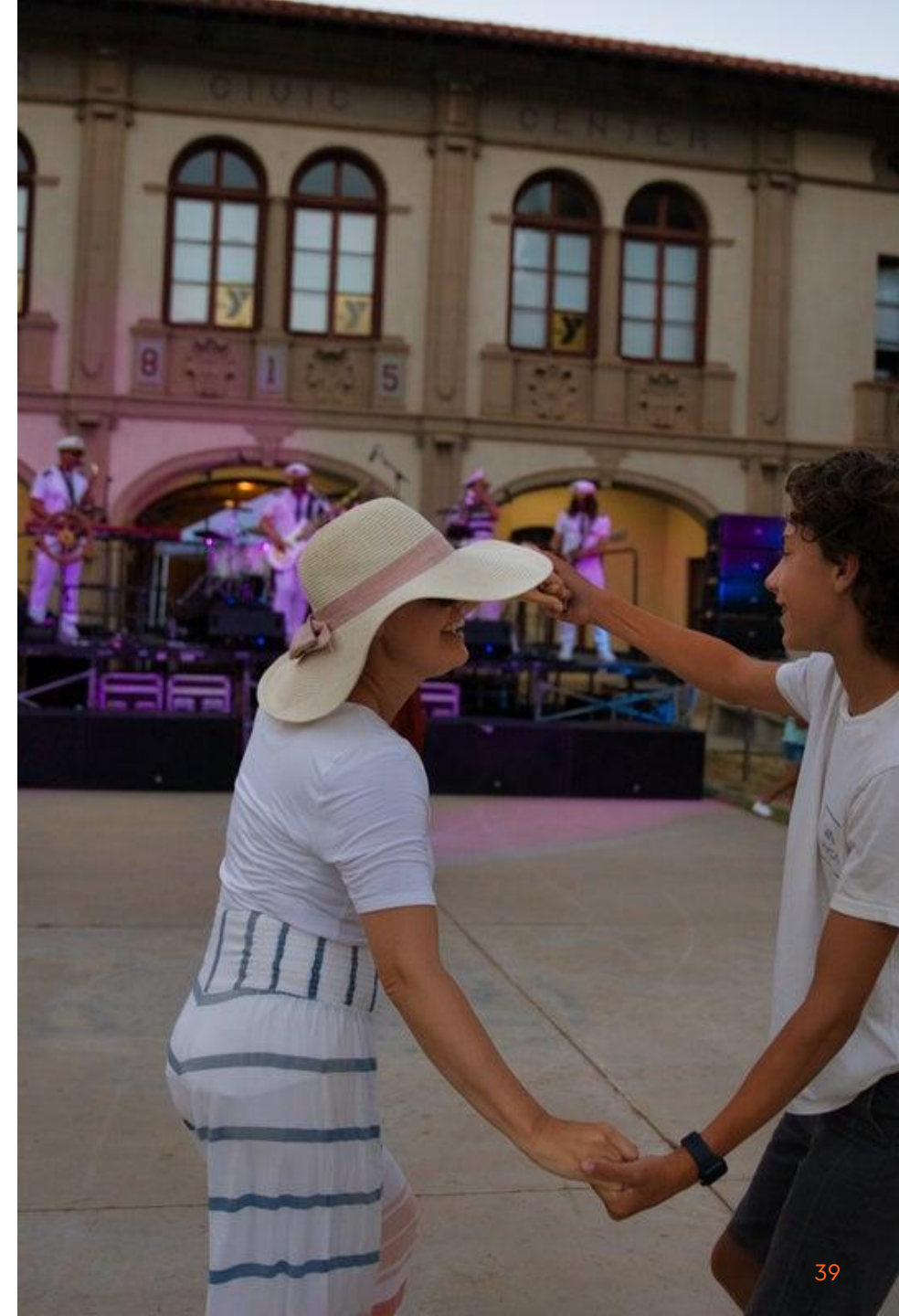




# Estimated Project Cost & Potential Funding Sources

---

- **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
<b>Year 3 – 75% registration rate</b> \$275,000	<b>HCC Comm. Room.</b> \$30,000  <b>HCC Lawn</b> \$2,000	<b>Concessions – New</b> \$3,000  <b>Art Sales – New</b> \$5,000  <b>Merch – New</b> \$1,000	<b>Lease Forecasted</b> Arts Only + CPI \$205,000	<b>Reservations</b> \$40,000  <b>Perf. Agreements</b> CAT / OBCTheater \$40,000 (2024)  <b>HCC Presents</b> \$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%
Srv.	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
<b>Total Marketing Costs:</b>	<b>\$23,000</b>



# 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 Repairs		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 as leases expire.
5. Remodel and reprogram rooms as they become available.



## Ask

---

That the City Council provide feedback on the proposed HCC Operations Plan.





Thank you

# Questions?

---



 **(951) 739-4935**

 **Donna.Finch@CoronaCA.gov**

 **www.CoronaCA.gov**