



Historic Civic Center Operations Plan Update

Donna Finch

Community Services Director

Ask

That the City Council provide direction on the optimization of the Historic Civic Center (HCC).





Historic Civic Center Exterior

Background

HCC History & Space Utilization

Why are we here discussing this?

Strategic Plan

Goal 5: Sense of Place

Approved by City Council in 2020

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

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

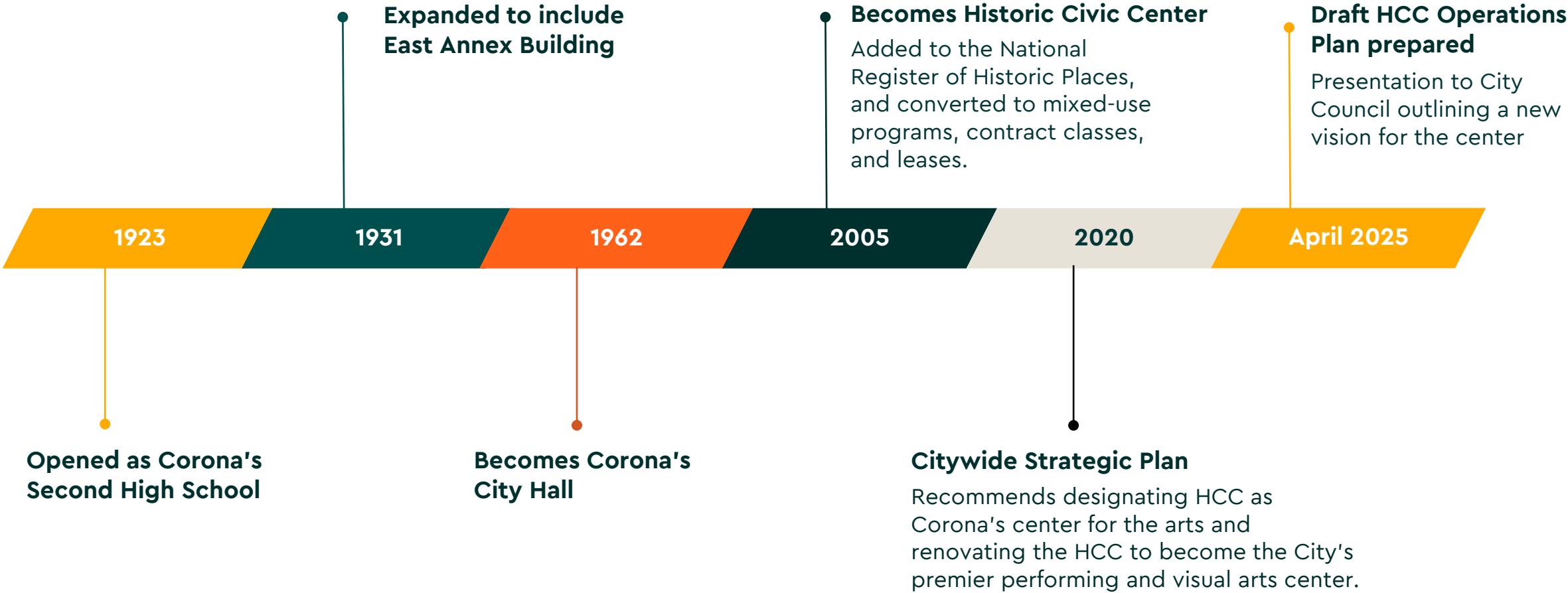
- ... Renovate the Historic Civic Center to become the City's premier performing and visual arts center.
- Designate the Historic Civic Center as Corona's center for the arts and relocate all non-arts lessees.

In summary, we want to make the HCC a thriving center for the arts in Corona.



Historic Civic Center Exterior

HCC History



April 16, 2025 Meeting

Recap

- Draft HCC Operations Plan presented to City Council with proposed programming improvements, facility repairs and maintenance, and an implementation plan
- City Council directed staff to:
 1. Proceed with plans to improve the HCC building and campus
 - Campus repairs & maintenance - \$1,200,000
 - Building repairs & maintenance - \$5,000,000
 - Theater technology improvements - \$500,000
 - Furniture & equipment - \$1,000,000
 - **Total estimated project cost = \$7,700,000**
 2. Work with arts partners and collect feedback on how to integrate them into the plan

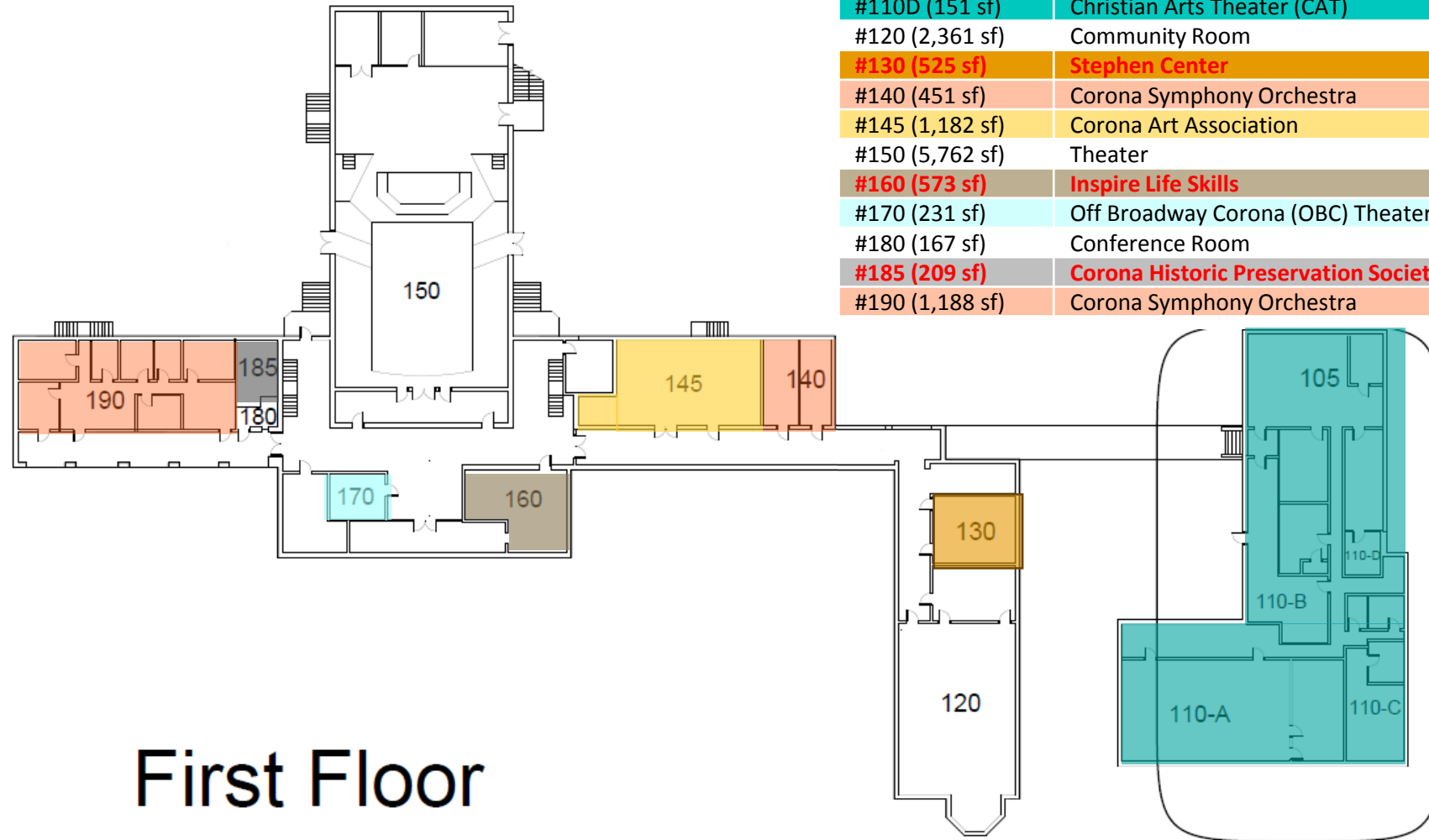
Current HCC Lease Holders

ORGANIZATION	SUITE(S)	SQ. FT.	ART	LEASE TERM
Christian Arts and Theater (CAT)*	105 - 110	4,014	Yes	March 2026
Corona Art Association (CAA)*	145	1,182	Yes	March 2026
Corona Historic Preservation Society (CHPS)	209	209	No	February 2026
Corona Norco YMCA Music School*	210 - 230	5,552	Yes	January 2035
Corona Symphony Orchestra & Conservatory*	140, 190	1,639	Yes	July 2026
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 2026
The Stephan Center	130	525	No	March 2026

* Visual & performing arts partners

Arts partners refer to non-profit groups or organizations that **directly provide visual, performing, or culinary arts programs, classes, or lessons** to the community.

Current HCC Space Utilization



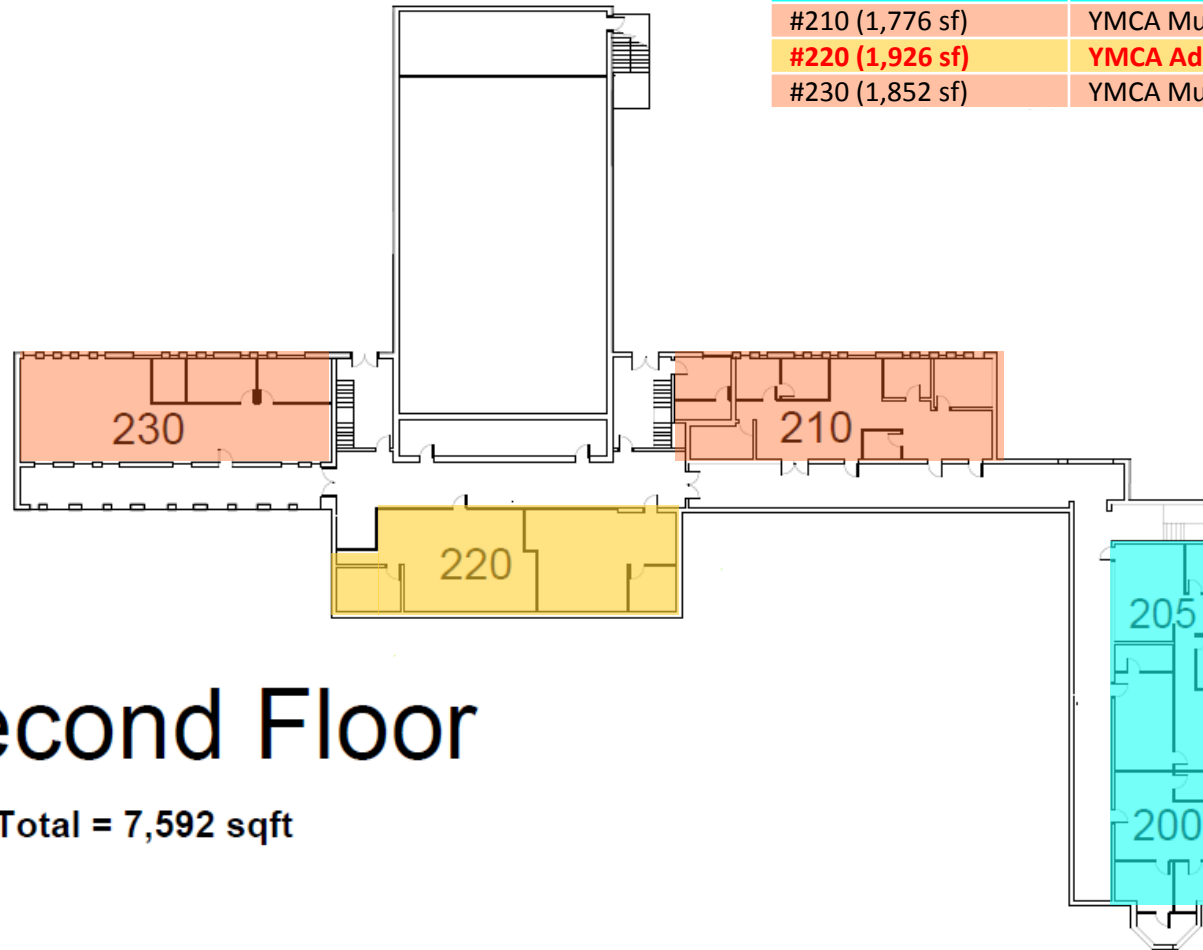
#105 (1,171 sf)	Christian Arts Theater (CAT)
#110A (1,181 sf)	Christian Arts Theater (CAT)
#110B (399 sf)	Christian Arts Theater (CAT)
#110C (483 sf)	Christian Arts Theater (CAT)
#110D (151 sf)	Christian Arts Theater (CAT)
#120 (2,361 sf)	Community Room
#130 (525 sf)	Stephen Center
#140 (451 sf)	Corona Symphony Orchestra
#145 (1,182 sf)	Corona Art Association
#150 (5,762 sf)	Theater
#160 (573 sf)	Inspire Life Skills
#170 (231 sf)	Off Broadway Corona (OBC) Theater
#180 (167 sf)	Conference Room
#185 (209 sf)	Corona Historic Preservation Society (CHIPS)
#190 (1,188 sf)	Corona Symphony Orchestra

First Floor

Total SF = 16,619

Current HCC Space Utilization

#200 (804 sf)	Corona Norco United Way
#205 (1,382 sf)	Corona Norco United Way
#210 (1,776 sf)	YMCA Music School
#220 (1,926 sf)	YMCA Administration
#230 (1,852 sf)	YMCA Music School



Second Floor

Total = 7,592 sqft



Arts Partners Outreach

Facility & Programming Needs

Christian Arts Theater

Current Space 4,015 SF (suites 105, 110A, 110B, 110C, 110D)

Programming

- Performing arts classes
- Singing lessons
- Dance lessons
- Homeschool classes
- Stage makeup
- Costume design
- Theater performances

Schedule

Classes/Private Lessons:
Mon.–Wed., 9:30am – 8:30pm
Thurs. & Fri., 12:30-8:30 p.m.

Rehearsals:
3 days week (in leased space)

Productions:
4-6 per year in HCC theater



Christian Arts Theater (cont.)

- **Outreach meetings:**
 - July 31, 2025
 - September 29, 2025
- **Feedback received:**
 - Happy with current location and lease arrangement
 - Additional rehearsal/studio space desired to expand programming
 - Improvements requested in theater and suites
 - Open to sharing space on weekday mornings and Sundays



Corona Arts Association

Current Space 1,182 SF (suite 145)

Programming

- Arts classes
- Community arts & culture
- Adaptive art
- Art gallery
- Art shows

Schedule

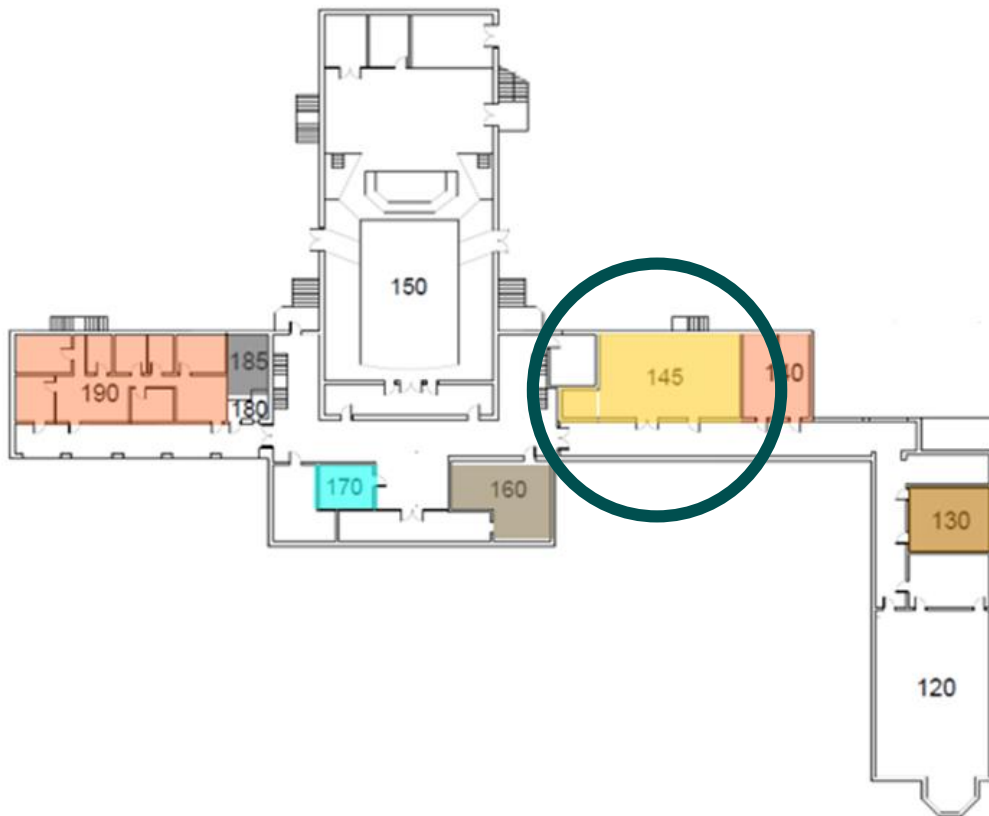
Arts Classes*/Open Art:
Mon. – Fri., 12:00–6:30pm
Sat., 10:30am–5:00pm

Art Gallery:
Thurs.–Sun., 12:30–4:00pm

Art Shows (every other month):
Fri.–Sun., 12:00–4:00pm

Member/Board Meetings:
1st & 2nd Tue. of the month

**Class schedule varies by week/month*





Corona Arts Association (cont.)

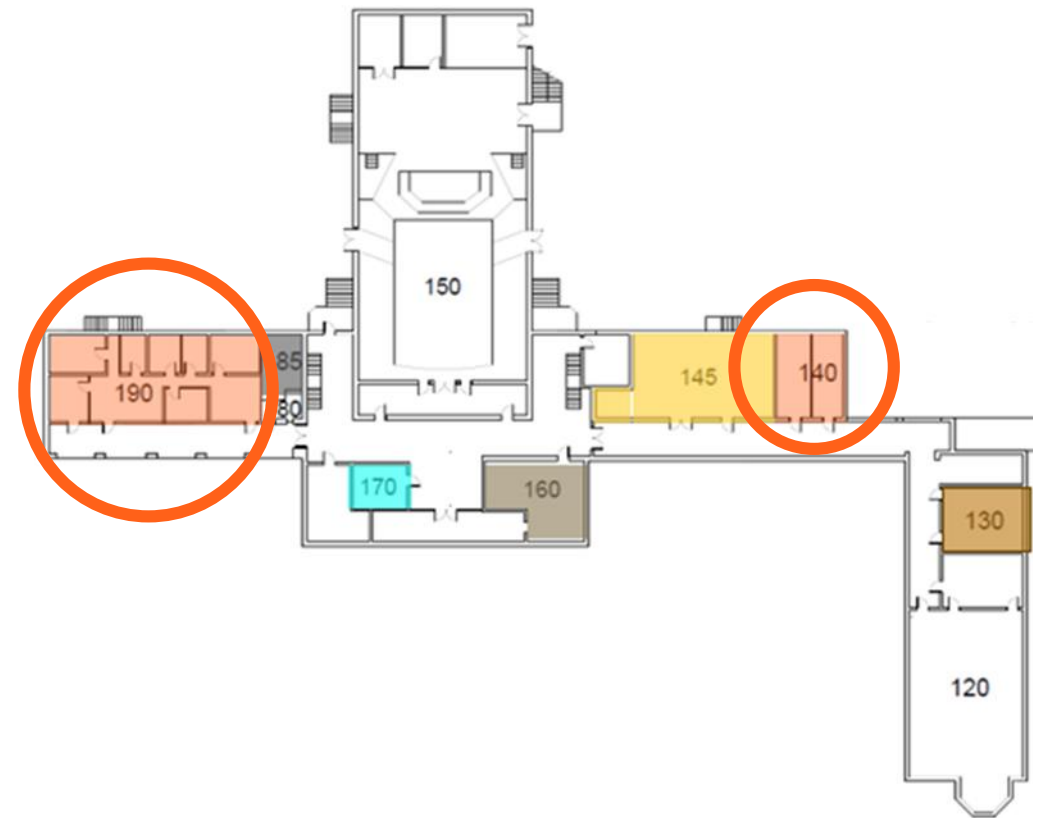
- **Outreach meetings:**
 - July 8, 2025
 - September 30, 2025
- **Feedback received:**
 - Happy with current location and lease arrangement
 - Need large classroom and gallery space to maintain operations
 - Secure space is needed for art displays and supplies
 - First floor preferred
 - Prefer own space; open to sharing if other needs met

Corona Symphony Orchestra & Conservatory

Current Space 1,639 SF (suites 140 & 190)

Programming String music education
Small group lessons
Beg., int. & adv. orchestra

Schedule **Music classes:**
Wednesdays, 3:30-7:30p.m.



Corona Symphony Orchestra & Conservatory (cont.)

- **Outreach meetings:**

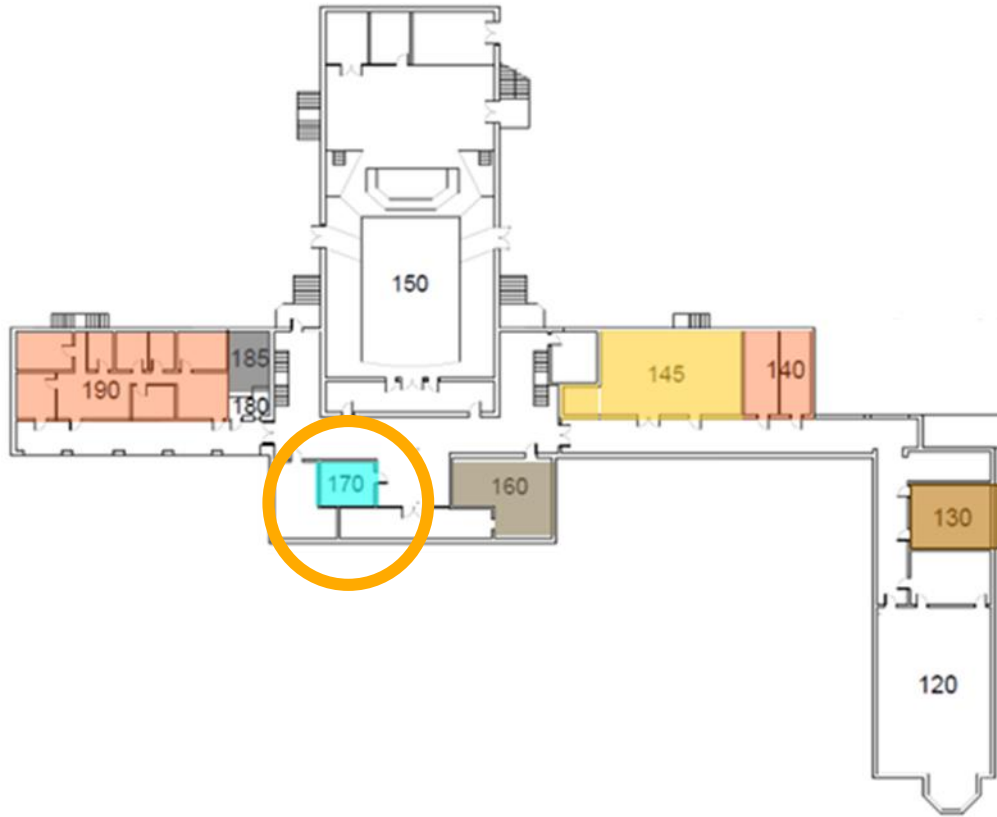
- July 9, 2025
- September 24, 2025

- **Feedback received:**

- Happy with current location and lease arrangement
- 10 small classrooms needed for programming
- Secured storage space/area is necessary
- First floor preferred for easier transport of large instruments
- Improvements requested for the building
- Prefer own space, open to sharing if other needs met



Off Broadway Corona (OBC) Theater



Current Space 231 SF (suite 170)

Programming Theatrical productions
Set design
Private lessons (voice, piano)
Special events support

Schedule 2-3 productions per year in theater



Off Broadway Corona (OBC) Theater (cont.)

- **Outreach meetings:**
 - May 1, 2025
 - September 24, 2025
- **Feedback received:**
 - Office space needed mainly for storage, green room, and staging area
 - Rehearsal space/black box theater could be helpful
 - Improvements requested for the building
 - Aspirations to add more shows and classes
 - Potential interest in teaching contract classes

YMCA Music School

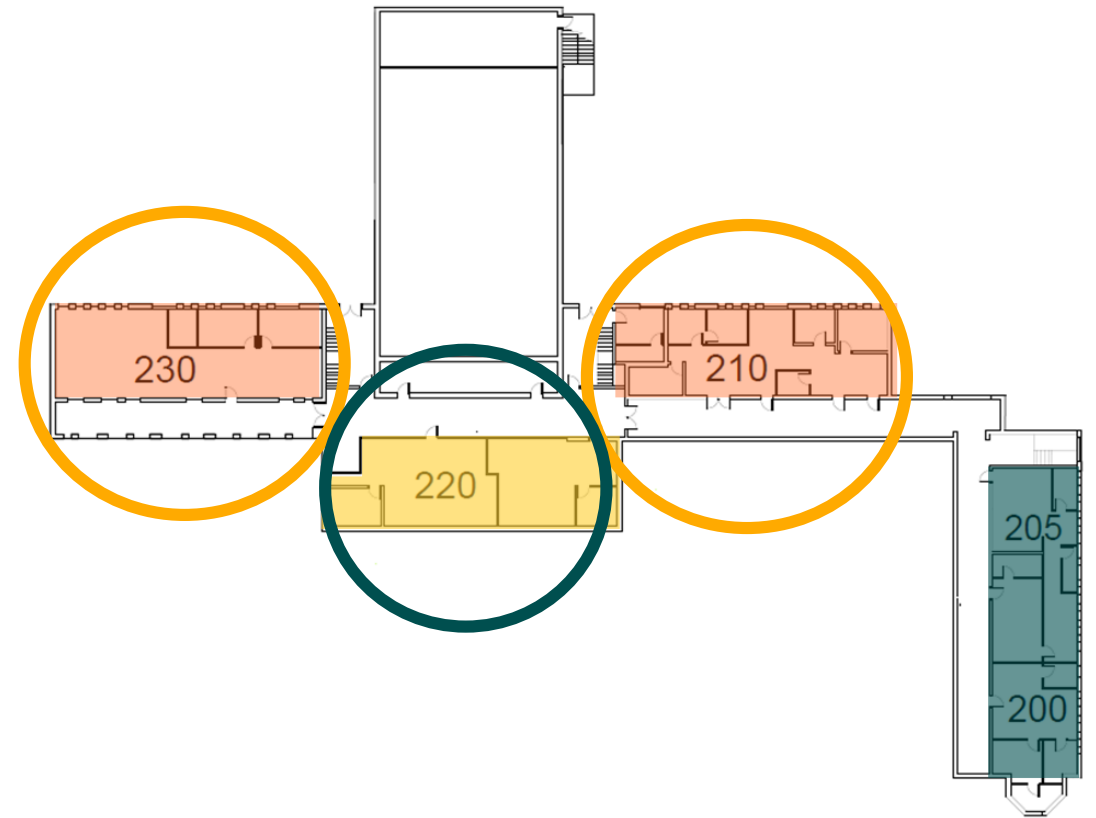
Current Space 3,628 SF classroom (suites 210, 230)
1,926 SF admin. (suite 220)

Programming Music classes: intro – advanced
(drums, guitar, piano, ukulele)
Vocal lessons
Recording studio

Schedule

Music Classes:
Mon.–Wed.: 4:00–9:00 p.m.

Makeup Classes:
Occasionally during the week



YMCA Music School (cont.)

- **Outreach meetings:**

- June 23, 2025
- October 8, 2025

- **Feedback received:**

- Happy with current location and lease arrangement
- Need 3 classrooms and recording studio for programming
- Interested in expanding and growing programs
- Improvements requested in suites
- Not open to sharing space
- May be open to running music programs for the City and sharing revenue



Arts Tenants Feedback

Summary

- All arts tenants like their current set up and lease arrangement at the HCC – no change desired
- Most arts tenants expressed openness to sharing space under certain conditions
- Several suggestions were offered for improvements to the building and suites





Options

Facility Optimization

Program Utilization Gaps

Date/Time		Christian Arts Theater (CAT)	Corona Arts Association	Corona Symphony	OBC Theater	YMCA Music
Monday	AM	9:30 a.m. – 12:00 p.m.				
	PM	1:00 – 8:00 p.m.	2:30 – 6:30 p.m.			3:00 – 8:00 p.m.
Tuesday	AM	9:30 a.m. – 12:00 p.m.				
	PM	12:00 – 8:30 p.m.	3:30 – 6:30 p.m.			3:00 – 8:00 p.m.
Wednesday	AM	10:30 – 12:00 p.m.				
	PM	3:30 – 8:00 p.m.	2:00 – 6:30 p.m.	3:30 – 7:30 p.m.		3:00 – 8:00 p.m.
Thursday	AM					
	PM	12:30 – 8:00 p.m.	12:00 – 7:00 p.m.			
Friday	AM					
	PM	2:00 – 6:30 p.m.	12:00 – 6:30 p.m.		Shows in Theater	
Saturday	AM	Shows/rehearsals	10:00 – 12:00 p.m.		Shows in Theater	
	PM	Shows/rehearsals	12:00 – 5:00 p.m.		Shows in Theater	
Sunday	AM	Shows/rehearsals			Shows in Theater	
	PM	Shows/rehearsals	12:30 – 4:00 p.m.		Shows in Theater	

1

Option 1

Facility Optimization

Minimal Change

- Relocate all non-arts tenants
- Complete renovations on vacant suites
- Transition city-run arts programs to vacant suites
- Defer improvements on arts tenant suites until facility optimization can occur



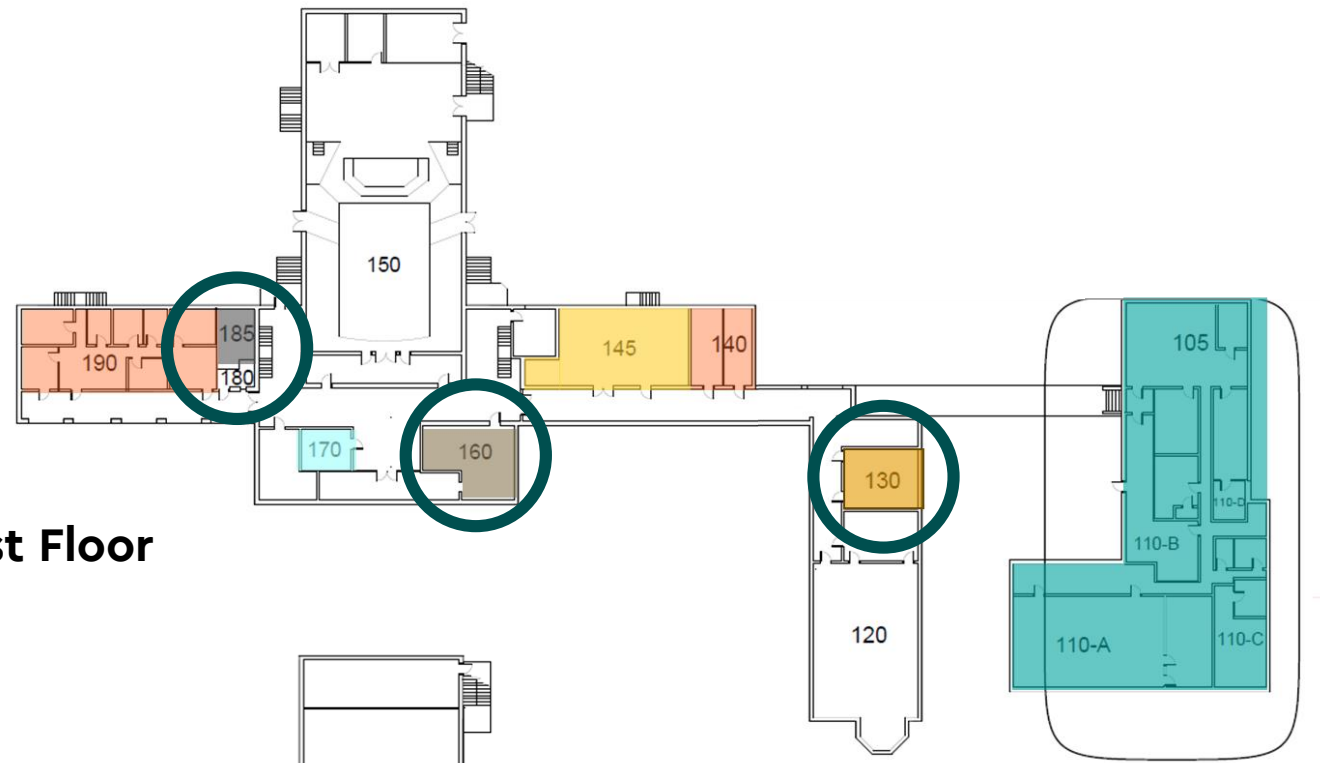
Option 1 - Minimal Change

- **Vacated suites available for City Arts Programs and staffing, including:**

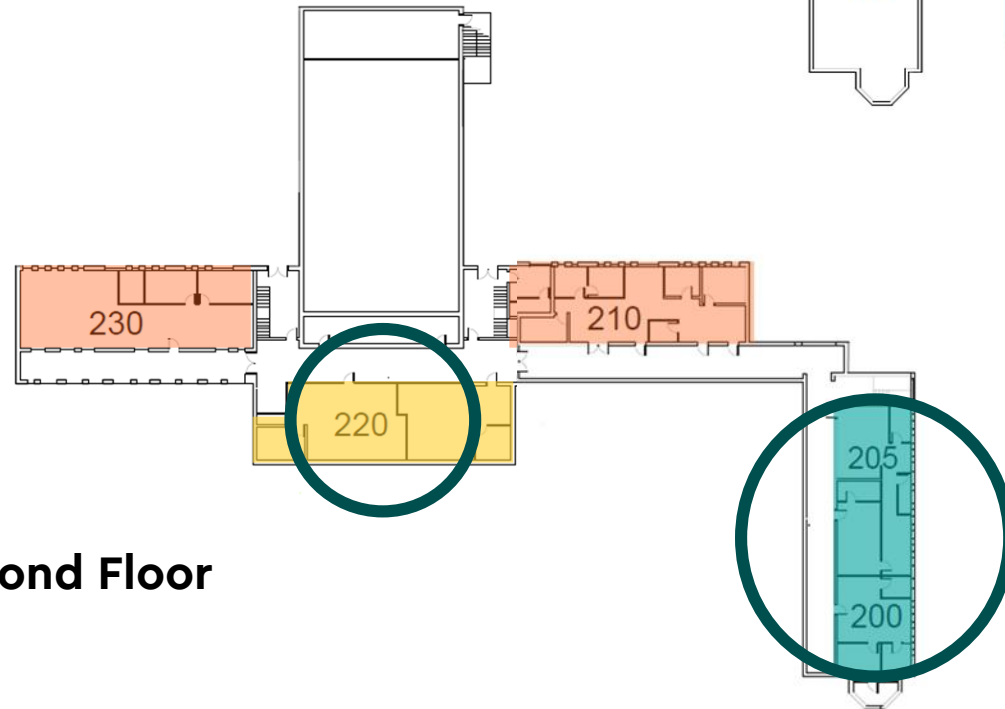
- Textile Art (**NEW**)
- Jewelry Making (**NEW**)
- Kids Art (**EXPAND**)
- Art Classroom (**EXPAND**)
- Admin. Office

- **Make improvements to vacated suites, including:**

- Flooring
- Paint
- Ceilings
- Lighting
- Acoustics
- Sinks
- Storage
- A/V



First Floor



Second Floor

Proposed Hours of Operation

City Programmed Suites Only

- **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



Proposed Staffing Needs

Option 1

	Position Name	Function	% to HCC
Program	Recreation Supervisor	Program Supervision	50% HCC / 50% Rec
	Program Coordinator	Visual & Performing Arts	100%
	Assistant Recreation Coordinator 1x (PT)	Program Support	100%
Building	Community Services Leader/Sr. CS Leader 3x (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: \$285,000

Option 1 - Proposed Facility Optimization Timeline

	FY26	FY27	FY28	FY29	FY30	FY31
Planning & Design	X	X				
Building Repairs		X	X	X		
Campus Improvements			X	X		
Technology Upgrades		X	X			
Furniture & Equipment		X	X			
Program Enhancements		X	X			
Staffing		X	X			

2

Option 2

Facility Optimization

Phase-In Facility Optimization

- Same as Option 1, AND:
- Evaluate demand for City-run programs.
- Phase in facility optimization based on City program expansion needs and needs of other tenants
- Improve remaining suites as space becomes available and/or existing tenants can accommodate renovations within program schedules



3

Option 3

Facility Optimization

Full Facility Optimization

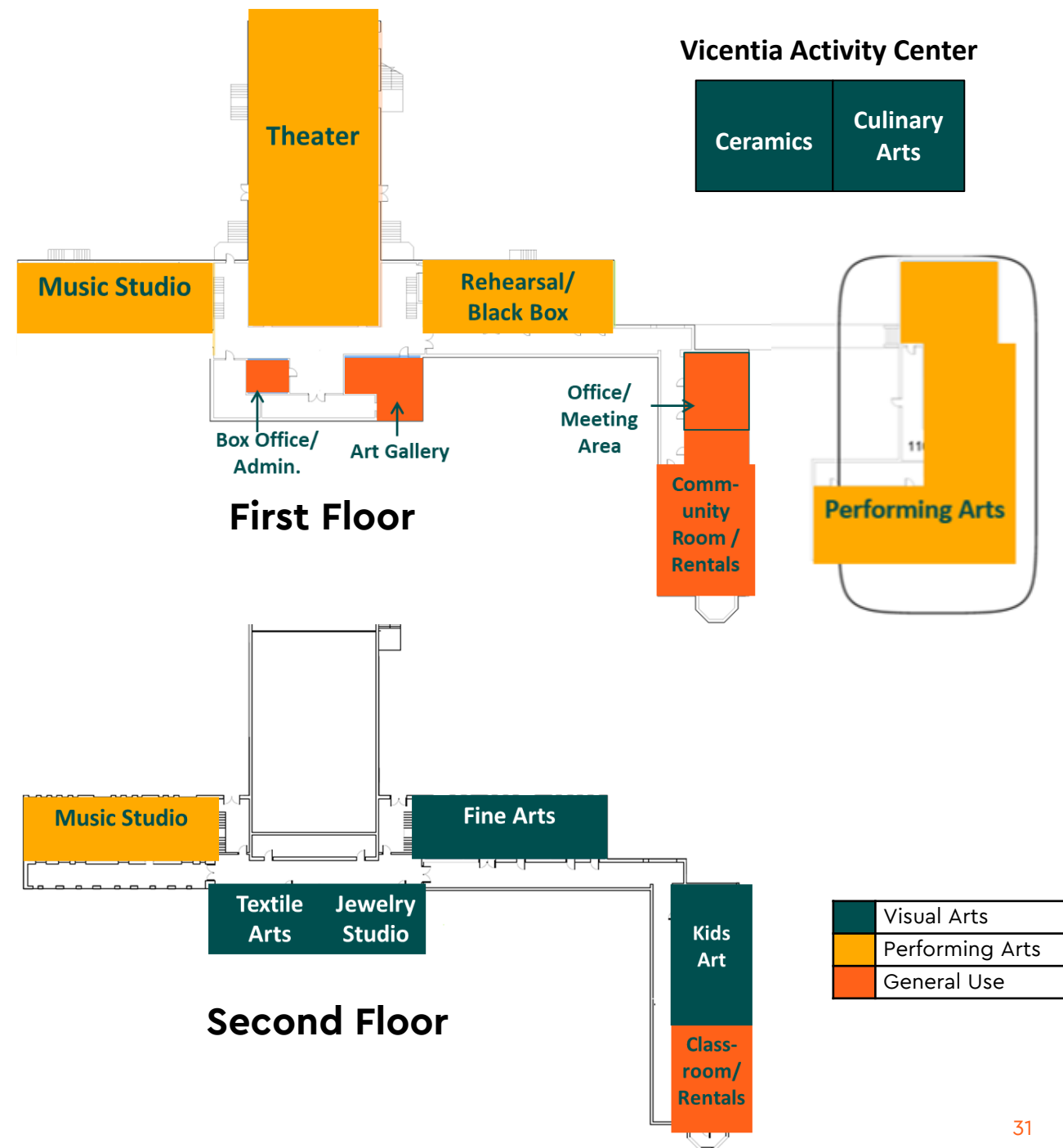
- Same as Option 1, BUT:
- Conduct improvements on the full building and campus
- Transition city-run arts programs to HCC and expand programming
- Fully implement facility optimizations to maximize arts programming and HCC usage



Option 3 – Full Optimization

Proposed Plan

- Update all suites
 - Layouts, flooring, paint, ceilings, lighting, acoustics, sinks, storage, and A/V
- Expand city arts programming *now* to maximize facility usage
- Reposition some arts tenants to group them into new spaces based on program type
- Share some spaces as program schedules allow to maximize space use



Option 3 – Full Optimization

Arts Tenant Impacts

Corona Art Association (CAA)

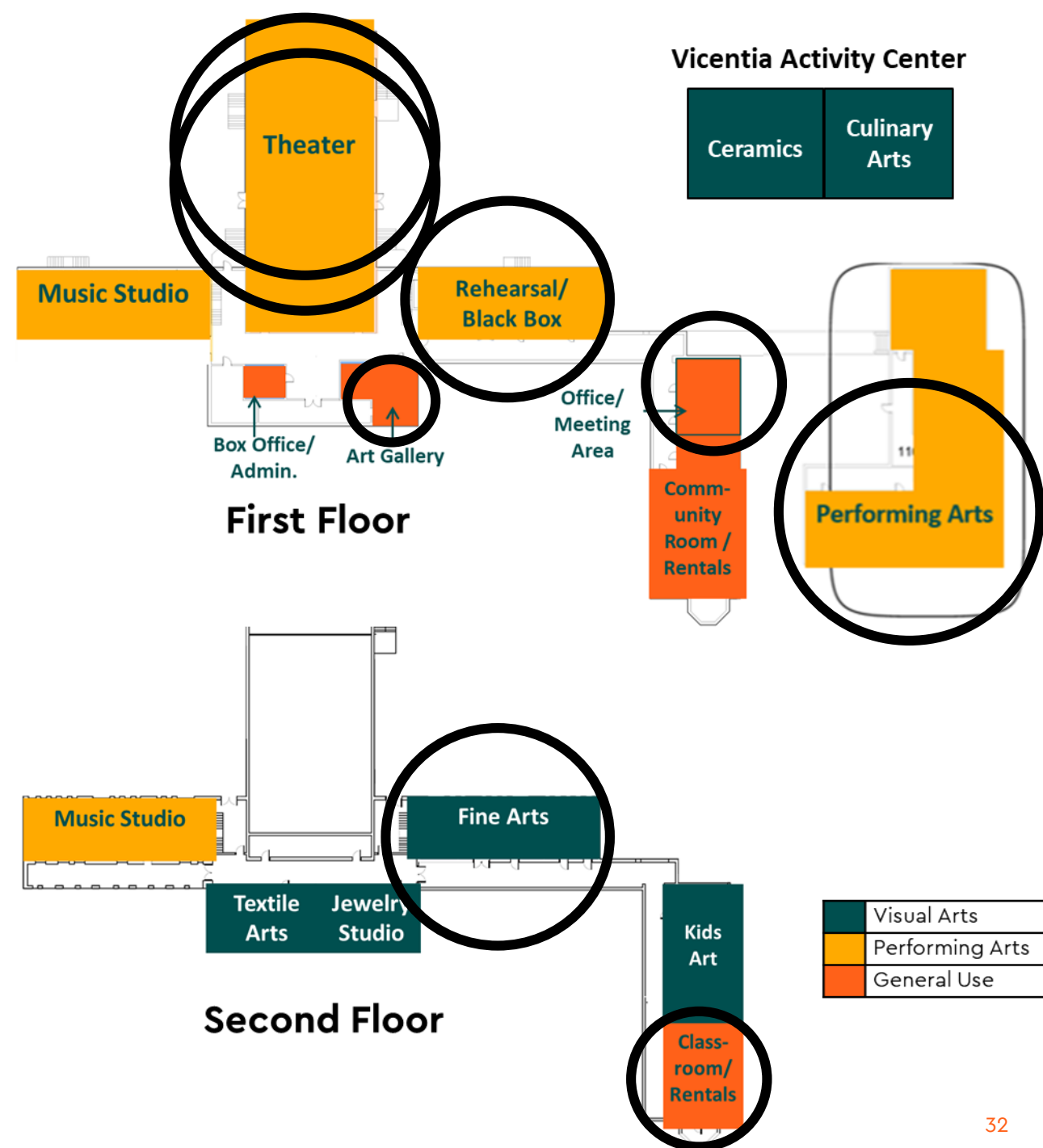
- Move to the 2nd floor into the new Fine Arts area
- Display and sell art in Art Gallery
- Share space when CAA programs are not operating (i.e., weekday mornings and early afternoons)

Christian Arts Theater (CAT)

- Keep all classes and programs in current location
- Maintain theater performances with opportunities to expand
- Share space when CAT programs are not operating (i.e., weekday mornings, Sundays)

Off Broadway Corona (OBC) Theater

- Move to new Office / Meeting Area
- Provide rehearsal space in new Black Box / Rehearsal Area
- Offer access to classroom space for lessons and programs
- Maintain theater performances with opportunities to expand



Option 3 – Full Optimization

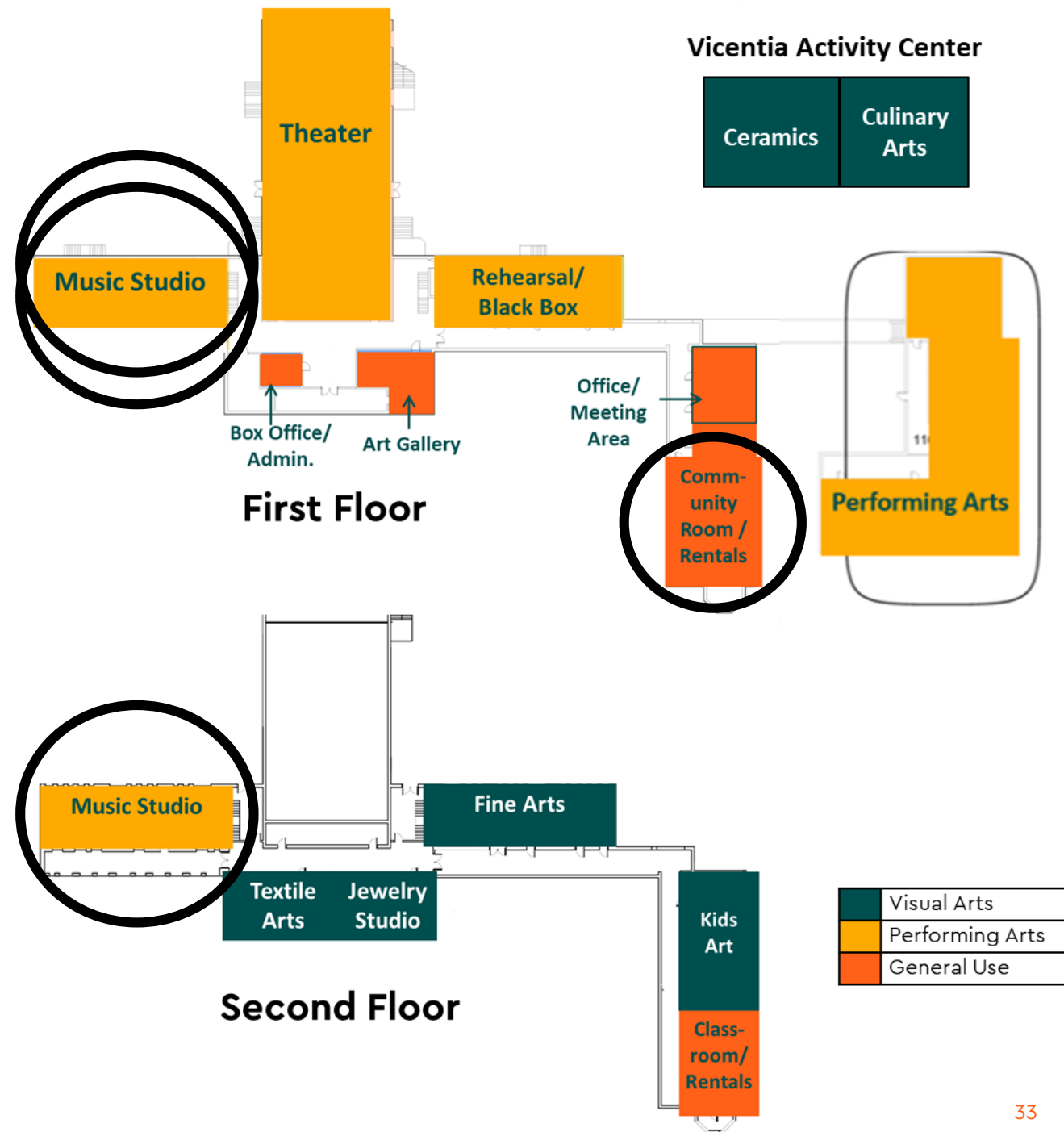
Arts Tenant Impacts

Corona Symphony Orchestra & Conservatory

- Keep all classes in the current location
- Maintain rehearsal space in Community Room or new Rehearsal / Black Box Area
- Share space with YMCA and other music programs when Corona Symphony is not operating (Mon, Tues, Thurs, Fri, and Sat)

YMCA Music Program

- Relocate music classes to 1st floor Music Studio
- Relocate recording studio to 2nd floor Music Studio
- Share space with Corona Symphony and other music programs when YMCA music is not operating (Weds & Sat)





Full Facility Optimization

- The HCC could accommodate as many as 40 distinct daily activities.
- Programming would be dependent on demand: resident interests, market trends, and availability of instructors (internal, contract, partner).
- Morning use would 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.
- Comparison cities indicate higher usage Mondays – Thursdays, with less usage on Fridays and Saturdays.
 - Most facilities closed on Sundays, apart from theater productions and reservations for private events.

Resident Programming Priorities

Desired Arts Activities (Survey):

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

Desired Arts Activities (Write-In):

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



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



Proposed Visual Arts Classes



	CULINARY ARTS	FINE ARTS	JEWELRY STUDIO	KIDS ART	MESSY SPACE & CERAMICS STUDIO	TEXTILE ARTS
PROGRAMS	Baking Cake Decorating Candy Making 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 City-Run Performing Arts Classes



	CLASSROOM	MUSIC STUDIO	REHEARSAL/ BLACK BOX	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	Green Room Set Design Small Rehearsal Wardrobe

Proposed General Use Programming & Classes



	BANQUET SPACE	FRONT COUNTER	ART GALLERY	HCC LAWN
PROGRAMS	<ul style="list-style-type: none"> Art Reception Cast Party City Mtgs. Comm. Use Lectures Rehearsal Reservations 	<ul style="list-style-type: none"> Box Office Concessions Directions General Info Gift Shop Merch Sales 	<ul style="list-style-type: none"> Art Shows Local Artists Passive Use Receptions & Events 	<ul style="list-style-type: none"> Art Walk Chalk Art Market Night Music & Art Summer St. Fair

Facility Optimization

Current Schedule

⌚	Admin	Ceramics	Classroom	Comm. Rm.	Culinary Arts	Fine Arts	Gallery	Jewelry	Kids Art	Music Studio	Performing Arts	Rehearsal Space	Textile Arts	Theater
10				Rentals		Partner Use	Partner Use (Limited Hours)			Partner Use	Partner Use			Partner Use Shows / Rehearsal
11														
12														
1														
2														
3														
4														
5														
6														
7														
8														

Sample Option 3 Schedule

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

Proposed Hours of Operation

Option 3 - Full HCC Site

- **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



Proposed Staffing Needs

Option 3

	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 6x (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: \$465,000

Option 3 - Proposed Facility Optimization Timeline

	FY26	FY27	FY28	FY29	FY30	FY31
Planning & Design	X	X				
Building Repairs		X	X	X	X	
Campus Improvements			X	X	X	X
Technology Upgrades		X	X	X		
Furniture & Equipment		X	X	X		
Program Enhancements		X	X	X		
Staffing		X	X	X		

Options Summary

1

Minimal Change

- Relocate all non-arts tenants
- Improve vacant suites & common areas
- Provide city-run arts programs in vacant suites
- Defer improvements on arts tenant suites until later date or facility optimization occurs

Cost Recovery = 82%~
Cost Recovery (including CIPs) = 57%

2

Phase In Facility Optimization

- Relocate all non-arts tenants
- Improve vacant suites & common areas
- Provide city-run arts programs in vacant suites and expand arts programs as space becomes available
- Phase in facility optimization based on program needs over 2-5 yrs.
- Improve remaining suites as space becomes available

Cost Recovery = 67-82%~
Cost Recovery (including CIPs) = 45-57%

3

Full Facility Optimization

- Relocate all non-arts tenants
- Improve vacant suites & common areas
- Transition all city-run arts programs to HCC and expand arts programming
- Fully implement facility optimizations and improvements to maximize facility usage

Cost Recovery = 67%~
Cost Recovery (including CIPs) = 45%

Options Summary (cont.)

1

Minimal Change

Pros

- No change to arts tenants' set-up and use of the facility
- Lower initial capital improvement costs
- Higher cost-recovery

Cons

- Limited arts programming growth
- HCC continues to be underutilized
- Limited building and campus improvements

2

Phase In Facility Optimization

Pros

- No change to arts tenants' use or space for the time being
- Provides additional time for tenants to plan for future improvements
- Provides additional time for City programs to gain momentum and grow

Cons

- Delays full optimization of facility usage
- Delays some improvements to the building and campus

3

Full Facility Optimization

Pros

- Maximizes HCC facility usage and optimization
- Expands arts program offerings quickly
- Ensures all needed improvements on HCC building and campus take place sooner rather than later

Cons

- Impacts arts tenants' current facility arrangements
- Higher immediate capital improvement costs
- Lower cost recovery

Next Steps

Based on City Council direction tonight:

1. Relocate non-arts tenants once building improvements are ready to proceed.
2. Move forward with facility improvements based on desired facility optimization direction.
3. Implement facility optimization in accordance with the desired direction.



Ask

That the City Council provide direction on the optimization of the Historic Civic Center (HCC).



Questions?



 **(951) 739-4935**

 **Donna.Finch@CoronaCA.gov**

 **www.CoronaCA.gov**