



Proposed Scope of Work for a Performing Arts Center Feasibility Study



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August 8, 2022

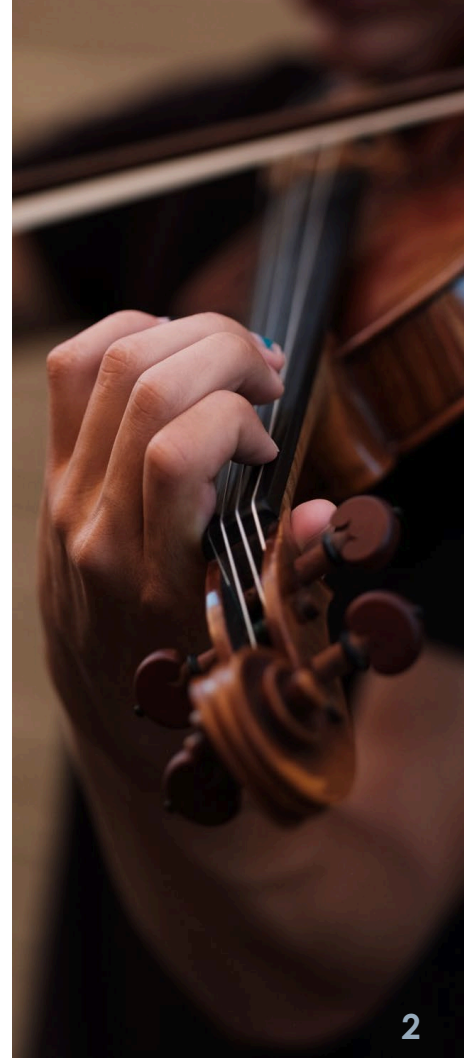
The Ask

That the Committee of the Whole provide feedback on the proposed Scope of Work for a Performing Arts Center Feasibility Study to address the following Strategic Plan Goal:



Strategic Plan: Goal 5 – Sense of Place

Develop an additional performing arts venue within the City and/or renovating the Historic Civic Center to become the City's premier performing and visual arts center.



History and Background

Initial Presentation to Committee of the Whole on
Wednesday, June 8, 2022:

- ▷ The Need for Performing Arts Venues
- ▷ Corona's Historic Civic Center Theatre (1922)
- ▷ The Evolution of Corona's Arts Organizations
- ▷ Downtown Revitalization and Future Growth
- ▷ Desire to keep initial exploration within reasonable financial means



Scope of Work for Feasibility Study

BASE LINE SCOPE

- ▷ **Primary Work – Exploration**
 - ▷ **Data Map/Market Overview:** What is the market and how would a new and/or renovated performing arts center fit with comparable venues? What are the industry trends and how can the City capitalize on them?
 - ▷ **Local Assets/Stakeholders:** Engage potential user groups to better understand and meet venue needs and gather relevant data. Who would utilize a facility and what would they like to see?
 - ▷ **Demand Analysis/Target Audience:** Analyze the demand potential for various performances and events. Evaluate event demand and attendance forecasts. Evaluate opportunity for services and performances within the community.

ALTERNATIVE SCOPE

- ▷ **Alternative Bid Options or Phase II – Implementation**
 - ▷ **Site Analysis/Infrastructure Needs:** What are the key considerations of a performing arts center? Evaluate potential Locations.
 - ▷ **Financing and Implementation Strategies:** What type of funding is available for performing arts facilities? What strategies would work best to start a performing arts program/center.
 - ▷ **Operations:** What is the best operational model for this facility? Forecast financial operations and cost impacts.
 - ▷ **Economic Impact/Permanence:** How will this structure withstand the test of time as needs change and evolve?

Proposed Base Scope of Work

A. Market Analysis and Data Map – Understand national and local trends and market analysis for municipally owned performing arts centers. This data must be informed by the following:

- Establish Service Area
- Local Assets
- Demographics
- Market Factors
- Barriers



Proposed Base Scope of Work

B. Assessment of Historic Civic Center Theatre – Take a critical look at the City's use of its current facility, whether it has kept up with local demand, comparison to other local theaters, and recommendations for sustainable operations.

- Inventory
- Use Trends
- Operation Model
- Case Study Comparison



Proposed Base Scope of Work

C. Stakeholders – Gather information from community members with expectations for entertainment venues. This data will help inform the market analysis, serve as qualitative data, and inform any final recommendations.

- City Council and Leadership Staff
- Performing Arts Groups
- Community Developers
- Residents



Proposed Base Scope of Work

D. Demand Analysis and Target Audiences:

- The purpose of this work is to analyze the demand potential of various performances and other event categories within the community.
- What are the types of entertainment that community members typically leave the City for that could be hosted within the City of Corona?
- What opportunities would be viable within the City?



Proposed Scope of Work

E. Next Steps (Informs Phase II)

- Answer whether developing an additional performing arts venue within the City and/or renovating the Historic Civic Center Theatre to become the City's premier performing and visual arts center are possible, sustainable, within the best interest of the Corona community, and/or a regional asset.
- What are the next steps to determining feasibility for a performing arts center and what specific questions should be asked (Ex. Infrastructure needs, financing, operations, permanence)?



Proposed Scope of Work

PROJECT DELIVERABLES:

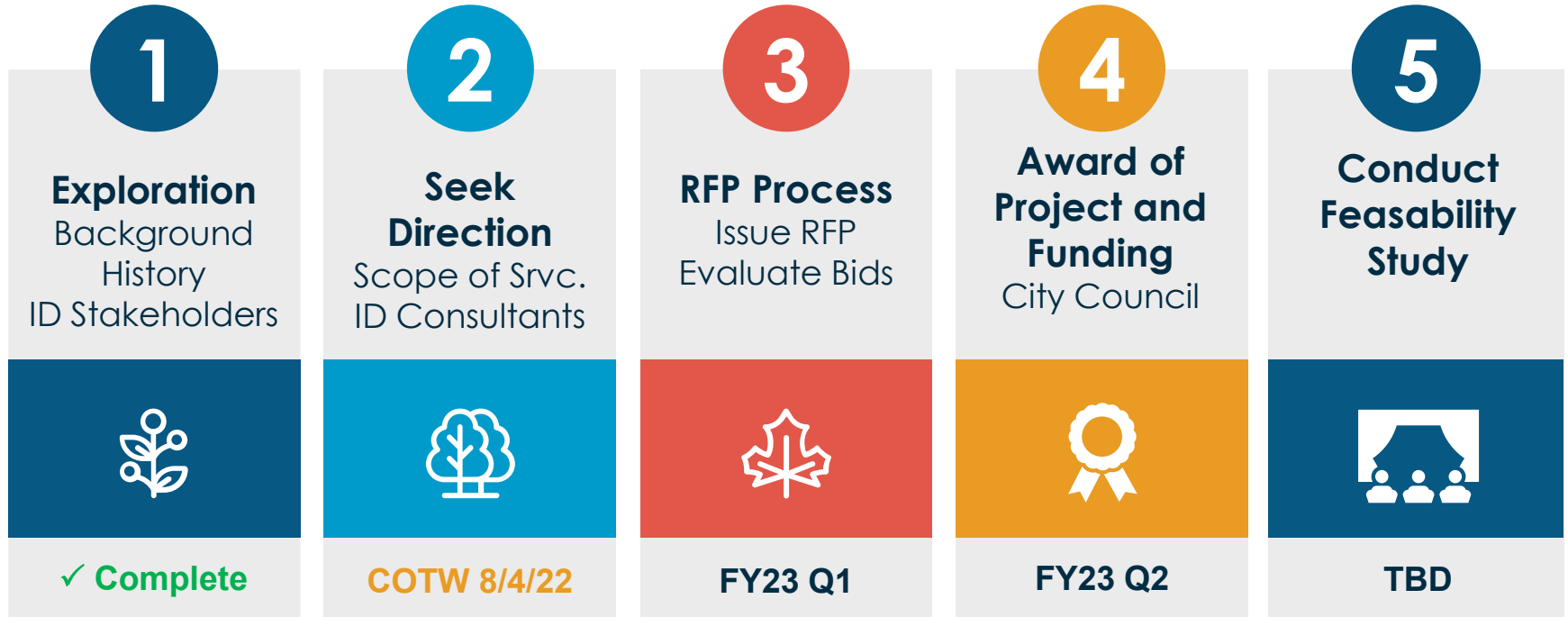
- Consultant shall provide a written report that compiles the findings for each of the above sections
- The report shall include appropriate graphs, illustrations, and infographics as necessary
- The report shall be accompanied by appendices which provide detailed information and analysis.
- Findings and recommendations must reflect the unique attributes of the City of Corona and incorporate the City's Strategic Plan initiatives.

Request For Proposal

FINANCIAL INVESTMENT:

- Consultant will provide a line-item proposal for both phases of the study
- Baseline Services (Phase I) estimated costs \$100,000 to \$150,000
- Additional Services (or potentially Phase II) – cost is to be determined

Proposed Timeline



Future Steps Pending City Council Direction

Options

1. Take No Action – Services Remain “As Is”

Pro: Does not impact current service levels.

Con: Does not address demand or opportunity for growth.

2. Issue an RFP for Feasibility Study (Staff Recommendation)

Pro: Provides a low-risk first step to understanding a more complex project.

Con: Future steps will require additional resources and may require several months to a year to complete.



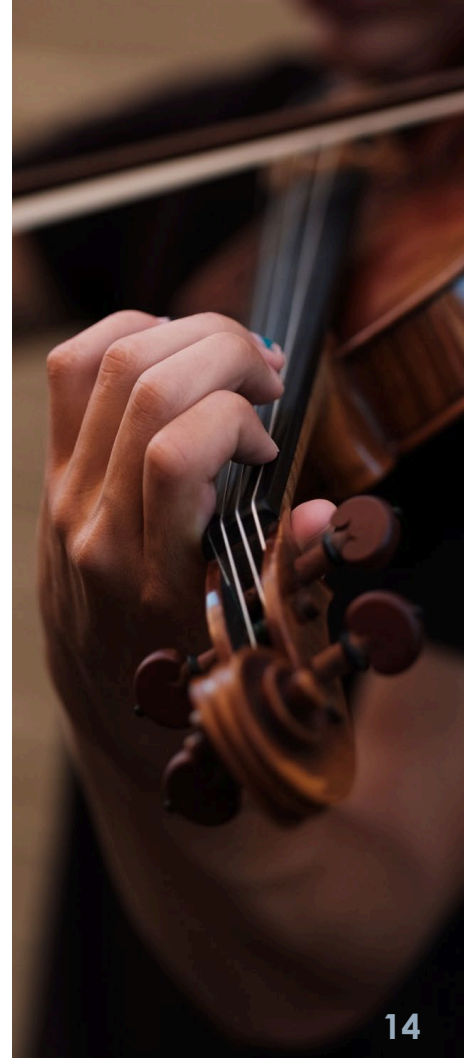
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Questions?



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