

# San Bernardino Investment Playbook

## Project Details: E Street Arts Corridor

The E Street Arts Corridor will strengthen the San Bernardino creative economy by providing a designated geography for arts and cultural activities. This downtown arts district will extend from the Garcia Center for the Arts to W. 2nd and W. Rialto, encompassing existing assets such as the Sturges Center for the Fine Arts and the California Theatre of the Performing Arts as well as two new facilities, *Creativ.IE* and the 440 Court Building.

Arts Corridor stakeholders will seek designation as a California Cultural District, which will establish a clear brand for the area and provide access to state technical assistance and promotional support. Stakeholders will develop and implement a cohesive approach to marketing and cross-promotion and will actively invite participation from communities located outside the downtown area so that all can benefit from these efforts.

Taken together, this geographic concentration of creative assets will increase collaboration, expand arts-related activity (including education, entrepreneurship, and workforce development), and contribute to the revitalization of downtown San Bernardino. Stakeholders will also be able to leverage these collective efforts to better compete for federal, state, and regional grants.

### RATIONALE

The creative economy plays a vital though underappreciated role in economic development. Artists and other creative workers not only enhance quality of life and make cities more attractive for residents and visitors alike; they also engage in economic activity and foster a creative environment that supports innovation, a key driver of economic vitality. Concentrating arts and culture assets and activity in a specific geography magnifies these benefits by strengthening connections within the arts community and creating new opportunities for collaboration between the creative sector and other aspects of the area economy.

### OBJECTIVES

- Cultivate an ecosystem capable of supporting working artists, creative workers, and arts-oriented entrepreneurship in San Bernardino
- Increase coordination and collaboration between local arts organizations and the City of San Bernardino
- Provide focused, phased support to strengthen and grow the local arts community and increase local revenues from arts-related activities
- Build strong relationships between the arts community and area K-12 and higher education in support of arts education and pathways into creative careers

### ADDITIONAL DETAILS

The E Street Arts Corridor will extend from the Garcia Center for the Arts (536 W 11th St.) to W. 2nd and W. Rialto.

*Creativ.IE*

This ~5,000-ft<sup>2</sup> mixed-use arts entrepreneurship lab will provide a hub for working artists

and creative entrepreneurs in San Bernardino. Located at 450 8th Street, just steps from E Street, it will accommodate a wide range of activities with free/low-cost artist studios and maker space, retail space for artists to sell their work, a digital media center, a photo lab, and a recording studio. A culinary arts kitchen and café in the front portion of the facility will provide an inviting environment for Creativ.IE tenants, local artists, and community members to gather while also generating revenue to support the facility and its programming. Creativ.IE will also feature a creative-in-residence program to support entrepreneurial working artists. Led by Arts Connection in partnership with other arts organizations, the San Bernardino City Unified School District, San Bernardino Valley College, California State University San Bernardino, and leaders in the creative economy, Creativ.IE will work to establish and promote strong, well-supported pathways into creative careers in the Inland Empire.

#### *440 Court Building*

Located in the heart of the Enterprise District, this 23,235 ft<sup>2</sup> historical building will complement existing arts assets by providing flexible, multipurpose space for large-scale events and exhibitions, performing arts rehearsals, classes, and conferences. It will also offer sliding-scale office space for local nonprofit organizations. Strong relationships with Creativ.IE, the Garcia Center for the Arts, and other local arts organizations will encourage collaborations that span the local arts community while avoiding duplicative effort and investment.

## NEXT STEPS

A delivery team composed of decisionmakers from Arts Connection, the Garcia Center for the Arts, and other local arts organizations; the City of San Bernardino; and other relevant stakeholders will identify specific project elements, delegate responsibilities, develop cost estimates, and devise a roadmap for securing funds and phased implementation.

## SIMILAR PROJECTS ELSEWHERE

[Baldwin Park Arts and Recreation Center](#)

[Irvine Fine Arts Center](#)

[Garcia Center for the Arts \(SB\)](#)

[Huntington Beach Art Center](#)

[The Cheech Marin Center for Chicano Art & Culture \(Riverside\)](#)

[Armory Center for the Arts \(Pasadena\)](#)

[Grand Central Art Center \(Santa Ana\)](#)

[Richmond Art Center](#)

[Watts Towers Art Center \(Los Angeles\)](#)

[Palos Verdes Art Center \(Rancho Palos Verdes\)](#)

[Riverside Studios](#)