



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: JULY 10, 2018**

FROM: COMMUNITY & ECONOMIC DEVELOPMENT **WARD: 1**

SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH THE MISSION INN FOUNDATION FOR ADVOCACY, FUND DEVELOPMENT, MARKETING, EDUCATIONAL, HISTORIC PRESERVATION AND INTERPRETATION, AND ADMINISTRATIVE SERVICES FOR ARTS-RELATED PROGRAMS AND PROJECTS FOR A TERM TO JUNE 30, 2019, IN THE AMOUNT OF \$67,104

ISSUE:

Approve the Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California, for Advocacy, Fund Development, Marketing, Educational, Historic Preservation and Interpretation, and Administrative Services for arts-related programs and projects for a term ending June 30, 2019, in the amount of \$67,104.

RECOMMENDATIONS:

That the City Council:

1. Approve the Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California, for Advocacy, Fund Development, Marketing, Educational, Historic Preservation and Interpretation, and Administrative Services for arts-related programs and projects for a term ending June 30, 2019, in the amount of \$67,104; and
2. Authorize the City Manager, or his designee, to execute the Agreement with the Mission Inn Foundation, including making minor and non-substantive changes.

BACKGROUND:

The Mission Inn Foundation (Foundation) was incorporated in 1976 to assist in the preservation and restoration of the historic Mission Inn. The Foundation has a unique role of operating a non-profit museum within an operating for-profit hotel. The Foundation facilitates arts-related programs and projects that serve the community.

DISCUSSION:

The proposed Agreement is to support the programs and services offered to Riverside residents and guests to the city. The Agreement is for an amount of \$67,104. The Scope of Service identifies six areas of services:

1. Advocacy
2. Fund development
3. Marketing
4. Education
5. Historic preservation and interpretation
6. Administrative

Key tasks are identified under each category. The Foundation completed 27 out of 28 goals. The remaining goal was partially completed and is currently in progress.

The Foundation has performed as follows for the 2017-18 Agreement:

Areas of Service		
Advocacy:		Foundation Met Goal By:
1	Represent and participate in local as well as national and regional initiative and programs	Staff presented lectures on history and artifacts of the Mission Inn for planning associations, docents, conferences, local and regional universities; participated in the California Association of Museums conference; spoke for local service clubs, and attended the American Alliance of Museums. Staff also collaborated on such events as Long Night of Arts & Innovation, Doors Open, Lunar Festival, Black History Month Parade, Walk with the Animals and the Tamale Festival. They continued their work with the Rivers & Lands Conservancy and the Friends of Mt. Rubidoux to care for and provide access to the Serra Cross.
2	Participate in Riverside Cultural Consortium and/or other forums monthly	Curator of Education participates in Riverside Cultural Consortium; Director of Audience Development & Administration sits on the board of the Riverside Downtown Partnership, the Woman's Club and Downtown Neighborhood Area Alliance and the Executive Director is on the Strategic Initiatives committee of the Riverside Downtown Partnership and the Harada House Project Committee.
Fund Development:		
1	Diversify funding sources for Foundation:	The Executive Director has defined the need for a Development Plan to outline measures to increase connections to potential donors, define new donation methods including planned giving and bequests and set goals for increased donations overall.

a.	Identify and cultivate at least 4 new prospects per quarter	The Foundation's 2018 Annual Benefit Event (Up, Up, and Away!) received significant growth in sponsorship support \$18,250 (a 31% increase over 2017 - \$13,050). The 2018 Frank Miller Civic Achievement Award event is projected to bring a 13% net financial increase over 2017. Additionally, the Foundation received financial and in-kind gifts from a local business and a longtime benefactor for two Museum exhibits.
b.	Increase integration and use of donor management software in Foundation fundraising activities by adding contacts created through public programs and lectures.	The Foundation's Director of Marketing and Development continues to refine the donor data base and created a reminder system for membership renewals.
2	Mission Inn Foundation Run	
a.	Manage and direct the event by November 2017	The Foundation managed and directed the 40th Annual Mission Inn Foundation Run.
b.	Diversify sponsorship opportunities by pursuing new major sponsors for the Run and increasing the fees for the run and increasing fees for the half marathon	Raising \$82,586, the Foundation saw a 29% net increase over 2016 despite a decrease in participants. Regional fitness events report similar trends of decreased participants due to an increase in the number of events in Southern California. Notable first-time sponsors included Dutton Motors, KIND Bar and Rightway Portable Toilets. Additionally there was increased sponsorship and media coverage, new course signage and an award winning new logo.
3	Grant Writing: Submit a minimum of four grants per year	
a.		The Foundation applied to E. Rhodes & Leona B. Carpenter Foundation, ESRI's non-profit program, Riverside Arts Council and Riverside County Board of Supervisors. They have identified projects and granting agencies for future grants.
b.		The Foundation has created financial statements that more accurately reflect income and expense clarifications.
4	Membership – increase by 5% per year	The Foundation did not reach the 5% increase in membership. A renewed emphasis on membership is a goal of the new Executive Director. In February 2018, they implemented additions to the benefits for membership in the North American Reciprocal Museum Association for members at the \$100 level and higher.
5	Increase earned revenue fees through program areas contracted services, fees for events, etc.	The Foundation expanded paid services with Riverside Unified School District to include five schools in the AVID summer program for middle school students. The museum store had a significant increase in Museum store sales by 61.6%. The <i>QuickBooks</i> POS system allows for ease of process with inventory.

6	Seek grant funding to continue conducting a minimum of 1 programming activity per year in an area of Riverside traditionally underserved by the cultural community	Partially funded by the Riverside County Board of Supervisors and the E. Rhodes and Leona B. Carpenter Foundation; staff took the off-site <i>Hands On History</i> program to middle and high school students in the Jurupa Unified School District and Riverside Unified School District serving 187 students in seven schools. They will serve about 150 students during summer with community history projects.
Marketing Development:		
Education:		
1	Mission Inn Tours – provide 100 free tours	Foundation hosted free tours for 950 – 1,350 participants including: foreign dignitaries, exchange students, group tour planners, public history students and professors, handicapped classes, movie and film producers/location agents and travel writers. Additionally, more than 1,400 students have toured the Inn on a greatly reduced basis.
2	Docent Training: enhance & administer program for community volunteers	Docent Training is not just about the Mission Inn but includes curriculum about California history, missions, architecture, collections and the art of being a docent. The Youth Ambassador program had 18 Youth Ambassadors from nine different schools. There was a two-week summer training session and monthly meetings. The team history project focused on oral histories this year.
3	Museum-Gallery Exhibits	Three exhibits at the Mission Inn Museum; <i>Behind the Fence: The Renovation Years (1985-1992)</i> , February – August 2017; <i>The Roberts Years: The Rebirth of the Mission Inn</i> (1992 – present) September 2017 – February 2018; <i>Women of the Mission Inn</i> March – August 2018. In addition, they added rotation collections-based displays.
4	Programming – Conduct one or more events per month	Lecture series – 1) held three free lectures, with an average of about 60 people; 2) Book Readings/ Signings – Local History Authors Book Signing; and 3) Specialty Tours – art (seven), photography tours (two) and architecture tours (in development).
Historic Preservation & Interpretation:		
1	Respond to institutional and individual inquiries related to the history of the Mission Inn	Foundation staff and volunteers responded to several media requests including an interview with Karen Raines for the DIY network show <i>Restored</i> ; daily to more than 25 tour and museum guest questions; Additionally, “client” inquiries were addressed from the Mission Inn Hotel & Spa, researchers – writers, scholar’s students, collectors and other museums.

2	Assist in the professional care of historic collections related to the National Historic Landmark – Mission Inn	Foundation provides support to the Friends of Mission Inn who have dedicated themselves to the preservation of the Mission Inn collections.
3	Regularly seek donated items and archive materials	Foundation continues to seek donated items. In 2017/18, 34 items from eight donors were added to the collection including historic postcards, photos, books and five Spanish Colonial chairs. They received the William Keith oil on canvas from 1900 – <i>Sunset</i> .
4	Add to the body of historic knowledge related to the Mission Inn and its founder through research internships.	Foundation staff performed exhibit related research for Museum; provided information for a document on the Fliers Wall publication written by Walter Parks; created an illustrated guide to the Mission Inn bell collection; researched historic weddings at the Inn; and began a new research project on medallions in the Chapel.
5	Update the collections inventory	Foundation volunteers, docents and board members continued to update the collections inventory.
Administration:		
1	Develop and manage three internship opportunities	Staff worked with eight interns under the direction of the Director of Education, Curator of History and the Director of Administration. The interns were from UC Riverside and California Baptist University majoring in history, public history, art history and marketing.
2	Active Participation and Input in Citywide Initiatives as applicable	Foundation regularly participates in citywide initiatives and works to meet several goals such as Telling Our Story, Showcase Riverside to visitors, and host a major signature event each season.
3	Conduct a satisfaction survey of program participants within the museum visitors, tour customers and programming audiences	The Foundation has a monthly survey - Guests indicated that the tour provided them with an appreciation for the history and the collections. Survey revealed satisfaction by guests Extremely Satisfied 80% and Very Satisfied 20%. They also learned how guests found the museum: Social Media – 27%, Word of Mouth – 40%, Hotel Guests – 15%, Walk-by – 10%, Live or work nearby 8%.

The proposed Agreement is to support the programs and services offered by the Foundation based on the scope of services (does not differ in content from previous year), that is attached to the Agreement.

Due to the unique nature of the services provided by this non-profit organization, retention of these services are exempt from the competitive procurement process as defined in Purchasing Resolution 23256, Section 702(c) whereby services of such a nature can only be obtained by a sole source. The Purchasing Manager concurs that the recommendation to award the contract complies with Purchasing Resolution No. 23256.

FISCAL IMPACT:

The total fiscal impact of this Agreement is \$67,104. The funds are available in Community & Economic Development Account Mission Inn Foundation No. 2815100-450081.

Prepared by: David Welch, Interim Community & Economic Development Director

Certified as to

availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer

Approved by: Rafael Guzman, Assistant City Manager

Approved as to form: Gary G. Geuss, City Attorney

Attachments: Professional Consultant Services Agreement with the Mission Inn Foundation