



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL                      DATE: AUGUST 6, 2019**

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

**SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH THE MISSION  
INN FOUNDATION FOR ADVOCACY, FUND DEVELOPMENT, MARKETING,  
EDUCATION, HISTORIC PRESERVATION AND INTERPRETATION, AND  
ADMINISTRATIVE SERVICES FOR ARTS-RELATED PROGRAMS AND  
PROJECTS FOR A TERM ENDING JUNE 30, 2020, IN THE AMOUNT NOT TO  
EXCEED \$67,104**

**ISSUE:**

Approve the Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California, for Advocacy, Fund Development, Marketing, Education, Historic Preservation and Interpretation, and Administrative Services for arts-related programs and projects for a term ending June 30, 2020, in the amount not to exceed \$67,104.

**RECOMMENDATIONS:**

That the City Council:

1. Receive an update on the services provided by the Mission Inn Foundation during Fiscal Year 2018/19;
2. Approve the Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California, for Advocacy, Fund Development, Marketing, Education, Historic Preservation and Interpretation, and Administrative Services for arts-related programs and projects for a term ending June 30, 2020, in an amount not to exceed \$67,104; and
3. 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. To date, the Foundation continues to preserve and promote the history of the Mission Inn in its role of operating a non-profit museum and facilitating arts-related programs and projects that serve the community and visitors.

On July 10, 2018, the City Council approved an agreement with the Foundation for Fiscal Year 2018/19 to support programs and services offered to residents and visitors and includes six areas of services:

1. Advocacy
2. Fund Development
3. Marketing
4. Education
5. Historic Preservation and Interpretation
6. Administration

Below is a report describing the Foundation’s performance during this time period and the status of the goals for all service areas outlined in the agreement.

**DISCUSSION:**

For Fiscal Year 2018/19 fiscal year, the Foundation completed the services identified in the Agreement as follows:

Areas of Service		
Advocacy:		Foundation Met Goal By:
<b>1</b>	Represent and participate in local as well as national and regional initiatives and programs	Staff participated in 32 partnerships or initiatives in FY 2018-2019. The Foundation maintained membership in American Alliance of Museums, Association for State and Local History, National Trust for Historic Preservation, and Museum Store Association. In summer 2018, the Foundation was a first-time participant in national Blue Star Museums for military families.
<b>2</b>	Participate in Riverside Cultural Consortium and/or other forums monthly	Recipient of Riverside Downtown Partnership’s 2019 Arts and Culture Award in February. The Foundation is a regular participant at Riverside Cultural Consortium, Riverside Downtown Partnership, Greater Riverside Chamber of Commerce, Riverside Women’s Club, and Downtown Area Neighborhood Alliance (DANA).
Fund Development:		
<b>1</b>	Diversify funding sources for Foundation:	
<b>a.</b>	Identify and cultivate at least 4 new prospects per quarter	The Foundation had approximately 11 new members per quarter and two (2) or more first-time sponsors at each of the Foundation’s three major fundraising events.

<b>b.</b>	Continue use of donor management software in Foundation fundraising activities by adding contacts created through public programs and lectures	Staff is continuing to update and create new records as needed to a comprehensive donor database using DonorPro software. From July 2018 through April 2019, 147 new constituent records were created and 249 constituent records were updated.
<b>2</b> Mission Inn Foundation Run		
<b>a.</b>	Manage and direct the event by November 2018	The Foundation managed and directed the Annual Mission Inn Foundation Run.
<b>b.</b>	Diversify sponsorship opportunities by pursuing new major sponsors for the event and increasing the participant fees for the half marathon	This year's event had the highest number of exhibitors, 65 for the free Health Fair & Expo and a veteran/military discount was introduced.
<b>3</b>	Grant Writing: Submit a minimum of four grants per year	The Foundation applied to The Weingart Foundation, City of Riverside Sponsorship Program, The Lawrence Foundation, May and Stanley Foundation, and The Community Foundation Youth Grantmakers Fund.
<b>4</b>	Membership – increase by 2% growth per year	The Foundation received 44 new members from July 2018 through April 2019 versus 15 new members during this same time in fiscal year 17/18, This 193% increase in membership is in large part due to the enrollment in a reciprocal membership program
<b>5</b>	Continue to earn revenue fees through program areas contracted services, fees for events, etc.	The Foundation's primary revenue sources are: educational programs including tours (27%); fundraising events (40%); museum store merchandise sales (21%); donations (3%); and membership (2%).
<b>6</b>	Seek grant funding to continue conducting a minimum of one (1) programming activity per year in an area of Riverside traditionally underserved by the cultural community	Continued support for the Hands On History outreach program with grant funding from the E. Rhodes and Leona B. Carpenter Foundation in support of Hands On History programs.

**Marketing Development:**

1	<p>Marketing Plan/Materials: Develop and distribute marketing materials to raise public awareness and participation in Mission Inn Foundation/Museum programs at 10 new local sites quarterly</p>	<p>Programming Card: Four mailings of a quarterly programming card reached a total of 7,060 households. Programming cards were distributed to 15 locations in the city.</p> <p>Community Outreach: Foundation staff participated as a vendor/exhibitor to distribute programming information at 14 community events in Riverside and San Bernardino: Citrus Heritage, Walk for Animals, Tamale Fest, Truck Challenge, Hometown Heroes, SART Bike Ride, Pink on Parade, Citrus Heritage Celebrations, Start RIGHT Expo, Old West Days and SBCM, Turkey Trot, and National Night Out. The Foundation was a first-time participant at five of these events.</p>
2	<p>Arts Walk and First Sundays: Continue to participate through free open tours on Thursdays and dynamic programming on Sundays eight times a year</p>	<p>The Foundation participates in Riverside Arts Walk (12 sessions per year) and First Sundays (8 sessions per year) with advertising, free tours, and free family-friendly activities for participants.</p>
3	<p>Web Presence Enhancement</p>	<p>From July 2018 through March 2019, the Foundation experienced a 27% increase in online store revenue and a 41% increase in the number of online store transactions.</p>
a.	<p>Review the Foundation website content</p>	<p>Foundation staff edits content on the website 1-2 times a week to ensure accurate and updated information. Also, the website is completely mobile responsive.</p>
b.	<p>Continue to expand Foundation’s website and other social media, multi-media tools; Communicate through the Mission Inn Run Facebook page; Post major events on Facebook and other social media</p>	<p>The Foundation’s website averages 3,200 visits per month. The Foundation has experienced a growth of 11% in email contacts. Social media has also experienced increases with followers on Facebook increasing by 45% and Instagram followers increasing by 106%. All Foundation and Museum events were added to the website, Facebook, City Community Calendar, Instagram, and Twitter.</p>
4	<p>Provide monthly staff and volunteer updates and quarterly training to promote and provide customer awareness of other Riverside heritage tourism and cultural amenities</p>	<p>The Foundation holds weekly staff meetings, quarterly Docent Forums, Annual Board and Staff Retreat and held its first Docent Retreat in September. A weekly information sheet is provided to all Museum staff and volunteers, and the distribution of tourism information to provide to visitors.</p>
<p><b>Education:</b></p>		
1	<p>Mission Inn Tours – provide 100 free tours</p>	<p>Foundation hosted a total of 854 free tours for approximately 1,235 visitors including 230 children’s tours with 1,099 visitors and 499 visitors using free vouchers donated throughout the community.</p>

2	Docent Training: enhance & administer program for community volunteers	Robust docent program resulted in 22 new docents graduating in April 2019 to join the active volunteer docents. Additionally, there were 23 participants in the Docent Youth Corp (Youth Ambassadors) including 11 new participants.
3	Museum-Gallery Exhibits minimum of two (2) per year	Four exhibits at the Mission Inn Museum; <i>Women of the Mission Inn</i> (March 22-August 31, 2018); <i>Curio Shop: Unexpected Artifacts of the Mission Inn</i> (September 28, 2018 – Spring 2020); <i>Citrus Legacy: The Mission Inn and Riverside's Citrus Industry</i> (April 14, 2019 – 2020); and permanent exhibition with signature artifacts from the collection.
4	Programming – Conduct one or more events per month	The Foundation produced 54 events or educational programs including 49 public events. Internal programs included the first-ever Docent Retreat, and Docent Continuing Education Forums. Additionally, the Docent Training Program included weekly training sessions from August 2018 – April 2019.
<b>Historic Preservation &amp; Interpretation:</b>		
1	Respond to institutional and individual inquiries related to the history of the Mission Inn	Foundation staff and volunteers responded to several inquiries including from State Tretyakov Gallery, Moscow, Russia; Society of California Archivists, Sacramento, CA; UCR ARTS, Riverside, CA; Ruhnau Clarke Architects; Saint Louis University, St. Louis, Missouri.
2	Assist in the professional care of historic collections related to the National Historic Landmark – Mission Inn	Professional conservation of oil canvas painting <i>Sunset</i> by William Keith completed in fall 2018 by Scott Haskins of Fine Art Conservation Laboratories. Ongoing research, archival organization, and collections management performed by Foundation staff and volunteer committees.
3	Regularly seek donated items and archive materials	The Foundation processed the following items: ceramic tiles from the Mission Inn (accessioned in January 2019); carved pin owned by Carrie Jacobs Bond (accessioned in February 2019); <i>Painting of the Mission Inn</i> by Mildred Pierce Wilkin (accessioned in March 2019).
4	Add to the body of historic knowledge related to the Mission Inn and its founder	Foundation staff is supervising research on art, Miller family, and architecture. Regular monthly meetings of History Research Committee identify research priorities and accuracy. An art glass and stained glass publication is in development.
5	Update the collections inventory	In March 2019, the Foundation upgraded collections database software from Argus (2006) to industry-standard PastPerfect (2019). The transfer of records is expected to be completed by July 2019.
<b>Administration:</b>		
1	Develop and manage three internship opportunities	Staff worked with five interns including: Marketing interns from Crafton Hills College and Riverside Community College; Development intern from Chaffey College; and Education interns from River Springs Charter School and UC Riverside.

2	Active Participation and Input in Citywide Initiatives as applicable	Foundation regularly participates in citywide initiatives and works to meet several goals such as providing 395 tours with 4,650 visitors during the 26 <sup>th</sup> Annual Festival of Lights and 12,410 total tour guests between July 2018 and March 2019 which is estimated to reach 15,700 by the end of the fiscal year. The Foundation also participated in Doors Open, Chalk the Walks, National Night Out, Festival of Lights, Arts Walk, and First Sundays.
3	Conduct a satisfaction survey of program participants within the museum visitors, tour customers and programming/activity audiences	The Foundation conducted a participation survey for the Mission Inn Run with a response by 0.03% of which 90% enjoyed the event and would return. The Museum Visitor Survey resulted in 78% Satisfied or Extremely Satisfied with their visit. The Volunteer and Docent Training also surveyed participants with an 83% positive response to program's training and mentor system and 96% positive response to Foundation staff and program leadership.

The proposed Agreement for Fiscal Year 2019/20 will continue support to the programs and services offered by the Foundation described in the Agreement Scope of Services Exhibit A (attached) and is for an amount not to exceed \$67,104.

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 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 the action is \$67,104. The funds are available in the Community & Economic Development Account Mission Inn Foundation No. 2850000-450081.

Prepared by: David Welch, Community & Economic Development Director  
 Certified as to availability of funds: Edward Enriquez, Chief Financial Officer/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