



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JUNE 28, 2016

FROM: RIVERSIDE METROPOLITAN MUSEUM WARDS: ALL

SUBJECT: PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH THE MISSION INN FOUNDATION FOR ARTS-RELATED PROGRAMS AND PROJECTS THROUGH JUNE 30, 2017, IN THE AMOUNT OF \$67,104

ISSUE:

Approval of the Professional Consultant Service Agreement with the Mission Inn Foundation for arts-related programs and projects for a term ending June 30, 2017, in the amount of \$67,104.

RECOMMENDATIONS:

That the City Council:

1. Approve the Professional Consultant Services Agreement with the Mission Inn Foundation for a term ending June 30, 2017, in the amount of \$67,104 for arts-related programs and projects; and
2. Authorize the City Manager, or his designee, to execute the Agreement and make any 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. 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 not-to-exceed \$67,104.

DISCUSSION:

The Foundation met 91.18% of the goals established through the scope of services with the City. The Scope of Service identifies six areas of services:

1. advocacy
2. fund development
3. marketing

The Foundation has performed as follows for the 2015-16 Agreement:

| Areas of Service | |
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| Advocacy: | Foundation Met Goal By: |
| <ol style="list-style-type: none"> 1. Represent and participate in local as well as national and regional initiative and programs 2. Participate in Riverside Cultural Consortium and/or other forums monthly | <ol style="list-style-type: none"> 1. Represented and participated in American Alliance of Museums, the American Association for State and Local History, the National Trust for Historic Preservation, the Museum Store Association, the California Association of Museums (members of Foundation staff attended the March 2016 conference and served on panels), the Society of California Archivists, the Riverside Historical Society, and the Riverside County History Symposium. 2. Curator of Education participates in Riverside Cultural Consortium, Riverside Downtown Partnership, Meals on Wheels, and Inlandia. |
| Fund Development: | |
| <ol style="list-style-type: none"> 1. Diversify funding sources for Foundation: <ol style="list-style-type: none"> a. Identify and cultivate at least 4 new prospects per quarter b. Increase integration and use of donor management software in Foundation fundraising activities by adding contacts created through public programs and lectures. | <ol style="list-style-type: none"> 1. The Foundation's most successful effort in diversifying sponsorship was for the Mission Inn Run. <ol style="list-style-type: none"> 1a. The Foundation submitted a report identifying targets. The Foundation plans to identify projects and programs that fit with the goals and objectives of giving organizations and businesses for the coming year. 1b. The Foundation's Director of Marketing and Development restructured the donor management software. |

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| <p>2. Mission Inn Foundation Run</p> <ul style="list-style-type: none"> a. Manage and direct the event by November 2015 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 <p>3. Grant Writing: Submit a minimum of 5 grants per year</p> <p>4. Membership – increase by 5% per year</p> <p>5. Increase earned revenue fees through program areas contracted services, fees for events, etc.</p> <p>6. Seek grant funding to continue conducting minimum of 1 programming activity per year in an area of Riverside traditionally underserved by the cultural community</p> | <p>2a. The Foundation now manages and directs the Mission Inn Foundation Run.</p> <p>2b. New sponsor E-Z UP custom designed Foundation canopy and a videographer produced aerial footage of the race captured by two drones. Other in kind sponsorship came from a Trustee, who in addition supporting the Run with cash donations, provided his conference room for steering committee meetings and loaned out an employee (nearly full time) for 8 weeks prior to the Run. The Foundation adjusted participant fees based on a comparative analysis of similar events in southern California. As an example, the half marathon fee was increased for the 2016 run from \$65 to \$75 (again based on an analysis of other runs).</p> <p>3. The Foundation applied to E. Rhodes & Leona B. Carpenter Foundation, the Irvine Foundation, and the Riverside County Board of Supervisors. The Foundation has identified this as an area that requires improvement.</p> <p>4. The Foundation does not anticipate reaching the 5% increase for this year, however, the membership program has been simplified and new incentives have been introduced.</p> <p>5. The Foundation has experienced an increase in revenue including tours. The demand for tours during the Festival of Lights has resulted in a tiered group tour pricing.</p> <p>6. Riverside County Board of Supervisors partially funded a community history project at Mission Middle School in the Jurupa Unified School District. Riverside Unified School District has scheduled AVID Excel and ELD/ELL Summer Language Institute programs for Arlington High School, Chemawa, Gage, Sierra and University Heights Middle Schools.</p> |
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| <p>7. Promote monthly staff and volunteer updates and quarterly trainings</p> | <p>7. Foundation provides updates via email, Robly.com, our docent and volunteer scheduling software program, docent continuing education forums, committee meetings, the docent and volunteer newsletter – the <i>INNsider</i> -, Microsoft Outlook. The Docent Continuing Education committee hosts four continuing education forums per year.</p> |
| <p>Education:</p> | |
| <p>1. Cultural Participant Inventory</p> <p>Lead, Support, Enhance/Encourage exchange of ideas and collaborations</p> <p>2. Mission Inn Tours – provide 100 free tours –</p> <p>3. Docent Training: Regular Docent Program, Museum-Gallery Exhibits, Family Fun Days, Programming – Conduct one or more events per month</p> | <p>1. Lead by reaching out to Jurupa Unified District and their afterschool provider to introduce Foundation's local history program. Support by providing docents for the Open Doors Riverside event and Long Night of Arts and Innovation. Enhance/Encourage by hosting an aviation panel discussion and working with local author and photographer on a project that is part of the Getty Foundation's Pacific Standard Time LA/LA.</p> <p>2. Foundation hosted 586 tour guests on 173 tours.</p> <p>3. Foundation held a two-week training session for 20 Youth Ambassadors at an expense of approximately \$3,000. The Foundation has worked to find a potential donor for the 2016-17 season.</p> <p>Two exhibits at the Mission Inn Museum <i>Through the Doors: Famous Visitors of the Mission Inn and California Here We Come! Romance, Identity, and Boosterism in Southern California</i></p> <p>Foundation staff and Youth Ambassadors provided programming for seven Family Fun Days.</p> <p>Monthly programs have ranged from photography tours of the Mission Inn to panel discussions on several local ethnic communities, including the</p> |

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| | <p>Japanese-American, programs such as Charles Phoenix's entertaining and comedic view of life in Southern California through 35 millimeter Kodachrome slides, excursions to other historic sites, writing one's family history, and collaborative programming with institutions such as the Riverside Metropolitan Museum onsite behind-the-scenes tour of the museum</p> |
| Historic Preservation & Interpretation: | |
| <ol style="list-style-type: none"> 1. Respond to institutional and individual inquires related to the history of the Mission Inn 2. Assist in the professional care of historic collections related to the National Historic Landmark – Mission Inn 3. Regularly seek donated items and archive materials 4. Develop a plan to make selected archival information more accessible to researchers and the public by submitting to the Online Archive of California. 5. Add to the body of historic knowledge related to the Mission Inn and its founder through research internships | <ol style="list-style-type: none"> 1. Foundation staff and volunteers responded daily to tour and museum guest questions. Additionally, "client" inquiries were addressed from the Mission Inn Hotel & Spa, media, researchers – writers, scholar's students, collectors and other museums. 2. Foundation provides support to the Friends of Mission Inn who have dedicated themselves to the preservation of the Mission Inn. 3. Foundation continues to seek donated items. Examples of items donated include a personal archive from a former Mission Inn resident. 4. This remains a goal of the Foundation. 5. Foundation staff and interns launched the first publication in the <i>Frank Augustus Miller Legacy Series</i> titled <i>The Mission Inn International Rotunda – a History of the International Tiles and Iron Initials</i>. |

| Administration: | |
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| <ol style="list-style-type: none"> 1. Develop and manage three internship opportunities 2. Active participation and promotion in and with Destination Marketing 3. Active participation and input in Citywide initiatives such as City of Arts & Innovation, Riverside Arts Plan, CAP, and Seizing Our Destiny 4. Monthly conduct a Cultural Accountability Performance satisfaction survey of program participants within the museum visitors, tour customers and programming activity audience. | <ol style="list-style-type: none"> 1. Foundation staff worked with five interns under the direction of the Curators of Education and History and the Director of Marketing and Development. The student interns were from UC Riverside and California Baptist University majoring in history, public history, art history and marketing. 2. Foundation stocks destination marketing literature in the museum and continue to build a stronger working relationship with the Riverside Convention & Visitor's Bureau as evidenced by the 2015 Mission Inn Run. The Foundation provides the Bureau with its programming and tour information. 3. The Foundation regularly participated in all of the citywide initiatives (with the exception this year of the CAP initiative). The annual Mission Inn Run (MI), for example, supports strategic routes 6.4 (Host a major signature event each season); 7.1 (Showcase Riverside to visitors and residents in creative ways); 7.2 (Creatively re-use the historic core and respectfully add value); 9.3 (Showcase existing architectural statements); and 10.4 (Promote participation of diverse people). The MI Run has great potential also in adding to our capacity for achieving strategic route 7 (Telling Our Story). The docent led tours likewise contribute to pathways 7.1, 9.3, 10.4, and overall strategic route 7 (Telling Our Story). 4. The Foundation has a monthly survey - Guests indicated that the tour provided them with an appreciation for the history and the collections. An analysis of the surveys indicated the following |

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| | satisfaction by guest: Extremely Satisfied 81% and very satisfied 18% |
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The Foundation provides a report to staff with services completed or participation in programs. In the report that was provided, several areas of attention are worth noting:

1. completed several tenant improvements to the museum
2. developed a comprehensive tenant improvement plan and began a capital campaign effort to fund the plan
3. embarked upon a project to update the comprehensive inventory of the Mission Inn collections conducted by Foundation staff and volunteers between 2000-2004 this will be an extensive effort and will continue into 2017
4. Foundation launched an online museum store which allows for online registration for programs
5. Foundation expanded staff, board, and volunteer involvement in the 38th Mission Inn Run experienced a 9% increase in participants netting increased funds

The proposed Agreement is to support the programs and services offered by the Foundation based on the scope of services. The scope of services is attached to the Agreement.

FISCAL IMPACT:

The total not-to-exceed amount for the Agreement is \$67,104. Sufficient funds are available in the FY2016-17 Budget in the Mission Inn Museum Account No. Mission Inn Foundation & Museum 5310000-450081.

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| Prepared by: | Sarah S. Mundy, Museum and Cultural Affairs Director |
| Certified as to availability of funds: | Scott G. Miller, Interim Finance Director/Treasurer |
| Approved by: | Alexander T. Nguyen, Assistant City Manager |
| Approved as to form: | Gary G. Geuss, City Attorney |
| Attachment: | First Amendment to Professional Consultant Services Agreement Mission Inn Foundation |