



City of Arts & Innovation

Economic Development, Placemaking and Branding/Marketing Committee

TO: ECONOMIC DEVELOPMENT, PLACEMAKING AND BRANDING/MARKETING COMMITTEE MEMBERS **DATE: AUGUST 20, 2020**

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

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, 2021 IN THE AMOUNT OF \$67,104

ISSUE:

Recommend that City Council approve a 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 on June 30, 2020 in the total amount of \$67,104 in accordance with Purchasing Resolution 23256, Section 702(c).

RECOMMENDATIONS:

That the Economic Development, Placemaking and Branding/Marketing Committee recommend that City Council approve a Professional Consultant Services Agreement with the Mission Inn Foundation of Riverside, California to provide Advocacy, Fund Development, Marketing, Education, Historic Preservation and Interpretation, and Administrative Services, for arts-related programs and projects for a term ending June 30, 2021 in the total amount of \$67,104 in accordance with Purchasing Resolution 23256, Section 702(c).

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. The

Foundation has received funding annually from the City since Fiscal Year 2008/09. The City provided the Foundation with \$67,104 in funding for Fiscal Year 2019/20.

DISCUSSION:

The proposed one-year Agreement is to support the programs and services offered to Riverside residents and visitors for Fiscal Year 2020/21. The Agreement is for an amount of \$67,104. The Scope of Services identifies six areas of services:

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

The Foundation provides an annual report with goals met for each area of service. Key tasks are identified under each category. For the 2019/20 fiscal year, the Foundation completed most of the services identified in the agreement. Those services that are not completed have been postponed due to Covid-19.

Areas of Service		
Advocacy:		Foundation Met Goal By:
1	Represent and participate in local as well as national and regional initiatives and programs	Staff participated in several local and national initiatives including the California Preservation Foundation, Old Riverside Foundation, and Riverside Historical Society. Local conferences attended include California Preservation Foundation, California Association of Museum, and California Library Association.
2	Participate in Riverside Cultural Consortium and/or other forums monthly	Received the 2019 Governor’s Historic Preservation Award for its active role in the 2019 Riverside’s Doors Open event. The Foundation participated in regular meetings including the Old Riverside Foundation, Riverside Historical Society, and meetings held for the Cross on Mount Rubidoux in partnership with Riverside Land Conservancy and Friends of Mt. Rubidoux.
Fund Development:		
1	Diversify funding sources for Foundation:	
a.	Identify and cultivate at least 4 new prospects per quarter	The Foundation cultivated relationships with three (3) new sponsors for the 2019 Mission Inn Run. Cabaret Mission Inn, a new fundraiser developed by the Foundation scheduled for

		April 2020 and the Frank Miller Civic Achievement Award was scheduled for May 2020; both events were postponed due to Covid-19.
b.	Continue use of donor management software in Foundation fundraising activities by adding contacts created through public programs and lectures	The Foundation hosted a variety of lecture series throughout the 2019-2020 year. These included Ten-Minute-Tuesdays and an Author’s Meet-N-Greet. In addition, the Foundation hosted public programs such as First Sunday, tours, and art events. Each of these events presented opportunities to capture contact information for new supporters. The Foundation adopted new donor software, DonorView, in March 2020.
2	Mission Inn Foundation Run	
a.	Manage and direct the event by November 2018	The Foundation managed and directed the Annual Mission Inn Foundation Run with nearly 2,500 participants.
b.	Diversify sponsorship opportunities by pursuing new major sponsors for the event and increasing the participant fees for the half marathon	The Foundation cultivated relationships with three (3) new sponsors for the 2019 Mission Inn Run.
3	Grant Writing: Submit a minimum of four grants per year	The Foundation applied and was awarded the following grants: Edison International (\$5,000), Stater Bros Charities (\$10,000), E. Rhodes and Leona B. Carpenter Grant (\$30,000), and from Cal Humanities (\$15,000) for <i>Toward Peace</i> , a new exhibit, conference, and programs.
4	Membership – increase by 2% growth per year	Pandemic disruptions during Fiscal Year 2019-2020 have caused a drop in membership. The Foundation expects increased membership with a summer membership drive and introduction of new digital program.
5	Continue to earn revenue fees through program areas, contracted services, fees for events, etc.	The Foundation’s Education Department continues to host Hands on History summer programs that generate revenue.
6	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	The Foundation secured two grants to expand education programs. The Foundation had four (4) programs scheduled in the Alvord Unified School District for April/May 2020. They have been postponed.
Marketing Development:		

1	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	Community Outreach: Foundation staff participated as a vendor/exhibitor to distribute programming information at the following events: Magnolia Center Marketplace, Hometown Heroes, Pink on Parade, Mission Inn Run, Citrus Heritage Run, and San Bernardino County Museum “Old West Days.” The Foundation’s Youth Ambassador program participated in the Lake Perris SRA Clean-up Day and Santa Ana River and City Waterways Clean-up Day community events.
2	Arts Walk and First Sundays: Continue to participate through free open tours on Thursdays and dynamic programming on Sundays eight times a year	The Foundation participates in Riverside Arts Walk and First Sundays. For Arts Walk events, the museum remained open throughout the event and provided visitors with free tours of the Mission Inn. The Foundation hosted First Sunday events from October 2019 – March 2020. The event was cancelled in April and May due to Covid-19.
3 Web Presence Enhancement		
a.	Review the Foundation website content	The Foundation staff updates the website as needed. The most recent addition has been a page dedicated to learning activities, updated weekly, that families can share at home.
b.	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	The Foundation has made great efforts to expand their social media presence through weekly history posts and in-home educational activities. The Foundation has invited artists to teach live lessons utilizing Mission Inn imagery. The Mission Inn Run Facebook was used during the 2019 campaign, but is expected to be re-evaluated in the fiscal year 2020-2021. The Foundation posts numerous events on social media platforms including: Mission Inn Run, First Sunday, Mission Inn Cabaret, Ten-Minute-Tuesdays, exhibition openings, virtual learning opportunities and more.
4	Provide monthly staff and volunteer updates and quarterly training to promote and provide customer awareness of other Riverside heritage tourism and cultural amenities	The Foundation holds weekly staff meetings and communicates directly with volunteers via Volunteer Scheduler Pro software about new and continuing opportunities.
Education:		
1	Mission Inn Tours – provide 100 free tours	The Foundation hosted over 600 free tours for the community during Arts Walk and other offers. Nearly 1,400 students over 235 tours experienced the Mission Inn free of charge.

2	Docent Training: enhance & administer program for community volunteers	The docent-training course has not concluded due to Covid-19, but it is over 90% complete with 11 remaining trainees. There are 117 active docents as of January 2020.
3	Museum-Gallery Exhibits minimum of two (2) per year	The Foundation hosts the permanent exhibit at the Mission Inn Museum; <i>Curio Shop: Unexpected Artifacts of the Mission Inn</i> ; <i>Citrus Legacy: The Mission Inn and Riverside's Citrus Industry</i> ; <i>Capturing History: Mural Exhibition</i> . A new exhibit, <i>Frank Miller in the World</i> , was scheduled to open in March 2020, but has been postponed.
4	Programming – Conduct one or more events per month	The Foundation's Education Department participates in monthly First Sunday events, a collaborative effort between multiple education department programs, including Youth Ambassadors and Hands on History. Docent training sessions were held from September 2019 through March 2020, when Covid-19 precluded in-person meetings. In May 2020, classes resumed using a digital format, and will continue throughout 2020.
Historic Preservation & Interpretation:		
1	Respond to institutional and individual inquiries related to the history of the Mission Inn	Foundation staff receives and responds to 2-3 inquiries per week, with topics ranging from family histories to art information.
2	Assist in the professional care of historic collections related to the National Historic Landmark – Mission Inn	The Foundation contracted with Theresa Hanley, collections professional, to oversee and manage Mission Inn collections. This includes stabilization of artifacts and reorganization for better access to the collection.
3	Regularly seek donated items and archive materials	All accessioned donations are entered into the Foundation's collections database, PastPerfect, including two paintings by local artists accepted by the Foundation.
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 the History Research Committee identify research priorities and accuracy. An art glass and stained-glass publication is in development.

5	Update the collections inventory	The Foundation’s collection’s database is up to date, with the exception of object photographs. This project has been delayed due to Covid-19.
Administration:		
1	Develop and manage three internship opportunities	The Foundation’s Education Department offered six (6) internship opportunities, including four (4) Hands on History Education internships, one (1) Sunday Education Internship and one (1) Education Department Internship. The Foundation hosted three (3) interns over the course of 2019-2020 year, with new internships postponed due to Covid-19.
2	Active Participation and Input in Citywide Initiatives as applicable	The Foundation participates across a range of citywide initiatives, including Festival of Lights, Doors Open, Arts Walk, First Sundays, and more. Current participation in activities has been postponed due to Covid-19.
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 each education program, including the Hands-on History Community Outreach Program, the First Sunday Programs and the Youth Ambassador Program.

The proposed Agreement is to continue the support to the programs and services offered by the Foundation described in the Attached Scope of Services - Exhibit A.

In response to COVID-19, the Foundation made changes to programs and services traditionally offered in person to allow these to be provided through alternate virtual platforms. Several programs and services are currently available with more being developed for the coming fiscal year. The programs and services include virtual/recorded tours, virtual art lessons for children, public online lectures, and webinars for adults.

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), which states “When the procurement can only be obtained from a sole source or timely from a single source and the Manager is satisfied that the best price, terms and conditions for the procurement thereof have been negotiated.”

The Purchasing Manager concurs that the recommendation to award the contract complies with Purchasing Resolution No. 23256, Section 702(c).

FISCAL IMPACT:

The total fiscal impact of the action is \$67,104. Sufficient funds are available in the General Fund 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 / City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Professional Consultant Services Agreement with the Mission Inn
Foundation