



City of Arts & Innovation

Museum of Riverside Board Memorandum

TO: MUSEUM OF RIVERSIDE BOARD DATE: FEBRUARY 24, 2021

FROM: MUSEUM DEPARTMENT

**SUBJECT: RECEIVE, FILE AND PROVIDE FEEDBACK ON THE STRATEGIC PLAN
STATUS REPORT FOR THE QUARTER ENDING DECEMBER 31, 2020**

ISSUE:

Receive, file, and provide feedback on the Strategic Plan status report for the quarter ending December 31, 2020.

RECOMMENDATION:

That the Museum of Riverside Board receive, file, and provide feedback on the Strategic Plan status report for the quarter ending December 31, 2020.

BACKGROUND:

On June 12, 2019, the Metropolitan Museum Board recommended the City Council approve a new five-year Strategic Plan for the Museum Department for fiscal years 2019/20 through 2023/24. On November 5, 2019, the City Council approved the Museum Department's five-year Strategic Plan.

DISCUSSION:

The five-year Strategic Plan is organized under five key objectives:

1. Renovating
2. Exhibiting and Engaging
3. Embracing Community
4. Strengthening Fundamentals
5. Maximizing Resources and Stewarding Assets.

Actions are associated with point people, estimated costs, timetables, audiences, and success criteria. Progress on those actions with timetables that are immediate ("A" in the Plan) are reported in the red status lines for each action on the attachment.

Progress on most strategic plan actions continues to be impacted by COVID-19 revenue declines, which led to the downtown site renovation and expansion being placed on hold. Staff continue to augment plans for digital program offerings to mitigate the prolonged disconnection from the museum patrons. The primary focus of the community advisory teams were issues associated with reopening the museum. Since the March 2020 local declaration of emergency, the community advisory teams have not meet. Staff continue to be concerned about the risk of losing the opportunity to make the most of the Museum's centenary in 2024 due to the delay in reopening the downtown site; planning will begin in 2022 for an alternate celebration if it becomes evident that the downtown site will not be open by December 2024 (the Museum welcomed its first guests in December 1924).

Other highlights include:

1. Staff completed a filmmaking training course offered virtually by UCR Extension. Staff then identified an initial round of digital programs and virtual tours to complete, which began to be released via the Museum's social media in December 2020 with the debut of five short videos on Victorian Christmas traditions. Two additional videos are anticipated to be added to the digital programming library every three or four months.
2. The new Collections Development Plan has been approved and adopted. A new Education and Interpretation Policy will come to the Board at its March 2021 meeting. A museum-specific revision to the ethics policies is in development.
3. The Museum's new brand is advancing toward finalization. A presentation to the Board is anticipated in Spring 2021.
4. The Museum was approved to resume working with university interns. Three interns from UCR are either already underway with projects or still moving through the logistical stages of onboarding.
5. Requests for Proposals (RFPs) for both the Harada House Phase I and Robinson House projects are nearing readiness for release. Due to COVID-19 restrictions on in-person meetings, video walk-throughs produced by staff will accompany the RFPs.
6. End-of-year giving boosted progress toward the \$6.5 million Harada House fundraising goal. Aggregating Museum of Riverside/City of Riverside, Harada House Foundation, and Riverside Museum Associates efforts, progress toward the goal as of December 31 stood at 13.52% of the goal (includes the \$500,000 Save America's Treasures grant).
7. Continued progress was made on customizing the collections database, which was migrated to new software in 2020.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by:	Robyn G. Peterson, Ph.D., Museum Director
Certified as to availability of funds:	Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by:	Moises Lopez, Deputy City Manager

Attachment:	Strategic Plan 2019-2024 updates as of 12/31/2020
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