



*City of Arts & Innovation*

# Museum of Riverside Board Memorandum

**TO: MUSEUM OF RIVERSIDE BOARD** **DATE: MAY 26, 2021**

**FROM: MUSEUM DEPARTMENT** **WARDS: ALL**

**SUBJECT: RIVERSIDE 2025 STRATEGIC PLAN AND ITS ALIGNMENT WITH THE  
MUSEUM OF RIVERSIDE'S STRATEGIC PLAN 2019-2024**

## **ISSUE:**

To receive and file a report on the Riverside 2025 Strategic Plan and its alignment with the Museum of Riverside's Strategic Plan 2019-2024.

## **RECOMMENDATION:**

That the Museum of Riverside Board receives and files a report on the Riverside 2025 Strategic Plan and its alignment with the Museum of Riverside's Strategic Plan 2019-2024.

## **BACKGROUND:**

At its meeting on June 12, 2019, the Museum Board approved Strategic Plan 2019-2024 for the Museum Department. A strategic plan is included among the "core documents" required of museums accredited by the American Alliance of Museums and, thus, it must be approved by an accredited museum's governing body. At its meeting on November 5, 2019, the City Council approved this document.

In 2020, the City of Riverside engaged in a process to renew its citywide strategic plan. At a workshop with the Mayor and City Council on July 14, 2020, discussion began on eight priority areas. These priorities were eventually condensed into six. At a second workshop on August 11, 2020, indicators of success and cross-cutting threads that applied in all areas were identified. A vision statement was created that included community input by means of an online survey. City Council examined progress on the document on September 15, 2020, and the final Strategic Plan 2025 was approved by City Council on October 20, 2020.

## **DISCUSSION:**

There is alignment in many key areas between the plan the Museum is already working on and the Riverside 2025 Strategic Plan. The Riverside 2025 plan places greater emphasis on the

cultural sector, environmental education, and stewardship, all of which are central to the mission of the Museum of Riverside.

<b>Riverside 2025 Strategic Priorities:</b>	<b>Riverside 2025 Cross-Cutting Threads:</b>
Arts, Culture, and Recreation	Community Trust
Community Well-Being	Equity
Economic Opportunity	Fiscal Responsibility
Environmental Stewardship	Innovation
High-Performing Government	Sustainability and Resiliency
Infrastructure, Mobility, and Connectivity	

<b>Museum Strategic Goals:</b>	<b>Museum Cross-Cutting Issues:</b>
Renovating	Achieving earned and contributed revenue
Exhibiting and Engaging	Benchmarking to meet and exceed industry standards
Embracing Community	Implementing initiatives to grow and diversity audiences
Strengthening Fundamentals	Maximizing the opportunity of the Museum's 100 <sup>th</sup> anniversary in 2024
Maximizing Resources and Stewarding Assets	

Arts, Culture, and Recreation is the Riverside 2025 priority that overlaps nearly every priority and action in the Museum's strategic plan. Its goals include strengthening Riverside's portfolio of cultural amenities, enhancing equitable access, maintaining facilities, prioritizing safety, and supporting educational programs for a wide range of demographics. These goals are central to the Museum's plan to renovate and expand the downtown site, broaden the Museum's reach into the community, amplify and enrich programming upon reopening, and forge new ties with the educational sector. Cultural amenities have long been recognized as a pivotal measure of community well-being and economic vibrancy; increasing our presence as a cultural keystone and tourism draw is integral to the Museum's plan. Environmental education is a cornerstone of natural history education and is increasingly factored into examinations of social history to help audiences understand how the past led to the present. Thus, the Museum's educational goals in this area mesh with the educational component of the Riverside 2025 Environmental Stewardship goal.

While the Museum Department will not be the driver of many of the City goals relating to infrastructure, resource conservation, transportation, and citywide communications, the Museum can provide support, particularly through education and public programs featuring specialists. Additional examples of overlap between the plans include planning a revitalized downtown site that will be an exciting presence in the City; launching initiatives upon reopening that will generate revenue; exceeding museum industry operational standards; and more effectively achieving diversity, equity, accessibility, and inclusion. Finally, Museum work toward opening Harada House—the City's most notable civil rights site—and forming inclusive, community-based advisory teams to assist in program development are actions that support citywide diversity and equity goals.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this report.

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Approved by:	Moises Lopez, Deputy City Manager

Attachment	Envision Riverside 2025
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