



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: SEPTEMBER 7, 2021**

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 IN THE AMOUNT OF \$67,104, FOR A TERM ENDING JUNE 30, 2022

ISSUE:

Approve a one-year 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 in the amount of \$67,104, for a term ending June 30, 2022.

RECOMMENDATIONS:

That the City Council:

1. Approve the one-year 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 in the amount of \$67,104, for a term ending on June 30, 2022;
2. Authorize the City Manager, or his designee, to execute the Professional Consultant Services Agreement with 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. The Foundation has received funding annually since FY 2008/09 and received \$67,104 in funding for FY 2020/21.

DISCUSSION:

The proposed one-year Agreement is to support the programs and services offered to Riverside residents and visitors to the City for FY 2021/22. 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 FY 2020/21, the Foundation completed most of the services identified in the Agreement. The services identified in the Agreement for FY 2020/21 are as follows:

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 American Alliance of Museums, American Association for State and Local History, National Trust for Historic Preservation, California Association of Museums, California Preservation Foundation, Old Riverside Foundation, Riverside Historical Society, Greater Riverside Chamber of Commerce, Riverside Downtown Partnership, and Friends of the Mission Inn.
2	Participate in Riverside Cultural Consortium and/or other forums monthly	Foundation staff participated in the Riverside Cultural Consortium and also Rivers and Lands, Friends of Mt. Rubidoux, San Bernardino County Museum, Riverside Police Officers Association, Riverside Downtown Partnership, Riverside Woman's Club, Downtown Neighborhood Area Alliance, Inlandia Institute, Riverside Public Library, and Riverside Art Museum.
Fund Development:		
1	Diversify funding sources for Foundation:	
a.	Identify and cultivate at least 4 new prospects per quarter	Traditional fundraising changed dramatically in 2020-2021. The Foundation fundraisers, where prospects were cultivated, were either canceled or postponed due to restrictions on in-person gatherings. New grant opportunities shorn traditional projects in favor of emergency payroll funding and other relief grants. Adaptations for virtual and relevant revenue streams were made with varying success.

b.	Continue use of donor management software in Foundation fundraising activities by adding contacts created through public programs and lectures	The Foundation constituent database continues to be refined as contacts from donations, members and program participants are added. Constituents who actively give, such as donors, members and event attendees are added to the Donorview system. Constituents who have a lesser level of contact, such as free events, are added to our Constant Contact database.
2	Mission Inn Foundation Run	
a.	Manage and direct the event by November 2018	The 2020 Mission Inn Run was converted to a virtual event due to constraints caused by Covid-19.
b.	Diversify sponsorship opportunities by pursuing new major sponsors for the event and increasing the participant fees for the half marathon	Sponsorship for the 2020 Mission Inn Run declined significantly due to Covid-19. The Foundation anticipates increasing sponsorships at the 2021 Mission Inn Run event.
3	Grant Writing: Submit a minimum of four grants per year	<p>The Foundation applied and was awarded the following grants:</p> <ul style="list-style-type: none"> • Two (2) non-Covid related grants: E. Rhodes and Leona B. Carpenter Grant (\$40,000 received) and Southern California Edison (\$5,000 received) • Four (4) Covid related grants: City of Riverside (\$18,000 received), County of Riverside (\$10,000 received), Cal Humanities (\$0 received) and State of California (\$15,000 pending)
4	Membership – increase by 2% growth per year	As of April 7, 2021, the Foundation has 185 active memberships. Revenue from memberships has increased 116% over same period 2019-2020.
5	Continue to earn revenue fees through program areas, contracted services, fees for events, etc.	Most fee generating events had been canceled or postponed due to Covid-19. While the Foundation adapted programs for a virtual environment, these programs were offered to the public for free. Paid programming will be reestablished once in-person events resume.
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	<p>With all school trips and in-person programs canceled during school year 2020-2021, the Foundation is developing a new traveling program that teachers can utilize in classroom for 2021-2022. These programs are funded through grants from Southern California Edison and the E. Rhodes and Leona B. Carpenter Foundation.</p> <p>In June 2020, the Mission Inn Foundation conducted a virtual Hands On History program for the RUSD English Language Learners Summer Learning Program.</p>
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	With most local sites closed to in-person activities, the Foundation focused its marketing efforts on digital outreach. The Foundation publishes a monthly email newsletter to over 1,400 active contacts. All programs, events and announcements are posted on Facebook and Instagram.
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. These programs were suspended during the COVID-19 pandemic, and Mission Inn Foundation will work with partner organizations to reestablish in 2021.
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, through engaging content, has increased its Facebook "likes" to 7,937, a 22% increase since June 2020. All digital programming created during the Covid-19 pandemic has been recorded and uploaded to the MIF Youtube channel. During the 2020 Mission Inn Run, social media campaigns were mirrored on both the Mission Inn Foundation and Mission Inn Run social media accounts. The Foundation communicates most frequently through Facebook and other social media, including historic topics, free online events, store promotions 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	All public tours have been closed since March 2020, with first public tours being offered again in April 2021. The Foundation will continue to offer free tours to eligible patrons as opportunities arise. In lieu of tours, the Foundation increased its number of free virtual programs.

2	Docent Training: enhance & administer program for community volunteers	<p>With in-person activities cancelled during the Covid-19 pandemic, the Foundation developed a virtual Docent training program beginning in September 2020. 45 candidates, a Docent program record, started the eight month training program. With an anticipated return to in-person tours in April 2021, the Foundation is planning to conduct in-person training to support both 2020 and 2021 Docent candidates. The Youth Ambassador program was suspended during the 2020-2021 school year for safety concerns.</p>
3	Museum-Gallery Exhibits minimum of two (2) per year	<p>By order of the State of California, museum exhibit spaces had been closed until very recently. As such, while the gallery has a series of mini exhibits installed, it has not yet opened to the public. The gallery features a series of mini exhibits on topics such as a historic look at employees of the Mission Inn, local art interpretations of the Mission Inn, the founding of the Mission Inn Foundation and the personal effects of the Miller family.</p> <p>Toward Peace: Frank Miller in the World, an exhibit being developed in 2019-2020, had been delayed by Covid-19 and is expected to open in October 2021.</p>
4	Programming – Conduct one or more events per month	<p>As part of an effort to adapt programming for a virtual experience, the Mission Inn Foundation hosted a variety of programs free to the public, including:</p> <ul style="list-style-type: none"> • August 10, 2020 – Art Session; Creating a Riverside Coloring Page • August 22, 2020.- Securing The Vote – 100th anniversary of Women’s Suffrage • September 9, 2020 - FiFi Cherche la Duck w/ Inlandia Institute (Toward Peace) • October 14, 2020 - Peace and Friendship: Frank Miller’s Internationalism • October 18, 2020 – The Economics of War, Depressions and Pandemics (Toward Peace) • October 21 – Votes for Women; Marching For Peace (Toward Peace) • November 4, 2020 – Exploring The New Book, Suite Alice, with Author Barbara Burns • November 18, 2020 – How to Write Local History with Author Steve Lech • December 10, 2020 – King Solomon and the Hoopoe Bird w/ Inlandia Institute (Toward Peace) • February 20, 2021 – The Magic Garden w/ Inlandia Institute (Toward Peace) • March 3, 2021 - Keynote Address: Why World War I Still Matters to America • March 10, 2021 - Dedicated to Peace; Flirting with Feminism: Frank A. Miller of Mission Inn and Women Peace Advocates

		<ul style="list-style-type: none"> • March 17, 2021 - Internationalism, Imperialism and Collecting Tragedy at the Mission Inn • March 24, 2021 - World War I Memorials and the Dissipation of Memory • March 24, 2021 - Frank A. Miller and the Building of the Soldiers Memorial and Municipal Auditorium, 1928-1929 • March 31, 2021 - Peace and Equality a Century in the Making: A Conversation with Mona L. Siegel author of Peace on Our Terms: The Global Battle for Women's Rights After the First World War • April 7, 2021 - Riverside and the World – A Conversation among our Speakers • May 22, 2021 – Good Advice w/ Inlandia Institute (Toward Peace)
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Historic Preservation & Interpretation:

1	Respond to institutional and individual inquiries related to the history of the Mission Inn	It is difficult to assess the specific number of inquiries made, but the Foundation receives and answers inquiries from: The Mission Inn Hotel & Spa, media outlets, City of Riverside, other museums, local organizations, researchers, visitors and others with a connection to the Mission Inn.
2	Assist in the professional care of historic collections related to the National Historic Landmark – Mission Inn	The Foundation has two collections staff who oversee and manage Mission Inn collections, in part owned by MIF, Friends of the Mission Inn and the Historic Mission Inn Corporation: Megan Keller, Curator of Exhibitions and Public Programs (started March 2021) and Theresa Hanley, Collections Consultant.
3	Regularly seek donated items and archive materials	The Foundation collections staff review all proposed donations, and if accepted and accessioned, are housed within the collection and recorded in the foundation's Past Perfect database. No major acquisitions were received during this period.
4	Add to the body of historic knowledge related to the Mission Inn and its founder	<p>Foundation staff is supervising research projects including</p> <ul style="list-style-type: none"> • Toward Peace, an exploration of Frank Miller's involvement and connection with national and international peace movements • A series of in-depth history social media posts on subjects including: St. Francis Doors, 1947 helicopter visit, Mission Inn Carillon and more. • Suite Alice, an exploration of the life and legacy of Alice Miller Richardson, was published by Mission Inn Foundation Docent Barbara Burns.
5	Update the collections inventory	The Foundation's collections database is continually refined and updated as needed.

Administration:

1	Develop and manage three internship opportunities	Due to safety concerns, the Foundation suspended new internship opportunities during the pandemic.
2	Active Participation and Input in Citywide Initiatives as applicable	The Foundation participates across a range of city-wide initiatives. Most citywide cultural initiatives were suspended during the Covid-19 pandemic. The Foundation hopes to contribute to reestablishing these programs later in 2021.
3	Conduct a satisfaction survey of program participants within the museum visitors, tour customers and programming/activity audiences	The Foundation conducts a survey for every Toward Peace program, however this information is collected directly by California Humanities as part of our grant agreement and MIF has no access to this data. Other areas where the Foundation would normally have surveys, such as tours and events, have not been conducted as these activities have been suspended.

The proposed Agreement is to continue the support to the programs and services offered by the Foundation described in the 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. The programs and services include virtual/recorded tours, virtual art lessons for children, public online lectures, and webinars for adults. Also, some of the programs have returned or will return to in-person. The Foundation Director has met with staff to discuss areas of service and development of programs that elevate diversity and inclusion and provide these to the community in an equitable manner. The Foundation is committed to advancing diversity, equity, and inclusion as well as continued alignment with the city's strategic plan.

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, "Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances: (c) 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 is in compliance with Purchasing Resolution No. 23256 Section 702(c).

STRATEGIC PLAN ALIGNMENT:

This item contributes to Strategic Priority No. 1 and Goal No. 1.2 Enhance equitable access to arts, culture and recreational service offerings and facilities.

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – The Foundation is a trusted partner that provides information to many organizations inquiring about the history of the Mission Inn and region. The Foundation

continued efforts to market and inform the community of their programs and services has been successful in increasing interest.

2. **Equity** – The Foundation is committed to ensuring expanded programs and services are available to all community members. The Foundation’s commitment is reflected in changes to the Scope of Services for FY 2021/22 to identify specific efforts that diversify local participation, particularly for underserved communities.
3. **Fiscal Responsibility** – The agreement amount for the Foundation has not increased for several fiscal years and the Foundation has been successful in offering a variety of art-related services and programs that meet the goals of the City.
4. **Innovation** – Due to Covid-19 closures, the Foundation had to shift services and programs to safely provide them virtually. As part of an effort to adapt programming for a virtual experience, the Foundation hosted a variety of programs free to the public and as the Foundation returns to in person programs, many of the virtual programs will continue.
5. **Sustainability & Resiliency** – The Foundation was quick to adapt to the needs of the community in establishing programs in a virtual platform and it continues to recognize the need to identify ways to best reach underserved communities and respond with services and programs in a manner that supports the community’s ability to persevere, adapt, and grow.

FISCAL IMPACT:

The total fiscal impact of the action is \$67,104. The funds budgeted and available in the Community & Economic Development Arts & Cultural Affairs Account No. 2850000-450443.

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: Phaedra A. Norton, City Attorney

Attachments: Professional Consultant Services Agreement with the Mission Inn Foundation