



Museum of Riverside Board Memorandum

City of Arts & Innovation

TO: MUSEUM OF RIVERSIDE BOARD **DATE: APRIL 23, 2025**

FROM: MUSEUM DEPARTMENT **WARDS: ALL**

SUBJECT: SUMMARY REPORT ON THE MUSEUM OF RIVERSIDE'S 100TH ANNIVERSARY INITIATIVES

ISSUE:

Receive a summary report on the Museum of Riverside's 100th anniversary initiatives.

RECOMMENDATION:

That the Museum of Riverside Board receive and file a summary report on the Museum of Riverside's 100th anniversary initiatives.

BACKGROUND:

The Museum of Riverside (Museum) established a varied slate of activities to celebrate its 100th anniversary in 2024, most of which were adapted to the fact that the Museum's main downtown remained closed.

At the February 26, 2025, Museum of Riverside Board meeting, Board Member Negrón Bermó requested information on the outcome of the Museum's 100th anniversary initiatives.

DISCUSSION:

Three major elements of the 100th anniversary celebration were adopted after several discussions in 2022 and 2023, many of which included community stakeholders. The three elements were 1) a calendar of one hundred programs stretching throughout 2024, 2) an exhibition foregrounding artifacts and specimens from the permanent collection, and 3) a gala celebration.

The hundred programs were achieved through collaboration with dozens of cultural colleagues and sister institutions, which assisted with presentation of programs or offered sites for them to occur. It was accompanied by an attractively designed printed calendar. The exhibition met its goal of examining the changes in museums over the prior century and the implications of this history within the context of the Museum of Riverside's collection. It included content from many

aspects of the collection. The exhibition was possible because of a partnership with the Riverside Community College District's Center for Social Justice & Civil Liberties. The gala was held on the exact 100th anniversary of the Museum's founding, December 12, 2024, and took place at the Riverside Municipal Auditorium. All of the goals were met and were made possible by the support of the City of Riverside, generous sponsors that included the Riverside Museum Associates, private donors, and the Museum's collaborative partners.

Highlights of the program array included:

Date	Selected Program	Noteworthy
January 19	First in a successful new program series called "Movies on the Lawn"	Earned a loyal following and has been revised to continue after 2024.
January 24	First in a successful series of virtual programs on a wide variety of subjects	Each virtual program was accessed by over 300 individuals/families.
April 8	Partial Solar Eclipse Day	Viewing party in front of the downtown Museum saw nearly 500 attendees.
April 12	Blacklight Bug Fest at Heritage House	With about 250 attendees, this program exceeded expectations and had led to plans for more night-time programs at Heritage House.
April 27	Perfume-making workshop at Heritage House	Demonstrated that carefully selected ticketed events can be a success.
May 4	Horsing Around at Heritage House	One of a couple of live-animal-related programs that were very well received, and that staff may repeat.
July 5	Screening and discussion of Rosy Aranda's documentary <i>Pá'Čapa': A Mt. Rubidoux Story</i>	With over 100 attendees, this program set the attendance record to date for the Nights with the Museum talk series.
July 16	World Snake Day at the Arlanza Library branch	With 240 attending, this program wildly exceeded attendance estimates as well as the capacity of the site.
July 25	Opening reception for <i>Dear Riverside, A Letter to Our First Love</i>	Successful opening for the exhibition that was the centerpiece of the 100th anniversary efforts.
September 13	<i>Roaring Riverside: Fashions of the 1920s</i> opened at Heritage House	The exhibition featured 1920s party dresses from the collection and was popular enough to be extended several weeks.
October 12	Candlelight and Corvids, an evening program at Heritage House	Well attended event, again signaling the demand for after-hours events.
November 2-3	Booth at downtown Día de los Muertos event	Participation in this event allowed the Museum to share content with 1,859 people in two days.
December 12	100th anniversary gala at the Riverside Municipal Auditorium	A beautiful event attended by about 250 and deemed a success in nearly every respect.

The Museum set out on its anniversary year with a revenue goal. While this was budgeted to be met entirely through ticket sales and other categories of revenue in connection with the gala, sponsorship support and other revenues were earned throughout the year.

Summary of the Museum's efforts regarding 100th anniversary financial goals:

Description	Budget	Actual	Variance
REVENUE			
Grants, sponsorships, and donations – businesses	\$500	\$4,000	\$3,500
Grants, sponsorships, and donations – Riverside Museum Associates and other foundation donors		\$10,313	\$10,313
Grants, sponsorships, and donations – individuals and families		\$34,232	\$34,232
Gala ticket sales	\$45,000	\$28,471	(\$16,529)
Gala raffles and auction	\$4,500	\$13,485	\$8,985
Total revenue	\$50,000	\$90,501	\$40,501
EXPENSES			
Gala expenses (all)	\$81,100	\$85,991	
Total gala expenses	\$81,100	\$85,991	(\$4,891)
NET OF ALL			\$35,610

In summary, gala and other 100th anniversary revenues exceeded goals except in ticket sales, and gala expenses exceeded budget, but the net result was notably over the revenue goal.

NOTE 1: Additional small sums do not appear in the summary above if they were collected directly by the Riverside Museum Associates for the Museum's future use. Examples of such revenue include workshop ticket sales, Moon Festival moon cake sales, and ticket sales for teas in the Heritage House gardens.

NOTE 2: Chart above does not include an additional \$9,037.56 donated by the Riverside Museum Associates in the form of directly paying the alcohol vendor at the gala.

NOTE 3: All operating expenses relating to the 100 programs and the exhibition are not included in the chart above. Refer to the Museum's budgets for FYs 2023-2024 and 2024-2025.

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