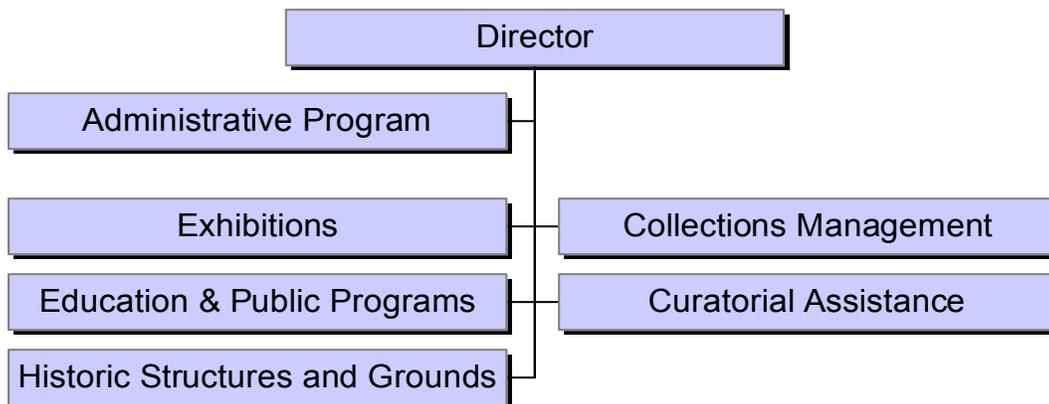


Museum



Description of the Service

The Museum Department provides stewardship of two National Register Historic buildings: the downtown Italianate facility housing the regional Museum, and Heritage House on Magnolia Avenue: the Queen Anne style home of wealthy citrus widow Catharine Bettner. In addition, the Department is caretaker for a significant artifact collection of more than 75,000 objects, representing the Native American, local history, and natural history of the region.

By the beginning of the new FY, the Museum Department will assume stewardship of the National Historic Landmark Harada House, adding its artifact and archival collections to the Department's services. The Harada story promises to draw national partners to assist in the stewardship of this American treasure.

The Department works with the community, and outside agencies and organizations, to supply a wide array of services to the region, including, but not limited to:

1. A free public museum featuring informative, aesthetic and continually changing exhibits.
2. Focus on Kidz: a powerful full-service schools and youth program.
3. Harada House: a National Historic Landmark embodying a major era in the advancement of civil rights and citizenship in this country.
4. Heritage House, a restored Victorian orange grower's home on Magnolia Avenue.
5. Nature Lab: an informal, hands-on, natural science learning center housing the only live-animal museum exhibit in the county.
6. After School Science Adventures: A creative approach to Science that serves both the homeschool population as well as our public and private school-aged youth.
7. Multicultural Council: A dynamic group which fosters the City's "Building a More Inclusive Community" program and organizes the annual Family Village Festival which showcased over 19 different cultures in Riverside this year.
8. RMM website: featuring online exhibits and related topics of interest for teachers and Internet visitors.
9. Significant archival reference services in the fields of Local History, Anthropology, Natural History, and the Life Science, Earth Science, and Botany of the region.
10. Staff and volunteer support for community-based, Citywide cultural programming efforts such as the ARTS WALK and Riverside International Film Festival of the International Relations Council of Riverside.
11. Museum special events and festivals, such Smithsonian O. Orkin Insect Safari, Smithsonian Wade in the Water: African American Gospel Music exhibition and our Family Village Festival.

The Museum is committed to reflecting the diversity of the Riverside region via strategic commitment to collecting, preserving, and exhibiting artifacts and stories of the whole community, including those objects representative of ethnicity, gender, color and age.

Museum

Mission Statement

The Riverside Municipal Museum (RMM) is a center for learning and a community museum that collects, exhibits and interprets cultural and natural history. In a rapidly changing community, the museum provides and understanding and appreciation of our region's legacy.

Strategic Priorities Addressed

- Preserve and Improve our Quality of Life
- Address Riverside's Social Concerns with Community Involvement
- Beautify the City
- Increase our Investment in Youth and Children

Major 2004/05 Priorities

- Implement key pieces of a Facilities Master Plan for the Museum including developing a remedial solution for the Annex.
- Improve Department's financial sustainability with the formation of a 501©3 foundation.
- Complete the transfer of NHL Harada House to the City and secure restoration funding.
- Return to the Land Use Committee to discuss Museum site selection. Complete an architectural-financial feasibility study for selected site(s).
- Improve Customer Satisfaction by creating a user-focused organization, that partners with the community, that is responsive to diverse audiences in the region.
- Improve both internal (and external) Departmental team-building via workshops, case study, and improving current communications & the Department's work environment.

Programs and Program Goals

FY 2004/05

Administrative: To provide policy direction/leadership/vision, and administrative & fiscal management to enable the department to achieve RMM's Strategic Plan goals and support the accomplishment of the Citywide Strategic Plan.

Collections Management: To provide professional stewardship of the Museum's valuable and historically significant buildings, archives and artifacts through conservation, acquisitions, and electronic inventory records management services, for the citizens of Riverside and the community, in order to safeguard and document the Museum's holdings for present and future generations.

Education and Public Programming: To provide museum-centered interpretive activities, for Museum audiences of all ages and backgrounds, to provide opportunities for learning about the Riverside region through innovative, inclusive, and relevant programming via Focus on Kidz, adult programs, Heritage House expanded programming and other relevant means.

Exhibits Program: To provide historically accurate, inclusive, educational, interesting, and interdisciplinary exhibits utilizing the Museum's collections at the downtown site, Heritage House, the Museum's website, and other offsite venues, for residents and visitors of all ages and backgrounds.

Curatorial Assistance: To provide object identification and interpretation services, access to objects and associated records, and speakers bureau services for residents, visitors, researchers, and service groups, in order to better service the Museum's audience.

Historic Buildings and Grounds: To provide restoration and maintenance of the City landmark buildings (namely the Museum, Heritage House and the Harada House) under the Museum's stewardship, for the City of Riverside, so that the City may benefit from the preservation of these valuable cultural assets.

Museum

Performance Measures

	Actual	Estimated	Target
	2002/03	2003/04	2004/05
% of operating costs earned through fund development efforts	2.6%	3.5%	5%
# of competitive grants applied for	6	3	10
% of competitive grants applied for awarded	33%	66%	33%
# of objects inventoried each year	1,500	1,500	1,500
% of visitors rating museum programs as “good” or “excellent”	92%	92%	95%
# of visitors to on-site exhibitions	40,752	39,000	41,340
# of on-site exhibits updated/renovated	8	11	9
# of off-site exhibits installed	1	4	4
% of museum collections accessible electronically	62%	64%	66%
# of visitors to web-site	42,796	51,355	61,626

Recent Accomplishments

- Successfully negotiated for the bequest of the National Historic Landmark Harada House to the RMM and received unanimous City Council Approval to accept the gift of the Harada House & and initiated contacts with potential national partners for stewardship of property.
- Received Innovators Award from CALEPA for Integrated Pest Management.
- Completed installation of a jointly sponsored “Waterwise Landscape” Garden at the Museum.
- Formed RMM’s Blue Ribbon Panel and secured unanimous City Council support to initiate New Museum Project for the building of a new Museum Complex.
- Completion of a successful subsequent accreditation review by the American Association of Museums.
- Raised \$16,000 in funds for Family Village Festival 2003.
- Successful implementation of ongoing “Focus on Kidz” program offering weekly school programs, After school Science Adventures, School Loan Kits, cultural events, special school day events, and special needs, multi-cultural, environmental and interdisciplinary content programs.
- Awarded and managed three major grants providing the museum with \$98,000 for collections conservation, environmental education, integrated pest management and water-wise demonstration landscape efforts.

Museum

Department Summary

Budget Summary	Actual 2002/03	Budgeted 2003/04	Approved 2004/05	Change
Personnel Services	870,728	1,046,423	1,012,855	-3.2%
Non-Personnel	288,354	137,692	170,458	23.8%
Special Projects	82,479	4,000	23,500	487.5%
Equipment Outlay	3,414	3,500	3,500	0.0%
<i>Direct Operating</i>	1,244,975	1,191,615	1,210,313	1.6%
Debt Service	0	0	0	---
Capital Outlay	0	0	0	---
Charge From Others	159,446	250,274	233,305	-6.8%
<i>Gross Budget</i>	1,404,421	1,441,889	1,443,618	0.1%
Charge To Others	(23,334)	0	0	---
Net Budget	1,381,087	1,441,889	1,443,618	0.1%

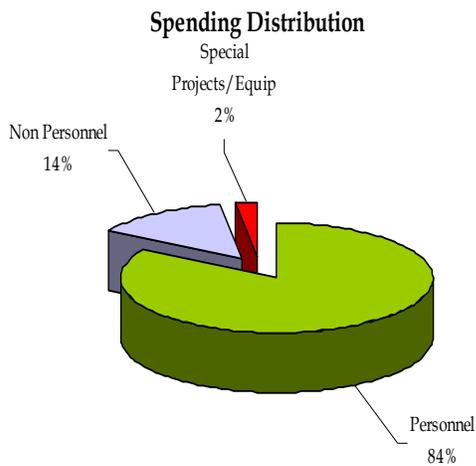
Expenditure Summary (Net Budget)

Museum	1,381,087	1,441,889	1,443,618	0.1%
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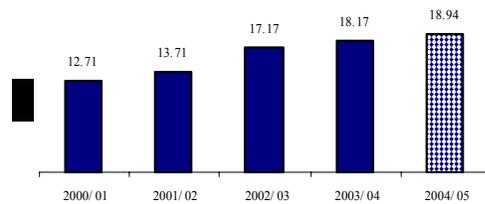
Expenditure Total	1,381,087	1,441,889	1,443,618	0.1%
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Personnel Summary	17.17	18.17	18.94	0.77
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Program Summary



Personnel Summary



Historical Budget Expenditures

