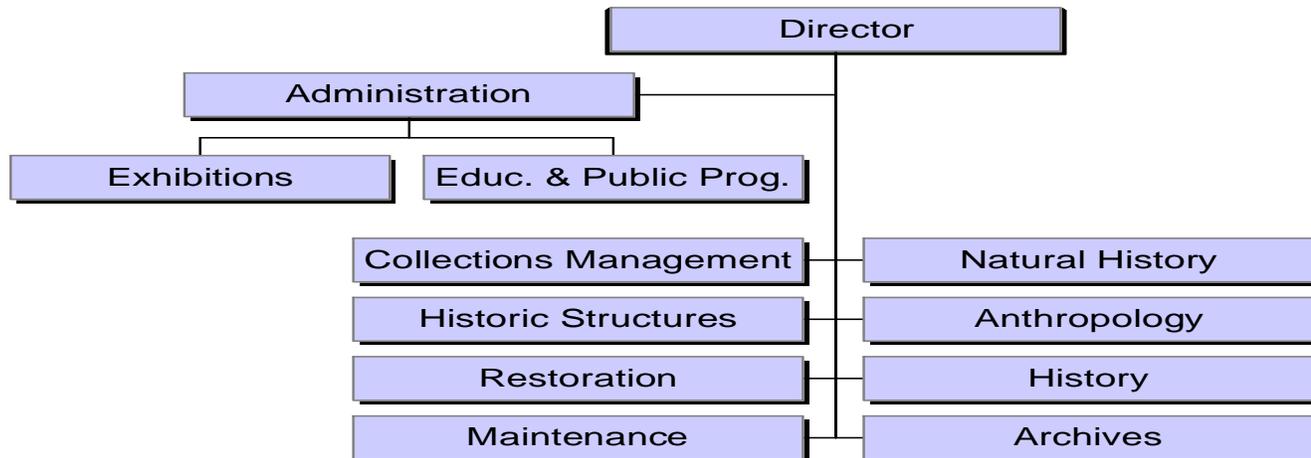


Museum



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. Moreover, the Museum is steward of the National Historic Landmark Harada House, a premier symbol of the advancement of civil rights, under the 14th Amendment to the Constitution of the United States. The Harada House speaks directly to the City’s Mission of ensuring an inclusive and livable community. In addition, the Department is caretaker for a significant artifact collection of more than 80,000 objects, representing the cultural & natural history of the region.

The Department actively partners with the community, and outside agencies & 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 that explore the rich heritage and exciting contemporary cultural mosaic of this region.
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 National Register Site (1891) restored Victorian orange grower’s estate home located on Magnolia Ave.
5. **Nature Lab:** an informal, hands-on, natural science learning center housing the only live-animal museum exhibit in the city.
6. **After School Science Adventures:** A creative approach to Science that serves both the homeschool population and 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 showcases over 20 different cultures in Riverside each year.
8. **Museum Website:** featuring web access to Museum collections, 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. **Increased Role as the “Cultural Anchor” in Riverside:** with continued collaborative leadership for community-based, citywide cultural programming efforts such as: ARTS WALK, Orange Blossom Festival, First Sundays, Festival of Lights, Family Village Festival, and the Sister Cities Program of the International Relations Council of Riverside.
11. **Museum Special Events** such as “Italiana!” & “A Garden for All” inaugural receptions, and exhibit openings and workshops showcasing the role Filipino, Native American and Hyderabad communities have played in the development of this region.
12. **Active Partner with Local Academic and Civic Institutions:** including partnerships with RCC’s Federal Work-Study program, UCR interns, The San Gorgonio Girl Scout Council, and the Palm Springs Desert Museum.

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 an understanding and appreciation of our region's legacy.

Major 2005/06 Priorities

- **New Museum Expansion:**
Perform a Marketing, Financial, Architectural, and Site Feasibility study; develop conceptualization of the scale, scope, & integration of a new/expanded facility.
- **Stewardship/Collections Storage:**
Physical improvement of the Annex operations and artifact storage through compact shelving capacity for the History collections.
- **Youth Program Development:**
Growth of "Focus on Kidz" through innovative partnerships with schools and outside groups. Increase our stewardship/environmental program collaborative partnerships via Waterwise Garden programs.
- **Integrated Marketing Initiative:**
Increase the level of professionalism and use of communications pieces; develop a successful branding and integrated marketing campaign.

Strategic Priorities Addressed

- Community and Livability

- **Livability: New Exhibits & Cultural Events:**
Strengthen role as Riverside's "Cultural Anchor," with greater investment and leadership for local cultural events.
- **Inclusive Community**
Continue to reflect the diversity of the region by collecting, preserving, and exhibiting artifacts & stories of the whole community, including those objects representative of ethnicity, gender, & color.
- **Historic Structures:**
Heritage House: Finalize master plan for maint. activities from custodial to IPM and structures upgrades. Implement HH Master Landscaping plan.
Harada House: Achieve initial physical stabilization of house; protect & inventory collections; develop strategic preservation, fiscal, & interpretative plan.
Main Museum: Implement crucial B&I projects to ensure safety, stewardship, & attractiveness.

Programs and Program Goals

FY 2005/06

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

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

Education and Public Programming: To provide museum-based interpretive activities for Museum audiences of all ages/backgrounds and provide opportunities for learning about the S. California region through innovative, inclusive, and relevant programming via Focus on Kidz, adult, Heritage House and Harada House programming.

Collections Management: To provide stewardship for the Museum's irreplaceable collections of archives, Natural History objects and Anthropology & History artifacts through conservation, preservation and electronic inventory management in order to preserve them for present and future generations.

Historic Structures: To ensure that the Museum's valuable and significant historic structures are preserved and their stories are saved and shared.

Restoration and Maintenance: To act as stewards for our landmark buildings (the main Museum, Heritage House, and the Harada House) so we may benefit from the preservation of these valuable cultural assets.

Natural History: Located in one of the fastest-growing & most environmentally threatened areas in the U.S., it is an essential resource for research and interpretation of local environmental history, natural hazards, and the conservation issues facing our populace. Acts as steward of a collection that exceeds 28,000 specimens.

Anthropology: Provides professional conservation, preservation and management for the Museum's founding collection. Provides outreach that features American Indian social and material culture.

History and Archives: Provide professional curatorial & archival expertise to residents, and other City departments, to enable the widest possible access to, maintenance of, and enhancement of the region's history.

Museum

Performance Measures

	Actual	Estimated	Target
	2003/04	2004/05	2005/06
% of operating costs earned through fund development efforts	4%	5%	5%
# of competitive grants applied for	4	8	8
% of competitive grants applied for awarded	50%	70%	50%
# of objects inventoried each year	1,281	1,200	1,500
% of visitors rating museum programs as “good” or “excellent”	95%	95%	95%
# of visitors to on-site exhibitions	37,592	40,385	43,615
# of on-site exhibits updated/renovated	9	7	7
# of off-site exhibits installed	3	1	2
% of museum collections accessible via ARGUS	64%	65%	66%
# of visitors to web-site	70,736	78,836	81,124

Recent Accomplishments

- Successfully managed the transfer of Harada House title bestowing ownership of the National Historic Landmark to the Riverside Municipal Museum.
- Conducted a National Strategic Planning Workshop and Reception for the Harada House with community and outside support organizations to lay the foundation for the conservation, interpretation and fiscal planning for the house.
- Received Development Committee recommendation to conduct a Marketing, Financial, Architectural Site Feasibility study and accept pro-bono offer from Ratio Architect to perform study.
- Selection of RMM’s Luiseño basket for inclusion in US Postal Stamp Panel honoring “The Art of the American Indian” to commemorate the opening of the National Museum of the American Indian in Washington, D.C.
- Successful installation of nine new inclusive and broad ranging Museum exhibitions and corresponding opening receptions including: “Filipinos in Riverside: 100 years”; “Executive Order 9066: We Were Americans, They Told Us To Go” (Harada House); “Kalenjali: Wedding Textiles and Clothing from Hyderabad, India”; “Timeless Beauty: Objects from Luiseño Daily Life”; “La Sierra Passages”; “Death Valley is Alive!”; and “The Hopi: People of the Mesas”.
- Inaugural Public Celebrations & Events such as “Italiana!” which established the initial phase in the exploration of the role Italian-Americans played in the formation of Riverside, and “A Garden for All” inaugural reception for our Water Wise Interpretive Garden.
- Awarded and managed a number of new competitive grants including “The Alliance for California Traditional Arts’ Grant” to encourage community cultural awareness and to preserve the tradition of Southern Californian Native American basketry; the IMLS Governance grant; and Harada House stewardship grants.
- Received over \$21,000 in financial support from our volunteer organization: Riverside Museum Associates which was used towards collections conservation and acquisition, gallery renovation, marketing, ARTSWALK programs, First Sundays programs and exhibit receptions.
- 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.

Museum

Department Summary

Budget Summary	Actual 2003/04	Budgeted 2004/05	Approved 2005/06	Projected 2006/07	Change
Personnel Services	838,800	1,012,855	1,370,483	1,402,961	35.3%
Non-Personnel	216,512	170,458	191,070	191,624	12.1%
Special Projects	45,754	23,500	35,300	35,300	50.2%
Equipment Outlay	18,595	3,500	3,500	3,500	0.0%
<i>Direct Operating</i>	<u>1,119,661</u>	<u>1,210,313</u>	<u>1,600,353</u>	<u>1,633,385</u>	<u>32.2%</u>
Debt Service	0	0	0	0	---
Capital Outlay	7,776	0	0	0	---
Charge From Others	250,274	233,305	537,359	226,956	130.3%
<i>Gross Budget</i>	<u>1,377,711</u>	<u>1,443,618</u>	<u>2,137,712</u>	<u>1,860,341</u>	<u>48.1%</u>
Charge To Others	(27,656)	0	0	0	---
Net Budget	1,350,055	1,443,618	2,137,712	1,860,341	48.1%

Expenditure Summary (Net Budget)

Museum	1,350,055	1,443,618	2,137,712	1,860,341	48.1%
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Expenditure Total	1,350,055	1,443,618	2,137,712	1,860,341	48.1%
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Personnel Summary	18.17	18.94	18.25	18.25	(0.69)
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Program Summary

