

The current recommendation stems from a recognition that, from a public perspective, the most important consideration that influences participation is what the Museum is about rather than who administers it. Further, the reality reflected by both precedent and anticipated future activities is that the Museum's collections and its programs are inspired by a flexibly defined region centered on the City of Riverside rather than an area rigidly fixed by geographic city limits, hence the proposed name "Museum of Riverside."

The Museum aims to amplify its visitor focus. It must compete with many attractions for the leisure time of future visitors. Thus, communications will need to be assisted by attractive, up-to-date, and strategic marketing that distinguishes it from other cultural institutions. The clarity of the name "Museum of Riverside" and the marketing potential provided by its abbreviation, "MOR," have been widely noted during formal and informal community discussions. If approved, staff will work promptly with other City of Riverside Departments to formalize the name change.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

Prepared by: Robyn G. Peterson, Ph.D., Museum Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer
Approved by: Lea Deesing, Assistant City Manager

Attachment: Draft Metropolitan Museum Board Minutes – March 13, 2019