



Cincinnati Museum Center
Economic & Cultural
Opportunity Committee
May 18, 2026



Cincinnati Museum Center

Annual Impact

- **1.4 million visits**
Over 1.4M visits through the doors of Union Terminal annually
- **44,000+ students**
641 field trips brought in 44,177 students for an experience that made curriculum come to life
- **5 million minutes**
120,000 guests enjoyed a total of 5 million minutes of immersive educational footage inside the Robert D. Lindner Family OMNIMAX® Theater
- **20,000+ miles**
1,414 programs covered 20,000+ total miles and over 43,300 students through our Programs-on-Wheels outreach
- **80+ teen docents**
Over 80 students ages 13-18 from a range of local high schools enrolled in our Youth Programs

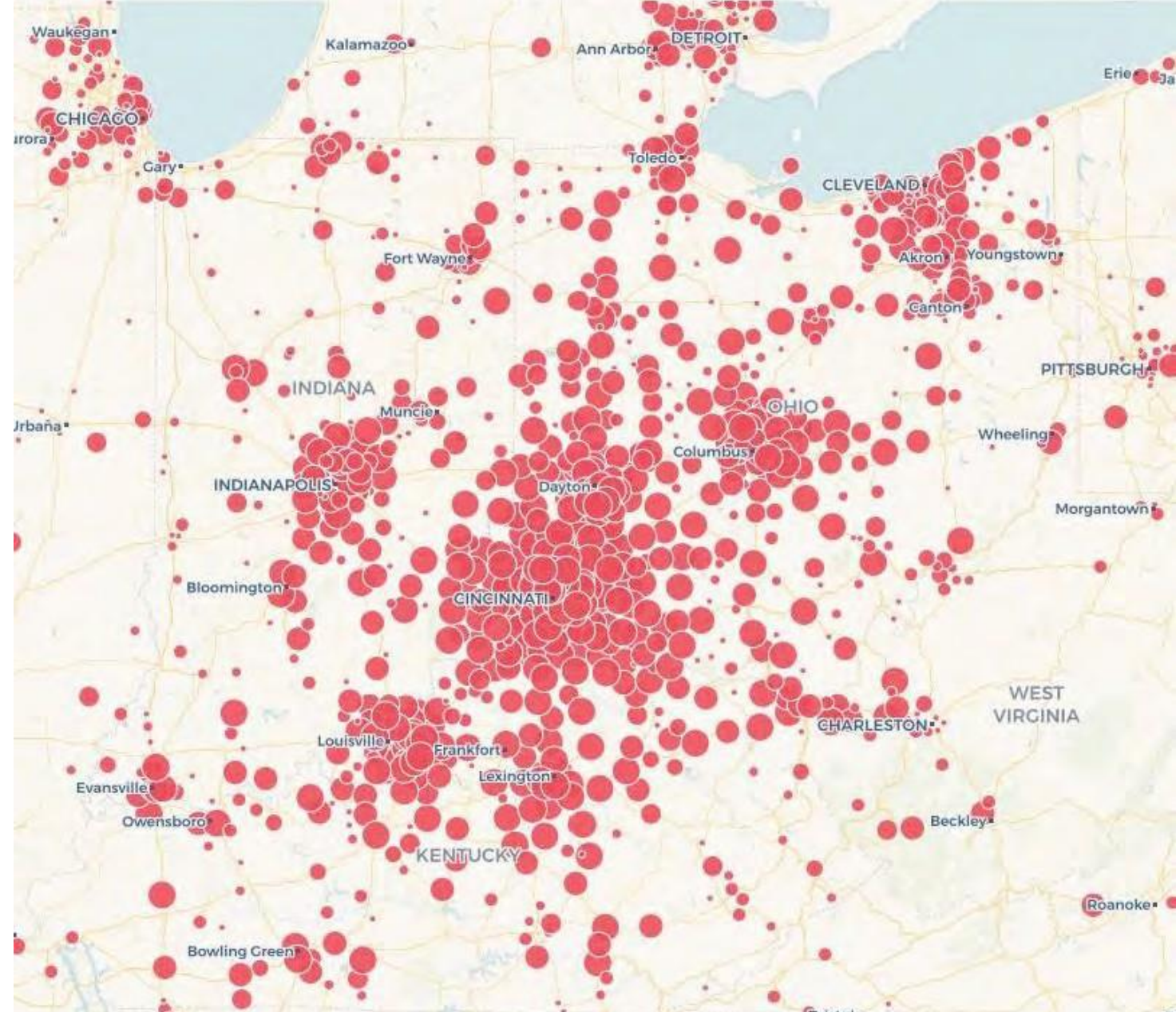


CMC Regional Reach

Cincinnati Museum Center welcomes a broad audience from the region. Our guests include families, adults, children, educators, researchers, school groups, seniors and out-of-school groups throughout Southwest Ohio, Northern Kentucky and Southeast Indiana. In addition, our world-class exhibits and programming attract visitors from all over the nation and even the globe. Visitors are of all ages, socioeconomic and educational levels and from diverse ethnic, racial and cultural heritage.

CMC Overall Attendance

- 2022: 1.1 million visits
- 2023: 1.4 million visits
- 2024: 1.3 million visits
- 2025: 1.4 million visits



Foundational Memories

Cincinnati Museum Center is a regional destination but, like iconic Union Terminal, it remains a gateway to the city. The city's residents and students remain at the core of our audience.

Field Trips – Overall

- FY25: 6,870 students through 140 field trips
- FY26: 6,221 students through 128 field trips

Field Trips – Cincinnati Public Schools

- FY25: 6,053 students from 40 schools
- FY26: 5,919 students from 36 schools

Programs-on-Wheels – Overall

- FY25: 2,038 students through 70 programs at 61 sites
- FY26: 3,434 students through 82 programs at 71 sites

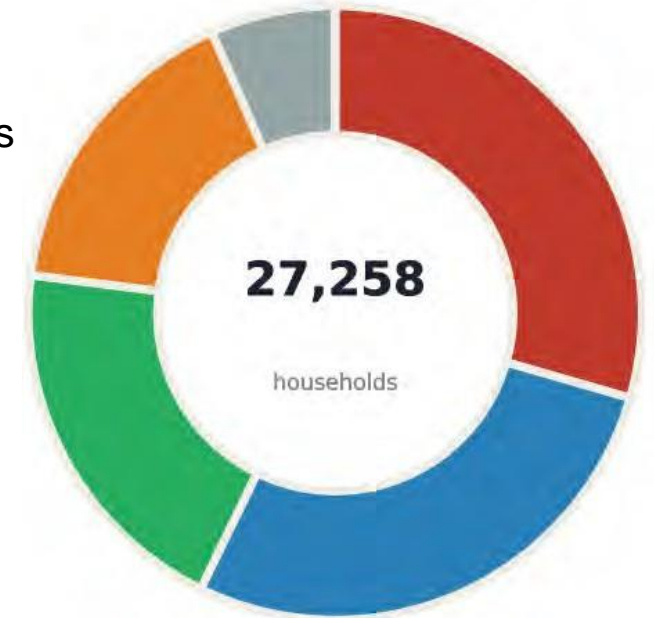
Programs-on-Wheels – Cincinnati Public Schools

- FY25: 1,574 students through 66 programs at 12 schools
- FY26: 860 students through 39 programs at 9 schools

Membership

- 27,258 Member households
- 29% Cincinnati residents

*FY26 numbers as of 5/5/26



City of Cincinnati	8,032
Other SW Ohio	7,568
Northern Kentucky	5,382
Hamilton Co. suburbs	4,480
Other	1,796

Neighborhood Impact

Annually, Cincinnati Museum Center invests in our community, supporting low-income families and schools through our complement of programs. These included CMC-supported field trips, educational visits to school classrooms, deeply discounted Memberships and tickets, camp scholarships and youth program/work.

Museums for All Memberships – \$25 Family Membership

- FY25: 99 Memberships
- FY26: 533 Memberships

Museums for All Tickets

- FY25: 2,743 tickets
- FY26: 984 tickets

Youth Programs – 4-year program of high school students; work and college-readiness

- FY25: 40 program participants from low-income families
- FY26: 42 program participants from low-income families

Summer Camps

- FY25: 16 camper scholarships (11 supported by UC and 5 supported by CMC)
- FY26: 21 camper scholarships (12 supported by UC and 9 supported by CMC)



Bringing the World to Cincinnati

CMC brings the world to Cincinnati through featured exhibitions that expand cultural access, allowing communities to experience globally significant art, history and innovation. These exhibitions also strengthen tourism, support local economies and inspire learning by connecting audiences with diverse perspectives and international experiences.

Most recently, CMC partnered with the Nancy & David Wolf Holocaust & Humanity Center to bring *Auschwitz. Not long ago. Not far away.* to Cincinnati from October 2025 through April 2026, bringing history into sharp focus and challenging our community to confront the past and its relevance today. Featuring more than 500 original artifacts, the exhibition brought the largest collection of artifacts from Auschwitz outside of Europe to Cincinnati and was one of the most comprehensive examinations of the notorious concentration camp. It drew strong attendance and provided free access to more than 22,000 students, galvanizing our community in a powerful, shared act of remembrance and responsibility.



Auschwitz. Not long ago. Not far away.

- **Nearly 150,000 Guests representing all 50 states and several countries**
- **22,000+ Students through field trips**
- **400 Tour groups**

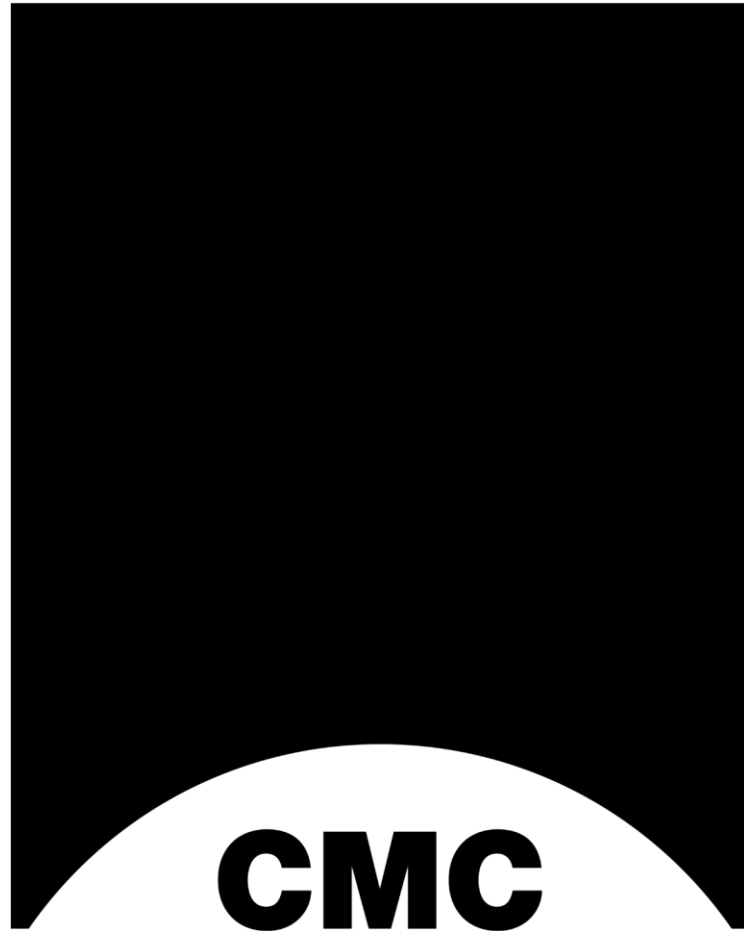
Capital Investment

2026 - 2030

Now, nearly a decade after the historic Union Terminal restoration project, Cincinnati Museum Center has identified critical capital improvements. These improvements are necessary to enhance the safety, comfort and overall experience of our guests while safeguarding the structural integrity and legacy of our iconic National Historic Landmark for the broader community.

\$10M Total Investment

- **\$3M | Escalator Replacement/Repairs**
Deferred during the restoration due to funding constraints, these critical vertical transportation systems now require replacement and modernization to ensure safety, reliability and accessibility.
- **\$3M | Dalton Tunnel Updates**
Serving as a high-traffic public thoroughfare between Kenner Street and Hopkins Street, the Dalton Tunnel requires infrastructure, lighting, safety and aesthetic upgrades to meet modern standards.
- **\$1M | OMNIMAX® Theater Roof**
While not included in the original restoration, the OMNIMAX® Theater roof has now reached the end of its lifecycle and requires replacement to prevent water intrusion and to protect critical assets.
- **\$1M | Parking Lots**
Employee parking lots, excluded from the initial restoration, are now in need of repair and resurfacing.
- **\$1M | Masonry Tuckpointing**
Ongoing tuckpointing is essential to protect the integrity of this 90+ year-old National Historic Landmark, preventing water infiltration and preserving the building envelope.
- **\$1M | Interior Repairs & Replacements**
High visitor volume has led to natural wear and tear. Investments are needed to refresh interior finishes, including flooring, carpeting, walls and window treatments, to maintain a high-quality guest experience.



Thank you for your consideration

Elizabeth Pierce
President and CEO
EPierce@cincymuseum.org
(513) 368-2139

Scott Schuster
Vice President, Philanthropy
President, Cincinnati Museums Foundation
sschuster@cincymuseum.org
(513) 289-9032