



# City of Cincinnati

801 Plum Street  
Cincinnati, OH 45202

## Agenda

### Economic and Cultural Opportunity

*Chairperson Jan-Michele Kearney*  
*Vice Chair Seth Walsh*  
*Councilmember Scotty Johnson*  
*Councilmember Albi*

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Monday, May 18, 2026

10:00 AM

Council Chambers, Room 300

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#### PRESENTATIONS

##### VISIT CINCY

Julie Kirkpatrick, Interim President & CEO

##### FILM CINCINNATI

Kristen Schlotman, President/CEO

##### CINCINNATI MUSEUM CENTER

Elizabeth Pierce, President & CEO

#### AGENDA

- [202601603](#) **PRESENTATION**, submitted by Vice Mayor Kearney, from Eileen Osborne, CTA Senior Communications Manager, regarding Visit Cincy.  
  
**Sponsors:** Kearney  
**Attachments:** [Presentation](#)
- [202601611](#) **PRESENTATION**, submitted by Vice Mayor Kearney, from Kristen Schlotman, President/CEO, regarding Film Cincinnati.  
  
**Sponsors:** Kearney  
**Attachments:** [Presentation](#)
- [202601585](#) **PRESENTATION**, submitted by Vice Mayor Kearney, regarding the Cincinnati Museum Center proposal.  
  
**Sponsors:** Kearney  
**Attachments:** [Presentation](#)

ADJOURNMENT

*Visit*  
**CINCY**



WHERE  
**CULTURE**  
REIGNS

# WELCOME



*Visit*  
**CINCY**

# VISIT CINCY MISSION, VISION & VALUES



## Mission

We attract visitors, conventions, and events to Cincinnati to grow the economy and enhance the region's vibrancy. We champion Cincy as a destination and serve as a trusted partner to travelers, planners and our community.

## Vision

To be the most vibrant and inviting destination, where visitors are inspired, locals are proud, and the world takes notice.

## Values

Collaboration | Innovation | Respectful Engagement | Results-Oriented | Integrity



## 1: Economic Impact

Drive economic growth through convention and meeting sales

## 2: Customer Engagement

Drive demand and visitor spending through marketing, communications, and service excellence

## 3: Community Development

Strengthening local industry community through partnerships, workforce development and engagement initiatives

## 4: Operating Effectiveness

Optimize resources and processes to deliver measurable results and long-term benefits

# ECONOMIC IMPACT



**STAY,  
PLAY,  
MEET**

**RIGHT HERE  
IN CINCY**

**26 MILLION  
VISITORS**

**\$6.5 BILLION  
IN SPENDING**

**210 FUTURE  
MEETINGS**



WHERE  
**CULTURE**  
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Marketing,  
Partnership &  
Visitor  
Experience

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# MARKETING

The Marketing & Communications team drives promotion, storytelling, and strategic outreach to grow meetings, conventions, and events in the Cincinnati region.

- Advertising, collateral materials, web site, digital efforts, direct and e-mail campaigns, social media, video and customer events to win convention business
- Alignment with sales team to support promotions, talking points, bid books, tradeshow efforts and more
- Lead programming and events that enhance visitor experiences, including FAM tours, client visits, and conventions.
- Communications: The Communications team builds and amplifies Visit Cincy's voice locally and nationally through strategic storytelling and media relations.
- Brand Management: Oversee all Visit Cincy brand messaging and identity across leisure, meeting, and sales initiatives.

# PARTNERSHIP & VISITOR EXPERIENCE

The Partnership & Visitor Experience team works with community and hospitality partners to elevate local businesses, deliver excellent visitor experiences, and strengthen the tourism industry's local impact.

This team also connects visitors, partners, and frontline staff to ensure an exceptional Cincinnati experience and a thriving hospitality network.

## Key Responsibilities:

- Foster strong community partnerships that elevate the region's hospitality and tourism ecosystem.
- Support members and partners through marketing programs to help build business (i.e. website promotion, advertising opportunities, newsletters and inclusion in collateral/guides)
- Oversee membership initiatives and engagement opportunities such as orientations and networking events.
- Manage the Cincy USA Tourism Ambassador (CTA) program to certify and engage frontline hospitality professionals

# REGIONAL TOURISM ALLIANCE (RTA)

The Regional Tourism Alliance (RTA) drives regional storytelling, leisure travel, group tours, and international outreach.

- Funds collaborative convention sales activities including trade show footprint, joint customer activations, shared customer relationship software but each organization retains a separate convention marketing identity.
- Funds the unified travel journalist and lifestyle storytelling efforts with a national PR agency, taking this work over from Cincinnati Experience.
- Funds strategic sponsorship investment in regional impact events like Cincinnati Music Festival, BLINK as well as partner organizations like Film Cincinnati.
- Funds a regional leisure marketing plan towards a larger national audience as well as a full international sales and marketing effort in support of flight development.
- Creates a unified visitor activation





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# Sales & Services

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# BRINGING FUTURE BUSINESS TO CINCINNATI



- National sales team promoting Cincinnati at industry trade shows and events
- Regional sales managers building relationships with meeting planners across the country
- Focused on driving future convention, meeting, sporting event, and group tour business
- Supporting the continued momentum of the First Financial Center and Convention District
- Expanding international and group tour opportunities for the destination



# Upcoming Conventions

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# INTERNATIONAL GRAND CONCLAVE 2026



Largest convention event Cincy has hosted since the World Choir Games in 2012.

- 2,350 Contracted Peak Room Nights
- 10,841 Contracted Room Nights Total
- 23 Contracted Hotels
- 10,000 Registered attendees
- 20,000+ Additional visitors expected
  
- Direct Economic Impact:
  - 1,793 Jobs Supported
  - \$6.3M Business Sales

# INTERNATIONAL GRAND CONCLAVE 2026



- Regionwide Welcome Program activated from CVG Airport through hotel lobbies and key citywide locations
- Hospitality Readiness Training Sessions to ensure a seamless guest experience
- Comprehensive Final Planning Visit May 18-21
- Citywide Coordination with various departments and partners, especially around July 31 – August 2 weekend

# OTHER MAJOR 2026 CONVENTIONS



- College Board AP Reading
  - May 27-June 19
  - 2,000 attendees



- Snow and Ice Management Association
  - June 23-26
  - 1,500 attendees



- Church of God Ministries International Youth Conference
  - June 29-July 2
  - 3,000 attendees



- Wesleyan Church FOLLOW Youth Conference
  - December 28-30
  - 6,000 attendees



**WHERE**  
**CULTURE**  
**REIGNS**

# Inclusive Hospitality

# INCLUSIVE HOSPITALITY

The Social Inclusion department leads strategies that position Cincinnati as a welcoming and inclusive destination for all travelers while creating economic opportunities for local communities and stakeholders. The team works to attract and retain diverse meetings, conventions, and multicultural tourism that reflect the region's inclusive spirit. Visit Cincy Inclusive Hospitality celebrates and amplifies Cincinnati's vibrant culture through art, entertainment, and multicultural experiences.

## Key Responsibilities:

- **Inclusive Strategy:** Implement plans to expand Visit Cincy's inclusive offerings and strengthen Cincinnati's reputation as a multicultural destination.
- **Representation:** Promote the region nationally within multicultural and diverse industry networks.
- **Education & Training:** Lead workshops for staff, board members, and partners.
- **Advisory Support:** Provide guidance to ensure inclusive practices across all organizational projects, communications, and events.
- **Build and sustain partnerships** with diverse meeting planners, suppliers, and industry leaders.
- **Develop experiences** that highlight the region's cultural richness and ensure all visitors feel welcomed and represented.
- **Strengthen Cincinnati's reputation** as an inclusive destination where diversity is embraced and celebrated.



# VISIT CINCY FOUNDATION FOR HOSPITALITY EXCELLENCE



Mission - To expand access, equity, and leadership opportunities within the hospitality industry.

Vision - To cultivate a thriving hospitality industry rooted in the Cincy Region where emerging talent leads, communities prosper, and inclusive excellence sets the standard.

## PILLARS:

### **Educational Impact**

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Dan Lincoln Institute  
for Hospitality  
Excellence (IHL)

### **Social-Economic Impact**

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Inclusive Supplier Program

### **Cultural Impact**

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Community Advocacy  
and Partnerships

QUESTIONS?



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WHERE  
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SECOND HALF 2025 IMPACT REPORT

# The Economic & Cultural Impact of Film in Cincinnati

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Presented to Cincinnati City Council · Film Cincinnati



## ■ Cincinnati's Film Commission Since 1987

Film Cincinnati is the nonprofit film commission for the Greater Cincinnati region — founded in 1987 and incorporated as a 501(c)(3).

For nearly four decades we have connected studios and productions to Cincinnati's locations, crew, and businesses — strengthening the region's creative economy with every project we bring home.

“Storytelling is important. Part of human continuity.”

— Robert Redford



### Founded in 1987

Established to bring film production — and its spending — to Greater Cincinnati.



### A pioneering nonprofit

The first U.S. film commission set up as a 501(c)(3) — and later, the first to cross state lines.



### 37+ years of production

A trusted bridge between Hollywood and Cincinnati.



## ■ \$32.06M in Economic Impact — H2 2025

Two film productions and AFCI's 48th Cineposium, the largest film-industry conference in the Midwest

**\$32.06M**

Combined economic  
impact

**10,320**

Hotel room nights  
generated

**620+**

International  
attendees

**36**

Countries  
represented

The A24 / Plan B feature *The Chaperones* filmed across the Cincinnati region, while the international conference drew 620+ professionals from 36 countries.



## What \$32 Million Looks Like Locally

Where film and conference dollars land across the Cincinnati economy



### Crew paychecks

Local cast & crew hired across dozens of trades.



### Gear & rentals

Camera, lighting, grip & vehicle rentals from area vendors.



### Hotels & dining

Room nights, restaurants & catering throughout the stay.



### Local businesses

Lumber, fuel, locations, services & supplies citywide.

# \$670,000+

added to the local economy for every day cameras roll on location.

Source: Motion Picture Association

\$22M in film production budgets came to the region — with the majority spent right here on local crew, vendors, hotels, and businesses, and an additional \$1.26M from hosting the AFCI Cineposium.



## ■ 10,320 Hotel Room Nights

# 10,320

Total hotel room nights generated

7,320 from two film productions + 3,000 from the international conference

THE RIPPLE EFFECT — every booking cascades through the local economy



## \$250

avg. daily spend per attendee — food, transport & retail

## \$750K

direct attendee spending in the local economy

## \$150K

local venue, catering, AV & event services



# One Production, Jobs Across the City

A single feature film puts dozens of local trades to work — and spends in every corner of Cincinnati



A MAJOR MOTION PICTURE HIRES ACROSS:



Camera & lighting



Electric & grip



Set construction



Art & set decoration



Hair & makeup



Wardrobe



Transportation



Catering & craft services



Locations & permits



Production office



Sound



Background casting



**And we shoot citywide.** Productions rent homes, storefronts, restaurants, and parking from small businesses in neighborhoods all over Cincinnati — the spending reaches the whole city, not just downtown.

# ■ The Largest Cineposium in AFCI's 50-Year History

Cincinnati hosted the global film-commission community — and set new records doing it



Academy Award winner George Clooney  
in the AFCI Cineposium keynote conversation

ATTENDANCE vs. THE PREVIOUS CINEPOSIUM

~120 → 620+

attendees at the  
previous Cineposium

attendees in Cincinnati — from 36 countries



## Highest-grossing Cineposium ever

The most revenue the conference has generated in its 50-year history.



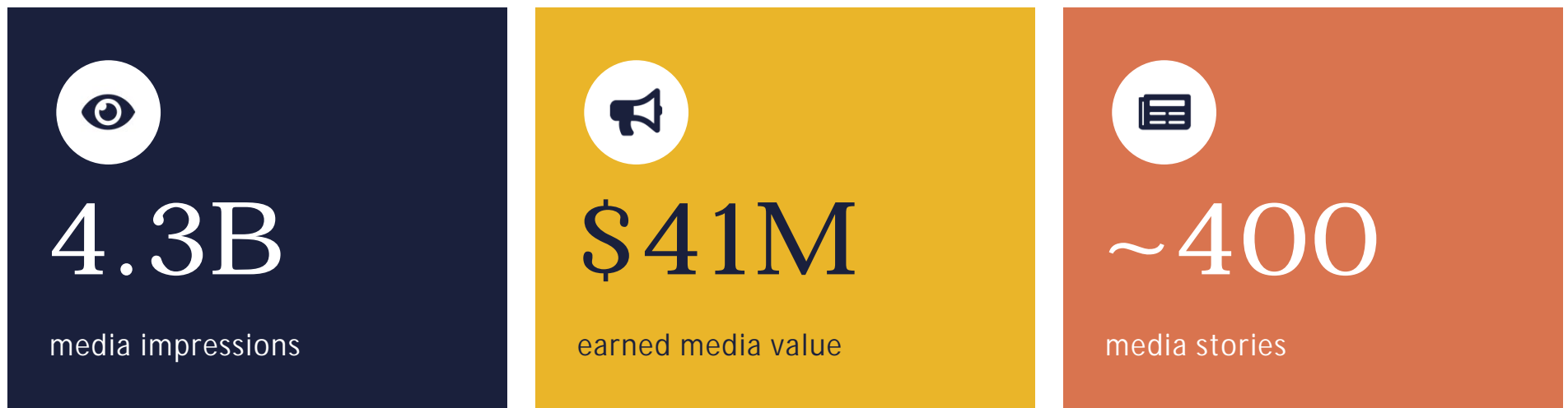
## The first ever open to non-members

Opening the global industry's premier gathering to our own Cincinnati community.

"Storytellers broaden our minds: engage, provoke, inspire, and ultimately, connect us." — Robert Redford

## ■ A \$41 Million Brand Dividend

Film Cincinnati's earned-media reach across local, national & film-trade press in 2025



What this means for Cincinnati: nearly 400 stories reached 4.3 billion impressions, delivering \$41M in free exposure that fuels tourism, talent attraction, and economic development — brand value that builds on the \$32.06M in direct spending.



## ■ Cincinnati Keeps Earning National Recognition



60%

of Ohio's motion picture tax credits

went to Cincinnati-area productions in 2024.



8 years

on MovieMaker Magazine's list

of the Best Places to Live & Work as a Moviemaker — eight years running.



2024

a Sundance finalist city

named a finalist to host the Sundance Film Festival.



**Backed by real infrastructure:** a deep, experienced IATSE Local 209 crew base and the largest grip & electric equipment house in the Midwest.



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## THE BOTTOM LINE

# Film Is Working for Cincinnati

Film Cincinnati's work pays back in two ways — a stronger economy, and a stronger identity on the world stage.



## A Stronger Creative Economy

- \$32.06M in direct economic impact in H2 2025
- Jobs across dozens of local trades, citywide
- Spending in small businesses in every neighborhood



## A Global Brand & Identity

- 620+ industry leaders from 36 countries, here in person
- 4.3B media impressions · \$41M in earned media value
- A creative capital alongside Barcelona, Paris & Seoul

“When film thrives here, Cincinnati grows — and the world takes notice.



# Building Cincinnati's Film Future

Three initiatives to scale the creative economy over the next five to ten years — powered by citywide collaboration.

1

## A Film Center

Teaching content creators the business of filmmaking in partnership with producer Christine Vachon — so the profession stays viable and keeps moving forward.

2

## A Legacy Event

A marquee event to put Cincinnati on the world stage — now in discovery.

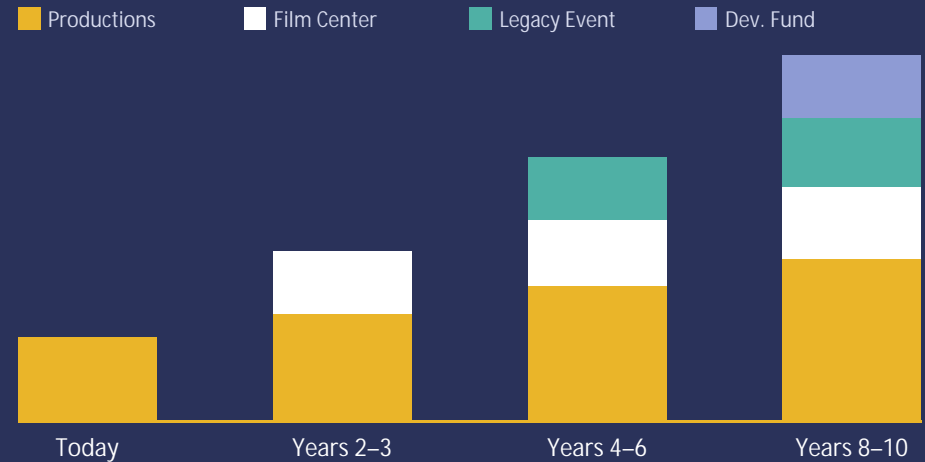
3

## A Development Fund

Dedicated capital to attract, finance, and scale regional productions.

## A Scalable Future

Compounding economic impact through citywide collaboration — illustrative



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“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”

STEVEN SPIELBERG

Director, producer, and three-time Academy Award winner





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

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## 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

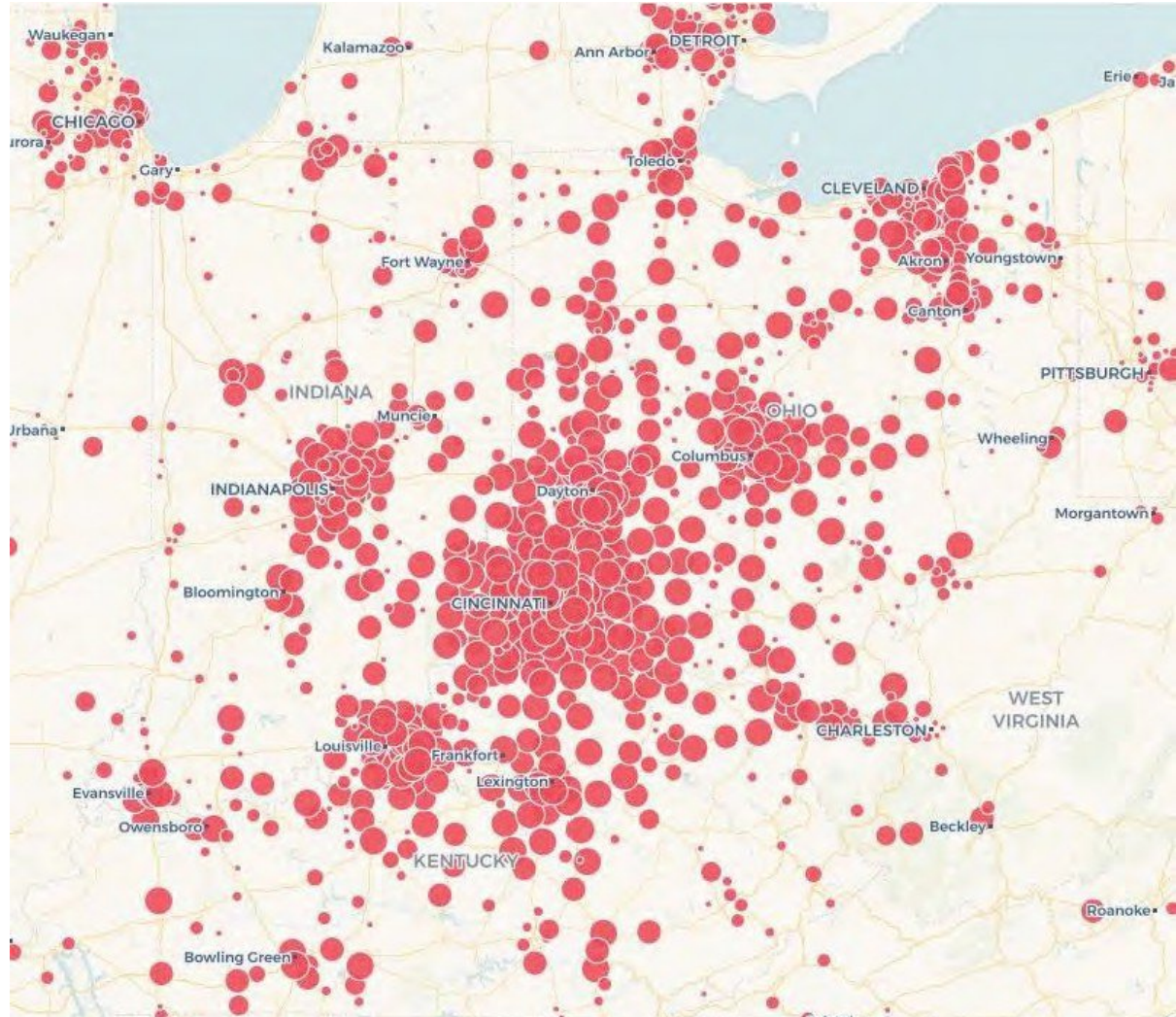


## CMC Regional Reach

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

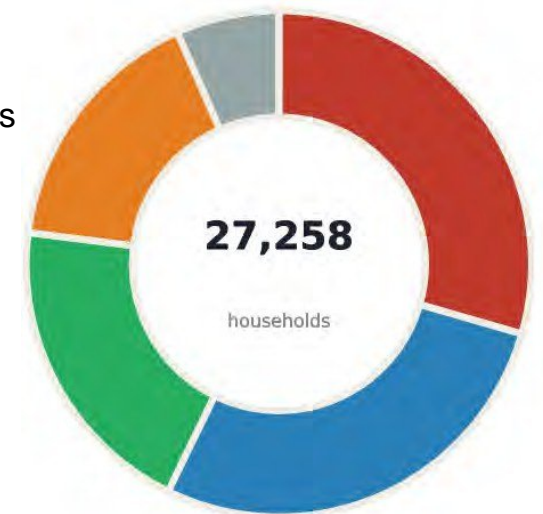
## Programs-on-Wheels – Cincinnati Public Schools

- 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**

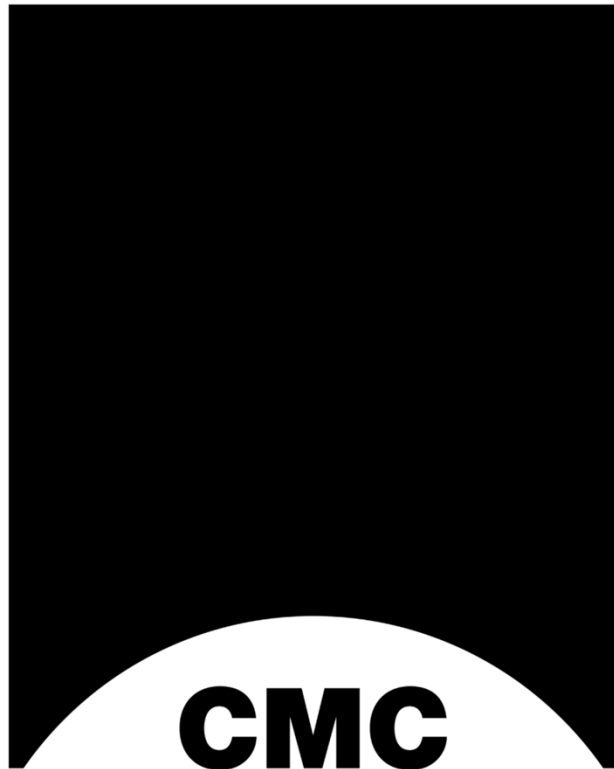
# Capital Investment

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

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