



GOAL 1

Become a leading arts hub through the enhancement of the collection, exhibitions, and outreach.

- Increase online access to museum collection from 75% in fiscal year 2024 to 100% in fiscal year 2025, improve collections website interface in response to user feedback, and promote new digital access to the Taft collection in the broader community. **We are 100% to goal.**



GOAL 2

Promote a sense of belonging in the arts.

- Grow total museum attendance from 31,800 in fiscal year 2024 by 5% in fiscal year 2025 to 33,400. **We are 104% to goal.**
- Drive employee self-engagement through a new human resources information system, spurring 30% employee participation in fiscal year 2024 to more than 90% participation in fiscal year 2025. **We are 100% to goal.**



GOAL 3

Cultivate a visitor-centered approach in everything we do.

- Increase the number of café guests by 10%, or 5,000 guests, in fiscal year 2025 versus 4,500 in fiscal year 2024. **We are 103% to goal.**
- Grow our unique tea offerings by offering 30 sessions in fiscal year 2025, a 50% increase over fiscal year 2024. **We are 70% to goal.**



GOAL 4

Secure the financial future of the museum through a shared board/staff commitment to ambassadorial spirit, capacity building, and enduring donor relations.

- Grow the number of corporate facility rental events and meetings hosted from 14 in fiscal year 2024 to 19 in fiscal year 2025. **We are 89% to goal.**
- Secure commitments of \$250k in fiscal year 2025 to support our robust trio of future signature exhibitions. **We are 366% to goal.**

BEYOND THE GATES



1,367

kids, parents, grandparents, family members, and friends enjoyed **free Family Fundays**

329

art displays created by pre-K students as part of **Early Expressions**



1,900
people

interacted with the **Duncanson Program** (increased from 747 people in the previous year)

2,300

students served through a variety of programs at the museum and out in the community

20

national and international press mentions featuring the Taft

25

new partners joined the Taft

including **CincyVogue**, who hosted the first Drag Ball at the museum, welcoming over **300 guests** to celebrate love



Photo by Angie Bolan / @angiemedia

980
hours

provided by **volunteer ambassadors**, helping with on-site programs, school and adult tours, off-site outreach programs, and other support activities like stuffing letters



7 community members

responded to works in *Posing Beauty in African American Culture* in the Perspectives series within the exhibition



28 new works of art created by **Terri Kern**

in response to the Taft collection for *Resilience: New Ceramic Works by Terri Kern*



14 works by **Joseph Mallord William Turner**

from the Taft and Cincinnati Art Museum collections shown together at the Taft as part of the international celebration of the artist's 250th birthday in the exhibition *J. M. W. Turner: Watercolor Horizons*