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

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



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



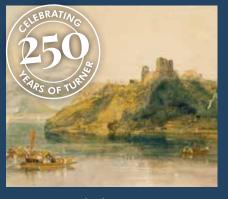
new works of art created by Terri Kern

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

7 community members

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





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*