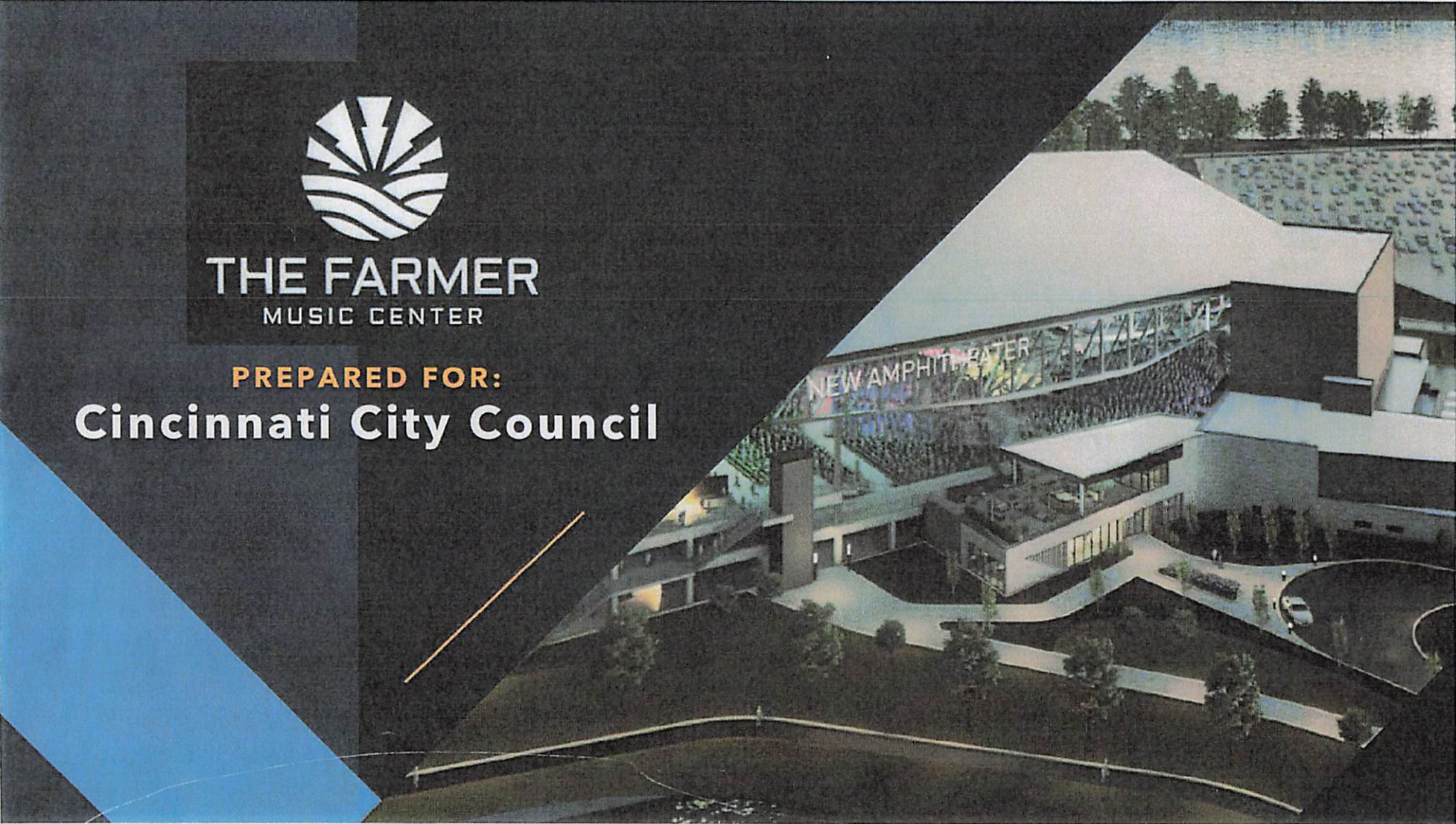




THE FARMER
MUSIC CENTER

PREPARED FOR:
Cincinnati City Council





MEMI FUELS THE CSO

Every time you attend a concert at a MEMI venue—whether it's Riverbend, PNC Pavilion, or the Taft Theatre—you're helping fuel Cincinnati's arts ecosystem.

Revenue from ticket sales and events helps sustain world-class performances and cultural programming, making your night out part of something much bigger.

It's about fueling the CSO's education and community engagement programs to be the most relevant orchestra in America.

WHO IS THE CSO?

\$100M

Business, CSO & MEMI

140,000

Concerts & events
attendance, FY24

1,200

Local employees, year-
round and seasonal

4.8M

Social media reach,
FY24

80,000+

Engaged with education and
outreach programs, annually

34,445

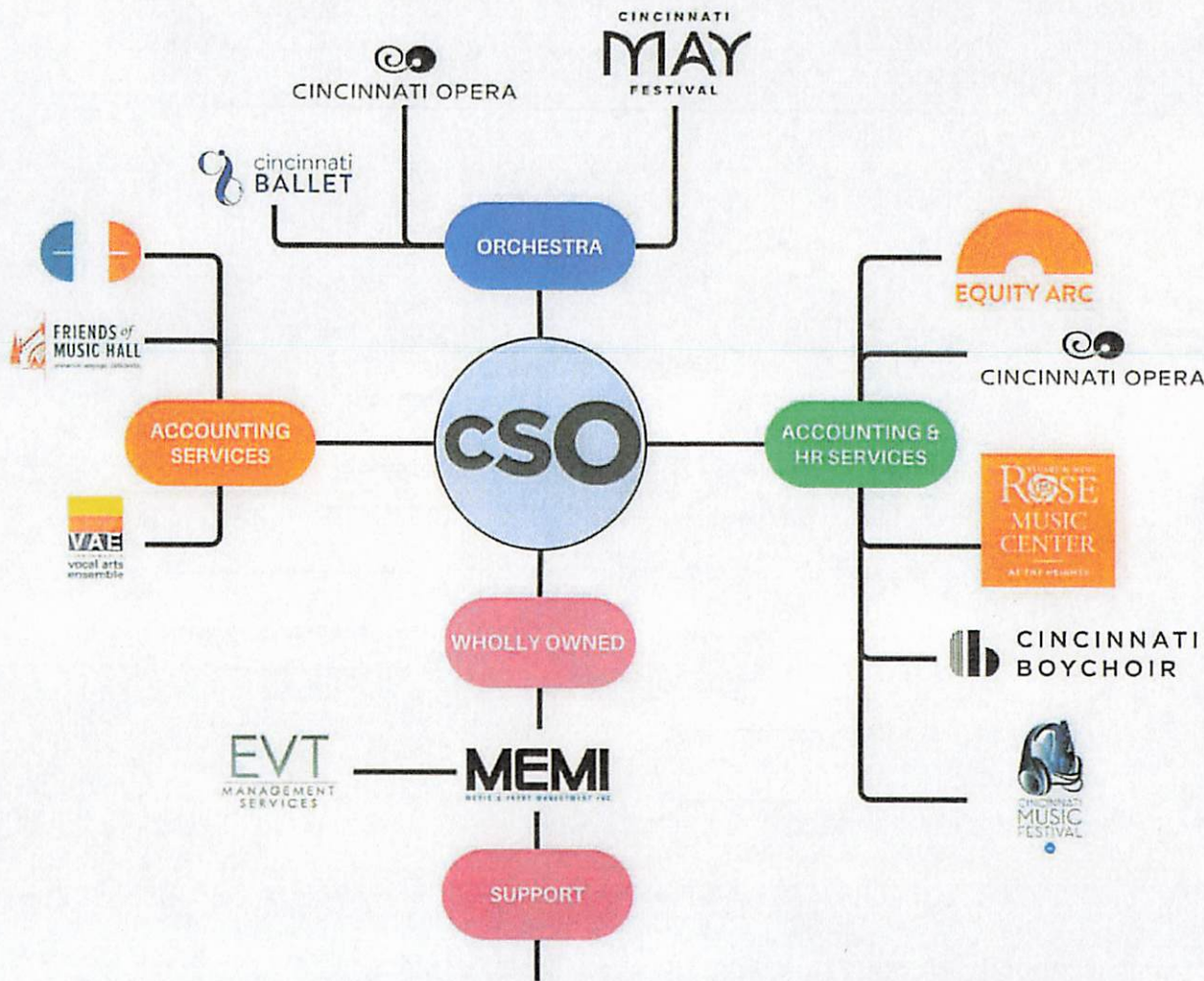
Students reached,
FY24

52

Week operating season.

3

GRAMMY[®] wins
for CSO & Pops;
8 nominations



A CULTURAL POWERHOUSE

The CSO plays a central role in shaping Cincinnati's world-class arts scene, serving as the official orchestra for the May Festival, Cincinnati Ballet, and Cincinnati Opera.

Together with Cincinnati Opera, Cincinnati Ballet, and MEMI, these organizations represent a combined annual budget of **\$142.7 million** and employ **over 1,500 people**.

Their collective economic impact is profound—CSO alone generates nearly **half of the total impact** from the region's top arts organizations, contributing significantly to **Cincinnati's \$1.6 billion arts and culture economy**.

A FESTIVAL READY CAMPUS



TURN UP THE VOLUME

ECONOMICS

\$15M
NEW City Tax
Revenue/10Y

Admissions Tax
(voluntary) &
Payroll Tax

\$59M
Current
Riverbend
Economic
Impact/**YEAR**



\$100M
Projected Farmer
Music Center
Economic
Impact/**YEAR**

\$ 160M Project Cost
\$ 76.6M Raised-to-Date



\$ 8M City Request
5% of overall project budget

Conservative est.

CSO CINCINNATI
SYMPHONY
ORCHESTRA

MEMI
MUSIC & EVENT MANAGEMENT INC.

THANK YOU

THE FARMER MUSIC CENTER TASK FORCE

Rob McDonald, Chair

Scott Farmer, Ex-Officio

Kate Brown

Brendon Cull

Chris Cole

Chip Heidt

Brad Hunkler

John Lanni

Will Lindner

Dianne Rosenberg

Charla Weiss - CSO Board Chair

MEMI
MUSIC & EVENT MANAGEMENT, INC.

CSO CINCINNATI
SYMPHONY
ORCHESTRA