

CLEVELAND MUSEUM OF NATURAL HISTORY

ECONOMIC IMPACT REPORT SUMMARY





Dear Community Leaders,

For more than 100 years, the Cleveland Museum of Natural History has served as a pillar of learning in Cleveland and beyond. Our mission—to inspire, through science and education, a passion for nature, the protection of natural diversity, the fostering of health, and leadership to a sustainable future—is at the forefront of everything we do.

The Museum is a community gathering place, an educational center, and a research institution. We aim to promote an appreciation for evidence-based information and an understanding of our role in the interconnectedness of nature. Our scientists carry out groundbreaking studies on topics ranging from human origins to human health to biodiversity to the environmental systems that sustain us.

The Museum's work has a ripple effect of positive outcomes that transcend our physical campus. Our outstanding collections, research, and education programs serve not only the Cleveland community, but also our region, the state of Ohio, and beyond.

In an effort to understand the breadth and depth of our institution's impact on the community, we embarked on a formal economic impact study. Facilitated by a third-party professional research firm, the study produced valuable data. It shed light on the far-reaching economic benefits of the Museum's work, as well as its intangible value.

The data confirm what we already know—that building a scientifically literate public, advocating for environmental health and sustainability, conducting world-class research, and providing thought leadership in these areas have a profoundly positive economic and cultural impact. By informing our everyday decisions, scientific knowledge allows us to enhance our wellbeing, safeguard the natural world, and improve the civic life of our communities and country.

I invite you to review our economic impact report. As a result of this study, we have redoubled our commitment to engage and explore with our community of learners, and to empower them to join us in creating a better tomorrow. These findings have also influenced our strategy as we make progress on our *Transforming the World of Discovery* campaign. The reimagined Museum will bring to life our mission of revealing the dynamic connections between humans and nature, while reinforcing our meaningful impact on our region's economy.

We hope you find this report inspiring, and that it leads to a lasting partnership with the Museum. Thank you for your investment in this vital institution. Science matters. Believe in the power of science.

Sincerely,

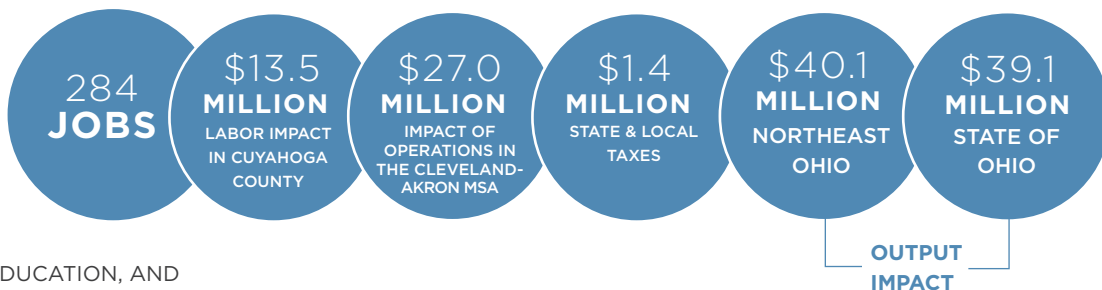
Sonia M. Winner

Sonia M. Winner
President & CEO

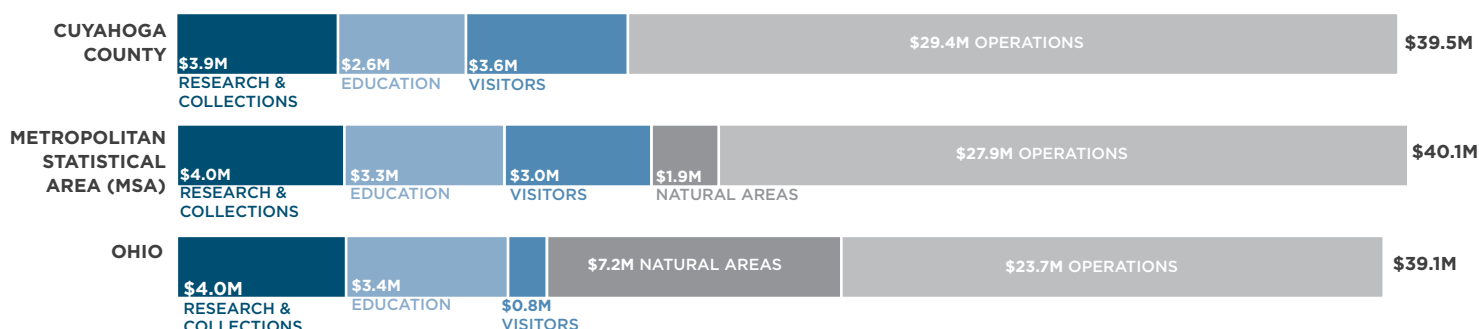


\$39.5 MILLION

ANNUAL ECONOMIC
IMPACT AND VALUE OF
THE MUSEUM THROUGH
ITS OPERATIONS, VISITORS, EDUCATION, AND
SCIENCE ACTIVITIES IN CUYAHOGA COUNTY



ECONOMIC IMPACT BY REGION



EDUCATION

MUSEUM EDUCATION PROGRAMS GENERATE **\$2.6 MILLION**
& REACH **78,274 STUDENTS** ANNUALLY



COLLECTIONS

\$4.0 MILLION ANNUALLY
IN PUBLIC IMPACT

\$3.0 MILLION ANNUALLY IN
SCIENTIFIC ADVANCEMENT IN
THE FORM OF ORIGINAL,
PEER-REVIEWED RESEARCH

13,568 RESEARCHERS FROM
AROUND THE WORLD ACCESS
THE MUSEUM'S COLLECTIONS,
GENERATING AN ADDITIONAL
\$986,913 ANNUALLY

NATURAL AREAS & WILDLIFE

THE MUSEUM OWNS **10,738** ACRES
OF PROTECTED AND STEWARDED
NATIVE OHIO HABITATS

\$7.2 MILLION IN PUBLIC
BENEFITS PER YEAR

NORTHEAST OHIO
RECEIVES **\$1.9 MILLION**
IN BENEFITS



	CUYAHOGA	CLEVELAND- AKRON MSA	OHIO
Annual Operations Expenditures	\$14.6M	\$14.6M	\$14.6M
Direct Effects	\$12.1M	\$10.9M	\$8.4M
Total Effects of Museum Operations	\$29.4M	\$27.9M	\$23.7M
Attendees	162,728	162,728	162,728
Visitors to Region	92,379	62,856	5,447
Direct Effects: Visitors*	\$2.0M	\$1.7M	\$0.5M
Total Effects of Visitor Spending	\$3.6M	\$3.0M	\$0.8M
Total Revenue Economic Impact	\$33.0M	\$30.9M	\$24.5M
Public Benefit			
Education	\$2.6M	\$3.3M	\$3.4M
Number of Students**	78,274	92,795	95,554
Natural Areas	-	\$1.9M	\$7.2M
Number of Acres	45	2,600	10,783
Research & Collections	\$3.9M	\$3.98M	\$3.99M
Outreach & Visitors***	13,568	13,568	13,568
Total Public Benefit	\$6.5M	\$9.18M	\$14.59M
Economic Impact & Public Benefit	\$39.5M	\$40.08M	\$39.09M

*Visitors' direct effects do not include Museum admission fees.
 **Attendee count does not include students.
 ***Includes public and research visitors.

ABOUT THE CLEVELAND MUSEUM OF NATURAL HISTORY

The Cleveland Museum of Natural History is a private legacy institution and community asset dedicated to connecting our local, regional, and global communities to nature and providing science education for the general public. In the more than 100 years since our founding, with the support of our endowment, philanthropic investment, and admissions and membership revenue, we have grown to prominence as a leading museum of natural history.

6 BILLION

DIGITAL IMPRESSIONS
OF OUR LATEST
HUMAN ORIGINS
DISCOVERY



78,274 STUDENTS REACHED ANNUALLY

MILLIONS

OF OBJECTS IN COLLECTIONS SPANNING
12 CURATED FIELDS OF SCIENCE

13,000

MEMBER
HOUSHOLDS



11,000

ACRES OF
PROTECTED AND
STEWARDED
NATIVE OHIO
HABITATS



Museum leadership engaged the services of Kleinhenz & Associates to research and benchmark the economic and social impact of the Cleveland Museum of Natural History on the local and regional economies. Data were collected from Museum operating expenditures for fiscal year 2019, early-2020 visitor and member expenditures surveys, and department activity statistics provided by the Education, Natural Areas, and Research & Collections Divisions.