

2022

MEDIA KIT

CINCY NOW

Fast Facts About Our City Today



CINCINNATI
EXPERIENCE

CINCY'S QUICK DEMOGRAPHIC STATS

Cincy is thriving, and we've got the numbers to prove it!

2.3M

Last time we were in the Super Bowl, Cincy's population was 1.8 million. Today, we've grown to 2.3 Bengals fans!

100K+

Cincinnati is demographically diverse. We have over 100K foreign-born residents - over 5% of Greater Cincinnati residents.

LARGEST METROPOLITAN AREA IN OH & KY

Our 2.3 million residents make us the largest metropolitan area in Ohio and Kentucky.

Learn more about Cincy's diversity and inclusivity

RIGHT HERE.

STUDYING IN CINCY

22 Colleges and Universities

In Greater Cincinnati, including the University of Cincinnati, which has over 300 majors, over 46,000 students, and a world-renowned co-op program.

35.4%

of our population has a bachelor's degree or greater

13.5%

of our population have a graduate or professional degree.

WORKING IN CINCY

- ◆ Cincy boasts a labor force of **1,170,655**.
- ◆ **23% of our population** works in Eds and Meds, while **14%** work in manufacturing, and another **12%** work in professional, scientific, and management positions.
- ◆ Cincy has seven Fortune 500 companies, the **19th most of any metropolitan area**. Ohio has **24**, the fifth most of any state.
- ◆ Cincy has the **27th largest GDP** in the US, coming in at **\$153 billion**. It is the largest GDP of any metropolitan area in Ohio or Kentucky.
- ◆ We have **1,081,867 jobs** in our region, **47.7%** of which pay more than **\$3,333 per month**.

TRAVELING IN AND AROUND CINCY

7.2b

CVG is the 6th busiest cargo airport by total weight of landed cargo - with 7.2 billion pounds landed annually.

185k

Each day, over 185,000 workers commute into our region from elsewhere, many from the neighboring Dayton metropolitan area.

RANKING CINCY

OUR TOP-OF-THE-CHARTS MOMENTS

We're not the only ones who think our city is peachy keen! Over the years, we've collected the following rankings in national media:

[Cincinnati ranks No.11 top places to visit in 2021](#) - Travel + Leisure

[Top 21 places to learn about Black History](#) - Red Tricycle

[Cincinnati ranks No. 5 as best U.S. cities for public parks](#) - Axios (Trust for Public Land)

[Cincinnati Ranks No.2, Best Cities in the Country for Street Art](#) - USA Today

[Cincinnati Ranks No.1 Best City for Beer Drinkers](#) - Smartasset

[Cincinnati Ranks #9 Cities Where Tech Strength Defies Pandemic](#) - LinkedIn

[Cincinnati Ranks No.4 Best Cities for Recreation in the Country](#) - WalletHub

[Cincinnati Ranks No. 4 Best Cities for Barbecue](#) - Lawnstarter

[Cincinnati ranks among top cities for STEM professions](#) - WalletHub

[Cincinnati Art Museum Ranks No.4, Best Free Museum in The Country](#) - USA Today

[National Underground Railroad Free Center Ranks No. 2, Top History Museum in the Country](#) - USA Today

And there's much more where that came from - check out cincinnatiexperience.com for more info about our Cincy highlights!

CINCY'S FAMOUSLY LOW COST OF LIVING

The value of living here is high, but the costs are low - allowing families and young people alike to truly thrive in the Cincy area. Let's take a quick look at a few typical costs in the area...

YOUR CINCINNATI SHOPPING LIST	HOW MUCH IT COSTS IN CINCINNATI
Pizza (11"-12" thin crust cheese pizza. Pizza Hut or Pizza Inn where available)	\$10.12
Yoga Class	\$12.20
Coffee	\$4.28
Sushi (online ordering comparison, not from C2ER)	\$8.31
Uber Prices - Uber Black from Airport to Downtown	\$47.56 (Tuesday Afternoon, 26 miles)
Traffic Time	24.9 minz
Apartment (Two bedroom, unfurnished, excluding all utilities except water, 1½ or 2 baths, 950 sq. ft.)	\$971
Cost of beer Heineken's, 6-pack, 12-oz. containers, excluding any deposit)	\$8.87
Green Space/Parks Per Capita	1.5 acres green space per person
Movie Ticket	\$14.06
Tank of Gas (@ 10 gals) / cost per gallon	\$2.677 / \$26.77
Vet visit cost (Annual exam, 4-year-old dog, take care of your fur baby)	\$47.53

VISITING CINCY? TRY THESE TOP FIVE ATTRACTIONS

Here's a quick top-five places to focus on if you're stopping by the Cincy area:

- 01.** **Fountain Square** - This downtown restaurant and entertainment hub is a can't miss place for snacks, dinner, ice skating in the winter, or an afternoon stroll year-round.
- 02.** **FC Cincinnati at TQL Stadium** - take in a soccer game in the beautiful all-new stadium in downtown Cincy
King's Island - a 364-acre amusement and water park celebrating its 50th anniversary this year!
- 03.** **University of Cincinnati** - After a historic undefeated season, the Bearcats played the Alabama Crimson Tide in the 2021 NCAA Championship.
- 04.** **Breweries** - Cincy is brimming with microbreweries, distilleries, and great bars! Stop by Rhinegeist, MadTree, Moerlein or Braxton for incredible beers, snacks, and more!

For more information about the home of the future 2022 Super Bowl Champions, head to [cincinnatiexperience.com](https://www.cincinnatiexperience.com)

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CINCY
The Past 33 Years



CINCINNATI
EXPERIENCE

During the '80s, the Bengals reached the Super Bowl twice. Now they're back, thirty-three years later. As it turns out, a lot has happened in Cincy in the past three decades...

MOVIES FILMED IN CINCY SINCE THE '80s

Have you seen any of these 'flicks? Stream them now and keep your eyes peeled for Cincy landmarks!

- ◆ **Rain Man** (Winner of the 1988 Oscars for Best Picture!)
- ◆ **Carol** (starring Rooney Mara and Cate Blanchett!)
- ◆ **Dark Waters** (A 2019 legal thriller starring Mark Ruffalo and Anne Hathaway)
- ◆ **Airborne** (A 1993 hilarious cult classic that the Enquirer called 'the best movie from Cincinnati you've never seen')
- ◆ **Traffic** (starring Don Cheadle and Benicio Del Toro)
- ◆ **Bones and All** (starring Timothée Chalamet)

Check out more fave films made in Cincy [RIGHT HERE.](#)

FAMOUS PEOPLE FROM THE CINCY AREA

- ◆ Three presidents (Taft, Grant, Harrison) were from the Cincy area. (Psst: This is why the logo for Taft's Ale House is a silhouette of Taft relaxing in his bathtub!)
- ◆ Actor George Clooney? Also from Cincy
- ◆ Mary Wineberg, an Olympic Gold Medalist in track and field, attended Walnut Fields High School as well as the University of Cincinnati. She recently was elected to the Board of Education for Cincinnati Public Schools.

CINCY BY THE NUMBERS: THEN AND NOW

Let's compare the last time the Bengals were in the Super Bowl to now: For starters, the population of Greater Cincinnati was 1.8 million in 1989 and is 2.3 million today. However, that's far from the only way we've grown. Check it out:

	1989	2022
Artworks Murals	0	200+
World Famous Hippos	0	1
Kings Island Rollercoasters	6	14
Stadium Capacity	59,754 (Riverfront)	65,515 (PBS)
MLS Stadiums	0	1
Tallest Building	Carew Tower (574 ft)	Great American Tower (665 ft)
Buildings over 300 feet tall	9	18
University of Cincinnati Enrollment	36,846	46,710
Breweries	1	57

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THE CINCINNATI EXPERIENCE '22

What we're looking forward to after we win
the Super Bowl



CINCINNATI
EXPERIENCE



CULINARY & COCKTAILS: NEW AND TREASURED

While our famous mole-inspired chili is admittedly awesome, Cincy boasts a varied slate of incredibly delicious and diverse dishes. The Cincinnati region saw 70 new dining establishments in 2021. Here are the places with menus we can't wait to tackle:

GHOST BABY (OPENED IN JULY 2020)

Fifty feet underground in an old lagering tunnel beneath the hip Over-the-Rhine neighborhood, this cocktail lounge was one of the only places where one could find live music after the original 'shelter in place' mandates were lifted.

THE FOUNDRY AT FOUNTAIN PLACE

Still under construction, this prime location at the edge of downtown's Fountain Square will welcome new French restaurant, Royce, in December 2021, and a new location for Cincy's treasured steak house, Jeff Ruby's, in September 2022.

FOOD & DRINK TOURS

Treasured favorites from the Cincy region are back in action, including the **Cincinnati Brewing Heritage Trail**, the **Kentucky Bourbon Trail** & the **B-Line**. Other tours for imbibing local spirits include the **Cincy Brew Bus** and **Craft Connection Brewery Tours**.

ARTS&CULTURE: BACK AND BETTER THAN EVER

Cincy punches above its weight class with some of the oldest, wealthiest, and most noteworthy cultural institutions in the entire country. It's also one of only 13 cities in the U.S. with professional companies in all the arts - ballet, opera, symphony, theater, and fine & contemporary art museums.

Check out the following new-for-'22 attractions:

CINCINNATI ART MUSEUM'S ART CLIMB

The Art Climb's ribbon-cutting ceremony was held in June 2020, and the CAM has continued to add more and more elements to this activation of its museum grounds, including outdoor sculptures, lighting components, and a large pavilion where visitors can enjoy a view of the city.

CINCINNATI ZOO'S KANGA CLIMB & ROO VALLEY

Cincinnati Zoo's Kanga Climb & Roo Valley: Recent Cincinnati Zoo additions include Hops Craft Beer Garden (opened August 2019), Roo Valley (opened August 2020), and the Kanga Klimb aerial adventure course (opened June 2021)



ARTS&CULTURE (CONT'D)

VALENTINE CENTER FOR DANCE

Valentine Center for Dance: The Margaret and Michael Valentine Center for Dance opened September 2021, as the Cincinnati Ballet's permanent new headquarters. Already the 57,000 square-foot building is a vibrant hub of activity which will only grow as academy students fill their own studios and community members begin to populate a growing menu of public programs.

FEASTS&FESTIVALS: MARK YOUR CALENDARS

Cincy knows how to party! Join us for the following:

◆ BLINK®

October 2022

One of Cincy's most anticipated events is making a return next fall. In its inaugural year (2017), BLINK® was one of the largest light, art, and projection-mapping events in the nation, featuring large-scale installations, murals, urban artscapes, media light and interactive art.

◆ OKTOBERFEST-ZINZINNATI®

September 2022

Although cancelled in 2020, this celebration of German culture and heritage returned in 2021 as THE LARGEST OKTOBERFEST IN THE WORLD due to a cancelled Oktoberfest in Munich. Annually the largest U.S. Oktoberfest, Cincinnati welcomes over half a million people to its temporary Biergartens, stages and food tents along 2nd and 3rd streets in its riverfront district.

ARTS LEGACY & BLACK HISTORY MONTH

None other than the Godfather of Soul himself -

James Brown - got his start in Cincy with King Records.

The Cincinnati Black Music Walk of Fame's inaugural first four honorees include The Isley Brothers (remember "Twist and Shout") and Rock & Roll Hall of Famer Bootsy Collins.

◆ WEBN FIREWORKS/RIVERFEST

September 2022

Western & Southern/WEBN Fireworks is the Cincinnati region's booming blowout festival that concludes with one of the largest fireworks displays in the Midwest. It's a traditional, end-of-summer event that began in 1977 and is held annually at Sawyer Point on Sunday of Labor Day weekend.

And that's ONLY the beginning -

We are known as the City of Festivals, after all.

Find out more

[RIGHT HERE.](#)

THE CINCINNATI EXPERIENCE '22

What we're looking forward to after we win the Super Bowl

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CINCINNATI EXPERIENCE



POST-SUPER BOWL CINCY SPORTS

After we win LVI, it's time to live it up with these signature events:

FC CINCINNATI AT THE NEW TQL STADIUM (OPENED MAY 2021)

FC Cincinnati is the city's 3rd major league sports team, joining the Reds and Bengals in 2018, when Major League Soccer awarded an expansion franchise to Cincinnati. The West End Stadium broke ground that December and held its ribbon cutting

WESTERN & SOUTHERN OPEN (AUGUST 13-21, 2022):

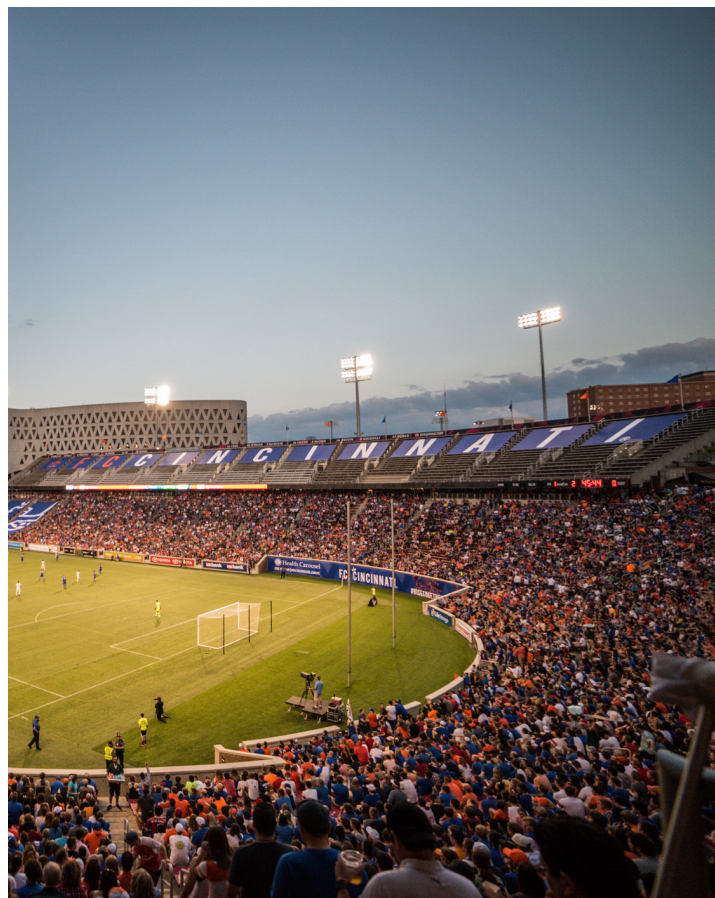
The Cincinnati Tennis Masters, now branded the Western & Southern Open, has been a staple in Cincy since 1899. A favorite among players and fans alike, the tournament is the second largest summer tennis event in the U.S. after the U.S. Open.

KROGER QUEEN CITY CHAMPIONSHIP PRESENTED BY P&G (SEPTEMBER 5-11, 2022)

The LPGA announced in September 2021 that many of the best golfers in the world will be returning to Cincy for the next three years. The inaugural event will be played at Kenwood Country Club featuring a purse of \$1.75 million dollars and over 12 hours of live Golf Channel coverage distributed around the globe.

Sports fans, get all the Cincy-related info you need **RIGHT HERE.**

For more information about the home of the future 2022 Super Bowl Champions, head to [cincinnatiexperience.com!](https://www.cincinnatiexperience.com)



2022

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RESTAURANTS,
RECOMMENDATIONS, AND MORE



CINCINNATI
EXPERIENCE



In Cincy, whether you want to take in the arts, good eats, or simply have a good time, you'll find everything you need right here. Our city rebounded from 2020 lockdowns with an impressive lineup of new restaurants, gallery

openings, and museum exhibits in 2021. Interested in the true Cincy experience? Add these must-sees to your recommendation list (or your next visit).

NEW RESTAURANT OPENINGS

While our famous mole-inspired chili is admittedly awesome, Cincy boasts a varied slate of incredibly delicious and diverse dishes. The Cincinnati region saw 70 new dining establishments in 2021. Here are the places with menus we can't wait to tackle:

OTR STILL HOUSE

The OTR Still House opened along Central Parkway, and with it Sqr - pronounced "skewer" - a play on Japanese street food with southern influences, cooked atop a robata grill. Try the collard green steamed dumplings with bourbon barrel soy sauce; it's life-changing.

LATIN HOUSE

Cincy's first Cuban restaurant, the Latin House, opened its doors in the former Sports Page restaurant space downtown. We're huge fans of the plantain soup!

HERBAN VEGANS

Herban Vegans, a "seafood" restaurant serving completely plant-based fare, opened its doors across from Findlay Market. The Cauli Wingz pair nicely with the Fysh Fry - go on, you know you want to give it a try!

PENSIVE DISTILLING

Pensive Distilling, a craft distillery and restaurant named and themed after winners of the Kentucky Derby, opened on Monmouth Street in Newport in May. Their establishment champions the winning spirit of our community (and, we've got to say, we're feeling that right now!) Their American Pharaoh sliders are simply addictive.

ST. FRANCIS APIZZA

St. Francis Apizza, named a "Best Pizza" of Cincinnati 2021 by the Enquirer, opened in Hyde Park in February. Pro tip: Try the Garlic and Greens with added pepperoni (and some hot honey if you're feeling fancy.)

MASHROOTS MOFONGO BAR

MashRoots Mofongo Bar, specializing in a fast-casual Puerto Rican dish, opened in January in College Hill. The fried chicken bowls are unlike anything we've ever seen!

These stellar eats and drinks are far from all Cincy's got going on.

Check out more of the Cincy food scene

[RIGHT HERE.](#)



ARTS&LEISURE IN CINCY

In 2022, the show is definitely going on. From cutting edge dance, the best of Broadway and the grandest of grand opera, here's what we're looking forward to this year:

EVENTS & REOPENINGS

TAFT MUSEUM OF ART

The Taft Museum of Art's main house is reopening this year, following a \$12.7 million overhaul.

THE CINCINNATI MAY FESTIVAL

The Cincinnati May Festival, a two-week annual choral festival, makes a triumphant return this May 20-29, 2022

CINCINNATI OPERA

Cincinnati Opera is one of the oldest opera companies in the nation – and it's finally returning to Music Hall in 2022. The 2022 Summer Festival, June 18-July 31, will feature the grandeur of Verdi's "Aida" in four performances.

CAN'T-MISS SHOWS AND EXPERIENCES

- ◆ "INCIDENT AT OUR LADY OF PERPETUAL HELP"
Jan. 29-Feb. 27 | Cincinnati Playhouse In The Park
Promises to give us all a needed good laugh. Set in 1973, the play by Katie Forgette centers on an Irish-Catholic family coping with a series of family disasters.
- ◆ "NINE MOTHERS"
March | The Cincinnati Symphony Orchestra and Eighth Blackbird
In March, the Cincinnati Symphony Orchestra and Eighth Blackbird will premiere "Nine Mothers" by Kinds of Kings, a collective of U.S.-based female composers.

- ◆ "I SHALL NOT BE MOVED"
March 19-April 23 | Cincinnati Playhouse In The Park
A one-act, one-woman show by Cincy native and emerging playwright Isaiah Reaves, makes its world premiere March 19-April 23. This show tells the true story of Reaves' grandmother, civil rights pioneer Betty Daniels Rosemond, and her journey through the American South as one of the first Freedom Riders during the 1960s.

Check out more Music and Arts recommendations

RIGHT HERE.

CAN'T-MISS SHOWS AND EXPERIENCES (cont'd)

◆ ITZHAK PERLMAN

April 10 | Music Hall

Violin legend Itzhak Perlman, now 76, returns to Cincy on April 10 for a solo violin recital on Music Hall's stage.

◆ BOLD MOVES

May 12 - 22 | Aronoff Center

Cincinnati Ballet artistic director Victoria Morgan will cap her 25-season tenure with Bold Moves, presented for the first time as a festival, May 12-22 at the Aronoff Center. Bold Moves Festival features mixed repertoire and collaborations, pushing the boundaries of classical ballet in what Morgan believes will be the future of the art form.

Check out more Music and Arts recommendations

[RIGHT HERE.](#)

THE TOP FIVE TO-DOS IN CINCY

Whether you're stopping by Cincy or recommending exceptional entertainment for your readership, these are our must-see honorable mentions:

01.

Check out Cincinnati Zoo and meet Fiona, a baby hippopotamus born 6 weeks premature at the Cincinnati Zoo. Possibly our most adorable and universally-loved local legend, she is the smallest hippo ever to survive.

02.

See the Cincinnati Reds, the first professional baseball team in the country, at Great American Ball Park.

03.

Visit the National Underground Railroad Freedom Center for a deep look at our nation's history (and see a piece of Berlin Wall while you're there).

04.

Stop by the Cincinnati Music Festival: Cancelled in 2020 & 2021 due to the pandemic, the originally-announced, star-studded line-up from 2020 is back in full force at Paul Brown Stadium, July 22 & 23, 2022.

05.

Experience the Oktoberfest-Zinzinnati® (September 2022): Annually the largest U.S. Oktoberfest, Cincinnati welcomes over half a million people to its temporary biergartens, stages and food tents along 2nd and 3rd streets in its riverfront district.

Check out more Entertainment recommendations

[RIGHT HERE.](#)

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2022

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INNOVATIONS, STARTUPS,
AND SUSTAINABILITY IN CINCY



CINCINNATI
EXPERIENCE



Everybody knows about San Francisco's Silicon Valley. It's 2022: The true spotlight going forward's going to be on the Silicon Heartland - Ohio and the Cincy area.

CINCY INNOVATION FAST FACTS

- ◆ The University of Cincinnati received the 2021 IEP Talent Award from the Association of Public & Land-Grant Universities. This award honors an institution with exemplary initiatives in education and workforce development.
- ◆ In 2021, Ohio funded two additional innovation districts in Cleveland and Columbus, both ready to leverage the model established by Cincy.
- ◆ The Cincinnati Innovation District announced partnerships with Lightship Foundation, Great American Insurance Company, and Orange Grove Bio into our innovation ecosystem.

The Cincinnati Innovation District has overseen:

- ◆ a 185% increase in issued patents
- ◆ A 159% increase in tech disclosures
- ◆ \$3.3B in total regional impact
- ◆ The launch of 198 startups
- ◆ The creation of 1,790 jobs
- ◆ ...in less than three years. The 1819 Innovation Hub is at capacity (and we're just getting started).

INVENTIONS AND INSPIRATION IN OHIO

Ohio's **Silicon Heartland** is home to a new Intel silicon chip factory, three solar panel manufacturing plants, the Lordstown Motors electric vehicle manufacturing plant, and productive hubs of solar energy equipment manufacturing.

Cincy is a **major biotech hub**. Orange Grove Bio, a biotech company, relocated their HQ from New York to Cincinnati. "We moved our headquarters to the Cincinnati Innovation District because of the people. People are the underlying foundation of any business."
- Ryan Fox, Chief Business Operations Officer

Cincy has more than 10 hospitals and numerous bio-science research companies. It's also home to Cincinnati Children's, a pediatric care and research institution consistently ranked in the **top five hospitals in the nation**.

Cincinnati Innovation District, powered by the University of Cincinnati, has overseen **\$3.3 billion in total regional impact** (and nearly 200 start-ups).

Ohio is the birthplace of aviation!

- ◆ Cincy is only about 50 miles from where the Wright Brothers built their pioneering airplane.
- ◆ CVG was named Best Regional Airport in North America in 2021 by Skytrax.
- ◆ The National Museum of the United States Air Force is a great day trip destination.
- ◆ Home to the GE Aviation Headquarters

Get more info about Cincy's startups and entrepreneurs [RIGHT HERE.](#)

SUSTAINABILITY INITIATIVES IN CINCY

- ◆ Headquartered in Cincy, Procter & Gamble successfully reached its 2020 goal of **purchasing 100% renewable electricity** in the US and Canada.
- ◆ Cincy is building **the nation's largest municipal solar farm**, which is **roughly the size of 750 football fields** and will generate enough electricity to power Greater Cincinnati Water Works, all police districts, plus City Hall.
- ◆ Cincinnati's 2030 Districts are regional businesses, organizations committed to **cutting carbon emissions by 50%** by 2030
- ◆ Cincy has one of about **two-dozen 2030 Districts in North America**
- ◆ Participants agree to cut down on energy use, water consumption, and transportation emissions **through a mixture of tech innovations and building design elements**

For more information about the home of the future 2022 Super Bowl Champions, head to cincinnatiexperience.com

2022

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CINCY RESOURCES
More Information



CINCINNATI
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LOOKING FOR MORE? YOU GOT IT.

Here's a list of quick links to make sure you don't miss a beat.

- 01.** [Downtown Cincinnati Game-Day Guide](#) - Stay in the know! We have a lot going on downtown for game day!
- 02.** [Bengals Spotify Playlist](#) - Immerse yourself in The Jungle. We tapped the city's top DJs to create a playlist that embodies Cincinnati with the Bengals' favorite hype songs & anthems, Ohio music legends, the city's emerging artists and all the game day vibes your celebration needs.
- 03.** [Bengals Bars](#) - Welcome to the jungle, America! Cincinnati is excited to welcome you into the Who Dey nation. Ahead of the big game, we rounded up bars, breweries, and restaurants around the country that cater to the Bengals fans.
- 04.** [Bengals Cultural Moments](#) - Former Bengals fullback and legend Ickey Woods sits down with Means, owner of BlaCk OWned Outerwear and the Stripes Don't Come Easy Bengals merch line.
- 05.** [Photo & Video Assessts of Cincinnati](#) - Take a closer look at the Cincinnati region and enjoy galleries of our hometown.
- 06.** [Cincinnati USA](#) - Learn more about Cincinnati USA or find more information in our [Bengals Guide](#).
- 07.** [Cincy Arts Fact Sheet](#) - Cincy has more than a championship team; we also have major-league arts and tons of civic pride to go with it.

CONNECT WITH US IN LA

The Cincinnati Media Center in Los Angeles will open from Monday, Feb. 7 to Monday, Feb. 14 at the Westin LAX. Contact [Anastasia Mileham](#) to connect.

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