

ANNUAL REPORT 2020



CINCINNATI
FIRE MUSEUM

The Cincinnati Fire Museum

DIRECTOR'S STATEMENT

As with all non-profits, and especially cultural institutions, 2020 proved to be an unprecedented year laden with challenges. We started the year off strong, piggy backing on an excellent 2019, only to take our greatest dive in visitorship ever. With COVID-19 plaguing Cincinnati, the Fire Museum was forced to act quickly and utilize technology in order to continue serving our important mission.

I celebrated one year as the Museum's Director in August. Instead of fixating on the challenges, I chose to push hard and ensure our non-profit not only survived the pandemic, but evolved in an impactful, lasting way. I am grateful to say that we ended 2020 as a prosperous year thanks to a supportive team, innovative thinking, and let's be honest, the SBA's Payroll Protection Program, which we were fortunate to be approved for.

The Cincinnati Fire Museum is an extremely unique and important institution in our community. We celebrate the nation's first professionally paid fire department – an amazing feat to boast!

We are the only museum in the city that saves lives by instilling fire safety prevention and education in the minds of youth. We have shared our firehouse with some of Cincinnati's most celebrated institutions with endeavors to continue our creative partnerships and keep expanding our audience. These partnerships are documented later in this report and can be seen on our Facebook page @CincyFireMuseum as we continue to develop our online series.

It is with immense gratitude that I am able to draft a celebratory report regarding 2020. The firefighting community, our members and supporters, and the public, have rallied around our museum and pulled us through a year of extreme adjustments. It is with the sincerest feeling of appreciativeness that I say, thank you. I will use all the succor and support that was given to us, to propel the Cincinnati Fire Museum forward and continue evolving our important institution.



"It is with immense gratitude that I am able to draft a celebratory report regarding 2020."

-Executive Director

Sarah Strickland

EXECUTIVE DIRECTOR

STAFF AND BOARD

the people behind the CFM

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Executive Summary

The purpose of this report is to offer a snapshot of the Cincinnati Fire Museum in 2020, which marked the Museum's 40th anniversary. We closed our doors from March 14 -June 17 during the onset of the COVID-19 pandemic and saw visitorship decrease by 77% from the previous year. We were forced to discontinue our junior firefighter birthday parties, renting our event space, and group tours (including school field trips and senior citizen outings). As you can imagine, this created a difficult economic situation for our non-profit.

Fortunately, things weren't all bad. We held our first ever virtual fundraiser, raising \$21k. Other significant achievements include updating every light bulb in the three stories of our firehouse to LEDS for better illumination of our exhibits and to be more energy efficient. Also, with the help of a partner, we were able to restore a 1917 Ahrens-Fox fire apparatus to operating condition, pictured below.



Mission Statement

To share and celebrate the history of firefighting in Cincinnati, while providing a unique fire-safety experience.

Our Vision

To bring the traditions of firefighting to life in a museum that helps save lives.

THE CFM COLLECTION

one of the nation's most important fire related collections



The Cincinnati Fire Museum's Collection is comprised of over 700 items plus a sizeable archive of photos, documents, and records. It represents the firefighting history of Cincinnati from the very first volunteer fire company formed in 1808. The fire alarm drum and brass key to the first fire house in 1808, along with parade hats, impressive hand pumped engines, and wooden water pipes have been displayed to illustrate the exciting bucket brigade years of the Cincinnati Fire Volunteers.

In 1852, Shawk and Latta of Cincinnati built the nation's first steam fire pumper. This invention paved the way for Cincinnati to establish the first professional fire department in the United States in 1853.

The exhibits highlighting this important period feature an impressive horse-drawn steam pumper, ladder wagons, helmets, badges, and many more fascinating items.

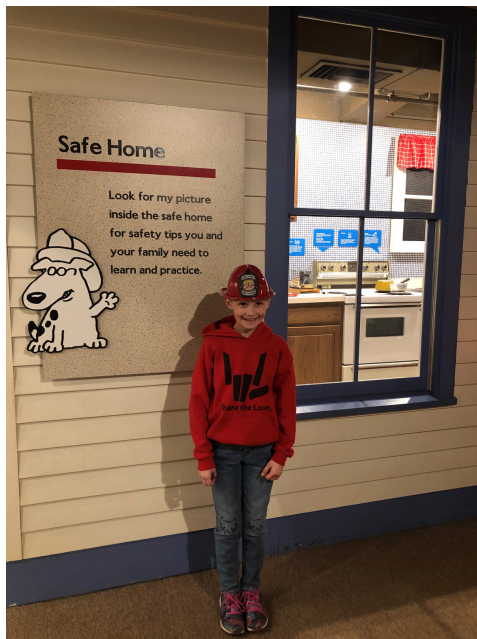
In 1917, Cincinnati became one of the nation's first fully-motorized fire companies, and the Ahrens-Fox Company of Cincinnati emerged as a leading builder of fire equipment. Two full-size Ahrens-Fox Engines in all their glory, are featured along with many other pieces of equipment. The outstanding collection of artifacts and graphics are the nucleus of the Cincinnati Fire Museum, making it a unique and prominent national attraction.

In 2020 the Fire Museum accepted four paintings of area fire scenes from local artist, Ned Stern. These paintings are comprised of acrylic on canvas and will be hung as a stand alone exhibit in 2021. Accessioning these items has helped to develop our fire related fine arts collection.



FIRE SAFETY EDUCATION

saving lives through fire prevention



The Cincinnati Fire Museum, in conjunction with the Cincinnati Fire Department, operates a world-class fire safety education program designed to teach participants how to prevent fires within the home and how to protect themselves and escape should a fire occur. The Museum presents information about fire safety in a mock home environment. Docents, all active duty firefighters who volunteer their time at the Museum, lead a tour and discussion through several rooms of the home. In each room, various fire and burn hazards are demonstrated and explanations are offered as to how each can cause a fire and what can be done to prevent it.

In 2020 our Fire Safety Education Program had a major decline due to restricting groups of more than ten in order to prevent the spread of COVID-19. We served 2,758 visitors, an astonishing decline compared to 2019 in which we served 8,057 visitors. In order to ensure schools and families can participate in our program, we keep the group rate at a minimum cost - only \$3 per student. We depend on gifts from donors and foundations to keep this cost affordable to the community. The Cincinnati Fire Museum is currently the only institution in Cincinnati that saves lives through fire prevention. This is a vital role that the Museum plays and a significant part of our mission. Our program endeavors to make fire prevention everyone's responsibility and to reduce the number of fires and fire related deaths to help our city have a healthier and safer future.



VISITORSHIP

who we serve

As it's been reported repeatedly throughout this document, the Museum's visitorship was severely decreased by the pandemic. This is demonstrated in the side graph that documents the number of visitors we had per month. We were mandated to close our doors from mid-March to mid-June and when we did reopen, we followed health officials' recommendations to not organize events that required a gathering of more than ten people. This meant we discontinued tours, special events, and our junior firefighter birthday parties, all which always embody an element of fire safety education.

2020 Admissions by Month

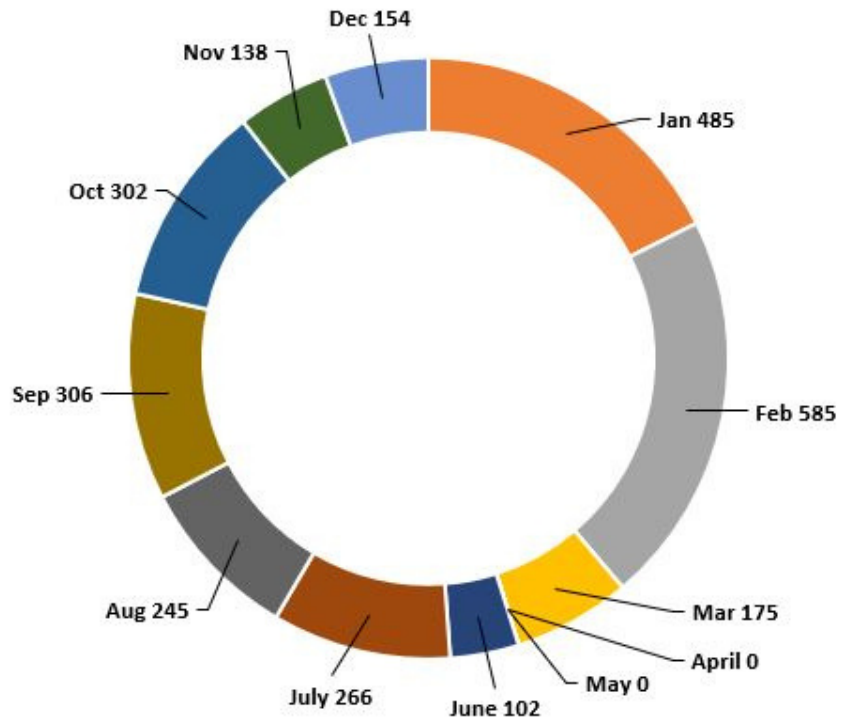
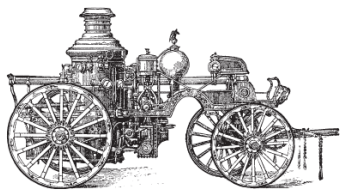


Photo courtesy of ChiliDog Pictures and Hartong Digital Media

**Visitorship
decreased by
77% from the
previous year
due to COVID-
19.**

VIRTUAL LEARNING

fulfilling our mission during trying times



In order to adapt to the new restriction of having ten or less people gather at one time, and to accommodate schools who began remote learning, the Museum introduced virtual tours. Teachers, scout leaders, daycare workers and other activity managers, are now able to book tours using this virtual option. Tours are conducted via Zoom by firefighters at the Museum.

On the right, Cincinnati firefighter and museum volunteer, Charles Riefe, leads a group from the Boys and Girls Club through the Safe House exhibit.



Photo courtesy of ChiliDog Pictures and Hartong Digital Media

ONLINE SERIES

expanding our reach



CFM Online Series.

HONORING OUR HEROES-
SAFEGUARDING OUR FAMILIES



POPS CINCINNATI
POPS
ORCHESTRA
John Morris Russell, Conductor



LOCAL 12



FC CINCINNATI



Our most valuable lesson learned during the pandemic was the need to be creative and pro-active in order to serve our mission outside the brick and mortar of our museum. We began doing this by introducing a distance learning series that provides viewers with fire safety and history presentations led by Cincinnati firefighters. The series also includes prominent members and organizations from our community reading fire themed storybooks and celebrating their organizations. We were fortunate to welcome JMR, conductor of Cincinnati POPS, who married the sounds of firefighting with music; a zookeeper from the Cincinnati Zoo who brought in an African Penguin to tour our galleries with an active duty firefighter; Congressman Brad Wenstrup stopped by to read Molly, by Golly!: The Legend of Molly Williams, America's First Female Firefighter, and we hosted many more notable guests.

Our online
series
generated
42,000
viewers



ONLINE SERIES

expanding our reach

2020 SCHEDULE OF EVENTS



EVENT TITLE

DATE



Kitchen Safety with Firefighter Gerald Belle

3/31/2020

When Horses were Firefighters with Firefighter Charles Riefle

4/1/2020

When Duty Calls with Firefighter Brian Doering

4/6/2020



Fire Prevention in the Home with Firefighter Gerald Belle

4/14/2020

Ask a Firefighter with Firefighter Brian Doering

4/15/2020

CFM Kid Friendly Interactives

4/20/2020



Storytime with Councilman Greg Landsman:
The Gingerbread Man Loose on the Fire Truck

4/22/2020

How to Properly Use a Fire Extinguisher with Firefighter Gerald Belle

4/24/2020

Cali the Fire Dog Teaches Fire Safety with HBF Firefighter Yolla Montalbin

4/27/2020



Storytime with John Morris Russell: The Fire Engine Book

4/29/2020

Basic First Aid with Firefighter Gerald Belle

5/5/2020

Storytime with Gold Star's Roger David: Clifford the Firehouse Dog

5/6/2020



Storytime with FC Defender Nick Hagglund:
Curious George and the Firefighters

5/8/2020

EVENT TITLE

DATE



Storytime with Commissioner Denise Driehaus:
The Berenstain Bears Visit the Firehouse

5/13/2020

Storytime with Congressman Brad Wenstrup: Molly, by Golly!

6/2/2020

Storytime with Channel 12's Bob Herzog: Pete the Cat: Firefighter Pete

6/3/2020



Storytime with UC Tennis Player Amanda Huser: I Want to be a Firefighter

6/8/2020

Storytime with taste of Belgium owner Jean-Francois Flechet:
A Day in the Life of a Firefighter

6/9/2020

Storytime with ClockworkDJ: Happy to be Nappy by bell hooks

6/13/2020



Summer Outdoor Safety with Firefighter Gerald Belle

6/17/2020

Q102's Natalie Jones Tours the CFM with Firefighter Brian Doering

7/2/2020

Cincinnati Symphony Orchestra Performance at the CFM

8/7/2020



Storytime with Q102's Mollie Watson: This is the Firefighter

8/21/2020

Mixologist Molly Wellman Visits the Fire Museum!

9/9/2020

Storytime with Councilman P.G. Sittenfeld:

9/23/2020

Lego City: Fight this Fire



Live from Fireside Pizza; Former Home to Fire Co. 16 with Firefighter
Justin Peter

10/2/2020

The Cincinnati Zoo Brings an African

10/5/2020

Penguin to Visit the Fire Museum with Firefighter Gerald Belle

Ask a Firefighter with Firefighter Charles Riefle

10/13/2020

SANTA RESCUE

spreading holiday cheer

The Cincinnati Fire Museum was excited to continue the popular holiday event, the Santa Rescue, scheduled on Saturday, November 28th at 12 p.m. This was the second annual event of its kind, in which Santa was rescued from atop the Museum roof by the brave firefighters of the Cincinnati Fire Department Ladder Truck 3. The event looked a bit different than last year due to the present pandemic. The event was free for all and the rescue was viewed from the comfort of spectators' cars thanks to the generosity of Chavez Properties allowing us the use of their lot directly across the street from the Museum. The inside of the Fire Museum was closed on this day as a safety precaution to limit the potential spread of COVID-19. Guests were asked to wear masks if they exited their vehicles during the rescue.

In partnership with the Cincinnati Fire Department, we were able to offer the community a free, safe, outdoor event during an unprecedented holiday season.



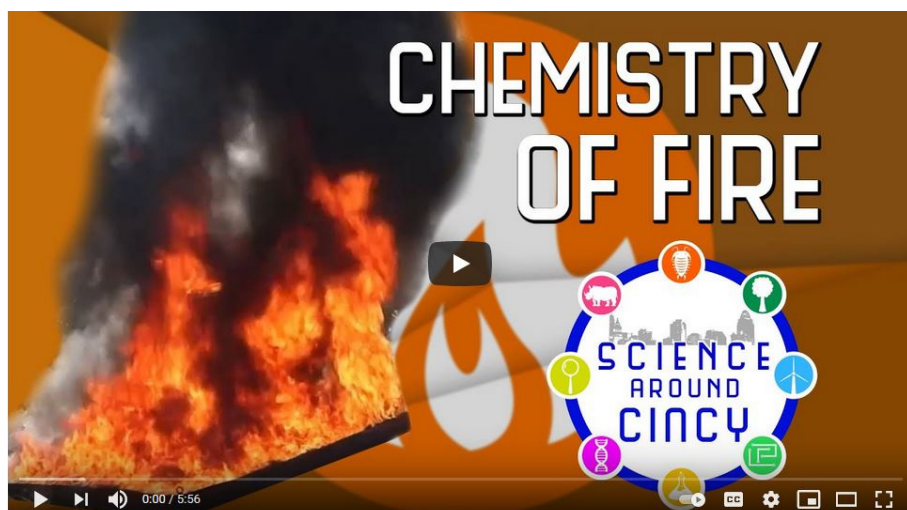
2020 HAPPENINGS

arts and education

The Cincinnati Fire Museum was privileged to present special guests of the Cincinnati Symphony Orchestra to perform on the apparatus floor of the Fire Museum. The CSO quintet beautifully married firefighting with the orchestra in an arrangement of Firemen's Quickstep March by Assoc. Principal Trumpet Douglas Lindsay. Also performed were selections from Handel's Water Music. Musicians included: Elizabeth Freimuth, French Horn | Douglas Lindsay, Trumpet | Steven Pride, Trumpet | Cristian Ganicenco, Trombone | Richard Jensen, Percussion

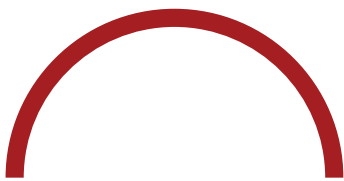


We partnered with Science Around Cincy (SAC) to explore the science behind flash overs and provide fire safety education. Together, with the Cincinnati Fire Department, we demonstrated the chemistry of fire and explored ways to stay safe. These SAC videos are now on display in our basement level theatre at the Museum.



2020 CFM VIRTUAL FUNDRAISER

funding our mission



**The 2020
CFM Virtual
Fundraiser
raised \$22K**



The Cincinnati Fire Museum hosted our first ever virtual fundraiser on November 14 of 2020. We promised our "attendees" a fun-filled hour hosted by Q102's Mollie Watson and Cincinnati firefighter comedic ventriloquist, Denny Baker. The event included three special musical appearances and an online auction. We provided some exciting auction items, including a one-week stay at a condo in Ft. Meyers, a private soccer lesson by FC Cincinnati Defender Nick Hagglund, a family membership to MerchyHealh HealthPlex, box seat tickets for 2020-2021 Bengals season, a pizza party by Fireside Pizza... the list goes on! We are happy to report that the fundraiser raised \$21,000.

2020 CFM VIRTUAL FUNDRAISER

funding our mission

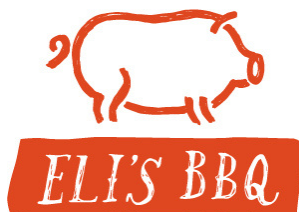
THANK YOU TO OUR 2K SPONSORS



OUR EVENT WAS A SUCCESS THANKS TO ALL OF OUR SUPPORTERS



Steelcase



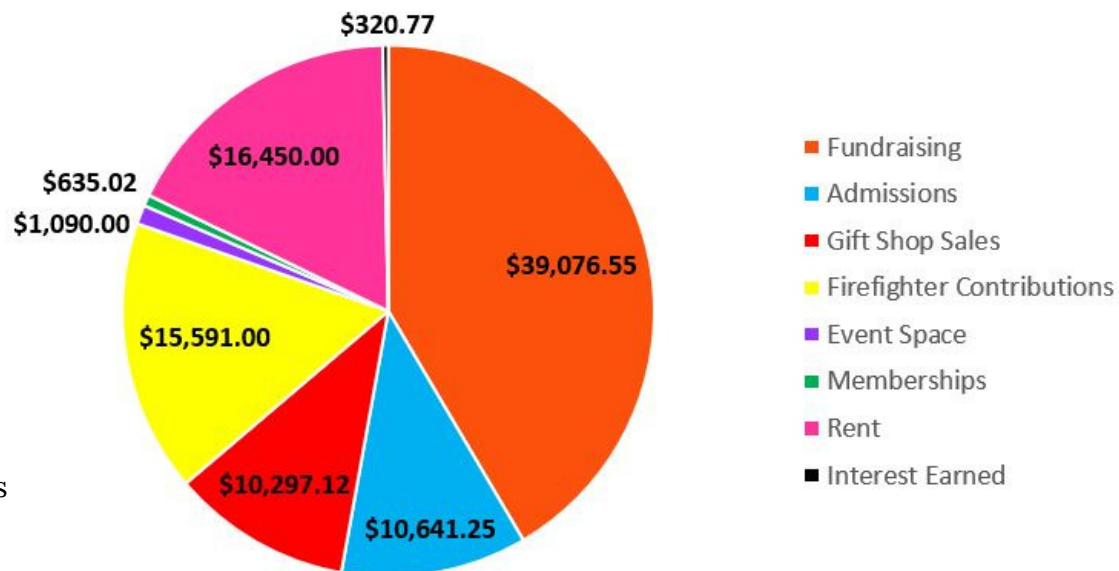
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a legal professional association

FINANCIAL YEAR IN REVIEW

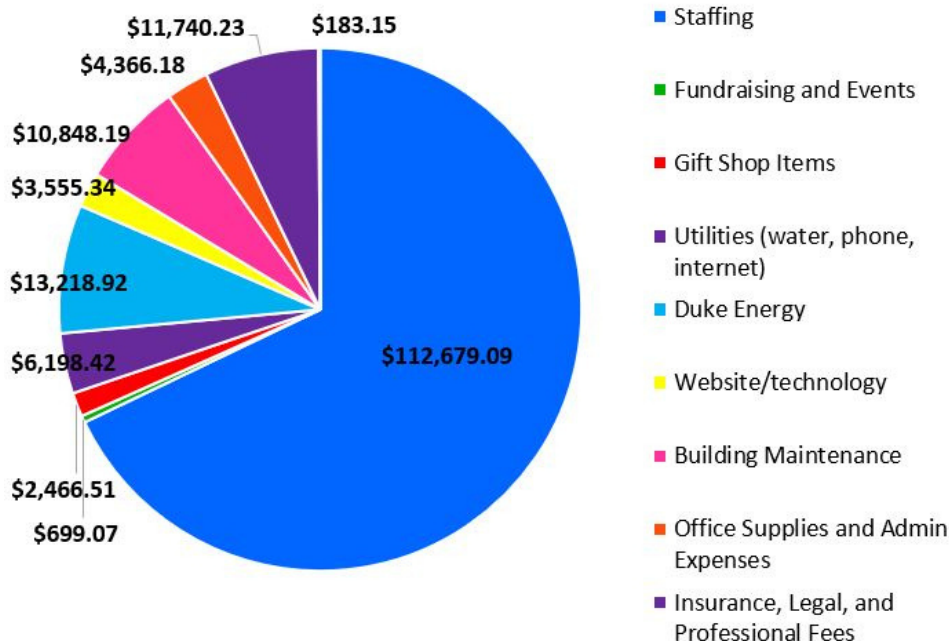
demonstrating fiscal responsibility and transparency

INCOME

The Cincinnati Fire Museum relies heavily on donations for operating support. These donations come in the form of gifts from individual donors, foundations and grant awards, memorial gifts, and corporate support. We also receive support from the Cincinnati Fire Department members who opt into the payroll deduction plan and have automatic contributions deducted from their salary.



EXPENSES



As demonstrated to the left, the largest expense to the Museum is staffing followed by insurance, legal and professional fees.



CONTRIBUTIONS

recognizing the generosity that keeps us going

The Cincinnati Fire Museum could not fulfill our mission without the generosity of the support it receives from donors and foundations. It is with enormous gratitude that we present the following list of 2020 supporters.

\$10,000 and above

Robert and Adele Schiff Family Foundation
Tom Hardy

\$5,000 - \$9,999

Ahrens Family Foundation
Gary & Carolyn Miller

\$1,000 - \$4,999

Tim Burke, Manley Burke LPA
Cincinnati Fire Fighters Union Local 48
Chris & Judy Dalambakis
Barnes Dennig
Dan Driehaus
Farmer Family Foundation
The Cincinnati Fire Foundation
Gary Gruber
Gwen & Darren Mooney

\$1,000 - \$4,999 cont.

Joseph Newcomb
Ethan and Susan Pagliaro
Gordon Rich
Charles Scott Riley III Foundation
Alvin Roehr
Silco Fire & Security
Steelcase Foundation
Unity Financial Life Insurance

\$500 - \$999

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The Jones Family
Kemba
Bob Kuhn
David & Nancy Moore
Michael Napier
Doug Tieman

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Phillip Telinda
Charles Theile
Mike Vonder Mullen
Marlee Zingraf

Club 1853

This club recognizes members of the Cincinnati Fire Department who are enrolled as sustaining donors in the payroll deduction continuous plan. This year, we had a record amount of firefighters participate in the program, creating the largest amount of donations ever received by Club 1853.

Joshua Abner
Drew Ahern
John Aisenbrey
Michael Anderson
Antonio Axle

Ashley Ba (Booker)
John Baer
Nykeba Banks
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Mike Rosiello
Cody Saffell

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Cincinnati Fire Museum 2020 Annual Report

**513.621.5553 | cincyfiremuseum.com
315 W Court Street, Cincinnati, OH 45202**