



657 East Avenue, Rochester, NY 14607
RMSC.org

Fact Sheet

Rochester Museum & Science Center

Rochester Museum & Science Center (RMSC) provides immersive, engaging experiences that spark a passion and curiosity for science and discovery in our lives. RMSC includes the Science Museum, Strasenburgh Planetarium, and Cumming Nature Center.

Key Offerings

- Four floors of Science Museum galleries
- Strasenburgh Planetarium with 65-foot Star Theater dome
- Cumming Nature Center on 900 acres in Naples N.Y., heart of the Finger Lakes
- 200 theme-based, hands-on exhibits
- Interactive science experiments daily
- On-site preschool with 40 years of service
- School break and summer science day camps
- More than 1.2 million authentic collection items
- Skill-building opportunities
- Programs and events all year

Home To

- The largest diversity of exhibits assembled under one roof in New York State west of Albany
- One of the first musical twin Tesla coil *Electricity Theater* experiences of its kind in the country
- The largest and most comprehensive Seneca Iroquois collections in the world
- Natural Science collections of the Rochester region dating back more than 435 million years
- Only public domed planetarium, the Strasenburgh Planetarium, within a day's drive in any direction
- Fifteen miles of hiking, skiing, and snowshoeing trails at Cumming Nature Center
- Genesee Community Charter School

Current Accolades

- Museum Association of New York 2019 Anne Ackerson Innovation in Leadership Award to Past President Kate Bennett
- Museum Association of New York 2019 Engaging Communities Award to *Take It Down: Organizing Against Racism* exhibit, presented in partnership with the Take It Down Planning Committee and the City of Rochester
- *Rochester Business Journal/Daily Record* 2018 Reader Rankings Best Preschool winner; Best Museum semifinalist
- KidsOutAndAbout.com 2018 "Top Places to Take Kids in Rochester Area" fifth-place winner
- *Rochester Business Journal* 40 Under 40 honors to Capital Campaign Director Ryan Elizabeth Shear 2018;
- Senior Director for Collections and Exhibits Kathryn Murano Santos 2017

Economic Facts

- \$6.2 million dollar budget annually
- More than 378,725 visitors annually
- Serve 60,000 school-age children in groups annually
- Nearly 6,000 Members across Western New York
- 60 full-time and 149 part-time employees
- More than 560 annual volunteers
- Annual earned revenue \$3.3 million

Counties Served

- Genesee, Livingston, Monroe, Ontario, Orleans, Wayne, Wyoming, Yates

Experience Highlights

- *Electricity Theater* musical lightning twin Tesla coil live show
- *Science On a Sphere* high-res 3-D image data projection system—Earth storms, Mars, and more
- *Illumination: The World of Light and Optics*—discover applications of lasers and light
- *Inventor Center* maker space encourages invention, innovation, and teamwork
- Regional Green Infrastructure Showcase—stewardship of water resources
- *Flight to Freedom: Rochester's Underground Railroad*—abolitionists and escape from slavery
- *Expedition Earth*—the Rochester area landscape from 540 million years ago to present day
- *Energy Trail*—explores energy efficiency and the power in your hands
- Regional hub for outdoor recreation and environmental education at the Cumming Nature Center
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- Current-events star shows at the Strasenburgh Planetarium informed by relationships with scientists at NASA,



Rochester Institute of Technology, University of Rochester, and University of Chicago and created with real-time NASA, NOAA, NSF, and USGS data

- Classic rock and holiday laser shows for families produced in-house at the Strassenburgh Planetarium
- Innovative in-depth science and cultural programming for students, families and adult lifelong learners
- Partnership with the Wildlife Rockstars introduces visitors to wildlife education

Services

- Serves schools and underserved populations through support that helps to subsidize admission and transportation costs for individual visits and field trips to the RMSC as well as outreach experiences in the classroom
- Free-of-charge and reduced-price admission to 10,000 low-income families and individuals with disabilities annually through Community Partner Pass and Museums for All programs
- Students with developmental disabilities from the Greece Central School District learn and practice workforce and life skills at the Museum
- The Career Ladder Program provides opportunities for teens in community to learn workforce skills
- Eva Howe Stevens Scholarship Fund provides partial scholarships for youth classes and camps assisting families with household incomes of \$40,000 or less or on a needs basis

Key Partners

- Monroe County
- Visit Rochester—RMSC CEO serves as active board member
- American Alliance of Museums
- Association of Science and Technology Centers
- Finger Lakes Hub of the Empire State STEM Learning Network
- Water Education Collaborative of local environmental and community organizations, agencies and private citizens
- Area colleges and universities including Rochester Institute of Technology and University of Rochester

Brief History

- Established in 1912 as the Municipal Museum of Rochester, New York, the Rochester Museum & Science Center expands and evolves to meet the changing needs of our community
- In 1968, the most advanced planetarium in the world at the time opens as a gift from Edwin and Clara Strassenburgh of Rochester, and Monroe County becomes principal supporter
- In 1982, the visitor's building, funded in part by the Kresge Foundation grant, opens at Cumming Nature Center
- In 2016, RMSC creates hybrid exhibit model incorporating collection items into traveling exhibits
- In 2018, Hillary Olson named President & CEO

Media Coverage

- Total average annual RMSC media coverage includes more than 375 million impressions for an ad value of nearly \$3.5 million, as each year, stories about, or references of, RMSC and its offering appear on local television networks, in local and regional publications and websites across the region, and occasionally the country and world.
- Recent media highlights:
 - WXXI AM News, *Connections with Evan Dawson*, "Dr. Rahul Gupta on the opioid crisis in America"—6/6/19
 - WROC News 8, "Big Bang Theory watch party held at Strassenburgh Planetarium at RMSC"—5/17/19
 - 13WHAM/FOX Rochester, *Good Day Rochester* multiple features on RMSC April break Messtival programs—4/15/19–4/18/19
 - WHEC News 10, "Rochester already planning for first total solar eclipse since 1925"—4/15/19
 - FamilyTraveller.com, "A Family Guide to Rochester and the Finger Lakes"—3/8/19
 - WHEC News 10, "Rochester's Roots: The Underground Railroad"—2/28/19
 - WROC News 8, *Adam Interviews* features RMSC President & CEO Hillary Olson—2/26/19
 - Spectrum News, "Get Wild During RMSC's Animal Week"—2/14/19
 - 13WHAM/FOX Rochester *Good Day Rochester* "Strassenburgh Planetarium reopens after renovation"—1/17/19
 - *City Newspaper*, "Renovated planetarium reopens with immersive technology"—1/11/19
 - Spectrum News, "Strassenburgh Planetarium completes largest renovation in 50-year history"—1/11/19
 - WROC News 8, "New high-tech equipment at Strassenburgh Planetarium"—1/11/19
 - *Democrat and Chronicle*, "New era dawns at Strassenburgh Planetarium"—1/10/19
 - WXXI AM News, *Connections with Evan Dawson*, "Discussing the film *The Good Mind* and Native American land rights"—11/16/18
 - 13WHAM/FOX Rochester, *Good Day Rochester*, "New Exhibit at RMSC Explains Many Forms of Sound"—10/9/18

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