

657 East Avenue
Rochester, NY 14607
www.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 Museum & Science Center, Strasenburgh Planetarium and Cumming Nature Center.

Key Offerings

- Museum & Science Center galleries covering 4 floors
- Strasenburgh Planetarium with 65-foot Star Theater dome
- Cumming Nature Center on 900 acres in Naples NY, 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 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 Rochester region dating back more than 435 million years
- Only large public planetarium, the Strasenburgh Planetarium, within a day's drive in any direction
- Fifteen miles of hiking, skiing and snowshoeing trails at Cumming Nature Center
- Monroe #1 BOCES Challenger Center
- Genesee Community Charter School

Current Accolades

- *Rochester Business Journal* 2016 "Best of the Web" first place award winner in "Cultural" category and "Silver" overall; Support from Mason Digital
- Second place in KidsOutAndAbout.com 2016 "Top Places to Take Kids in Rochester Area" community-wide survey
- Rochester Advertising Federation 2016 American Advertising Awards "Silver" winner for Frogs exhibition; support from Dixon Schwabl
- PRism Award 2013 "Special Event/Observance Not-for-Profit" category for Big Bang gala; Support from Dixon Schwabl

Economic Facts

- \$6.2 million dollar budget annually
- More than 375,000 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

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 encouraging 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
- Current-events star shows at the Strasenburgh Planetarium informed by continuing relationships with scientists at

- NASA, Rochester Institute of Technology, University of Rochester and University of Chicago
- Classic rock laser shows on Saturday nights and holiday laser shows for families, produced in-house at the Strasenburgh Planetarium
- Innovative in-depth science and cultural programming for students, families and adult lifelong learners

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 admission to 10,000 low-income families and individuals with disabilities annually
- 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 President serves as active board member
- American Alliance of Museums
- Association of Science and Technology Centers—RMSC President serves as active board member
- 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 Strasenburgh 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 1996, Kate Bennett becomes president and leads creation of visitor experiences that engage and communicate the excitement of hands-on discovery
- In 2015, Daniel J. Menelly becomes Chief Science Officer, taking the institution into the future

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:
 - *Democrat and Chronicle* cover story, "RMSC Goes Green with Expansion: Project aims to conserve water, improve water quality and reduce demands on city's sewer system" – July 26, 2016
 - *Rochester Business Journal* profile feature, "Giving Learning a New Frontier: Daniel Menelly in the first chief science officer at RMSC" – July 8, 2016
 - 13 WHAM / FOX Rochester LIVE TV morning and evening shows featuring RMSC exhibition, *Elements of the Extreme* – November 10, 2016
 - WHEC TV 10 LIVE morning show featuring RMSC summer Science Alive activities – robots, live animals and a bottle rocket launch – June 16, 2016
 - 13 WHAM / FOX Rochester LIVE TV morning show featuring RMSC spring break program, "Mess-tival: Gross Science" – March 24, 2016
 - *Democrat and Chronicle* cover story, "Attracting Rochester's Millennials: Local organizations are using different tactics to attract a younger demographic" – August 12, 2015
 - *Rochester Business Journal* cover story, "Return Journey: RMSC might help bring the passenger pigeon back from extinction" – July 31, 2015

For more information about RMSC, visit www.rmsc.org. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

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