

2022

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# MEDIA KIT

CINCY NOW

Fast Facts About Our Region Today

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CINCINNATI  
EXPERIENCE

## CINCY'S QUICK DEMOGRAPHIC STATS

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

# 2.3M

The Cincy region's population includes southwest Ohio, northern Kentucky, and southeastern Indiana, with diverse & eclectic neighborhoods from urban to rural.

# 98%

The percent of Cincy's population growth between 2014-2017 due to immigrants. We are one of 31 metro areas in the US in which immigrants made up all growth in Main Street business ownership between 2000-2013.

## LARGEST METROPOLITAN AREA IN OH & KY

Our 15-county MSA is the largest metro area in both states.

Learn more about Cincy's diversity and inclusivity

**RIGHT HERE.**

### STUDYING IN CINCY

# 22

**Colleges and Universities**

In the Cincy Region, 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 has 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

Don't take our word for it! Cincy consistently wins awards and tops lists in every category, from parks to chefs to arts to music.

**Best places in North America to live and work as a moviemaker 2022** - Moviemaker Magazine

**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](http://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 for a diverse population 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)	<b>\$10.12</b>
Yoga Class	<b>\$12.20</b>
Coffee	<b>\$4.28</b>
Sushi (online ordering comparison, not from C2ER)	<b>\$8.31</b>
Uber Prices - Uber Black from Airport to Downtown	<b>\$47.56 (Tuesday Afternoon, 26 miles)</b>
Traffic Time	<b>24.9 minz</b>
Apartment (Two bedroom, unfurnished, excluding all utilities except water, 1½ or 2 baths, 950 sq. ft.)	<b>\$971</b>
Cost of beer Heineken's, 6-pack, 12-oz. containers, excluding any deposit)	<b>\$8.87</b>
Green Space/Parks Per Capita	<b>1.5 acres green space per person</b>
Movie Ticket	<b>\$14.06</b>
Tank of Gas (@ 10 gals) / cost per gallon	<b>\$2.677 / \$26.77</b>
Vet visit cost (Annual exam, 4-year-old dog, take care of your fur baby)	<b>\$47.53</b>

## 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 MLS stadium in downtown Cincy, steps from Washington Park and OTR restaurants and bars.

03.

**Over-the-Rhine (OTR)** - The country's largest collection of Italianate Renaissance-Style architecture is home to a bustling entertainment district of shops, restaurants, craft bars & breweries.

04.

**Findlay Market** - Serving Cincinnati since 1855, this is one of the oldest public markets in the country. Its vendors represent generations of immigration from central Europe, southeast Asia, and the Middle East. Foodie Heaven!

05.

**DORA District at The Banks (Designated Outdoor Refreshment Area)** - from 11am to 1am daily, the 85-acre district at The Banks along the Ohio riverfront allows guests to take their beverage purchased from one of 18 establishments and explore our public plazas and green spaces.

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For more information about entertainment options, tours, bike trails, and more, head to [cincinnatiexperience.com](http://cincinnatiexperience.com)

2022

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# MEDIA KIT

CINCY  
Through the Years

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CINCINNATI  
EXPERIENCE

We've been building and brewing our own way since we started. And we're not done. A region fueled by dreamers, doers, innovators and makers, Cincinnati glitters with a view and vibe unmistakably its own. Here, east meets west, north meets south, old meets new and reinvention reigns. We're raw, real, and full of heart, buttoned-up and tatted-up, rich in tradition and alive in the times. A vibrant mix of cultures and contrasts, we come together across bridges, regions and backgrounds to create a community we're proud to call home.

## 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!)
- ◆ Award-winning actor George Clooney is also from Cincy: he also attended both NKU and the University of Cincinnati, making him a true hometown celebrity.
- ◆ Mary Wineberg, an Olympic Gold Medalist in track and field, attended Walnut Hills High School as well as the University of Cincinnati. She was recently elected to the Board of Education for Cincinnati Public Schools.
- ◆ Nick and Drew Lachey – brothers, members of the band 98 Degrees, business partners, celebrity guest stars, and hosts in a range of popular TV shows – were born and raised in Cincinnati.
- ◆ Sarah Jessica Parker got her start right here in Cincy, and **continues to praise** the city's art and culture scene to this day: The Sex and the City star once told the Enquirer that "Cincinnati, and I really mean this, is a great city."
- ◆ Comedian Dave Chappelle grew up (and still lives) in Yellow Springs, a small town just outside of Dayton, Ohio, in the Cincinnati area.
- ◆ Bill Hemmer, a popular journalist, started off as a sports reporter – traveling with the Bengals from 1988 to 1992 (including the team's trip to the Super Bowl in 1989).

## CINCY BY THE NUMBERS: THEN AND NOW

Let's compare the years between the Bengals' Super Bowl appearances: 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:

	<b>1989</b>	<b>2022</b>
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	80

For more information about our growing region, head to [cincinnatiexperience.com](https://www.cincinnatiexperience.com)

2022

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# MEDIA KIT

THE CINCINNATI EXPERIENCE '22

What we're looking forward to in 2022

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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 open in 2021. Here are the places with drinks & eats 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

This prime location at the edge of downtown's Fountain Square welcomes new French restaurant, Royce, and a new location for Cincy's treasured steak house, Jeff Ruby's.

### 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 13 - 16, 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 15 - 18, 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 MUSICIANS

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. The induction ceremony will be held in July.

#### ◆ TASTE OF CINCINNATI

**May 28 - 30, 2022**

One of the nation's largest free culinary arts festivals, this Cincinnati tradition started in 1979 and features over 65 restaurants, food trucks and Findlay Market vendors along with several stages of live entertainment.

## And that's ONLY the beginning -

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

Find out more

**RIGHT HERE.**



## CINCY IS A SPORTS TOWN

We live it up with the MLB, MLS, NFL, four NCAA basketball teams, and 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 in May 2021 just before FC Cincinnati's first home match in the new stadium.

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

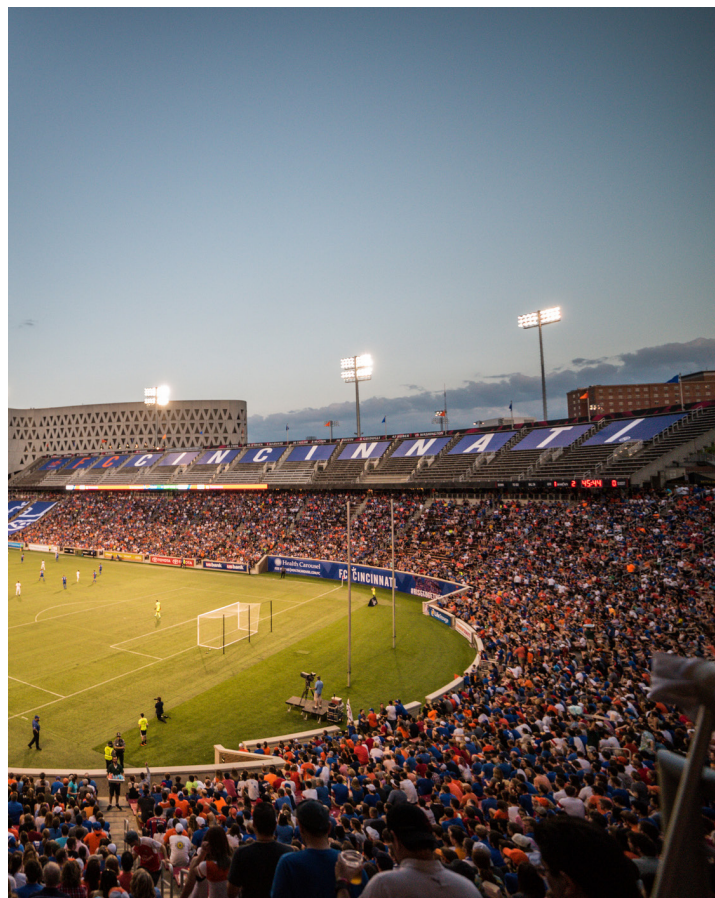
The Cincinnati Tennis Masters, long branded the Western & Southern Open, has been a staple in Cincy since 1899. A favorite among players and fans alike, the tournament is the second largest summer tennis event in the U.S., right before the U.S. Open.

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

For more information about our sports culture, head to **[cincinnatiexperience.com!](https://www.cincinnatiexperience.com)**

### 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.



2022

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# MEDIA KIT

ARTS & LEISURE ROUNDUP

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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 open 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 CINC

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

### EVENTS

#### THE CHILDREN'S THEATRE OF CINCINNATI

The nation's oldest professional theater for young audiences, creating lifelong memories for families and school audiences since 1919.

#### CINCINNATI MUSIC ACCELERATOR

Ohio's first music career accelerator organization is here in LA this weekend bringing up-and-coming musicians for the Bengals tailgate.

#### CONTEMPORARY ARTS CENTER

Offering FREE admission and started in 1939, the museum is one of the first modern art museums in the nation. Its current building was Zaha Hadid's first American architectural project.

#### CINCINNATI ART MUSEUM

Offering FREE admission and one of the country's first art museums, the museum features a diverse, encyclopedic art collection of more than 67,000 works spanning 6,000 years.

#### CINCINNATI OPERA

The Opera is the **second oldest opera company in the nation**. The only one older? The Met.

#### CINCINNATI SYMPHONY ORCHESTRA AND CINCINNATI POPS ORCHESTRA

Not only is the orchestra in cultural institutions, the top 10 nationally, **the Pops have had 56 recordings make the billboard charts**, a feat unmatched by any other orchestra.

#### MUSIC HALL

Completed in 1878, the building has hosted a Democratic National Convention, prize fights, college basketball and is the **current home of five arts organizations**.

### CINCY QUICK BITS

Cincinnati was named one of the top 20 **most vibrant arts regions in 2020**.

The region boasts over **200 public murals**, transforming our historic architecture into an outdoor art gallery.

**BLINK**, a 30+ block outdoor art experience with 1.3+ million attendees, \$87 million in economic impact and 1,000+ jobs, returns in 2022.

In the last five years, Cincinnati has made **\$600 million in capital investments** in arts and in cultural institutions.

Cincinnati has record-setting community support for the arts. Annual donations from residents and employees in 300 businesses are one of our city's traditions going back 100 years. **ArtsWave is the largest community arts campaign in the nation**, with tens of thousands of donors and nearly \$12 million raised each year, making it the region's engine for the arts.

## 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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For more information about Cincy's arts & leisure scene, head to **[cincinnatiexperience.com](https://cincinnatiexperience.com)**!

2022

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# MEDIA KIT

INNOVATION, STARTUPS,  
AND SUSTAINABILITY IN CINCY

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CINCINNATI  
EXPERIENCE

Everybody knows about San Francisco's Silicon Valley, but 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**

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For more information about the Cincy region, head to: [cincinnatiexperience.com](http://cincinnatiexperience.com)