

Cincinnati Museum Center Campaign Web Site www.myunionterminal.org

OPPORTUNITY:

In 2009, Cincinnati Museum Center at Union Terminal returned to the voters of Hamilton County for a property tax levy renewal to support operational costs and maintenance of Union Terminal, a building owned by the city of Cincinnati and Hamilton County.

In addition to day-to-day management of the campaign, [Vehr Communications served as strategic communications counsel](#). As part of its role, Vehr Communications developed a campaign Web site that would serve as an educational resource for voters and a reminder of the importance of one of Cincinnati's most iconic buildings.

SOLUTION:

Union Terminal has been part of the fabric of Cincinnati's history for more than 75 years, first as a train station and now as a museum. While the primary goal of the Web site was to educate voters on the ballot initiative, Vehr Communications recognized that the campaign's most important asset was Cincinnati's emotional connection to Union Terminal and the role this iconic building had played in their lives.

The Web site, www.myunionterminal.org, sought to personalize Union Terminal for site visitors, encouraging them to share their own memories and photos and to view other visitors' posts.

RESULT:

Hundreds of memories were collected by the end of the campaign and the stories ranged from a woman who met her father after he returned from World War II to a man who proposed and later married his wife at Union Terminal.

But it was almost three months after Election Day 2009 that www.myunionterminal.org played a role in reuniting long-lost relatives. Mary Federle Ray was doing research on her cousin, Roger Federle, and when she searched his name online, one result came up: www.myunionterminal.org. Roger had entered his memory into the Web site, and Mary was able to track him down. Though she lives in North Carolina and he is in Louisiana, they reunited after 40 years apart at Union Terminal in January 2010.

The ballot issue was successful, and the Web site is still active and collecting memories.

