

Cultural Visitation Analysis

CNY Arts annually conducts a zip code analysis of the cultural institutions funded through Onondaga County General Operating Support recipients (and agencies that submit reports). Per page 2/4 of your 2019 Funding Agreement, GOS recipients are required to submit a spreadsheet of zip codes collected from visitors to specific sites. Zip code information is shared with the Onondaga County Legislature to demonstrate the economic impact and value of the arts. This analysis is dependent upon the cultural organization providing the following:

1. **Documentation:** Please provide the date range covered by the submitted data (i.e. full calendar year 2018, June 2019 visitation, January 5 to April 20, 2019, etc.) A 12-month period is preferable.
2. **Formatting:** The zip codes listed in column format within a [Microsoft Excel file](#) only. Please do not send word documents or pdfs.
3. **Information on how the zip codes were collected** (i.e. full census of visitors, one visitor for each party, random choice of cultural institution staff, etc.). We need to know if the data set represents the full version or a simple sample of that overall visitation.
4. **Total number of visitors for the date ranged covered.**

To submit, please email your excel spreadsheet to Liz Lane at elane@cnyarts.org by 6:00 PM on Thursday, August 1.

Zip code reports submitted after the deadline will not be included in the analysis and left out of future CNY Arts reports including the Annual County Arts Presentation.