

Cultural Visitation Analysis

CNY Arts will conduct zip code analysis for any cultural institution that submits 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. The date range covered by the submitted data (i.e. full calendar year 2016, June 2017 visitation, January 5 to April 20, 2017, etc.) A 12-month period is preferable.
2. The zip codes listed in column format within an excel file emailed to grants@cnyarts.org no later than **Wednesday, September 13, 2017 by 4:00 PM**
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.). Basically we want 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.

Within two weeks of receipt, CNY Arts will return the spreadsheet file to the cultural institution with the zip codes categorized by local visitation, regional day trips, and out-of-area likely overnight travelers. Where appropriate and possible, CNY Arts will calculate travel spending from the identified sample of visitors.

If you have any questions, please contact Liz Lane at elane@cnyarts.org or (315) 435-2158.