



December 7, 2012

Chairman David H. Knapp, Ways and Means Committee  
401 Montgomery Street  
Room 407 Court House  
Syracuse, New York 13202

Dear Chairman Knapp and Committee Members:

We respectfully submit our third quarter report of the authorized agencies for your review as well as the results of the Syracuse Convention and Visitors Bureau Zip Code Study (CVB). The report highlights the good work that the funded arts and cultural agencies have done in this quarter which includes Syracuse Stage, the Everson Museum and the MOST, among many others.

We also conducted a study focusing on arts event-related tourism in partnership with the CVB by analyzing zip code data. The data has been captured primarily from ticket sale information collected from some of the authorized agencies that had the capacity to capture this information. The CVB then processed and converted the data to the percentages below showing local verses out-of-county. From this data, in combination with the Americans For The Arts (AFTA) Economic Impact study, we can estimate the event-related arts and culture audience spending totals roughly \$4,748,028. The data below is not including free admission events as well as organizations that did not have the capacity to capture the specific zip code data for the CVB. I hope you find this information of interest.

Local/Out-of-town Audience Breakdown

	<u>CVB Data</u>	<u>AFA Study</u>
Local (Onondaga County)	72%	73.2%
Out-of-County	28%	26.8%

AFTA Formulas for event-related expenditures excluding the cost of admission:

**Onondaga County Residents** spend an average of **\$21.66** per person  
**Out-of-County visitors** spend an average of **\$37.57** per person

**Event-Related Arts and Culture Audience Spending – based upon the AFTA formulas**

Local: \$2,821,627

Out-of-County: \$1,926,402

**Total: \$4,748,028**

CNY Arts continues to be grateful for the County support helps leverage supplemental resources from individuals, foundations, and corporations and helps ensure that our programs can continue and grow. We truly appreciate all the assistance and support. If you have any questions, please do not hesitate to contact me.

Sincerely,  
Stephen Butler  
Executive Director

CC:  
Debbie Maturo, County Clerk  
Judy Tassone, Facilities Committee

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[ 2012 Quarterly Report ]

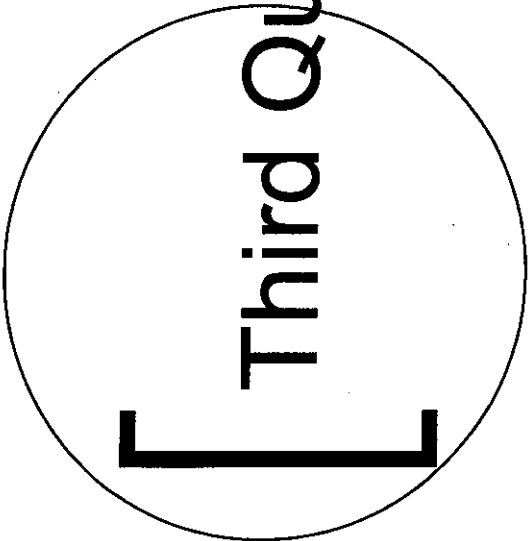
**Third Quarter**

July 1, 2012 – September 30, 2012

*CNY Arts, Inc. (formerly known as the Cultural Resources Council)  
Stephen Butler, Executive Director*

# [ Third Quarter Report ]

- Third quarter payments
- Syracuse Convention and Visitors Bureau (CVB) Tourism Report
- Match grants
- Agency highlights



# Third Quarter Payments

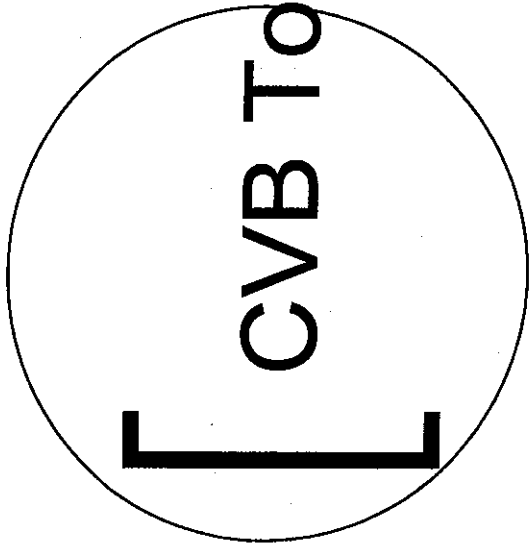


# Third Quarter Payments

Agency	2012 Appropriation	1 <sup>st</sup> Quarter Payment	2 <sup>nd</sup> Quarter Payment
Syracuse Opera Company*	\$68,034	\$68,034	\$0
Syracuse Stage**	\$31,925	\$7,994	\$23,931
Everson Museum of Art	\$107,270	\$26,818	\$26,818
Museum of Science & Technology*	\$138,312	\$138,312	\$0
Syracuse Jazzfest*	\$63,832	\$63,832	\$0
<b>CNY Jazz Arts Foundation**</b>	<b>\$7,950</b>	<b>\$2,000</b>	<b>\$5,950</b>
RedHouse	\$15,000	\$3,750	\$3,750
Salt City Center	\$11,246	\$2,812	\$2,812
Skaneateles Festival	\$5,640	\$1,410	\$1,410
Syracuse International Film & Video Festival	\$25,300	\$6,325	\$6,325
Syracuse City Ballet	\$10,000	\$2,500	\$2,500
YMCA of Greater Syracuse	\$20,304	\$5,076	\$5,076
Landmark Theatre	\$23,017	\$5,755	\$5,754
CNY Arts	\$60,090	\$15,023	\$15,023
<b>TOTAL</b>	<b>\$587,920</b>	<b>\$349,641</b>	<b>\$99,349</b>

\* Indicates agencies that received funds in one-full payment 1<sup>st</sup> quarter, paid \$50 administrative fee for full funds in advance

\*\* Indicates agencies that received the rest of their funds in one-full payment 2<sup>nd</sup> Quarter, paid \$50 administrative fee for funds in advance  
Appropriation amount shows \$50 deductions already taken out



# [ CVB Tourism Report

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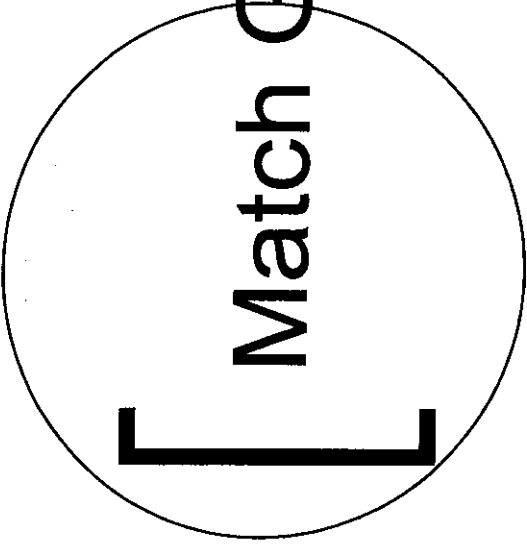
# [ CVB Tourism Report ]

- A collection of zip code data captured from some of the Authorized Agencies was processed by the Syracuse Convention and Visitors Bureau (CVB)
- This data indicated where paid ticket holders resided based on their zip code information
- A few organizations could not collect this data at this time (primarily because free admission is hard to track, as are ticket sales without a credit card)
- We are working on ways to be able to collect attendance data more easily and conveniently to gauge tourism activity



# Tourism Results

- Using the results of the CVB study in combination with formulas provided by the Americans for the Arts Economic Impact study we estimate that audiences spent approximately **\$4,748,028** in event-related activities (not including ticket purchases)
  - Over \$1,926,402 was spent by out-of-county event-related audience – 28%
  - Almost \$2,821,627 was spent by Onondaga residents event-related audience – 72%

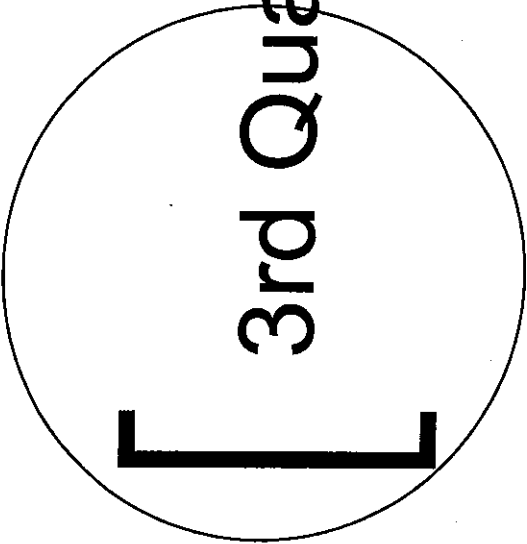


# Match Grants

Tier 1 Authorized Agencies were required to make a match grant of their appropriated funds.

As of the end of the second quarter, all five agencies had successfully matched their allocation with individual, corporate and foundation contributions.

- Syracuse Opera
- Syracuse Stage
- Everson Museum of Art
- Museum of Science and Technology (MOST)
- Syracuse Jazzfest



# 3rd Quarter Highlights



# Syracuse Opera Company

- Syracuse Opera matched their Onondaga County Grant
- “Arias at the Armory” – a free, outdoor concert that was sponsored by the City of Syracuse brought out 550 people
- “Nine More Operas in 90 Minutes” and “Five More Operas in 40 Minutes” were performed previews of the 2012-13 season; two of these were free outreach performances at the Earlville Opera House in Madison County, and Rochester’s Hochstein School in Monroe County
- WCNY-FM Operathon

# Syracuse Stage

- Syracuse Stage matched their Onondaga County Grant
- ***A Cry for Peace: Voices from the Congo*** sold 4,330 seats
- **Syracuse City School District Arts Emerging Project**
  - Arts Emerging Artists Series

# Everson Museum of Art

- The Everson Museum of Art matched their Onondaga County Grant
- *People, Place and Progress: Local Landscapes in Pain and Print; Julie Blackmon: Other Stories from Home; and TONY: 2012* together brought in over 10,000 patrons.
- Everson offers free admission to the main exhibits
- In the 3rd quarter, there were 13 tours to over 300 visitors
- 4 classes offered to youth and families with 49 scholarships awarded
- Everson offered 4 major lectures open to the community that brought in over 200 people
- *Summer Films Under the Stars*, in collaboration with Oncenter and UVP, presented 5 movies and brought in 1,200 guests

# Museum of Science & Technology (MOST)

- The MOST has matched their Onondaga County Grant
- One educator traveled to all 32 Onondaga County Branch libraries over the course of the summer delivering an educational program entitled: "Beyond Dreams: The Real Science of Night" to city and county children and parents.
- Ran two one-week Summer Science Camps for Syracuse City Department of Parks and Recreation at the MOST. A majority of the participants were inner city youth



# Syracuse Jazzfest

- Syracuse Jazzfest has met their Onondaga County Grant
- Wrapped up from the Summer Festival
- No major activities took place in the third quarter

# CNY Jazz Arts Foundation

- Participated in Northeast Jazz & Wine Festival, Stage of National Blue Rain ECOfest, Jazz in the City, among many others over the duration of the Summer.
- Had attendance of over 34,050 served individuals
- 171 students were trained

# Redhouse Arts Center

- July and August Summer Camps with six scholarships offered students an opportunity to work with local and professional musicians, actors, musical directors, choreographers, and artists.
- Collaborated with the Hillside Family of Agencies and CNY Works
- *The Tempest*, was performed for free at twelve public and private spaces across CNY such as Clifton Springs, Lorenzo, Clift Park, Franciscan Northside Ministries, Auburn Public Theater, Atonement Church, The MOST as well as several businesses.
- *Side Show the Musical* performed outdoors in a circus tent which reached audiences over 2,600 as well as *The Fantasticks* which reached over 400 patrons.

# Salt City Center

- Collaborating with the Jewish Community Center and Open Hand Puppet Theatre; possibly the Paul Robeson Performing Arts Company.
- SRO (Seniors Reaching Out) has begun fall season auditions

# [ Skaneateles Festival ]

- Ticket buyers came from 15 states and Canada; nearly 40% of NYS buyers were from **outside** of Onondaga County
- Festival presented free *FamilyFest* concerts and Music workshops this summer, and provided free tickets to all children 12 and under
- Special concerts took place at the Redhouse, and African American Wind Ensemble, *Imani Winds* took place in Fayetteville and Auburn
- The Festival received national exposure in the *New York Times* and *New Yorker* magazine. Performances can be heard nation-wide on American Public Media's *Performance Today* program.

# Syracuse International Film and Video Festival

- The *Crooked Arrows* premiere and Bobcat Goldthwait premier of *God Bless America*
- SIFF fundraiser in collaboration with the Landmark Theater.

# Syracuse City Ballet

- Rebranding efforts, with a new website
- Collaborating with Kevin Mixon on “Journeys” – an original work of classical music and ballet focusing on the refugee community in Central New York.

# [ Arts Branch of the YMCA of Greater Syracuse ]

- Say Yes After-school Program offered 39 creative writing workshops and hosted 17 visiting authors through the Downtown Writer's Center
- Collaborated with Madison County – Stone Quarry Art Park in Cazenovia and the “Cazenovia Counterpoint Festival: operated by the Society for New Music
- Y-Arts Scholars program – connects low income youth to arts education opportunities – 92 students have received full scholarships through this program this year



# Syracuse Area Landmark

- 10 community open houses
- Started selling and marketing tickets to Fall performances of Jersey Boys and Wicked
- 64% of annual attendees are from **outside** Onondaga County

# CNY Arts

- Administered grants on the County and State level (distributed over \$700,000 to the region) including
  - Onondaga County funds, NYS Decentralization, Individual Artist, Arts Education (ArtStart), and NY Strategic Opportunity Stipends (SOS)
  - Provided technical assistance and grant workshops for local arts organizations and artists
- Assisted with startup endeavors of the Musical Associates of New York
- On My Own Time Arts Program opened in October
  - Involving 18 local businesses and organizations such as the Lockheed Martin, O'Brien & Gere, Stickley, Upstate Medical University and Onondaga County
  - Held opening night Award Reception with over 250 attendees as well as Senator John DeFrancisco and Assemblyman Sam Roberts.
- Education and Outreach
  - Monthly newsletter, website and Facebook pages with news, opportunities for jobs and arts competitions
  - Technical assistance workshops and individual meetings
  - Speaking engagements, articles and information to the media

# Contact Us

Please contact CNY Arts for additional quarterly reports or information

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Executive Director

CNY Arts

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