

Arts, Culture & Recreation



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Introduction: Arts, Culture and Recreation

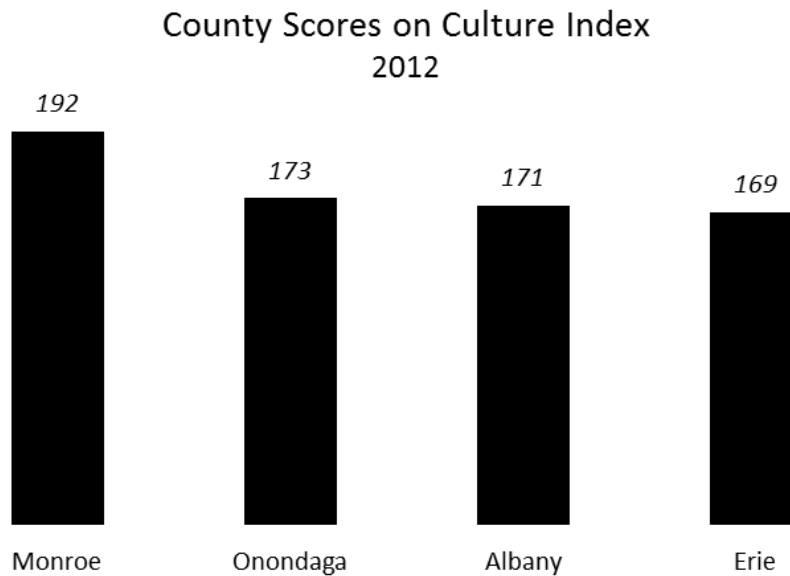
This section of the report analyzes arts, culture and recreation opportunities in Onondaga County and the city of Syracuse. These three elements are part of a vital creative industry cluster that contributes to economic vitality, tourism, education and employment. People travel to visit specific cultural attractions, heritage sites, artistic and cultural manifestations, arts and drama exhibitions outside their normal place of residence (ATLAS, 2009, Csapó, 2012, p. 25).

These venues, which include festivals, interactive art-design activities, performances, conventions, sporting events, and more, improve the quality of life in the communities located in Central New York, attracting visitors from far beyond its borders. As economic drivers, audiences and patrons generate almost \$100 million in revenues annually through these activities (Americans for the Arts Study). The Initiative for Developing and Engaging Audiences in Syracuse (IDEAS) survey results find that 89% of county respondents agree that arts and cultural organizations contribute to a positive sense of community (IDEAS report). The appreciation for arts, culture and recreation has facilitated Onondaga County's role as a cultural beacon in New York State. According to the Easy Analytic Software, Inc's. (ESAI) Cultural Index, Onondaga County scores higher than the national average and ranks competitively when compared to Albany, Erie and Monroe Counties (ESAI Analysis). Yet, these positive contributions provide a one-sided view of arts, culture and recreation's current state. Businesses in the private sector promoting or selling performing arts performances decreased by 24% during the years 2000-12 (US Census Bureau). And the total number of employees working for independent artists, writers and performers decreased by 36% during 2000-12.

This section of the CNY Vitals report relies on variables that demonstrate the importance of this category which contributes to quality of life along with providing financial benefits. The variables selected look at participation, employment and consumer spending patterns.



1. Onondaga County scored 173 on the ESAI Cultural Index, just under the mean of 176 of the three counties with which the county was compared in 2012.



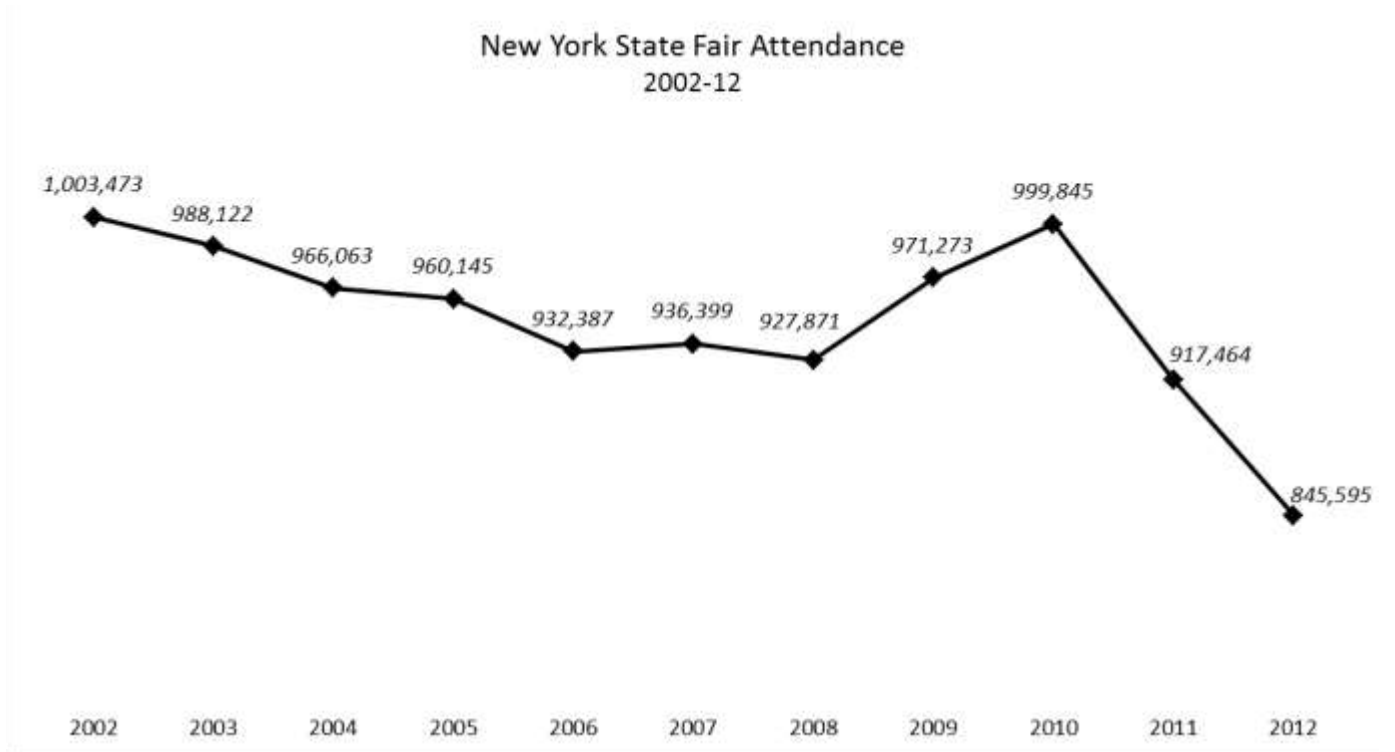
Source: ESAI Analytics <http://www.easidemographics.com/>

Comment:

- A higher value is indicative of more cultural activities in a given location. Easy Analytic Software, Inc. (EASI) has developed an index to reflect cultural interests of the local community. These data are summarized from a variety of sources, including the ZIP Code Business Patterns (CBP) and the US Census Bureau's annual report on business activity by industry for states and counties. The factors that have been used in the creation of this estimate are the number of employees working in museums, historical sites and similar institutions. Culture is not a variable that is measurable for a particular neighborhood. It is more closely associated with a larger area. These retail data are benchmarked at the county level from the 2002 Economic Census. Then EASI develops a ZIP code version of this file. EASI models the store locations at the Census Block Group level using a business employment relationship developed from the latest ZIP Business Patterns. This is done in order to allow the retail sales estimates to be used as part of standard database summaries. EASI does not know the actual locations of stores at the Block Group level.
- This finding was generated using the SimplyMap database, using ESAI software and findings.

County Scores on Culture Index, 2012	
County	Number
Albany	171
Erie	169
Monroe	192
Onondaga	173

2. The New York State Fair attendance has dropped by 16% in the past decade to 845,595 in 2012.

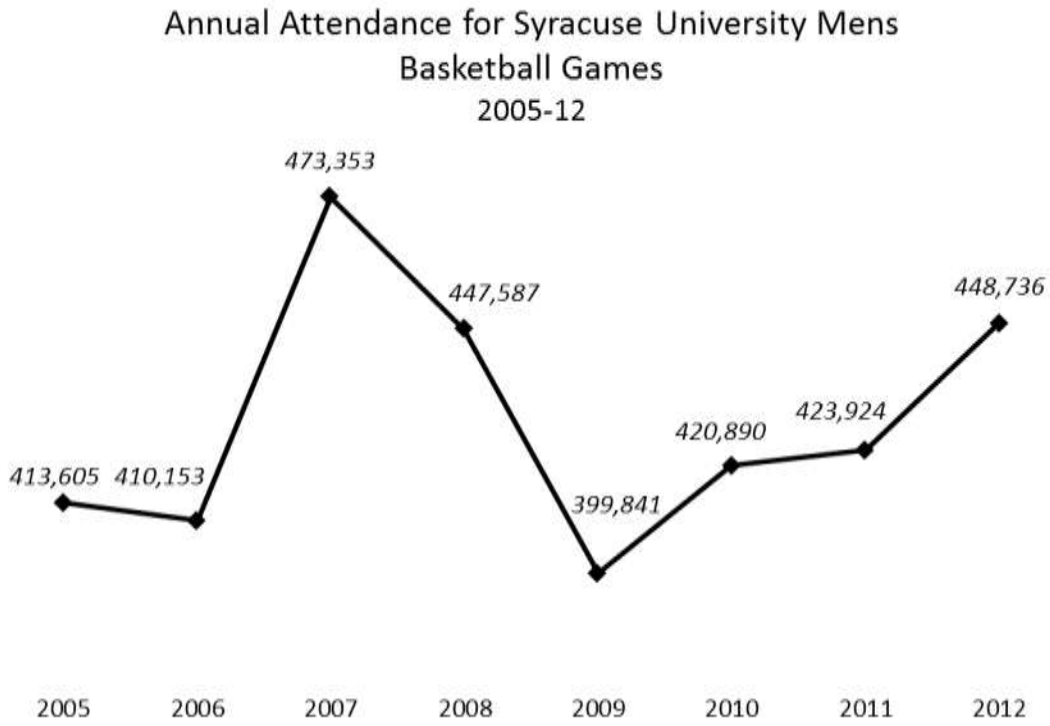


Source: The Great New York State Fair Website, <http://nysfair.org/attendance>

New York State Fair Attendance, 2002-12		
Year	Attendance	Percent Change
2002	1,003,473	N/A
2003	988,122	-1.5%
2004	966,063	-2.2%
2005	960,145	-0.6%
2006	932,387	-2.9%
2007	936,399	0.4%
2008	927,871	-0.9%
2009	971,273	4.7%
2010	999,845	2.9%
2011	917,464	-8.2%
2012	845,595	-7.8%

Mean	949,876
Median	960,145

3. Attendance at Syracuse University men’s basketball games was 448,736 in 2012, the second highest number since turnout was tracked starting in 2005.



Source: NCAA College Basketball Annual Attendance Report, 2005-12, By Top 25
http://fs.ncaa.org/Docs/stats/m_basketball_RB/Reports/attendanceYBYtop25.pdf

Annual Attendance for Syracuse University Men’s Basketball Games, 2005-12		
Year	Attendance	Percent Change
2005	413,605	N/A
2006	410,153	-1%
2007	473,353	15%
2008	447,587	-5%
2009	399,841	-11%
2010	420,890	5%
2011	423,924	1%
2012	448,736	6%

Mean	429,761
Median	422,407

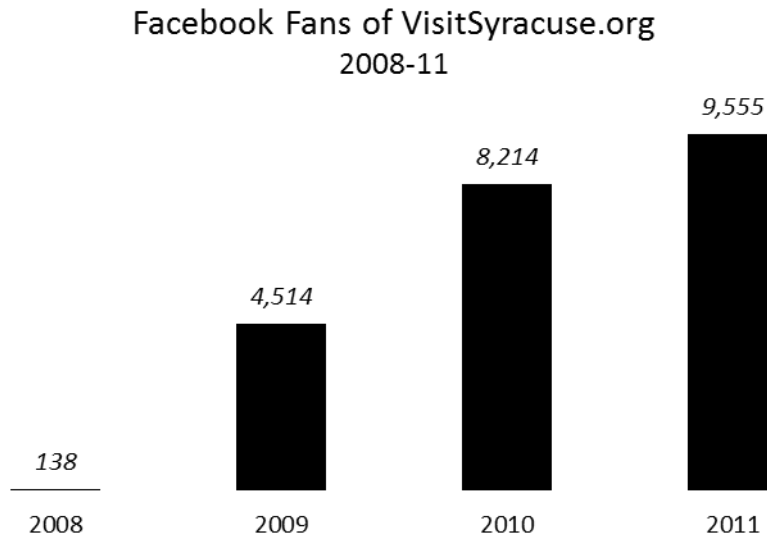
4. The number of unique visitors to VisitSyracuse.org was 141,599 in 2011, 36% higher than 2008, the year the website was developed.



Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Unique Visitors to www.VisitSyracuse.org, 2008-11		
Year	Number	Percent Change
2008	103,789	N/A
2009	122,009	18%
2010	118,487	-3%
2011	141,599	20%

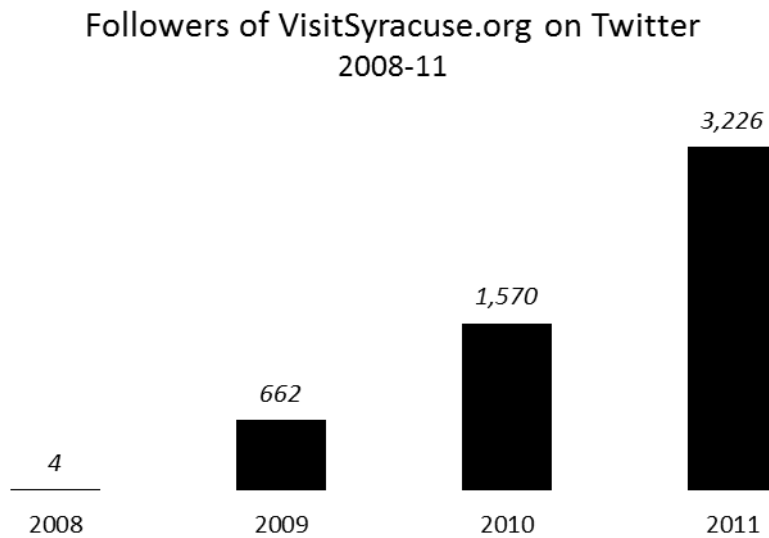
5. At the end of 2011, the number of Facebook fans for VisitSyracuse.org totaled 9,555.



Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Facebook Fans of VisitSyracuse.org, 2008-11		
Year	Number	Percent Change
2008	138	N/A
2009	4,514	3171%
2010	8,214	82%
2011	9,555	16.3%

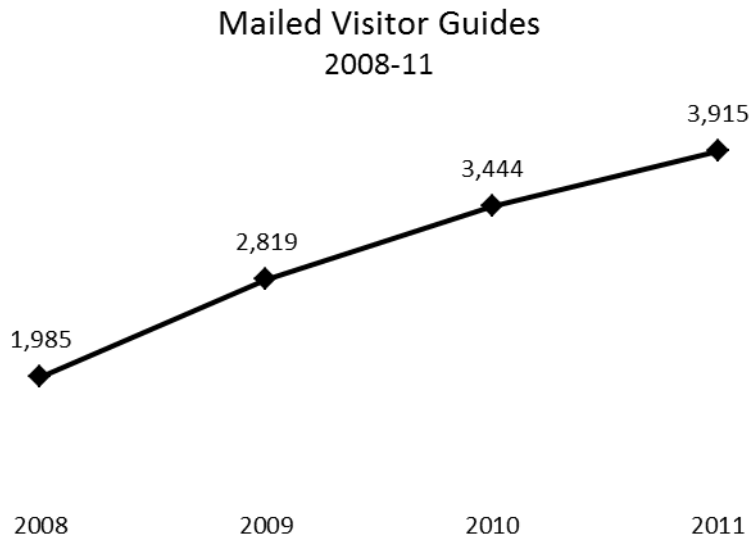
6. There is a 105% increase in Twitter followers on VisitSyracuse.org in 2011 over the previous year.



Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Followers of VisitSyracuse.org on Twitter, 2008-11	
Year	Number
2008	4
2009	662
2010	1,570
2011	3,226

7. Visitor guides mailed from the Onondaga County tourism board in 2011 represents a 97% increase from the number of visitor guides mailed in 2008.

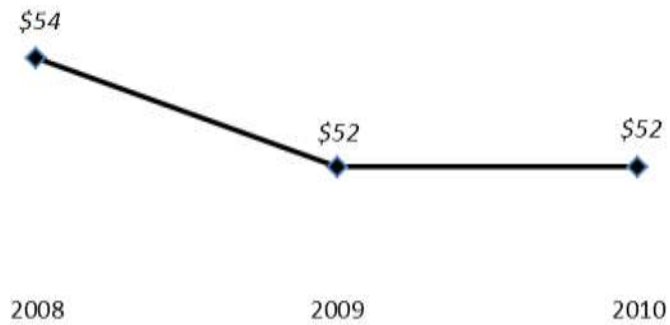


Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Mailed Visitor Guides, 2008-11		
Year	Number	Percent Change
2008	1,985	N/A
2009	2,819	42%
2010	3,444	22%
2011	3,915	14%

8. Local taxes generated from tourism activities decreased by \$2 million between 2008-10.

Local Taxes Generated (in Millions) from Tourism
in Onondaga County
2008-10



Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Local Taxes Generated from Tourism in Onondaga County, 2008-10		
Year	Amount	Percentage Change
2008	\$ 54,000,000	N/A
2009	\$ 52,000,000	3.7%
2010	\$ 52,000,000	0.0%

Mean	52,666,667
Median	52,000,000

9. Visitor spending decreased 6.8% from \$777 million in 2008 to \$724 million in 2010.

Visitor Spending (in millions) from Tourism
Activities in Onondaga County
2008-10



Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Visitor Spending from Tourism Activities, 2008-10		
Year	Number	Percent Change
2008	\$ 777,000,000	N/A
2009	\$ 716,000,000	-7.9%
2010	\$ 724,000,000	1.1%

Mean	739,000,000
Median	724,000,000

10. Jobs created in Syracuse from tourism activities in 2010 totaled 16,418, a drop of almost 4% from 2008.

Jobs Generated from Tourism Activities in Syracuse
2008-10



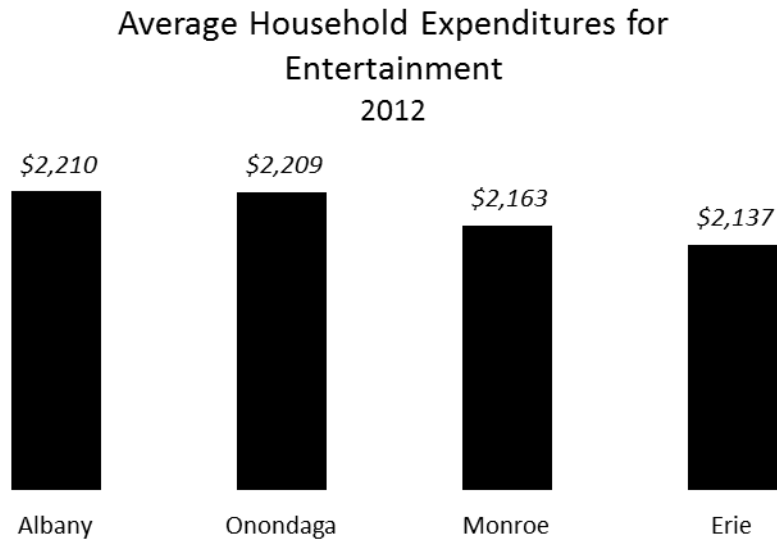
Source: VisitSyracuse.org Annual Report 2011,
http://www.visitsyracuse.org/uploads/files/SCVB_annual_report_2011.pdf

Comment: This graph combines both direct and indirect employment as a result of tourism in the county.

Jobs Generated from Tourism Activities in Syracuse, 2008-10	
Year	Number
2008	17,038
2009	16,799
2010	16,418

Mean	16,752
Median	16,799

11. \$20,209 was the average household expenditure for entertainment In Onondaga County in 2012.



Source: SimplyMap 2012 Geographies

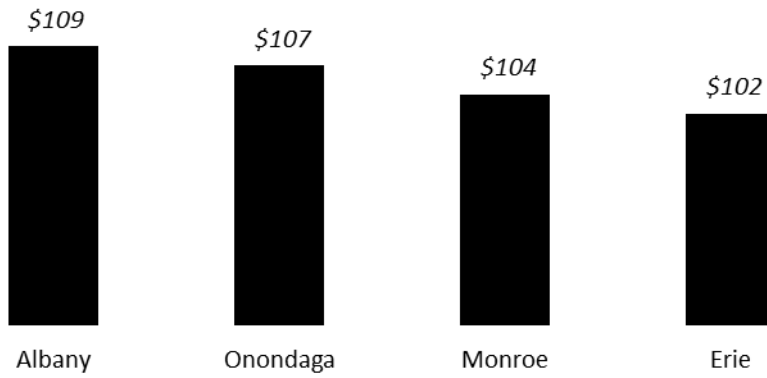
Comment: These expenditures are based on a household average basis. These include admissions to entertainment venues and expenses at the venues.

Average Household Expenditures for Entertainment, 2012	
County	Number
Albany	\$ 2,210
Onondaga	\$ 2,209
Monroe	\$ 2,163
Erie	\$ 2,137

Mean	\$ 2,180
Median	\$ 2,186

12. \$107 was the average household expenditure for social, recreation and health club memberships in Onondaga County in 2012.

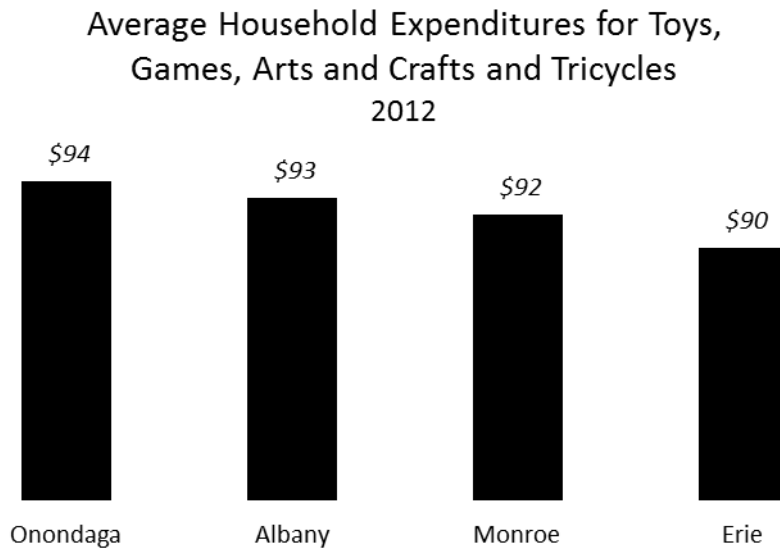
Average Household Expenditures for Social, Recreation and Health Club Membership 2012



Source: *SimplyMap 2012 Geographies*

Average Household Expenditures for Social, Recreation and Health Club Membership, 2012	
County	Number
Albany	\$ 109
Onondaga	\$ 107
Monroe	\$ 104
Erie	\$ 102

13. \$94 was the average household expenditure for toys, games, arts and crafts, and tricycles in Onondaga County in 2012.



Source: *SimplyMap 2012 Geographies*

Average Household Expenditures for Toys, Games, Arts and Crafts and Tricycles, 2012	
County	Number
Onondaga	\$ 94
Albany	\$ 93
Monroe	\$ 92
Erie	\$ 90

14. \$5 was the average household expenditure for music instruments and accessories in Onondaga County in 2012.

Average Household Expenditures for Music Instruments and Accessories
2012

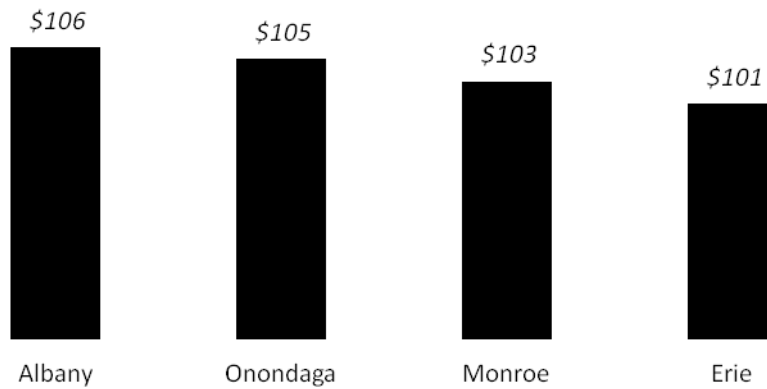


Source: *SimplyMap 2012 Geographies*

Average Household Expenditures for Music Instruments and Accessories, 2012	
County	Number
Albany	\$6
Erie	\$5
Monroe	\$5
Onondaga	\$5

15. \$105 was the average household expenditure on movies, theater and amusement parks in Onondaga County in 2012.

Average Household Expenditures for Movie,
Theater and Amusement Parks
2012

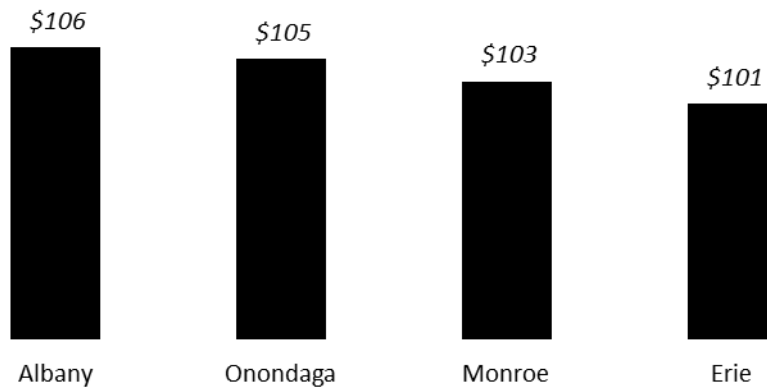


Source: *SimplyMap 2012 Geographies*

Average Household Expenditures for Movie, Theater and Amusement Parks, 2012	
County	Number
Albany	\$106
Erie	\$101
Monroe	\$103
Onondaga	\$105

16. \$39 is the average household expenditure for athletic gear, game tables and exercise equipment in Onondaga County in 2012.

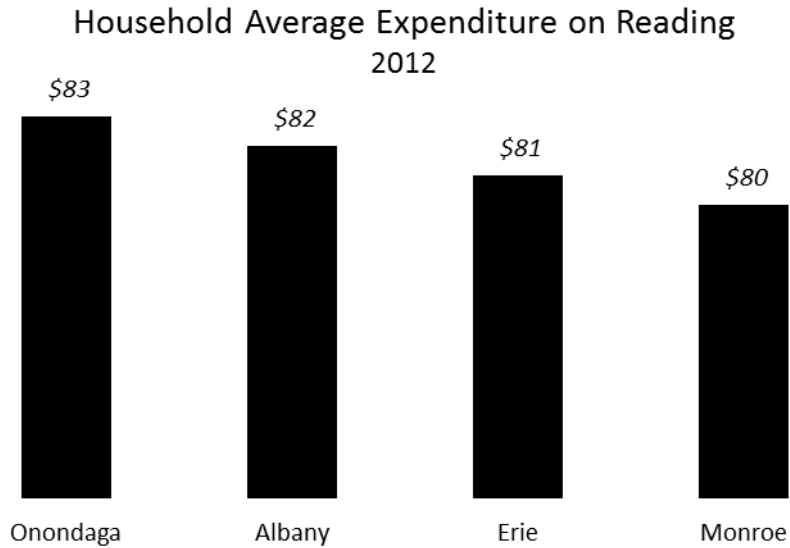
Average Household Expenditures for Movie, Theater, and Amusement Parks
2012



Source: *SimplyMap 2012 Geographies*

Average Household Expenditures for Movie, Theater, and Amusement Parks, 2012	
County	Number
Albany	\$106
Erie	\$101
Monroe	\$103
Onondaga	\$105

17. \$83 was the average household expenditure on reading materials in Onondaga County in 2012.



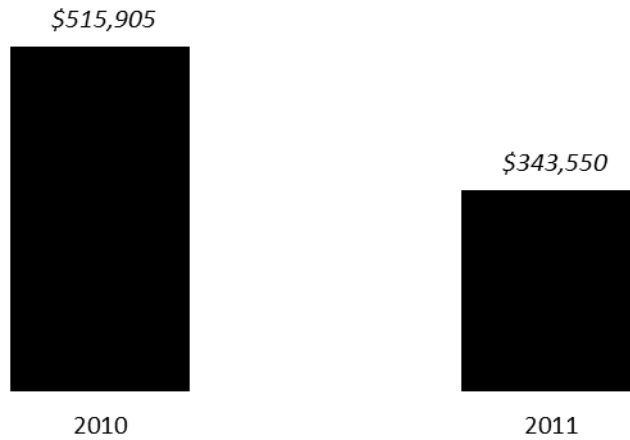
Source: US Department of Labor, Bureau of Labor Statistics Data source: US Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey (2010); 2010 Census (PL 94– 171 files for April 1, 2010); US Census Bureau & Bureau of Labor Statistics Current Population Survey (04/01/2012); US Census Bureau, American Community Survey (5 year, 3 year and 1 year data); US Census Bureau, Population Division, Population Estimates Branch, 2010 Housing Unit Estimates (7/1/2011); US Postal Service Data: Mailable Households derived from a ZIP4 Carrier route File & Delivery Statistics (1/1/2012)

Comment: Includes subscriptions for newspapers and magazines; books through book clubs; and the purchase of single-copy newspapers, magazines, newsletters, books, and encyclopedias and other reference books.

Household Average Expenditure on Reading, 2012	
County	Number
Albany	\$82
Erie	\$81
Monroe	\$80
Onondaga	\$83

18. Grant distributions by the Rosamond Gifford Foundation dropped by 33% from 2010 to 2011

Grant Distributions in Onondaga County
2010-11



Source: *The Gifford Foundation. 2010 Community Grantmaking and Initiatives*, <http://www.giffordfoundation.org/wp-content/uploads/2012/08/2010-and-2011-List-of-Grants.pdf>

Comment: The year 2011 presented on this graph is a combination of both the community grants and the “what if” mini grants that were distributed in 2011.

Grant Distributions in Onondaga County, 2010-11		
Year	Amount	Percent Change
2010	\$ 515,905	N/A
2011	\$ 343,550	33%

19. The total number of employees working in performing arts companies in Onondaga County decreased by 21% between 2000 and 2012.

Total Number of Employees Working in Performing Arts Companies in Onondaga County 2000-12



Sources: US Census Bureau, ZIP Business Patterns, 2007; US Census Bureau, County Business Patterns, 2007; US Postal Service, Business Delivery Data; EASI Central Business District Calculations.

Comment: This graph includes the number of people employed in producing live presentations involving the performances of actors, actresses, singers, dancers, musical groups and artists and other similar performing artists.

Total Number of Employees Working in Performing Arts Companies in Onondaga County, 2000-12		
Year	Number	Percent Change
2000	345	N/A
2012	273	21%

20. Businesses involved with the performing arts decreased by 24% between 2000-12.

Total Number of Performing Arts Businesses in
Onondaga County
2000-12



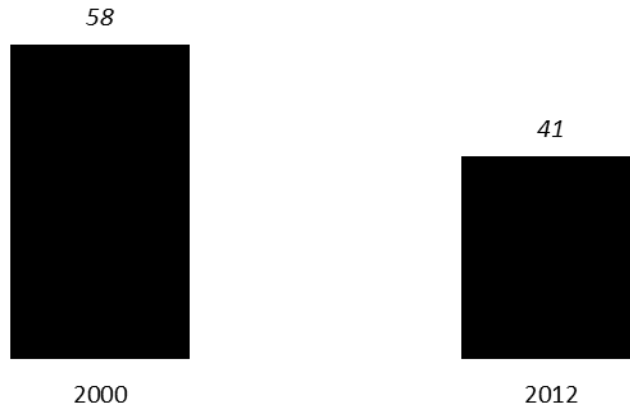
Sources: US Census Bureau, ZIP Business Patterns, 2009; US Census Bureau, County Business Patterns, 2009; US Postal Service, Business Delivery Data; EASI Central Business District Calculations.

Comment: This graph includes the number of companies engaged in producing live presentations involving the performances of actors, actresses, singers, dancers, musical groups and artists and similar performing artists.

Total Number of Performing Arts Businesses in Onondaga County, 2000-12		
Year	Number	Percent Change
2000	17	N/A
2012	13	24%

21. Performing arts, sports and similar event promoters decreased 29% in Onondaga County from 2000-12.

Total Number of Promoters of Performing Arts, Sports and Similar Events in Onondaga County 2000-12



Sources: US Census Bureau, ZIP Business Patterns, 2009; US Census Bureau, County Business Patterns, 2009; US Postal Service, Business Delivery Data; EASI Central Business District Calculations.

Comment: This graph includes people involved in organizing, promoting, and/or managing live performing arts productions, sports events, and similar events. Additional criteria include managing and providing the staff to operate arenas, stadiums, theaters or other related facilities for rent to other promoters.

Total Number of Promoters of Performing Arts, Sports and Similar Events in Onondaga County, 2000-12		
Year	Number	Percent Change
2000	58	N/A
2012	41	29%

22. During the time period 2000-12, the total number of employees working for independent artists, writers and performers decreased by 36%.

**Total Number of Employees Working for
Independent Artists, Writers and Performers in
Onondaga County
2000-12**



Sources: US Census Bureau, ZIP Business Patterns, 2009; US Census Bureau, County Business Patterns, 2009; US Postal Service, Business Delivery Data; EASI Central Business District Calculations.

Comment: This graph includes the number of people employed in performing in artistic productions, creating artistic and cultural works or productions, or providing technical expertise; endorsing products and making speeches or public appearances for which they receive a fee.

Total Number of Employees Working for Independent Artists, Writers and Performers in Onondaga County, 2000-12		
Year	Number	Percent Change
2000	41	N/A
2012	26	-36%

23. Employees working for museums, historical sites and similar institutions in Onondaga County increased by 78%.

**Total Number of Employees Working for
Museums, Historical Sites and Similar Institutions
in Onondaga County
2000-12**



Sources: US Department of Labor, Bureau of Labor Statistics Data source: US Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey (2010); 2010 Census (PL 94– 171 files for April 1, 2010); US Census Bureau & Bureau of Labor Statistics Current Population Survey (04/01/2012); US Census Bureau, American Community Survey (5 year, 3 year and 1 year data); US Census Bureau, Population Division, Population Estimates Branch, 2010 Housing Unit Estimates (7/1/2011); US Postal Service Data: Mailable Households derived from a ZIP4 Carrier route File & Delivery Statistics (1/1/2012).

Comment: This graph includes people engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value; sites, buildings, forts, or communities that describe events or persons of particular historical interest; and natural areas or settings.

Total Number of Employees Working for Museums, Historical Sites and Similar Institutions in Onondaga County, 2000-12		
Year	Number	Percent Change
2000	71	N/A
2012	126	78%