Riverside Arts (sample)

Prepared November 22, 2026
Calculation 2026.09-r2

Visitor Reach Summary

FY2027 A-Tax grant (sample) · A-Tax (accommodations tax) · $7,500

REPORTING PERIOD	EVENTS	AREA SERVED	VENUE
April 1, 2026 – October 31, 2026	4 events	Richland County, SC	Riverside Amphitheater

Out-of-County Responses

42%

CALCULATED

379 of 904 valid responses came from outside Richland County, SC

Responses from 50+ Miles Away

14%

CALCULATED

126 of 903 responses with a measurable distance

Total Event Attendance

1,983

ESTIMATED

Reported for 4 of 4 events. Visits, not unique people

Valid Geographic Responses

904

GUESTS TOLD US

Geographic coverage rate 46% (904 of 1,983 attended)

EXECUTIVE SUMMARY

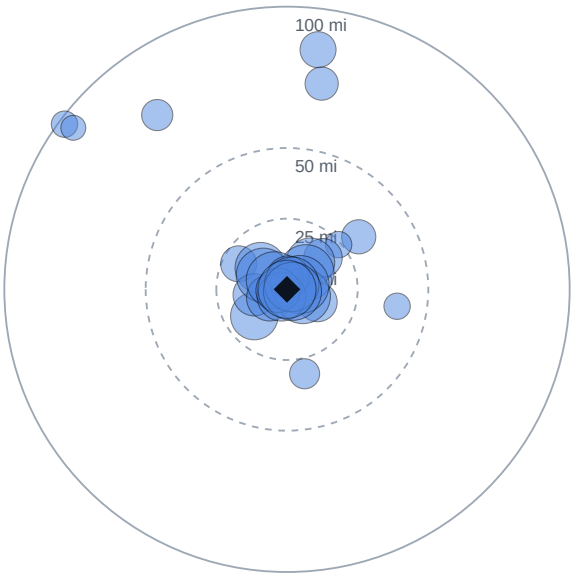
This report documents audience participation at four events presented by Riverside Arts (sample) from April 1, 2026 through October 31, 2026, for FY2027 A-Tax grant (sample). Reported attendance totaled 1,983. The events recorded 904 valid geographic responses (home ZIP or postal codes), equal to 46% of reported attendance. Of these, 42% came from outside Richland County, SC, and 14% of those with a measurable distance came from 50 or more miles away. Responses represent 19 counties across eight states, plus 1 international response. Of 64 groups asked, 16 reported staying overnight because of the event. Together, these responses document participation from both the local community and the surrounding region.

KEY FINDINGS

1. 42% of valid geographic responses (379 of 904) came from outside Richland County, SC. CALCULATED
2. 14% of responses with a measurable distance (126 of 903) came from 50 or more miles away, measured in a straight line between ZIP-code centers. CALCULATED
3. 16 of 64 groups asked at the door (25%) said they were staying overnight because of the event (self-reported). GUESTS TOLD US

Based on 904 check-ins at 4 events, of which 904 are valid geographic responses. Check-ins are responses, not unique people. Definitions and method are on the last page.

Where visitors came from



Venue = black diamond · dots sized by check-ins · approximate ZIP centers · 78 beyond 100 mi

Reach at a glance

From outside Richland County, SC	**42% · 379 of 904**
From outside the venue's county	**42% · 379 of 904**
Out of state or abroad	**8% · 68 of 904**
Median straight-line distance	**6.8 mi**
States · counties represented	**8 · 19 · +1 intl.**

Visitors for this grant CALCULATED

42% 379 of 904 responses

The grant's definition: from outside Richland County, SC or 50+ miles away.

Distance from the venue CALCULATED

DISTANCE	RESPONSES	SHARE
Under 10 mi	567	**63%**
10–49 mi	210	**23%**
50–99 mi	48	**5%**
100–249 mi	59	**7%**
250+ mi	19	**2%**

n = 903 U.S. responses with a measurable distance. Half live within 6.8 miles of the venue. Distances are straight lines between ZIP-code centers, not driving distance.

Overnight stays and room nights

Three kinds of figures, kept separate and never added together: what guests told us, what lodging partners reported, and a projection. Guests in partner hotels may also have answered at the door, so the first two can overlap.

Told to us by guests GUESTS TOLD US

Groups asked at the door	**64**
Groups staying overnight	**16 (25%)**
Guests in those groups	**34**
Room nights reported (minimum)	**33**
Stayed at: hotel or motel	**9**
Stayed at: short-term rental	**4**
Stayed at: friends or family	**2**
Stayed at: campground or RV	**1**

Reported by lodging partners COUNTED

Riverside Inn, block of 110	**86 room nights**
Congaree Suites	**28 room nights**
Partner room nights	**114**

Projected room nights, all groups PROJECTED

about 120 room nights

1,383 attendance × 41% from outside the venue's county ÷ 2.5 per group about 230 visiting groups; × 25% staying overnight × 2.1 room nights each. Assumes the groups asked are like the rest.

The projection starts from 1,383 attendance at the 2 events where groups were asked, not the 1,983 total attendance across 4 events. It is an estimate, not a count, and the only projected figure in this report.

Counties, states and ZIP codes

Top counties CALCULATED

#	COUNTY	RESPONSES	SHARE
1	Richland, SC	525	**58%**
2	Lexington, SC	200	**22%**
3	Kershaw, SC	37	**4%**
4	Mecklenburg, NC	27	**3%**
5	Charleston, SC	24	**3%**
6	Fulton, GA	12	**1%**
7	Greenville, SC	11	**1%**
8	Spartanburg, SC	10	**1%**
9	Orangeburg, SC	9	**1%**
10	Beaufort, SC	8	**1%**

Share of 904 valid geographic responses.

Top states

#	STATE	RESPONSES	SHARE
1	South Carolina	836	**92%**
2	North Carolina	32	**4%**
3	Georgia	16	**2%**
4	Tennessee	6	**1%**
5	Illinois	4	**<1%**
6	Virginia	4	**<1%**
7	Florida	3	**<1%**
8	New York	2	**<1%**

Share of 904 valid geographic responses.

Top ZIP codes

#	ZIP CODE	RESPONSES	SHARE
1	29205 Columbia, SC	99	**11%**
2	29201 Columbia, SC	72	**8%**
3	29206 Columbia, SC	58	**6%**
4	29210 Columbia, SC	48	**5%**
5	29223 Columbia, SC	47	**5%**
6	29209 Columbia, SC	45	**5%**
7	29204 Columbia, SC	44	**5%**
8	29212 Columbia, SC	43	**5%**
9	29063 Irmo, SC	37	**4%**
10	29033 Cayce, SC	33	**4%**

Share of 904 valid geographic responses.

Event-by-event participation · all at Riverside Amphitheater

DATE	EVENT	ATTENDANCE	COUNTED BY	VALID RESP.	COVERAGE	NO ZIP	COLLECTION
Apr 18, 2026	Spring Concert	**340** REPORTED TO US	Box office	172	51%	—	From records
Jun 20, 2026	Jazz in the Park	**260** ESTIMATED	Estimate	131	50%	8	Asked some
Jul 25, 2026	Summer Jazz Festival	**952** COUNTED	Clicker	386	41%	31	Combination
Sep 18, 2026	Fall Concert	**431** COUNTED	Ticket scans	215	50%	15	Asked everyone
Total, 4 events		**1,983**	**4 methods**	**904**	**46%**	**54**	

Coverage = valid responses ÷ attendance at that event. The total coverage uses only events that reported attendance (904 of 1,983).

How responses were collected

Collection channel

Staff check-in screen	**548**
Volunteer links	**184**
Imported · Ticketing export	**172**
Check-ins	**904**

Not counted as valid geographic responses

Guests who gave no ZIP (declined)	**54**
Unrecognized U.S. ZIP codes	**0**
Import rows without a usable ZIP	**9**

Definitions, method and limitations

Total Event Attendance — Attendance the organizer entered for each event (venue or box-office report, estimate, turnstile or clicker count, ticket or wristband scans). It counts visits: a person at several events counts at each. Unique attendees are not measured.

Valid Geographic Response — A check-in with a recognized U.S. ZIP code, or a Canadian or international postal code. Guests gave their home ZIP (self-reported); no names or contact details were collected. Responses describe the people who answered, not necessarily every attendee.

Geographic Coverage Rate — Valid responses ÷ attendance × 100, using only events that reported attendance.

Out-of-County Responses — Valid responses from outside Richland County, SC ÷ all valid responses. Each ZIP code counts in its primary county (GeoNames), so a ZIP that crosses county lines counts in one county; ZIP codes don't follow city limits. Canadian and international responses count as outside.

Responses from 50+ Miles Away — Responses 50 or more miles from the event's venue ÷ U.S. responses with a measurable distance. Distance is a straight line between ZIP-code centers (a calculated estimate), not travel distance.

Visitors for this grant — Guests from outside Richland County, SC or 50+ miles away, as the grant defines them. Responses without a measurable distance (Canadian, international, or at an event without a venue) are left out of that share.

- Check-ins are responses, not attendance. Shares on this report use valid geographic responses as the base unless another base is named.

- Overnight answers are self-reported by groups at the door; 5+ nights and 3+ rooms count as 5 and 3, so room nights are a minimum. Partner room nights are pickups the properties reported.
- Sources: guests' home ZIP codes as entered at check-in or imported by the organizer; attendance as entered by the organizer; ZIP geography © GeoNames (CC BY 4.0). Prepared with ZipKnow; calculation 2026.09-r2.

Labels

COUNTED	counted or recorded directly
GUESTS TOLD US	stated by guests, not checked
CALCULATED	calculated from approximations, such as ZIP-center distances
PROJECTED	scaled up from the answers, with its method shown
INCOMPLETE	an input is missing, such as attendance or a venue
REPORTED TO US	attendance given by the organizer or venue, not counted
ESTIMATED	an estimated headcount