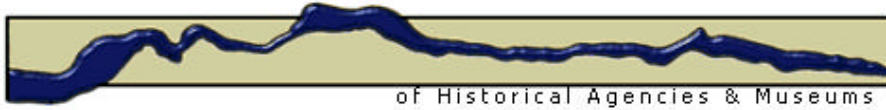


# LOWER HUDSON CONFERENCE



of Historical Agencies & Museums  
2199 Saw Mill River Road, Elmsford, NY 10523  
[www.LowerHudsonConference.org](http://www.LowerHudsonConference.org)

## DESTINATION HISTORY: 2000

Lower Hudson Conference of Historical Agencies & Museums is preparing to engage you in a study of the relationship of the region's historic sites to the heritage tourism their presence generates.

LHC's survey, supported in part by a grant from the Natural Heritage Trust, through the encouraging efforts of the Westchester Delegation to the NYS Assembly, led by Assemblyman Richard Brodsky, is part of an effort to build an information database about cultural heritage in this National Heritage Area:

- ✂ To quantify the region's heritage destinations to the cultural tourism community;
- ✂ To impact advocacy efforts on behalf of museums and historical agencies in the lower Hudson Valley and environs;
- ✂ To define the need for support and training for heritage destination sites, staffs and volunteers, who are the keepers of unique heritage resources;
- ✂ To weigh the core mass of volunteer support (staff and Boards) presently sustaining heritage resources in our communities;
- ✂ To profile the varied public audiences who seek heritage destinations; [Who's Looking at Whose History?]
- ✂ To develop studies on public accessibility and directional signage to history destinations;
- ✂ To encourage support for able stewardship, collaborative marketing, preservation and meaningful interpretation of the region's heritage sites, resources and historic communities.

**Who should complete this survey?** Either the Director or volunteer President of the Board of your organization will be the most appropriate person to answer and address the issues presented in the survey. If you have any questions about the survey, please call us at 914/592-6726 or e-mail LHC: [Lowerhudson@email.msn.com](mailto:Lowerhudson@email.msn.com).

Please complete and return by mail or FAX to Lower Hudson Conference, 2199 Saw Mill River Road, Elmsford, NY 10523 : FAX 914/592-6946.

The survey has been designed with easy check-off boxes and won't take long to complete. Thank you for making sure that your organization is counted in the region's heritage tourism study.



**Marketing:** How does the public (*other than your membership*) find out about you? Where are you listed?

- county/area arts council listings       newspaper ads       magazine articles  
 History Keepers' Companion (LHC's 9-county Guide)       travel guides       press releases  
 AAM's Official Museum Directory       heritage maps  
 radio/TV public service announcements  
 community/school publications & newsletters:      other: \_\_\_\_\_

**Signage:** How does the public find you?

- highway signs       street signs       billboards       signs in/at your buildings/facilities  
 we have no directional signage announcing our presence      other: \_\_\_\_\_

**Joint Promotion:**

Who are you currently working with or are planning to work with to promote/advertise your site?  
list other sites:

list tourism agencies: (e.g. county tourism promotion agencies; I Love NY; Hudson Valley TDC)

list parent agency: (e.g. University, County or State Parks Dept., National Park Service)

**Cost of Marketing/Promotions/Public Relations:**

Do you have a staff or volunteer position dedicated to marketing/promotions/public relations?

- yes       no       occasional part-time       outside consultant

How much money is budgeted for marketing/promotions annually?

- \$ 0       under \$100       \$100-500       \$500-1000       \$1000-5000       over \$5000

What is the most money your organization has ever spent (*in one year*) on marketing & promotions?

\$\_\_\_\_\_ year\_\_\_\_\_

In your experience, do funded promotional efforts increase your visitation?     yes     no

In your experience, what is the single most compelling reason for people to come to your site?

What are your organization's greatest needs to enable expanded visitation at your site?  
(list no more than three giving the greatest need first)

**Public Use:** hours/days open (*specify if seasonal*) \_\_\_\_\_

**Audience: General Attendance:** annual attendance of general public \_\_\_\_\_  
 # of bus/tour group visits annually \_\_\_\_\_  
 average length of visit \_\_\_\_\_

**School Attendance:** annual school group attendance \_\_\_\_\_  
 # of school group visits annually \_\_\_\_\_

**Who is your audience?** (*identify most (1) to least (5)*)

\_\_\_ members      \_\_\_ area residents and school children      \_\_\_ regional tourists  
 \_\_\_ out of state tourists      \_\_\_ genealogists/researchers      other: \_\_\_\_\_

**Research:** # of research requests: (*visitors and written/phone/e-mail requests*) \_\_\_\_\_

**Research Facilities/Services:** (*check all that apply*)

Do you have a:  research room       library       microfilm reader/printer  
 e-mail research service       computerized catalog       card catalog or index  
 scanning service       photo duplication orders       photocopier  
 other area for researchers (*describe*) \_\_\_\_\_

How many researchers can be accommodated at once? # \_\_\_\_\_

Fees charged for services:  yes  no

What collections are used by researchers?

genealogical materials (*photographs/manuscripts*)  
 library materials (*newspapers/books*)  
 art/artifact studies  
 other: \_\_\_\_\_

**Collections:** General Description:

(*or see entry in **History Keepers' Companion**, and edit/add to if necessary*)

Special Collections:      archaeological      archival (documentary and photographic)  
    fine art      historical library

other: \_\_\_\_\_

**Exhibits:**  permanent       seasonal/changing      #/year \_\_\_\_\_

Do any of the following regularly accompany exhibits? (*check all that apply*)

openings      lectures      school programs      events      guided tours

**Are tours** of your site:  guided by volunteers       paid staff       self-guided

Do your interpreters/guides receive training or orientation?  yes  no

**Programs:** Do you offer... (*check all that apply*)

lectures       site related events       historical re-enactments       children's programs  
 concerts       walking/driving tours       special audience programs      other: \_\_\_\_\_

Are you currently/or have you recently worked with other sites on **collaborative programs**

(*other than promotion programs*)?  yes  no *Please describe:*

**Physical Plant:**

Is your space...  owned  rented  donated  shared

# of building(s) \_\_\_\_\_ date(s) built \_\_\_\_\_

size of overall site: (sq. ft./acres) \_\_\_\_\_

**Historic Designations:**  National Historic Landmark  Historic District component  
 National/State Register of Historic Places  Local/County Designation

**Visitor Facilities:**  picnic area  museum/book shop  trails  café  auditorium  
 concession  kitchen/catering  parking  handicapped accessibility  
other: \_\_\_\_\_

**Public Meeting Space:** sq. ft. \_\_\_\_\_

**Storage Space:** sq. ft. /linear ft. \_\_\_\_\_

**Exhibition Space:** sq. ft. \_\_\_\_\_

**Capital Improvements:** Please indicate below RECENT capital improvements (*over the last 5 years*)

renovations/restorations: \_\_\_\_\_  additions/new construction

**Planned Improvements:** (*describe, including storage, exhibition, visitor and research facilities/upgrades*):

**Immediate Physical Needs:** (*describe, including emergency needs, repairs, environmental improvements*):

THANK YOU FOR YOUR HELP IN PROFILING THE RELATIONSHIP OF HISTORIC SITES TO THE HERITAGE TOURISM YOUR PRESENCE GENERATES. Please be sure to mail your survey form to Lower Hudson Conference, 2199 Saw Mill River Road, Elmsford, NY 10523. Tel: 914/592-6726; FAX: 914/592-6946