



# Using Open Data and Crowdsourcing to Create a Dynamic Map of History with Queens Name Explorer

New York Archives Week Symposium  
Gotham Center for New York City History

October 17, 2024



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[www.queenslib.org/explore](http://www.queenslib.org/explore)

# What is Queens Memory?



- **Queens Memory** is a community digital archiving program, jointly administered by Queens Public Library and Queens College, CUNY
- Launched in 2010, the project has recorded more than **1,100** oral history interviews and hosted **450+** live events with Queens residents from **23** countries of origin, living in **50** neighborhoods.



**URBAN ARCHIVE**

**LET'S UNCOVER LOCAL HISTORY  
TOGETHER.**

**NEW**





**A PLATFORM FOR CITIES, MUSEUMS, LIBRARIES,  
AND URBAN EXPLORERS.**

Urban Archive is a technology nonprofit that promotes historical research and discovery.

[urbanarchive.nyc/](https://urbanarchive.nyc/)

- Promote access to collections by creating a centralized resource for educators, academics, and amateurs alike.
- Encourage the study of local history by situating historical photography in context.
- Facilitate interaction with historical collections via engaging mobile features.
- Extend the reach of cultural institutions by introducing young and diverse audiences to historical content.
- Extend collections beyond museum walls, encouraging engagement with the city itself.



The **Queens Name Explorer** launched to the public on October 13, 2022

**Project Mission:**

To create a repository of biographical details and personal tributes to the people whose names grace our public places

[queenslib.org/explore](https://queenslib.org/explore)

Queens Name Explorer

nameexplorer.urbanarchive.org/pr/nameexplorer

Advanced Search | Artable | searchFAST | Library of Congress | Library of Congress | Getting Started with... | Urban Archive

# QUEENS NAME EXPLORER

FAQ Add / Edit

This interactive map explores the individuals whose names grace public spaces across the borough of Queens.

A project of Queens Public Library

Search... Filter

- Spotlight On: LGBTQ+ activists and organizers**  
Spotlighting LGBTQ+ activists and organizers honored in...
- Queens Street Name Stories**  
Queens Street Name Stories is an oral history and audio...
- P.S. 140 Edward K. Ellington, Magnet School of**  
Pianist, band leader and composer Edward K. "Duke" EL...
- John Bowne High School**  
John Bowne [1627-1695] was an English emigrant who a...

1,300  
name places  
identified

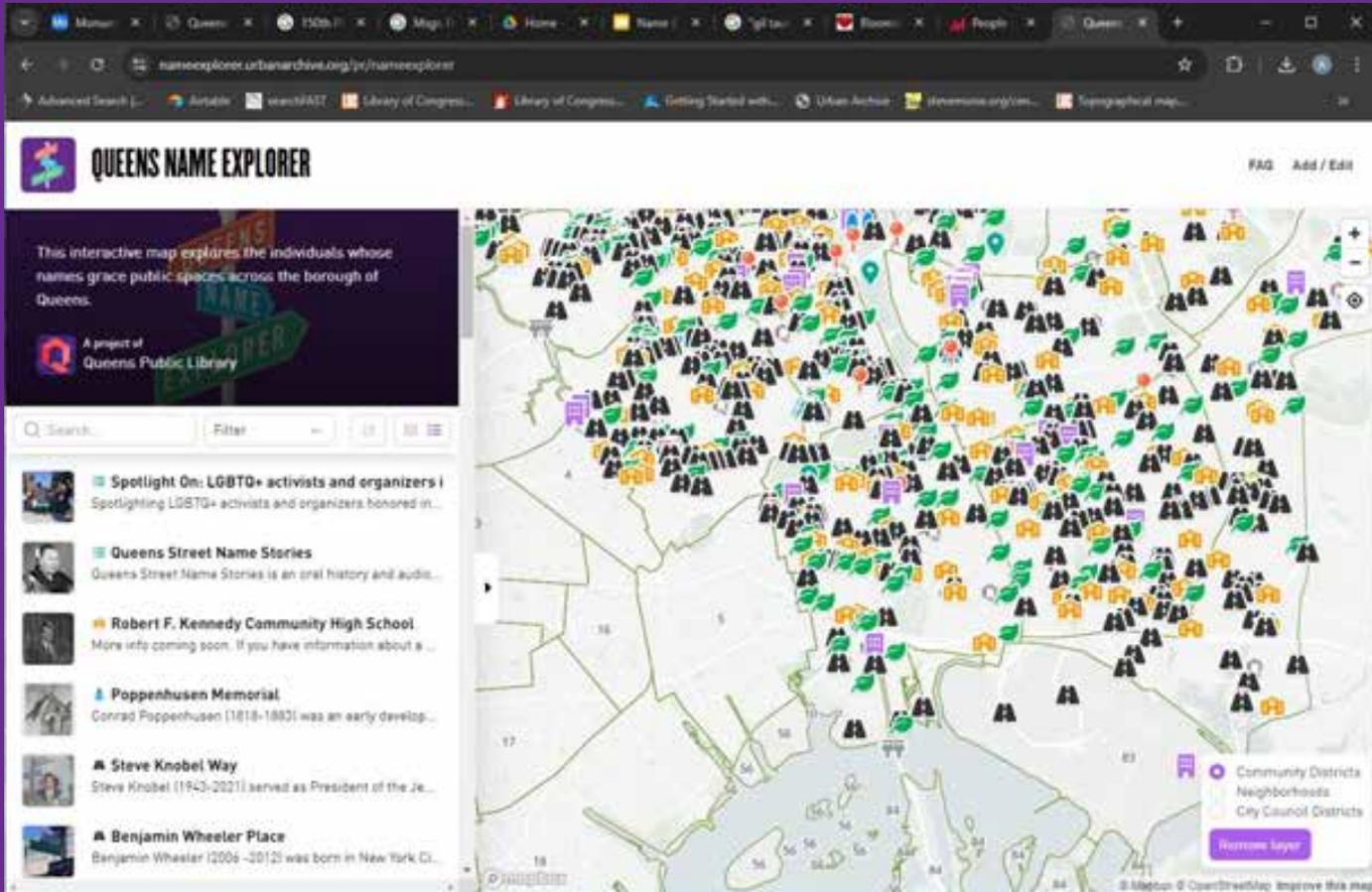
1,225  
places live on  
project page





Entries pinned to interactive map site  
maintained by Urban Archive

Icons for what type of named places they  
are: street, park, school, marker, building,  
bridge, or monument



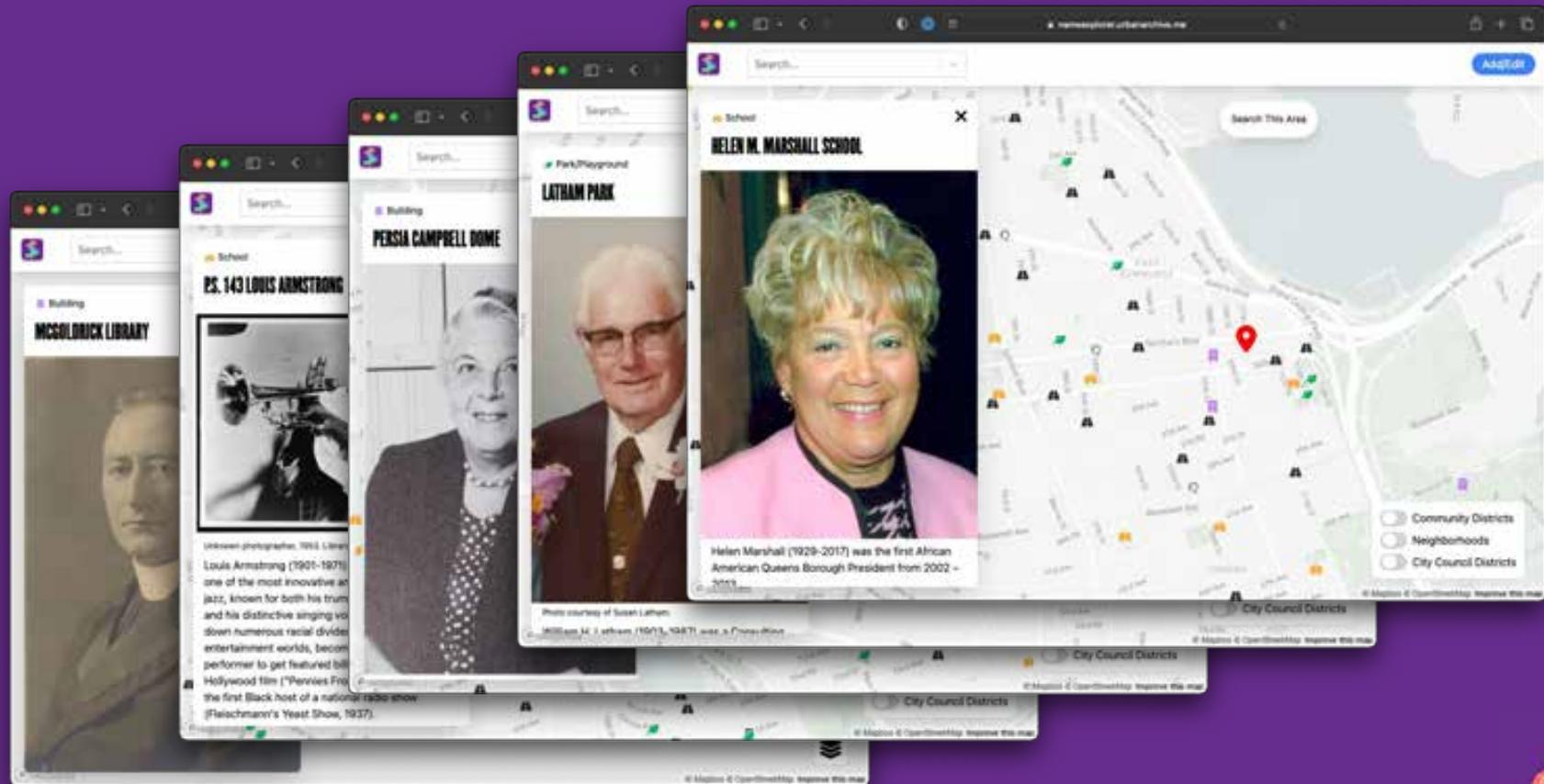
The map can show:

- Community Districts
- Neighborhoods
- City Council Districts

The map can be filtered by type of place like schools, streets or parks

Special collections to highlight people in Queens





# Data Sources

We started with Gil Tauber's Honorary Street Names database.

Gil, a retired city planner and historian from New York City, was looking for a good home for his data, which he could no longer maintain. We uploaded his Excel sheets to Airtable and used them to create the first version of the map.



The screenshot shows the website interface for NYC Honorary Street Names. At the top, there is a header with the title "NYC Honorary Street Names" in a teal font over a background image of a city street grid. Below the header, the main content area is titled "'A' Honorary Streets: Queens" in a bold, dark red font. Underneath this title, there are navigation links for different boroughs: "Bronx", "Brooklyn", "Manhattan", "Queens", and "Staten Island", each in a blue, underlined font. Below the navigation links is a horizontal row of letters from A to Z, also in blue, underlined font, with a small "# " symbol at the beginning. The letter 'A' is highlighted in a darker blue. Below the letters, there is a section for "Aaron Adler Way (Queens)". This section includes the following information: "Present name: None", "Location: At the northwest corner of Lefferts Boulevard and Austin Street", and a detailed "Honoree" biography. The biography describes Aaron Adler as an Army veteran of the Korean War, a graduate of Baruch College, and a former benefits counselor for the International Ladies Garment Workers Union. It also mentions his work at the Garment Industry Development Corp and his interests in music, poetry, and community service. At the bottom of the section, there is a small note "(Koslowitz)" and a date "LL:2020/26". On the right side of the page, there is a vertical navigation menu with links for "Home", "Honoree Index", and "Former Street Names".

<http://www.nycstreets.info/>

A data specialist was hired to mine and add information from open data sets such as Dept. of Education, NYC Parks Dept., etc.

The screenshot shows the NYC OpenData website interface. At the top, there are navigation links for Home, Data, About, Learn, and Contact Us, along with a search bar and a Sign In button. Below the navigation, there are tabs for About, Data, and Related Content, and an Actions menu with an Export button. The main content area is titled "Parks Properties" and includes a disclaimer: "This dataset identifies property managed partially or solely by NYC Parks. This data has been produced in whole or part using secondary data. Data accuracy is limited by the scale and accuracy of the original sources. Site-specific conditions should be field-verified..." There is also a "Read more" link.

The screenshot shows a spreadsheet titled "Thomas Grange Playground". The table has columns for ACCOUNT, ACRES, BORO, BORO CLASS, COMMUNITY COUNCIL, DEPARTMENT, APPLY, GROSS, GROSS PROPN, SUBJECT, LOCATION, MAPID, NAME, and FWS. The rows contain data for various parks, including Grand Con, Berry Flagg, Markham, Cleason P, Cleason A, Delury Sp, Vigor Gar, Millbrook, Richard, and San Diego P.

ACCOUNT	ACRES	BORO	BORO CLASS	COMMUNITY COUNCIL	DEPARTMENT	APPLY	GROSS	GROSS PROPN	SUBJECT	LOCATION	MAPID	NAME	FWS	
00000	288.889	Q	PARK	4.01E+11	L33E+09	Q-03	Grand Con	11-08	Q08A	1461465-DPR/DOE	Astoria Bl	TRUC	Grand Con	
4.13E+11	-71.85227	-71.85231	-71.85234	-71.85237	-71.85242	-71.85246	-71.85248	-71.85252	-71.85254	-71.85247	-71.85241	-71.85241	-71.85241	
00000	9.327	106	SCULTURE	PARK	300	34	8-01	Berry Flagg	11-08	8034	00573167-DPR	N 134, bet	TRUC	Berry Flagg
00000	2.525	225	NEIGH	PARK	306	39	8-06	Thomas G	11-08	8045	80382018-DPR	Norris St	TRUC	Thomas G
00000	2.836	20	HOUSE	PARK	502	50	8-03	Markham	11-08	8078	34839131-DPR/DOE	Wilkinson	TRUC	Markham
00000	1.593	200	ADULT	PARK	500	50	8-03	Cleason P	11-08	8072	18370680-DPR/DOE	Adelaide A	FALSE	Cleason P
00000	8.894	1000	PLANT	PARK	302	35	8-03	Crispys Art	11-08	8100	9059463-DPR	Cleason A	TRUC	Crispys Art
00000	8.209	40	SOLID-5M	PARK	100	1	8-01	Delury Sp	11-08	8380	90492367-DPR	Fulton St	TRUC	Delury Sp
00000	8.867	743	612094	PARK	202	17	8-05	Vigor Gar	11-08	8347	03A82502-DPR	Fulton Ave	FALSE	Vigor Gar
				PARK	202	8	8-05	Millbrook	11-08	8383	10101902-DPR	E 125 St	TRUC	Millbrook
				PARK	418	31	8-04	Richard	11-08	8205	33098583-DPR	Heaght Bl	FALSE	Cullinary R
				PARK	502	50	8-03	William	11-08	8030	44763462-DPR	Richard	TRUC	William
				PARK	302	35	8-07	E 4th St	11-08	8214	88412073-DPR	E 4 St, bet	FALSE	E 4th St
				PARK	318	41	8-16	San Diego P	11-08	8367	04C34628-DPR/DOE	Hopkinson	FALSE	William Pk
				PARK	305	13	8-01	McCarren	11-08	8078	27388048-DPR	Manxas Ave	TRUC	McCarren
				PARK	413	23	8-23	Father Hall	11-08	8159	12862133-DPR/DOE	Whechster	FALSE	Father Hall
				PARK	303	36	8-03	Shish San	11-08	8502	64069215-DPR	Manxas St	FALSE	Shish San
				PARK	303	34	8-01	St Nicholas	11-08	8428	07827484-DPR	Powers St	FALSE	St Nicholas
				PARK	114	10	8-01	Rosa Lafa	11-08	8043	33330399-DPR/DOE	Bowling G	FALSE	Rosa Lafa
				PARK	101	8	8-05	Thomas G	11-08	8095	17640810-DPR/DOE	Bowling G	FALSE	Thomas G

The screenshot shows a spreadsheet titled "Eleanor Roosevelt Intermediate School (LS. 143)". The table has columns for District, school, bn, printed, sch, overview, neighbor, address, shared, bull, access, telephone, independent, subway, bus, code, prog, name, pro, admission. The rows contain data for various schools, including Park Terra, L.S. 52, Hudson Cll, Hamilton C, The Twent P.S./I.S., The Salom We pride c, The Mott I, Paula Hedl, City Colleg, Amistad D, Maria Ter, and The Renai M.S.

District	school	bn	printed	sch	overview	neighbor	address	shared	bull	access	telephone	independe	subway	bus	code	prog	name	pro	admission
6	06M018	Park Terra	Our school	Inwood	4124 9th P	No	Accessible	917-521-2	schools.ny	A to Inwo	Bx12, Bx1	M018U	Park Terra	Unscreen					
6	06M052	L.S. 52	(Inw	Our teach	Inwood	650 Acade	Yes	212-567-9	inwood52	A to Dyck	Bx12, Bx1	M052U	L.S. 52	(Inw	Unscreen				
6	06M143	Eleanor R	We provid	Washington	311 West	Yes	212-927-7	is143.org	L, A to	181 Bx11, Bx1	M143U	Eleanor R	Unscreen						
6	06M187	Hudson Cll	We are a	Washington	349 Cabrin	No	Not Acces	212-927-8	187hudson	A to 190th	Bx11, Bx1	M187U	Hudson Cll	Unscreen					
6	06M209	Hamilton C	The most	Manhattan	500 West	Yes	212-775-9	thehamilt	B, C to 135	Bx15, Bx1	M209L	Hamilton C	Limited L						
6	06M210	The Twent P.S./I.S.	211	Hamilton I	501-503 W	No	Accessible	212-283-0	schools.ny	C to 150th	Bx19, Bx6	M210M	Spanish D	Screened					
6	06M218	The Salom We pride c	Washington	4600 Broa	Yes	212-567-2	thesalome	A to 190th	Bx7, BxM1	M218U	The Salom	Unscreen							
6	06M223	The Mott I	The Mott I	Manhattan	71-111 Co	No	Accessible	212-281-5	themoth	B, C to 135	Bx15, Bx3	M223S	The Mott I	Screened					
6	06M278	Paula Hedl	Students a	Inwood	421 West	No	Accessible	917-521-2	psmi278	c A to Inwo	Bx12, Bx1	M278S	Paula Hedl	Screened					
6	06M293	City Colleg	We are a	Washington	4600 Broa	Yes	212-567-3	schools.ny	A to 190th	Bx7, BxM1	M293L	City Colleg	Limited L						
6	06M311	Amistad D	Students I	Inwood	4862 Broa	Yes	212-544-8	amistadcf	A to Inwo	Bx12, Bx1	M311M	Amistad D	Screened						
6	06M319	Maria Ter	It is our	Washington	21 Jumel P	Yes	212-923-3	ms319.org	1, A, C to	1 Bx13, Bx7	M319M	Spanish D	Screened						
6	06M322	The Renai M.S.	322 is	Washington	4600 Broa	Yes	212-304-0	www.m32	A to 190th	Bx7, BxM1	M322M	Spanish D	Screened						

## Other sources:

- Alerts are set up for newspaper announcements
- Search NYC City Council legislation for “naming”
- Anyone can add a new entry if it is not on the map, or edit a current entry if it needs additional information

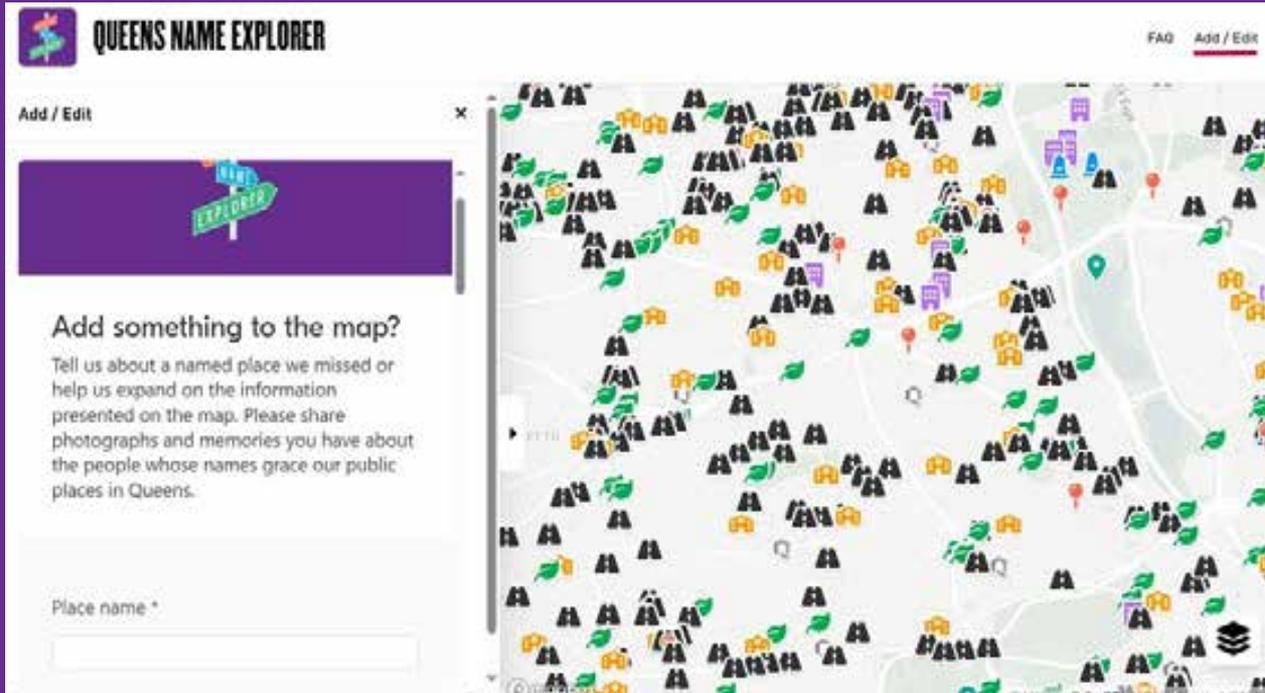


The screenshot shows the New York City Council Legislative Research Center website. The header includes the city seal, the name of the speaker, Adrienne E. Adams, and the Legislative Research Center. Navigation tabs for Council Home, Legislation, Calendar, City Council, and Committees are visible. A search bar contains the term 'Naming' and filters for 'This Year' and 'All Types'. Below the search bar, there are buttons for 'Search Legislation' and 'Help'. A table of search results is displayed with columns for File #, Law Number, Type, Status, Committee, Name Sponsor, Council Member Sponsor, and Title. Two results are shown: one for a local law regarding the naming of 100 thoroughfares and public places, and another for a resolution designating the first Sunday in June as Fluke Legacy Day.

File #	Law Number	Type	Status	Committee	Name Sponsor	Council Member Sponsor	Title
<a href="#">Int.0968-2024</a>	2024/081	Introduction	Enacted	Committee on Parks and Recreation	Shekar Kishor	48	A Local Law in relation to the <b>naming</b> of 100 thoroughfares and public places, Cynthia Doty Way, Borough of Manhattan, Our Lady of Grace Way, Borough of Queens, Ave Conklin Way, Borough of Queens, Leroy's Elm Bar Way, Borough of Queens, Police Officer Anthony Mosonillo Way, Borough of Queens, Linda Ruscillo Way, Borough of Queens, Jaina Z. Gonzalez Street, Borough of Brooklyn, Rev. Angel Valentin's Corner, Borough of Manhattan, Sgt. Cornelius H. Chelton Way, Borough of the Bronx, Wynne Mackie Way, Borough of Brooklyn, James "Frankie" Chestnut, Jr. Blvd, Borough of Brooklyn, Winchester Key W
<a href="#">Res.0917-2024</a>		Resolution	Adopted	Committee on Cultural Affairs, Libraries and	Adrienne E. Adams	5	Resolution designating the first Sunday in June annually as Fluke Legacy Day in the City of New York to recognize the spiritual, educational, civic, and economic contributions of the

# Add / Edit

## Anyone Can Add to the Name Explorer Map

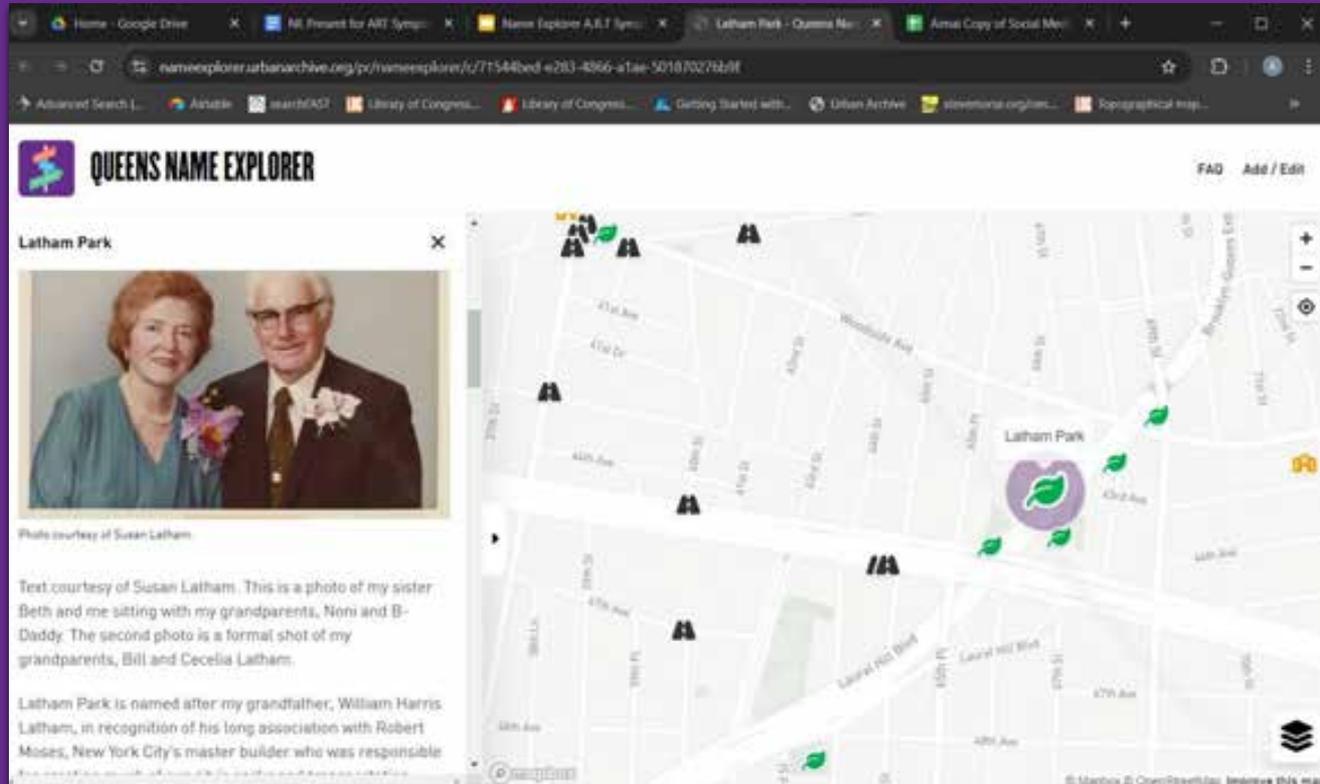


Anyone can add an entry for a named place that is not on the map!

Anyone can add information or an image for an existing place on the map.

- Stories or info about the person
- Photos of the person
- Photos or info about the place

# Community engagement adding and editing to the QNE: Latham Park



The screenshot shows a web browser window displaying the Queens Name Explorer website. The URL in the address bar is <https://nameexplorer.urbanarchive.org/pr/nameexplorer/c/71544bed-e283-4866-a1ae-501870276b9f>. The page title is "Latham Park". On the left, there is a photo of a woman and a man, with the caption "Photo courtesy of Susan Latham." Below the photo, there is text: "Text courtesy of Susan Latham. This is a photo of my sister Beth and me sitting with my grandparents, Noni and B-Daddy. The second photo is a formal shot of my grandparents, Bill and Cecelia Latham." Further down, it says: "Latham Park is named after my grandfather, William Harris Latham, in recognition of his long association with Robert Moses, New York City's master builder who was responsible". On the right, there is a map of the area around Latham Park, with several green leaf icons and black 'A' icons indicating points of interest or names. The map includes street names like 43rd Ave, 44th Ave, 45th Ave, 46th Ave, 47th Ave, 48th Ave, 49th Ave, 50th Ave, 51st Ave, 52nd Ave, 53rd Ave, 54th Ave, 55th Ave, 56th Ave, 57th Ave, 58th Ave, 59th Ave, 60th Ave, 61st Ave, 62nd Ave, 63rd Ave, 64th Ave, 65th Ave, 66th Ave, 67th Ave, 68th Ave, 69th Ave, 70th Ave, 71st Ave, 72nd Ave, 73rd Ave, 74th Ave, 75th Ave, 76th Ave, 77th Ave, 78th Ave, 79th Ave, 80th Ave, 81st Ave, 82nd Ave, 83rd Ave, 84th Ave, 85th Ave, 86th Ave, 87th Ave, 88th Ave, 89th Ave, 90th Ave, 91st Ave, 92nd Ave, 93rd Ave, 94th Ave, 95th Ave, 96th Ave, 97th Ave, 98th Ave, 99th Ave, 100th Ave.

<https://nameexplorer.urbanarchive.org/pr/nameexplorer/c/71544bed-e283-4866-a1ae-501870276b9f>



# Programming and Outreach

Guided neighborhood walks

Map a self-guided walking tour of local places

Speaker series

Schools and students

Working with volunteers

Host a local history program that uses Name Explorer

“Edit-a-thon” where participants can contribute stories & photos to be added to the map

Stories and entries shared on social media



# Class collaboration: CUNY's Craig Newmark Graduate School of Journalism, Spring 2023



- Students in Prof. Kalli Anderson's audio journalism class researched named places in Corona, Jackson Heights and East Elmhurst and interviewed family members and friends of honorees

<https://queensaudio.nycitynewsservice.com/>

## QUEENS STREET NAME STORIES

STORIES STREET NAME FAQ ABOUT CONTACT

after them posthumously.

### STORIES



#### LORENA BORJAS WAY

Lorena Borjas was a transgender Mexican-American activist who protected transgender victims of human trafficking.



[Read more >>](#)



#### NANCY DEBENEDITTIS MAMA'S WAY

Nancy DeBenedittis was the beloved owner of the family's deli Leo's Latticini located in Corona, Queens.



[Read more >>](#)



#### EDGAR GARZÓN CORNER

Andrés Duque describes his friend Eddie as "electric, driven, beautiful." He was a talented dancer and stage designer.



[Read more >>](#)

- Resulting oral histories link back to Name Explorer map
- Recordings and photos gathered also added to Queens Memory collection



## Event Plug!

Queens Street Name Stories: A Name Explorer Listening Party –  
An Open House New York Weekend Event

October 20, 2024

12pm - 4pm

34th Ave Open Street

(34th Ave between 93rd and 94th St), Jackson Heights, NY 11372



## Queens Name Explorer Edit-a-Thon

Done with Wikimedia NYC, OpenStreetMap US, Urban Archive and the Queens Memory Project, the edit-a-thon focused on raising awareness of Queens' diverse and dynamic local heroes

Over 50 people participated in our Open Data Week Edit-a-Thon on Saturday, March 16, 2024. The lab was buzzing all 5 hours of the event! 🔥

As a result, we had 29 new submissions to the Queens Name Explorer. We matched 126 existing Wikidata items and created 974 new Wikidata items. WOW!

# Funding and Sustainability

- Initial funding provided by \$150,000 grant from the Andrew W. Mellon Foundation (April 2022 through March 2023)
- Terms of grant required QPL and Urban Archive to commit to maintaining site
- Recent round of Mellon funding enabled hiring of three part-time researcher/writers to complete profiles of existing entries and an outreach coordinator to develop strategies that can continue past the one-year grant period
- Funding also provides for six public programming events in fall 2024 and spring 2025



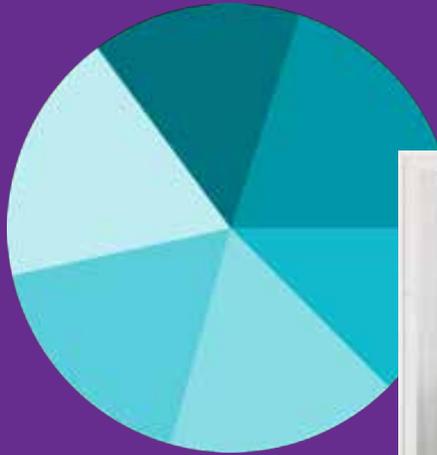
# Future Phases

Ongoing research and entries!

Demographic analysis

Outreach Campaigns:  
Women's History Month, etc.

Ideally would expand to all five boroughs through outside partnerships



WIKIMEDIA  
NEW YORK CITY





**BARRY COMMONER**  
WAX

QUEENS MEMORY Presents

Barry Commoner (1917-2012) is regarded as one of the founders of the environmental movement in the U.S. Born in Brooklyn and educated at Columbia and Harvard, he began teaching at Washington University in St. Louis in 1947, after serving in the Naval Air Corps during World War II. Serving in the military, Commoner took on a series of important issues in his research, writing, and speaking that would propel him into the public eye as a leading voice in the environmental debate.



QUEENS MEMORY Presents

READ MORE ABOUT THE LIFE AND WORK OF BARRY COMMONER ON THE NAME EXPLORER MAP.

QUEENSLIB [DOT] ORG  
[FORWARD SLASH]  
EXPLORE

AND SEARCHING:  
BARRY COMMONER



**RUN-DMC**  
WAX

QUEENS MEMORY Presents

Jason Mizell (1963-2002), AKA Jam Master Jay, was born in Brooklyn, NY. As a teen, Mizell's family moved to Hellx, Queens. He formed Run-DMC with Joseph Simmons (Run) and Darryl McDermott (DMC). This year marks the 30th anniversary of their debut album "Raising Hell," which reached gold status to make them the first rappers with a gold album.

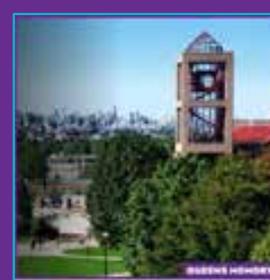


QUEENS MEMORY Presents

READ MORE ABOUT THE LIFE OF JASON MIZELL, AKA JAM MASTER JAY AND RUN-DMC ON THE NAME EXPLORER MAP.

QUEENSLIB [DOT] ORG  
[FORWARD SLASH]  
EXPLORE

AND SEARCHING:  
RUN-DMC (JAY)



**QUEENS MEMORY** Presents

WHAT DO CLASSICAL COMPOSER KAROL BATHAU, JAZZ GREAT LOUIS ARMSTRONG, HIP-HOP PIONEERS RUN-DMC, AND R&B/RUN-DMC'S THE RAMONES HAVE IN COMMON?

THEY ALL LIVED IN QUEENS! AND THEY ALL HAVE PUBLIC PLACES NAMED TO HONOR THEM IN THEIR HOME BOROUGH.



QUEENS MEMORY Presents

JOIN **LORE WALLACH**, QUEENS MEMORY OUTREACH COORDINATOR AT QUEENS COLLEGE, FOR A **VIRTUAL WALKING TOUR** THAT EXPLORES A SAMPLING OF THE **DIVERSE MUSICIANS** WHO'VE PRACTICED THEIR ART IN OUR BOROUGH!



QUEENS MEMORY Presents

THURSDAY, APRIL 18

4 - 5PM EST

ON ZOOM

REGISTER AT:  
BIT.LY/49ER1EU



**QUEENS PUBLIC LIBRARY**  
QUEENS MEMORY presents  
OPEN HOUSE NEW YORK  
**ELMHURST SCAVENGER HUNT**

While visiting New York's oldest library in Elmhurst, Queens, scavenger hunt along the way and complete the following scavenger hunt to earn the prize - a 10", 11" Hand Lettered Map of Queens.

**GATE**  
Saturday, October 21, 10am-5pm  
LOCATION:  
Elmhurst Library  
10401 104th Ave, Elmhurst, NY 11355  
queenslib.org/OHNY

**R HUNT MAP**

1. QUEENS PUBLIC LIBRARY AT ELMHURST  
2. ROBERT W. TILTZ STREET  
3. REVEREND JAMES PENNINGTON PLACE  
4. JANITA POLCZYNSKA POLISH HERDES WAX  
5. MOORE HOMESTEAD PLAYGROUND

Take a tour of Queens Name Explorer

[queenslib.org/explore](https://queenslib.org/explore)

# Useful Links and Info:



Queens Memory: <https://queensmemory.org/>

Urban Archive: <https://www.urbanarchive.nyc/>

Urban Archive Main Map: <https://www.urbanarchive.org/cities/nyc>

Events: <https://queensmemory.org/calendar/>

Street Name Stories: <https://queensaudio.nycitynewsservice.com/>

Contact: [QueensMemory@queenslibrary.org](mailto:QueensMemory@queenslibrary.org)

Subscribe to the Queens Memory newsletter: [queensmemory.org/subscribe-to-qmp-newsletter/](https://queensmemory.org/subscribe-to-qmp-newsletter/)





CENTER  
FOR  
BROOKLYN  
HISTORY

**URBAN ARCHIVE**



MUSEUM  
OF  
CHINESE  
IN  
AMERICA



MUSEUM  
OF THE  
CITY  
OF NEW YORK

MASNYC

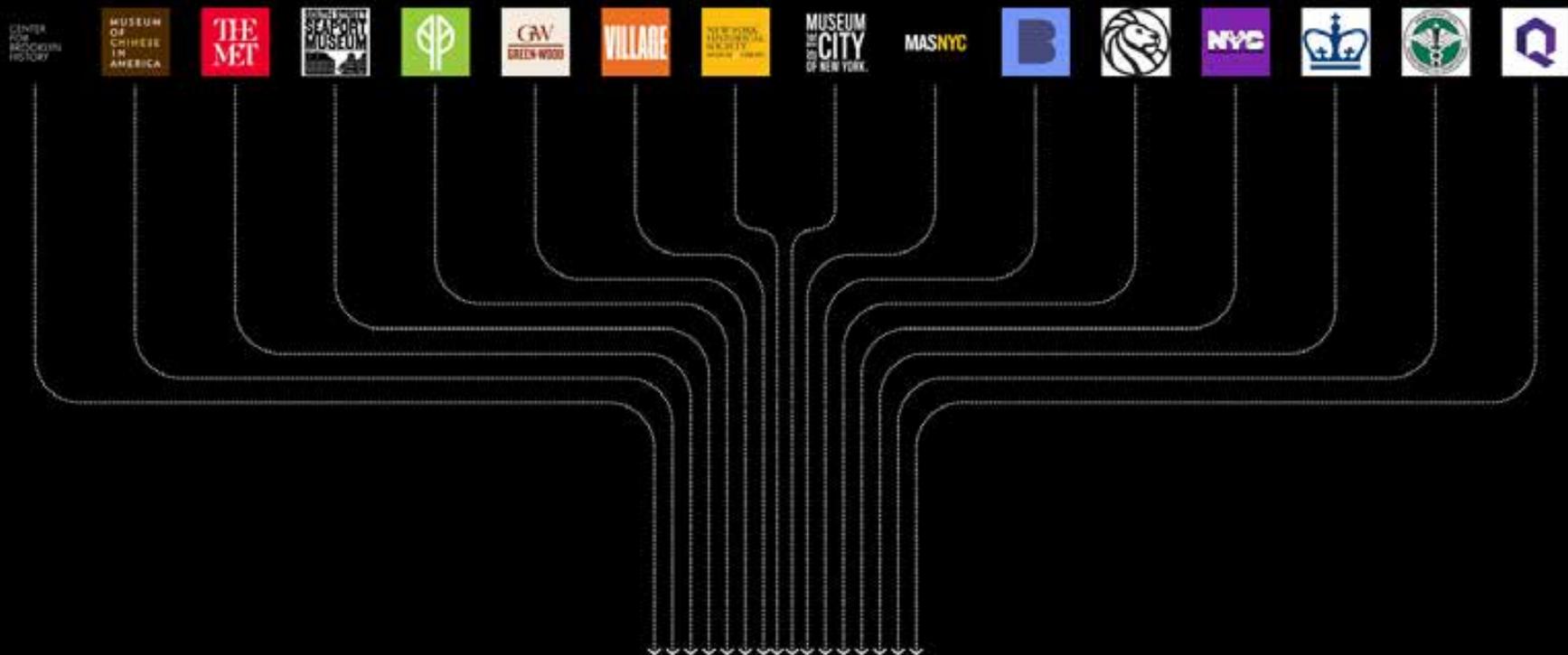


## STRONGER TOGETHER

Our mission is to extend the reach of cultural organizations by providing them with collaborative tools to share local history.

CURRENTLY SUPPORTING

**5** Cities  
**123** Organizations

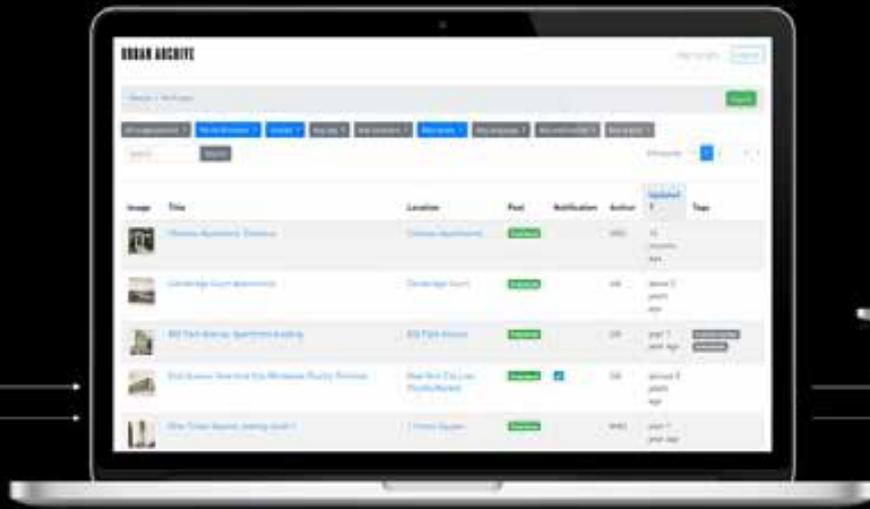


**WHAT IF WE AGGREGATE THE COLLECTIONS INTO ONE CENTRALIZED RESOURCE?**



WE CREATE AWARD-WINNING TECHNOLOGY.  
OUR PARTNERS ARCHIVE, CURATE, AND EDUCATE.

The tools we develop can support the entire archival process, from material intake and back-end content management, to user discovery and in-depth research.



Urban Archive API

Urban Archive API

LinkNYC Kiosk



## THE TOOLS

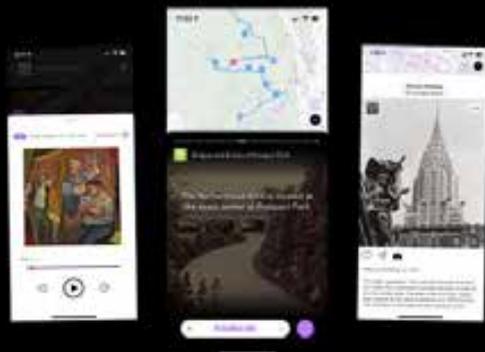
Features we've developed on the platform enable partners to take control of their collections. Curate and oversee content, effortlessly share images to social media, gain valuable insights on the viewership of your collections, and encourage discovery of history anywhere, even on the street.



Location-based Exploration



Social Tools



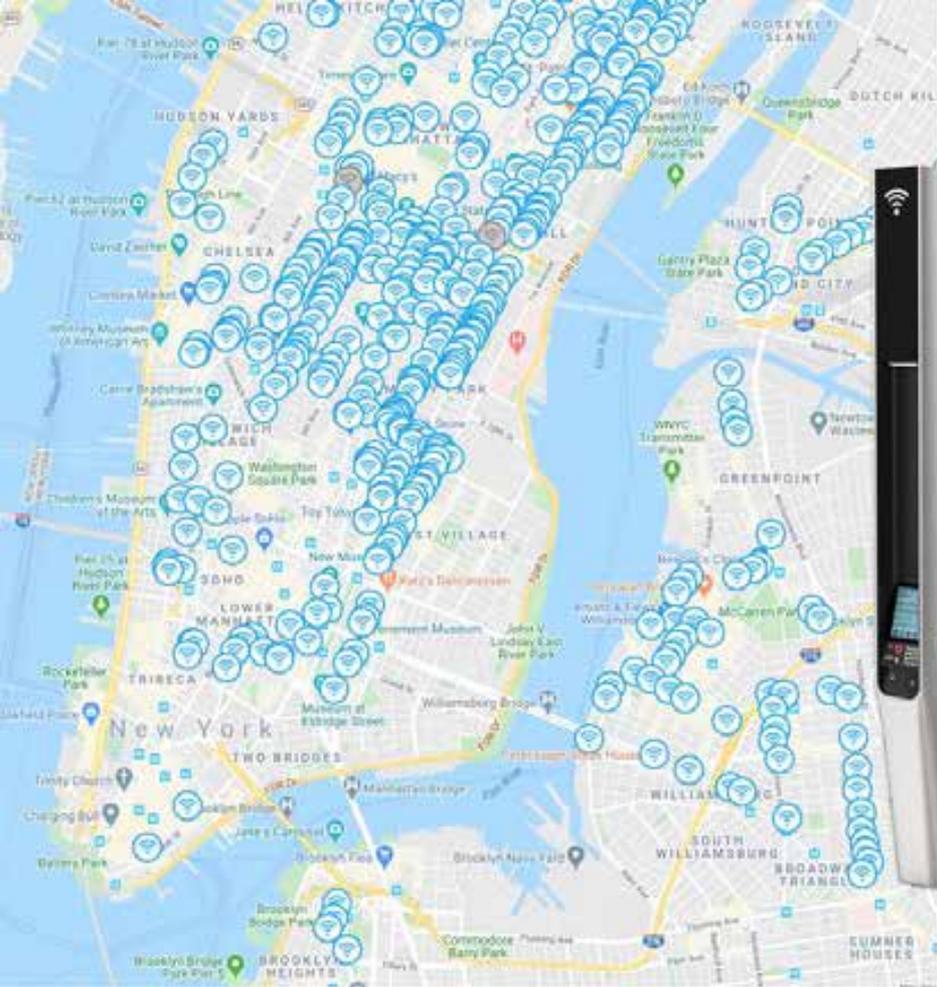
Content Creation and Curation



LinkNYC Integration



Analytics



LinkNYC Kiosk Locations



Urban Archive Data

CENTER FOR  
MODERN  
HISTORY

MUSEUM  
OF  
CHINESE  
IN  
AMERICA

THE  
MET

ROBERTA  
SILVERMAN  
SCHACHT  
MUSEUM



GVV  
GREEN WOOD

VILLAGE

INTERNATIONAL  
MUSEUM OF  
ARTS AND  
CULTURE

MUSEUM  
CITY  
OF THE  
ARTS  
OF NEW YORK

MASNYC



NYC





## PLATFORM STATS (PAST 12 MONTHS)

**224,028** users iOS and web

**420,653,606** impressions

**5** Cities

**123** Organizations

**49%** male

**50%** female

**60%** Mobile

**40%** Desktop

**35%** Age 18-34

**37%** New Yorkers