

New York Economic Development Corporation



**New York City
Economic Development
Corporation**

Location: Staten Island, New York

Scope of Work: Audience Research

In 1999, MMC collaborated with a team of economic consultants to conduct market research for a proposed cultural center at the St. George Ferry Terminal on Staten Island. MMC facilitated a series of focus groups with New York residents, as well as intercept interviews with tourists to New York City, to evaluate their interest in several cultural center concepts. MMC's resulting Audience Research Report is one document in a series of studies that was used by the New York City Economic Development Corporation to gauge the scope of renovating the St. George Ferry Terminal.