Spike McGuire Executive Director
Brewery Arts Center Carson City, NV



Going in depth with *Visitors By Origin*

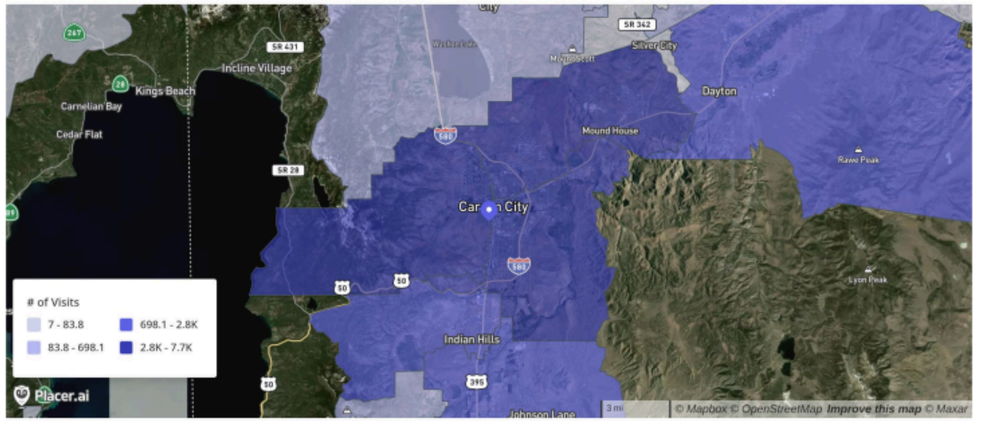
- This section is part of your packet
- Top 10 zip codes for visitors are listed
- Upon request, Levitt will provide a detailed spreadsheet with all zip code data

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Levitt Foundation
Jun 15 - Sep 4, 2026

Visitors By Origin



Zip Code	Visits (% of Total)
89701 Carson City, NV	7.7K (30%)
89703 Carson City, NV	5.8K (22.5%)
89706 Carson City, NV	2.9K (11.2%)
89423 Johnson Lane, NV	1.6K (6.4%)
89705 Indian Hills, NV	1.3K (5.1%)
89403 Dayton, NV	1.1K (4.4%)
89410 Gardnerville, NV	548 (2.1%)

Pulling data from the *Visitors By Origin Spreadsheet*

- Total Visitors
- Out Of Town Visitors
- Out Of State Visitors
- Who this data is for

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Create a cell for total Visits

Insert a “sum” formula

Identify total visits number

	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
128	95688	Vacaville	CA	38.41640472	-122.0080795	N/A	N/A	-16	-100
129	93555	Ridgecrest	CA	35.57489777	-117.6844025	N/A	N/A	-16	-100
130	93240	Lake Isabella	CA	35.61835861	-118.4354248	N/A	N/A	-13	-100
131	41005	Burlington	KY	38.99462509	-84.76294708	N/A	N/A	-13	-100
132	95357	Modesto	CA	37.67405701	-120.8593063	N/A	N/A	-9	-100
133									
134						Total Visits	25581		

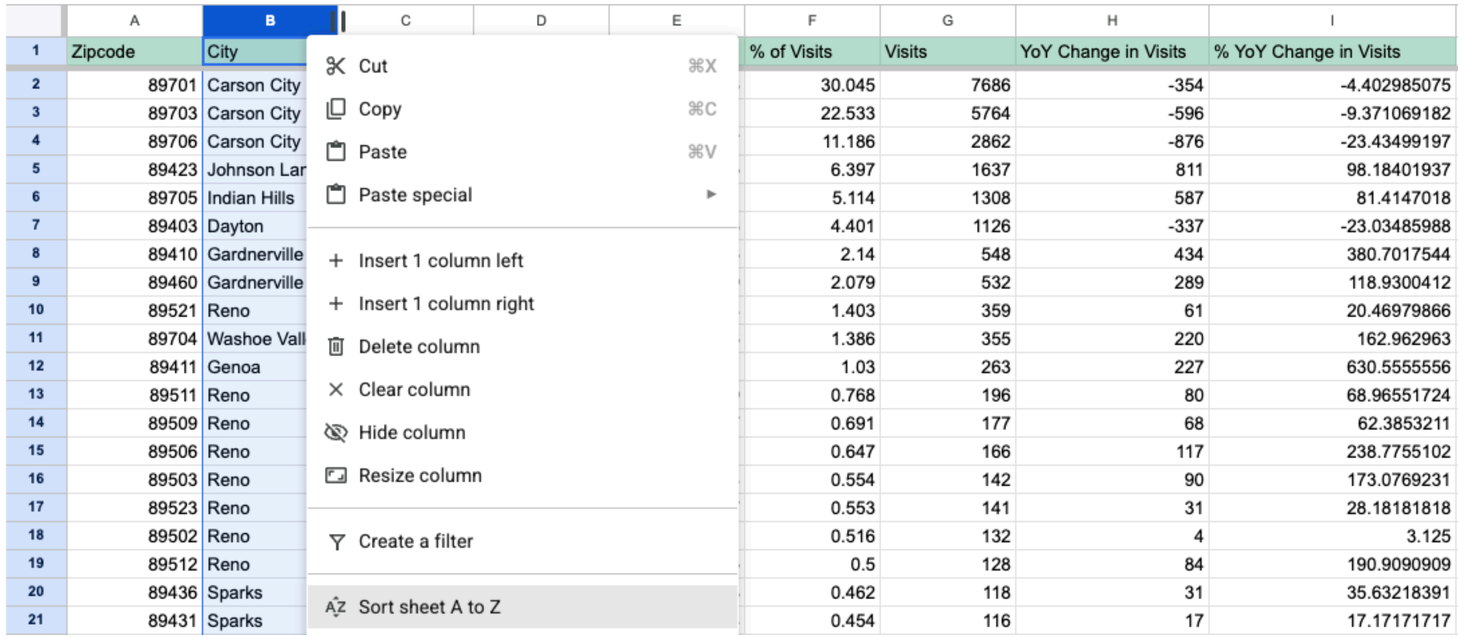
	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
123	46037	Fishers	IN	39.95957565	-85.95428467	N/A	N/A	-19	-100
124	85929	Pinetop-Lakeside	AZ	34.15677261	-109.9845657	N/A	N/A	-18	-100
125	95630	Folsom	CA	38.6661644	-121.1417847	N/A	N/A	-17	-100
126	95831	Sacramento	CA	38.4966011	-121.5324402	N/A	N/A	-17	-100
127	92532	Lake Elsinore	CA	33.7078743	-117.3327026	N/A	N/A	-17	-100
128	95688	Vacaville	CA	38.41640472	-122.0080795	N/A	N/A	-16	-100
129	93555	Ridgecrest	CA	35.57489777	-117.6844025	N/A	N/A	-16	-100
130	93240	Lake Isabella	CA	35.61835861	-118.4354248	N/A	N/A	-13	-100
131	41005	Burlington	KY	38.99462509	-84.76294708	N/A	N/A	-13	-100
132	95357	Modesto	CA	37.67405701	-120.8593063	N/A	N/A	-9	-100
133							G134		
134						Total Visits	=SUM(G2:G132)		

	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
128	95688	Vacaville	CA	38.41640472	-122.0080795	N/A	N/A	-16	-100
129	93555	Ridgecrest	CA	35.57489777	-117.6844025	N/A	N/A	-16	-100
130	93240	Lake Isabella	CA	35.61835861	-118.4354248	N/A	N/A	-13	-100
131	41005	Burlington	KY	38.99462509	-84.76294708	N/A	N/A	-13	-100
132	95357	Modesto	CA	37.67405701	-120.8593063	N/A	N/A	-9	-100
133									
134						Total Visits	25581		

LEVITT AMP CARSON CITY MUSIC SERIES

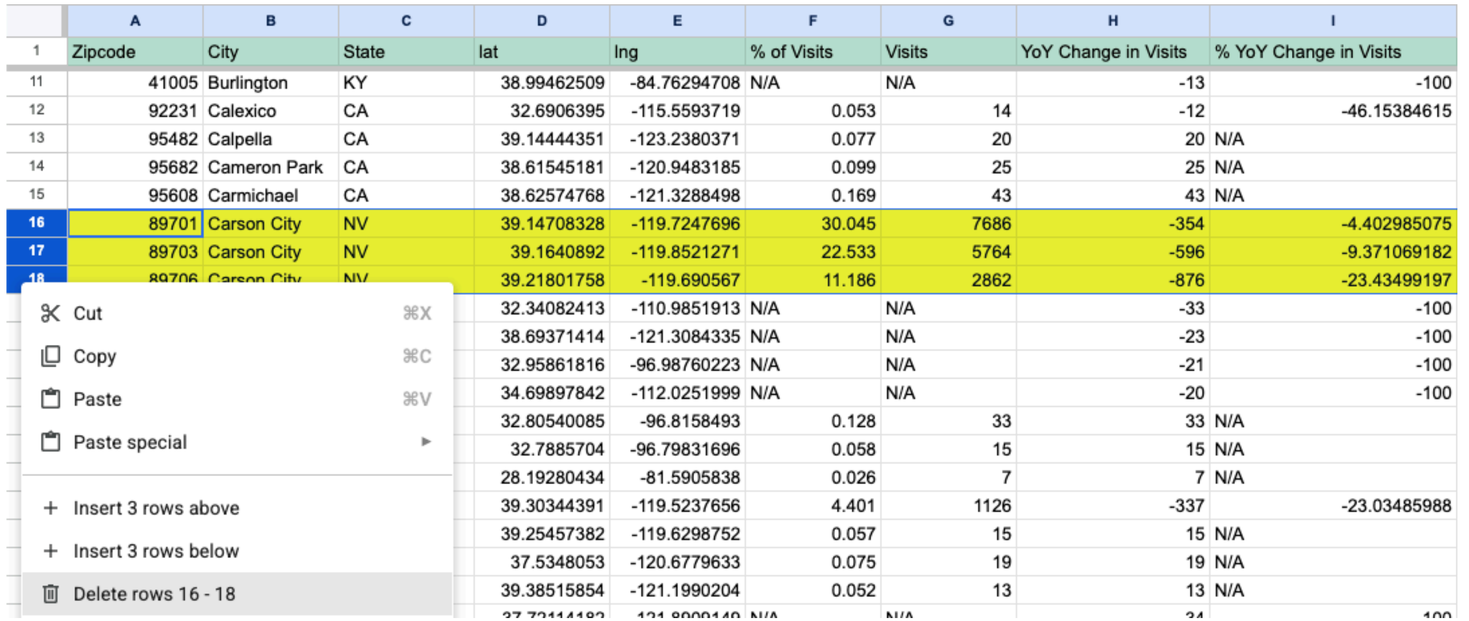
BAC BREWERY ARTS CENTER

Sort sheet by City



	A	B	C	D	E	F	G	H	I
1	Zipcode	City				% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
2	89701	Carson City				30.045	7686	-354	-4.402985075
3	89703	Carson City				22.533	5764	-596	-9.371069182
4	89706	Carson City				11.186	2862	-876	-23.43499197
5	89423	Johnson Lar				6.397	1637	811	98.18401937
6	89705	Indian Hills				5.114	1308	587	81.4147018
7	89403	Dayton				4.401	1126	-337	-23.03485988
8	89410	Gardnerville				2.14	548	434	380.7017544
9	89460	Gardnerville				2.079	532	289	118.9300412
10	89521	Reno				1.403	359	61	20.46979866
11	89704	Washoe Vall				1.386	355	220	162.962963
12	89411	Genoa				1.03	263	227	630.5555556
13	89511	Reno				0.768	196	80	68.96551724
14	89509	Reno				0.691	177	68	62.3853211
15	89506	Reno				0.647	166	117	238.7755102
16	89503	Reno				0.554	142	90	173.0769231
17	89523	Reno				0.553	141	31	28.18181818
18	89502	Reno				0.516	132	4	3.125
19	89512	Reno				0.5	128	84	190.9090909
20	89436	Sparks				0.462	118	31	35.63218391
21	89431	Sparks				0.454	116	17	17.17171717

Locate and delete your city



	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
11	41005	Burlington	KY	38.99462509	-84.76294708	N/A	N/A	-13	-100
12	92231	Calexico	CA	32.6906395	-115.5593719	0.053	14	-12	-46.15384615
13	95482	Calpella	CA	39.14444351	-123.2380371	0.077	20	20	N/A
14	95682	Cameron Park	CA	38.61545181	-120.9483185	0.099	25	25	N/A
15	95608	Carmichael	CA	38.62574768	-121.3288498	0.169	43	43	N/A
16	89701	Carson City	NV	39.14708328	-119.7247696	30.045	7686	-354	-4.402985075
17	89703	Carson City	NV	39.1640892	-119.8521271	22.533	5764	-596	-9.371069182
18	89706	Carson City	NV	39.21801758	-119.690567	11.186	2862	-876	-23.43499197
						N/A	N/A	-33	-100
						N/A	N/A	-23	-100
						N/A	N/A	-21	-100
						N/A	N/A	-20	-100
						0.128	33	33	N/A
						0.058	15	15	N/A
						0.026	7	7	N/A
						4.401	1126	-337	-23.03485988
						0.057	15	15	N/A
						0.075	19	19	N/A
						0.052	13	13	N/A

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Identify out of town visits

	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State	lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
124	89440	Virginia City	NV	39.29680252	-119.6525803	0.049	12	12	N/A
125	89704	Washoe Valley	NV	39.25912094	-119.8076706	1.386	355	220	162.962963
126	89445	Winnemucca	NV	41.18977737	-117.995224	0.076	19	-42	-68.85245902
127	89447	Yerington	NV	38.8544693	-119.1514664	0.062	16	16	N/A
128	96097	Yreka	CA	41.73566818	-122.6630325	0.041	10	10	N/A
129	89448	Zephyr Cove	NV	39.00894547	-119.920311	N/A	N/A	-60	-100
130									
131						Total Visits	9269		
132									

Sort sheet by state

	A	B	C	D	E	F	G	H	I
1	Zipcode	City	State				Visits	YoY Change in Visits	% YoY Change in Visits
2	98532	Adna	WA				48	48	N/A
3	29803	Aiken	SC				19	19	N/A
4	94509	Antioch	CA				28	28	N/A
5	30315	Atlanta	GA				33	33	N/A
6	95603	Auburn	CA				41	41	N/A
7	93311	Bakersfield	CA				19	19	N/A
8	92311	Barstow	CA				N/A	-23	-100
9	97703	Bend	OR				32	32	N/A
10	83703	Boise City	ID				34	34	N/A
11	41005	Burlington	KY				N/A	-13	-100
12	92231	Calexico	CA				14	-12	-46.15384615
13	95482	Calpella	CA				20	20	N/A
14	95682	Cameron Park	CA				25	25	N/A
15	95608	Carmichael	CA				43	43	N/A
16	85704	Casas Adobes	AZ				N/A	-33	-100
17	95621	Citrus Heights	CA				N/A	-23	-100
18	75019	Coppell	TX				N/A	-21	-100
19	86326	Cottonwood	AZ				N/A	-20	-100
20	75219	Dallas	TX				33	33	N/A
21	75201	Dallas	TX				15	15	N/A
22	33837	Davenport	FL				7	7	N/A
23	89403	Dayton	NV				1126	-337	-23.03485988

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Locate and delete your state

	A	B	C	D	E	F	G	H	I
1	Zipcode	City		lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
72	89801	Elko	NV	41.23709488	-115.7876205	N/A	N/A	-22	-100
73	89406	Fallon	NV	39.49061584	-118.8128204	N/A	N/A	-23	-100
74	89408	Fernley	NV	39.70222473	-118.9861679	0.426	109	-27	-19.85294118
75				38.75746536	-119.6007156	2.14	548	434	380.7017544
76				38.89849854	-119.7831039	2.079	532	289	118.9300412
77				39.0161972	-119.8541031	1.03	263	227	630.5555556
78				38.51761246	-118.7523727	0.038	10	10	N/A
79				35.9814949	-115.120224	0.07	18	18	N/A
80				39.08546829	-119.8474731	5.114	1308	587	81.4147018
81				39.01593781	-119.7467575	6.397	1637	811	98.18401937
82				36.19825745	-115.3126984	0.211	54	21	63.63636364
83				36.25793457	-115.1699219	0.068	17	17	N/A
84				39.36811447	-119.6719284	1.403	359	61	20.46979866
85				39.40867615	-119.877449	0.768	196	80	68.96551724
86				39.49819946	-119.8310547	0.691	177	68	62.3853211
87				39.7126503	-119.8154831	0.647	166	117	238.7755102
88				39.54157639	-119.8407974	0.554	142	90	173.0769231
89				39.52549362	-119.9129257	0.553	141	31	28.18181818
90				39.49041748	-119.7457581	0.516	132	4	3.125
91				39.55466461	-119.8035965	0.5	128	84	190.9090909
92				39.52679825	-119.8130722	0.233	59	59	N/A
93				39.48689651	-119.8774033	0.086	22	-8	-26.66666667
94				39.76430511	-119.9142456	0.041	11	11	N/A
95				39.34070969	-119.2972565	0.199	51	-94	-64.82758621
96				39.68421936	-119.6930389	0.349	89	79	790
97				39.61607361	-119.6802368	0.462	118	31	35.63218391
98				39.53976059	-119.7573624	0.454	116	17	17.17171717
99				40.53358078	-115.5688248	0.044	11	-4	-26.66666667
100	89110	Sunrise Manor	NV	36.17536926	-115.0575027	0.145	37	13	54.16666667
101	89440	Virginia City	NV	39.29680252	-119.6525803	0.049	12	12	N/A
102	89704	Washoe Valley	NV	39.25912094	-119.8076706	1.386	355	220	162.962963
103	89445	Winnemucca	NV	41.18977737	-117.995224	0.076	19	-42	-68.85245902
104	89447	Yerington	NV	38.8544693	-119.1514664	0.062	16	16	N/A
105	89448	Zephyr Cove	NV	39.00894547	-119.920311	N/A	N/A	-60	-100
106	97703	Bend	OR	44.06386948	-121.3551407	0.127	32	32	N/A

- Cut ⌘X
- Copy ⌘C
- Paste ⌘V
- Paste special ▸
- Insert 34 rows above
- Insert 34 rows below
- Delete rows 72 - 105
- Clear rows 72 - 105
- Hide rows 72 - 105
- Resize rows 72 - 105
- Create a filter
- Conditional formatting
- Data validation
- View more row actions ▸

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

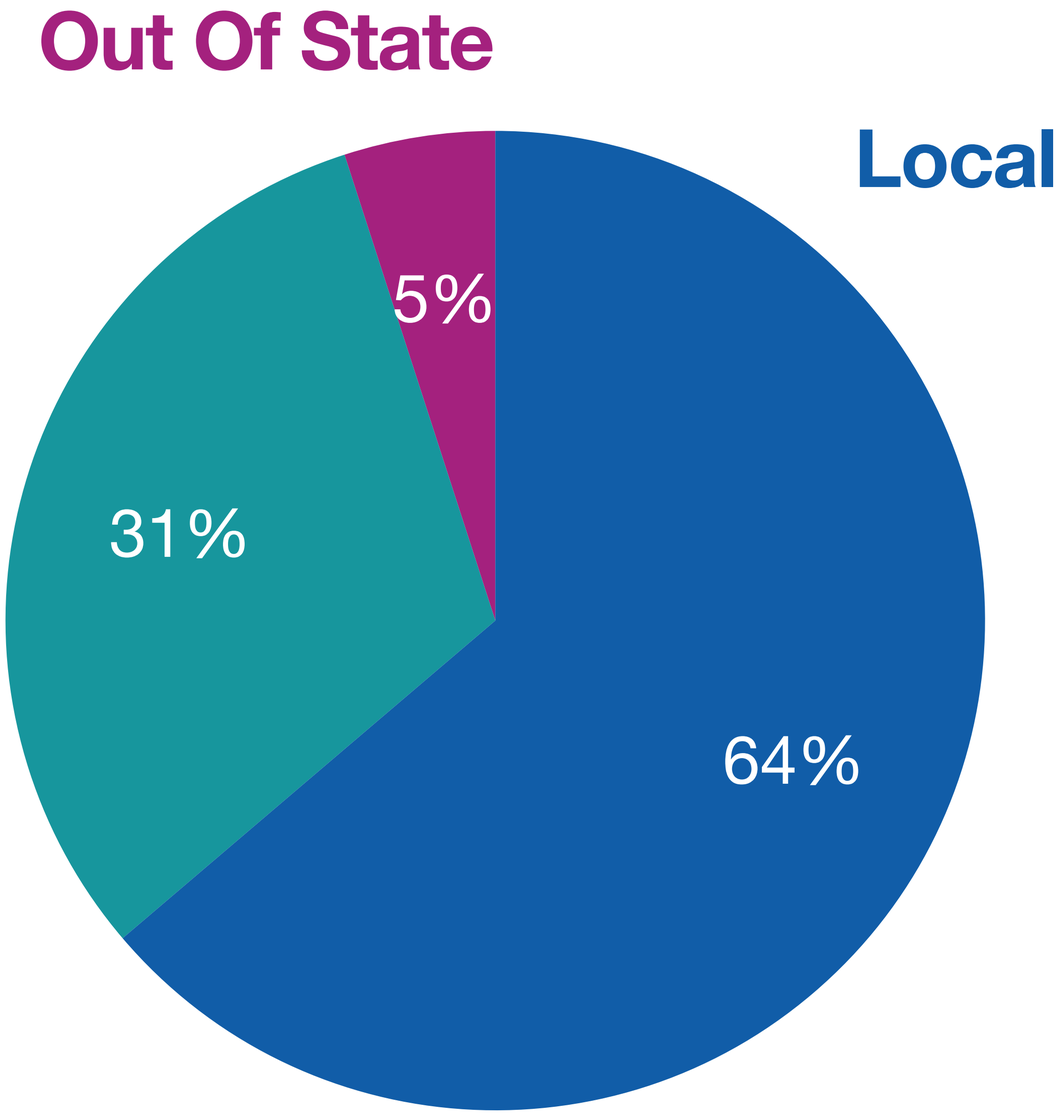
Identify out of state visits

	A	B	C	D	E	F	G	H	I
1	Zipcode	City		lat	lng	% of Visits	Visits	YoY Change in Visits	% YoY Change in Visits
86	84648	Nephi	UT	39.69995117	-111.822525	0.044	11	11	N/A
87	84404	Plain City	UT	41.2710228	-112.0879898	0.048	12	12	N/A
88	84601	Provo	UT	40.22238159	-111.6939926	0.054	14	14	N/A
89	98532	Adna	WA	46.63150406	-122.9862442	0.187	48	48	N/A
90	98026	Edmonds	WA	47.83554077	-122.3409042	0.152	39	39	N/A
91	99218	Fairwood	WA	47.75590897	-117.3890228	N/A	N/A	-26	-100
92	98632	Longview	WA	46.18982697	-123.0690002	0.062	16	16	N/A
93	54313	Suamico	WI	44.57357788	-88.10229492	0.049	13	13	N/A
94									
95						Total Visits	1275		

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

What Does That Look Like?



LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Who is it for?

- Potential Hotel Sponsors
- Local Tourism Authority
- Government Officials
- Downtown Business Associations

LEVITT AMP CARSON CITY MUSIC SERIES

BAC BREWERY ARTS CENTER

Visits Trend

Levitt AMP Carson City
West King Street, Carson City, NV



Daily | Visits | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

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