Compiled by BIG CAR COLLABORATIVE / SPARK staff using data from visitor surveys (519 respondents) and from game renters (1,462) FROM AUGUST 1 · OCTOBER 16, 2015

SPARK employed 125 ARTISTS and worked with more than 50 CULTURAL AND BUSINESS PARTNERS

Outside of the purchase of materials, SPARK invested 90% of its $400,000 budget IN ARTS ORGANIZATIONS AND ARTISTS

Thanks to a grant from the National Endowment for the Arts, SPARK brought $200,000 IN OUTSIDE DOLLARS INTO THE INDIANAPOLIS CREATIVE ECONOMY

Monument Circle business owners reported UP TO A 20% INCREASE IN SALES during SPARK

SPARK VISITOR HOMETOWN BREAKDOWN (of 1,975 visitors asked for zip codes)

2% from OUTSIDE AMERICA
6% from ELSEWHERE IN INDIANA
10% from OUT OF STATE
63% came from INDIANAPOLIS
20% from the SIX-COUNTY REGION surrounding the city
Hamilton County 6%
Hendricks County 6%
Johnson County 3%

85% MORE SPENT AT THE CIRCLE because of SPARK (Only three people reported spending less time on the circle because of SPARK)

Average time spent ranged from 30 MINUTES TO ONE HOUR

TIME BREAKDOWN:
• 30 minutes to an hour (38%)
• More than an hour (37%)
• 15 to 30 minutes (20%)
• Just passing through (6%)

47% said SPARK was what brought them back to Monument Circle

TOP 3 REASONS
1. THE NUMBER OF PEOPLE
2. The visibility
3. Variety of activities

HOW PEOPLE TRAVELED to Monument Circle

WALKING 41%
PUBLIC TRANSIT 4%
MOTOR VEHICLE (in a carpool) 9%
BICYCLE 10%
MOTOR VEHICLE 36% (not in a carpool)

2015 BY THE NUMBERS
85% of visitors had a conversation with someone new at SPARK.

30% of them reported that they don’t usually talk with people they don’t know.

24% visited SPARK alone. 76% visited in groups.

SPARK encouraged nearly 3 times the amount of people to sit outside on Monument Circle.

On a typical good-weather Wednesday lunchtime before and after SPARK, less than 50 people sat outside around Monument Circle.

During SPARK, the average—on days with good weather—was 145.

On Sundays, before and after SPARK, about 12 people sat outside at lunchtime on Monument Circle on nice days.

During SPARK, the average was 44.

People sent more than 3,000 postcards around the world from Monument Circle as part of SPARK.

Some of the most interesting/most common suggestions we received for the circle:

- Have a big playground event
- Put dance steps on the bricks
- DJ and dance floor
- Scavenger hunt or geocaching
- Paint and canvas
- Friday Night Flicks: outdoor movies
- Pony rides
- Activities for people with disabilities
- Make the circle a pedestrian plaza—no cars!
- Community garden
- Water fountains
- Woodworking classes
- Farmers Market
- Bike race (tour de monument)
- RC boat racing in the fountain
- Charging stations
- Pool table
- Mini golf
- Live science and youth workshops
- Tricycle 500
- Basketball
- Pop-up shops