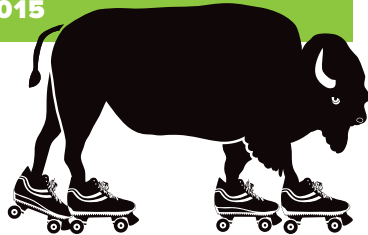


SPARK 2015

BY THE NUMBERS

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

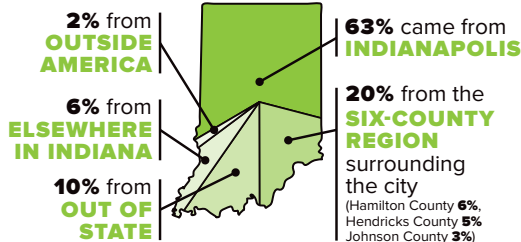


Outside of the purchase of materials, SPARK invested
90%
of its \$400,000 budget
IN ARTS ORGANIZATIONS AND ARTISTS

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
20% INCREASE
IN SALES during SPARK

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



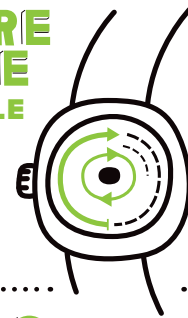
MORE THAN
45,000 VISITORS
ENJOYED SPARK PROGRAMMING OR SEATING over the 11 weeks

SPARK offered more than

3000 HUMAN-SCALE PROGRAM OPPORTUNITIES

85% MORE TIME
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:

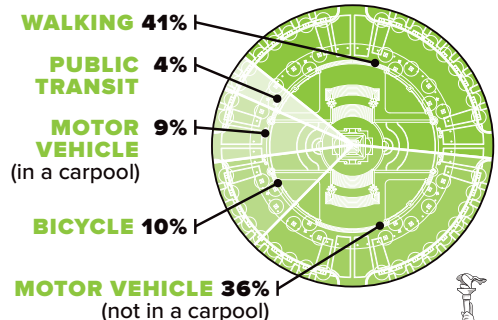
- 30 minutes to an hour (38%)
- More than an hour (37%)
- 15 to 30 minutes (20%)
- Just passing through (6%)

47%
WHY?

TOP 3 REASONS

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

HOW PEOPLE TRAVELED to Monument Circle



BIG CAR COLLABORATIVE

circlespark.org | /sparkplacemaking

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 OUT-SIDE 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.**

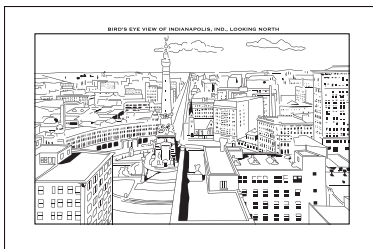
★ On Sundays, before and after SPARK, **about 12 people** sat outside at lunchtime on Monument Circle on nice days.

During SPARK, the average was **44.**

People sent more than

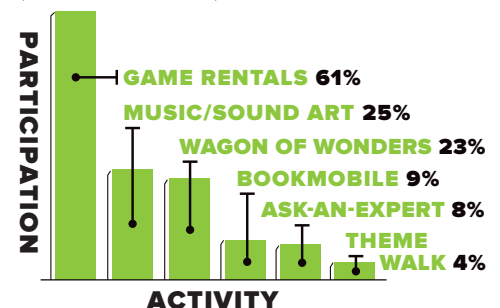
3,000 POSTCARDS

around the world from Monument Circle as part of SPARK.



MOST POPULAR SPARK ACTIVITIES

(some not listed)



TOP 5 PROGRAMMING IMPROVEMENTS

SPARK visitors enjoyed (ranked in order):

1. **GAME RENTALS**
2. **FREE EVENTS**
3. **FAMILY FRIENDLY ACTIVITIES**
4. **CULTURAL EXPERIENCES**
5. **EVERYDAY ACTIVITIES**

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



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2015
BY THE NUMBERS

