

SPARK 2015

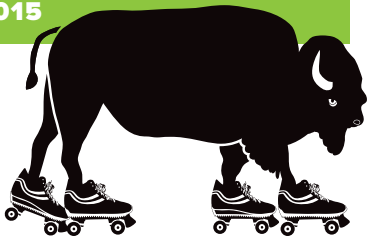
BY THE NUMBERS

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

SPARK offered more than
3000 HUMAN-SCALE PROGRAM OPPORTUNITIES

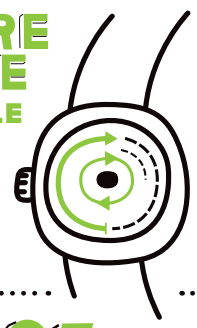
Compiled by BIG CAR COLLABORATIVE / SPARK staff using data from visitor surveys (519 respondents) and from game renters (1,462)
FROM AUGUST 1 - OCTOBER 16, 2015

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

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 (5%)

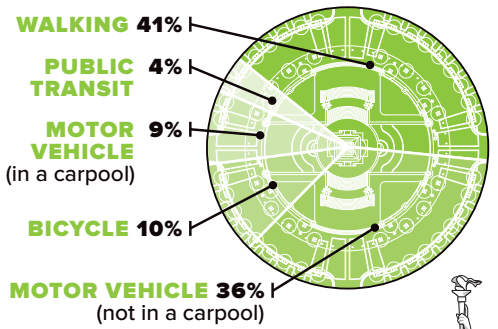
Thanks to a grant from the National Endowment for the Arts, SPARK brought
\$200,000
IN OUTSIDE DOLLARS INTO THE INDIANAPOLIS CREATIVE ECONOMY



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

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

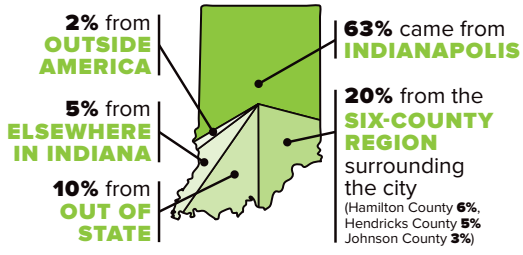
HOW PEOPLE TRAVELED to Monument Circle



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

SPARK VISITOR HOMETOWN BREAKDOWN

(of 1,975 visitors asked for zip codes)



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.**

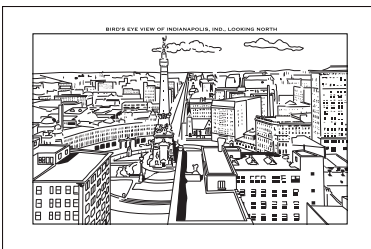
★ On Sundays, before and after SPARK, **about 12 people** sat outside at lunchtime on Monument Circle on nice days.

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

People sent more than

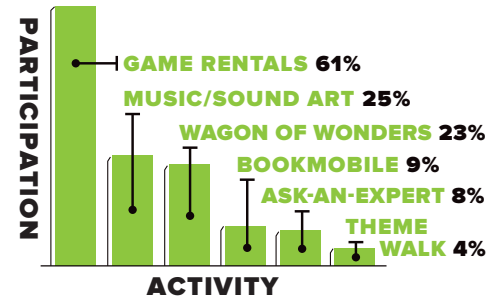
3,000 POSTCARDS

around the world from Monument Circle as part of SPARK.



MOST POPULAR SPARK ACTIVITIES

Note: participants could list more than one activity. Some activities 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



circlespark.org



[/sparkplacemaking](https://www.facebook.com/sparkplacemaking)

2015 BY THE NUMBERS

