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

SPARK offered more than 300 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

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

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

SPARK visitor hometown breakdown (of 1,975 visitors asked for zip codes)

63% came from INDIANAPOLIS
20% from the SIX-COUNTY REGION surrounding the city
10% from OUT OF STATE
5% from ELSEWHERE IN INDIANA
2% from OUTSIDE AMERICA

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%)

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

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)
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

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**

Most popular SPARK Activities

- **Game Rentals 61%**
- **Music/Sound Art 25%**
- **Wagon of Wonders 23%**
- **Bookmobile 9%**
- **Ask-an-Expert 8%**
- **Theme Walk 4%**

Note: participants could list more than one activity. Some activities not listed.

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