



SPARK 2025 BY THE NUMBERS

Big Car Collaborative, Downtown Indy Alliance, and the City of Indianapolis teamed up in partnership with the Indiana War Memorials Commission to spark Monument Circle with free **human-scale activities like games, live music, and art, fostering connection and communication in a comfortable place.**

Data was compiled by Big Car Collaborative based on counts, tracking postcard mailing addresses, visitor surveys, staff observations and cell-phone data information accessed by Downtown Indy via Placer.ai.

For more information visit CircleSpark.org

MORE THAN

61,744
VISITORS

Enjoyed SPARK programming, seating, or games
from May 31 through December 21, 2025.

SPARK offered

203

HUMAN-SCALE
PROGRAM
OPPORTUNITIES

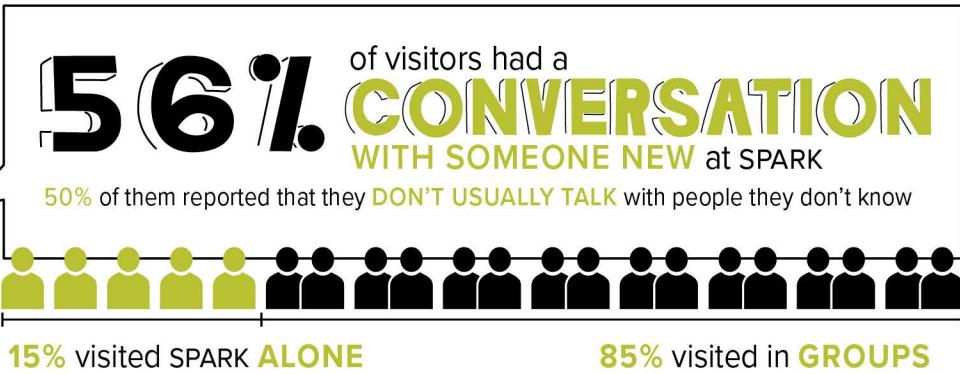
Noteworthy events at SPARK

- 1. SPARK HOLIDAYS EVENTS
- 2. AT&T WNBA ALL-STAR 2025
- 3. SPARK "IN C" CONCERT
- 4. BAILE MONUMENTAL
- 5. LUNCH BREAK LIVE
- 6. ARTIST WORKSHOPS

437

AVERAGE DAILY
PARTICIPANTS
AT SPARK





WHAT VISITORS DID AT SPARK

1. Talked with a friend
2. Enjoyed music
3. Played games
4. Enjoyed food
5. Sent a postcard
6. Made art or poems

HEALTH AND WELLBEING

99%

Felt welcomed at the Circle

99%

Felt comfortable at SPARK

89%

Felt SPARK helped them feel more relaxed or less stressed

88%

Felt SPARK helped improve their mental wellbeing

79%

Felt SPARK helped improve their physical wellbeing



83% SAID THEY
FELT TOTALLY
SAFE AT SPARK

WHY?

**VISITORS FELT
SAFE BECAUSE**

1. The number of people
2. The visibility
3. The presence of security

VISITOR DATA 90%

of people spent more time on the Circle because of SPARK

TIME BREAKDOWN

80% of visitors spent more than 30 minutes at the Circle during SPARK.

- More than two hours (17%)
- More than an hour (27%)
- 31 minutes to an hour (35%)
- 15 to 30 minutes (16%)

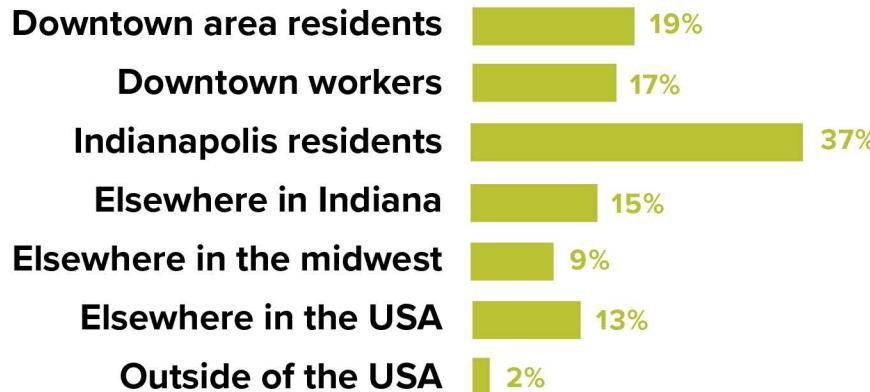
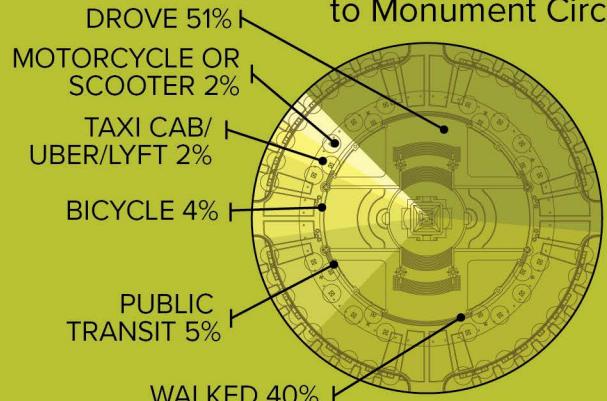


WHERE VISITORS TRAVELED FROM



HOW PEOPLE TRAVELED

to Monument Circle

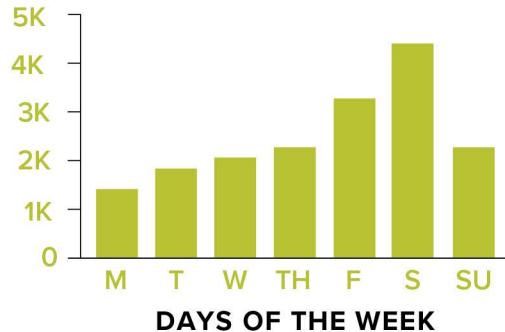


WHERE VISITORS WENT WHEN THEY LEFT SPARK



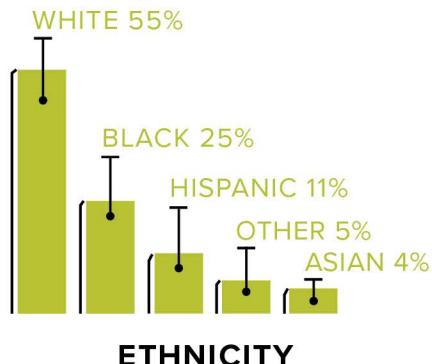
DAILY VISITORS

NUMBER OF VISITS



ETHNIC DEMOGRAPHIC

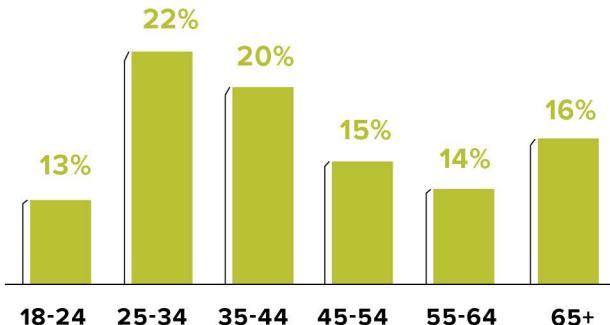
PERCENTAGE



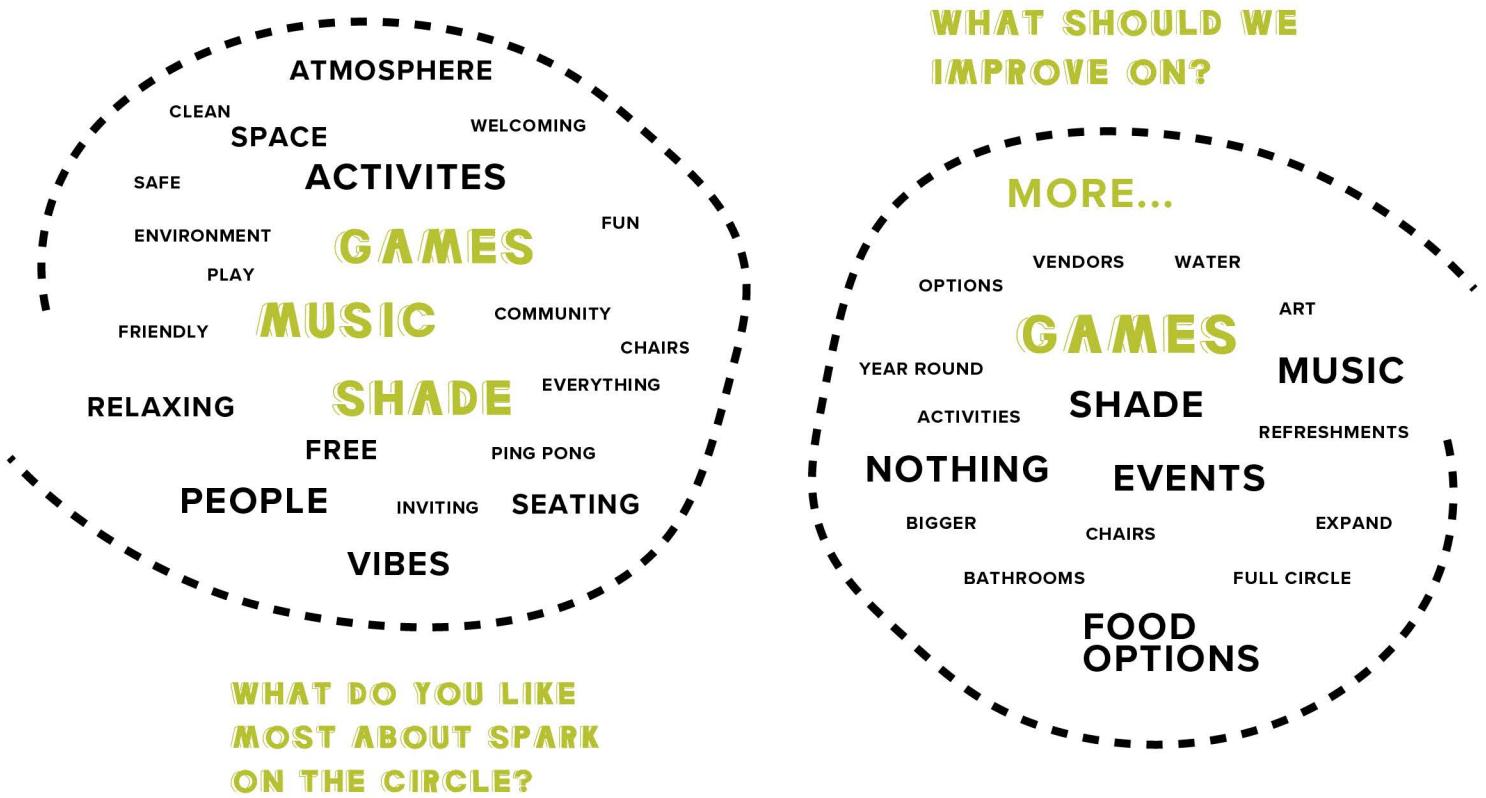
ANNUAL HOUSEHOLD INCOME



AGE DEMOGRAPHIC

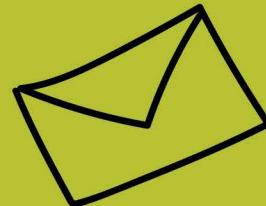
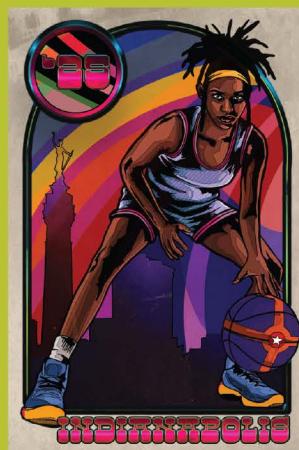


WRITTEN SPARK SURVEY RESPONSES



2025 POSTCARDS

SPARK commissioned Indianapolis-based artists Tasha Beckwith to create two postcards inspired by the 2025 AT&T WNBA All-Star. Postcards were funded in-part by the Indy Arts Council.



5,291

postcards sent around the world from Monument Circle because of **SPARK**

POSTCARDS DESTINATIONS

- 19%** Outside the U.S.
- 58%** Out of state
- 13%** Elsewhere in Indiana
- 9%** Indianapolis

SPARK PAID

147 ARTISTS

Artist activities included live music, a puppet show, a henna workshop, magic shows, and more!

\$225,780

TOTAL AMOUNT PAID TO ARTISTS

\$119,714

TOTAL AMOUNT PAID TO INDIVIDUAL ARTISTS

\$106,066

AMOUNT PAID TO ARTISTS VIA NON-PROFIT
ORGANIZATIONS



13

The number of full and part-time jobs held/created.

This includes artists and staff hired by Big Car for ongoing SPARK work.

SPARK ARTIST-IN-RESIDENCE

BRYN JACKSON

ALT(R) Project

ALT(R) was a site-responsive exchange created by SPARK artist-in-residence Bryn Jackson that used scent to explore memory, presence, and what history leaves unsaid. Developed in connection with the Soldiers and Sailors Monument's themes of triumph and permanence, the work countered stone with breath and ephemerality. Visitors were invited to receive a custom perfume — made from botanicals rooted in South and Southeast Asian traditions — in exchange for anonymously writing down one thing they wished they had said. Through this intimate ritual, ALT(R) transformed public space into a living archive, carried on the body and released into the air, inviting participants to embody remembrance beyond fixed monuments.

“SPARK gave me the opportunity to try something new and to expand my creative vocabulary in response to this city’s most iconic monument. And more importantly, it encouraged me to connect with the Indianapolis community in a way that wouldn’t have unfolded the same way in a gallery or studio setting. What brought the project to life wasn’t just the excitement of making something new, but also of inspiring curiosity, encouraging vulnerability, and seeing the public respond in real time.”

—Bryn Jackson



SPARK ARTIST-IN-RESIDENCE

DANNY MARQUIS

In C Collaborative Concert

SPARK artist-in-residence Danny Marquis led a live, improvisational performance of Terry Riley's *In C*, welcoming musicians of all skill levels to perform alongside listeners in a large, inclusive ensemble. Selected in response to the rise of artificial music, the 1964 composition emphasizes human choice, listening, and real-time interaction — elements that only live performance can fully realize. The event concluded with spontaneous, celebratory sound-making led by Marquis, marking the close of SPARK through collective music-making.

“It was an absolute treat to be a SPARK Artist in Residence and to help bring a spirit of playfulness to the Circle City.”

—Danny Marquis



AT&T WNBA ALL-STAR 2025

BY THE NUMBERS: JULY 18-19

AT&T WNBA All-Star 2025 SPARK activations were funded in-part by Indy Arts Council.

MORE THAN

5,284 VISITORS

3000+

Postcards were given out
to visitors during the 2025
AT&T WNBA All-Star
game weekend

ARTISTS AND VENDORS

10 Live music performances

15 SPARK All-Star Art Market vendors

6 Hands-on artist led activities

Activities included postcard making, face-painting, giant bubbles, bracelet-making workshop, Forensic Friends, and As You Wish.





SPARK HOLIDAYS ON THE CIRCLE



VISITORS
9,300

AVERAGE DAILY NUMBER
OF SANTA VISITORS

468



8 Live music
groups featured

Visitors enjoyed various holiday activities during SPARK Holidays on the Circle, every weekend from Nov. 29 - Dec. 21. Activities included live music, Santa visits, a holiday cafe, and more!