An aerial photograph of Monument Circle in Indianapolis, showing the circular plaza, surrounding buildings, and a large crowd of people. Overlaid on the image is the 'Spark 2025' logo, which features a stylized figure of a woman holding a torch and a star, with the word 'SPARK' in a semi-circle above the figure. The numbers '2025' are prominently displayed in a large, bold, black font, with the '0' containing the star and figure. Below the numbers, the words 'BY THE NUMBERS' are written in a similar bold, black font.

# 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](https://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**

**56%** of visitors had a **CONVERSATION**  
WITH SOMEONE NEW at SPARK

50% of them reported that they **DON'T USUALLY TALK** with people they don't know



15% visited SPARK **ALONE**

85% visited in **GROUPS**

## 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

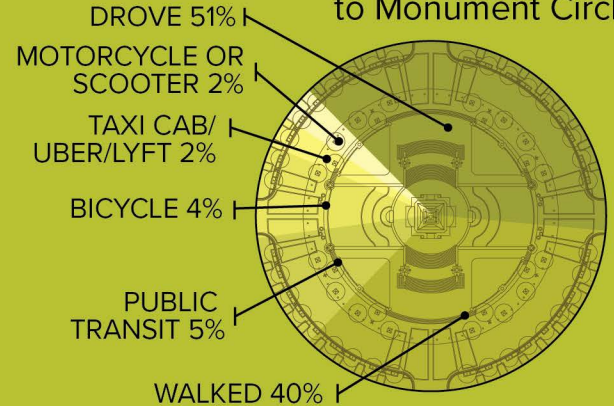
80% of visitors spent more than 30 minutes at the Circle during SPARK.

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

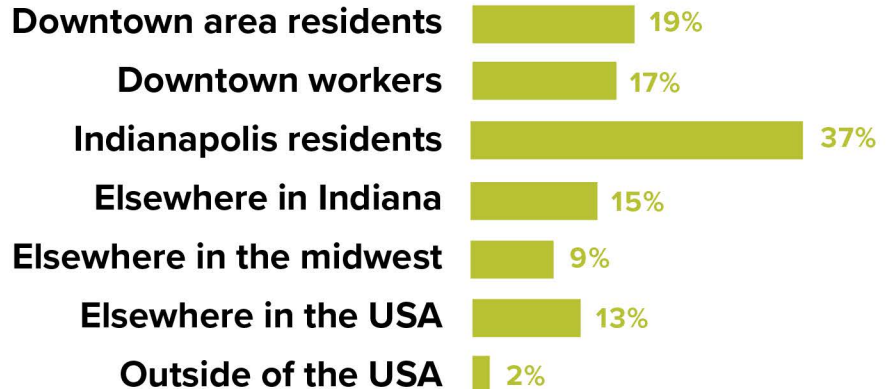


# HOW PEOPLE TRAVELED

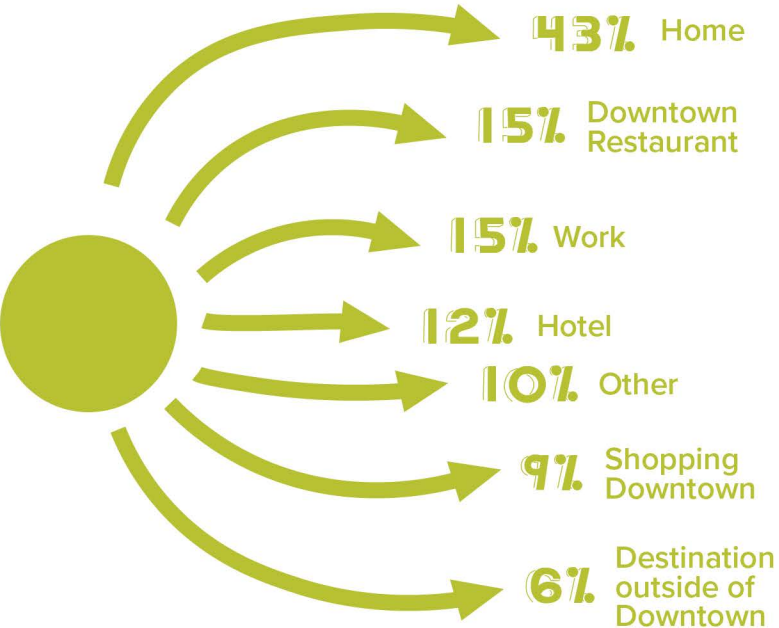
to Monument Circle



# WHERE VISITORS TRAVELED FROM



# WHERE VISITORS WENT WHEN THEY LEFT SPARK

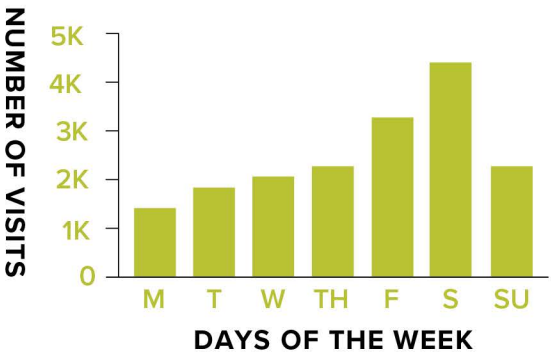


- 98%** of visitors said SPARK made them feel more positive about Downtown
- 98%** of visitors said SPARK made them feel more positive about Monument Circle
- 96%** of visitors would like SPARK to be a permanent feature at Monument Circle





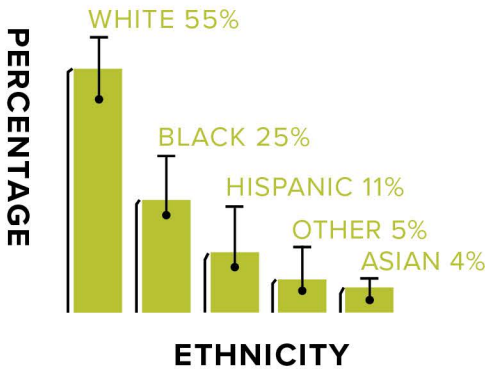
# DAILY VISITORS



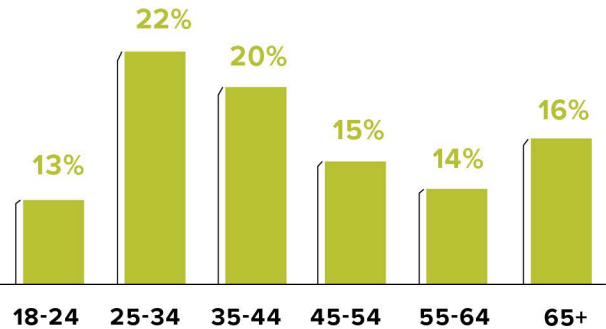
# ANNUAL HOUSEHOLD INCOME



# ETHNIC DEMOGRAPHIC



# AGE DEMOGRAPHIC



# WRITTEN SPARK SURVEY RESPONSES



WHAT DO YOU LIKE  
MOST ABOUT SPARK  
ON THE CIRCLE?

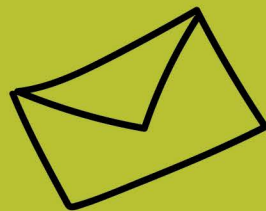
WHAT SHOULD WE  
IMPROVE ON?





# 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.

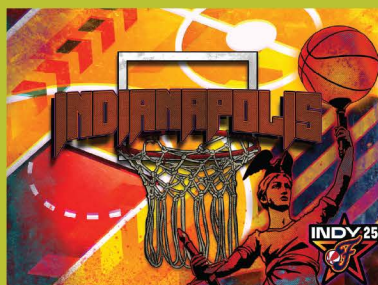
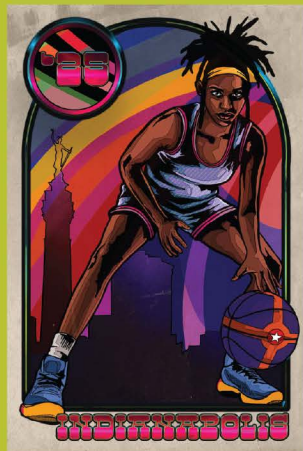


# 5,291

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!