

2022 SPARK



BY THE NUMBERS

12,084 VISITORS

ENJOYED SPARK PROGRAMMING SEATING, OR GAMES FROM JUNE 20 THROUGH OCTOBER 28, 2022

Big Car Collaborative and Downtown Indy teamed up with the City of Indianapolis — with support from the Capital Improvement Board and the Indiana War Memorials Commission— *to spark Monument Circle with free human-scale activities like games, live music, art, and socializing in a comfortable place.*

Data compiled by Big Car Collaborative based on counts, tracking postcard mailing addresses, visitor surveys, and staff observations.

SPARK offered more than

168

HUMAN-SCALE PROGRAM OPPORTUNITIES

SPARK paid

156 ARTISTS

\$276,385

TOTAL AMOUNT SPENT ON ARTISTS

\$150,385

TOTAL AMOUNT SPENT ON INDIVIDUAL ARTISTS

\$126,000

TOTAL AMOUNT SPENT ON BIG CAR STAFFING ON ARTIST WITHIN AN ORGANIZATION



85%

of people spent more time on the circle because of SPARK



Average time spent ranged from 30 MINUTES TO ONE HOUR

TIME BREAKDOWN

- More than an hour (37.4%)
- 30 minutes to an hour (40%)
- 15 to 30 minutes (20%)
- Just passing through (2.86%)

said SPARK was what brought them back to Monument Circle

52%

SAID SPARK WAS WHAT BROUGHT THEM BACK TO MONUMENT CIRCLE

WHY?

TOP 3 REASONS

- 58% Games
- 58% Music/sound art
- 6% Theme walk

Top 5 programming SPARK visitors enjoyed

1. CULTURAL EXPERIENCES
2. FREE EVENTS
3. EVERYDAY ACTIVITIES
4. LOCAL MERCHANT EVENTS
5. FOOD-BASED EVENTS



73%

Visited in groups



27%

Visited in alone

3,790

People engaged with artist-led activities

CIRCLE SPARK FEST

5,100

Visitors enjoyed Circle SPARK Fest

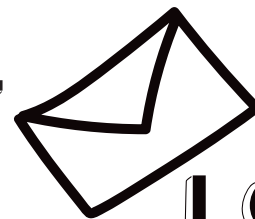
VENDOR DATA

83% were extremely pleased with their experience

85% met or exceeded sales expectations

77% met someone new that helped expand their vending network

100% would participate in a future Circle SPARK Fest



1,000

POSTCARDS SENT AROUND THE WORLD

5.9% Outside the U.S.

9.6% Elsewhere in Indiana

56.9% Out of state

9.9% Indianapolis