

# SPARK 2015

## BY THE NUMBERS

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

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**

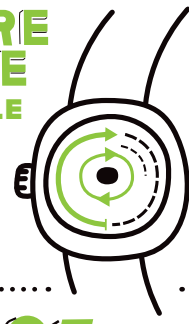


SPARK offered more than  
**3000 HUMAN-SCALE PROGRAM OPPORTUNITIES**

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**

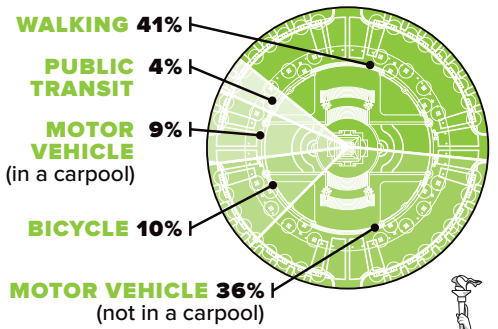


**47%** said SPARK was what brought them back to Monument Circle

### WHY?

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

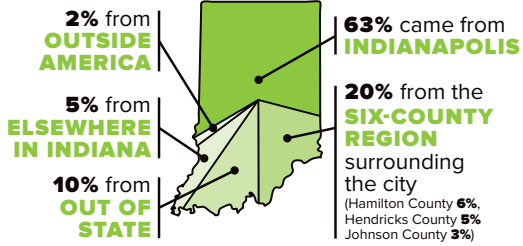
### HOW PEOPLE TRAVELED to Monument Circle



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

### SPARK VISITOR HOMETOWN BREAKDOWN

(of 1,975 visitors asked for zip codes)



[circlespark.org](http://circlespark.org) | /sparkplacemaking

**2015**  
BY THE NUMBERS



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 OUT-SIDE** 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.**

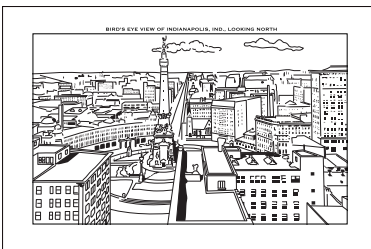
★ On Sundays, before and after SPARK, **about 12 people** sat outside at lunchtime on Monument Circle on nice days.

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

People sent more than

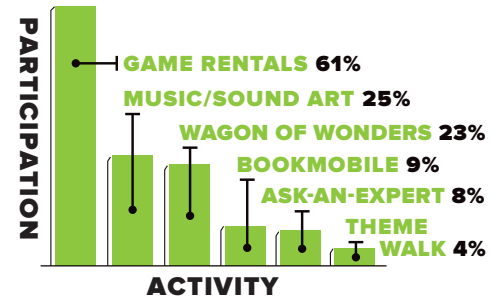
**3,000 POSTCARDS**

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](http://circlespark.org)



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

2015 BY THE NUMBERS

