

2 SPARK 24 BY THE NUMBERS

Big Car Collaborative and Downtown Indy Inc. teamed up with the City of Indianapolis — with support from the Capital Improvement Board and in partnership with 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, staff observations and cell-phone data information accessed by Downtown Indy via Placer.ai.

For more information visit Circlespark.org

MORE THAN

71,969

VISITORS

Enjoyed SPARK programming, seating, or games
from June 1 through December 22, 2024.

*Numbers were affected by weather closures & Monument construction



SPARK offered

270

HUMAN-SCALE
**PROGRAM
OPPORTUNITIES**

Noteworthy events at SPARK

1. **SPARK HOLIDAY EVENTS**
2. **TAYLOR SWIFT WEEKEND**
3. **BOOT SCOOT WITH FFA VISITORS**
4. **LUNCH BREAK LIVE**
5. **ARTIST WORKSHOPS**
6. **SPARK LATE NIGHTS**

420

**THE AVERAGE
NUMBER OF DAILY
PARTICIPANTS
DURING SPARK**



62% of visitors had a **CONVERSATION**
WITH SOMEONE NEW at SPARK

53% of them reported that they **DON'T USUALLY TALK** with people they don't know



16% visited SPARK **ALONE**

84% visited in **GROUPS**

WHAT VISITORS DID AT SPARK

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

HEALTH AND WELLBEING

99%

Felt welcomed at the Circle

99%

Felt comfortable at SPARK park

89%

Felt SPARK helped them feel more relaxed or less stressed

88%

Felt SPARK helped improve their mental wellbeing

78%

Felt SPARK helped improve their physical wellbeing



87% SAID THEY
FELT TOTALLY
SAFE AT SPARK

WHY?

**VISITORS FELT
SAFE BECAUSE OF**

- 1. THE VISIBILITY**
- 2. The number of people**
- 3. The presence of staff**

VISITOR DATA

87%

of people spent more time on the Circle because of SPARK

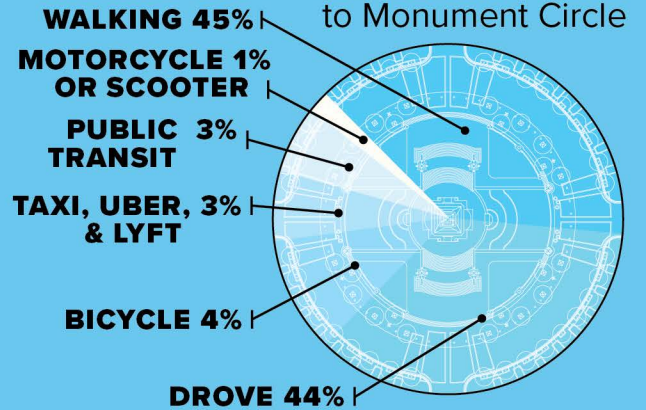
TIME BREAKDOWN

81% of visitors spent more than 30 minutes at the Circle during SPARK.

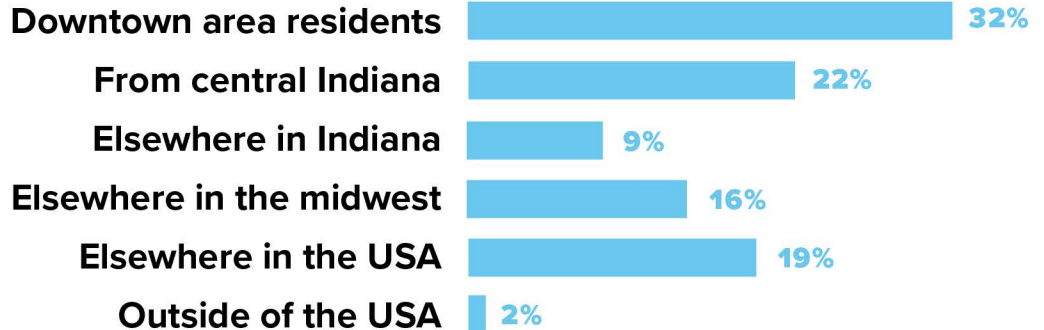
- More than two hours (17%)
- More than an hour (29%)
- 🕒 30 minutes to an hour (35%)
- 🕒 Less than 30 minutes (19%)



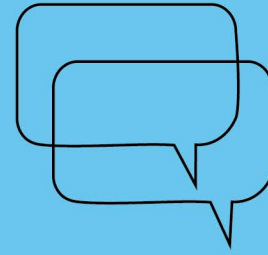
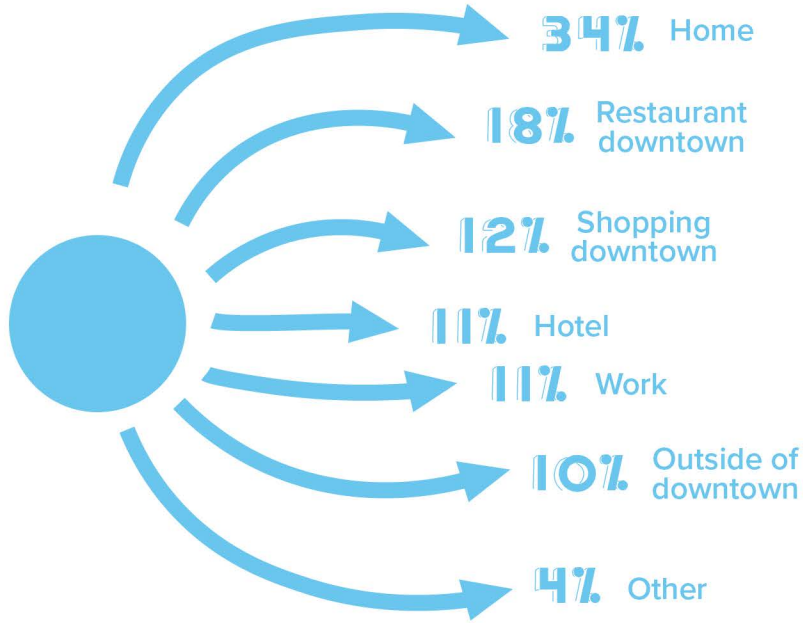
HOW PEOPLE TRAVELED



WHERE VISITORS TRAVELED FROM



WHERE VISITORS WENT WHEN THEY LEFT SPARK



98% of visitors said SPARK made them feel more positive about Downtown

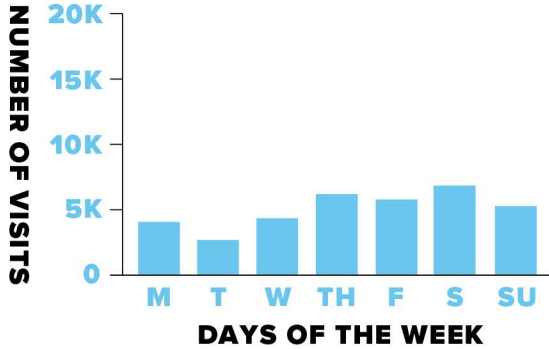
98% of visitors said SPARK made them feel more positive about Monument Circle

94% of visitors would like SPARK Park to be a permanent feature at Monument Circle



*Graphs compiled based on data collected from Placer.ai

DAILY VISITORS

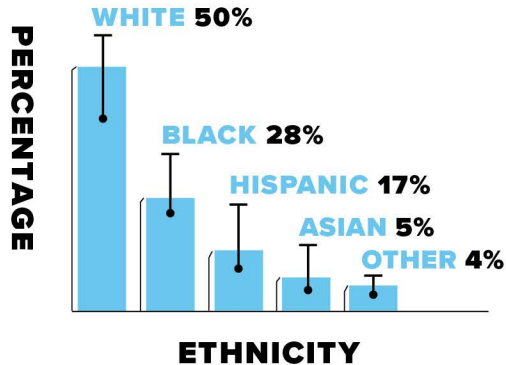


ANNUAL HOUSEHOLD INCOME

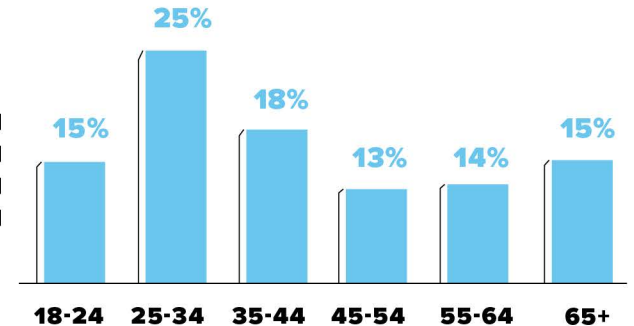


ETHNIC

DEMOGRAPHIC



AGE DEMOGRAPHIC



CIRCLE SPARK WRITTEN SURVEY RESPONSES

WHAT DO YOU LIKE MOST ABOUT SPARK ON THE CIRCLE?



WHAT SHOULD WE IMPROVE ON?



WHAT IDEAS DO YOU HAVE FOR THE CIRCLE?



HAIKUS

Monuments rising
Little children playing games
Summer in Indy

By: Chris from Jupiter, FL

Spark on the Circle
A beautiful city day
Inviting for all

**By: Michele from Lake
Barrington, IL**

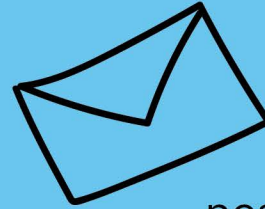
Quiet reflections
Looking for humanity
New generations

By Dan

*These haikus were submitted by the public as part of the haiku project at the Circle

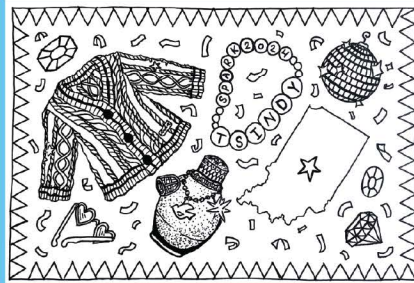
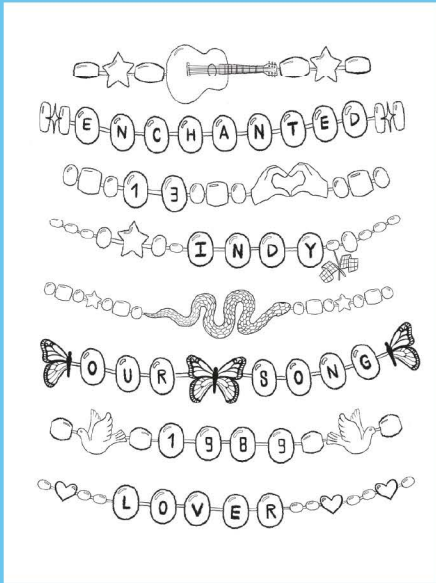


2024 POSTCARDS



8,259

SPARK commissioned Indianapolis-based artists Katie Faust and Lauren Pontenberg — who both are also SPARK on the Circle staff artist — to create these postcards in 2024.



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

POSTCARDS SENT AROUND THE WORLD

17% Outside the U.S.

61% Out of state

13% Elsewhere in Indiana

9% Indianapolis

SPARK PAID

162 ARTISTS

Artist activities included live music, graffiti knitting, fire painting, clock making ...

\$333,800

TOTAL AMOUNT PAID TO ARTISTS

\$110,000

TOTAL AMOUNT PAID TO INDIVIDUAL ARTISTS

\$223,800

AMOUNT PAID TO ARTISTS VIA NON-PROFIT ORGANIZATIONS



13 Full and part-time jobs held/created.

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

SPARK ARTISTS IN RESIDENCE

KRIS KOMAKECH

Kris was one of our SPARK Artists in Residence. He created a Monument Circle hidden picture activity, led a clock-making workshops, and more.

MARY JO BAYLISS

Mary Jo started *The Village*, a social practice and community art project for Taylor Swift weekend. This was a large-scale fiber piece made of pompoms and latch hook sections puttogether by participants.

LAUREN PONTENBERG

Lauren was one of our SPARK staff artists, she designed one of the postcards for SPARK and approached her interactions with the public as social practice art. Pontenberg is now a programs associate and staff artist at Big Car.

KATIE FAUST

Katie was one of our SPARK field staff artists, she designed two of the postcards for SPARK. Faust approached their interactions with the public as social practice art and was also showcased in our Circle SPARK show in January.

BRANDON SCHAFF

Brandon was one of our SPARK field staff artists, he worked on the Circle Sounds audio at Monument Circle that included haiku poems from the public, special announcements, and other sound elements. He continues to work on Big Car's radio station WQRT.



SPARK LATE NIGHTS

SPARK on the Circle stayed open until 10pm for “Late Nights at SPARK” every Thursday from October 3 to October 24, 2024. Late night Thursdays featured special events and activities.

4 Nights of Events and Activities Included



Boot Scoot

Visitors participated in line dance lessons and enjoyed country music on the circle with DJ John Stamps and Line Dance Instructor Jeff Smilko.

Bubble Jim

Visitors had the chance to play with giant bubbles and create their own using the bubble wands.

Symbiotic Hum

A live audiovisual performance featuring a poem and animation by Jessica Dunn and Landon Caldwell.

WQRT DJ Mix

Live DJ performances by Averie Chavez and Rania Zakaria

As You Wish

Do you have a wish you'd like to have granted? Let Big Car Artists be your genies! They will grant your wishes by “making” them out of pipe cleaners and clay. There is no wish too big or too small!

Lumen Print Workshop

Sarah Montanez, our SPARK field staff held a hands-on lumen workshop where visitors created photographic prints using the natural light and objects of their choice.

SPARK TAYLOR SWIFT WEEKEND

BY THE NUMBERS NOVEMBER 1-3

MORE THAN

10,000+
VISITORS

ARTISTS AND VENDORS

31 Live music featured by the Arts Council and ISO youth orchestra, hosted by SPARK

35 Mini Gay Market vendors

6 Hands-on artist led activities

*Activities included: face-painting, Selfie 360, Mini Van Go mobile art gallery, friendship bracelet workshops, polaroids, postcards, and The Village community art piece.



People sent more than **1571** postcards around the world during these three days.





SPARK HOLIDAY ON THE CIRCLE



VISITORS

6,300

8 Live music
groups featured

Visitors enjoyed various holiday activities during SPARK holidays on the Circle, every weekend from November 30 - December 22. Activities include: live music, Santa, holiday cafe, and more!