



SPARK 2022 BY THE NUMBERS

Big Car Collaborative and Downtown Indy teamed up with the City of Indianapolis — with support from the Capital Improvement Board and in partnership 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.



For more information visit Circlespark.org

12,084 VISITORS

Enjoyed SPARK programming, seating, or games from
June 20 through October 28, 2022.

SPARK offered

168

HUMAN-SCALE PROGRAM OPPORTUNITIES



Top 5 programming SPARK visitors enjoyed

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

Average number of daily
participants during SPARK

67

Top 3 reasons people reported feeling safe on
Monument Circle

**THE VISIBILITY
THE PRESENCE OF SPARK STAFF
THE VARIETY OF ACTIVITIES**

SPARK PAID

156 ARTISTS

activities included circle artist residency, live music, screen printing, virtual reality, film projection, and poetry

\$276,385

AMOUNT PAID TO ARTISTS

\$150,385

AMOUNT PAID TO
INDIVIDUAL ARTISTS

\$126,000

AMOUNT PAID TO ARTISTS VIA
NON-PROFIT ORGANIZATIONS

3,790

People engaged with
artist-led activities

65%

Increase in visitors when SPARK offered **live music or artist-led programming was available.**
Twice as many visitors when there was live music.



1,069

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

POSTCARDS SENT
AROUND THE WORLD

5.9% Outside the U.S.

9.6% Elsewhere in Indiana

56.9% Out of state

9.9% Indianapolis

VISITOR DATA

85%

of people spent more time on the circle because of SPARK



TIME BREAKDOWN

Average time spent ranged from **30 minutes to one hour**

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



52%

said SPARK was what brought them back to Monument Circle

73% 
Visited in groups

WHY?

TOP 3 REASONS

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

27% 
Visited in alone

75%

visitors had a conversation with someone new at SPARK



25%

visitors reported that they don't usually talk with people they don't know



CIRCLE SPARK FEST

BY THE NUMBERS

Circle SPARK Fest – a brand-new, two-day FREE celebration of art and fall at Monument Circle featured 58 Indianapolis-based artists and artisan vendors, live music, artmaking and pumpkin decorating, games, and more.

MORE THAN
5,100

Visitors enjoyed Circle SPARK Fest

2,500

engaged in artist-led programming



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





Artist-designed Circle Spark postcard