

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

- **UCULTURAL EXPERIENCES**
- 2 FREE EVENTS
- 3 EVERYDAY ACTIVITIES
- **9 LOCAL MERCHANT EVENTS**
- 5 FOOD-BASED EVENTS





Average number of daily participants during SPARK





Top 3 reasons people reported feeling safe on Monument Circle

THE VISIBILITY
THE PRESENCE OF SPARK STAFF
THE VARIETY OF ACTIVITIES

## 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



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

**5.91.** Outside the U.S.

**9.6%** Elsewhere in Indiana

**56.9%** Out of state

¶¶¶ 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%)
- (1) 30 minuets to an hour (40%)
- ( 15 to 30 minutes (20%) Just passing through (2.86%)



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

Visited in groups

58% Games 58% Music/sound art 67. Theme walk

Visited in alone







75%

visitors had a conversation with someone new at SPARK

251.

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









### CIRCLE SPARK FEST BY 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

Visitors enjoyed Circle SPARK Fest

engaged in artist-led programming



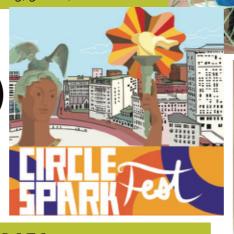


**31.** Were extremely pleased with their experience

Met or exceeded sales expectations

Met someone new that helped expand their vending network

Would participate in a future Circle SPARK Fest







Artist-designed Circle Spark postcard