

TO: Matt Sturgeon

FROM: Spark Centennial Team (Stewart Meek, Melanie Morgan)

CC: Eric Eddy, Neil Marciniak

DATE: 1/30/2020

RE: Spark Centennial 2019 Close Out Report

2019 Pilot Summary

In 2019, City Council allocated \$20,000 to fund Spark Centennial.

The goal of Spark Centennial is to test whether the City can partner with the community and businesses to get people off the couch and into our stores by activating the public spaces in our shopping centers with unexpected participatory places full of unforgettable experiences.

It was clear the community was interested in participating in this program; nineteen applications were submitted between April and July. Staff worked diligently to select events that best fit the community-oriented goals of the program, and connected applicants with property owners who had spaces suited to their events.

To date, the program has funded four Sparks, and has completed initial planning and design for a fifth for a sum of \$16,281.

- Blues, Bugs, and BBQ at University Towne Center hosted by Rolling Smoke BBQ
- Video Game Tournament at Halfpenny Brewing (Arapahoe Village Center) hosted by SmashDen
- Streets at SouthGlenn 10th Anniversary hosted by Alberta Development Partners
- CATCHY: the Holi-play Edition brightened a vacant storefront at Streets at SouthGlenn, hosted by Futures United Network and Alberta Development Partners
- YESway CANdo Sign Installation is tentatively planned for Cherrywood Square hosted by Futures United Network and Regency Centers

The program also spurred an innovation fund award for \$1,250 to test an Experience Economy Workshop where businesses learned about the experience economy and brainstormed ideas on how to incorporate it into their business plan.

City funding has leveraged more than \$30,000 in private funding to host these events, which collectively have attracted thousands of attendees. These events had very different scales, and were all deemed successful by the hosting organization.

Event	Location	Host	Attendees
Blues, Bugs, & BBQ	University Towne Center	Rolling Smoke BBQ JFRCO, LLC	500+
Video Game Tournament	Arapahoe Village Center	Halfpenny Brewing, SmashDEN	86
Streets at SouthGlenn 10 th Anniversary	Streets at SouthGlenn	Alberta Development Partners	40,000+
CATCHY: Holi-play edition	Streets at SouthGlenn	OhHeckYeah, Alberta Development Partners	980

At these events, City Staff collected surveys from 136 attendees.

- 84% reported spending money at the event
- 78% interacted with someone new because of the event
- 73% said their perception of the shopping center improved because of the event
- 45% plan to attend a store in the shopping center because of the event
- 31% were visiting the shopping center for the first time

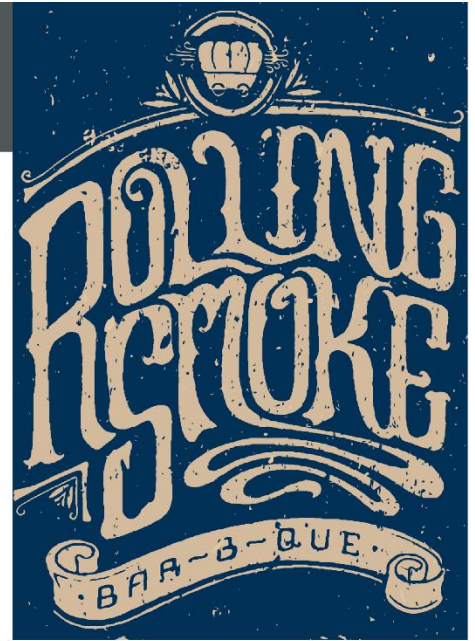
More details about each event can be found on the following pages.

Blues, Bugs, & BBQ

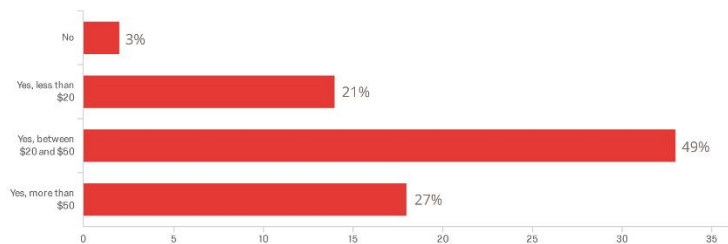
The first Spark Centennial event was held June 15 at University Towne Center. Rolling Smoke BBQ blocked off part of the shopping center's parking lot for a concert, crawfish boil, and block party.

"Overall with the city's help it was a success!! It's hard to breakeven on these the first year or even the first 2-3 years but we did it! Even with a lightning storm in the middle! I can't thank all of you enough for your help and planning."

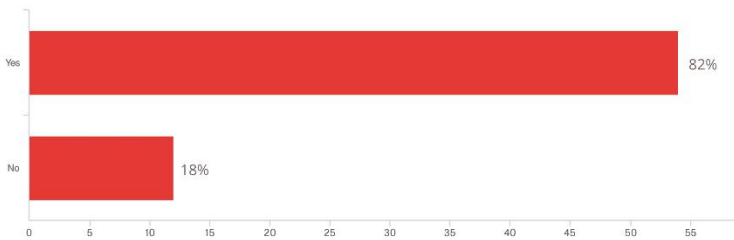
- Terry Walsh, Owner, Rolling Smoke BBQ



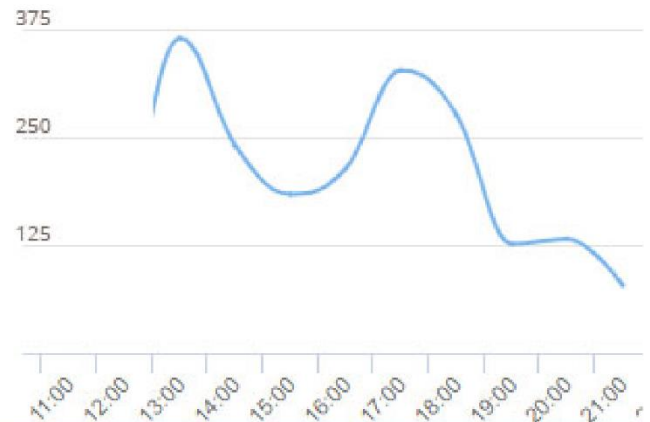
Q6 - Did you spend any money here today?



Q7 - Did this event encourage you to interact with someone new?



Pedestrian Counter Results: 500+ attendees



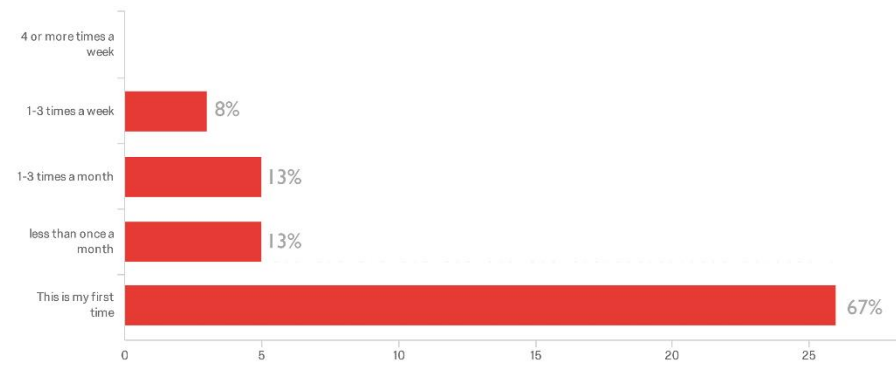
Video Game Tournament



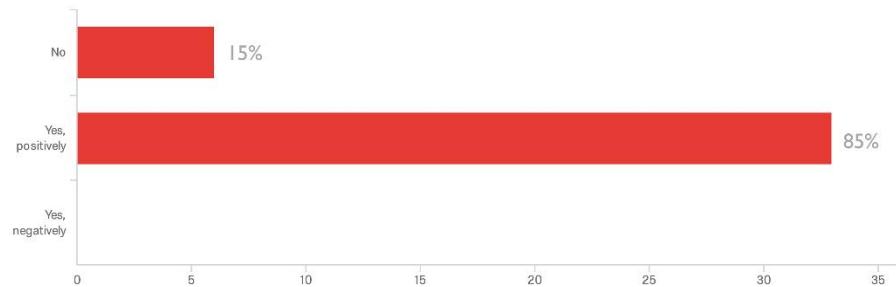
86 attendees

\$800 estimated sales at Centennial businesses

Q1 - How frequently do you visit this shopping center?



Q5 - Did this event impact or change your perception of this shopping center?



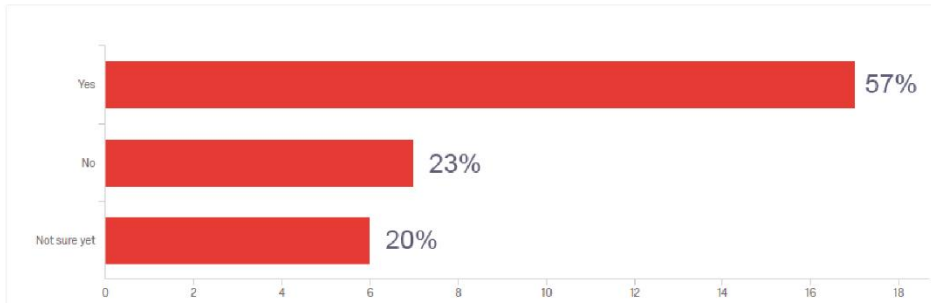
"Thank you! It was a success for all involved."

- Mike Naifeh,
Taproom Manager,
Halfpenny Brewing

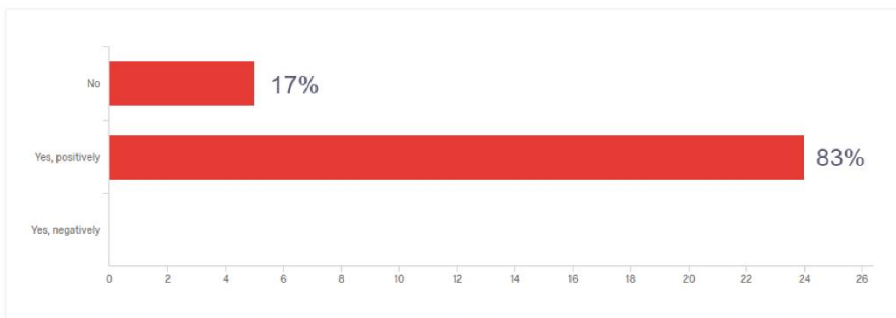


Streets at SouthGlenn 10th Anniversary

Q3 - Do you plan to visit any of the stores in this shopping center because of this event?



Q5 - Did this event impact or change your perception of this shopping center?



Program Participants

Free wine voucher: 52
Treat Cards Voucher: 198
\$10 gift cards: 205
Buy \$200 get \$20: 5
Sip and Shop: 28
Street Smarts: 26
Total: 514

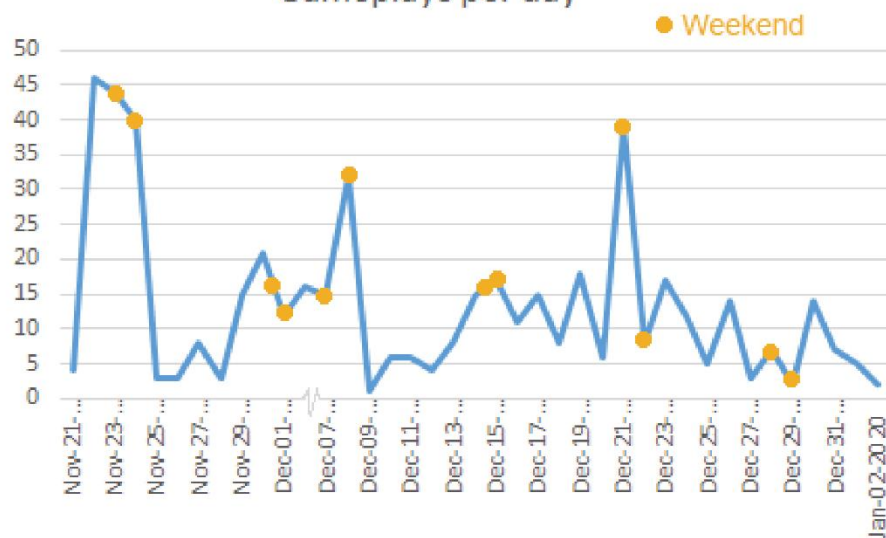
Over the four days,
SouthGlenn's pedestrian
counters tallied
42,662 visitors.



OhHeckYeah CATCHY Game



Gameplays per day



By the Numbers

Total players: 980

Games played: 512

Games tied: 38

Perfect scores: 3

Days in operation: 39



Hello,

I am writing to express my gratitude for the Centennial Spark Program and what the partnership with the City of Centennial meant to us as a small business. We applied for the grant from the Spark Program to throw a neighborhood block party titled Blues, Bugs, and BBQ. We had 3 bands, a crawfish boil and of course, BBQ in the parking lot of our strip mall. With 2 anchor stores vacant, bringing life and awareness to our new space was paramount to our success. This event was an idea I had from the day we opened in February 2018, but for a brand new business the cost and risk were high.

I quickly discovered all of the ins and outs that throwing an event like this require. It was a little overwhelming. The folks down at the city were so patient and accommodating as I navigated the process. From the planners to permitting to licensing, they were very helpful and reassuring. With the hope of continuing this event for years to come, it was helpful to understand everything that was required to make my vision come to life. Through the grant and their support we were confident we would have a successful day.

We had a great turnout for the event and the customer response we got was very positive. For months after we had many people that came in to the restaurant expressing how grateful they were and how much fun they had. It was a huge boost to our brand awareness in our direct market. It almost felt like everyone in the neighborhoods around us were buzzing about Rolling Smoke BBQ. It was exactly the feedback I'd hoped for when we were doing all the work prior. It continues to carry a lot of goodwill with the people closest to our restaurant, and also their business! We saw a 20% bump in sales in the months following the event, I feel it was an incredible boost to our business. I would encourage other cities to develop a program like Centennial Spark so more entrepreneurs are able to bring their ideas to reality.

Sincerely,

Terry Walsh
Owner
Rolling Smoke BBQ