

SPARK 2023

OUTCOMES & LEARNINGS





SPARK CENTENNIAL IS PRODUCED IN
PARTNERSHIP BETWEEN THE CITY OF
CENTENNIAL & FARM-TO-SPACESHIP.

Photo Credit: Rachel Lorenz

SPARK CENTENNIAL is a program that aims to use the power of unforgettable experiences to grow revenue for local businesses, explore creative opportunities, and spark wonder and connections among Centennial's residents.

SPARK 2023 COHORT RECEIVED:

- Guidance with developing custom and unique experiences for their business.
- Funding to jump start their experiential offerings and access to customers via City-produced events.
- Monthly field trips and expert interviews covering topics from legal to immersive theatre.
- Online network that connects participants to research, trends and ideas for enhancing the customer experience.

FEEDBACK ON FUTURE SPARK :

- The networking, learnings and opportunity to try things are key benefits of the program.
- Past cohorts want the opportunity to participate in future programming through mentorship and developing experiential learnings.
- SPARK has helped keep participants committed to innovating and growing their business.
- The 2023 cohort (and past participants) overwhelming would recommend the program to others.

6

MONTHS OF
LEARNINGS

7

PARTICIPATING
BUSINESSES

71%

THOUGHT THE CONTENT
WAS VERY RELEVANT
TO THEIR BUSINESS

86%

RATED THEIR SPARK EXPERIENCE AS
VERY SATISFIED

100%

COHORT RECOMMENDS
PARTICIPATING IN THE
SPARK PROGRAM

57%

WOULD MENTOR
FUTURE COHORTS

100%

COHORT CONTRIBUTED TO
THE SURVEY

\$20K

FUNDING FOR
BUSINESSES



REPORTED BY A PARTICIPATING BUSINESS



REPORTED BY SPARK CENTENNIAL



I am leaving the class with a confidence to take
the next steps in my business.

- TIFFANY MADSEN PRESCOTT





The education, lectures, and mentorship from have been immeasurable. I literally cannot praise them enough for all they have provided and continue to do so.

- JODI JULIUS





I learned so much about operating my business and about creating experiences for my customers. I enjoyed the laughs and the camaraderie as well as the work.

- SHERIA BUTLER





The SPARK program was an excellent networking forum and I'd encourage any growing small business in Centennial to participate.

- BRIAN O'REILLY



LESSON LEARNED: MORE CONNECTIONS

More opportunities to connect with fellow cohort members, other small businesses and the Centennial community was overwhelming heard across the board. Networking scored the highest as the most important factor for participating in SPARK. The people spoke and we're listening.

LESSON LEARNED: LEARNING BY DOING 3.0

We intend to further refine and improve our project-based curriculum by offering online digital workshops that can be accessed when the learnings are needed and through in-person experiential learnings. Both learnings will be produced by local experts and past cohorts with the learnings being determined by the needs of the participants.

LESSON LEARNED: CONNECT ACROSS INDUSTRIES

The SPARK program has the unique opportunity to connect small businesses and corporate offices across sectors. Using experience design as a strategic tool, our intention is to help all businesses grow by sparking meaningful relationships. This could take form as business roundtables, experiential learnings and networking field trips that showcase Centennial-grown talent.

LESSON LEARNED: BUILD PROGRAM PARTNERSHIPS

Previous cohorts have requested additional business learnings that are provided by other local organizations, such as the Small Business Development Center (SBDC). To compliment the SPARK program we intend to build partnerships with those providers to offer participants a “one stop shop” to their business needs.