

# SPARK 2022

## OUTCOMES & LEARNINGS



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

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

# **SPARK 2022 COHORT RECEIVED:**

- **Guidance with developing custom and unique experiences for their business.**
- **Funding to jump start their experiential offerings and support to scale concepts validated by the market.**
- **Monthly fireside chats with industry experts covering topics from social media to immersive art.**
- **Tailored pairings that connect businesses with artistic talent to enhance their business advantage.**

# **THE SPARK 2022 FEEDBACK:**

- **The networking, learnings and opportunity to try things are key benefits of the program.**
- **A competitive structure to access funding inhibited participation and collaboration among the cohort.**
- **“Next steps” programming opportunities to help past cohorts not fall back into the “usual” offerings.**
- **The 2022 cohort overwhelming would recommend the program to others.**

**6**

**MONTHS OF  
LEARNINGS**

**19**

**PARTICIPATING  
BUSINESSES**

**530+**

**COMMUNITY MEMBERS  
ENGAGED**

**\$13K+**

**SALES GENERATED  
COLLECTIVELY IN THE  
PROTOTYPING PHASE**

**10**

**NEW PARTNERSHIPS  
CREATED**

**4**

**SOLD OUT  
EXPERIENCES**

**90%**

**COHORT REACHED  
NEW AUDIENCES  
WITH PROTOTYPES**

**\$9k+**

**FUNDING FOR  
PROTOTYPES**



**REPORTED BY A PARTICIPATING BUSINESS**



**REPORTED BY SPARK CENTENNIAL**



**The SPARK program was just what my small business needed to grow in my first year! I'm so grateful for the opportunity to meet all of the other small business owners in the cohort!**

**- MRS. FANCY PLANTS**







**I really loved the accelerator sessions and office hours as they provided me a new outlook on certain issues I was facing in my organization.**

**- ASPIRE EDUCATION CONNECTIONS**







**The best thing we've learned is how to include customers that would have otherwise not visited our shop.**

**- PINEY CREEK YARN**





**Farm-to-Spaceship’s support has been invaluable. SPARK program resources and support have impacted Cacao Creates, Inc beyond measure.**

**- CACAU CREATES**



# **LESSON LEARNED: PHYSICAL LOCATION MATTERS**

**We continue to see a physical space need for program participants. Having a space to house the cohort's experiential concepts would help incubate new businesses, test ideas and lessen the risk to open a new concept. The space could also provide a better visible presence for Spark by activating vacant storefronts while acting as a catalyst for creative placemaking activities within the area. We hope to secure a space to increase the value of the program and drive vibrancy in Centennial.**

# **LESSON LEARNED: CONNECT THE WORKFORCE**

**Shortage of workforce has affected industries across the state. To help small businesses address this challenge, SPARK is working to connect secondary students with businesses through apprenticeships rooted in experiential learning curriculum. We will explore how high school pathways can be better integrated into real world opportunities that not only educates the workforce of tomorrow but potentially provides ways for students to earn while learning.**

# **LESSON LEARNED: LEARNING BY DOING 2.0**

**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. The workshop content will be produced by local experts while the content will be determined by the needs of the cohort. This method of sourcing learnings will help ensure that we're meeting the demands of industry while pushing forward Colorado's Experience Economy.**

# **LESSON LEARNED: THE IMPORTANCE OF PROCESS**

**Most often as consumers we are only asked to engage with the business when the final version of the product offering is created. This creates a missed opportunity to build relationships with the community and ensure that the final product is what the customer wants. Engaging customers in the whole process, from ideation to final offering, allows for both the business and the customer to shape the outcome, transforming the relationship from consumption to belonging.**

# **LESSON LEARNED: MORE CONNECTING**

**Past cohorts have requested to increase the amount of networking and community building events. Farm-to-Spaceship has created a new social network for all cohort members to join. This online tool provides members a place to list their happenings, access learning workshops, share articles and access relevant opportunities for business growth.**