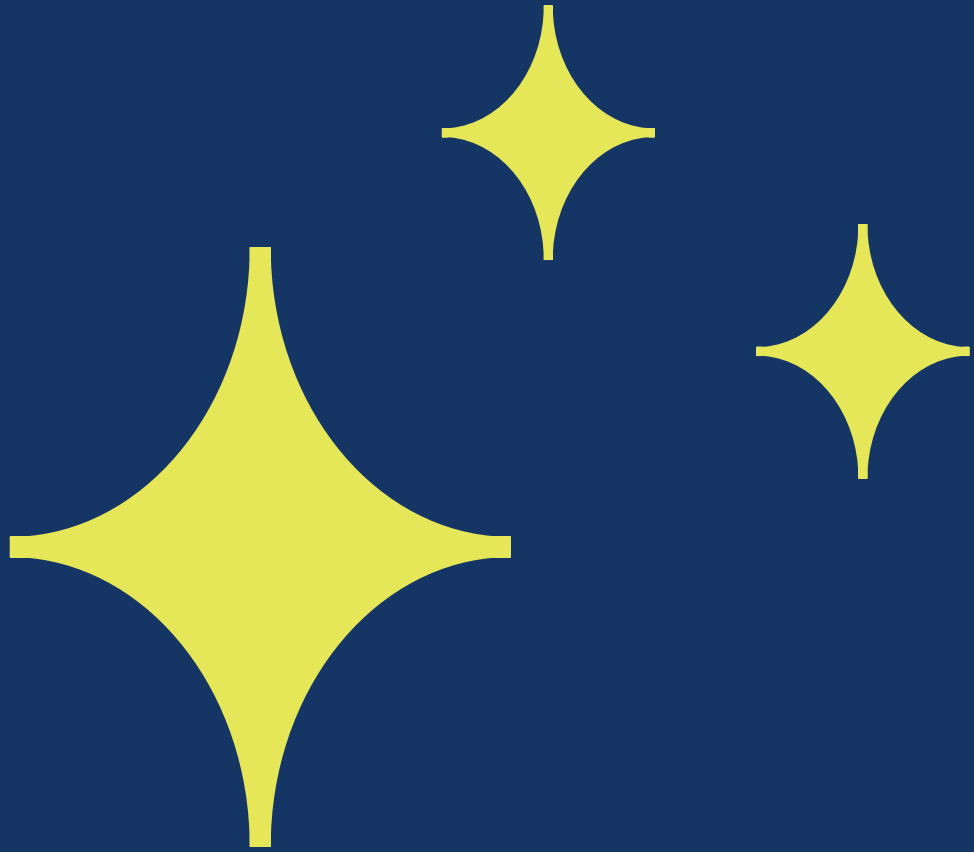


SPARK EXPERIENCE ACCELERATOR

2021 REPORT & LEARNINGS

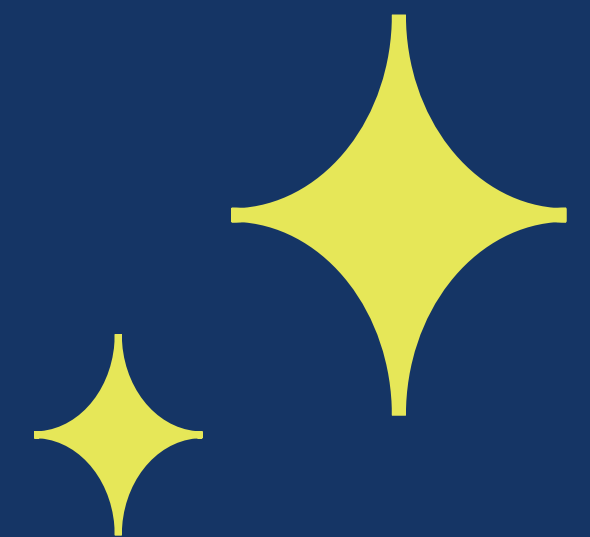




**SPARK CENTENNIAL IS PRODUCED IN
PARTNERSHIP BETWEEN THE CITY OF
CENTENNIAL & FARM-TO-SPACESHIP.**



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



SPARK 2021 COHORT RECEIVED: ✨ ✨

- **Guidance with developing custom and unique experiences for their business.** 💡
- **Marketing and communications support to promote experience offerings.** 💡
- **Monthly fireside chats with industry experts covering topics from legal to creative.** 💡
- **Tailored pairings that connect businesses with artistic talent to enhance competitive advantage.** 💡



400+

COMMUNITY MEMBERS
ENGAGED

3x

INCREASE IN SALES
REPORTED BY
BRIDGET BOTANICALS

6

MONTHS OF
LEARNINGS

5

3

JOBS CREATED

\$15k+

SEED FUNDING FOR
LOCAL BUSINESSES

EXPERIENCE

8

COUNTIES
SERVED

PAST PARTICIPANTS
COMMITTED TO MENTOR
THE 2022 COHORT

REPORTED BY A PARTICIPATING BUSINESS

REPORTED BY SPARK CENTENNIAL

SPARK CENTENNIAL MAKING HEADLINES:



A publication of  Colorado Community Media

PRESENTING THE 2021 SPARK CENTENNIAL EXPERIENCE MENU

To learn more about the spark program, sign up for updates at
www.centennialco.gov/spark



Bridget's Botanicals
The Apothecary Adventure
www.bridgetsbotanicalworld.com

Christine June Photography

www.christinejune.com

The Clue Room
Missing Lynx: A Colorado Wilderness Experience
www.theclueroom.com

Rainbow Dome
Hey There Hi There
www.rainbowdome.com

T is for Table
A Pop-Up Dining Experience
www.tisfortable.com

The Village Workspace
Spinning Conversation & Village Street Fair
www.thevillageworkspace.com



**THE 5 EXPERIENTIAL
OFFERINGS RANGED FROM
AN ARTIST-DRIVEN
ROLLERSKATING POP-UP
TO REIMAGINING HOW
COWORKING SPACE CAN
BETTER SUPPORT
INNOVATION, CREATIVITY
AND COLLABORATION
BETWEEN THEIR
MEMBERSHIP.**





Re-encouraging,
challenging and given
me inspiration to grow
my business even
after having a very
difficult COVID year.

LAURA TARKET-JOHNSON
T IS FOR TABLE

“Follow your passion,
perseverance & we
really learned a lot &
had an incredibly fun
time doing”



VERONICA MATA
THE CLUE ROOM





“Frankie Toan lit a fire
under our butts to get
our project together
and out in the world.”

**FRANKIE TOAN +
THERIN ZIMMERMAN
RAINBOW DOME**

“I learned so much from
the different speakers
and gained valuable
lessons from our
assignment.”

BRIDGET MOLLOY
BRIDGET'S BOTANICALS

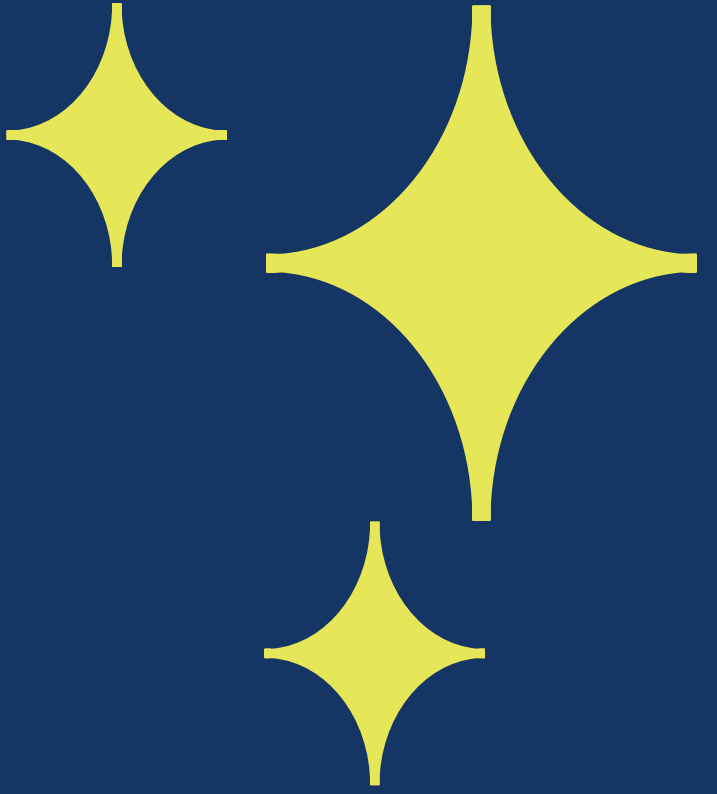




HOPE, TRUST & BELONGING

The Spark Cohort consistently communicated how the program positively impacted their future business outlook, built trusted relationships across the cohort and made them feel that they were not alone as a small business owner. Research from Energize CO shows hope, trust and belonging influence small business resilience and overall performance. Future Spark programs will start to measure these important metrics.

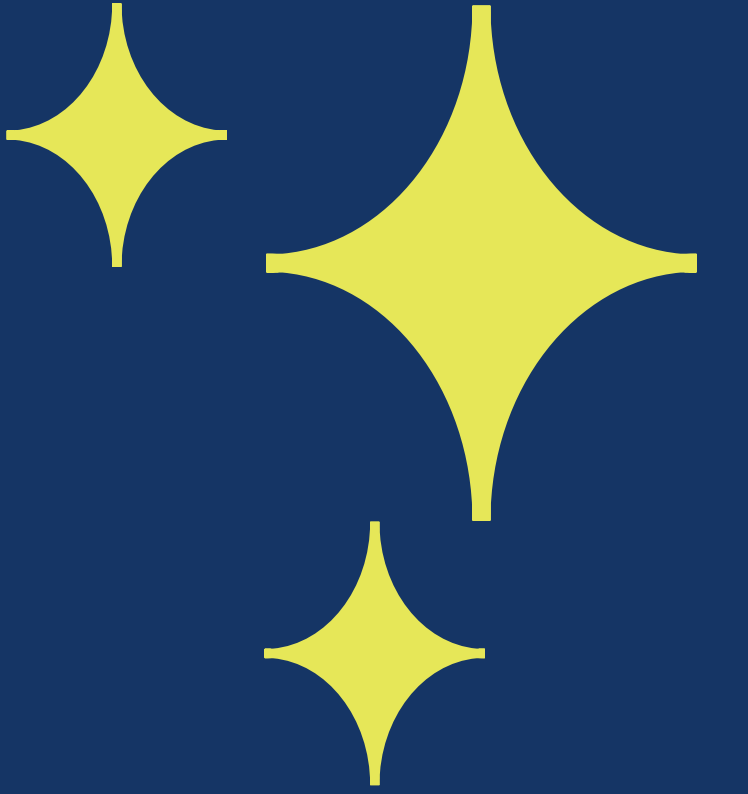




LESS TALK, MORE DO

Future Spark programs will utilize experiential learning techniques to maximize engagement and retention. The experience design learnings will demonstrate the concepts in real-time while providing moments for meaningful connections among the participants.





EDUCATION FOR ALL

Prior Spark learning sessions have been reserved for participating businesses. We see an opportunity for the guest speaker events to be open to the broader community. This shift creates opportunities for the cohort to deepen relationships with the community while learning and growing together.





FIELD TRIPS

Spark participants stressed the importance of visiting each other's businesses. Future programming will include this recommendation and pair the outings with beneficial learnings for the cohort.

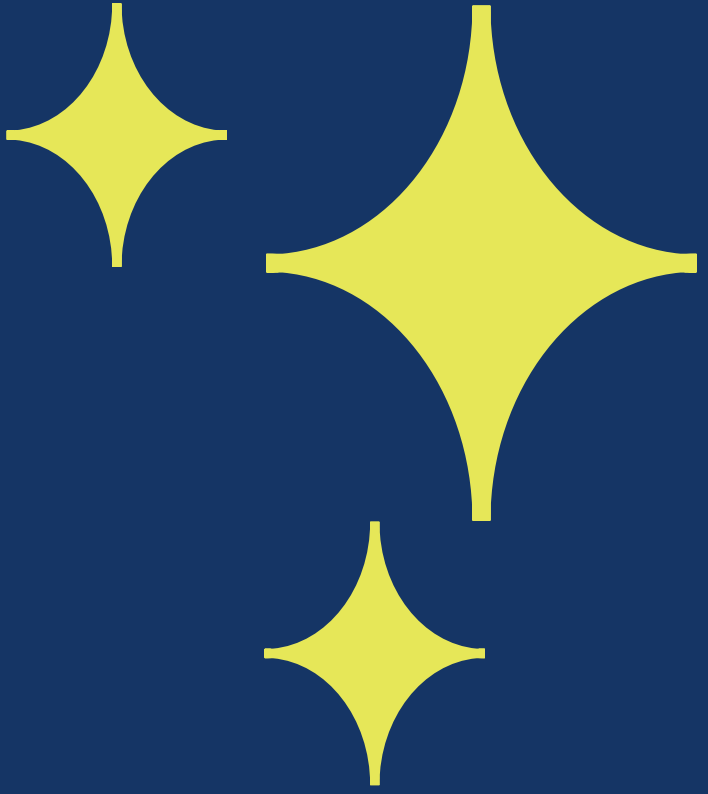




LOWER THE BARRIERS

Thinking creatively and activating new experiential business offerings does not come easy. To assist a broader selection of businesses and grow the cohort, we will make the learnings more accessible and easier to attempt. Our strategies will include a condensed ideation/design sprint and improved experience design worksheets to impact the participants' bottom line.

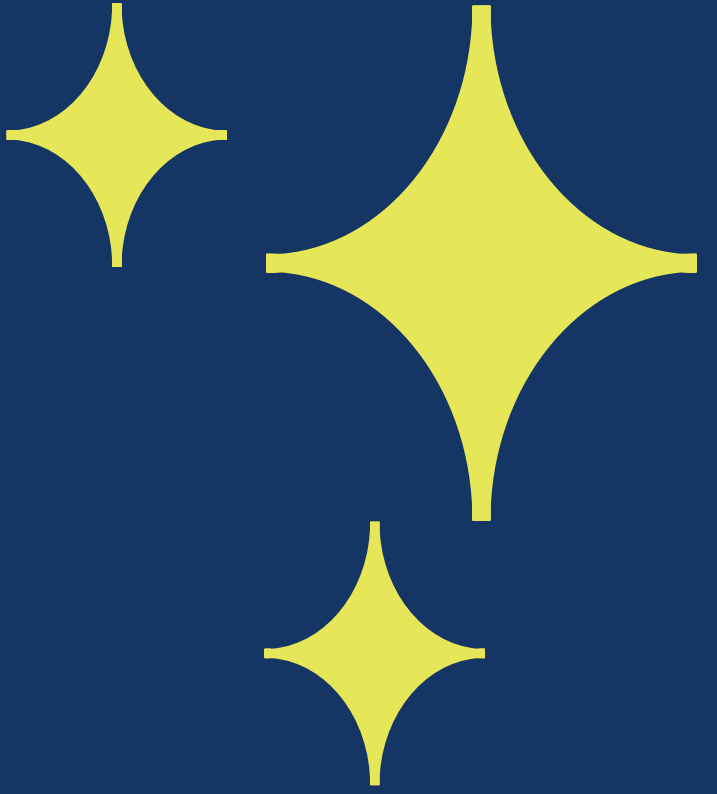




COMMUNITY DRIVEN

Engagement is key to the success of any program or business. The Spark program will create more onramps for community participation and opportunities to co-create the programming. For example, this can look like cohort members selecting guest speakers or specific learnings. The 2021 cohort has expressed interest in mentoring the new cohort and assisting in programmatic elements. In addition, further engagement with corporate partners and Centennial residents will further the program's impact.





CLUSTER STRATEGY

Cohort members reported the benefits of connection with similar and complementary businesses. Future Spark iterations will be more intentional about connecting businesses by vertical market and geography to assist in business growth and the program's impact.

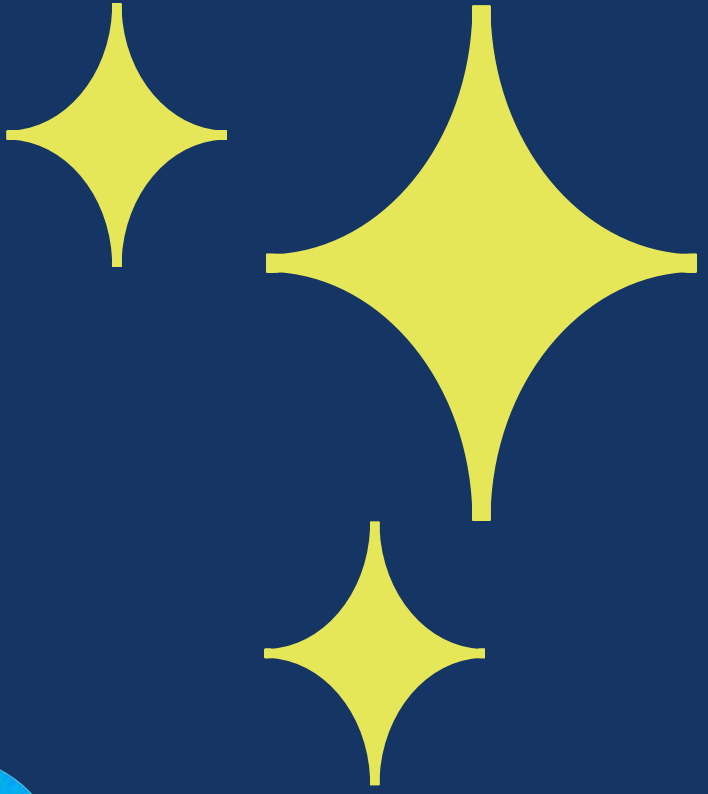




A PLACE TO CALL HOME

Spark Centennial has an opportunity to work with developers and building owners to activate vacant retail by connecting them with cohort members seeking temporary space for pop-up activities. This space could also provide a better visible presence for Spark by activating the vacant storefronts with community learning sessions or a prototype lab. We hope to develop more ongoing relationships between the cohort and property owners to help drive vibrancy in Centennial.



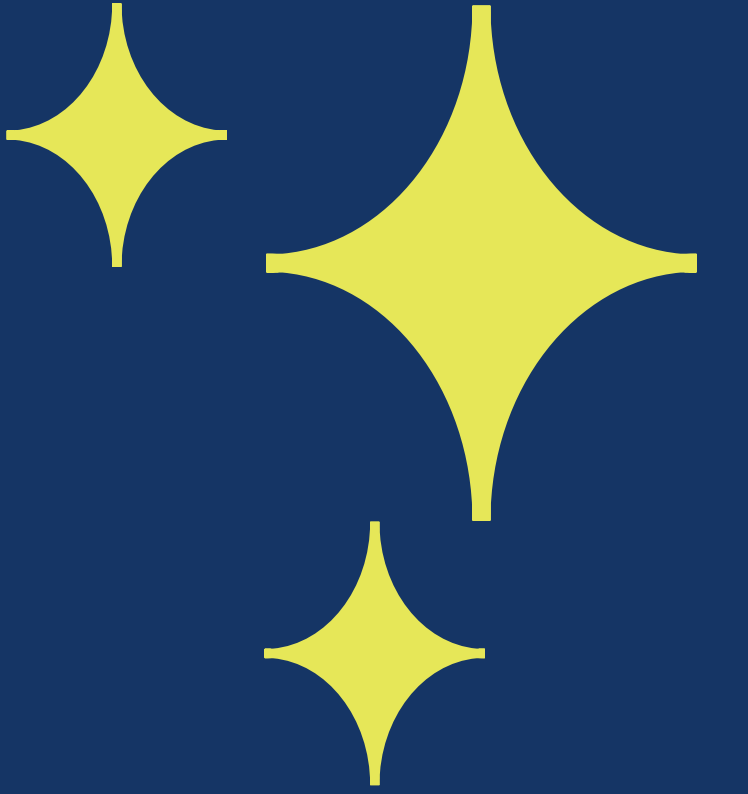


NURTURE THE ECOSYSTEM



Colorado's entrepreneurial ecosystem needs to unleash its creative capital to spur growth, jobs and prosperity. More intentional connections and pathways need to be made for creative businesses to access traditional capital (money, land and raw materials) while also aligning artist-entrepreneurs with established local businesses and corporations to unlock innovation. The result will produce more value and economic resilience for Centennial, the region and Colorado.





SHARING THE STORY

Moving into the second iteration of the Experience Accelerator brings an opportunity to engage the prior cohort, future cohort, stakeholders and the community in helping spread the word about our successes and offerings. We plan to scale the communications and reach through improved social media, earned media and grassroots strategies.





**REPORT PRODUCED BY
FARM-TO-SPACESHIP.**

**ILLUSTRATIONS BY
THERIN ZIMMERMAN.**

