



MOVIES IN THE PARK

IMPACT REPORT
FOR 2014





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ORIGINATING IN 2013
FROM A COMMUNITY
IDEA, MOVIES IN THE
PARK HAS BECOME A
SIGNATURE EVENT FOR
DOWNTOWN GRAND
RAPIDS, PROVIDING
A FUN, FREE SERIES,
THAT IS PACKED WITH
ENTERTAINMENT FROM
BEGINNING TO END
EVERY OTHER FRIDAY
NIGHT DURING THE
SUMMER SEASON.





“WATCHING MOVIES IN THE PARK GROW FROM AN IDEA TO IMPLEMENTATION AND THEN TO BECOMING RANKED AS ONE OF THE TOP THREE EVENTS IN THE CITY OF GRAND RAPIDS HAS MEANT THE WORLD TO ALL OF US HERE AT DOWNTOWN GRAND RAPIDS INC. WE ARE PROUD TO BE ABLE TO PUT ON THE FREE MOVIE SERIES WITH OUR PARTNERS IN THE COMMUNITY.”

KRIS LARSON
PRESIDENT & CEO

*Downtown Grand
Rapids Inc.*



“MOVIES IN THE PARK IS AN AMAZING COLLABORATION THAT HELPS ACTIVATE AH-NAB-AWEN PARK IN A NEW WAY. WE LOVE TO SEE PEOPLE ENJOYING A SUMMER EVENING UNDER THE STARS WITH THEIR FAMILY AND NEIGHBORS, BY CREATING A SHARED EXPERIENCE WITH THEIR COMMUNITY.”

STEVE FABER
EXECUTIVE DIRECTOR

*Friends of Grand
Rapids Parks*

MOVIES IN THE PARK

While the Movies in the Park events are self-explanatory by name, the events are more than just a movie. More than an event. It is an experience for all those who love movies to gather together as a community to eat, drink, meet someone new, engage in pre-movie entertainment, and watch a beloved film on a 50 foot screen.

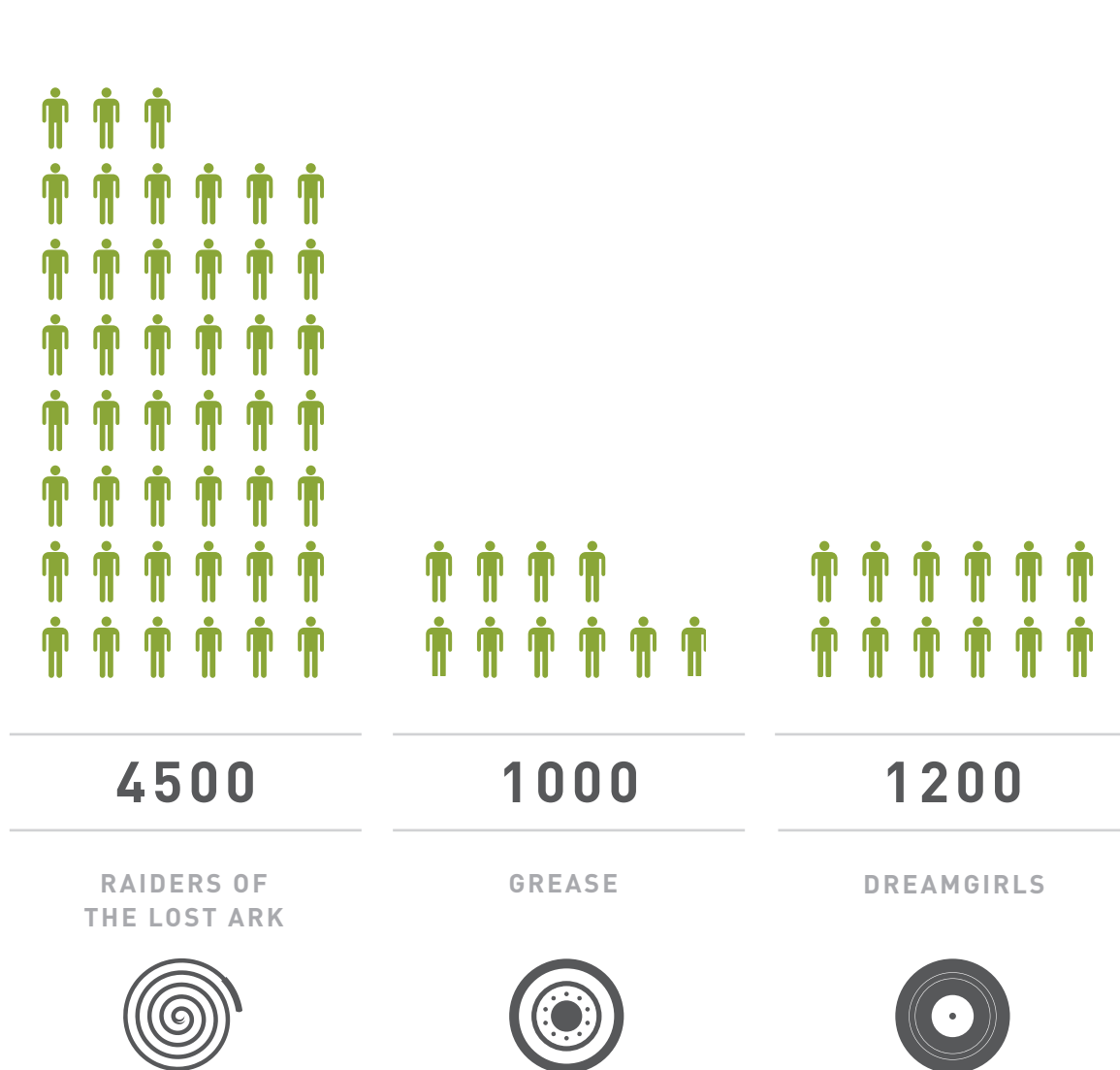
We strive to select a balanced movie lineup that includes films that appeal to the masses as well as films that will help the series build momentum across multiple audiences. Each year we involve the public in a voting process for movie ideas where the public voices what they would like to see through a “voter’s choice” option.

Before each movie begins, we have interactive entertainment that is themed with the particular movie being shown that evening. Every Movies in the Park event has separate Community Partnerships, each creating a unique theme with different activities, local food vendors, and pre-movie entertainment.



MORE
THAN
JUST A
MOVIE

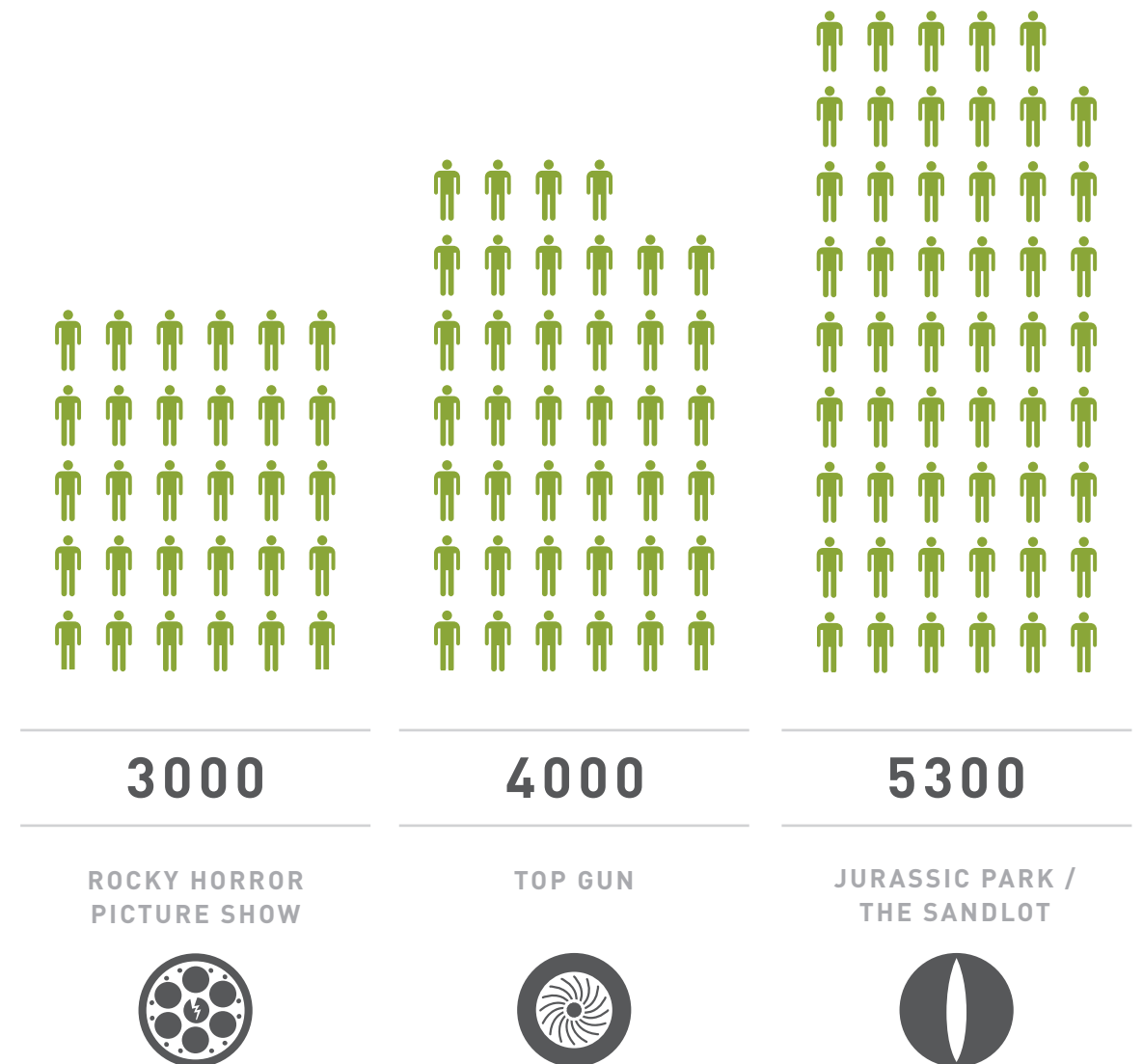




ATTENDANCE BY MOVIE

Although playing a popular movie is important to having a large audience, good weather is the ultimate key to having great attendance at Movies in the Park.

We did not have to cancel any movie in 2014 due to bad weather, but it did rain during Grease, which affected attendance.



Attendance was measured through the Office of Special Events ArcView GIS program.

 = 100 ATTENDEES



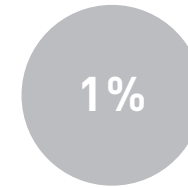
**DOWNTOWN
& CLOSE
NEIGHBOR-
HOODS**



**NEARBY
SUBURBS
WITHIN
10 MILES**



10 - 20 MILES



21 - 30 MILES

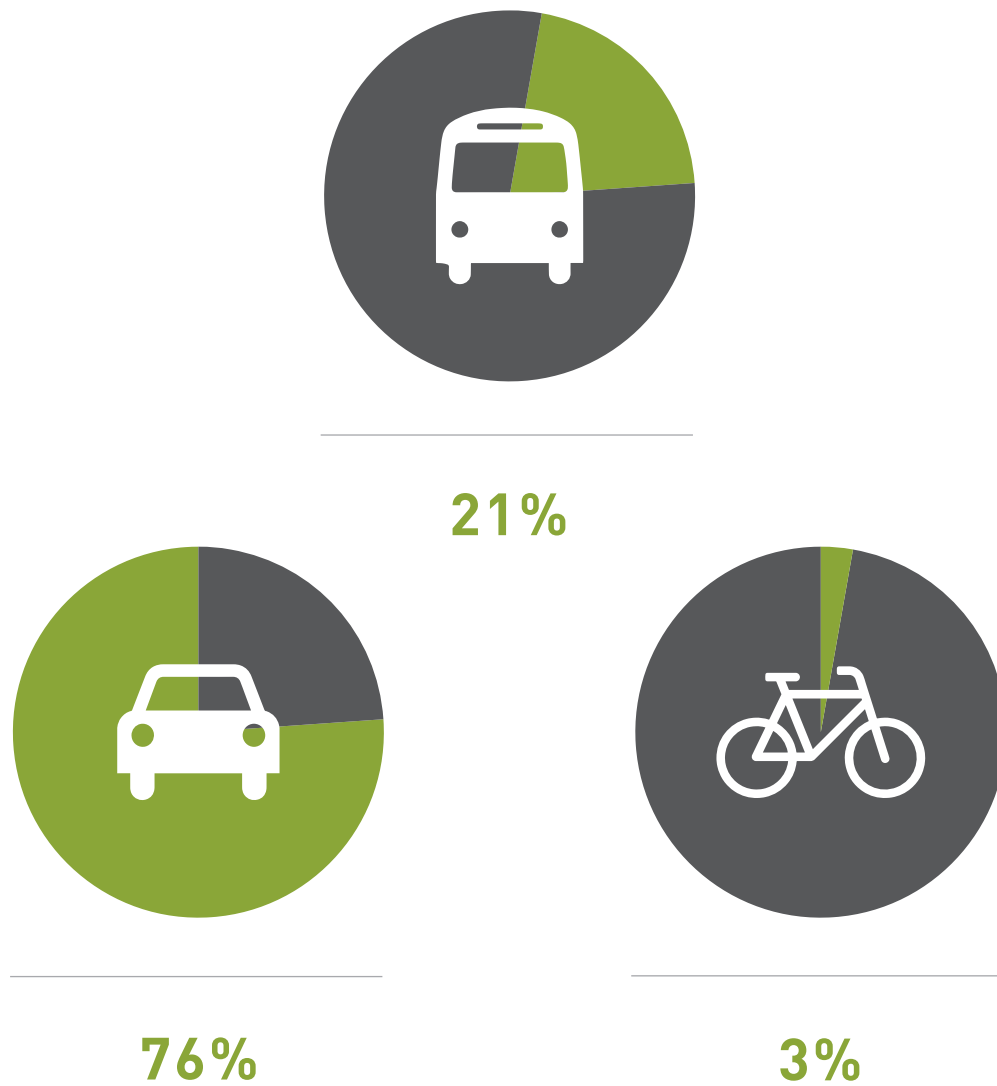


30+ MILES

OVERALL REACH

Although 50% of Movies in the Park attendees come from area neighborhoods close to Downtown, 22% came from areas more than 30 miles away from Downtown Grand Rapids.

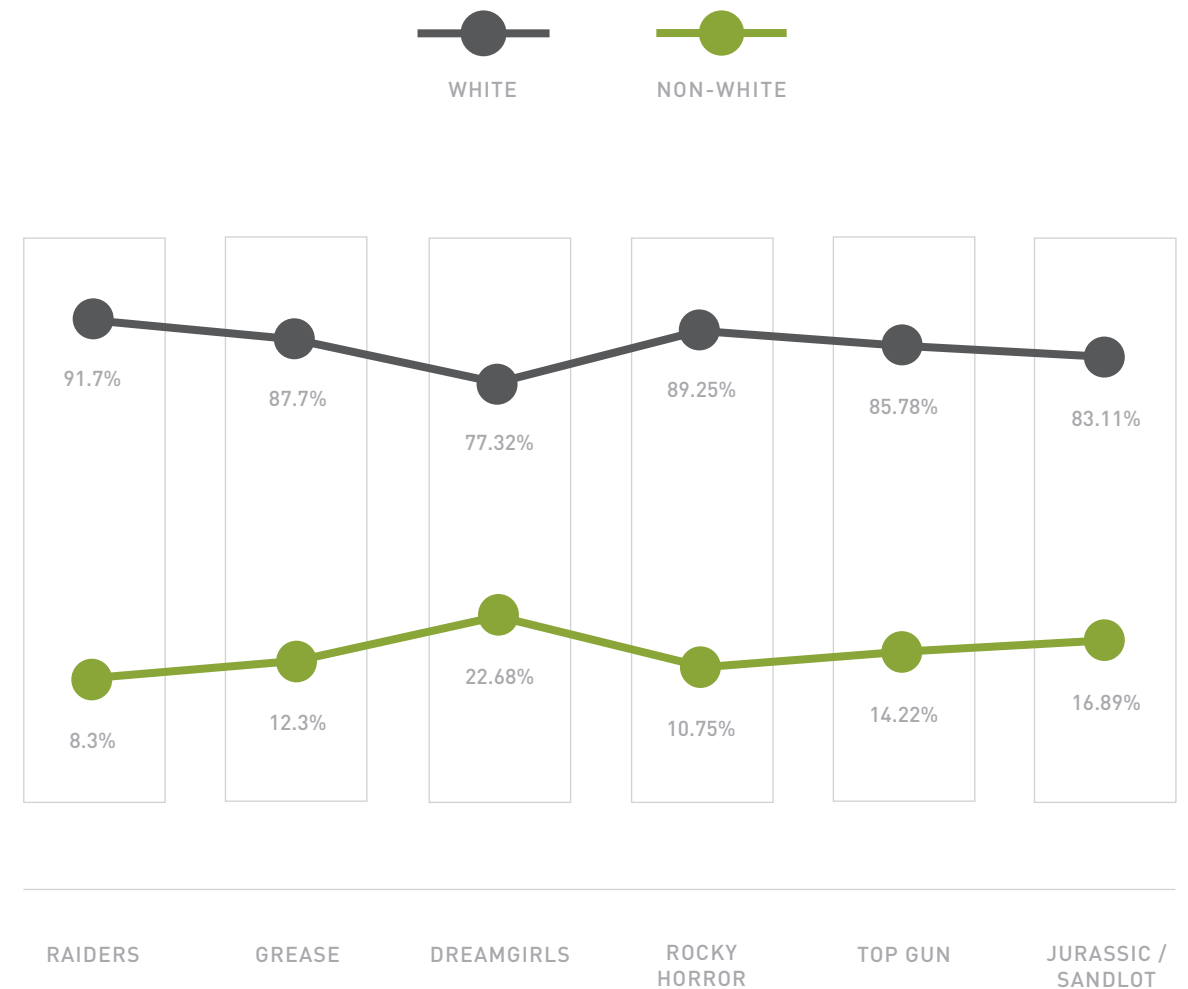
This proves that Movies in the Park has a broad regional reach, and movie goers are willing to drive a distance to be able to attend our events.



MODAL SPLIT

Downtown Grand Rapids Inc. knows the importance of giving the public options when it comes to mobility. Through our intercept surveys, we found out that while many people

arrived by car, most still car-pooled to get to the park. Biking to the park has grown drastically from the previous years as well.



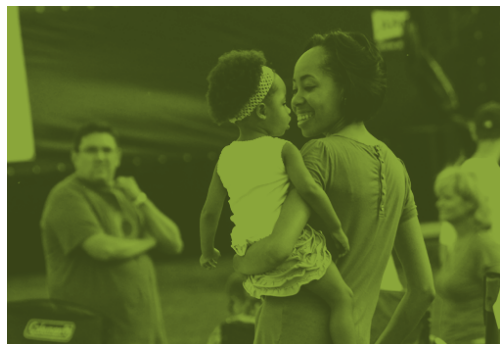
DEMOGRAPHICS

Movies in the Park has grown in the past two years to reach new audiences. By teaming up with other organizations and partners to help promote each event to reach a wider demographic, this has led an overall steady incline for non-white attendees at each Movies in the Park event.

Since the showing of Dreamgirls, which had the highest percentage in non-white attendees, Movies in the Park had a growth of 104% in non-white attendees throughout the remainder of the series.

67% of respondents were aged between 18-34 years old.

32% of respondents were 35 or older.



AGE

Which of the following age ranges best describes you?

This question under-represents people under the age of 18 years old, as younger attendees were not asked to fill out the intercept survey.

GENDER

While female respondents outnumbered male respondents at each movie, female attendance drastically ranked higher during each of our three musical film showings.





TOTAL CONSUMER
SPENDING:

\$103,077

AT RAIDERS

\$28,112

AT GREASE

\$20,877

AT DREAMGIRLS

\$63,840

AT ROCKY HORROR

\$76,101

AT TOP GUN

\$147,165

AT SANDLOT /
JURASSIC PARK

INDUCED CONSUMER
SPENDING

Attendees were asked through the intercept surveys “How much do you anticipate personally spending on shopping, restaurants, entertainment, and transportation in Downtown Grand Rapids as a result of your attendance at Movies in the Park?”

While the showings of Sandlot and Jurassic Park had the most in economic return, Grease had the highest percentage of spending per attendee.




Dorothy and Tony's
Gourmet Kettle Corn




AVERAGE DOWNTOWN
SPENDING PER ATTENDEE:



 | \$22.91
RAIDERS



 | \$28.11
GREASE




 | \$17.40
DREAMGIRLS




 | \$21.28
ROCKY HORROR



 | \$19.03
TOP GUN



 | \$27.77
SANDLOT/JURASSIC PARK

In total, \$12.87 was leveraged for every \$1.00 Downtown Grand Rapids Inc. put into Movies in the Park.

RETURN ON INVESTMENT

Downtown Grand Rapids Inc. made an overall investment of \$34,122.25 for the entire series of Movies in the Park in 2014 with an induced economic return of \$439,172 for Downtown.



QUALITATIVE FEEDBACK



We recieved straight A's for the 2014 season.

9.21/10	9.02/10
RAIDERS	GREASE
9.11/10	9/10
DREAMGIRLS	ROCKY HORROR
9.12/10	9.08/10
TOP GUN	JURASSIC / SANDLOT

Nominated by the Grand Rapids Business Journal for the Newsmaker of the Year Award in Arts and Entertainment.

"We just wanted to send a note of thanks for including us in this years' Movies in the Park. It was a blast for us-we learned ALOT in our first year being mobile, we met some great customers and were connected with a number of other organizations/events as a result of being a participant. Anyhow, thanks so much for choosing us, and we hope you continue to consider us for future events!"

Cory and Tarra Davis
Daddy Pete's BBQ

"We had a great time at Movies in the Park on Friday. Thank you for letting us be part of this awesome community event. Take care!"

Laura Melendez
Gilda's LaughFest

"We had a great time and the kids who did the scavenger/treasure hunt and who made mad scientist masks seemed to have had a blast. Thanks for inviting the Library to be a community partner!"

Melissa Fox
Grand Rapids Public Library

"Movies in the Park has been an awesome community event. I love the experience. Thank you!"

Jill May,
Downtown Worker

“WHEN I WAS A KID, THERE WAS NO COLLABORATION; IT’S YOU WITH A CAMERA BOSSING YOUR FRIENDS AROUND. BUT AS AN ADULT, FILMMAKING IS ALL ABOUT APPRECIATING THE TALENTS OF THE PEOPLE YOU SURROUND YOURSELF WITH AND KNOWING YOU COULD NEVER HAVE MADE ANY OF THESE FILMS BY YOURSELF.”

Steven Spielberg

2014 PRESENTING SPONSORS



2014 FINANCIAL SPONSORS



2014 IN-KIND SPONSORS



2014 COMMUNITY PARTNERS



2014 ADDITIONAL PARTNERS



SPONSORS & COMMUNITY PARTNERS

Although Movies in the Park events are free for participants to attend, it still “takes a village”. Part of making Movies in the Park free to attend, means that it takes collaboration

and partnership to put the series together. Without community partners and sponsors, we wouldn’t be able to achieve our goals of delivering a quality experience each night.

GETTING INVOLVED WITH MOVIES IN THE PARK

For information on how to get involved in becoming a Sponsor, Community Partner or to volunteer at Movies in the Park, please contact:

info@downtowngr.org
616.719.4610