2016 PERFORMANCE RESULTS
## 2016 FILM LINEUP

<table>
<thead>
<tr>
<th>MOVIE</th>
<th>DATE</th>
<th>ATTENDANCE</th>
<th>WEATHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wizard Of Oz</td>
<td>June 3</td>
<td>5,000</td>
<td>82° / Clear</td>
</tr>
<tr>
<td>Men in Black</td>
<td>June 17</td>
<td>2,900</td>
<td>88° / Clear</td>
</tr>
<tr>
<td>A League of Their Own</td>
<td>July 8</td>
<td>3,200</td>
<td>84° / Cloudy (Afternoon storms)</td>
</tr>
<tr>
<td>The Mask of Zorro</td>
<td>July 22</td>
<td>2,500</td>
<td>84° / Clear (Heat wave)</td>
</tr>
<tr>
<td>Edward Scissorhands</td>
<td>August 8</td>
<td>4,000</td>
<td>81° / Clear</td>
</tr>
<tr>
<td>Jumanji/Ferris Bueller</td>
<td>August 19</td>
<td>5,500</td>
<td>81° / Clear</td>
</tr>
</tbody>
</table>
Approximately 66% of survey respondents were under the age of 34.

Approximately 24% of respondents brought kids.

Female respondents outnumbered males at every movie night, similar to MITP 2015. Men in Black attracted the most gender-balanced audience.
MITP 2016 drew a total nonwhite attendance of 31%, up from 15% in 2015. That’s an 80% change year over year. The number of both black and Hispanic attendees more than doubled.
MITP increased its overall geographic reach in 2016, attracting the highest percentage of event goers from 10 miles and beyond in the event’s 4 year history.

### TRANSPORTATION

- **78%** Car
- **17%** Bike / Walk
- **5%** Transit / Ride-Share

### REACH

- **45%** City + Near Neighborhoods
- **29%** Within 5 - 10 Miles
- **26%** More Than 10 Miles

The percentage of people who chose to get to MITP 2016 by walking, biking, skateboarding, taking the bus or hailing a ride share service increased by **28%** compared to the 2015 series.
MITP 2016 generated an estimated $445,945 in consumer spending. Individual attendees spent an estimated average of $19.30 in Downtown.
Broad collaboration enables free attendance and underpins a high quality MITP experience. The total number of sponsors and partners continued to grow in 2016.

PARTNERS

- **52** (2016)
- **48** (2015)
- **19** (2014)
Waste Management

Movies in the Park aspires to send zero waste to the landfill. The event in 2016 recycled or composted 79% of the total waste generated.
“Always a fun experience. This event brings the community together.”
Laura Melendez, LaughFest

“Thank you for an amazing evening as always.”
Facebook post by Men in Black attendee

“We greatly appreciate the opportunity to connect with our community in such a meaningful and fun way.”
Jeffrey King, Community Rebuilders

“Movies in the Park! I love our city.”
Instagram post by Wizard of Oz attendee