



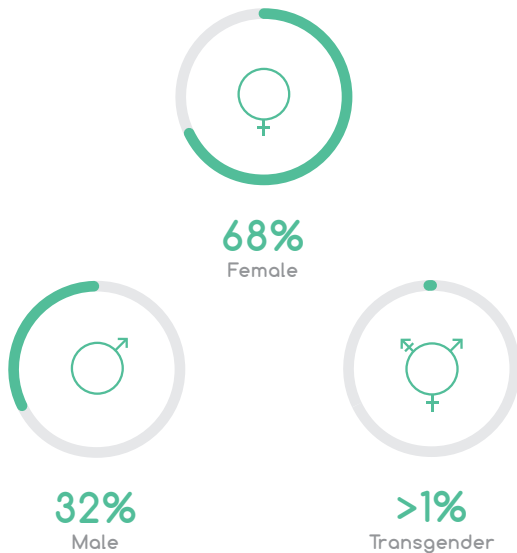
MOVIES IN THE PARK

2016
PERFORMANCE
RESULTS

2016 FILM LINEUP

MOVIE	DATE	ATTENDANCE	WEATHER
Wizard Of Oz	June 3	5,000	  82° / Clear
Men in Black	June 17	2,900	  88° / Clear
A League of Their Own	July 8	3,200	  84° / Cloudy (Afternoon storms)
The Mask of Zorro	July 22	2,500	  84° / Clear (Heat wave)
Edward Scissorhands	August 8	4,000	  81° / Clear
Jumanji/Ferris Bueller	August 19	5,500	  81° / Clear

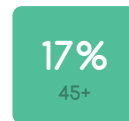
GENDER



Female respondents outnumbered males at every movie night, similar to MITP 2015. Men in Black attracted the most gender-balanced audience.

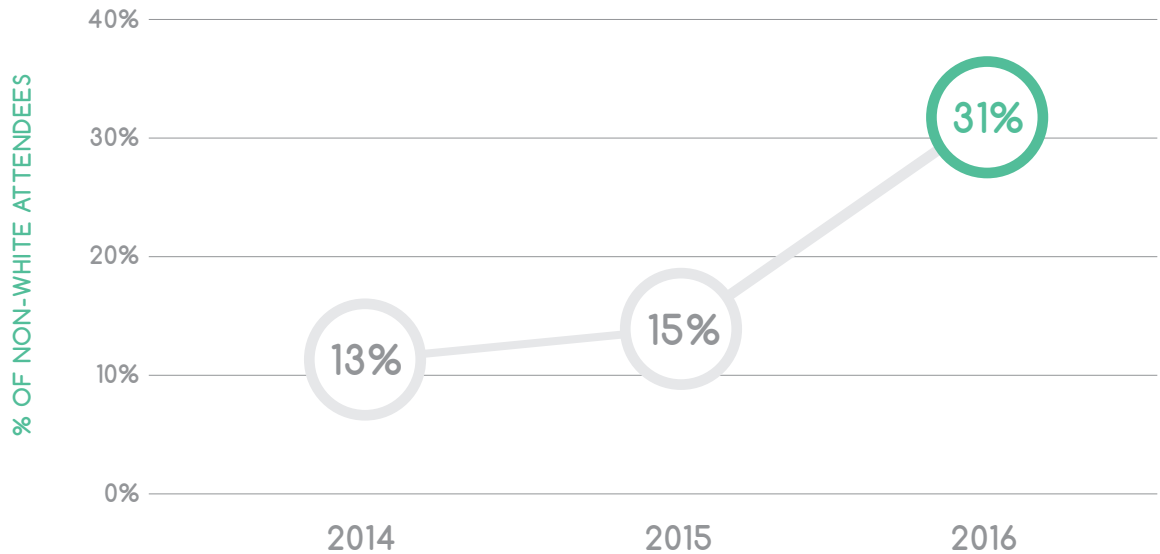
AGE

Approximately **66%** of survey respondents were under the age of 34.



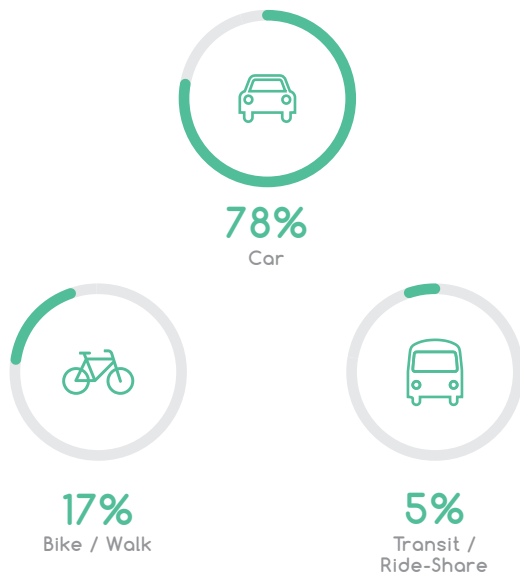
Approximately **24%** of respondents brought kids.

RACE



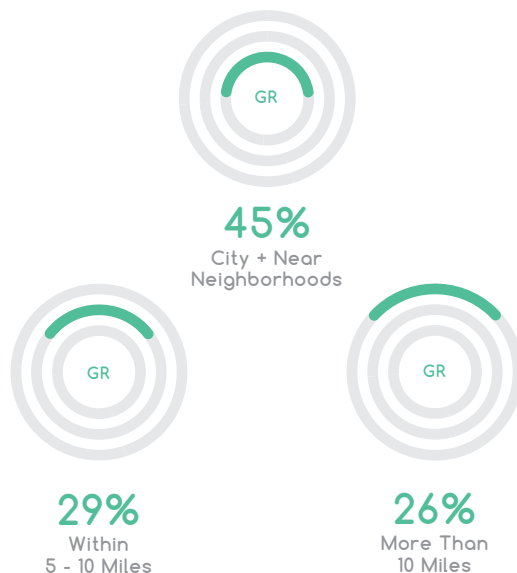
MITP 2016 drew a total nonwhite attendance of **31%**, up from 15 % in 2015. That's an **80%** change year over year.
The number of both black and Hispanic attendees more than doubled.

TRANSPORTATION



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.

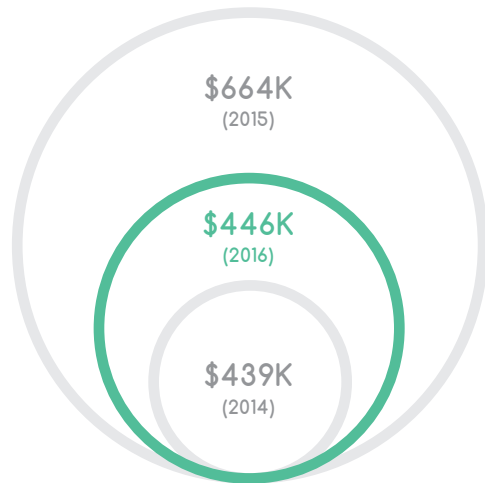
REACH



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.

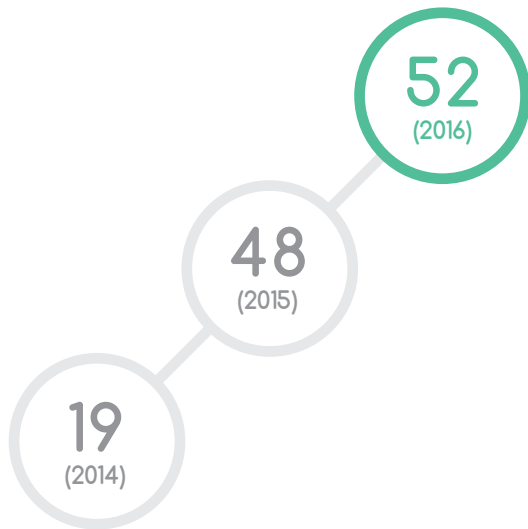


ECONOMIC STIMULUS



MITP 2016 generated an estimated **\$445,945** in consumer spending. Individual attendees spent an estimated average of **\$19.30** in Downtown.

PARTNERS



Broad collaboration enables free attendance and underpins a high quality MITP experience. The total number of sponsors and partners continued to grow in 2016.



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.

CUSTOMER SATISFACTION



Highest rating in event history

"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





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