ATTENDANCE

Total attendance at MITP 2015 increased 67% relative to the 2014 series. Hook and Ghostbusters/The Lost Boys tied for the largest crowds yet, with an estimated 6,000 in attendance each night.

AGE

MITP attracts a relatively young crowd, with approximately 75% of survey respondents aged 18-24. Approximately 16% of adults bring kids.

COST TO ATTEND

$0

“I am glad I participated. The event seemed like a smashing success, even better than 2014.”
Chris McKeller, Love’s Ice Cream Owner

“I’m glad the “Movies” were such a success. We look forward to working with you next year.”
Lieutenant Pat Dean, Grand Rapids Police Dept.

“Participating in the MITP series was a great experience for us. I always felt supported at the event when anything came up.”
Abbie Sterling, Gettin’ Fresh Food Truck Co-Owner

“One of the best events we have ever participated in. Really appreciate how great your team was to work with. Sign us up for next year!”
John Helmholdt, Grand Rapids Public Schools

ECONOMIC STIMULUS

$664k (2015)

$439k (2014)

$34k (2015)

$1.5k (2014)

$441 (2015)

$13 (2014)

In total, MITP 2015 leveraged $441 for every DGR-managed dollar invested, an increase of 3,300% compared to 2014.

RETURN ON INVESTMENT

MITP吸attracts a relatively young crowd, with approximately 75% of survey respondents aged 18-24. Approximately 16% of adults bring kids.

GENDER

Females outnumbered males at every movie, with Hook and Dirty Dancing drawing the largest female crowds. The Matrix attracted the most gender-balanced audience.

RACE

MITP 2015 continued the trend of audience diversification, with the largest gains in multiracial, Asian, Hispanic and Pacific Islander attendees.

SPONSORS & COMMUNITY PARTNERS

Strong collaboration keys a quality MITP experience and enables free attendance. The number of sponsors and partners participating in 2015 significantly expanded compared to 2014.

TOTAL CONSUMER SPENDING INCREASED 51% COMPARED TO 2014.
INDIVIDUAL ATTENDEES SPENT AN ESTIMATED AVERAGE OF $20.96.

TRANSPORTATION

Four times as many people walked, rode their bicycle or skateboarded to MITP 2015 compared to the 2014 series.

MITP 2015 continued to draw a regional audience, with a slight gain in the number of attendees coming from the near suburbs compared to 2014.

SUMMARY

MITP 2015 continued the trend of audience diversification, with the largest gains in multiracial, Asian, Hispanic and Pacific Islander attendees.

PRODUCTION COST

The net MITP production cost to DGRI was reduced 96% compared to the 2014 series.

M IT P 201 5 FILM LINEUP

Strong collaboration keys a quality MITP experience and enables free attendance. The number of sponsors and partners participating in 2015 significantly expanded compared to 2014.

June 5  E.T.
June 19  DAZED AND CONFUSED
July 10  DIRTY DANCING
July 24  HOOK
August 7  THE MATRIX
August 21  GHOSTBUSTERS / THE LOST BOYS