



# MOVIES IN THE PARK

2015 PERFORMANCE RESULTS



[downtowngr.org](http://downtowngr.org)

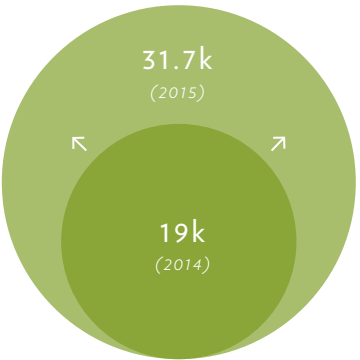
*Presented By:*  
DOWNTOWN GRAND RAPIDS INC.

MOVIES  
IN THE  
PARK



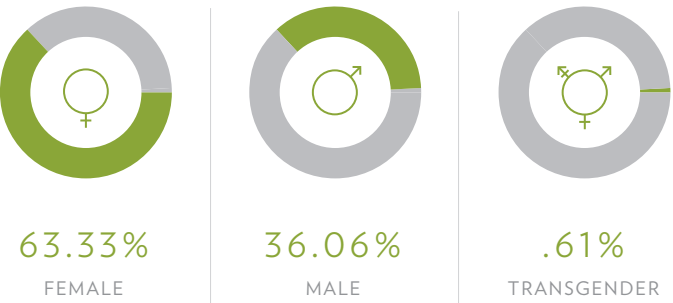
ATTENDANCE

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.



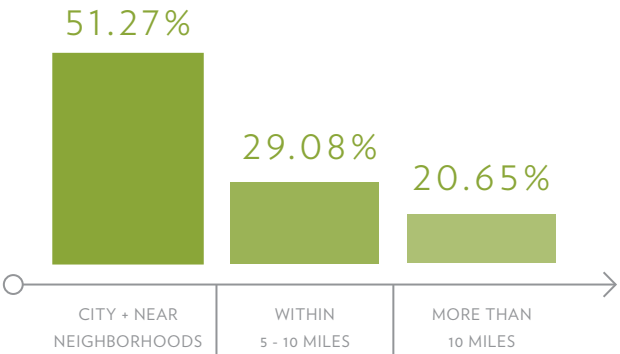
GENDER

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



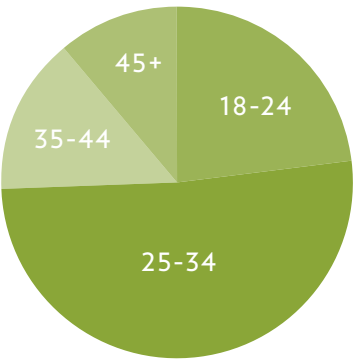
REACH

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.



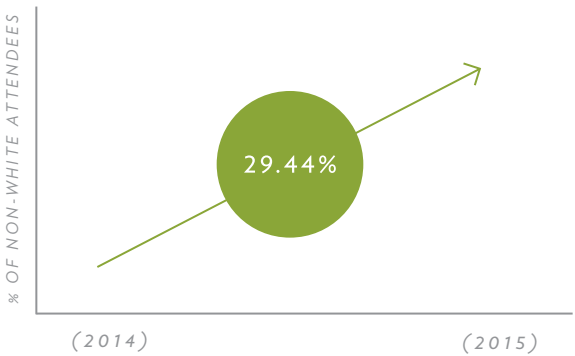
AGE

MITP attracts a relatively young crowd, with approximately 75% of survey respondents aged 18-34. Approximately 16% of adults bring kids.



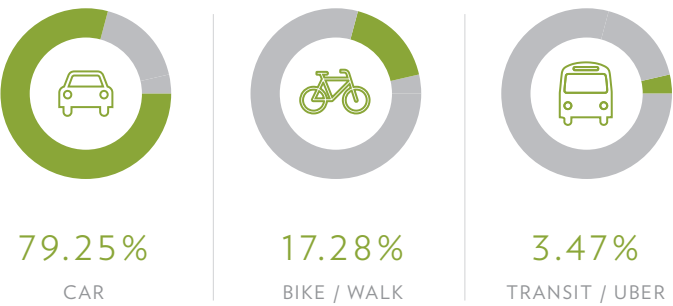
RACE

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



TRANSPORTATION

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



COST TO ATTEND



"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 Helmholtz, *Grand Rapids Public Schools*

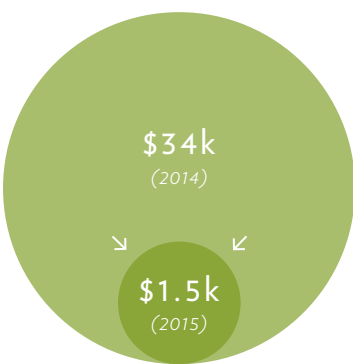
CUSTOMER SATISFACTION



GREAT EXPERIENCE

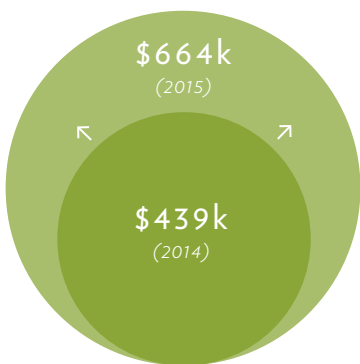
PRODUCTION COST

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



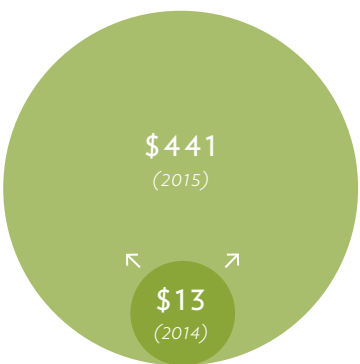
ECONOMIC STIMULUS

Total consumer spending increased 51% compared to 2014. Individual attendees spent an estimated average of \$20.96.



RETURN ON INVESTMENT

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



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.



MITP 2015 FILM LINEUP

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