



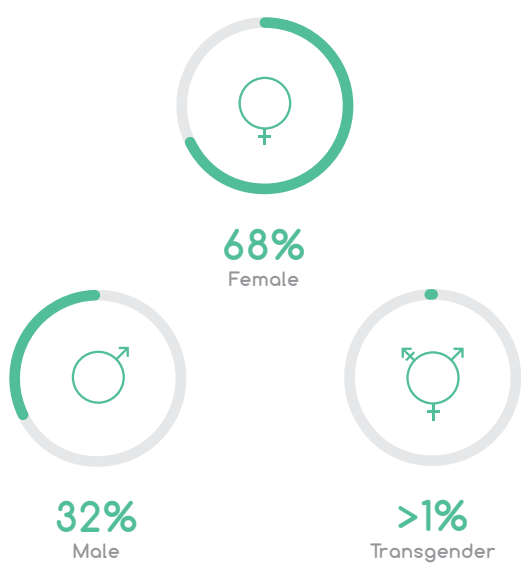
# MOVIES IN THE PARK

## 2016 PERFORMANCE RESULTS

### 2016 FILM LINEUP

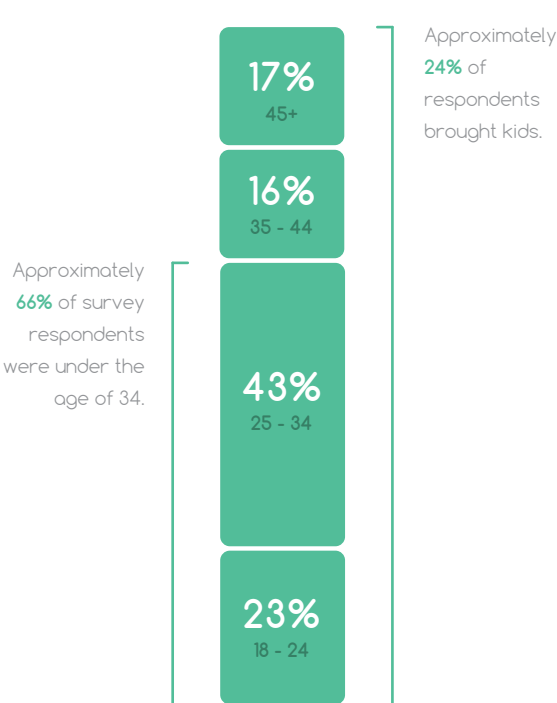
MOVIE	DATE	ATTENDANCE	WEATHER
Wizard Of Oz	June 3	5,000	82° / Clear
Men in Black	June 17	2,900	88° / Clear
A League of Their Own	July 8	3,200	84° / Cloudy (Afternoon storms)
The Mask of Zorro	July 22	2,500	84° / Clear (Heat wave)
Edward Scissorhands	August 8	4,000	81° / Clear
Jumanji/Ferris Bueller	August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

#### GENDER

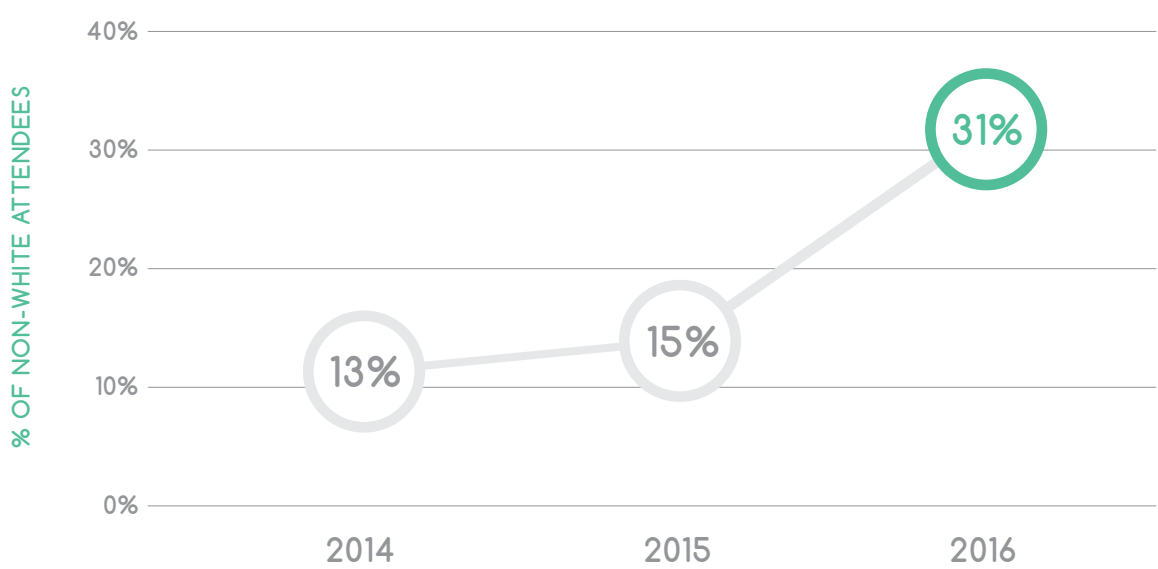


Female respondents outnumbered males at every movie night, similar to MITP 2015. Men in Black attracted the most gender-balanced audience.

#### AGE

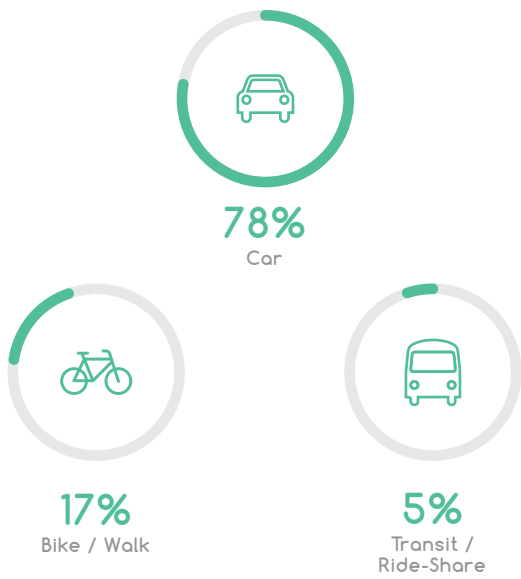


#### RACE



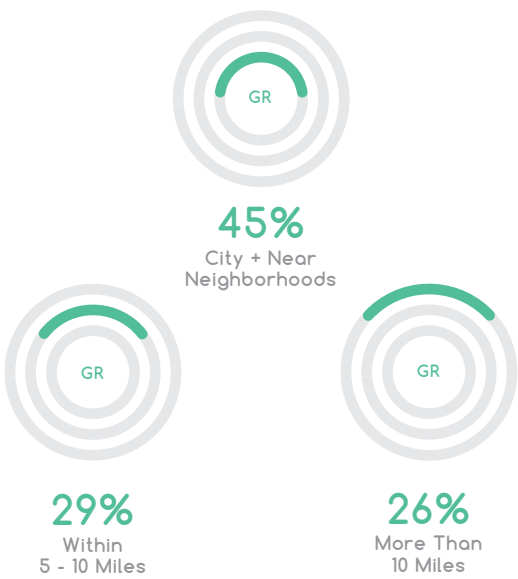
MITP 2016 drew a total nonwhite attendance of 31%, up from 15 % in 2015. That's an 80% change year over year. The number of both black and Hispanic attendees more than doubled.

#### 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

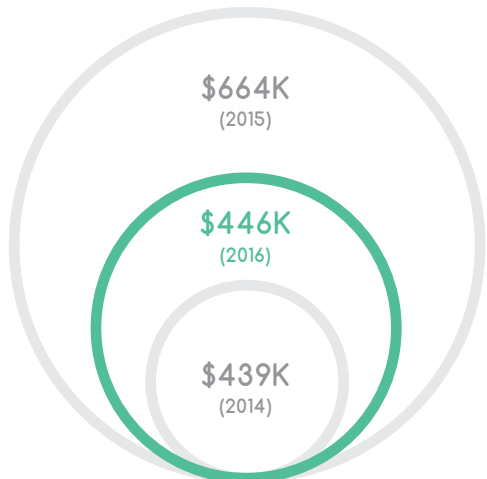


MITP increased its overall geographic reach in 2016, attracting the highest percentage of event goers from 10 miles and beyond in the event's 4 year history.



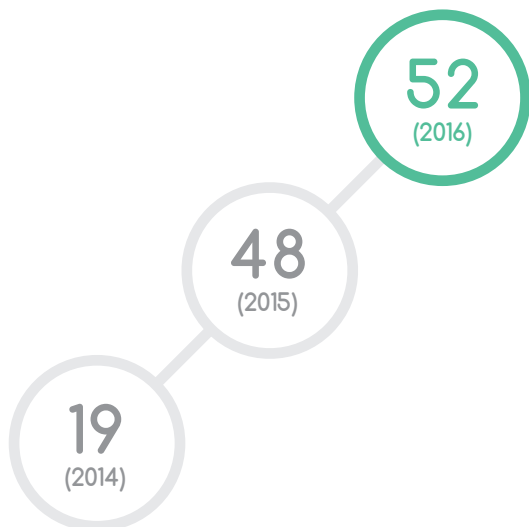


## ECONOMIC STIMULUS



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

