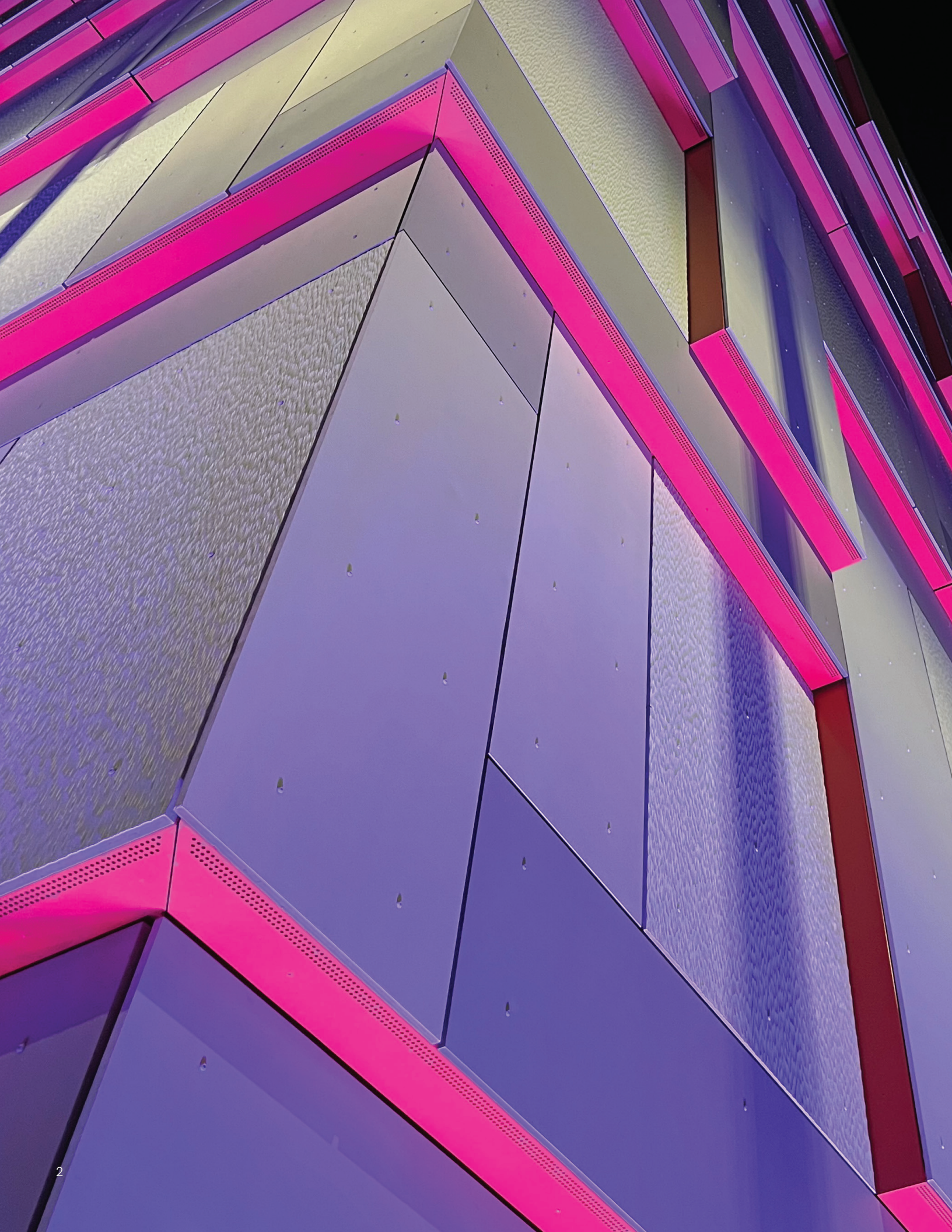




# Lighting Public Spaces

## Impact and Analysis

May 2026



# Executive Summary

This report comprehensively assesses the economic, social, and cultural impact of four key public lighting installations installed within the last 10 years. For purposes of this document, public lighting is defined as “dynamic, color-changing architectural lighting.” The projects examined in this report represent a diverse range of project types located throughout the United States.

Some of the installations function as components of civic infrastructure, while others serve as examples of illuminated public art. Many involve partnerships with government agencies or nonprofit organizations and contribute to tourism, economic development, community pride, and urban revitalization.

While any lighting installation has multiple impacts in a community, identifying and measuring that impact is a simple process. For this project, both primary and secondary research and analysis were used to see and understand new insights about the benefits of public lighting. Conversations with stakeholders also provided an additional perspective to the installations’ impact.

This report will examine the economic, cultural and social impact of the following four projects that range from a huge piece of public art to a thoughtful approach to highlighting unique historical architecture. Following are the installations examined in this report:

- The Barn, West Sacramento, California
- City Hall, Philadelphia, Pennsylvania
- Hoan Bridge, Milwaukee, Wisconsin
- Loqui, Nashville, Tennessee

# Highlights and Findings

The report identifies detailed findings for each installation, which includes the economic impact of the lighting project and the social and cultural impacts that have been explored. Following is a summary of those findings.

- Multiple public lighting projects completed over a period of years
- A gathering place for community engagement
- Total impact of four installations of \$29.8 million

## THE BARN



- Economic impact of lighting total is **\$113,000**
- **\$4,500** in state and local tax revenue
- Includes community programming from festivals to Pilates classes and concerts
- More than **45,000** followers and nearly **1,500** unique postings on Instagram by Drake's: The Barn
- Currently **10** residential developments built or under construction in the immediate vicinity

## PHILADELPHIA CITY HALL



- **\$10.6** million economic impact
- Investment in lighting supported **42** jobs in Philadelphia County and **69** jobs across the MSA
- City Hall lights used to respond to events, causes and celebrations
- Partnered with **10** surrounding buildings to light City Hall from their rooftops
- Philadelphia Eagles Super Bowl 2025 win prompted lighting using the team's signature green

## HOAN BRIDGE

- More than **\$5.5** million in economic impact of lighting the bridge
- Payroll of **\$1.9** million for **23** supported jobs in Milwaukee County
- Over **500** participants from **16** local companies compete in annual Intern Challenge to design lighting schemes
- Three pillars: civic pride, talent retention, and economic development
- Surrounding Harbor District includes hundreds of businesses and revitalization of **1,000** acres into a **\$1** billion urban, mixed-use development



## LOQUI



- **\$4.1** million total economic impact
- Investment supported **11** jobs with a payroll of **\$1.6** million in Davidson County
- Key component of transformation effort in the Fairgrounds area
- Nashvillians submitted **4,417** words intended to give community voices a permanent, public and illuminated platform
- Mayor of Nashville post about unveiling received nearly **13,000** views, over **1,000** likes and more than **100** shares



# Methodology

This impact evaluation and analysis was conducted with two goals in mind – determining the economic impact of expenditures related to selected lighting installations and assessing social and cultural impacts to communities and organizations in the Metropolitan Statistical Areas (MSA) where lighting projects are located. The value and benefits from public lighting may include formation of public/private partnerships, public engagement, commitment to sustainability, tourism, and community health, among others.

The impact evaluation and analysis measures the effect of four lighting installations and associated costs, using the county in which the installations are located and the MSA for each project as the impact geographies. The economic impact was estimated using the IMPLAN input-output model.

The economic impact is measured in direct effects, which gauges the effects of the initial direct investment; indirect effects, which captures supply chain spending; and induced effects, which represents increased consumer spending.

An input-output model was used to estimate inter-industry spending from purchaser to producer to determine the economy-wide impact. The impact values include jobs created or supported; payroll generated; contribution to the gross regional product (GRP); tax impact and the total impact, which includes the initial investment. Data used in the model are from 2024, and all funds are adjusted for inflation/deflation. All dollar values are presented in 2026 values.

The evaluation of social and cultural contributions of each lighting installation examined includes impact in the following categories, as applicable:

- Community Engagement
- Economic Development
- Health and Wellness
- Media Coverage
- Partnerships
- Sustainability
- Tourism

A variety of contributing factors have been examined related to the cultural and social effects of public lighting. Qualitative research was utilized to identify these impacts and to connect data and information with examples of social and cultural effects to understand the comprehensive impacts for the lighting installations.

In addition to economic data and research, stakeholder engagement was critical to assessing impacts that go well beyond the economic component.

The report was completed by Boyette Strategic Advisors ([boyette-sa.com](http://boyette-sa.com)), an economic development consulting firm that focuses on strategy, impact and analysis for corporate clients, non-profits and economic development organizations. The firm was engaged by Color Kinetics, a Signify brand, to conduct this impact evaluation and analysis of select lighting installations across the United States.



## Key Terms

**Supported Jobs:** Full-time and part-time jobs

**Payroll:** All forms of employment income, including employee compensation (wages & benefits) and proprietor income

**Value Added/Contribution to Gross Regional Product (GRP):** The value of output (i.e. sales) minus the value of intermediate consumption (inputs to production)

**Direct Impact:** Initial changes that result from economic activity

**Indirect Impact:** Impact of local industries buying goods & services from other local industries in the supply chain

**Induced Impact:** Consumer spending that results from wages received

**State & Local Taxes:** Aggregated total of all taxes assessed at the state and local levels, including sales tax, income tax, property taxes, and taxes on production and imports.

**Total Impact/Output:** Value Added plus Intermediate Expenditures (materials required to make a final product)

# Hoan Bridge



Milwaukee, WI

Since its illumination, the Daniel Hoan Memorial Bridge has emerged as one of Milwaukee's most recognizable and celebrated landmarks. What was once a purely functional transportation asset has been transformed into a dynamic visual icon that reflects the city's identity and connects residents and visitors to the waterfront in a new way.<sup>1</sup>

Positioned on Lake Michigan, the Hoan Bridge lighting may be used for lighting animations tied to civic events, holidays, community causes, and a robust series of programming led by the bridge's non-profit organization, Light the Hoan.<sup>2</sup>

To learn more about the luminaires used in this installation, visit:

→ [www.colorkinetics.com/global/showcase/hoan-bridge](http://www.colorkinetics.com/global/showcase/hoan-bridge)

The Hoan Bridge demonstrates how intentional lighting design can evolve an existing transportation asset into a true form of public art.

<sup>1</sup> [www.colorkinetics.com/global/showcase/hoan-bridge](http://www.colorkinetics.com/global/showcase/hoan-bridge)  
<sup>2</sup> [lightthehoan.com/](http://lightthehoan.com/)

# 01 ECONOMIC IMPACT SUMMARY

The investment in lighting of the Hoan Bridge was about \$4 million, creating a total economic impact of \$5.5 million in Milwaukee County. In the broader Milwaukee MSA region, the total impact is \$7.1 million. The direct employment is viewed as temporary or supported jobs, rather than created jobs. In this case 30 jobs were supported through installation of the lighting project. This impact is based on the aggregated investment of Phase 1 and Phase 2.

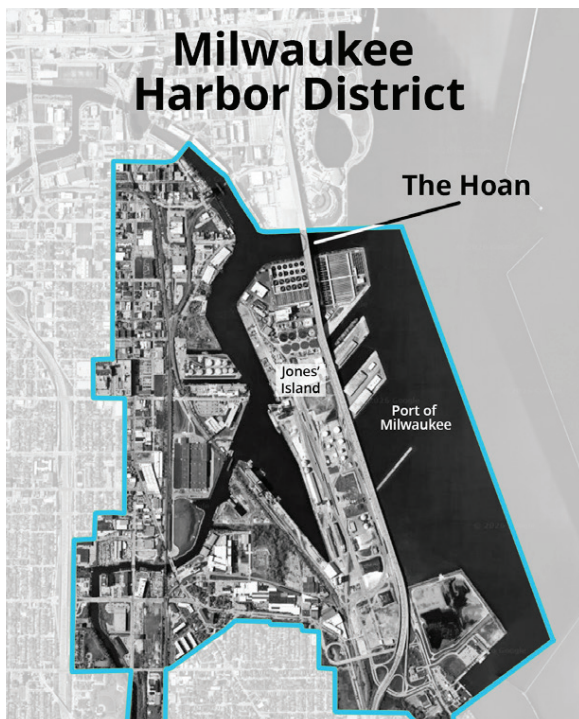


**30 Supported Jobs:** The Hoan Bridge lighting installation supported a total of 30 jobs, including 16 from direct spending.

**\$2.5M Payroll:** The Hoan project generated a payroll of \$2,464,681 related to those jobs.

**\$4.1M Contribution to GRP:** Milwaukee MSA GRP increased by \$4,103,725 from the Hoan Bridge installation.

**\$240K State & Local Taxes:** Investment in the bridge project generated state & local taxes of \$247,195.



## QUICK FACTS<sup>3</sup>

- \$1.6 million list price for condo with view of Hoan Bridge
- 14 intern teams from Milwaukee businesses created lightshows depicting employer culture and brands
- 100,000+ daily commuters on Hoan Bridge
- 10 causes represented by Hoan Bridge lights in 2026
- Students in grades 5–8 will “Code the Hoan” in new STEAM program

<sup>3</sup> <https://lightthehoan.com/news-press/celebrating-a-year-of-light-our-2024-impact-report-is-here/>

# 02 COMMUNITY IDENTITY & ENGAGEMENT

The Hoan Bridge installation serves as a shining example of how lighting assets can evolve to be a true civic platform. Light the Hoan, an initiative of the Daniel Hoan Foundation, is a collective of local leaders who oversee the Hoan Bridge lighting assets. In May 2018, they launched a crowdsourcing campaign to help raise over \$3.5M to illuminate the bridge.<sup>4</sup> Light the Hoan maintains a series of initiatives designed to engage the community, including:

- **Intern Challenge**, a program bringing together 500+ interns from 16+ Wisconsin-based companies to compete by showcasing how they would automate the bridge lights;<sup>5</sup>
- **Code the Hoan**, a hands-on STEAM education program allowing students to learn circuit coding and lighting technology through a miniature Hoan Bridge lighting system;<sup>6</sup>
- **Hoancoming**, a city-wide festival featuring a boat parade on the waterfront and drone shows featuring the Hoan Bridge;<sup>7</sup>
- **Shine a Lite**, in partnership with Miller Lite, a program designed to raise the profile of nonprofit organizations through custom light displays and campaigns;<sup>8</sup>
- **Dedicate a Bulb**, an opportunity for Milwaukee residents to purchase an LED light bulb and dedicate it to a specific cause, memory or person.<sup>9</sup>

## Harbor District

According to Light the Hoan's 2024 Annual Report, there are approximately 450 businesses in the surrounding neighborhood. Many of them are located within the Harbor District, which has seen a significant long-term effort to transform approximately 1,000 acres of underutilized industrial waterfront into an urban, mixed-use neighborhood beginning in 2018, the same year as the lighting of the Hoan. The transformative redevelopment effort totaling roughly \$1 billion in combined public and private investment is, in part, anchored by the Hoan Bridge.

*"The bridge was the beginning. Now other things are happening because of the bridge."*

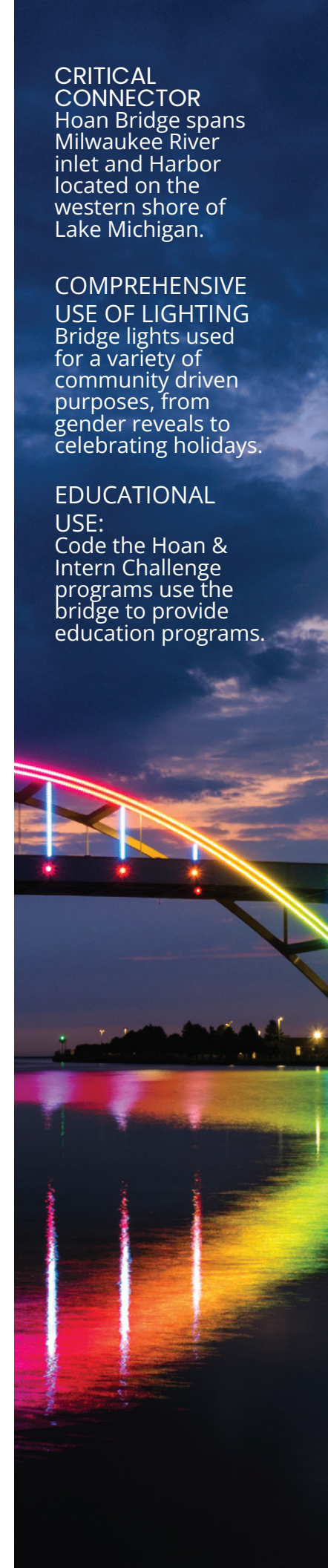
*— Hoan Bridge Stakeholder*

**CRITICAL CONNECTOR**  
Hoan Bridge spans Milwaukee River inlet and Harbor located on the western shore of Lake Michigan.

**COMPREHENSIVE USE OF LIGHTING**  
Bridge lights used for a variety of community driven purposes, from gender reveals to celebrating holidays.

**EDUCATIONAL USE:**  
Code the Hoan & Intern Challenge programs use the bridge to provide education programs.

4 <https://www.linkedin.com/company/lightthehoanmke/>  
5 [https://vote.lightthehoan.com/?\\_gl=1%2A13m21h5%2A\\_ga%2AMTMxMjQxNjMzMC4xNzcyNDg3Mzc0%2A\\_](https://vote.lightthehoan.com/?_gl=1%2A13m21h5%2A_ga%2AMTMxMjQxNjMzMC4xNzcyNDg3Mzc0%2A_)  
6 <https://lightthehoan.com/code-the-hoan/>  
7 <https://hoancoming.com/>  
8 <https://lightthehoan.com/shine-a-lite-program/>  
9 <https://lightthehoan.com/dedicate-a-bulb/>



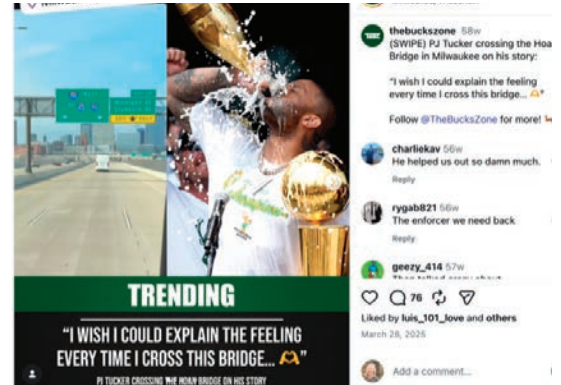
# 03 DIGITAL VISIBILITY & CULTURAL IMPACT

## A NEW VISUAL IDENTITY

The Daniel Hoan Memorial Bridge has evolved into one of Milwaukee's most recognizable visual landmarks, regularly featured in tourism campaigns, skyline photography, hospitality marketing, and social media content representing the city. Through the "Light the Hoan" initiative, the illuminated bridge has become closely associated with Milwaukee's modern waterfront identity and nighttime skyline.

## INFRASTRUCTURE AS ENTERTAINMENT

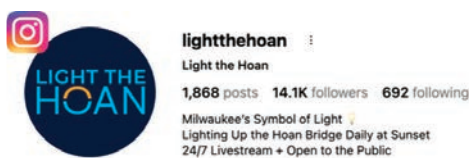
The programmable lighting system allows the Hoan to actively participate in city events and celebrations, including Milwaukee Bucks victories, jersey launches, Summerfest performances, awareness campaigns, and "Hoancoming," a citywide event featuring synchronized lighting, drone shows, boat parades, and public gatherings. During Summerfest, the bridge lighting is synchronized with music performances, transforming the structure into a large-scale visual entertainment platform.



## MEDIA REACH

Unlike traditional infrastructure projects, Light the Hoan has developed a dedicated digital audience across social media platforms, and local television. In 2024 alone, the project generated more than 6.5 million online news impressions and reached a national/local television audience of more than 735,000 viewers. Between 2023 and 2024, the organization reported a 3.7 million increase in social media impressions and an 84% yearly increase in impressions.

The bridge has also become integrated into Milwaukee's sports and tourism identity. The Milwaukee Bucks partnered with Light the Hoan for the team's 2020–21 City Edition jersey launch, while Visit Milwaukee regularly features the bridge in tourism campaigns and visitor guides promoting the city's waterfront and nightlife experiences.



# The Barn

West Sacramento, CA

The Barn, an impressive open-air structure featuring a large, shaded canopy and flexible indoor-outdoor space designed by world-renowned landscape architecture firm !melk, is the anchor of West Sacramento's rapidly developing riverfront area known as The Bridge District.<sup>10</sup>

The Barn plays a key role in shaping and supporting the identity of the district by serving as a natural gathering place, linking residents, visitors and the broader Sacramento region. Originally conceived as an event and dining space, the addition of dynamic and programmable architectural lighting has elevated the structure into a highly recognizable visual landmark.<sup>11</sup>

To learn more about the luminaires used in this installation, visit:

→ <https://www.colorkinetics.com/global/showcase/barn>.

The Barn's lighting plays a critical role in extending the usability of public spaces beyond traditional hours, increasing foot traffic and creating a more vibrant and active environment.

<sup>10</sup> <https://world-architects.com/en/architecture-news/building-of-the-week/the-barn>

<sup>12</sup> <sup>11</sup> <https://www.fulcrumproperty.com/projects/barn/>

# 01 ECONOMIC IMPACT SUMMARY

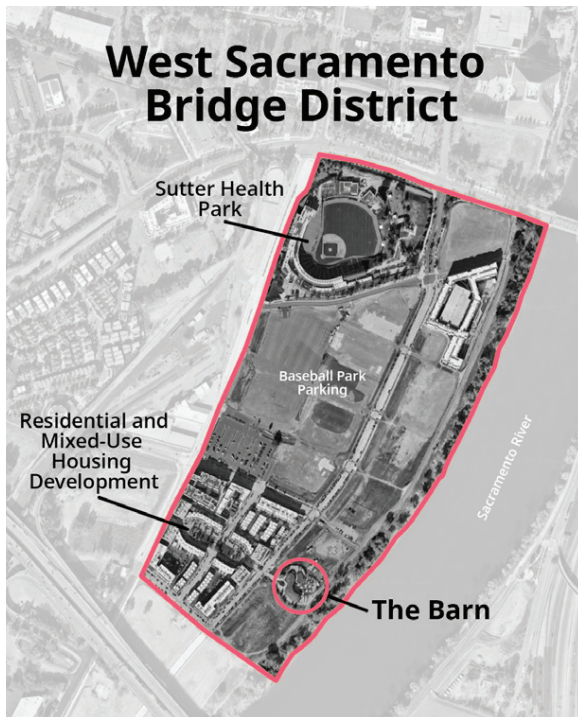
The lighting of The Barn represents a total investment of approximately \$70,000. That spending resulted in a total economic impact of \$113,000 in Sacramento County and \$113,500 in the Sacramento MSA. The direct employment is viewed as temporary or supported jobs, rather than created jobs. One job was supported through installation of the lighting project.



**\$34,500 Payroll:** The supported job generated a payroll totaling \$34,475.

**\$54,000 Contribution to GRP:** The MSA economy has grown by \$53,683 due to the lighting investment.

**\$4,900 State & Local Taxes:** The lighting installation generated state and local taxes of \$4,880.



## QUICK FACTS

- 14,000 seats at Sutter Health Park, temporary home of the Athletics<sup>12</sup>
- Approximately 800 multi-family residential units developed in Bridge District surrounding The Barn<sup>13</sup>

12 <https://www.sutterhealthpark.com/>

13 <https://www.fulcrumproperty.com/projects/the-bridge-district/>

# 02 COMMUNITY IDENTITY & ENGAGEMENT

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Developed through a partnership with the City of West Sacramento and Fulcrum Property, The Barn was created as the inaugural project to activate the Sacramento River riverfront and support the growth of the Bridge District as a connected, mixed-use neighborhood.<sup>14</sup> It opened in 2016 and has been anchored by Drake's: The Barn since 2017.<sup>15</sup> The venue combines dining, entertainment, and community programming, including concerts, festivals, fitness classes, movie nights, and other public events.<sup>16</sup> The community's response to The Barn has been met with remarkable support, as seen in the restaurant's popular Instagram page, featuring over 45,000 followers.<sup>17</sup>

The Barn also benefits from its proximity to Sutter Health Park, home of the Sacramento River Cats and temporary home of the Athletics Major League Baseball franchise. Sutter Health Park's capacity of approximately 14,000 serves to further bolster The Barn's status as a visual landmark and gathering place for fans, with Drakes: The Barn often hosting watch parties and events centered around the franchise's fandom.

## **The Bridge District**

The Barn sits in a mixed-use development known as The Bridge District, spanning 178 acres. The Barn is the signature and inaugural destination in the District. The original Bridge District Specific Plan, a land use and design guide, was adopted by West Sacramento in 1993. However, according to The Barn's architectural design firm and property development firm (iMelk and Fulcrum Property), The Barn helped catalyze the transformation of the area from a former industrial site into the mixed-use urban district it is today.<sup>18</sup>

Today, there are about 10 residential developments built or currently under construction in the immediate vicinity of The Barn. Additional improvements have been made to the riverfront itself, including the Riverfront Street Extension and 5th Street Widening Project, a nearly \$4M infrastructure project completed in 2024, as well as the rehabilitation of the historic Mill Street Pier just south of The Barn. In 2016, a sculpture by Fredrico Diaz was installed between the Tower Bridge and The Barn along the Riverfront, further connecting and activating the landmarks and attractions that comprise the West Sacramento riverfront.<sup>19</sup>

<sup>14</sup> <https://www.fulcrumproperty.com/projects/barn/>

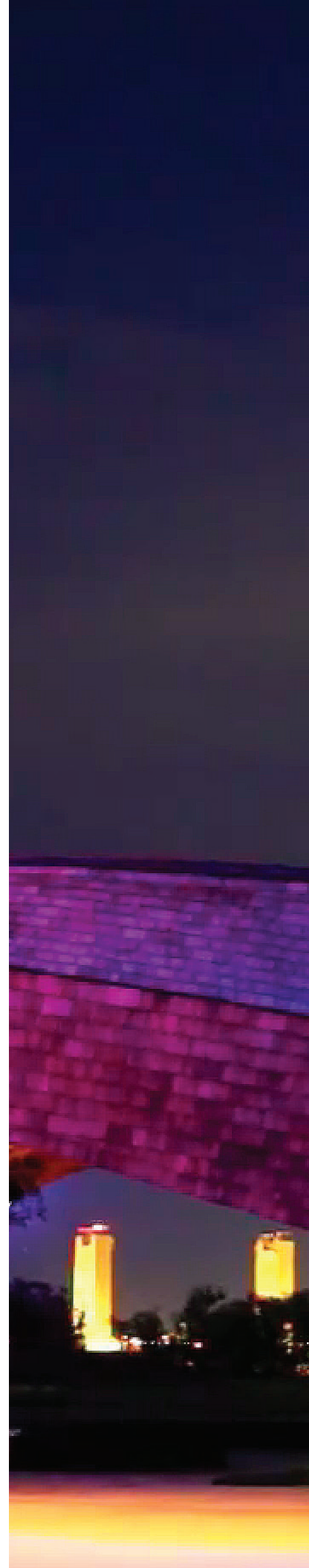
<sup>15</sup> <https://world-architects.com/en/architecture-news/building-of-the-week/the-barn>

<sup>16</sup> <https://events.drinkdrakes.com/>

<sup>17</sup> <https://www.instagram.com/drakesthebarn/>

<sup>18</sup> <https://thebridgedistrict.com/>

<sup>19</sup> <https://www.cityofwestsacramento.org/government/departments-community-development/planning-division/major-planning-projects/bridge-district-specific-plan>



# 03 DIGITAL VISIBILITY & CULTURAL IMPACT

## EVENTS DRIVEN TOURISM

The Barn is a programmed event space, serving to attract visitors from across the community during high-profile events and game days at Sutter Health Park.

## WATERFRONT ACTIVATION

The Barn bolsters the connection between the city and waterfront by contributing to a more livable and visible mixed-use development.

## LOCALIZED ECONOMIC DEVELOPMENT

The partnership with Drakes: The Barn, a local restaurant and brewery, demonstrates the ability to create real economic opportunities for local businesses through illuminated assets.

Drake's: The Barn has become a recognizable social and cultural destination within West Sacramento's Bridge District, with its architectural lighting and open-air design frequently featured across social media, tourism content, and event promotion. The illuminated canopy regularly appears in Instagram Reels, TikTok videos, Yelp photography, and nightlife-related content, where it serves as a visual identifier for the venue. Social posts featuring The Barn have generated significant engagement, including TikTok videos receiving more than 22,000 likes, 1,400 saves, and thousands of shares.

The venue's lighting design also supports an active entertainment and event ecosystem. Concerts, silent discos, sports watch parties, and seasonal programming generate recurring online engagement from local influencers, community organizations, and nightlife media accounts, extending visibility across audiences totaling hundreds of thousands of followers. Search engine results, and tourism-related content frequently highlight the architectural canopy and lighting experience as defining features of the venue.

The consistent visibility of The Barn across digital platforms demonstrates how lighting and architectural design can help transform venues into recognizable lifestyle destinations. In addition to supporting customer engagement and event promotion, the venue contributes to the identity and activation of West Sacramento's developing riverfront district.



# City Hall

Philadelphia, PA



As one of the most iconic and historically significant civic buildings in the United States, Philadelphia City Hall has served as a symbol of the city's identity since its completion in 1901. It is the largest city hall in the U.S. and remains the largest free-standing masonry building in the world. Through the integration of dynamic and programmable architectural lighting, the building has been reimagined as a truly modern civic asset that bridges historic legacy with modern lighting expression.

To learn more about the luminaires used in this installation, visit:  
→ [www.colorkinetics.com/global/showcase/philadelphia-city-hall](http://www.colorkinetics.com/global/showcase/philadelphia-city-hall)

*"City Hall is an iconic landmark that defines who the city is. It's sort of like the Empire State Building in New York City."*

*- Philadelphia Stakeholder*

# 01 ECONOMIC IMPACT SUMMARY

The investment in lighting of Philadelphia City Hall totaled \$6.85 million, which created a total economic impact of \$10.6 million in Philadelphia County. In the broader Philadelphia MSA region, the total impact is \$16.1 million. The direct employment is viewed as temporary or supported jobs, rather than created jobs. In this case 69 jobs were supported through installation of the lighting project.

**\$6.85M**

Investment

**\$16.1M**

Economic Impact

**69 Supported Jobs:** Direct investment required 38 jobs, with 31 indirect and induced jobs.

**\$5.8M Payroll:** Payroll associated with the supported employment totals \$5,824,634.

**\$9.5M Contribution to GRP:** The MSA's GRP would increase by \$9,472,585, with \$5,058,415 from direct spending.

**\$466K State & Local Taxes:** Taxes paid to local and state jurisdictions total \$466,296.



## QUICK FACTS<sup>20</sup>

- 123-year-old building
- 200+ color-changing floodlights
- Quick and easy lighting control
- Winner of IES Illumination Award of Merit, 2025 and IES Philadelphia Award for Outdoor Lighting Design<sup>21</sup>

20 <https://www.thelightingpractice.com/project/city-hall/>

21 <https://www.thelightingpractice.com/illuminating-engineering-society-awards-2/>

## 02 DOWNTOWN ICON

The lighting of City Hall required a total investment of \$6.85 million, including positioning lighting on the roofs of 10 surrounding buildings.<sup>22</sup>

The project features the latest LED technology, including the option for programmable effects. This lighting project updated the original lighting which was installed in 2004.

*“City Hall is an architectural treasure at the center of the city...We’re pleased to be shedding new light on this stunning National Historic Landmark.”*

*— Center City District Chair Paul Levy*

## 03 DIGITAL VISIBILITY & CULTURAL IMPACT

Philadelphia City Hall’s dynamic lighting installation has become integrated into the city’s digital and cultural identity, regularly appearing across tourism marketing, news coverage, and social media content. Following the Philadelphia Eagles’ Super Bowl LIX victory in 2025, City Hall was illuminated in the team’s

signature green, becoming a focal point for both public celebrations and online engagement.<sup>23</sup> Images and videos of the illuminated building circulated widely across Instagram, user-generated content, and news outlets like *USA Today* and *The Temple News*, as a visual symbol of the citywide celebration.

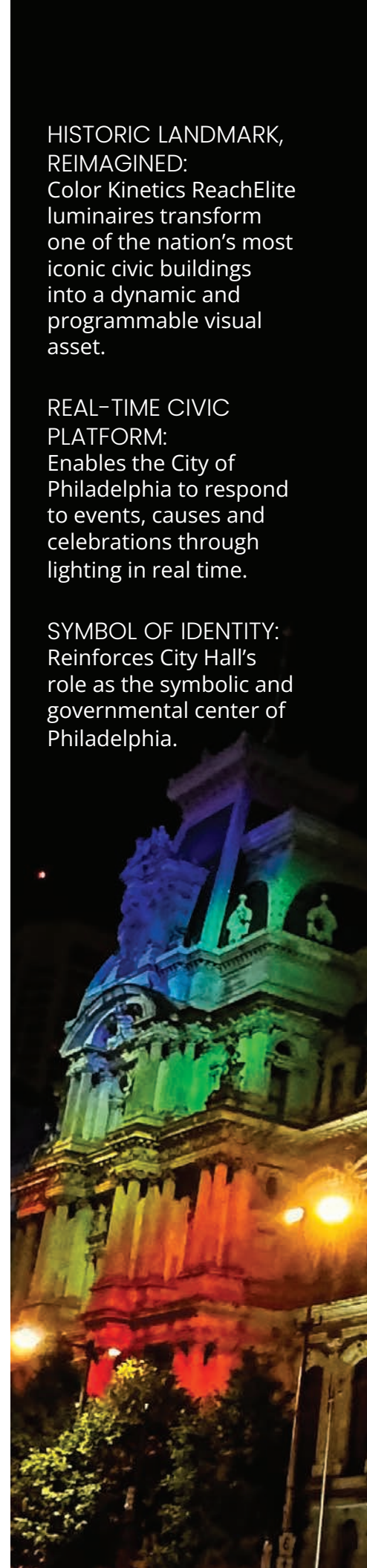
**HISTORIC LANDMARK, REIMAGINED:**  
Color Kinetics ReachElite luminaires transform one of the nation’s most iconic civic buildings into a dynamic and programmable visual asset.

**REAL-TIME CIVIC PLATFORM:**  
Enables the City of Philadelphia to respond to events, causes and celebrations through lighting in real time.

**SYMBOL OF IDENTITY:**  
Reinforces City Hall’s role as the symbolic and governmental center of Philadelphia.

<sup>22</sup> <https://centercityphila.org/pressroom/new-lighting-of-city-hall-exterior>

<sup>23</sup> [https://www.instagram.com/reel/DFT0JmdPTAq?utm\\_source=ig\\_web\\_copy\\_link&igsh=NTc4MTIwNjQ2YQ==](https://www.instagram.com/reel/DFT0JmdPTAq?utm_source=ig_web_copy_link&igsh=NTc4MTIwNjQ2YQ==)





Philadelphia Eagles fans celebrate the team's victory over the Kansas City Chiefs in Super Bowl LIX in the streets near Philadelphia City Hall in Philadelphia on February 9, 2025. Bryan Dozier Middle East Images/AFP Via Getty

The installation also supports recurring tourism and seasonal programming. During Philadelphia's annual holiday celebrations, including the Christmas Village and tree lighting ceremony, City Hall serves as a gathering place and visual backdrop for thousands of visitors.<sup>24</sup> Event photography and videos featuring the illuminated façade are frequently shared by tourism organizations like Visit Philadelphia, Discover PHL, and the Center City District across social media and tourism campaigns.

Beyond event-based visibility, the lighting system has become a defining characteristic of the landmark. Search engine AI overviews and online descriptions of Philadelphia City Hall frequently reference the \$6.8 million programmable LED lighting system and its use during civic celebrations and awareness campaigns. The continued circulation of illuminated imagery online demonstrates how dynamic architectural lighting can strengthen civic identity, placemaking, and Philadelphia's nighttime visibility.

24 <https://www.phlvisitorcenter.com/things-to-do/christmas-villa>



# Loqui

Nashville, TN

Loqui, located at The Fairgrounds Nashville, is an innovative sculpture by artist Blessing Hancock, commissioned by Metro Arts Nashville, the office for Arts and Culture for the City of Nashville and Davidson County. Debuting in September 2024, the structure is three stories high, made of steel crafted into the shape of a dual megaphone.

Loqui represents a new model for how lighting can be integrated into hospitality and events environments to create a highly immersive experience.<sup>25</sup> Though Loqui is smaller in scale than other projects included in this analysis, the project demonstrates that the impact of illuminated assets isn't dependent on size, rather on intentionality and execution.

To learn more about the luminaires used in this installation, visit:

→ <https://www.colorkinetics.com/global/showcase/loqui/>

Loqui represents the clearest example of how true public art and illuminated assets can play a foundational role in creating new experiences for viewers.

# 01 ECONOMIC IMPACT SUMMARY

The investment in the Loqui installation totaled nearly \$2.87 million, which created a total economic impact of \$4.1 million in Davidson County and \$5 million in the Nashville MSA. The direct employment is viewed as temporary or supported jobs, rather than created jobs. In this case 17 jobs were supported through installation of the lighting project.

**\$2.87M**  
Investment

**\$5M**  
Economic Impact

**17 Supported Jobs:** A total of 17 jobs were supported by the Loqui lighting installation, with 9 of those being direct.

**\$1.9M Payroll:** The Loqui project generated a payroll of \$1,893,256 related to those jobs.

**\$3.5M Contribution to GRP:** GRP for the MSA increased by \$3,450,626 from the Loqui installation.

**\$141K State & Local Taxes:** Investment in the Loqui project generated state & local taxes of \$141,840.



## QUICK FACTS<sup>26</sup>

- 400 Nashvillians ages 5 to 85, submitted words and phrases to incorporate into the sculpture
- 415 phrases, 4,417 words & 22,000 characters within the sculpture
- Hundreds of individually controllable lights built into the sculpture
- Designed by noted artist Blessing Hancock, who has been featured in major news publications such as *The New York Times* and *Bloomberg*

26 <https://blessinghancock.com/artist-blessing-hancock-to-soon-unveil-her-most-ambitious-sculpture-to-date-one-of-nashvilles-largest-public-art-commissions/>

# 02 COMMUNITY IDENTITY & ENGAGEMENT

In July 2019, Metro Arts Nashville issued an open call for a permanent public art installation at The Fairgrounds Nashville, receiving more than 120 submissions. Rather than submitting traditional proposals, artists participated in a community-focused selection process centered on interviews and stakeholder engagement. Following a review by a citizen selection panel composed of artists, community leaders, and local business owners, Metro Arts approved artist Blessing Hancock in March 2020.<sup>26</sup>

Community engagement became central to the development of Loqui. During the COVID-19 pandemic, Hancock worked with a local community liaison to conduct focus groups, one-on-one conversations, and online surveys asking residents what Nashville means to them. The final installation, whose name means “to speak” in Latin, incorporates words, stories, and phrases from more than 400 community members cut directly into the illuminated sculpture, creating a permanent public platform for community voices.<sup>27</sup>

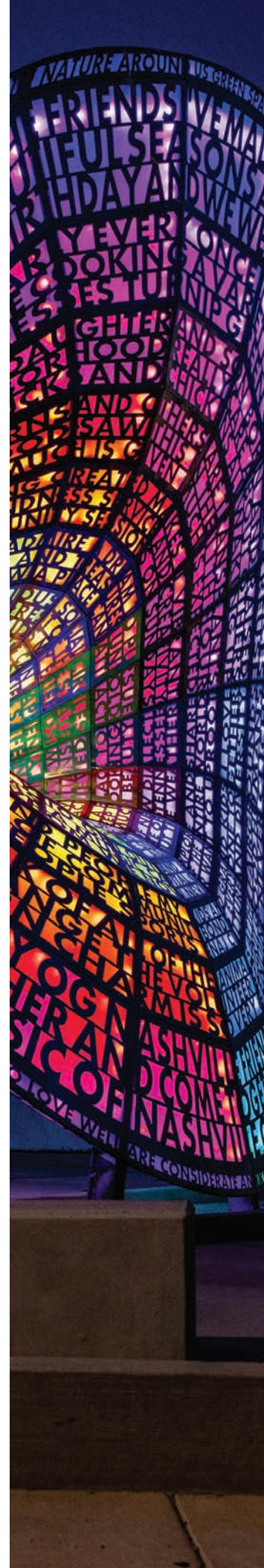
## THE FAIRGROUNDS

The Fairgrounds Nashville is located on 117 acres less than two miles south of downtown. It has been home to the historic Fairgrounds Speedway for over 115 years, as well as the nationally ranked Nashville Flea Market. Today, The Fairgrounds is experiencing significant economic redevelopment with new, state-of-the-art exposition facilities, multi-use public recreation areas, and the addition of a 30,000-seat MLS soccer stadium as part of a larger 10-acre mixed-use development.

As part of the broader Fairgrounds redevelopment, Loqui contributes to the area’s transformation into a more active, economically productive and publicly engaging destination. Loqui’s status as a major enhancement to ambiance contributes directly to economic development by encouraging guests to remain on-site longer. The success of Loqui highlights the role that intentionally designed, experience-driven spaces can play in district level development.

*“Loqui is a dual megaphone shape, so it gives local community members a voice but it’s also listening to what they have to say, giving them a chance to be heard.”*

*— Blessing Hancock*



<sup>27</sup> <https://blessinghancock.com/artist-blessing-hancock-to-soon-unveil-her-most-ambitious-sculpture-to-date-one-of-nashvilles-largest-public-art-commissions/>

## EXPERIENTIAL TOURISM:

The venue attracts patrons for its offerings, such as concerts, races and fairs, but also for the overall atmosphere. This reinforces the importance of experience-driven tourism.

## DISTRICT IDENTITY:

As part of the larger Fairgrounds redevelopment, Loqui supports the city's broader efforts to position the area as vibrant and worthy of investment.

## SOCIAL MEDIA APPEAL:

The curated ambiance of Loqui encourages visitors to capture and share their experience, contributing to increased visibility of the area.

# 03 DIGITAL VISIBILITY & CULTURAL IMPACT

## COMMUNITY STORYTELLING

Loqui has become a highly visible public art landmark within Nashville's Fairgrounds district, frequently appearing across social media, news coverage, and official city communications. The sculpture's illuminated and interactive design makes it a popular backdrop for artists, musicians, event attendees, and tourism-related content. Official accounts including @MetroArtsNashville<sup>27</sup>, @TheNashvilleFair<sup>28</sup>, and @TheFairgroundsNashville<sup>29</sup> regularly feature the installation online, while a post from Nashville Mayor Freddie O'Connell during the unveiling generated nearly 13,000 views, more than 1,000 likes, and over 100 shares.<sup>30</sup>

## PRINT, DIGITAL & CIVIC MEDIA REACH

Beyond social media engagement, Loqui has received coverage through print publications, trade media, and government-focused digital platforms. In January 2025, the sculpture was featured as the cover story for *Modern Steel Construction*, reaching more than 16,000 print subscribers and 67,000 digital subscribers. The installation has also appeared in *The Tennessean* and StoryMaps. ArcGIS.com, expanding its visibility beyond tourism audiences and positioning Loqui as a nationally recognized example of illuminated public art and community-centered placemaking.

The sculpture also benefits from the significant attendance associated with The Fairgrounds Nashville and surrounding venues. Annual attendance at the fairgrounds is estimated at approximately 800,000 visitors, in addition to recurring events including the Nashville Flea Market, Nashville SC matches at nearby GEODIS Park, and events at Nashville Fairgrounds Speedway. Conservative estimates suggest approximately 1.7 million people may view the sculpture annually, totaling nearly 8.5 million views over a five-year period.



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thenashvillefair 🥁 Drumroll please... We have a champion from our Selfie Scavenger Hunt at the fair! Big congrats to @salatakesonadump and crew! 🏆 You've snagged \$150 cash for capturing 10 epic selfies with all the Nashville Fair

27 <https://www.instagram.com/metroartsnash/>

28 <https://www.instagram.com/thenashvillefair/>

29 <https://www.instagram.com/thefairgroundsnashville/>

30 [https://www.instagram.com/reel/C\\_3DHQXOvnL/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==23](https://www.instagram.com/reel/C_3DHQXOvnL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==23)

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