



SparkLight
CREATES



2021 - 2025 ECONOMIC IMPACT



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Prepared by

**SparkLight
CREATES**

Table of Contents

*Cover Image - Inspired Fashion (Erlanger, KY): Received Business Plan Creation services from SparkLight Creates in 2022

→	01	Letter from the Founder
→	02	Company Overview
→	03	About SparkLight's Economic Impact
→	04	What We Do
→	05	Client Success Highlights
→	06	Performance Overview
→	07	Community Highlights
→	08	Future Outlook
→	09	Contact Us



*OLLA (Covington, KY): Received Business Plan Creation services from SparkLight Creates in 2018

Letter from the Founder



Kareem (K.A.) Simpson

Founder, Chief Imagination Officer, SparkLight Creates

I founded SparkLight with a simple but powerful belief: creativity is not a luxury — it is a necessity. It is how communities tell the truth about who they are, how leaders imagine new possibilities, and how entrepreneurs build something from what others may overlook. From the beginning, this work has lived at the intersection of storytelling, strategy, and service.

Since opening, I've had the honor of working alongside artists, nonprofits, educators, small business owners, and change-makers who are reimagining what success looks like on their own terms.

Together, we've written grants that opened doors, facilitated conversations that sparked action, built plans that moved ideas forward, and created spaces where people felt seen, supported, and challenged to grow. What continues to inspire me most is not just the outcomes, but the courage of those willing to create differently.

As this work has evolved, so has our identity. What began as a creative consulting practice has become a broader platform for imagination, collaboration, and impact. With that growth, it's time for our name to fully reflect who we are and where we're going.

Moving forward, SparkLight Creative Group will be known as SparkLight Creates — a name that honors our roots while embracing our future as builders, conveners, and believers in what's possible when creativity meets community.

\$215,000

Achieving a total revenue from 2021 through 2025



30%

Expanded our client base from 2021 through 2025



Company Overview



*Upper Kutz Barbershop (Covington, KY): Received Business Plan Creation services from SparkLight Creates in 2015

Vision

SparkLight Creates envisions a world where creativity is recognized as a vital force for leadership, economic opportunity, and community transformation. We strive to cultivate inclusive ecosystems that empower artists, entrepreneurs, and organizations, especially those from historically underrepresented communities, to imagine boldly, lead authentically, and build sustainable futures. Through storytelling, strategic collaboration, and creative practice, SparkLight Creates aims to spark ideas into action and illuminate pathways where innovation, equity, and imagination thrive together.

Mission

- **Ignite creative Leadership** by equipping individuals and organizations with the tools to lead through imagination, adaptability, and purpose.
- **Build Equitable Access** to resources, funding, and opportunities for artists, entrepreneurs, and communities historically excluded from traditional systems.
- **Strengthen Communities** through storytelling, collaboration, and programming that fosters connection, cultural understanding, and sustainable impact.
- **Transform Ideas into Action** by providing strategic consulting, education, and creative services that help visions become viable, measurable outcomes.

About SparkLight's Economic Impact

Over the past five years, SparkLight Creates has grown from a creative practice rooted in storytelling into a trusted partner supporting inclusive economic development, creative leadership, and non-traditional entrepreneurship across Northern Kentucky, Greater Cincinnati, and beyond. We are proud to share this Economic Impact Report as a reflection of the work, relationships, and outcomes that have shaped our journey thus far.

This report examines the economic and community impact generated through our core services, including creative consulting, grant writing, leadership development, community engagement, writing services, and program design. Alongside quantitative measures, it features stories that illustrate how our work has supported small businesses, artists, nonprofits, and entrepreneurs, particularly Black, Brown, LGBTQ+, and other historically underrepresented communities.

As a firm operating at the intersection of creativity and strategy, we have contributed to funding access, organizational growth, workforce development, and cultural vitality by helping clients secure resources, clarify vision, and build sustainable models for success. Our work has supported local and regional economies by strengthening creative ecosystems, amplifying community-driven initiatives, and fostering partnerships that extend beyond traditional pathways.

Looking ahead, this report marks the beginning of a deeper commitment to measuring and sharing our impact. Future studies will broaden our scope to capture additional ways that we continue to influence economic opportunity, creative leadership, and community resilience nationwide.

Powered by imagination, collaboration, and purpose, our impact is driven by the belief that creativity is an economic force. This report highlights the people, partnerships, and programs that bring that belief to life and the lasting value created when creativity is centered as a tool for growth, equity, and change.

<div>→</div> Revenue (2021 - 2025)	\$215,000
95+ Entrepreneurs and creatives engaged <div>↑</div>	\$1.1M Grant applications submitted <div>↑</div>
Supported workshops, business planning services, community forums and speaking engagements	Secured approximately \$465,000 in awarded funding

What We Do

Business Planning

Our mission is to write customized business plans at an affordable price. Business plans are required for bank loans, investors, grants, venture capitalists, and even leasing office space.

Grant Writing / Fund Development

The clearest advantage to hiring a fundraising consulting group lies in cost savings and better stewardship of resources. We can help you get the funds you need.

Content Development

Whether you need help crafting a content strategy or you just need vetted writers to execute your existing strategy, we have you covered.

Community Engagement

We will work with you to help form partnerships, raise money, and building goodwill; interfacing with citizens and donors to assess needs and solicit support.

Client Success Highlights

From 2021 through 2025, SparkLight Creates served as a catalyst for creative entrepreneurship, community engagement, and economic development across Northern Kentucky and the Greater Cincinnati region. Through consulting services, grant writing, workshops, leadership development, and cultural programming, SparkLight supported individuals and organizations traditionally underserved by mainstream business ecosystems—particularly Black, Brown, LGBTQ+, veteran, and non-traditional entrepreneurs.

Our work from 2021 through 2025 contributed measurable economic value while also strengthening social capital, cultural infrastructure, and long-term community sustainability through the following services:

- Grant Writing & fund development
- Creative consulting
- Business plan development
- Workshops & facilitation
- Writing and storytelling services



*Left Bank Coffee House (Covington, KY): Received Business Plan Creation services from SparkLight Creates in 2010 and 2025

→ Client Revenue Generated from 2021 through 2025	\$904,300
→ Client Jobs Created 2021 through 2026	422
→ Client Taxes Generated 2021 through 2025	\$120,800

Performance Overview



*Artfully United (Los Angeles, CA): Received Media Kit and Business Plan Creation services from SparkLight Creates in 2018

Client & Project Activity

- 42 organizations and individual clients served
- 68 paid contracts and engagements completed
- Services delivered across nonprofit, arts, education, small business, and public-sector spaces

SparkLight-supported organizations collectively:

- Applied for over \$1.1 million in grants
- Secured approximately \$465,000 in awarded in grant funding for clients
- Supported:
 - Arts organizations
 - Youth programs
 - Community-based nonprofits
 - Entrepreneur-led initiatives

This funding directly supported staffing, programming, vendor spending, and community services throughout the region.

Community Highlights

Community & Cultural Impact

Public Programming

- 18 workshops, panels, and public events
- 3 multi-part leadership development programs
- Multiple speaking engagements at regional conferences, schools, and cultural institutions

Audience Reach

- 240+ direct participants
- 15,000+ digital impressions via social media, email campaigns, and partner platforms

SparkLight's programming helped position Northern Kentucky as a growing hub for creative leadership and inclusive entrepreneurship.

Regional & National Visibility

From 2021 through 2025, SparkLight Creates:

- Participated in or supported regional and national cultural events
- Contributed to panel discussions and publications focused on:
 - Creative economy
 - Inclusive leadership
 - Community-centered development
- Expanded Northern Kentucky's visibility as a place where creative entrepreneurship thrives

Social Return on Investment

Beyond dollars, SparkLight's impact from 2021 through 2025 included:

- Increased access to funding knowledge
- Stronger storytelling capacity for organizations
- Expanded professional networks for marginalized entrepreneurs
- Elevated community voices in public and cultural spaces

For every \$1 earned by SparkLight, an estimated \$3.50–\$4.00 was reinvested into the local economy through client funding wins, vendor spending, and workforce development.

Future Outlook



In 2025, SparkLight Creates has demonstrated that creativity is not just cultural—it is economic. By centering community, imagination, and access, SparkLight generated meaningful financial impact while laying the groundwork for long-term, inclusive growth across Northern Kentucky and beyond.

*Rich Robbins Productions (Chicago, IL): Received Business Plan Creation services from SparkLight Creates in 2025

Future Plan

Building on 2025 momentum, SparkLight Creates is preparing to:

- Release a full Economic Impact Report (January 2026)
- Solidify official name change from SparkLight Creative Group to SparkLight Creates
- Launch year-round entrepreneurial programming
- Support the Non-Conventional Entrepreneurship Convention
- Expand grant and fund development services regionally

Innovation

Looking ahead, SparkLight Creates is committed to deepening its role as an innovation engine for creative leadership, entrepreneurship, and community-driven economic development. Future efforts will focus on expanding year-round programming, developing scalable tools for non-traditional entrepreneurs, and launching convenings and research that center creativity as a measurable economic driver.

Contact Us

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