



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**



REC



2025 DENTON

HALLOWEEN REWIND



5/4/26

PRB26-011

PROGRAM GOALS

Goals for Halloween



Increase Business Activity, Tourism,
Sales Tax, Hotel Occupancy Tax



Expand Operating Hours of Downtown
Businesses to Support Traffic



Wayfinding and Pedestrian Traffic
Dispersion



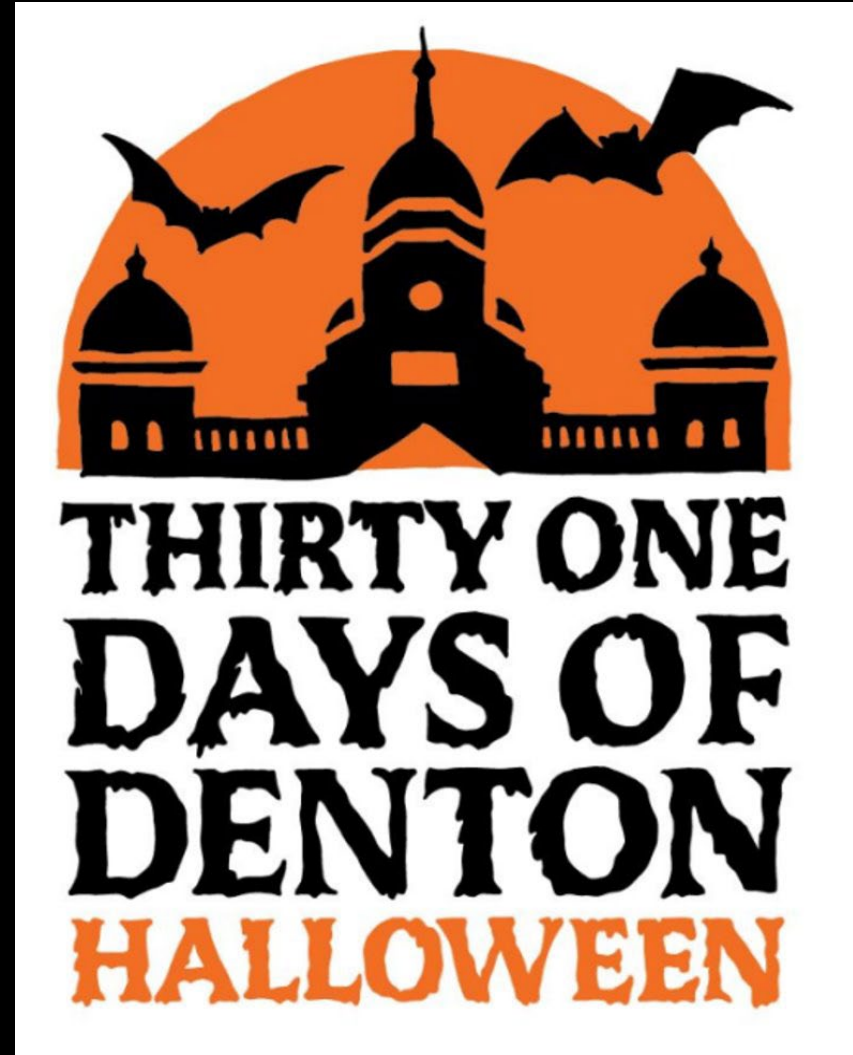
Maintain / Expand the "Denton Buzz" and
be Unique Year to Year



Increase Volunteerism / Community
Engagement



Showcase Denton's Creativity / Artist
Community / Strengthening ED footprint



2025 PROGRAM RECAP

Programming

- Over **350 official programs and events** implemented

Placemaking

- **30+ locations** around the downtown for engagement

Promotions

- MARCOMM promoted w/ focus **locally AND REGIONALLY**

Financials

- 2024: Revenue - \$210,000, Expenses - \$166,266
- 2025: Budgeted - \$150,000 Programs/Placemaking, \$100,000 Marketing. Received a grant for \$62,400.

Retail Sales (Total Sales)

- \$137,004.75 (+86% increase over '24)



2025 PROGRAM RECAP

Visitors to Downtown

- Baseline Oct. 2023 visitors: ~515,000; 2024: 772,897
- **883,007** visitations to downtown in **October 2025**
- 110,110+ visitations in 2025 compared to 2024
- 368,000+ in the district since Denton Halloween started
- 2025 Breakdown: 76% visitors, 24% residents



2025 PROGRAM RECAP

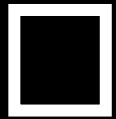
Successes

- The Maze
 - 54,324 people visited The Maze
- UNT CoLab (Frankenstein Exhibit and Diorama)
 - 13,176 visitors in October!
- # of Onion Rolls – Hundreds!
- Diorama development
 - Estimated 3,000 volunteer hours
- North Texas Ghostbusters
 - Estimated 1,000 volunteer hours
- Volunteer painters of placemaking sets
 - Estimated 500 hours



YEAR 3 GOALS

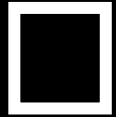
Goals for Halloween



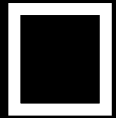
Mobility improvements (parking, accessibility, walkability, transit)



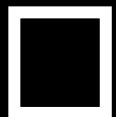
Activating vacant businesses



Involve MORE artists



Expand beyond the square



Revenue-generation / more activities



2026 TIMELINE

OCT-JAN
Assessment and brainstorming

1

2

MARCH
BOO Team Meetings kick-off (bi-monthly)

MAY
Begin décor build + finalize ideas and events for website

3

4

JUNE
Deadline for ideation + artist proposals

SEPTEMBER
Installation + Launch

5

COMMUNITY INVOLVEMENT

- BOO Team Meetings
- Specialized round table groups
- Special events
- Storefront decorations
- In-store/on-site experiences (especially into the evenings and midweek)
- Partner collaboration
- Volunteering
- Sponsorships



QUESTIONS?

