



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: October 2, 2025

SUBJECT

Receive a report, hold a discussion, and give staff input regarding Halloween Denton 2025 public art, programming and placemaking efforts.

BACKGROUND

Halloween Denton: A Strategic Seasonal Celebration

In Fall 2023, Denton Parks and Recreation launched Halloween Denton as a strategic alternative to the November-December holiday season. Inspired by Conway, SC's success, staff focused on Halloween to boost tourism, support local businesses, and increase sales tax revenue.

The initiative centered on the "Three P's":

- **Programming:** Over 200 events were coordinated under the Halloween Denton brand, involving local businesses, city departments, and community groups.
- **Placemaking:** Creative installations like the Giant Pumpkin, Ghostbusters HQ, and Scary Chairy Orchard transformed public spaces and drew crowds.
- **Promotion:** A strong marketing campaign by MarComm included branding, merchandise, and widespread media coverage across the DFW area. In 2025, this campaign is reaching out to potential customers to travel to Denton for overnight stays.

First year results showed a major increase in foot traffic—140,000 more visitors than the previous year—and strong community pride. Discover Denton store sales surged, and feedback highlighted both the success and the excitement for the development of Halloweentown.

Staff has been working diligently on year two and excitement has been growing both in the business community as well with residents and visitors alike.

RECOMMENDATION

Staff recommends continued support of the initiative.

ESTIMATED SCHEDULE OF PROJECT

Parks and Recreation staff are currently working with city departments, businesses, and partnering stakeholders to build a list of placemaking opportunities, programs and other interventions for Halloween Denton 2.0.

OPERATIONAL IMPACT

Budget for 2025 is \$250,000 that is allocated from the HOT funds.

FISCAL INFORMATION

Budget for 2025 is \$250,000 that is allocated from the HOT funds.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:

Gary Packan, Director, Parks and Recreation