



**THIRTY ONE  
DAYS OF  
DENTON  
HALLOWEEN**





9/8/25

PRB25-028



# 2024 PROGRAM RECAP

## Programming

- Over 200 official programs and events implemented

## Placemaking

- 15+ locations around the downtown for engagement

## Promotions

- MARCOMM promoted Denton as a destination w/focus locally

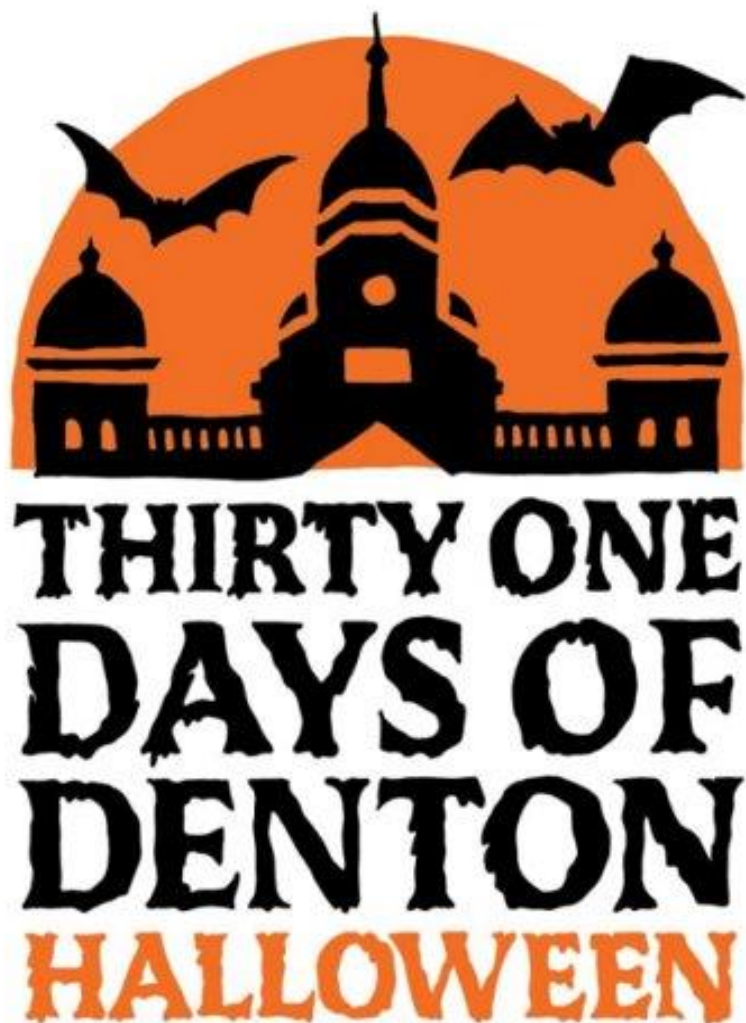
## Financials

- 2024: Revenue - \$210,000, Expenses - \$166,266
- 2025: Budgeted - \$150,000 Programs/Placemaking, \$100,000 Marketing

## Results

- 662,000 visitations to downtown in October 2024
- Over 145,000 more visitations in 2024 compared to 2023.
- Breakdown: 59% visitors, 41% residents





# Denton's Public Art Master Plan



Create distinct, attractive, and inviting public space



Celebrate Denton's cultural heritage and diversity



Distinguish Denton's image in the metroplex



Foster community education and enjoyment of public art.



Promote a community environment that attracts artists to live and work



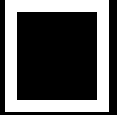
Encourage participation in the provision of public art through public and private investment.



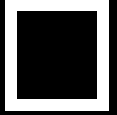
Advance collaboration between the City of Denton and GDAC

# 2025 GOALS

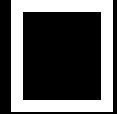
## Goals for Halloween



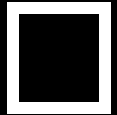
Increase Business Activity, Tourism,  
Sales Tax, Hotel Occupancy Tax



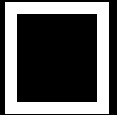
Expand Operating Hours of Downtown  
Businesses to Support Traffic



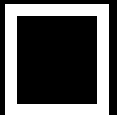
Wayfinding and Pedestrian Traffic  
Dispersion



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



Increase Volunteerism / Community  
Engagement



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



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# 2024 DIGITAL ENGAGEMENT

## Website Analytics

- Denton Halloween site
  - 105,000 unique visitors
  - 176,000 site sessions
- Discover Denton site
  - 184,000 site sessions

## Hello Lamp Post Digital Assistance & Conversation

- Over 21,000 messages
- Over 6,600 conversations
- Approx. 5,000 users
- Visitors learned of Denton Halloween
  - 43% Tik Tok
  - 42% word of mouth & radio ads
  - 15% Facebook

## Social Media Engagement

- City of Denton (FB & IG combined)
  - Reach - 875,000 individuals
  - Impressions – over 1.1 million
  - Engagement – 35,000 individuals
- Discover Denton (FB & IG combined)
  - Reach – 72,500 individuals
  - Engagement – 10,600 individuals
- Discover Denton Paid Influencer (Tik Tok & IG combined)
  - Reach – 950,000 individuals
  - Engagement – 158,000 individuals

## News Media Coverage

- All DFW news stations and newspapers
- Billboard on I-35

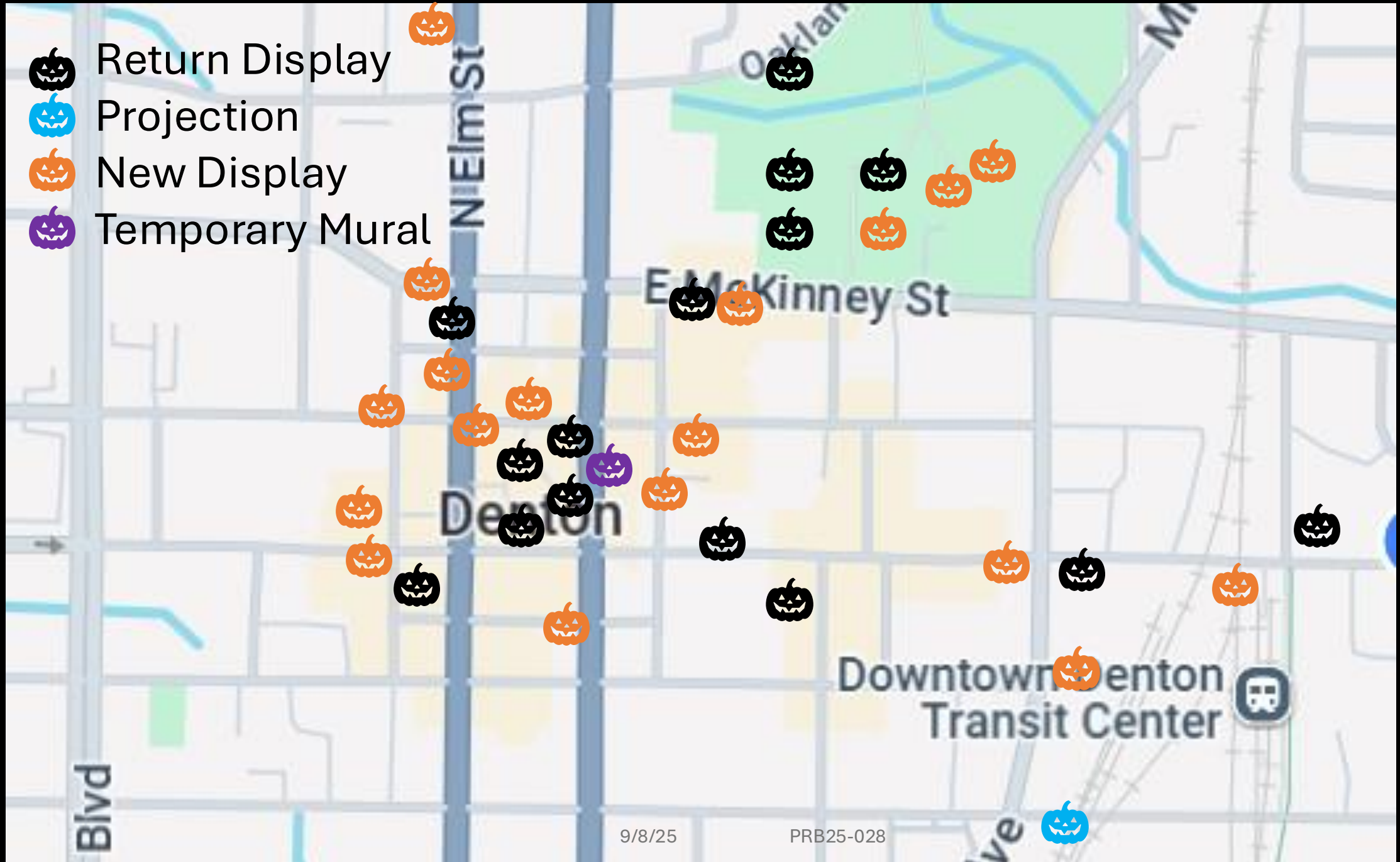


# VISITOR CENTER

## RETAIL PLAN

- T-shirts (2024 & 2025)
- Postcards
- Stickers
- Posters
- Puzzle
- Ornament
- Mug
- Hoodie
- Pint Glass
- Collaboration with local artist

-  Return Display
-  Projection
-  New Display
-  Temporary Mural





# 2025 KEY DATES

\*NEW in Orange

## Key Dates

- July 31 – Internal deadline to order retail items
- Sept 15 – Anticipated release for retail sales
- Sept – Campus Theater – Carrie the Musical
- Sept 26 – Nov 3 – Decorations up
- Sept 26– DCBC Ecto Juice released
- Sept 30 – Halloween City designation
- Oct 1-31 – Halloween Tent (TBA)
- Oct 1 – Opening Ceremony
- Oct 1 – DCBC Night Witch released
- Oct 3 – Frankenstein Exhibit at CoLab
- Oct 3-5 – Denton Arts & Jazz Festival
- Oct 11 – Psychics on the Square
- Oct 12 & 19 – Paranormal Investigations
- Oct 17 – DCBC Coffin Crush released
- Oct 18 – Every Witch Way Market
- Oct 18-19 – Interfaith and DMAC run/walks
- Oct 22 – Nightmare on Elm St B-ball Tipoff
- Oct 23 – Halloween Atomic Bingo
- Oct 24-26 – Day of the Dead Festival / Cirque de Horror
- Oct 25 – Haunted Parlor at Salon NV
- Oct 31 – Campus Theater - Opening night of Dial M for Murder
- Oct 31 – Closing Ceremony
- Thurs in October – Twilight Tunes
- Fri-Sat in late Sept and October – Ghost/VIP Tours
- Fri in October – Monster March and Free Beer Friday
- Sat in October – Cemetery Tales

# ENHANCEMENTS

## Marketing and Communications

- Website
  - Website re-design and new event listing system is live
  - Self guided food and drink tour and haunted places tour is live
  - Blog, more robust Plan Your Stay Page, and a more detailed FAQ page are now live
- Advertising and Promotions
  - Focus on influencer marketing, geographic market expansion, and new innovative promotional tactics.
- Media Engagement
  - Regular show and tell media avails, radio-sponsored event promos, destination marketing outreach.
- Visitor Convenience
  - Physical decoration popup map, directional boards, map stations, and website maps.
- Experience Boosts
  - Kickoff and Closeout Events, immersive Halloween food/drink locations, Improv Comedy Show, Haunted Hallway, business Where's Waldo style scavenger hunt



# ENHANCEMENTS

## Signage & Mapping

- (16) sign locations around downtown
- Designed to help people explore the decorations located across the city
- Links to digital maps where visitors can find events and local business locations included on every sign
- Hard copy map available online and at Visitor Center to help guide visitors to all the placemaking and selfie stations.

PROGRESS 40%



# ENHANCEMENTS

## Cemetery

- Built by PARD staff and painted by local volunteers
- Adding mausoleum with internal illuminated ghost to create interactivity with expanded technology
- 3D headstones, decorative lighting
- Illuminated busts with voice automation



PROGRESS

100%



# ENHANCEMENTS

## Dr. Frankenstein's Laboratory

- Incubators and display built by PARD staff
- Adding Dept of Energy
- Display on the north side of City Hall West
- Increasing lighting inside of tentacles
- Increasing lighting on building



PROGRESS

9/8/25

90%  
PRB25-028

# ENHANCEMENTS

## Garden of Villains

- Costumes built by Rose Costume
- Scooby Doo villains and bat garden
- Improved flood lighting to illuminate entire space to be seen from McKinney
- Adding Scooby Doo villain figures
- Add a gateway arch sign to the space to improve awareness
- Improved electrical capabilities
- Added glow paint to bats and add more wires to hang in open space



PROGRESS

80%



# ENHANCEMENTS

## City Hall East

- Moving display to Civic Center as “Pumpkin Central”



PROGRESS

80%

# ENHANCEMENTS

## Ghosts of Emily Fowler

- (10) ghost from 2025
- Working to add additional ghosts and improve lighting



PROGRESS

80%



# ENHANCEMENTS

## Graffiti Wall

- Located at Patterson-Appleton Arts Center
- (15) 4 X 8 panels for people to express their talents
- Focus on a Halloween theme
- Professional graffiti artist to provide a demonstration to participants.



PROGRESS

80%

# ENHANCEMENTS

## Wolff's Park

- Selfie spot
- Stranger Denton feel
- Wooden couch with end tables
- Alphabet and lighting
- Trying to get them to code Denton Halloween



25%



# ENHANCEMENTS

## Character Actors

- Hire Characters for:
  - Meet & greets / photo ops like Disney World
  - Specific days / times to enhance slower days
  - Walk around for themed events / days
  - Living statues at specific locations
- Resources:
  - Local talent from theatre departments at UNT & TWU
  - Actors from Campus Theatre
  - The Parker House & 501st Legion
  - Headquarters at Discover Denton
- Contact:
  - [meredith.jones@cityofdenton.com](mailto:meredith.jones@cityofdenton.com)



PROGRESS

85%

In 2024 the NTX Ghostbusters were a HIT!



# ENHANCEMENTS

## Haunted Hotline

- Huge success!
- (235) unique visitors to scavenger final page
- New locations for Haunted Hotlines
  - Hemlock Fox (Witch)
  - Denton County Brewing Co (Ghostbusters)
  - The Plot Twist (Mad Scientist)



PROGRESS

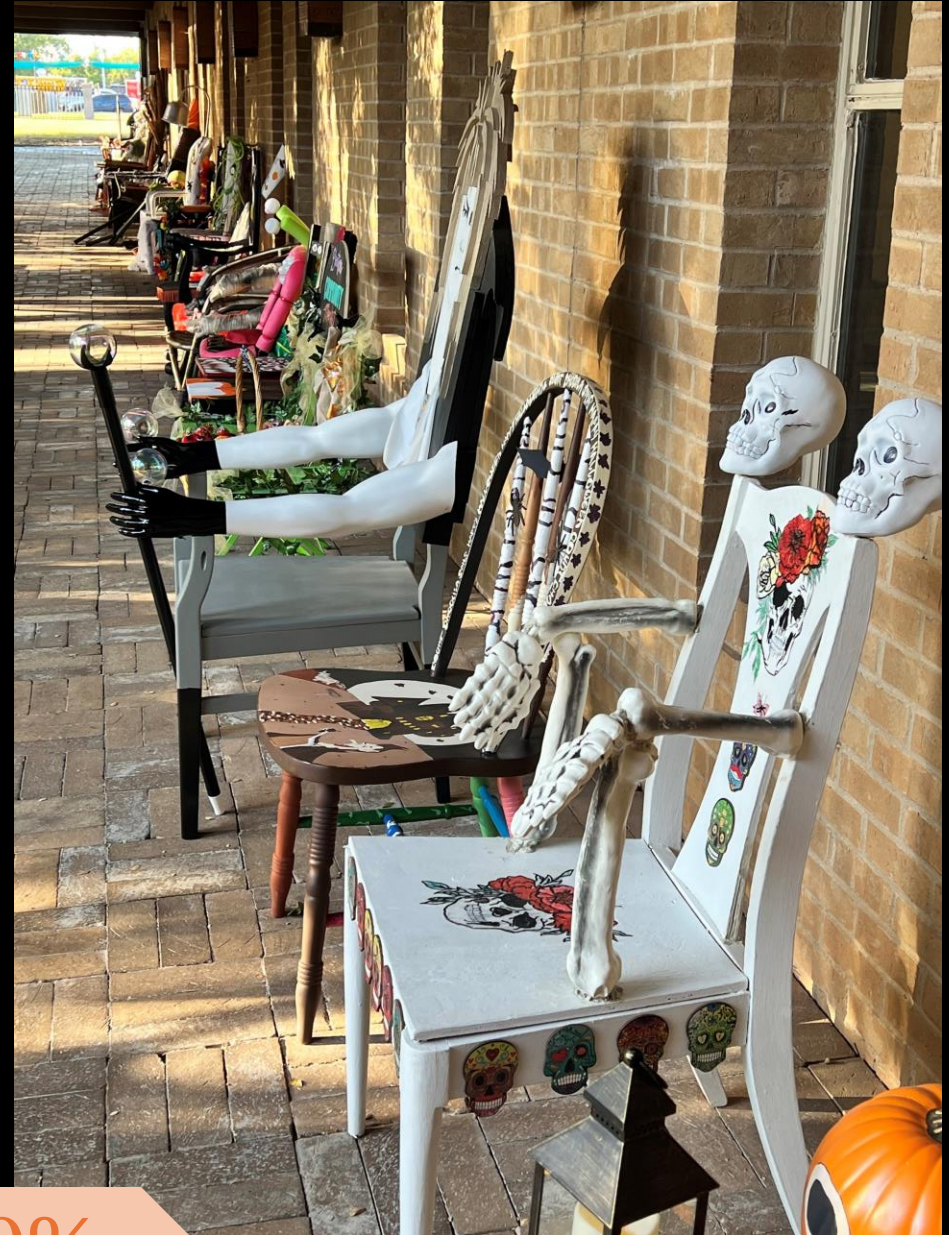
80%



# ENHANCEMENTS

## Scary Chairy Orchard (Community Art)

- Launched August 1
- 80 chairs registered
- Improvements to signage/voting
- Location/arrangement improvements
- Arts & Crafts
- Event Sponsored by Whataburger



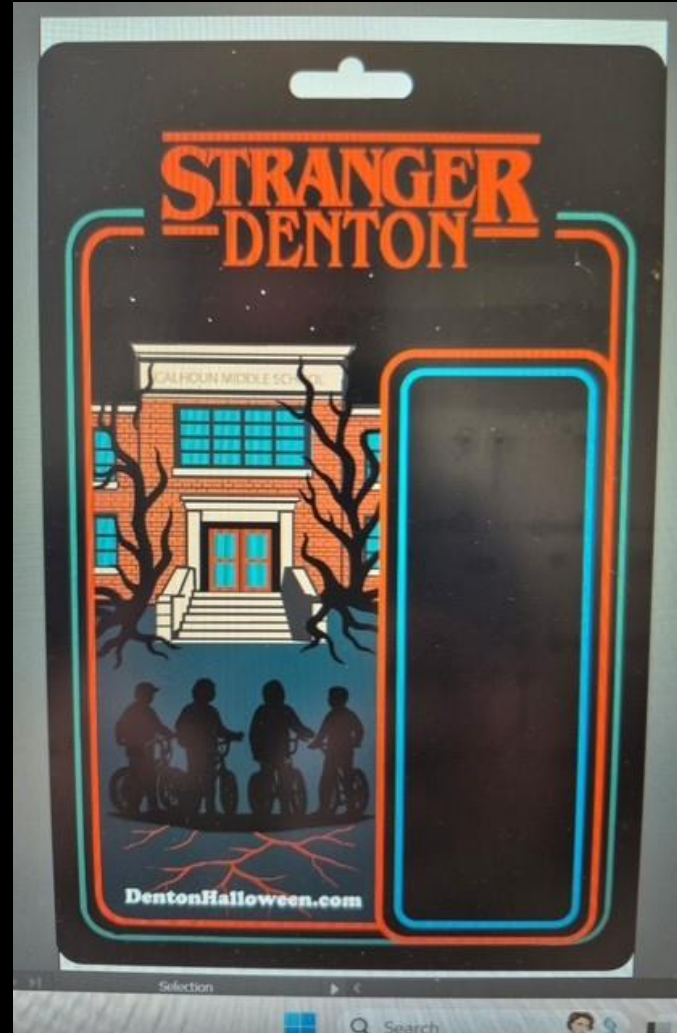
PROGRESS

80%

# ENHANCEMENTS

## Life-size Action Figure Cards

- Designed by David Bayon (local artist)
- Selfie Station
- Encourages visitors to dress in costume
- Action Figure Cards
  - Monsters of Denton-Union Bear
  - People of Denton-Rose Costume
  - Stranger Denton-Hannah's



PROGRESS

70%



# ENHANCEMENTS

## Welcome to Denton!

- Designed by David Baker (local artist)
- Located on the eastside of the square
- Cut with foam and wood backing



PROGRESS

50%

# ENHANCEMENTS

## Scavenger Hunts

- Skelly Hunt - Online version being created that places skeleton throughout the downtown to complete the scavenger hunt
- Bandwango – Interactive mobile passport for on Discover Denton website. Check in at every location and redeem a sticker sheet at the Visitor Center



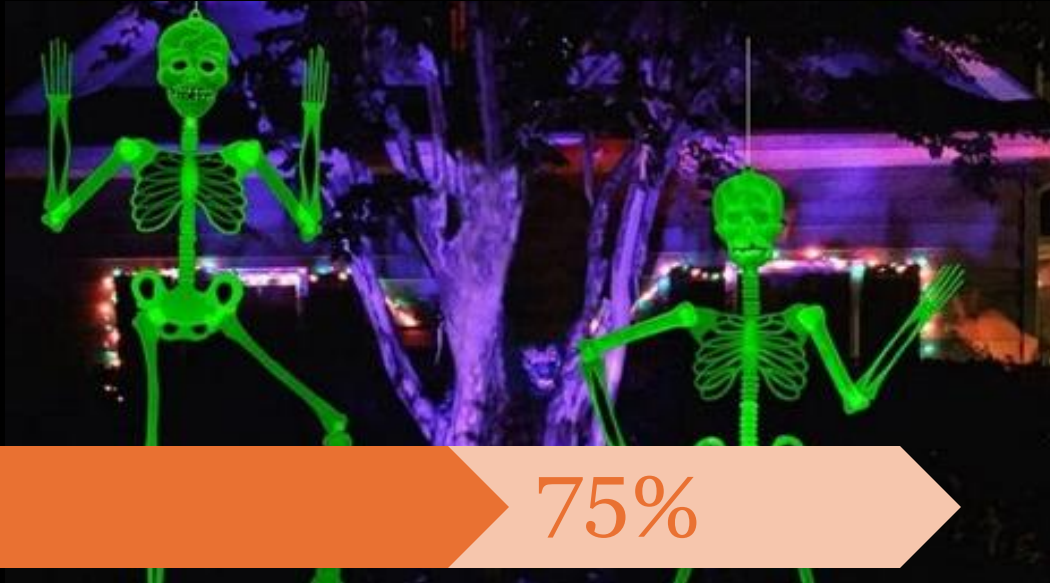
20%



# NEW PLACEMAKING

## Alley of Bones

- Alley on the east side of Patchouli Joe's
- 30 colorful and illuminated skeletons climbing each building in the alley



PROGRESS

75%

# NEW PLACEMAKING

## Campus Theatre

- Historical landmark
- Located on W. Hickory St
- Sinister Spiders
- Adds height to a static space
- Utilizes existing Halloween supplies
- Great for theatrical theme & day / night



20%



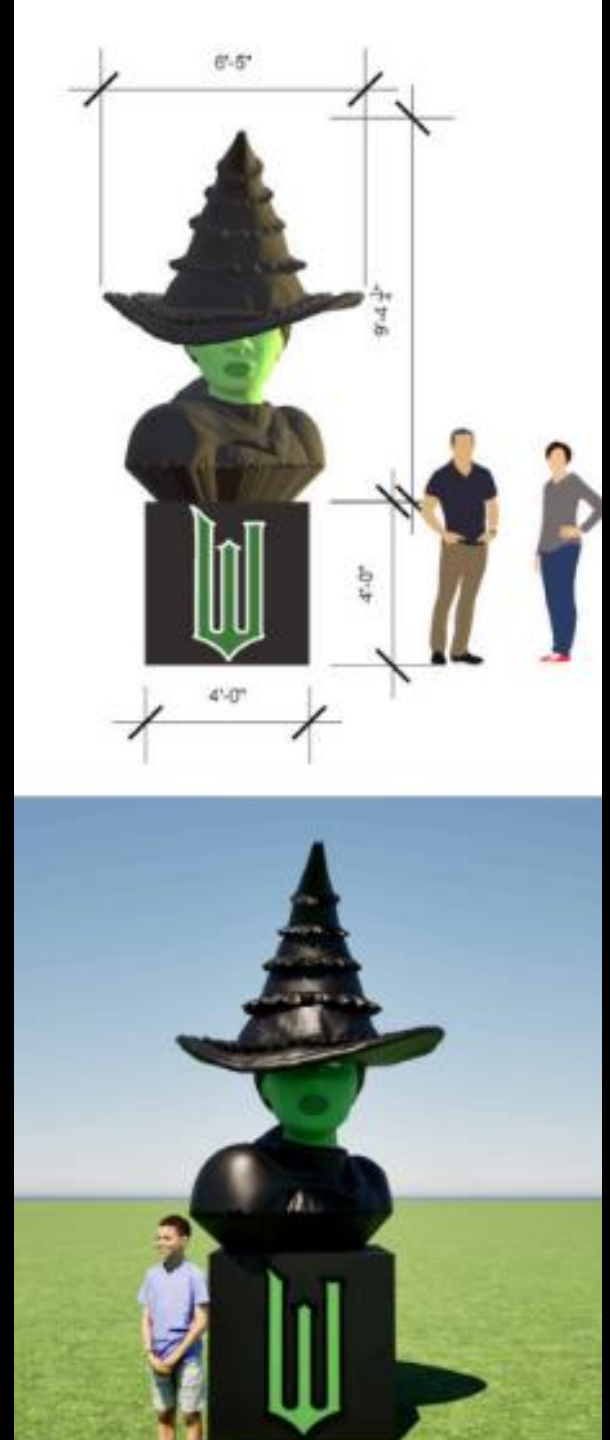
# NEW PLACEMAKING

## Iconic Piece for 2025

- Designed and constructed by Brandon Taylor, local artist)
- Not using the Wicked theme but trying to capture to movie excitement
- 14' feet tall
- 6' wide
- Illuminated
- Located at City Hall Cemetery

PROGRESS

50%



# NEW PLACEMAKING

## Fire Station

- Central Fire Station
- Red flood lights on the building illuminating the entire north and east side
- Trim trees on both sides of building
- Expand pumpkins in trees on to the east side of the station
- Giant Stay Puft on the roof!
  - Tested July 23rd



PROGRESS

100%



# NEW PLACEMAKING

## Morrison Corn Kits

- Using art from local creatives (Dan Black, Macy Belton and David Baker) to advertise for Denton Halloween and highlight the towns creativity.
- Illumination of the Morrison Corn-Kits building with decorative images
- Conducted tests to determine size and color



PROGRESS

80%

# NEW PLACEMAKING

## Denton County Square & Property

- Increase the repetition of the announcement in the pumpkin
- Witch to be place on NW corner of the square (pending final approval)



PROGRESS

100%



# NEW PLACEMAKING

## “Area 940” - Alien Landing

- RFQ out for a local artist to design and build
- Placed at Cedar St. Park



PROGRESS

65%



# NEW PLACEMAKING

## 3-D Ground Art

- Jan Riggins
- Local DFW artist
- Created on vinyl so they can be reused in future years



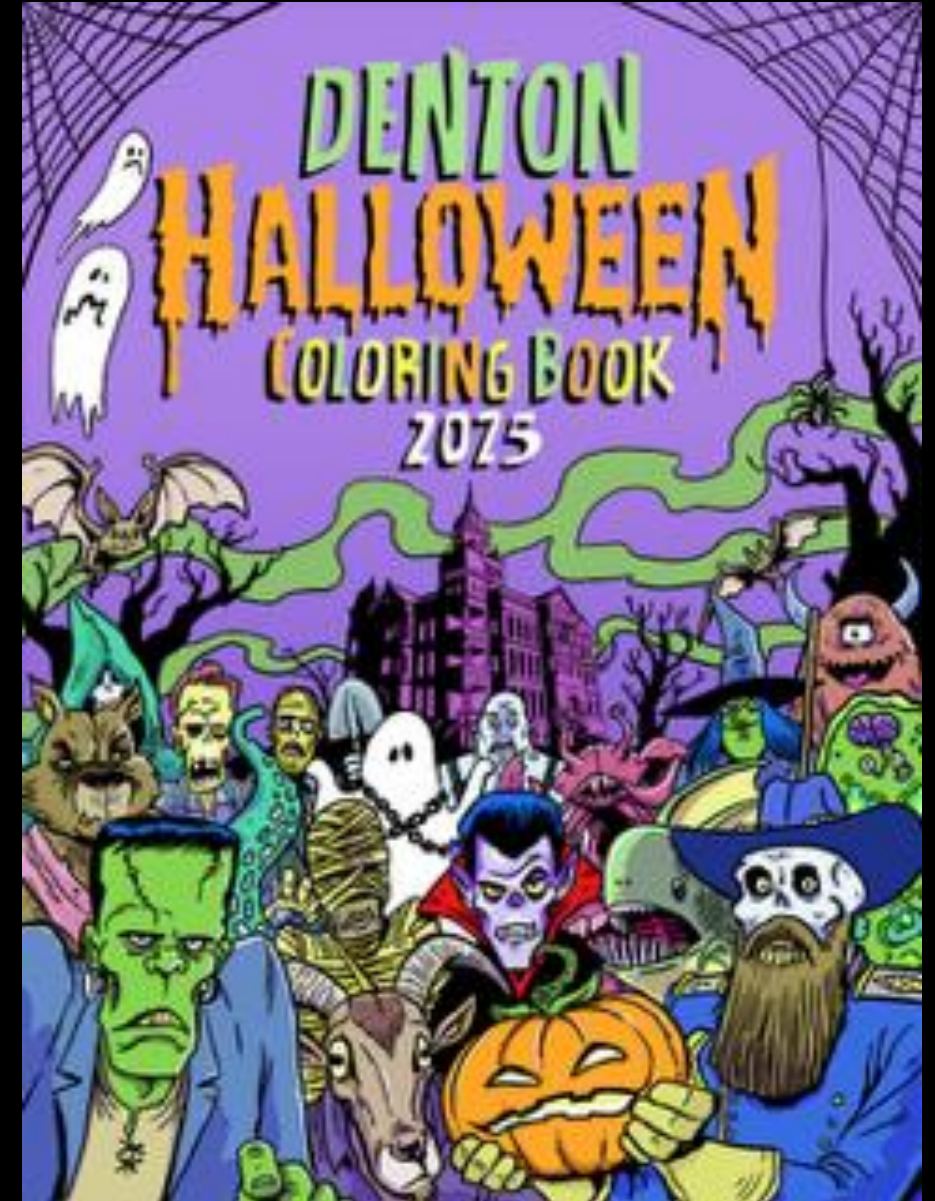
PROGRESS 40%



# NEW PROGRAMMING

## Denton Halloween Coloring Book

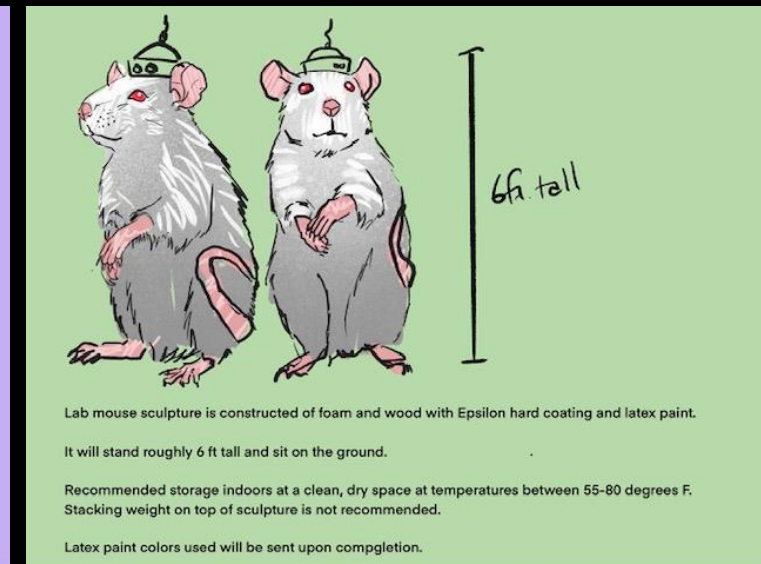
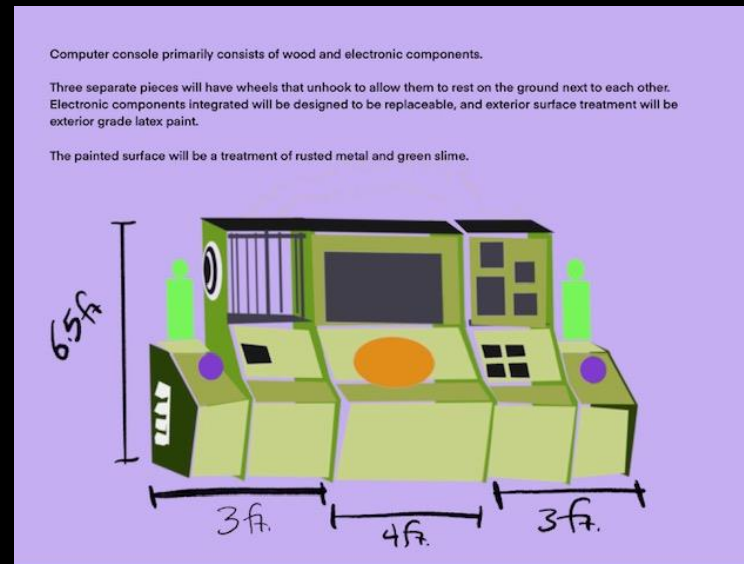
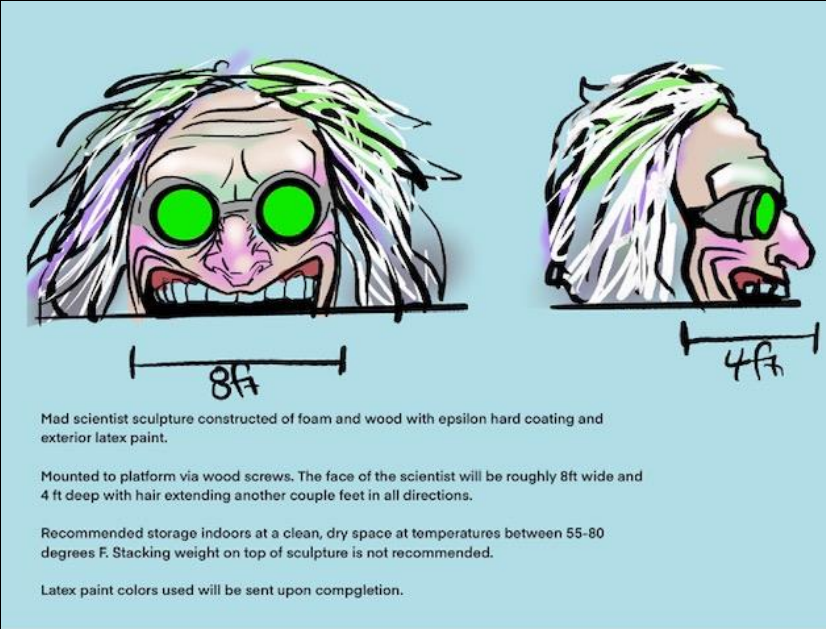
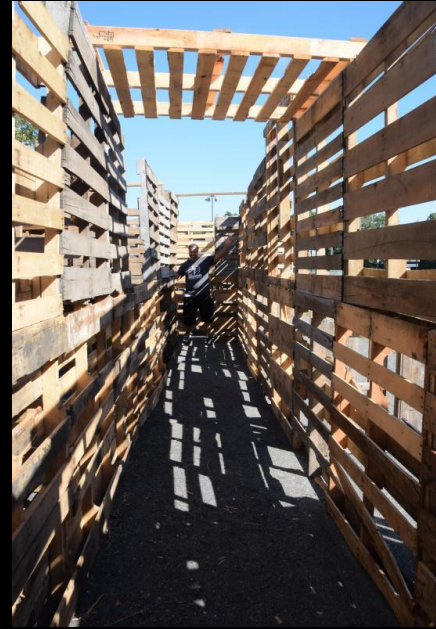
- 25 Local and Texas Artists submitted to date
- Sold at More Fun Comics and Games
- Special event being planning to bring the artists together and sell original art
- Coloring book official announcement at Denton Comic Art Expo
- Available for purchase the first week of October



# NEW PROGRAMMING

## Maze

- Designed and created by Chuck Crosswhite and Dan Black
- Placed in Quakertown Park along McKinney St.
- Combination of storage containers, pallets, hay, etc.
- Decorative lighting
- Key entry decoration





# NEW PROGRAMMING

## Halloween Atomic Bingo Bash

- October 23 – 6pm-9pm
- Denton Civic Center
- Presented by Serve Denton!



# NEW PROGRAMMING

## Themed Weekends

- Each week is kicked off with the Monster March!
- Encourage visitors to get dressed up
- Drives people to come back each week
- Plan:
  - Superheroes and Cosplay
  - Sci Fi
  - Zombies and post apocalyptic
  - Classic Monsters





# NEW PROGRAMMING

## Haunted Downtown Halloween Diorama



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# NEW PROGRAMMING

## Tent Programming

- Typically used just for Cirque du Horror
- Looking to expand its use to a number of days/weeks or full month
- Tent rental per day is \$500 includes tent, seating, stage and general lighting
- Sounds and stage lighting is \$600 per day
- Contact: David Pierce
- How can you help with programming?





# QUESTIONS