



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**

10/02/25

PAC25-024



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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



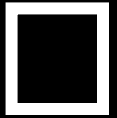
Encourage participation in the provision of public art through public and private investment.



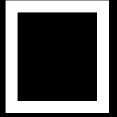
Advance collaboration between the City of Denton and GDAC

2025 GOALS

Goals for Halloween



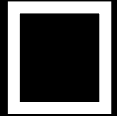
Increase Business Activity, Tourism,
Sales Tax, Hotel Occupancy Tax



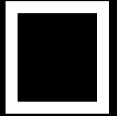
Expand Operating Hours of Downtown
Businesses to Support Traffic



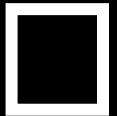
Wayfinding and Pedestrian Traffic
Dispersion



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



Increase Volunteerism / Community
Engagement

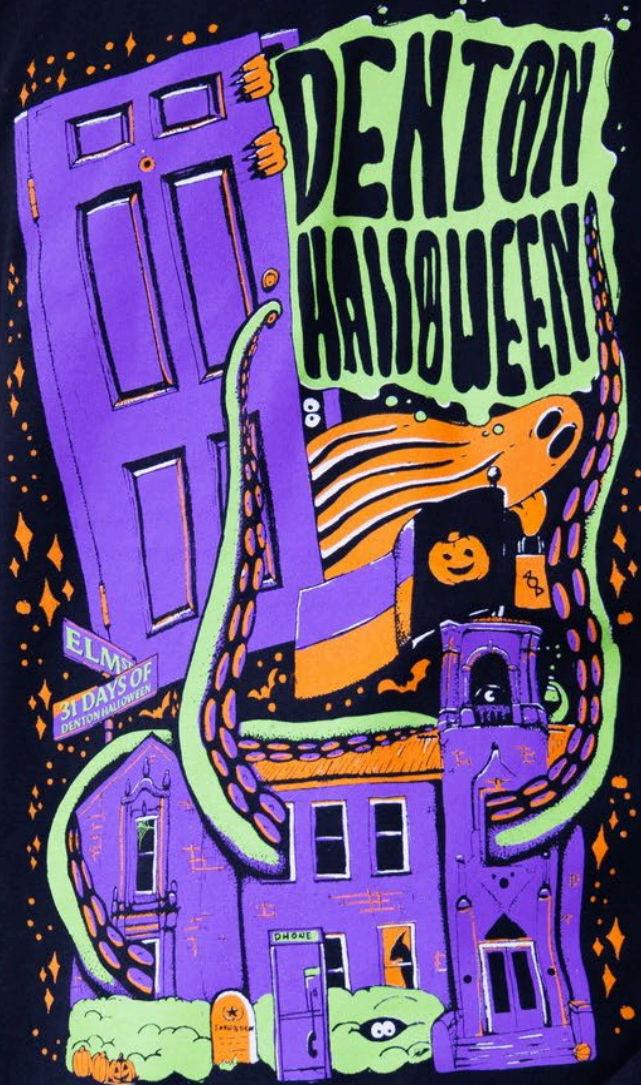


Showcase Denton's Creativity / Artist
Community / Strengthening ED footprint



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VISITOR CENTER



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GHOSTBUSTERS HQ

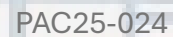
- Home base for NTX Ghostbusters
- Staged office up front
- Meet & greets
- Check in location for strolling characters
- Creepy creatures visit(s)

FREE BEER FRIDAY

- Weekly sampling to promote Brew City:
DCBC, UB, Toasty Bros, Black
Fox, Anderson's, Wild Revival

RETAIL PLAN

- T-shirts YXS-YL, S-4X
- Sweatshirts
- Postcards
- Posters
- Stickers
- Puzzle
- Ornament
- Mug
- Tote bag
- Koozies
- Hats
- DCBC candles
- Consignment artists



2025 KEY DATES

*NEW in Orange

Key Dates

- Sept 19 – Official 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

Skelly Hunt

- Online version being created that places skellys 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



OCTOBER 1-15

FIND THE SKELLY AT EACH LOCATION AND WRITE THE NUMBER IN THE CORRESPONDING SPOT

(	_____	_____	_____	)
	BUSINESS NAME	BUSINESS NAME	BUSINESS NAME	
	ADDRESS	ADDRESS	ADDRESS	
	_____	_____	_____	-
	BUSINESS NAME	BUSINESS NAME	BUSINESS NAME	
	ADDRESS	ADDRESS	ADDRESS	
	_____	_____	_____	
	BUSINESS NAME	BUSINESS NAME	BUSINESS NAME	
	ADDRESS	ADDRESS	ADDRESS	

NEED A HINT? VISIT DENTONHALLOWEEN.COM/SKELLYHUNT



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



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



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



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



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ENHANCEMENTS

Ghosts of Emily Fowler

- (10) ghost from 2024
- Working to add additional ghosts and improve lighting



ENHANCEMENTS

Graffiti Wall

- Located at Patterson-Appleton Arts Center
- (10-15) 4 X 8 panels for people to express their talents
- Focus on a Halloween theme
- Professional graffiti artist to provide a demonstration to participants.



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



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



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)



ENHANCEMENTS

Scary Chairy Orchard (Community Art)

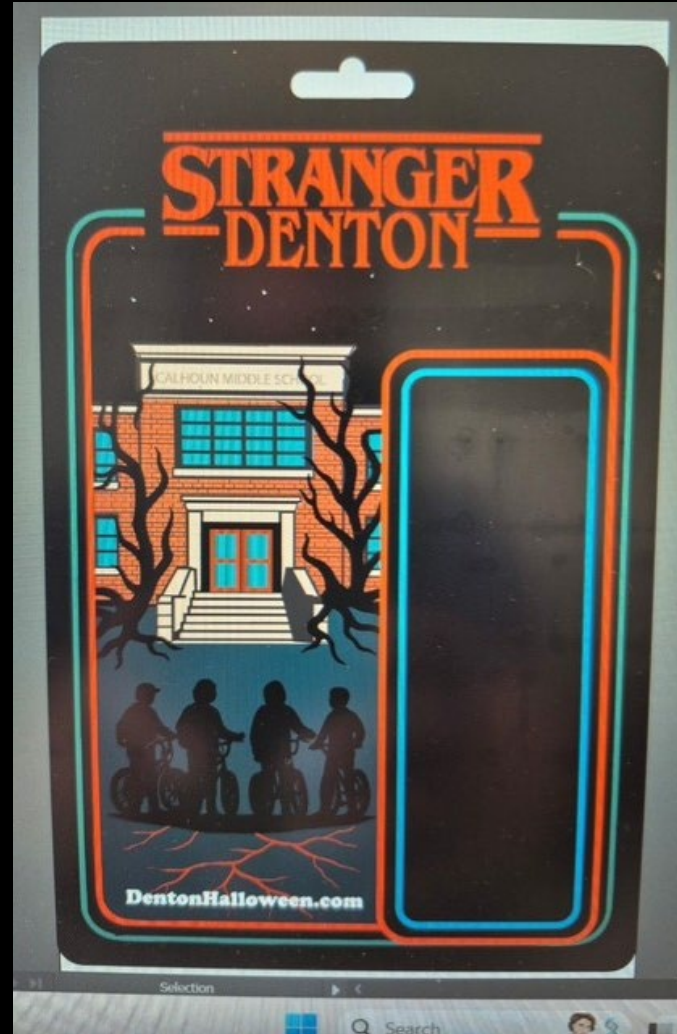
- Launched August 1
- 100 chairs registered
- Improvements to signage/voting
- Location/arrangement improvements
- Arts & Crafts
- Event Sponsored by Whataburger



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



ENHANCEMENTS

Welcome to Denton!

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



NEW PLACEMAKING

Alley of Bones

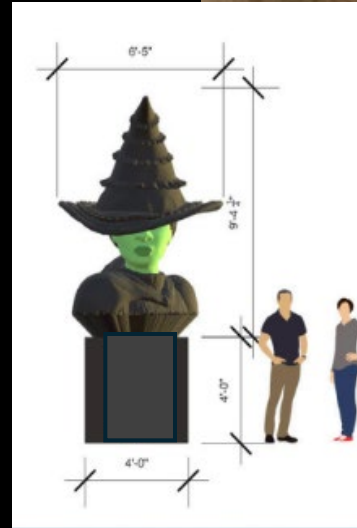
- Alley on the east side of Patchouli Joe's
- 30 colorful and illuminated skeletons climbing each building in the alley



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



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



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



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)



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NEW PLACEMAKING

“Area 940” - Alien Landing

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



NEW PLACEMAKING

3-D Ground Art

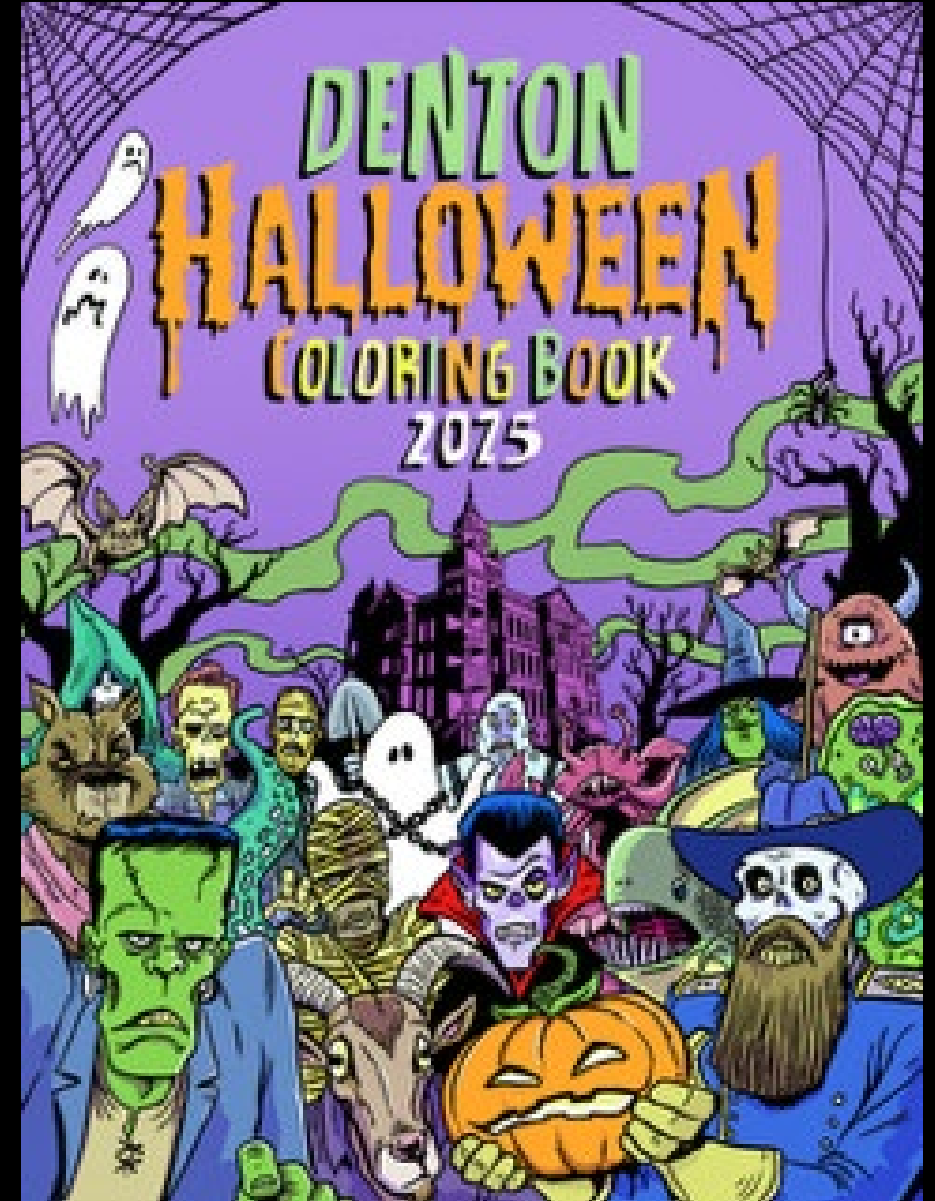
- Jan Riggins
- Local DFW artist
- Created on vinyl so they can be reused in future years



NEW PROGRAMMING

Denton Halloween Coloring Book

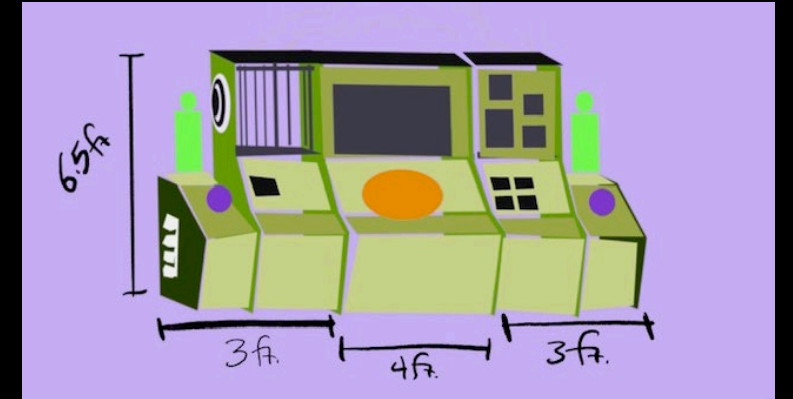
- 25 Local and Texas Artists submitted to date
- Sold at More Fun Comics and Games
- Special event being planning to bring the artists together and sell original art
- Coloring book official announcement at Denton Comic Art Expo
- Available for purchase the first week of October



NEW PROGRAMMING

The 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
- Surplus equipment from DME



NEW PROGRAMMING

- Magic Show
 - Oct 16-17, TBD
- Rocky Horror Picture Show
 - Oct 18, TBD
- Halloween Atomic Bingo Bash
 - Oct 23, 6-9pm
- Denton County Comedians (tentative)
 - Oct 27, TBD
- Transylvania Symphony
 - Oct 31, 7pm



NEW PROGRAMMING

Oddities and Curiosities of Denton – Oct 29

- Headless Hobby Horsing
 - 4-6 contestants, band playing background music, judged
- Bad Art Contest
 - 5-7 contestants, 10-minutes to paint
- Odd and Unique Talents
 - 6-10 odd unique talents
- Monster Mash
 - 10-12 contestants, Howl like a wolf, shriek like a banshee, cackle like a witch

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
- Expanding its use to a number of days/weeks to full month



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