

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



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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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GHOSTBUSTERS HQ

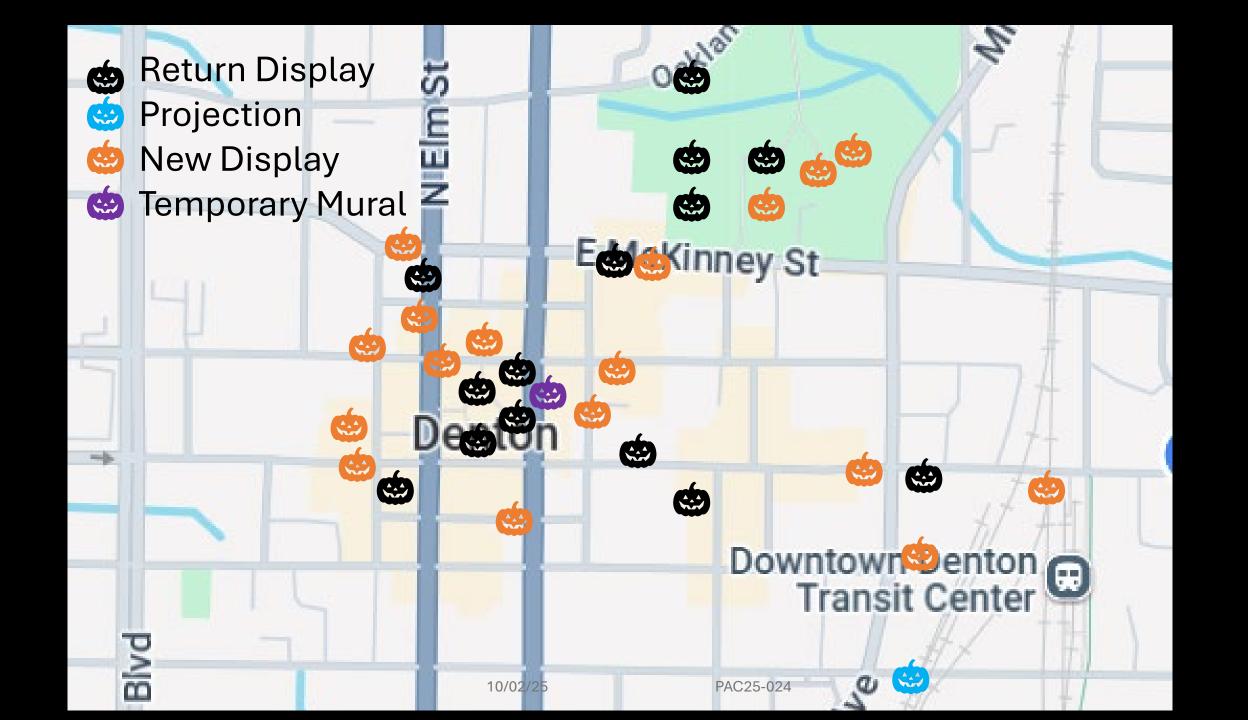
- Home base for NTX Ghostbusters
- Staged office up front
- Meet & greets
- Check in location for strolling characters
- Creepy creatures visit(s)

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

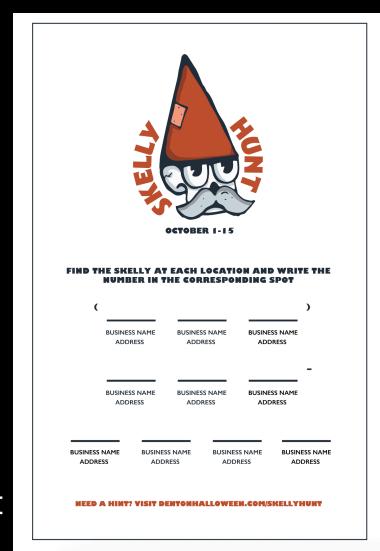
Key Dates

- 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

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





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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



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



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







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





Ghosts of Emily Fowler

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





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.





Wolff's Park

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





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



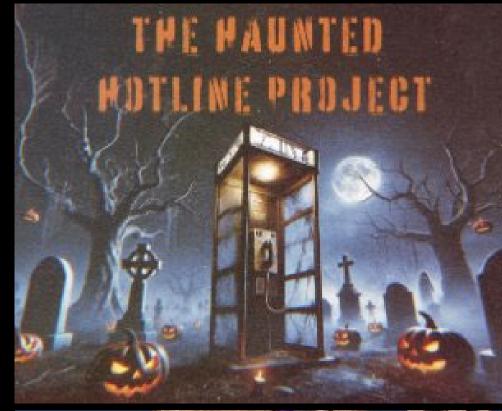






Haunted Hotline

- 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)





Scary Chairy Orchard (Community Art)

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

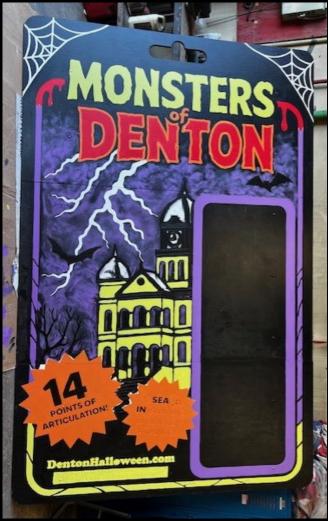


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Life-size Action Figure Cards

- 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





Welcome to Denton!

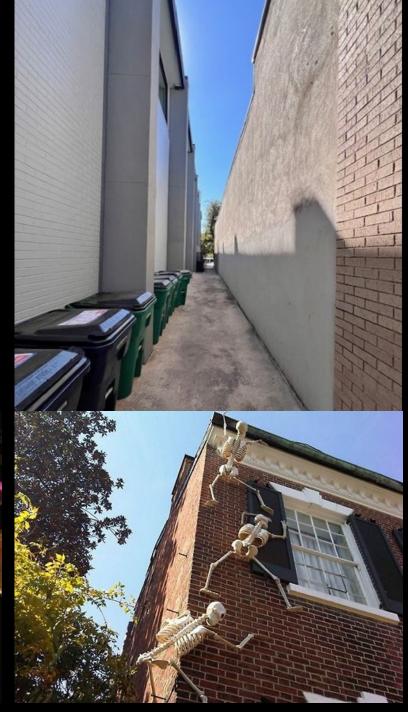
- Designed by David Baker (local artist)
- Located on the eastside of the square
- Cut with foam and wood backing



Alley of Bones

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





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



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





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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





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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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"Area 940" - Alien Landing

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







3-D Ground Art

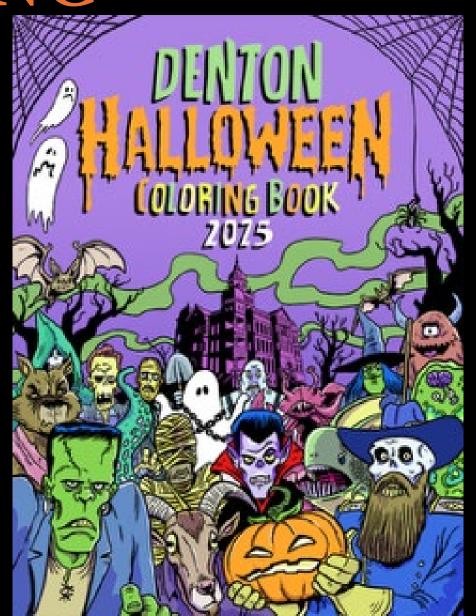
- Jan Riggins
- Local DFW artist
- Created on vinyl so they can be reused in future years





Denton Halloween Coloring Book

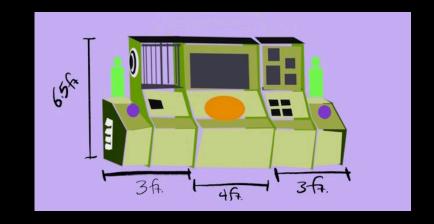
- 25 Local and Texas Artists submitted to date
- Sold at More Fun Comics and Games
- Special event being planning to bring the artists together and sell original art
- Coloring book official announcement at Denton Comic Art Expo
- Available for purchase the first week of October



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







- 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



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

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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



Haunted Downtown Halloween Diorama





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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