



# **Denton's Day of the Dead Festival**

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**March 22, 2024**



# Background

- Provide organizational/festival background.
  - 2011 was the inaugural year of the festival, and it was held on Industrial St., in between Mulberry and Hickory.
  - We currently have a committee of 13 board members, including President, Vice-president, Secretary, Treasurer, and Executive Director.
  - Denton's Day of the Dead Festival, Inc., is a Texas-based, 501(c)(3) non-profit organization that exists to provide the community with an all inclusive, multi-cultural and family-focused event that celebrates the many wonderful things the fall has to offer : a homage to the goodness of the harvest, the cultural celebration of Dia de los Muertos, and all things Halloween.



# Festival

- Information about festival
  - Located in the Denton's Downtown Cultural District on E. Hickory, E. Oak, and Industrial St.
  - Last weekend in October
- Attendance : approximately **2019** (15,000), **2022** (20,000) & **2023** (20,000+)
- Denton's DOD Fest features live musical and visual performance acts, food and craft vendors, coffin races, a "pinebox" derby, a community altar, the "Flight of Souls," a twilight parade, costume contest, a free Pumpkin Patch area with rides and many kid-friendly attractions, community performances from several Denton schools and organizations, and Denton's very own family-friendly Halloween musical, "Cirque du Horror."



# Festival

- Our festival exists to give back to our beloved Denton community. We set goals every year to not only provide family fun that celebrates the autumnal season, but to also give back to Denton Charities. In 2023, we donated to Serve Denton and Cumberland Youth and Family services, \$5000 and \$1000, respectively. For our 2024 year, our board has set a lofty goal of raising our charity donation to the \$10,000 mark!
- [Video](#)



# Tourism

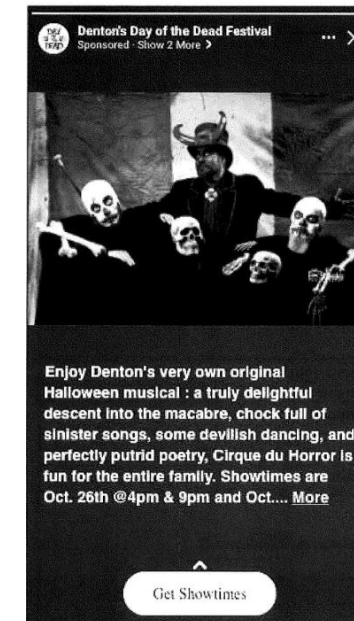
- Denton's DOD festival was created to provide family-focused fun, educational, exciting, and safe entertainment for the entire community. All ages are welcome.
- Every year, we hear from patrons who come from all over the U.S. to see the festival. Many vendors, Cirque du Horror performers, and coffin race participants come from all over Texas, and many from out of state. While we don't have exact numbers, we have heard from many Air B&B managers that they are always booked for the weekend of our festival. We also partner with local hotels, offering a "festival rate" for visitors and utilizing our Embassy Suites Convention Center to provide services to our out-of-town musical acts. Time and time again, all of the local restaurants and bars within our festival footprint report our weekend as their busiest with the highest grossing profits of the year.





# Tourism

- Denton's DOD festival does several interviews in local and metroplex newspapers, radio stations, and social media platforms such as Facebook, Instagram, and X.



# Future Plans

- Our festival has been growing since its humble beginnings back in 2011, and every year we look to add new attractions while doing our best to enhance all of our existing ones. New attractions are coming to the Pumpkin Patch, we have added even more performing acts, commissions for giant parade puppets are in the works, and we are working with more and more people in our Hispanic community to provide the Denton community with even more exciting cultural attractions for our Dia de los Muertos component of the festival. We also continue to develop plans for more programming on the Friday and Sunday of the festival weekend.



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# Questions?

