



Marketing and Communication Hotel Occupancy Tax Request

Strategic Promotional Plan – Downtown
Programming for the Month of October

Jessica Williams
Chief Financial Officer
Finance Department

Kayla Herrod
Deputy Director
Marketing and Communications
April 26, 2024



Thirty-one Days of Halloween Activities

- The City of Denton would like to create a namesake event, similar to the events held in the cities of Conway, SC and Grapevine, TX.
- These types of events spur economic activity, grow brand recognition for the city, enhance public spaces, increase positive publicity, improve community engagement and contribute to Denton's quality of life.
 - Activities will occur from October 1 to October 31 – Highlight Halloween
 - Proposed project to cost \$100,000
 - Programming & Activities will include:
 - Decoration throughout Downtown footprint, business partnerships, community events, a calendar of activities from October 1 to October 31

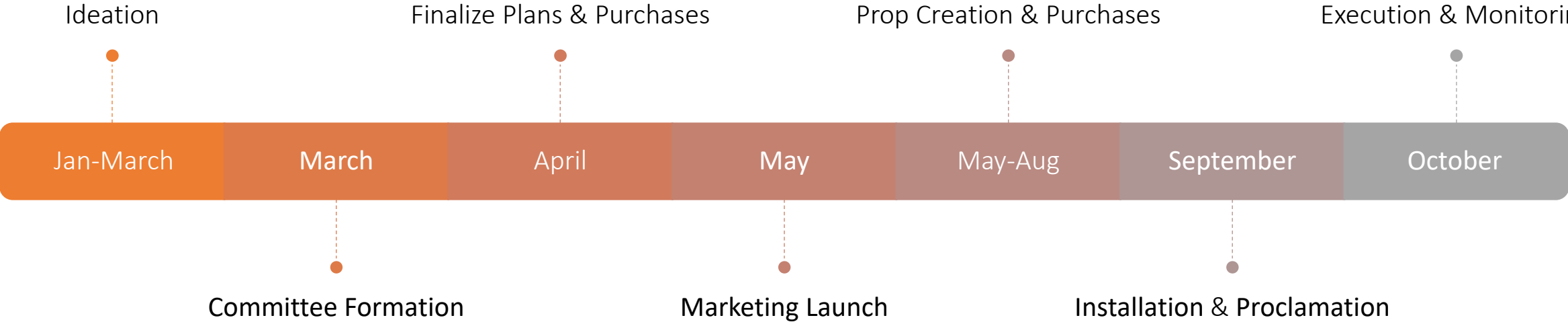


[Activity Calendar](#)

CPC 24-018

April 26, 2024

Timeline



Use of Funds/Measures of Success

- Funding will be used for:
 - Paid advertising – print, radio, social media amplification, community influencer
 - Marketing – creative buildout, promotional materials, branding
 - Communications – digital and physical signage, mobile-friendly engagement app, technology assistance
 - Event creation/set-up/take down
- Measures of Success:
 - Community sentiment monitoring
 - App downloads
 - Customer service inquiries



Questions?

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Kayla Herrod
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