



TRICK OR TREATING IMPACT OVERVIEW

Main Street and Connect Communities around Wisconsin host annual Trick or Treating events around Halloween and collect data on these events to assess the impact they have on their downtowns. As a result of a survey regarding event impact of Trick or Treating events in Wisconsin Main Street and Connect Communities, 14 communities have provided their data and results.

KEY INSIGHTS

- The most popular day for communities to host their trick or treating event is the Saturday before Halloween (54%)
- Evenings are the most favorable time of day to host a trick or treating event downtown.
- The average number of businesses participating in the trick or treating event per community is 32 businesses
- The average number of attendees per community was 1,082 people
- The average budget per community \$870
- Generally, these events are not profitable, and only 7% of communities had positive net revenues of under \$250
- 40 percent of small communities had businesses who saw an increase in sales during or following the event
- 22 percent of large communities had businesses who saw an increase in sales either during or following the event
- Unique and Innovative Ideas:
 - o Organize a scavenger hunt for kids to go into each business
 - o Work with the local fire and police department for traffic control during the event
 - o Host a kids Halloween movie in the park
 - o Host additional events in the downtown or downtown park that coincide/compliment the trick or treating event
 - o Shut down the main street in the downtown for the event
 - o Encourage individual businesses to host their own activities
 - o Host a themed wine walk for adults in the evening following the trick or treating event
 - o Invite outside businesses to participate pop up shop style in closed businesses and/or vacant buildings.

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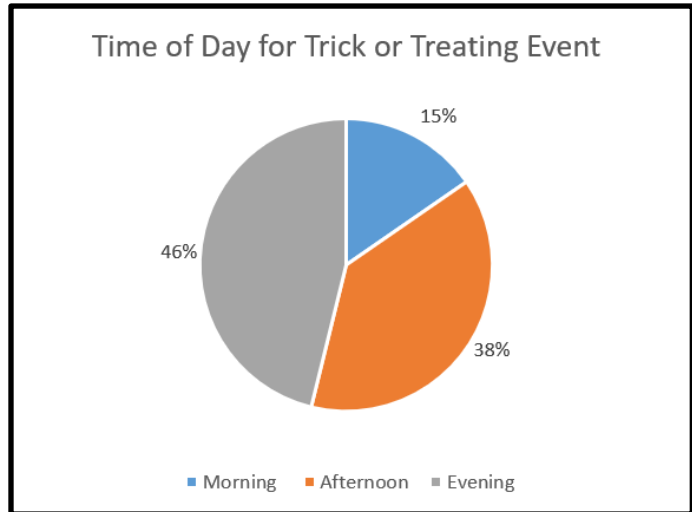


OVERVIEW

The 14 Main Street and Connect Communities who responded to the survey answered questions regarding date and time of their trick or treating events, business participation, attendance, budget, and expenses, and to provide any additional feedback. The results from the answers to the survey are shown below.

Event Logistics

The most popular day for communities to host their trick or treating event is the Saturday before Halloween (54%), while 23 percent of communities host their event on Halloween, 15 percent host their event the Friday before Halloween and the remaining 8 percent host their event the Thursday before Halloween. As seen in the chart to the right, evenings are the most favorable time of day to host a trick or treating event downtown.

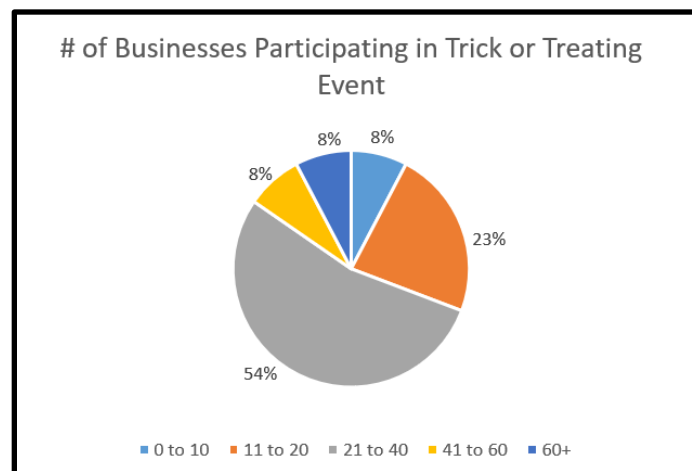


Business & Vendor Participation



The average number of businesses participating in the trick or treating event per community is 32 businesses, with smaller communities (under 5,000)

averaging 20 businesses and larger communities (over 5,000) averaging 40 businesses. More than half (54%) the communities have between 21 to 40 businesses participate, as shown in the chart to the right. Note: some large communities had as low as 20 businesses/groups participate and some small communities had as high as 30 businesses/groups participate.

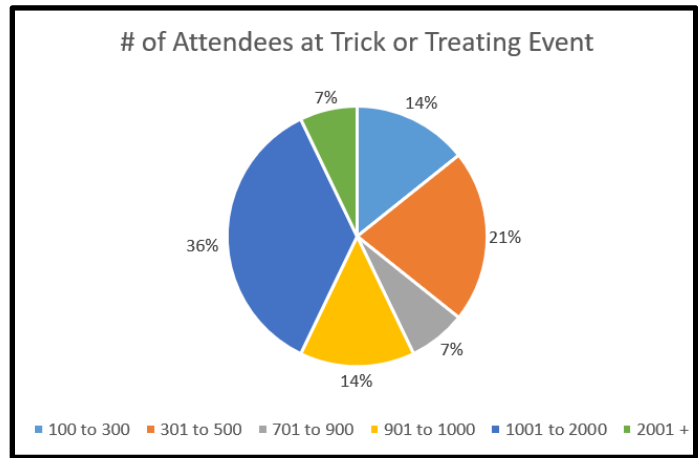


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Communities were also asked if participating businesses saw an increase or decrease in sales during or following their trick or treating event and 79 percent of communities said businesses saw no change during or following the event, while 21 percent said they saw an increase during the event, 7 percent said they saw a decrease during the event, and the remaining 7 percent said they saw an increase following the event. 40 percent of small communities (under 5,000) had businesses who saw an increase in sales during or following the event and 22 percent of large communities (over 5,000) had businesses who saw an increase in sales either during or following the event.



Event Attendance
The average number of attendees per community was 1,082 people, with smaller communities (under 5,000) averaging 500 people and larger communities (over 5,000) averaging 1,483 people. As shown in the chart to the right, the largest range of number of attendees per concert per community was 1,001 to 2,000 people. Note: some large communities had as low as 500 attendees and some small communities had as high as 1,200 attendees.



Budget & Expenses

The average budget per community \$870, with small communities (under 5,000) have an average budget of \$500 and large communities (over 5,000) have an average budget of \$963. The total budget per community ranged from \$0 to \$5,000.

The majority of communities do not take a revenue from this event (79%) and 7 percent have a net revenue averaging \$250.

Additional Information & Feedback

Communities that participated in the survey ranged in size from 1,626 to 60,025 in population. With such a wide range in community size, some insights were established. Communities under 5,000 don't have a dominant day on which they host their trick or treating event, 40 percent said they host on the Saturday before Halloween, 20 percent said they host on the Thursday before, 20 percent said they host on the Friday before, and the remaining 20 percent said they host on Halloween. In addition, 50 percent of small communities host the event in the evening and the other 50 percent host the event in the afternoon. In comparison, the majority of communities over 5,000 host the trick or treating event on the Saturday before Halloween (63%) and evenings are the most popular at 44 percent, with 33 percent hosting in the afternoon, and 22 percent hosting in the morning.

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Communities were asked if there was anything unique or innovative that they think makes their event(s) successful and responses include; partnering with other organizations, organizing a scavenger hunt for the kids to go into each business, hosting a costume contest, encouraging downtown movie theaters to provide a free movie before, during or after the event, working with the local fire and police department for traffic control during the event, having all the businesses out on the street, hosting a kids Halloween movie in the park, hosting additional events in the downtown or downtown park that coincide/compliment the trick or treating event, having costumed characters handing out candy, hosting a haunted house or haunted tour, including jump

houses and giant inflatables, including a DJ and music during the event, shutting down the main street in the downtown for the event, encouraging individual businesses to hoist their own activities, hosting a themed wine walk for adults in the evening following the trick or treating event, and inviting outside businesses to participate pop up shop style in closed businesses and/or vacant buildings.



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