



SEPTEMBER 27TH-OCTOBER 31ST 2024 - ST. HELENS, OR
POST EVENT REPORT





EXECUTIVE SUMMARY:

The 2024 Spirit of Halloweentown transformed St. Helens, Oregon, into a Halloween destination over five weekends, attracting an estimated 60,000+ attendees and generating significant community engagement. The event showcased 40 vendors and offered a variety of attractions, including Pumpkin Plaza, Boo Bash Pavilion, Haunted House, Alien Experience, and the Oddities Museum. Guests enjoyed celebrity appearances by Kathy Najimy, Phillip Van Dyke, J. Paul Zimmerman, and Billy Burke, which added star power and excitement to the festivities.

Despite challenges such as parking issues, construction-related congestion, and long lines, the event strengthened community ties and boosted the local economy. Many local businesses reported increased sales, with some calling the event a “game changer.” Vendors expressed enthusiasm for future participation, praising the coordination and staff support while providing constructive feedback for improvement.

The event also garnered extensive media attention and reached over 746.8K unique individuals on social media, with more than 2.4 million total impressions across digital platforms. This year’s Spirit of Halloweentown successfully balanced nostalgia, family-friendly fun, and Halloween thrills, solidifying its position as a must-visit seasonal event in the region while paving the way for even greater success in 2025.

EVENT OVERVIEW

Estimated Free Event Day Attendance: 39,580

Paid Event Day Attendance: 28,001

Duration: September 28-29, October 5-6, 12-13, 19-20, 26-27, 2024.

Times: Saturdays 11am to 8pm, Sundays 11am to 6pm, Halloween 4pm to 8pm

Primary Locations: Plaza Square, 1st street & Public Parking Lot

Key Attractions:

- **Pumpkin Plaza:** The ultimate photo destination! Guests posed with Jack The Pumpkin and displays.
- **Main Stage:** The event's entertainment epicenter featured live performances, costume contests, and appearances by special guests.
- **Boo Bash Pavilion:** A family-friendly area offering kid-focused activities, Halloween-themed movies, a lively bar for the adults, and Una the Mermaid.
- **Nightmare On 4th Street:** A neighborhood display with eerie lighting, decorations, and spooky Halloween ambiance.
- **Haunted House:** A highlight for all ages, this animated walkthrough attraction delivered frights and fun.
- **Alien Experience:** A self-guided exhibit that invited visitors to explore extraterrestrial mysteries.
- **Oddities Museum:** For fans of the unusual, this collection showcased bizarre props and strange curiosities.
- **Market Vendors:** Featuring local businesses, artisans, and food vendors, offering unique treasures and festive treats to complete the Halloweentown experience.

Celebrity Appearances:

- Kathy Najimy: Known for her role in "Hocus Pocus."
- Phillip Van Dyke: Played Luke in "Halloweentown."
- J. Paul Zimmerman: Portrayed Dylan Piper in "Halloweentown."
- Billy Burke: Played Charlie Swan (Bella's dad) in "Twilight."





VENDOR FEEDBACK:

VENDOR EXPERIENCE

- Majority rated their experience positively, with high scores for enjoyment, communication, and overall event satisfaction.
- Most vendors felt they received the necessary event information and could easily reach staff when needed.

FAVORITE ATTRACTIONS

- Popular attractions included the Main Stage, Pumpkin Plaza, Boo Bash Pavilion, and roaming performers.

FEEDBACK GATHERED

- Ideas for new activities included drone shows and expanded entertainment options.
- Recommendations for enhancing vendor experiences included promoting individual businesses, vendor announcements, and opening on Fridays.

BUSINESS IMPACT:

- Ratings of the event's impact on businesses ranged from "about the same" to "significantly more successful" compared to previous years.
- Some vendors highlighted economic factors affecting their performance this year.

OVERALL FEEDBACK:

- Many vendors expressed excitement for future participation and praised the event's coordination and staff support.

LOCAL BUSINESS FEEDBACK:

ACTION TAKEN:

- Conducted door-to-door outreach to First Street/surrounding businesses at the start of the project.
- Collected feedback, concerns, and ideas based on prior Spirit of Halloweentown experiences.
- Attended multiple Main Street Meetings
- Provided opportunities for local businesses to participate in the event as vendors or activity hosts.
- Provided “Event Information Packets” to each business in the event area. Main Street helped to distribute these to other local businesses as well.
- Provided businesses with parking passes for the lots behind the theater and masonic building. The passes also provided them with free entry to the shuttle lots and free shuttle rides.

FEEDBACK GATHERED:

- **Event Experience:**
 - Strong praise for overall coordination and participation opportunities.
 - Mixed feedback on communication consistency during the event.
- **Suggestions:**
 - Desire for a business map to guide guests and increase foot traffic.
 - Improved access for business staff during street closures.

POSITIVE OUTCOMES:

- Many businesses reported increased sales, with some calling the event a "game changer."
- High participation from long-term partners, with many businesses involved for over 9 years.
- Businesses appreciated:
 - High foot traffic driven by activities like celebrity photo ops and vendors.
 - New opportunities to connect with event attendees through event-specific offerings.





CONSUMER EXPERIENCE:

EVENT AWARENESS:

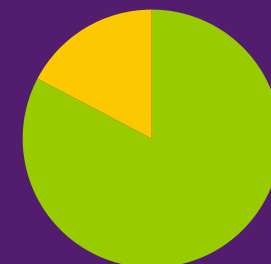
- Primary channels: Word of mouth, Facebook, and Instagram.

POSITIVE OUTCOMES:

- Guests praised many food vendors and local businesses.
- The enhanced decorations were a standout feature, adding to the festive atmosphere.
- The stage performances and roaming performers were well received with interest for added costumed characters.

FEEDBACK GATHERED:

- **Event Space:** Condensed layout due to construction caused overcrowding and limited access to attractions.
- **Parking:** Low satisfaction due to limited availability and construction-related confusion.
- **Shuttle Services:** Criticized for long wait times and coordination issues due to traffic congestion.
- **Value for Price:** Some attendees felt the attractions lacked sufficient value for the price, leading to disappointment compared to other offerings at the event.



FIRST TIME VISITORS: 82.7%
RETURNING VISITORS: 17.3%

MARKETING & PRESS PERFORMANCE:

75+ PRESS MENTIONS

- **Willamette Week** - "GET SPOOKED: Spirit of Halloweentown"
- **Travel and Tour World** - "From Haunted Houses to Witchy Towns: Discover America's Most Spooky Destinations"
- **KOIN 6** - "Spirit of Halloweentown returns to St. Helens for month-long spooky celebration"
- **The Columbia County Spotlight** - "Hocus Pocus star to visit St. Helens' Spirit of Halloweentown this weekend"
- **The Chronicle** - "The Spirit of halloweentown returns"
- **Portland Tribune** - "Don't lose another night of sleep: Halloweentown is all set for 2024"
- **Conde Nast Traveler** - "9 Halloween Movie Filming Locations You Can Visit, From Vermont to Japan. How to visit the real-life filming locations of 'Beetlejuice,' 'Harry Potter,' 'Halloweentown,' and more spooky classics."

AND MANY MORE!



232,615,649+
MEDIA IMPRESSIONS



MARKETING & PRESS PERFORMANCE (CONTINUED): MARKETING & PROMOTION EFFORTS



OUTFRONT/

LAMAR

We implemented a multi-channel promotional strategy combining Facebook ads and organic posts, TikTok organic content, Google Ads, radio spots, billboards, email campaigns, organic PR, print posters & more. This comprehensive approach ensured maximum reach and engagement across digital and traditional platforms.

MARKETING & PRESS PERFORMANCE (CONTINUED): SOCIAL MEDIA ANALYTICS

194,376
GOOGLE IMPRESSIONS

746.8K+
META REACH

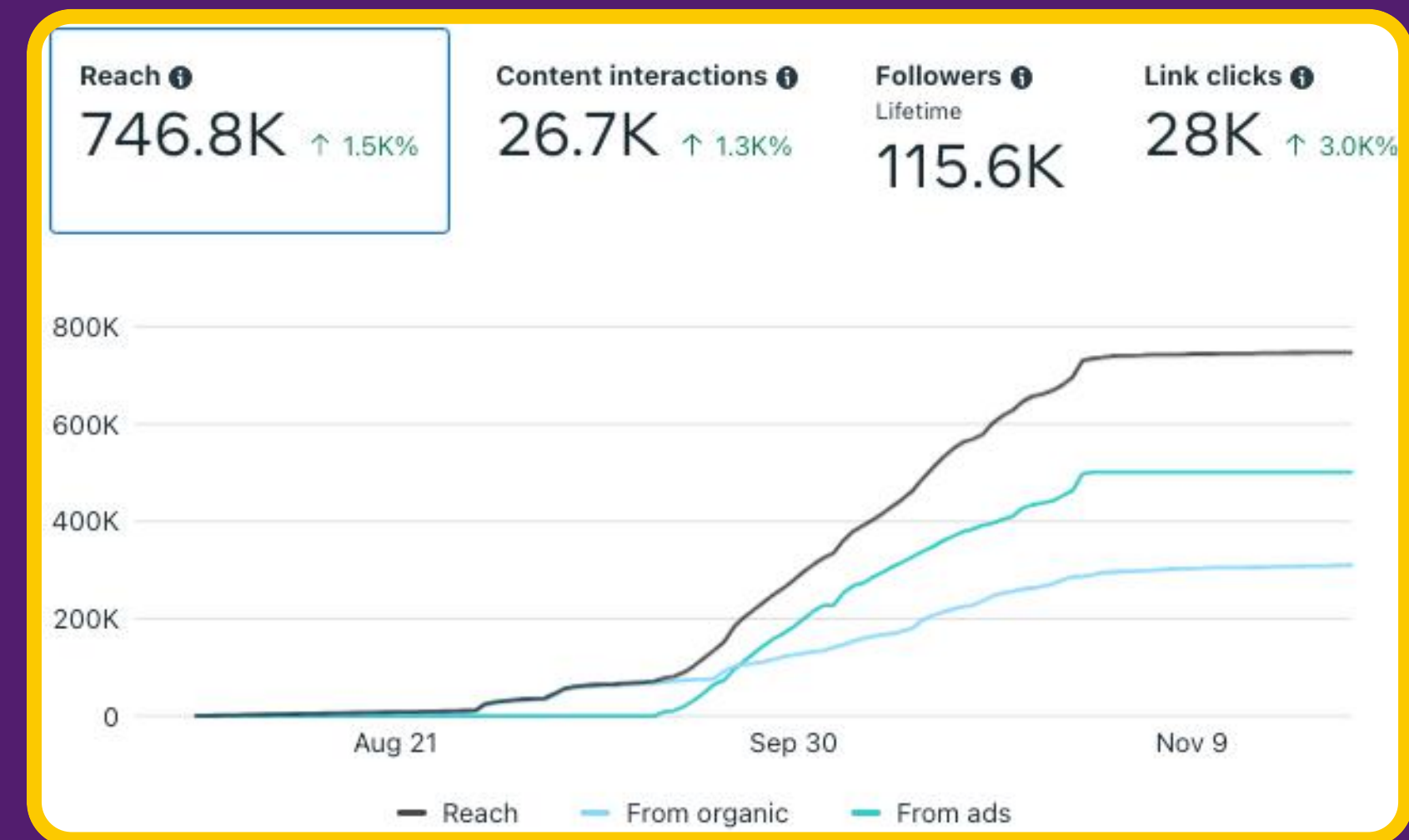
2,213,541
META IMPRESSIONS

Combined Totals

- Reach: 746.8K (from Meta only)
- Impressions: 2,407,917 (Meta: 2,213,541 + Google: 194,376)

Key Insights

- Meta's contribution dominates in both reach and impressions due to the high impact of organic and paid efforts.
- Google played a supporting role with impressions primarily from Search and Performance Max campaigns.
- Takeaway: Meta provided widespread visibility, while Google offered a targeted boost for key searches and remarketing efforts.



Impressions: The total number of times content was viewed | Reach: The total number of unique users who saw content at least once.

MARKETING & PRESS PERFORMANCE (CONTINUED):

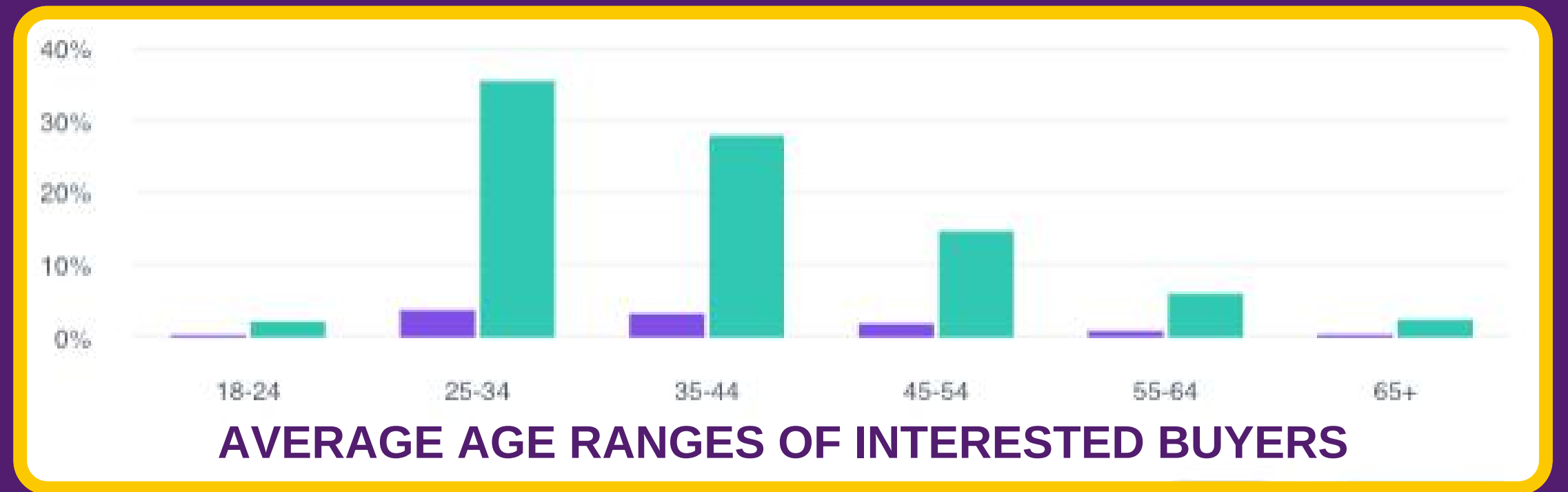
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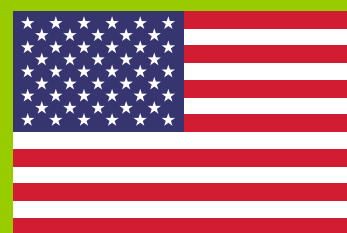
Female
89.50%



Male
10.50%



COUNTRIES REPRESENTED THROUGH INTENT & PURCHASE:



United States



Canada



United Kingdom



Mexico



Germany



Ireland



Australia



Italy



TOURISM HIGHLIGHTS:

67,581+ ESTIMATED EVENT DAY ATTENDEES

TRAVEL DISTANCE:

- 10–50 Miles: 34%
- 51–100 Miles: 24%
- 101–500 Miles: 31%
- 1,000+ Miles: 10%

ACCOMMODATION STATS:

- Day Trips: 72% of attendees.
- Overnight Stays: 28% stayed at hotels, vacation rentals, or with friends/family in and around St. Helens.
- **Top Locations for Stays:**
 - Portland, OR
 - St. Helens, OR
 - Longview, WA
 - Kelso, WA

LOCAL BUSINESS ENGAGEMENT:

SPENDING HABITS:

- Attendees who stayed overnight spent significantly more on tickets, food, merchandise, and local experiences compared to day-trip visitors.
- Over 55% of visitors spent more than \$100 during their visit not including event-related tickets or merchandise, contributing meaningfully to the local economy.

GUEST MOTIVATIONS:

- Primary Reasons for Attending:
 - Fans of Films: 34% attended due to connections with Halloweentown or Twilight.
 - Halloween Enthusiasts: 25%.
 - Family Outings: 35%.

44% of surveyed attendees visited local businesses, including cafes, breweries, restaurants, antique shops, and more.

OPPORTUNITIES FOR IMPROVEMENT

- **Local Construction:**
 - Ongoing construction caused logistical issues and limited event area resulting in congestion.
- **Parking:**
 - Reserved lots for local business staff were somewhat difficult, forcing some to park in shuttle lots.
- **1st Street Closures:**
 - Friday evening closures disrupted access for some local businesses.
- **Shuttle Delays:**
 - Long wait times were due to heavy traffic, despite having 4 regular shuttles and 1 ADA shuttle.
- **Long Lines:**
 - The smaller event space contributed to significant wait times for popular activities.
- **Conflicting Online Information:**
 - Outdated event profiles intended to falsely claim the event was not happening, causing confusion.





FINANCIAL SUMMARY:

AT A GLANCE

ADMISSIONS	\$1,019,666.46
PARKING REVENUE	\$43,820.88
SPONSORSHIP	\$8,000.00
ALCOHOL SERVICE	\$38,474.75
VENDOR FEES	\$70,500.00
MERCHANDISE	\$23,486.56
TOTAL GROSS REVENUE	\$1,203,948.65
COMBINED EXPENDITURES:	\$725,116.50

NET PROCEEDS: \$478,832.15

REVENUE FIGURES ARE ACCURATE AS OF THE CURRENT REPORTING DATE BUT REMAIN SUBJECT TO FINAL ADJUSTMENTS, INCLUDING ANY CHARGEBACKS OR OUTSTANDING MINOR EXPENSES. A FINAL PROFIT & LOSS REPORT WILL BE PROVIDED.

2025 RECCOMENDATIONS:

STRATEGIC RECOMMENDATIONS & IDEAS AT A GLANCE

- **Kid-Friendly Activities:** Add features like a hay maze, pumpkin bowling, and bounce houses to enhance family engagement.
- **Vendor Placement:** Relocate food vendors to the waterfront, keeping merchandise vendors centralized on 1st Street for better flow.
- **Enhanced Decor:** Substantially increase decorations throughout the event space and not just in the plaza square to boost ambiance and create a cohesive theme.
- **Entertainment:** Introduce live bands to enhance the festive atmosphere.
- **Attraction Updates:** Completely refresh or re-theme the alien and oddities museum to maintain visitor interest.
- **Year-Round Options:** Transform the Masonic building into a year-round attraction instead of only a seasonal haunted house and renovate the gift shop.
- **Community Inclusion:** Collaborate with businesses in the upper districts to bring them into the event space and activities.
- **Parking Improvements:** Increase "No Event Parking" signs, provide closer ADA parking to improve accessibility and implement a specific shuttle access route.
- **Merchandise Refresh:** Update event merchandise to include new, exciting items.
- **Return of Popular Features:** Bring back the pirates to attract their loyal fan base.
- **Vendor Support:** Offer more vendor slots and reduce vendor fees to attract a broader range of participants.
- **Signage Improvements:** Add higher and clearer signage for easier navigation throughout the event.

IMPLEMENTING THESE CHANGES WILL IMPROVE THE GUEST EXPERIENCE, ATTRACT MORE FAMILIES, ENGAGE LOCAL BUSINESSES, AND CREATE A MORE DYNAMIC AND INCLUSIVE EVENT



ST. HELENS



Holiday
PLAZA
in the
& Christmas Clips Parade

SATURDAY
DECEMBER
14TH

Free To Attend • Free Hot Cocoa
Christmas Lights • Holiday Goodies
Free Digital Pictures With Santa
Prints Available For Purchase

*St. Helens Riverfront
& Downtown Plaza Square*



THANK YOU!



**TREADWAY EVENTS
& ENTERTAINMENT**