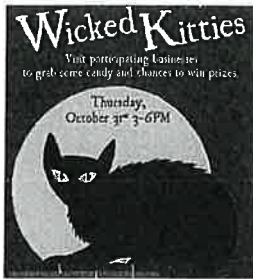


David provided during roundtable



## Report on 2019 Downtown Olympia “Wicked Kitties” Halloween Promotion

### Participation:

- 74 locations in Downtown Olympia
- 5,300+ (est.) Entries in drawing for prizes from downtown merchants
  - (duplicate entries were allowed, some customers declined entry forms or did not drop off)
- Streets, particularly in the “core”, were full of kids & parents!

### Promotion:

- Solicitation of merchants to participate began in late September 2019
- Initial posters promoting the event were distributed by person soliciting participation and Ambassadors beginning Oct 5
- Radio: 186 - 30 second commercials on KXXO ran Oct 1- 31 (\$5,800 cost) plus innumerable mentions. Every ad was tagged with sponsorship by “...PBIA Downtown Businesses.”
- Press releases/announcements were sent to over 45 media outlets.
- Articles, mentions or listings were published in:
  - ODA newsletter
  - The Olympian
  - Thurston Talk
- Social Media advertising:
  - Facebook posts with reach (total reach = 8,228 ): 10/8 – 408, 10/8 – 400, 10/9 – 530, 10/28 – 354, 10/28 - 323, 10/29 (boosted) – 4,900, 10/31(boosted) – 603, 10/31 -710.
  - Twitter w/engagements (total 701 engagements ): – 10/8 – 380, 10/29 – 134, 10/30 – 99, 10/31 -29, 10/31 -29, 10/31 - 30.
  - Instagram posts - 5
  - Boosted 2 alternate Facebook ads targeted at families with children ages 2-8 living in Thurston County.
  - Shared 2 social media ads to participating business, 10/29, requesting re-sharing.

### Candy purchases/staffing

- Doubled purchase of candy from 2018. Cost of candy increased as well
- 5 staff - set-up, filling pumpkin buckets, balloons, making packets of posters, maps, entries
- 2 staff - info/candy re-fill phone lines
- 6 staff - refill runners

Feedback on the event and been entirely positive so far.

- Verbally merchants expressed happiness with the event, the weather and the turnout.
- Many parents expressed gratitude for the family nature of the events, the candy and the organization of the event (maps, balloons, and friendly people in all the locations!) We also we received nice comments on Ambassadors presence and helpfulness in navigating downtown! (the "red jacket ladies")
- A very short survey sent out Monday ~~has only 17 responses so far, but~~ is also very positive (see attached)

Plans/goals for 2020:

- Halloween falls on Saturday in 2020!
- Start even earlier soliciting downtown merchants to sign up (Labor Day is Sept. 7)
- Engage Chelsea Baker again to design pre-event posters based on 2020 theme
- Create social media ad and share it with participating merchants earlier to extend reach
- Seek even less expensive source of bulk candy, again investigate pricing of additional bulk non-candy possibilities (stickers / pencils /?)
- Solicit other groups to do contemporaneous events such as costume contest?
- Poster outside of Downtown area?
- Dry weather again!

## Survey of participating merchants sent Monday - responses to date 11/6/19

- Overall, how did the 2019 Downtown Halloween event work for you (sic) business?
  - Very satisfied - 60%
  - Satisfied - 30%
  - Neither satisfied nor dissatisfied - 10%
  - Dissatisfied - 0.00%
  - Very dissatisfied - 0.00%
- Did you have a lot of families visit your business?
  - A great deal – 40%
  - A lot – 30%
  - A moderate amount – 15%
  - A little – 15%
  - None at all – 0%
- Comments from other questions:
  - About Time Date of event
    - Perfect. Perhaps open until 7pm?
    - Wish Halloween was never on a Monday!
    - time of event is great
    - Halloween is when it is so it's not really a factor.
  - Cost of event
    - Manageable .... would not like to pay more
    - Very reasonable
    - Factor 1 of 5
    - Factor 5 of 5
  - Staff availability
    - We purchased extra candy( a lot) and still had to call for 2 extra deliveries.
    - This is very imporant to us
    - Factor 3 of 5
    - Not an issue.
  - Extra media attention for my business
    - A little extra attention but this is a kid event and that was our focus
    - Very Important
    - Yes. Major factor
    - Factor 1 of 5 (2 respondents)
  - Promoting Downtown
    - This is an excellent event for downtown.
    - I think it's important that people feel safe coming downtown. Events like this promote families to come downtown.
    - VERY, Very important
    - This should be happening more. Do you have anybody at The O?
    - Yes, yes, yes!

- Promoting Downtown Olympia
  - We love being able to provide a safe place for kids to trick or treat
  - It's nice but not a top priority in this specific event.
- Other reasons to participate
  - This is a natural fit for us.
  - A safe and easy way for the youngest to trick or treat!
  - increase/create foot traffic; consumer awareness
- Suggestions for next year?
  - Costume contest?
  - Could you make Halloween happen on a weekend?
  - Ran out of candy just after 5pm but supplemented it until 6pm.
  - more locations (but it's certainly a successful event at the current level of 70+)!
  - more pre-promotion of event
  - Volunteers along the route and social media event posts. Mix up the candy selection so every store isn't the same candy. More elaborate would be to try and block off a part of the road or a parking lot like they do for arts walk or 3rd Thursday for families to congregate.
  - Provide promotional materials a week if not more in advance.
  - The posters are getting better but a bit impossible to read. If even one with just the event if not the name of all of the participating businesses could be out much earlier, that would help. Can the ODA help with getting businesses signed up/outreach earlier?
- Suggested themes for 2020?
  - Something pumpkin-y.
  - Pumpkins
  - Disco could be fun!
  - Narawals and Unicorns!!
- Other Comments
  - 2nd only to ArtsWalk in bring diverse families into downtown Olympia. Much better organized than most downtown events!
  - This is so much fun I hope this will soon be a "must" for all the trick or treaters.
  - Thank you for all of your hard work! It's great to have this event