

**Application for
Best Festival or Event
Under \$75,000 in Budget**

City of Winder Spooktacular

Judges' score - 8.2

Detailed description of the event:

The annual Spooktacular Festival is hosted in the City of Winder on the last Friday of October. This event is multifaceted with the initial trick or treating portion of the event called Streets of Treats from 5 p.m. to 7 p.m. local businesses and organizations are able to register for a booth during the Streets of Treats to engage with local residents and hand out candy to children. At this year's event, 54 local businesses/organizations set up trick-or-treat booths with an estimated 300,000 pieces of candy distributed to children and their families. This tradition was important because parents know this is a safe place for their children to get candy. The second phase of the Spooktacular Festival featured carnival rides and food trucks set up along city streets. All of the carnival attractions were FREE to include: 20 foot swing, rock climbing wall, obstacle course and three additional inflatable bouncy houses located across from the City's outdoor amphitheater. The last phase of this event was a rock concert hosted at Jug Tavern Park with local band Take 3. This event saw over 12,000 in attendance and was considered a success by the members of Winder's elected body. As the City of Winder was in the midst of restructuring the organization, there was currently no Special Events Director serving on staff. As the importance of this annual festival meant the 2022 Spooktacular would be planned and programmed by the City's Communications and Marketing Manager who had only been on staff for six weeks. The Special Events Director was hired and started just two weeks before the event and jumped in to finish the planning and execute. With only a total of 4 weeks of planning and promoting, the community and city staff deemed this event very successful. Through dedication and collaboration with the City's department leaders and support from local business sponsors, this event was the largest it has ever been. It was also important for this event to take place as it would be the inaugural event after the COVID-19 Pandemic, finally inviting citizens and residents to the back to the city for fun and fellowship and most of all CANDY.

Estimated number of attendees?

12,000

Environmental or pet-friendly?

Explain howAs all of our events, this event was pet-friendly. We encouraged families to bring every family member including fido! We also have dog-waste canisters stationed around downtown so owners can pick up after their pets. Many vendors

Best Festival under 75K

“Spooktacular”

October 28, 2022

5pm-9pm

Live Video: <https://fb.watch/ipcycDHqhQ/>

Live Video: <https://fb.watch/ipcDCLJSof/>

Promotion Video: <https://fb.watch/ipcz-CcCYq/>

After Event Survey: <https://fb.watch/ipcGOjQvG2/>





















SPOKTACULAR

VENDOR PACKET



Thank you for participating in our annual Spirit Week event!

This year we have a record number of kids on hand to assist!

We would like to say thank you to all of our amazing sponsors! Without you, our events wouldn't be possible.

PLATINUM

and *Ally*

GOLD

AMERICAN EXPRESS, BLOOMINGDALE'S, HUGO BOSS

SILVER

CHRYSLER, CHRYSLER, CHRYSLER

WINTER

In this packet you will find:

- ACTIVITY INFORMATION AND SCHEDULE
- BREAKDOWN INFORMATION
- EMERGENCY CONTACT INFORMATION
- IMPORTANT LOCATIONS TO KNOW
- VENDOR PARKING PASS
- EVENT MAP
- UPDATED VENDOR MAP



ACTIVITY SCHEDULE

Friday, October 28th 5pm - 8pm

Trick or Treating
5:00pm-7:00pm

Costumed Dance
5:00pm-8:00pm

Food Trucks
5:00pm-8:00pm

Concert at Jug Tavern Park
7:00pm-8:00pm



BREAKDOWN INFORMATION

Vendors can begin breaking down at 7pm.
 Even if you run out of candy,
 please do not start packing up your booth before 7pm.
 We ask that you have everything packed up and moved by 7:30pm.
 You cannot pull your car back into the event space until we direct you to do
 so. This is to ensure the safety of the crowd.
 If you pull your car into the event space without permission, you may not be
 approved to be a vendor at future City of Windsor events.



EMERGENCY CONTACT INFORMATION

If there is a life-threatening emergency, please call 911. For other issues, please contact us at the other number.

Director of Special Events
800-826-0000
410-340-2500

Communications & Marketing Manager
670-330-0000
670-425-0800



IMPORTANT LOCATIONS TO KNOW

The City of Windsor Police Department and Fire Department will be on-site for the entirety of the event.

Fire Department/First Aid

Can be found next to the Jazzy Tamar Park stage.

Portable Restrooms


Can be found by the community center as well as in the central area.

ADA Restrooms

Are located by the community center.

Lost & Found

Can be found next to the Jazzy Tamar Park stage.



VENDOR PARKING PASS

**Please place this on your dashboard.*

VENDOR NAME

EMERGENCY PHONE NUMBER







News

10/10/2023

10/10/2023

News

10/10/2023

10/10/2023

News

10/10/2023

10/10/2023



News

10/10/2023

10/10/2023

News

10/10/2023

10/10/2023

News

10/10/2023

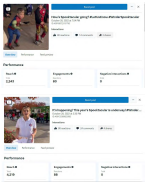
10/10/2023











Spooktacular Budget

Expenses

Item	Cost	
Candy (15,000 pieces)	\$	(6,000.00)
Take 3 Band & Sound	\$	(2,000.00)
Photographer	\$	(600.00)
Carnival	\$	(5,000.00)
Sponsor Banner		(\$200)
Mayor & City Council Banner		(\$200)
Promotion (social ads, magazine ad)		(\$700)
Restrooms	\$	(2,000.00)
Contract labor (graphic designer)		(\$1,300)
Bags	\$	(300.00)
Postcards for Festival	\$	(66.00)
		-18366.00 EXPENSE TOTAL

Revenue

Sponsors	\$	5,650.00
Vendor Fees (food trucks, retail)	\$	2,000.00
	\$	7,650.00 REVENUE TOTAL
	\$	(10,716.00) TOTAL

As the City, we are not looking to make a profit on these events. Our hotel/motel tax helps fund these events and are required to be used for city festivals. We only charge vendor fees and sponsorship fees to help offset some costs.