

**Application for
DEI Initiative**

**Spooktacular: Winder and the
Chocolate Factory,
City of Winder, GA**

Judges' score: 8.9

Detailed description of the event

The city's annual Spooktacular event took place on October 27, 2023. The event was themed for the first time this year. Themed "Winder and the Chocolate Factory," it includes segments on trick-or-treating, hayrides with Willy Wonka, a costume contest, an inflatable party, and more. The event schedule, starting with the Streets of Treats from 5-7 pm and continuing with music, food, and spooky fun until 9 pm. Our journey in enhancing the Spooktacular event experience began with a spark of inspiration from the happiest place on Earth—Disney World. While attending Mickey's Not-So-Scary Halloween Party in September of 2023, our Event Director, Kristin Edwards, engaged in insightful market research. She observed the intricate detail of Disney's event maps, which guided guests seamlessly to various candy stations. The effectiveness of Disney's clear and comprehensive navigation deeply resonated with her. Drawing from this, Kristin championed the idea of a similarly detailed map for our own event. This pivotal observation was the catalyst for the creation of our own magical event program, which not only resolved past issues of orientation but also elevated the overall attendee experience by emulating the clarity and charm of Disney's well-crafted guide maps.

Detailed description of the DEI impact of the event/initiative

The Spooktacular event's introduction of allergy-friendly trick-or-treat booths significantly impacted Diversity, Equity, and Inclusion (DE&I) by ensuring that children with dietary restrictions could safely participate. These booths, clearly marked on event maps in teal and pre-advertised to alert parents, provided candies free from common allergens like nuts, gluten, soy lecithin, dairy, and eggs. No child felt excluded due to allergies, fostering an inclusive environment where all children could enjoy the festivities without fear of cross-contamination.

Estimated number of attendees?

12,000

Testimonials or community feedback

Parents appreciated the simplicity and safety of the Spooktacular event's approach to allergy-friendly trick-or-treating. With clearly identified booths, they could confidently guide their children to safe candy options, easing worries and enhancing the festive experience for everyone.



The City of Winder

October 26, 2023 · 🌐



Don't get lost in a world of pure imagination – our Spooktacular map has you covered! 🎃
Discover the trick-or-treat areas, spot road closures, and plan your adventure for October 27th, 5-9pm.

But wait, there's more! ✨ Get an even closer look with our virtual map that allows you to explore all of the vendors, their offerings, and exciting activities from the palm of your hand. 📱🗺️

<https://www.eventeny.com/events/map/?id=6960&mid=5593>

Look out for the teal booths, as they are allergy-friendly booths providing allergy-friendly candy. We want all kiddos to join in the fun, so everyone can enjoy the sweet moments at Spooktacular. 🍬👶



Whether you're in search of sweets, seeking spine-tingling activities, or ensuring an allergy-friendly experience, this map is your key to a fantastic night. Stay in the loop and make the most of every magical moment as you explore Winder and the Chocolate Factory at Spooktacular.





MAIN STREET WINDER
(Not in the List!)

Booths are located along the main street.

1. Bread & Butter
2. Bureau County Animal Control
3. Bureau County Veterans Resource Center
4. L&L Pancos
5. MacLink-George
6. LaSalleville
7. Youth Development Institute
8. NISAP-Glendon
9. Aguilera High School SkillsUSA
10. Bureau Veterinary Hospital
11. Penner General Contracting
12. Windsor First United Methodist
13. Acceptance Insurance
14. VHS Food Store
15. Wal-Mart
16. Patisserie Confectionery LLC
17. Patisserie Artisan
18. Patisserie Thematic Preserves
19. AirMaster Heating and Air
20. Crown Excavation
21. Cupcake Carder Travel Company
22. Carter Hill Children Church
23. Unity Day Entertainment
24. Little Place
25. Snickerdoodle
26. Dresden Dairy
27. Happy Tails Veterinary Care
28. Windsor Realty
29. Ostra off Bread
30. Crystal Healing Hoods and Mobile Massage
31. Biscuit Bakery
32. River Valley Co.
33. Windsor Public Library
34. J&J Thrift
35. Tupperware
36. Affordable Bonding
37. Akira Hair
38. College Health Healing Junk - Food - Alcohol

26. The Ministry Village

39. VPC of Christian Pastors
40. FSC Operations
41. Paw-4-It! Charms
42. Patti's Place Soap Room
43. ACVON
44. Kelly Rae Photography LLC
45. AMN & Beta Club
46. Love Letters
47. BIRTH CHURCH
48. Police Department
49. Customer Center
50. City Council Tent
51. Dan's The Neighborhood Plumber
52. Kyrill's
53. Appliances Cycle
54. The Learning Voyage Student Success Center
55. Patisserie Confectionery LLC
56. Spoonery
57. Tins of Butter Crossing
58. Old Town Junction Antiques
59. Police Plaza, Inc.
60. Bureau Arts & Sciences Academy
- WASA Club

RETAIL & POLITICAL BOOTHS

61. Royal Hobbes
62. Master Pablo Martial Arts
63. GSC Concessions
64. Champion Heating & Air
65. Bagels Crisps
66. Night Lights LLC
67. Andrew's
68. Dylan Mark's Paintings
69. Patisserie Artisan
70. Gessen & Davis
71. Consultant to Meet Sharee Rosewood
72. Consultant to Meet Andy Crawford
73. Top-Notch Donuts
60. LUNCH INFORMATION

THE CHOCOLATE ROOM
(The Place to Eat!)

VIP Experience / Check in 8-7pm
 Music Ops 11-9pm
 10/7-9pm

THE STRETCHING ROOM
(Check out our fun by Benji Pet!)

Wanna Make a Haystack & games with Mr. Noodle 5-6pm
 Inflatables Party (only in play)
 Chinnings Golf Course

WONKAVISION STUDIO
(Up to you!)

10/7-9pm
 Costume Contest 7-8pm

WONKA'S FEAST FACTORY
(No list!)

Food & Beverage Trucks
 Alcohol Zone
 NOTE: No alcohol is sold at this event after 7pm

WONKA'S OFFICE
(What's Community Center?)

- Information / Guest Book / Press / Restrooms
- Restrooms
- Accessible Restrooms
- First Aid
- Agreement Printing Area
- Windsor Police Dispatch