

Park & Recreation Commission Item

October 28, 2025



Item	Halloween Party Evaluation
Item No:	H.1
Agenda Section	<u>REPORTS</u>
Prepared By	Priya Wall, Recreation Manager

SUGGESTED ACTION

SUMMARY

Staff will provide a review and evaluation of the 2025 Halloween party.

The 41st annual Halloween Party will be held Saturday, October 25 at the Chanhassen Recreation Center from 5:30-7:30pm. The Halloween party is open to kids ages 12 & under and includes trick-or-treating, carnival games, snacks, crafts, and more. Typically, around 400 kids attend the Halloween party, with approximately 800 attendees total including family members.

Special thanks to local Chanhassen business South Lake Agency Insurance for sponsoring this year's event!

BACKGROUND

DISCUSSION

Trick-or-Treating

Student volunteers and local businesses will provide trick-or-treating for registrants. This will be the sixth year sponsors have attended the Halloween Party, and 16 fantastic area businesses have volunteered to help. This is fun for both the kids and parents and adds a nice community feel as well.

Carnival Games

The Bluff Creek Elementary School gym will be used for the carnival games, which are always very popular. The games will be staffed by student volunteers.

Hayrides

Hayrides will be contracted and provided to participants. This event component is very popular, especially with younger children.

Snacks

Cookies and beverage refreshments will be provided for participants. Fruit snacks will be provided as an allergen-friendly option for participants and are always well-received.

Crafts

This will be the fifth year crafts will be provided at the event.

Spooky Room

Community Room #1 will be transformed into a spooky, dark cemetery room. The room is a great feature for some of the older children to enjoy and provides variety for participants. The room is designed with all children in mind, to not truly scare any participant. Special thanks to our Park Maintenance team for their help and dedication to setting up this room.

Inflatable Obstacle Course

An large, inflatable obstacle course will replace the live magic show at this year's event. The change addresses a goal from last year to keep the event entertainment fresh and engaging for repeat participants, as well as provide more entertainment for older attendees.

Sensory Safe Spot

Through a partnership with Reach for Resources, a calm, quiet room for children with sensory needs will be provided and will include an occupational therapist staff member, calming visuals, fidgets, sensory bins, noise reduction items and more.

Title Sponsor

Local Chanhassen business South Lake Agency Inc. will return as this year's title sponsor. South Lake Agency has generously donated \$1,500 towards event costs, will provide trick-or-treating, and will run two photo booths for event participants.

Volunteers

We have over 95 tremendous volunteers currently registered from the community. Special thanks to the Chanhassen, Chaska, and Eden Prairie Key Clubs, and the Chanhassen National Honor Society for assisting with all aspects of the event. We could not hold this event without the support of our local volunteer organizations.

Post-Event Survey

2025 will be the third year a post-event survey was conducted. The survey will be sent to all parents & guardians who pre-registered online and will be advertised at the event. The purpose of the survey is to provide information staff can use to improve future events and to provide insight into marketing and how attendees are hearing about our events. Staff will provide an analysis of this year's survey results.

General Comments

- Staff will provide an update on general comments at the 10/28 meeting.
- Special thanks to our business sponsors who will help support this year's event:
 - South Lake Agency, Inc.
 - The Mustard Seed Landscaping & Garden Center
 - Mathnasium of Chanhassen West

- New Horizon Academy
- Kiddie Academy of Chanhassen
- Chanhassen Chiropractic
- Chick-fil-A Chanhassen & Eden Prairie
- GVT Tire & Auto - Chanhassen
- Sora Therapy
- Traci Preciado, Engel & Volkers Real Estate
- Automotive Unlimited
- Americana Community Bank
- SunnyDays Therapy
- Best Brains Eden Prairie
- Backed Chiropractic
- Park Nicollet Clinic

RECOMMENDATION

ATTACHMENTS