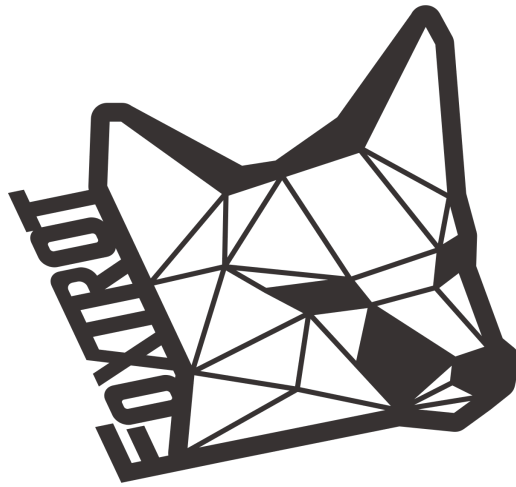




Foxtrot Howl-O-Ween Follow Up & Announcements

Greetings Foxtrot crew!

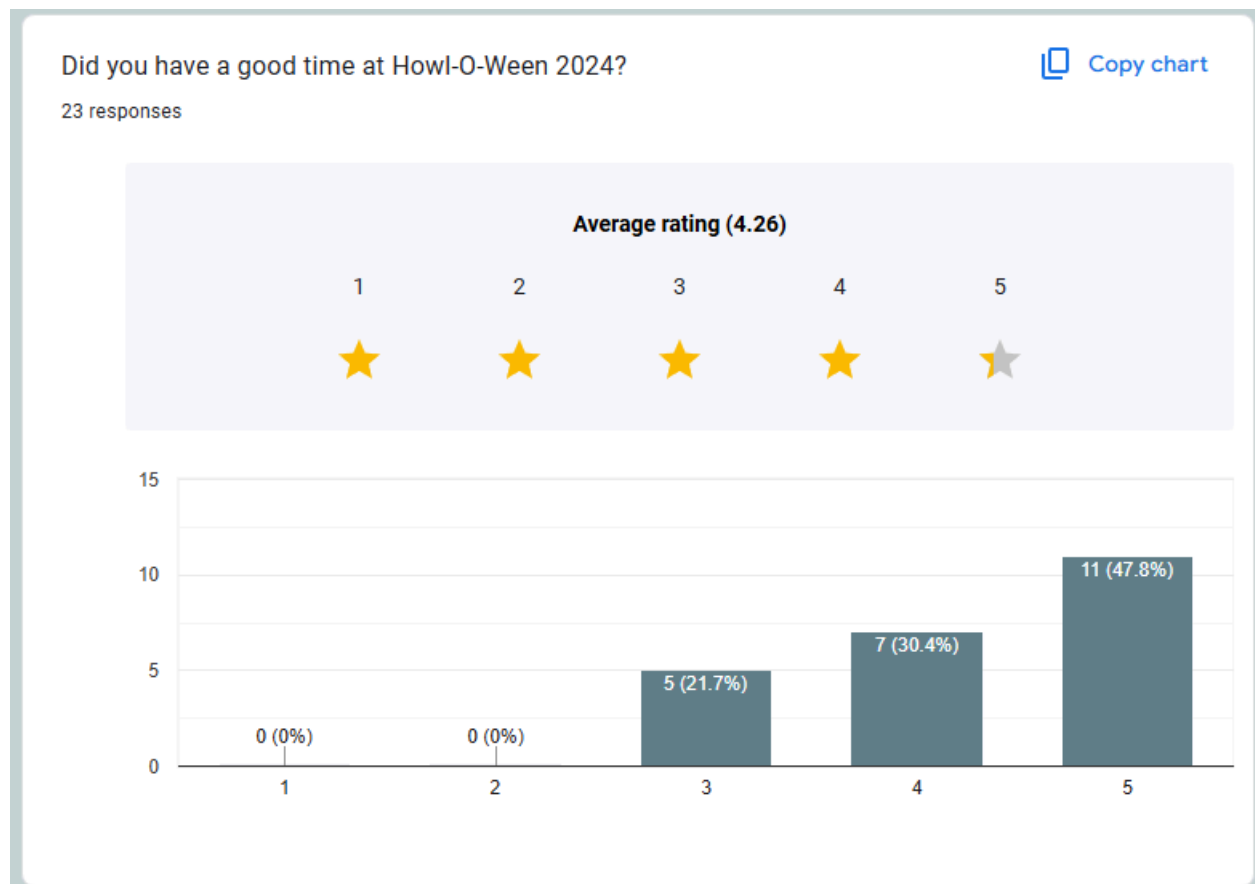
Wow, 2024 flew on by and we're already into 2025 full steam ahead! We already broke our current attendance numbers from last year's February event with a whopping 274 of you showing up to kick the new year off with a bang!

With 2025 underway, we already have had meetings about the next Howl-O-Ween 2025, but we'd like to start with tackling some feedback we have received from the community feedback form regarding last year's event.

Before we proceed, we'd like to mention that we only received about 23 responses from the community, so our feedback pool is very small, but we saw some trends that we'd like to share, as well as some common feedback points we'd like to address. We'd also like to stress that this was our first ever time putting on something as big as Howl-O-Ween was; where we had full control over every aspect of the event. With that, we found our own downfalls and shortcomings that we want to also address with you all, as well as some successes. With that being said...

Community Feedback Results

To start things off, we first asked what you all thought about the event with a 5 star rating, with 1 being a bad time and 5 being a good time. Out of the 23 responses, we saw an average rating of 4.26.



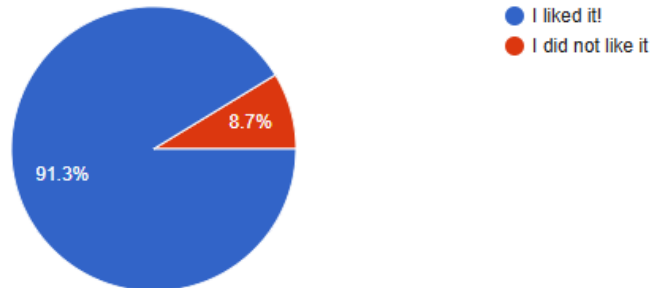
What this tells us, is that everyone seems to have had a good time with the event! We strive to provide a 5 star experience, but 2024 was our first year doing something of this scale, so it's good to see such a great start to this adventure of this style of event!

The next 2 questions we asked was if you liked the venue, and if we should go back. We saw 23 responses on that front and the trend is very interesting.

What did you think about the Stockyards Event Center?

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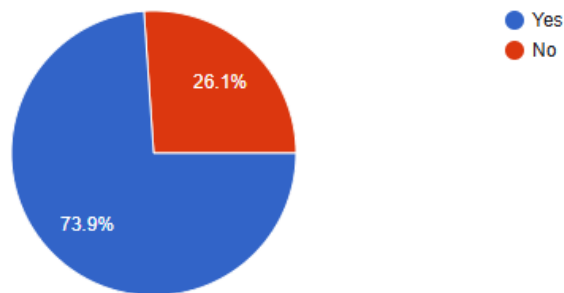
23 responses



If we could go back to the SYEC for 2025, should we do so?

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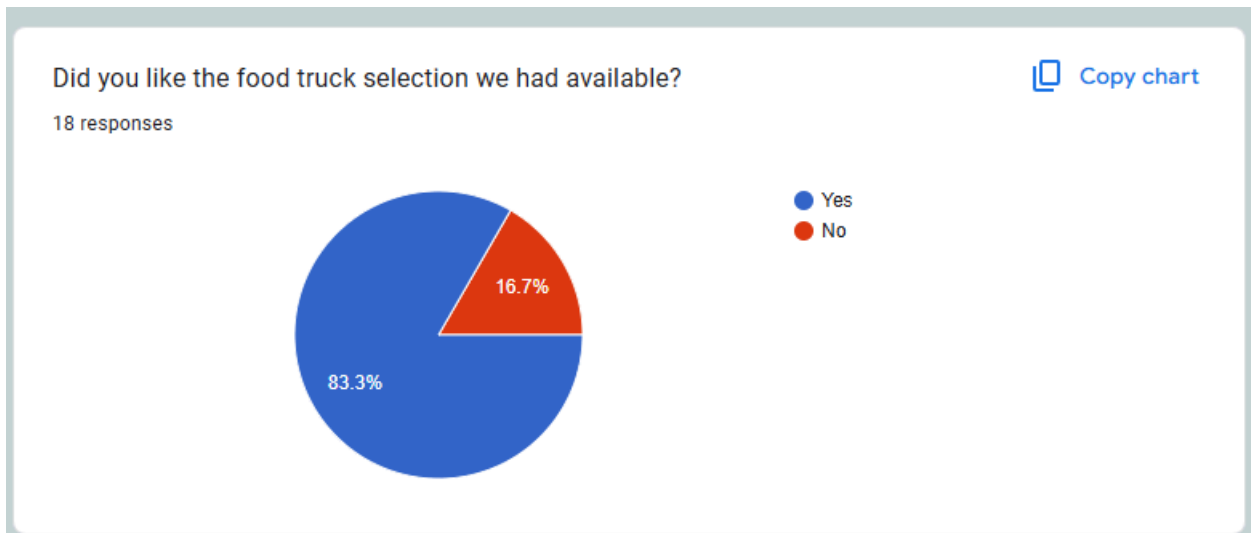
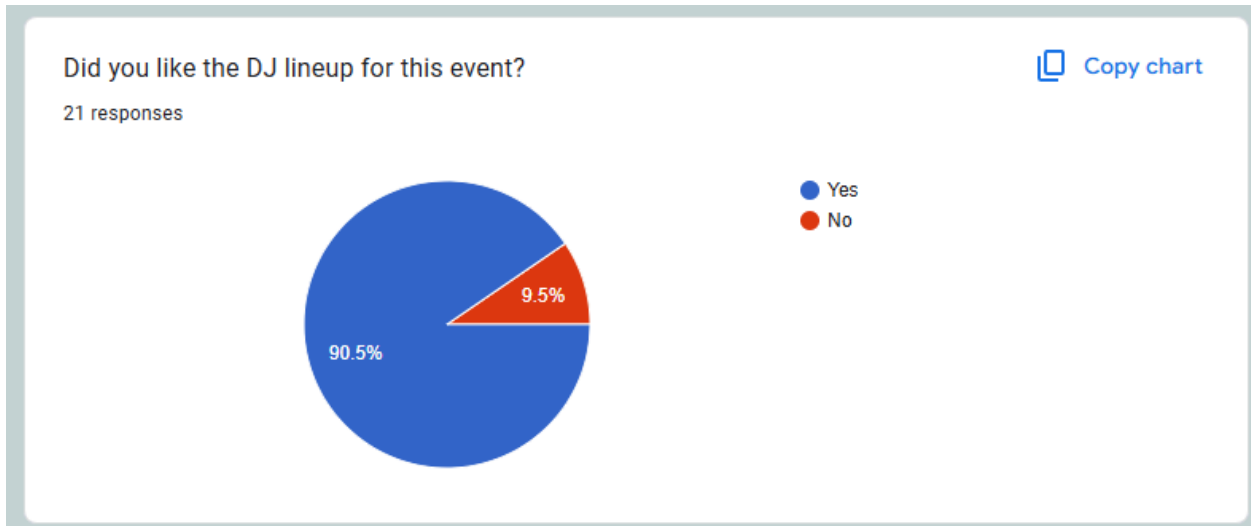
23 responses



91.3% of you liked the venue and 73.9% of you wanted us to go back. What's really interesting is the other side of the coin; 8.7% of you didn't like the venue, but 26.1% of you didn't want us to go back to the venue.

We feel that some of the aspects of how we approached 2024 are reflected in these results, which we will discuss a little further into this breakdown.

The next set of questions revolved around the DJ lineup and our Food Truck lineup. Both were showing very positive results from the community.



The last few questions were input-driven, instead of vote based like the earlier questions. The first question we asked was what you enjoyed most about your time at Howl-O-Ween 2024. Here's some snippets of what we heard!

"The space availed for congregating and space for parking."

"More space and being able to be away from the dance floor which made for better social time."

"The music was terrific, the vendor space was entertaining, and everything seemed to go smoothly with great staff volunteers for the event. It was definitely more spacious than the roxy theater which was very welcome."

"Not having been panicked over finding parking (needing to arrive long before the event or taking an hour to find parking) like happens in downtown, having room to move around and not feel like I was in a mosh pit no matter where in the venue I was, having quiet spaces to retreat to when I sensory-overwhelmed...this place ROCKED for hosting Foxtrot!"

Just some snippets, but a lot of you said the same things; you liked the extra space to move around in, and you liked the parking space! In that regard, we had 200 spots pre-paid for with the help of Ambush Toys, our Sponsor, and we had a total of 198 cars parked at the event. We were just shy of that 200 mark!

Now for the constructive feedback section of all this. This is where we're going to take some notable comments and break things down and be as transparent as possible. Some comments will get lumped together if they are similar and hammer into a specific point we want to address.

Point #1 - Drink Prices

"Have a cheaper drink selection. A single shot should not be \$14."

"Better bar selections."

"Talk to vendors about reducing prices. Everything was inflated a ridiculous amount for the event which made the overall cost of attendance way more expensive. Drinks were "tourist trap" expensive, and food was marked way up."

"I wish there was an option for free cups of water besides a drinking fountain. I know the venue has to make it's money, but I don't drink alcohol and when you bust a buncha energy dancing like crazy you gotta hydrate. I don't want to pay \$4 for a bottle, other dances I went to had a little water cup station..."

There was A LOT of comments about the drink prices and food prices, so let's start here with this biggest elephant in the room. To give you the simple answer, we had absolutely zero choice in the prices and zero room to negotiate those prices. To elaborate, the SYEC has a liquor license that only 1 concession company is named in that license to operate within SYEC. This company also has a lot of control over what food trucks get brought in, and we didn't get access to any pricing ahead of time in regards to the food.

That being said, we do fully understand that \$14 for a shot of liquor is *not* conducive to our event at all, so we will be in close talks with the concession company this year to try and help lower those prices for our event and maybe talk about exclusive drinks for the event as well. The prices of the food trucks are controlled by the trucks themselves, so we have no control over the prices of the food. We will talk with the company to try and offer better, cheaper alternatives to help alleviate the cost of food as well.

As for the comment about water stations, we hear you and we plan on implementing that going into 2025!

Point #2 - Ticket prices

"The event center seemed empty despite there being so many people. I know several of my friends did not attend the event because of the price point..."

"Event cost, myself and a few others were VERY hesitant to go due to high costs, paid parking definitely helped but we were still at our limit of value..."

"...Lower ticket prices. For what was offered, \$50 for entry was steep, especially when drinks were also expensive."

We have heard this quite a bit as well that our entry ticket price was so expensive. The reason comes from one reason; expenses. This is also the reason why we haven't moved the main event out of Denver Sweet as well; it's all about the \$\$.

The SYEC rental, with hiring all the security we had to, labor to set up the stage and A/V, renting equipment out, printing all of the merchandise, and even renting the space cost Foxtrot nearly \$25,000 out of pocket. With our ticket sales, we only made about \$20,000. That means we missed about \$5,000 overall. For our first event like this, that's not terrible, but not the best.

Foxtrot receives all of its funding straight from the community; all of the revenue from ticket sales goes straight into making events like Howl-O-Ween happen. It also goes into printing posters, getting wristbands, and all of the other general costs to make Foxtrot happen in the first place. Denver itself is a very competitive and expensive place to rent out venues and throw events like this on any sort of regular basis. To give you an example of this point, when we were hunting for venue spaces back in 2023 for our big event since we decided not to go back to the Roxy Theater, we had actually spoken with Tracks directly about renting space there. They pointed us to Reelworks, which was their newest music venue at the time that they had renovated and opened up for events much like ours. Due to our event being hosted on a Saturday, they had essentially quoted us \$20,000 just to rent the space. That doesn't include labor, security, or any other expenses to run an event in that area. We obviously declined the space.

Moving Foxtrot out of Denver Sweet to a bigger venue is essentially going to cost us lots of \$\$ that will result in higher ticket prices overall for any of our events. We don't want to price out the community for the event, and for Howl-O-Ween, we had believed that charging \$40 for the 4 hour event was the best course of action, but we understand that we need to bring more value to those ticket prices. We will explore options to make that \$40 worth every penny and we ask that you have patience as we look to other options for the next big event!

These were some of the biggest points that were stated to us in the feedback form. One suggestion people had was to have a space that was more quiet and reserved for folks that got overstimulated during the event to retreat to. While we want to implement this, we cannot do so with the current attendance count and space that we can get with the venue. Something of this nature would come down the line and be available when we do a whole venue buyout. That is much more expensive than we can afford at this time, but if this event grows more, renting the entire venue will be within our reach and we can have spaces like this, and more!

Short-comings

With the community feedback over, we'd like to discuss our own shortcomings that we have identified and will share with you all, and how we plan on fixing them.

#1 - Communication

This was entirely something new for us. We had so much control over what we could do, but we also had a *lot* to learn as event coordinators, and as staff for an event such as ours. As such, we fell short on properly marketing this event. We didn't properly communicate critical aspects of the event, such as where to go to enter the building, when the Ambush Toys raffle will take place ahead of time, and started hyping the event up sooner in the year. This is something we plan on attacking this year.

We plan on talking about the event *as soon as* we sign the contract and get solid dates on the calendar. We want to make sure that the event has a signature on the contract before we give an official date, but we plan on getting more involved with communicating *every aspect* of the event as we solidify things. Announcements will be more involved through our Telegram news channel, and through our website more often. That ball has started rolling, as we have posted every single social link through our website at <https://foxtrotclub.com/contact>, and we have re-vamped the Howl-O-Ween page at <https://foxtrotclub.com/howl-o-ween>

#2 - Theming

We fell very short of the "haunted west" theme. This was something that the leadership didn't properly delegate and properly plan for. The cost of all of the event expenses, plus learning all of the critical aspects of the event was something that impeded our ability to properly plan out decorating for the event. We are also very limited in our time in the venue, so we have to balance out the amount of decorations to set up versus what we wanted to do.

With future events, we plan on properly delegating the work on decoration and expanding the budget for getting our theming down better for future Howl-O-Ween events.

#3 - Operational

One of the points that had been told to us in the community feedback form was that it became quickly apparent that people could walk in and we weren't being more diligent in checking wristbands. This was a very big security hole that we didn't account for, and we plan on having a dedicated individual to check wristbands before entering the event, and also have security check for wristbands when attempting to enter the main expo hall.

In summary

Foxtrot Howl-O-Ween 2024 was very successful, but had some shortcomings that we plan on tackling head-on and improving the experience for the foreseeable future. We are striving to make it more fun, bigger, and better than ever before for everyone in the furry community! We are always looking for help, and if you want to volunteer for events like this, then head to <https://foxtrotclub.com/volunteer> and reach out to let us know that you want to be a part of our team! We can use all the help we can get, especially if 2025 is going to be bigger for us.

What's next?

With our community results reviewed and discussed amongst the leadership, we are energized and ready to move into the future of 2025! We have been contacted by the SYEC for Howl-O-Ween to be hosted again this year in October. They were so eager, they even pre-reserved dates for our event! They wanted us to communicate how wonderful the community was, and how much fun even the SYEC staff had with it. We even saw some of the security staff dancing at points during the event.

We are currently in talks with the SYEC to formalize the dates and go over all expenses that'll be required, and with our knowledge of making events like this happen going into this year, we plan on hitting the ground hard and making 2025 something magical. Let your friends know, and check out the Howl-O-Ween page for updates, and check out our socials in the Contact page.

We'll talk again soon! Cheers!