



## 2018 Summary & Statistics

- Almost 20 events celebrating the life and work of Charles Addams culminating October 2018
- Increased visibility for Westfield and unique claim as the hometown of Charles Addams
- Over 12,000 attendees from over 85 different towns
- Engagement of residents, visitors, and the business community with 300 resident volunteers
- All ticketed events were sold out , and 77% of events were sold to Westfield residents
- 23% of ticketed events were sold to residents in 84 other towns
- The most attended event was the Trunk or Treat and Halloween Parade building off the success of the past Downtown Halloween celebrations
- Costume Contest winners attending the Halloween Parade came from 12 different towns and 61% of the winners were from Westfield
- Charles Addams Art Exhibit advance ticket sales drew visitors from 57 towns (61% Westfield)
- Majority of the over 2,000 visitors to the Charles Addams Art Exhibit over the 10 day period were walk-ups and many travelled far distances
- Charlie's Ale Garden drew visitors from 23 towns (90% Westfield)
- Morticia & Gomez's Masquerade Ball drew visitors from 12 towns (79% Westfield)
- Morticia's Movies drew visitors from 29 towns (62% Westfield)
- Paranormal Tours drew visitors from 10 towns (72% Westfield) and provided exposure to the Westfield Historical Society and the Reeve History & Cultural Resource Center
- \$131,415 Income generated for the celebration of which 32% was from ticket sales
- \$87,050 Expenses generated for the celebration resulting in \$44,364 in profit
- Received in-kind donations of over \$28,280 to date
- Over 100 Vendors engaged in providing goods and services to the events
- 20 Sponsors were engaged and generated \$57,830 in revenue