



Date: September, 2023
To: Downtown Businesses Community Members
From: Larry Forssberg & Lea Moore, WCCTB
Subject: 2023 Annual Trick-or-Treat Trail Events & Schedule Information

Important Information – Please Review

The Westmont Chamber of Commerce and Tourism Bureau (WCCTB) is organizing the **2023 Downtown Westmont Trick-or-Treat Trail** to encourage area families to visit Downtown Westmont on **Saturday, October 21, 2023**. This is a fun and interactive way to bring new footsteps into your business. Please help promote this fun **Downtown Westmont Trick-or-Treat Trail** event by sharing this information with your customer base via e-mail, word-of-mouth and signage at your location and social media. Have some extra fun and encourage your staff to dress for the event!

WCCTB provides a sign for your window so Trick-or-Treaters know where they may visit for treats. Goto westmontchamber.com to sign-up as a Trick or Treat business. Some downtown businesses in the past have distributed coupons with treats to parents, so they could easily track how much business they generated. This is a great idea!

The official Downtown Westmont Trick-or-Treat Trail schedule is on the backside of this letter. Cass Avenue will be closed from Burlington Avenue to Chicago/Naperville Rd. from 7:30 am to approximately 2:30 pm on October 21, 2023. The Trick-or-Treat Trail is from Dallas on South Cass to Chicago/Naperville on North Cass and includes Burlington and Quincy Streets. **Expect up to 800 trick or treaters if our weather is dry, please be prepared with candy!**

Depending on weather conditions, anticipate up to 800 guests to say “Trick-or-Treat” at your location. Please be prepared to offer a “Warm Westmont Welcome” to all guests and encourage them to come back and visit again and again!

Additional events include a Wicked West Fest Halloween Costume Contest for all ages and the 7th Annual Caskets on Cass foot race. On the back of this letter is a schedule of events for the day. Please encourage your customers, friends and neighbors to participate!

If there are any questions about this group of events, please contact the Westmont Chamber of Commerce at (630) 960-5553 or wcctb@westmontchamber.com or visit www.westmontchamber.com.

Westmont Chamber of Commerce & Tourism Bureau
One South Cass Avenue, Suite 101 • Westmont, IL 60559
Tel: (630) 960-5553 • Fax: (630) 960-5554 • wcctb@westmontchamber.com
Remember to Shop, Dine & Discover Westmont at www.westmontchamber.com



2023 Westmont Trick-or-Treat Trail Overview Downtown Westmont - Saturday, October 21, 2023 Activity Schedule

7:30 AM – Close public parking lot at Manning school and Cass & Irving

7:30 AM - Close Cass Avenue, Irving and Norfolk streets to Vehicle Traffic for the Trick or Treat Trail Events

8:10 AM - Manning Monster Dash Registration

- Registration at Manning Parking Lot
- Sponsored by Manning PTO

8:30 AM – 9:30 AM Manning Monster Dash on Cass (several group races)

10:00 AM – 11:00 AM Wicked West Fest Halloween Costume Contest

- Held on Irving Street east of Cass Avenue
- Sponsored by the Westmont Special Events Corporation

11:00 AM – 1 PM - Trick or Treating

- Downtown B1-District (Dallas north to Chicago/Naperville Road, West Burlington, West Quincy St.)
- Presented by the Westmont Chamber of Commerce & Tourism Bureau

11:00 AM – 1 PM – Photo Booth

- Photo Booth on Irving Street east of Cass Avenue
- Presented by Westmont Special Events

12:00 PM - Caskets on Cass Judge Inspections

- West Suburban Funeral Home, 39 N. Cass Avenue
- Presented by the Westmont Chamber of Commerce and Tourism Bureau

12:30 PM – 7th Annual Caskets on Cass Race Begins

- West Suburban Funeral Home, 39 N. Cass Avenue
- Presented by the Westmont Chamber of Commerce and Tourism Bureau

1:00 PM - Trick or Treating Concludes

2:30 PM - Reopen Cass Avenue to Vehicle Traffic

Westmont Chamber of Commerce & Tourism Bureau

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