

*“How to Get Started in  
the Haunted Attraction  
Industry”*

Presented by

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*Hauntrepreneurs® Haunt Design and Consulting*

# Congratulations & Condolences

- A Haunting History
- Haunting is NOT for Everyone!



# How Much Will It Cost?



“A haunted house is never finished, you just have to know when to stop!”

– Leonard Pickel

# Set a budget, and stick to that budget!

- Type of construction
  - Build in place
  - Panels
- Actors vs. Animatronics
- New vs. Used Attraction
- Taxes Fed/State/Local
- Insurance



# Location, Location, Location

- What makes a good location:

- High visibility and appearance of size
- Ample Parking
- Available Facilities

- Types of Facilities

- Buildings
- Tent
- Outdoor
  - Haunted Hayride
  - Haunted Trail
  - Open Maze
  - Ghost Walk



# Location, Location, Location

- What Locations to avoid:
  - Existing Residence
  - Inside Mall/Shopping Center
  - Historical Building



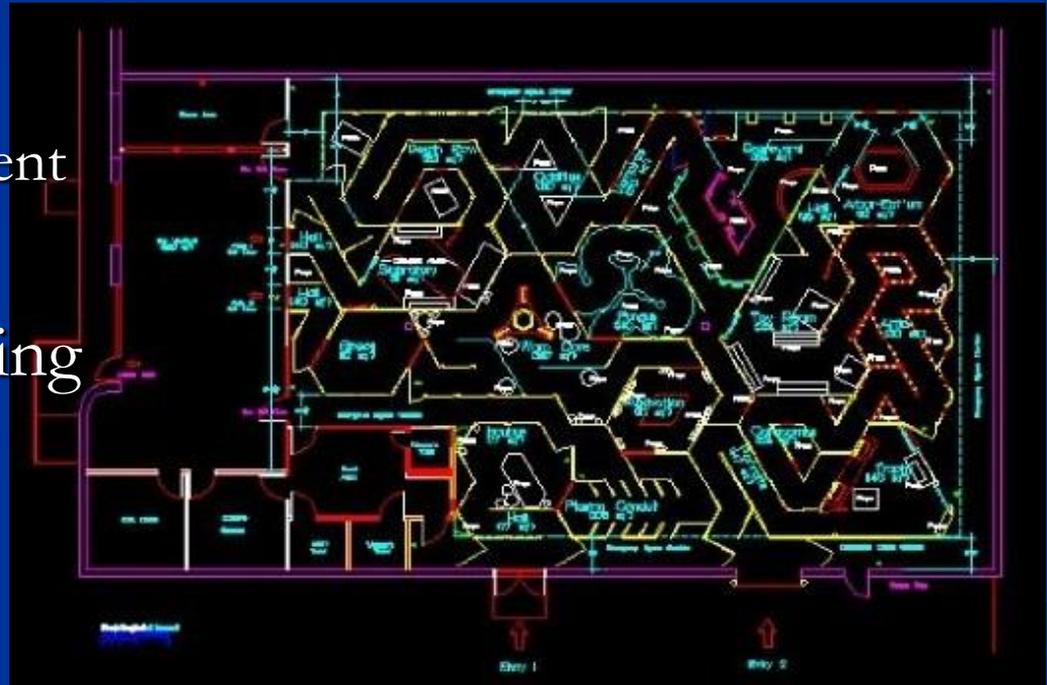
# Haunt Design

- What makes a good Haunt
  - Consistent Theme
  - Creativity
  - Do the Unexpected
  - Scare 'em



# Code Compliance

- Talk to the Fire Marshal and Building Inspector NOW!
- Do Your Homework!
  - Zoned for Entertainment
  - Assembly Occupancy
- “A” Flame-spread Rating
  - No Spray Foam
  - No Visquene
  - No Cardboard
  - No Paper Meche’
- 



# Code Compliance

- 2 Means of Egress
- No flammable Liquids
  - Chainsaw?
- Special Amusement Building
  - Fire Suppression
  - Fire Alarm System
  - Smoke Detection
    - Strobes
    - Pull Stations
  - “Confusing Lights and Sound”



# Code Compliance

- Electrical Code
  - Power Distribution
    - No Extension Cords
- Emergency Lighting with Battery Back up
- Licensed Electrician
- Perimeter egress corridor



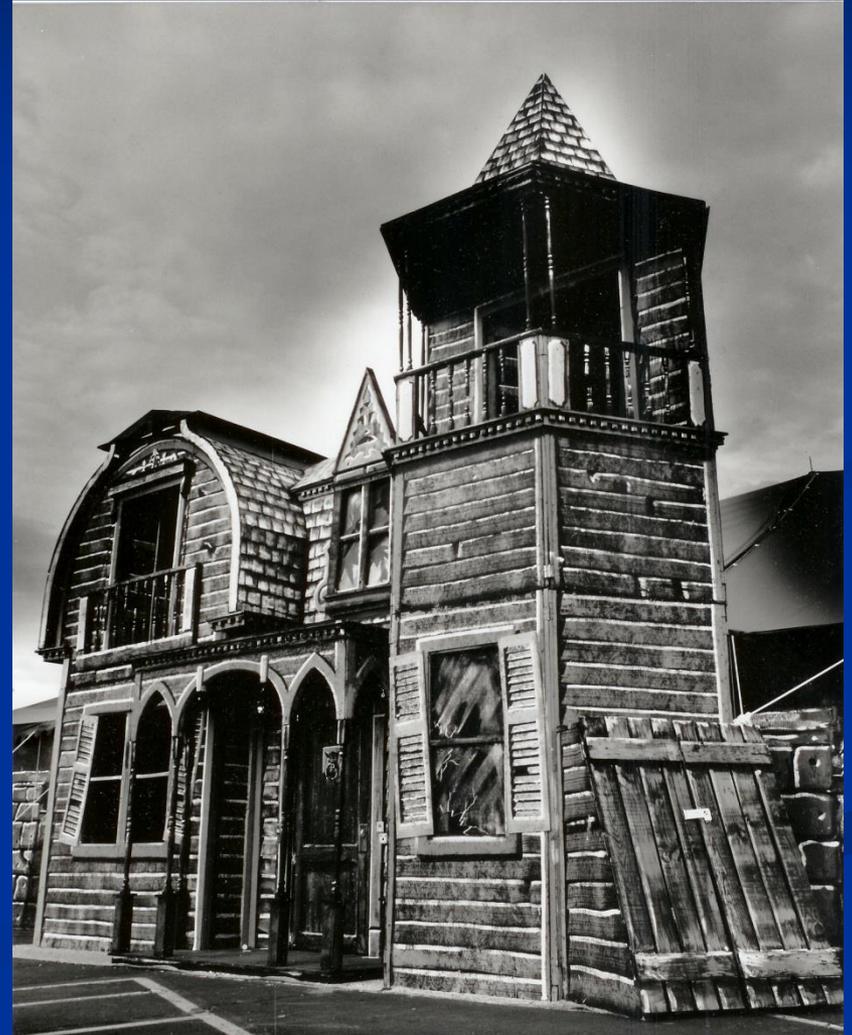
# The Permit Process

- Submit Complete Drawings
- Plan Review
- Building Permit
- Inspections
  - Inspection Day Crew
- Certificate Of Occupancy



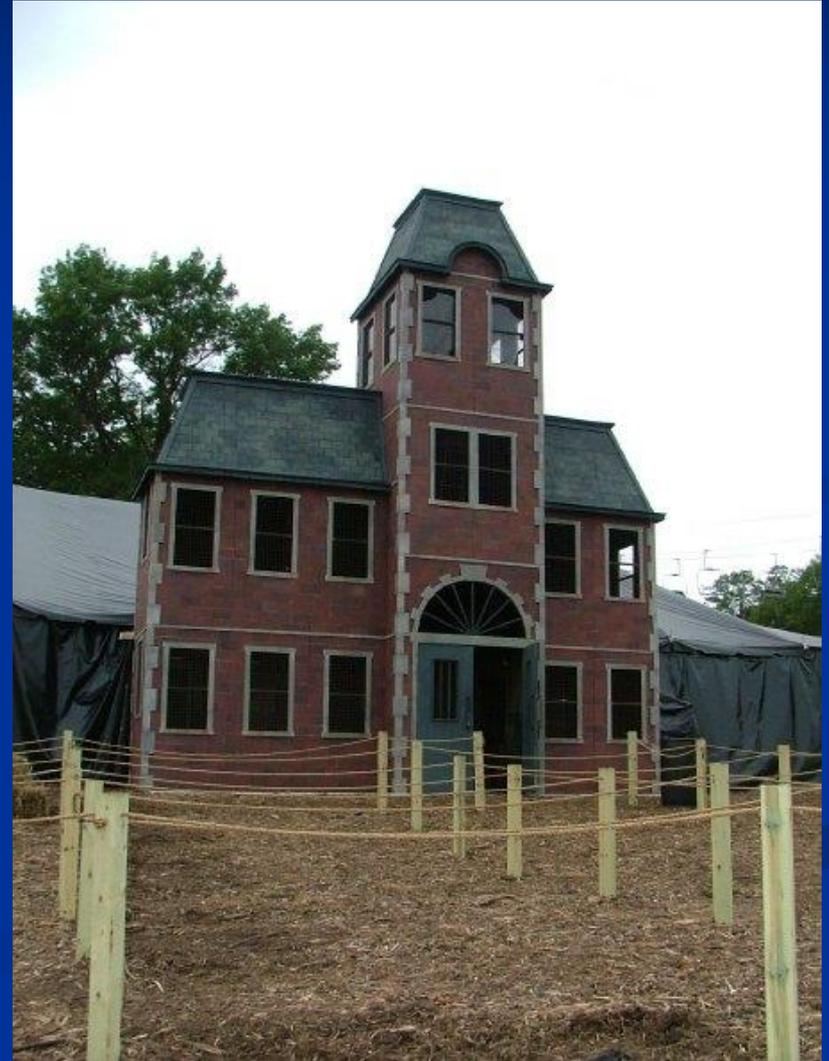
# Terror By Design

- - Size of Attraction
  - Mega-Show (stand alone)
  - Multiple Element (total event)



# Multi-Element:

- 2,000 SF Haunts
- 3 Or More Attractions
- Side By Side
- More to Promote
- Greater Perceived Value
- Combo Ticket

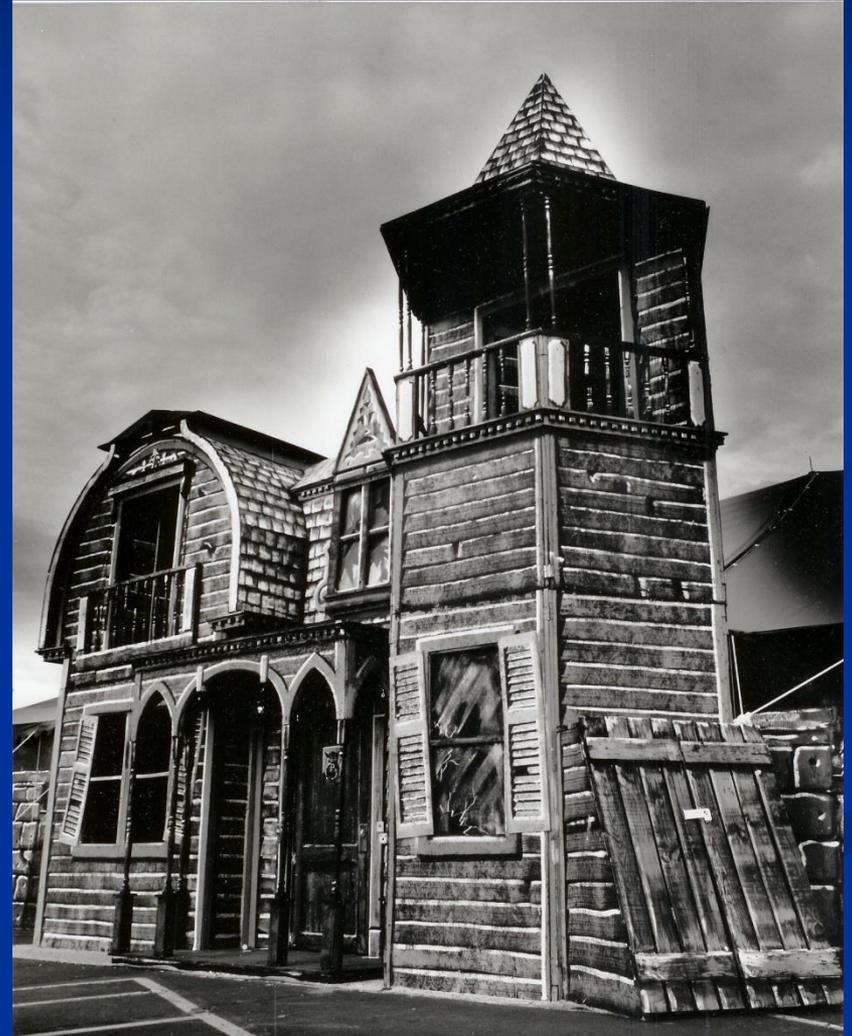


# Story Line

- - “A House Cannot Be Haunted, Unless It Has a History!”

Steven King

- Themed or Un-themed
- Licensed Characters
- Masks or. Makeup



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# Theme

- Story Line
  - Consistency is the Key
- Gothic
  - House
  - Castle
  - Vampire
- Modern
  - Sci-Fi
  - Toxic Waste
  - Slasher
- Licensed Characters
  - Create Your Own



# Room Designs

- Do the unexpected
- Clichés to avoid:
  - Boo Around the Corner
  - Sheet Maze
  - Monster sits up in a Coffin/ Grave
  - Autopsy/Operation/Butcher table
  - Baked Potato Room
  - Mattress on the Floor
  - Chainsaw



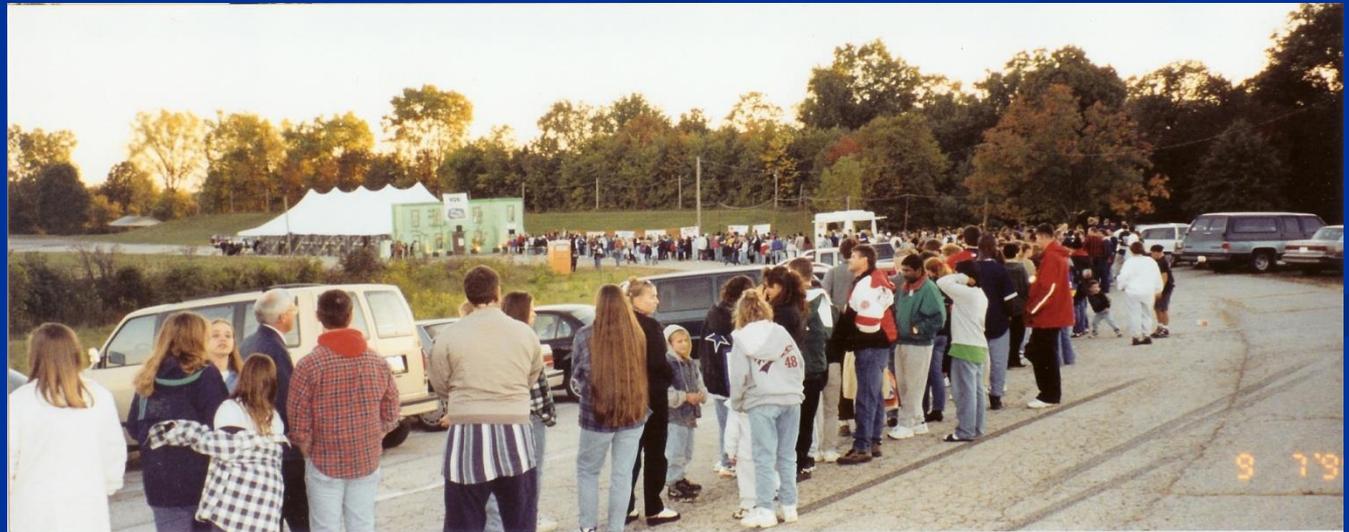
# Scares

- Visible Scare
- Invisible Scare
- Visible-Invisible Scare



# How Much To Charge?

- Competition's Prices
- Theater Prices
- Discounts
- Be the Biggest, and Most Expensive



# Advertising



- Web Page
- Social Media
- Radio
- Billboards
- Print
- Fliers

# Operations

- Ticket Sales & Accounting
  - Numbered Tickets
  - Money Drops
- Where to Find Actors/Production Staff
  - Colleges
  - High Schools
- Employee vs. Volunteer Crew
  - Contract Labor
- Individual Employment
- Temporary Agencies



# How Do We Scare?



- A cold Touch ...
- In the mists on the familiar...
- Applied with a sudden pressure...

Steven King

# Make It Fun

- Enjoying what your doing
- Be wild and crazy
  - Experience other shows



# Conclusion - Haunting Smart

- Create a Budget through a Workable Business Plan
- Start Big, but Light
- Phase in Detail and Reuse What You Have
- Advertise



# Haunting Resources

**Haunted Attraction Magazine** – Trade Publication for the Industry  
513-898-1569 [www.hauntedattraction.com](http://www.hauntedattraction.com)

**Haunted Attraction National Tradeshow and Convention (HAuNTcon)**  
972-951-5100 [www.hauntcon.com](http://www.hauntcon.com)

**Hauntrepreneurs® International** - Brokerage for Used Haunts  
972-951-5100 [www.hauntrepreneurs.com](http://www.hauntrepreneurs.com)

**Find A Haunt.com** - Nationwide listing service for Haunted Events  
[www.findahaunt.com](http://www.findahaunt.com)

**Sinister Visions** - Haunting Web Design  
312-952-1832 [www.sinistervisions.com](http://www.sinistervisions.com)

**Dana Martin Writing** – Back Story Writing and Consulting  
661-900-5036 [www.danamartinwriting.com](http://www.danamartinwriting.com)

**Ticket Leap** - Online Ticketing for attractions  
850-345-6837 [www.ticketleap.com](http://www.ticketleap.com)

**Leonard Pickel's D.O.A.** - Haunt Design and Consulting Firm  
972-951-5100 [www.leonardpickel.com](http://www.leonardpickel.com)

# Thank You For Listening

## **Leonard Pickel's D.O.A.**

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