

40 ways to activate your community **this fall** 🍁

Forty things downtowns, chambers, Main Streets and DMOs are actually pulling off this season. They're sorted by the Proxi tool that runs them, and once you see the pattern you can't unsee it: **almost every fall program is a map, a check-in, or a vote wearing a costume.**

One season, three wins

Scarecrows in September. Candy map in October. Shop local passport in November. Same platform, same audience list, and you only learn it once.



Interactive Map 8

where the good stuff is

-  **Downtown trick-or-treat map.** Every candy door in one place, and businesses pay a few bucks to be on it. Which, conveniently, buys the candy.
-  **Trick-or-treat stroll with a pickup point.** One kiosk, one photo backdrop, one very committed four-year-old in a dinosaur suit. Then they're off.
-  **Street-closure trick or treat.** Close the block, map the booths, and give the businesses out on the highway a spot too.
-  **Trunk or treat lot map.** Number every trunk so nobody's kid misses row three and hears about it for a year.
-  **Pumpkin patch and corn maze trail.** Every patch, maze and hayride in the county, with hours that are actually right this week.
-  **Regional agritourism guide.** One map, many towns. The farm forty minutes out finally gets found.
-  **Giant pumpkin photo trail.** Enormous pumpkins, strategically placed. The internet handles the rest.
-  **Festival vendor and booth map.** Where's the kettle corn, where's the stage, where's the bathroom. All answered before anyone asks you.

Passport Trails & Scavenger Hunts 11

the ones that actually walk people through doors

-  **Fall shop-local passport.** Ten stops wins something, all twenty wins the big one. Errands become a game people finish.
-  **Sip stops and shop stops.** Two kinds of stop, so retail isn't stuck watching the bars have all the fun.
-  **Fall sip trail.** Cideries, breweries and wine bars pouring their fall releases, strung together into one trail.
-  **Harvest food trail.** Pie, cider donuts, farm stands. Finish the trail, get your name in the drawing.
-  **Soup or chowder crawl.** A ticket, a map and a spoon. Suddenly people are walking downtown in November on purpose.
-  **Pumpkin pub crawl.** Costumes, drink specials, a small entry fee, and photos your social accounts will live off for weeks.

Business Directory 7

who's in on it

-  **Participating business list.** Which doors have candy and which sign to look for, so nobody knocks on the accountant's office.
-  **Shop-late night directory.** Everyone open past six, plus whatever wonderfully weird thing each shop is doing that night.
-  **Costume discount directory.** Wear the hat, get the deal. Cheap, silly, works every single year.
-  **Fall menu and seasonal drink list.** Where the cider is. That's the whole pitch, and it never stops working.
-  **U-pick orchard and farm stand list.** Apples, cider and farm stands, with hours that change roughly every seven days.
-  **Haunted attraction listings.** Haunted houses, trails and hayrides, sorted by how hard they'll scare a nine-year-old.
-  **Final-season farmers market vendors.** The last outdoor markets of the year, and where the winter one picks up.

 Community Choice Awards 8

let them vote

-  **Scarecrow contest with scan-to-vote.** A code at every scarecrow, so votes happen on the sidewalk instead of on a Facebook post you have to tally by hand.
-  **Judges' choice plus people's choice.** Two winners out of one contest. Twice the photos, twice the press, same amount of work.
-  **Paid-entry scarecrow contest.** Small fee, a build kit, an assigned post, and a budget that quietly covers itself.
-  **Decorated pumpkin voting night.** Pumpkins lit, ballot open, winner crowned before anyone goes home.
-  **Best fall drink showdown.** Every cafe and bar enters one drink, and now people are trying five counters instead of their usual one.
-  **Chili cook-off people's choice.** Hand every taster a vote and a cook-off turns into a two-hour crowd downtown.
-  **Costume contest and pet parade.** Nothing fills a sidewalk faster than a dachshund dressed as a hot dog.
-  **Storefront decorating contest.** Shops dress the windows, the public votes, and your district stays decorated all month for free.

 Community Event Calendar 6

what's on, and when

-  **Oktoberfest and beer garden weekend.** Tap list, band times, food lineup. All the stuff people check before deciding to come down.
-  **Paint a pumpkin with first responders.** Free, easy, co-hosted with the fire department, and it fills a Saturday morning for almost nothing.
-  **Halloween parade.** The anchor of the whole season. Route, staging times and lineup order, posted where people will actually find them.
-  **Ticketed witches night dinners.** Pick a restaurant, pick a seating, buy a ticket. The fun part funds the fiscal year.
-  **Farm-to-table dinners and workshops.** Small, capped, ticketed. Keeps the season alive after the festivals pack up.
-  **Farm and barn driving tour.** A self-guided route through working farms at peak color. Sell the tickets, then stay home.

Throwing the party is the easy part. **Proving it worked is what keeps you up.**

A printed map tells you nothing. Neither does a PDF, and neither does a Facebook album full of likes, which tells you who scrolled past rather than who showed up. Proxi runs all forty of these from one place and hands you back the two things a good fall is supposed to leave behind: people standing in front of storefronts, and a list you're still glad you have in January.

 Watch it happen live

Check-ins, scans and votes land while the event is still going. You'll see which stops are packed and which are empty in time to actually do something about it, and your board gets real numbers instead of a vibe.

 The list builds itself

Every registration and every vote is an opted-in contact. One fall stocks the audience for the tree lighting, spring restaurant week and next year's membership drive. Email and text them right from the platform.

 Get people through doors

Prize tiers, check-ins and scan-to-vote all do one job, which is walking somebody through a door they'd have strolled right past. Every business gets a portal page and a permanent QR code, so saying yes is easy.