

New Haunt Checklist

Starting up a new haunted attraction, or taking your home haunt pro? Make sure you've got these items covered first.

MARKET

- Demographics
- Competition
- Target Audience

PROPERTY

- Zoning
- Purchase/Lease Space
- Financing



LEGAL STUFF

- Employer ID Number
- Bank Account
- Licensing/Permits
- Insurance

MONEY

- Set Pricing
- Ticket Revenue
- Merchandise Revenue
- Concessions Revenue
- Sponsorships
- Building Expenses
- Operational Expenses
- Payroll

MARKETING

- Brand Identity
- Marketing Plan
- Advertising Budget
- Website/Social Media

