

Kurtis Parrish and Grace Hudak on Pacific Avenue in downtown Santa Cruz on Halloween. Credit: Jana Marcus

VISUAL STORY

Frights, delights and fabulous disguises: Halloween takes over downtown Santa Cruz



BY JANA MARCUS November 3, 2026

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Quick Take

Pacific Avenue became a parade of creatures; characters and wonderfully creative costumes on Halloween night. Photographer Jana Marcus returned for her sixth year of capturing the revelry, finding plenty of homemade ingenuity, good-natured mischief and Santa Cruz at its most delightfully outrageous.

Halloween night on Pacific Avenue in downtown Santa Cruz becomes a wild parade of fantasy, fright and fabulous self-expression. This was my sixth year setting up my lights and camera amid the merriment, and once again, Santa Cruz did not disappoint. The streets were alive with costumed revelers, plenty of good-natured shenanigans and, noticeably, more wonderfully imaginative homemade costumes than last year.

Part of the fun is never knowing who or what will wander in front of my camera next. Some costumes were elaborate works of art, others were hilariously clever, and a few defied explanation altogether. But everyone seemed to be having a marvelous time, and the enthusiasm was contagious.

A special thanks to everyone who let me photograph them.

You can see past Halloween on Pacific Avenue street portraits at https://www.janamarcus.com/halloween.

What follows is just a small glimpse of the evening's magic.



Left to right: Amanda Rose Loneland, Tascha Marsh, Sarah Kauffman, Nicolina Ammorman and Jillian Lashley. Credit: Jana Marcus



Left to right: Nicolette and Jason Kodilak, Erik Baker, Lindsey Loperena, Leslie Cucue, Hector Avolo and Analise Garcia. Credit: Jana Marcus



Left to right: Delores Marquez, Teddy the Dog, Jamie Starr, Ashley Tas and friends, Chris Hall, Russell and Sabrina Eastwood, Mahala Reighter and AK. Credit: Jana Marcus



Left to right: Lisandro and Reni, Jeff Roco, David Davison, Stanley Avila, Krystal Ortiz, Tee Lopez, Riley the Dog and James Bradley. Credit: Jana Marcus



Left to right: Dylan Reisewitz, Theresa Quinn, Colleen Charlebois, Amy Selover, Kaya Brown, Melissa and Kip Scott. Credit: Jana Marcus



Left to right: Cheyella and Cat Spurrell, Penny Soo, Zylee Diaz, Michelle Bank and Kandi Rubin. Credit: Jana Marcus



Left to right: Sebastian Doggett, Luanna Barros, Brian Brown, Isabella Bussen and Josh Ramlan. Credit: Jana Marcus





Left to right: Yin Chaocantia, Yeinacio Globulous and Melody Tay. Credit: Jana Marcus



Cheyella and Cat Spurrell. Credit: Jana Marcus