



TASTE ADDISON 2018

**Council Presentation
June 26, 2018**



TASTE ADDISON 2018

AN EVENT TO PROMOTE ADDISON RESTAURANTS AND BRING TOURISM TO THE TOWN



ENHANCEMENT CHANGES

- Presented Country music on Friday and Saturday nights
- Charged 1/2 price on Sunday
- Expanded craft beer tasting area
- Sold VIP tickets to the Special Guest area (117 sold at \$95 each)
- Offered Tasty Bucks for sale online throughout the event
- Created a new AV experience to complement the Chef demos





ADVERTISING (PAID MEDIA)

Outlet	Cost	Delivered Impressions	Delivered Clicks
Overall Digital Total	\$39,000*	1,941,824	42,949
Outdoor Total (4 Digital Bulletins)	\$9,000	1,800,000	N/A
Radio Buy	\$10,000	884,725	N/A
CAMPAIGN TOTAL	\$58,000	4,626,549	42,949

**\$8,000 of the ad buy came from the Tourism budget and was focused on driving hotel room stays from feeder markets.*



ADVERTISING (IN-KIND SPONSOR MEDIA)

Outlet	Value	Gross Impressions
Dallas Morning News	\$25,000	1,084,746
Albertsons/Tom Thumb	\$20,000	4,032,000+
DO 214	\$4,333	69,949
Entercom (CBS Radio)	\$82,500	2,553,896
CAMPAIGN TOTAL	\$131,833	7,740,591+





PUBLIC RELATIONS (EARNED MEDIA)

Media	Outlets	Viewers/ Readers	Run Time	Ad Value
Broadcast	69	2,949,010	58:21	\$56,817
Print	21	1,053,430	N/A	\$20,912
Online	116	402,353,295	N/A	\$34,287
Grand Total	206	406,355,735	58:21	\$112,017





OWNED MEDIA

Platform	Followers	Impressions	Engagement
Instagram	9,732	92,500	2,088
Visit Addison Facebook	17,100	138,000	446
Visit Addison Twitter	6,292	60,300	897
Totals	33,124	230,500	3,431

- **TasteAddisonTexas.com:** 244,860 page views, average time on page 1:26 (average time on Hotel Package page – 3:44)



For Activity from March 21 – May 22



HOTEL ROOM NIGHTS



- One Night Packages Sold: 55
- Two Night Packages Sold: 46
- Total Packages Sold: 101

- **Total Room Nights Booked by Taste Addison: 147**

Note: 13 Addison hotels offered Taste Addison special rates





OTHER BENEFITS

- *Special Guest – This is a reserved area to entertain sponsors and local businesses, and for guests of the City Council or Manager’s Office. In 2018, we sold tickets to this area at a premium price.*
- *Total Expense - \$17,629*
- *Revenue from VIP Ticket Sales - \$11,115*
- *Special Guest Attendees – 548*

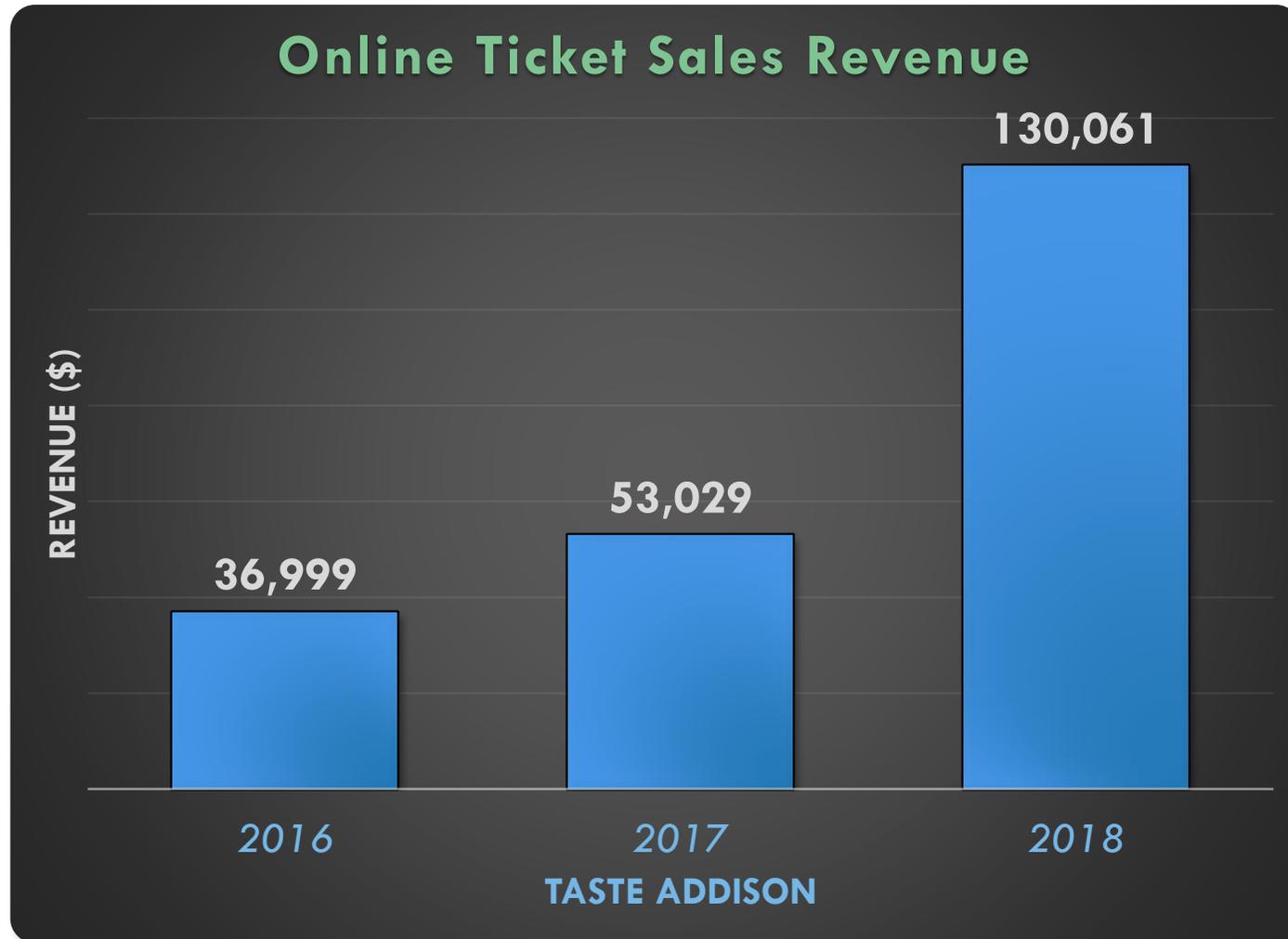


TICKET SALES REVENUE

Taste Addison 2018

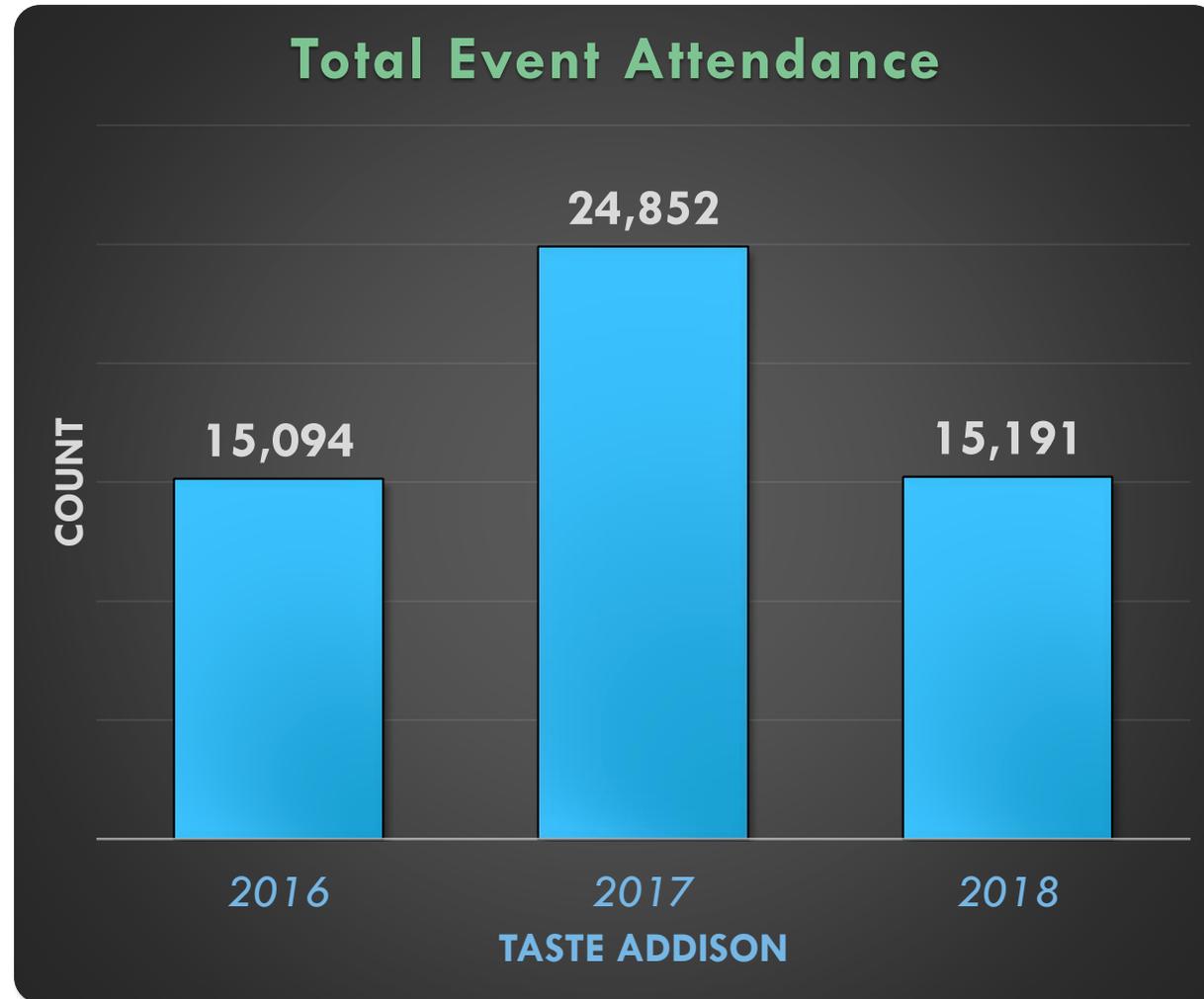


3-YEAR COMPARISON

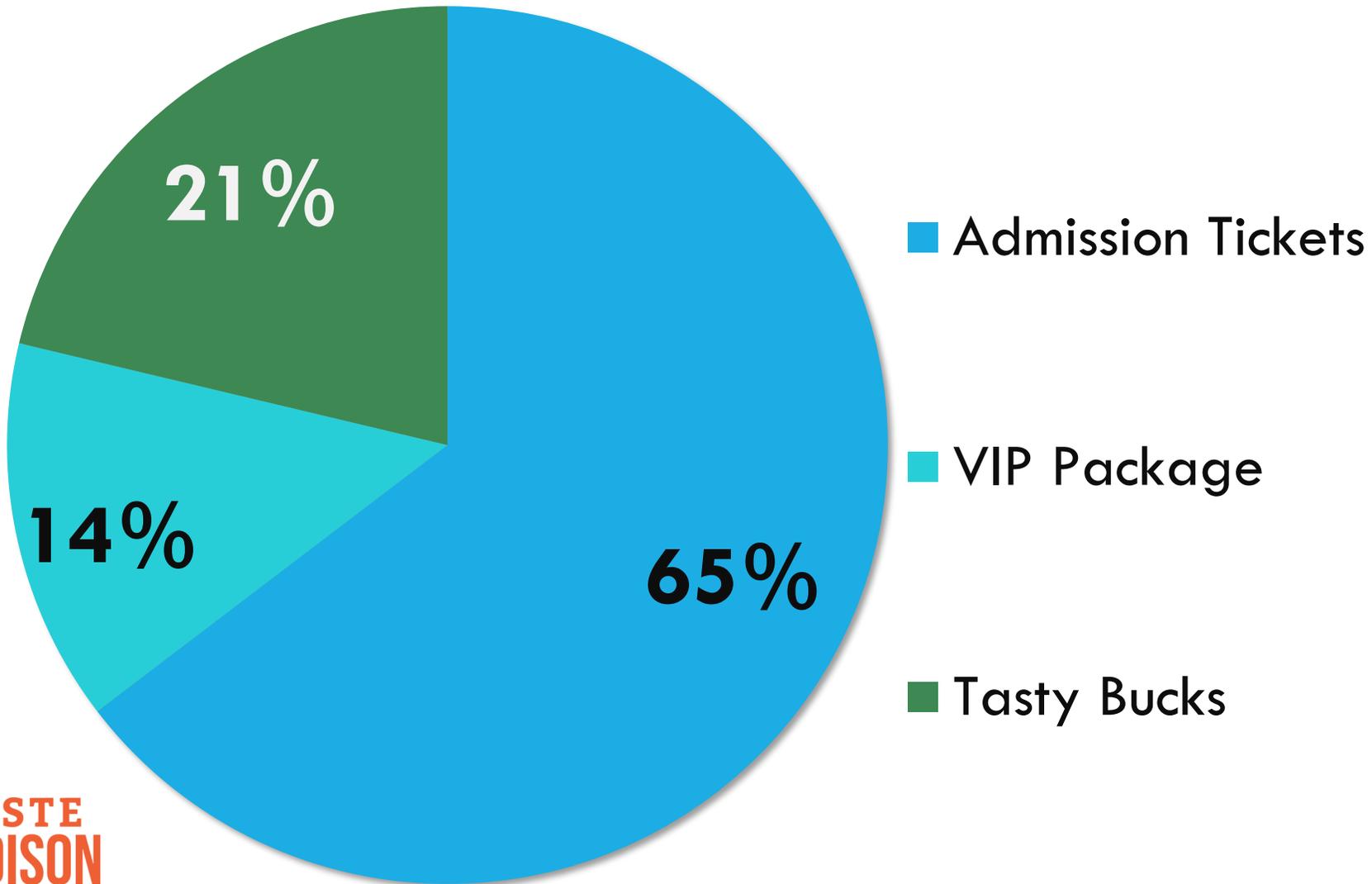




3-YEAR COMPARISON



PRESALES — PACKAGES & TICKETS



TOTAL PRESALES REVENUE





TOTAL ATTENDANCE

5,061

FRIDAY - TICKET SALES

ADMISSIONS

\$32,840



\$139,406

TOTAL REVENUE

TASTY BUCKS

\$106,566





TOTAL ATTENDANCE

8,585

SATURDAY - TICKET SALES

ADMISSIONS

\$67,100



\$253,909

TOTAL REVENUE

TASTY BUCKS

\$186,809





TOTAL ATTENDANCE

1,545

SUNDAY - TICKET SALES

ADMISSIONS

\$8,210



\$31,201

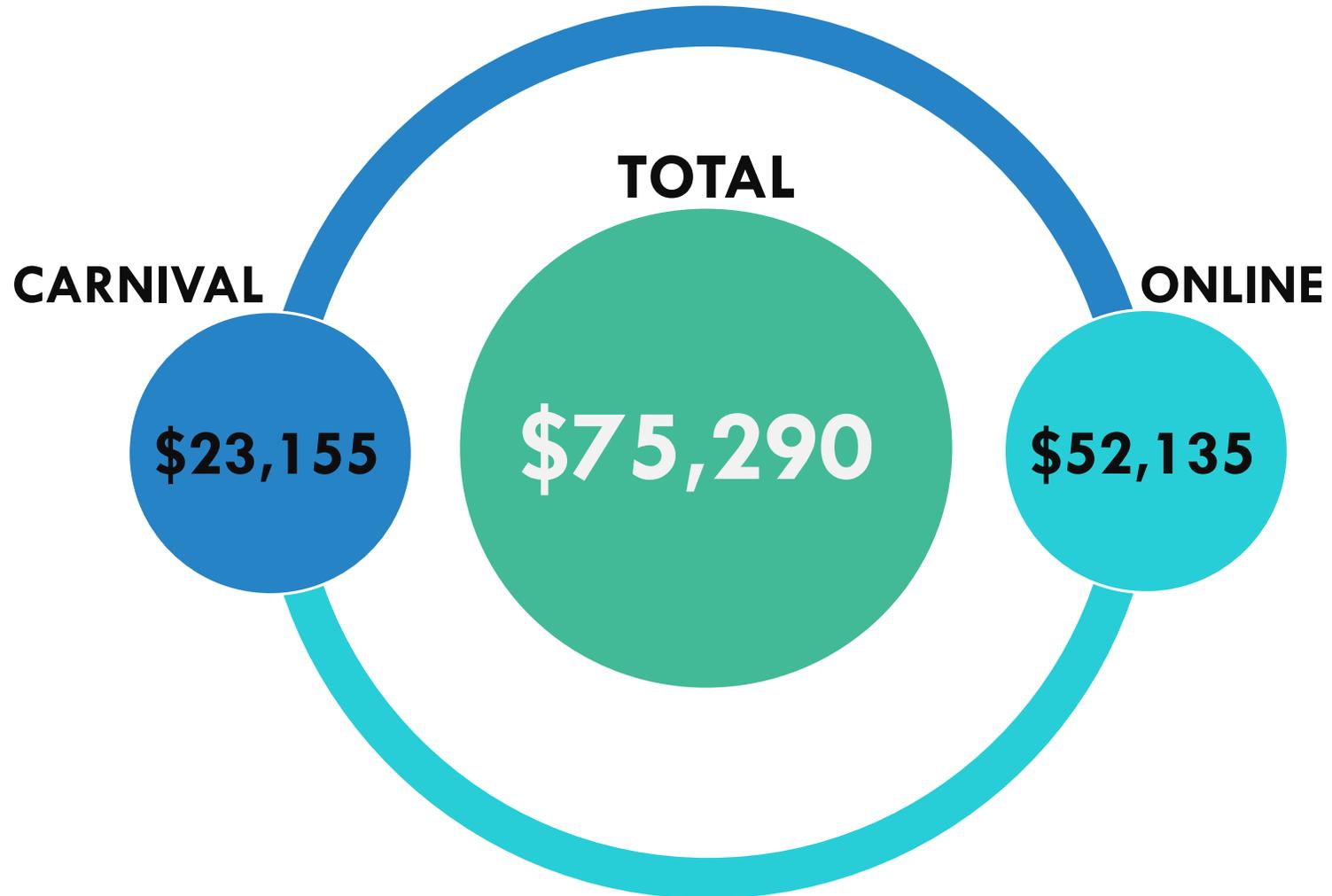
TOTAL REVENUE

TASTY BUCKS

\$22,991

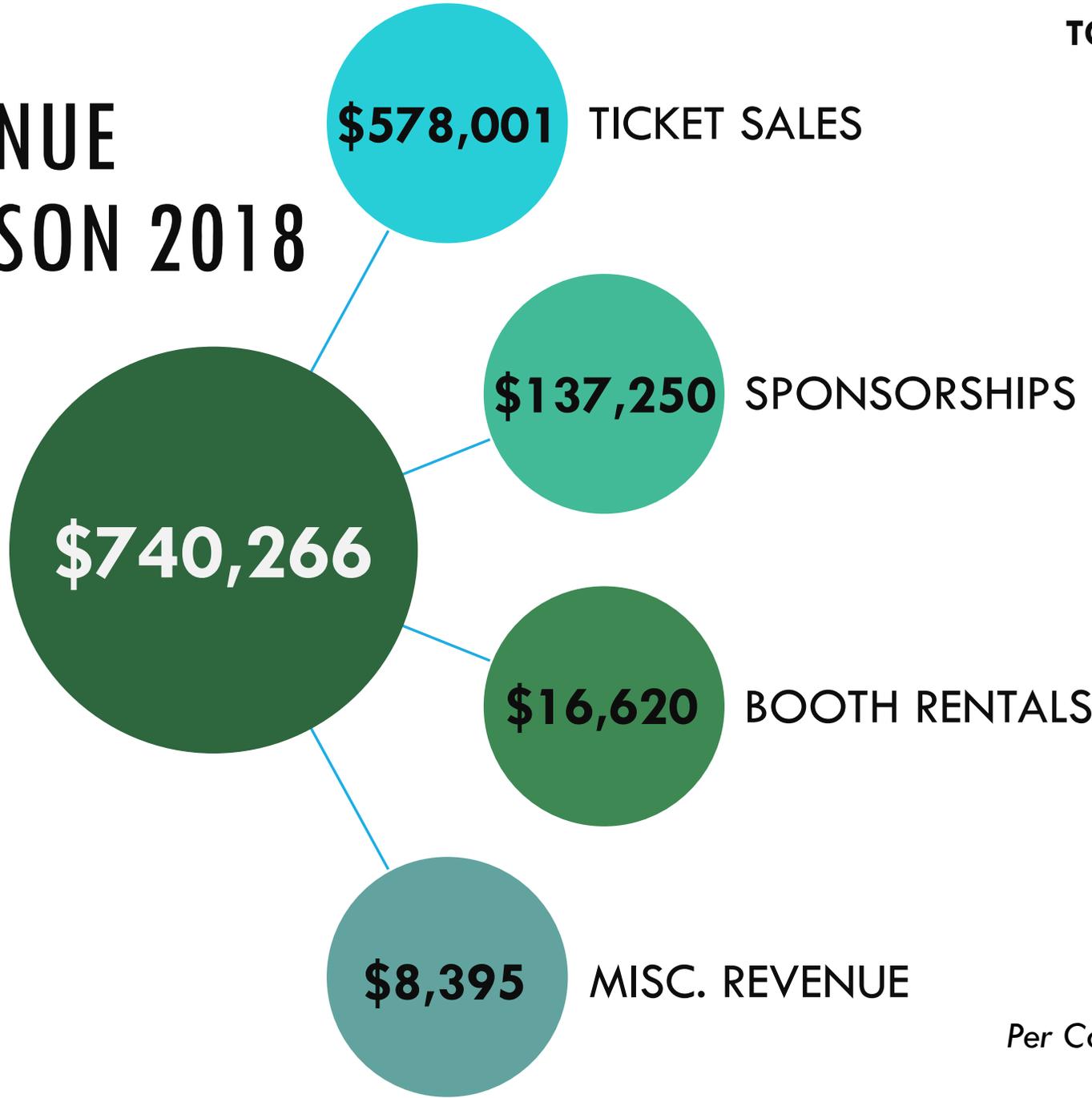


ADDITIONAL TICKET REVENUE





TOTAL REVENUE TASTE ADDISON 2018



TOTAL ATTENDANCE



Per Capita Spending ≈ \$38



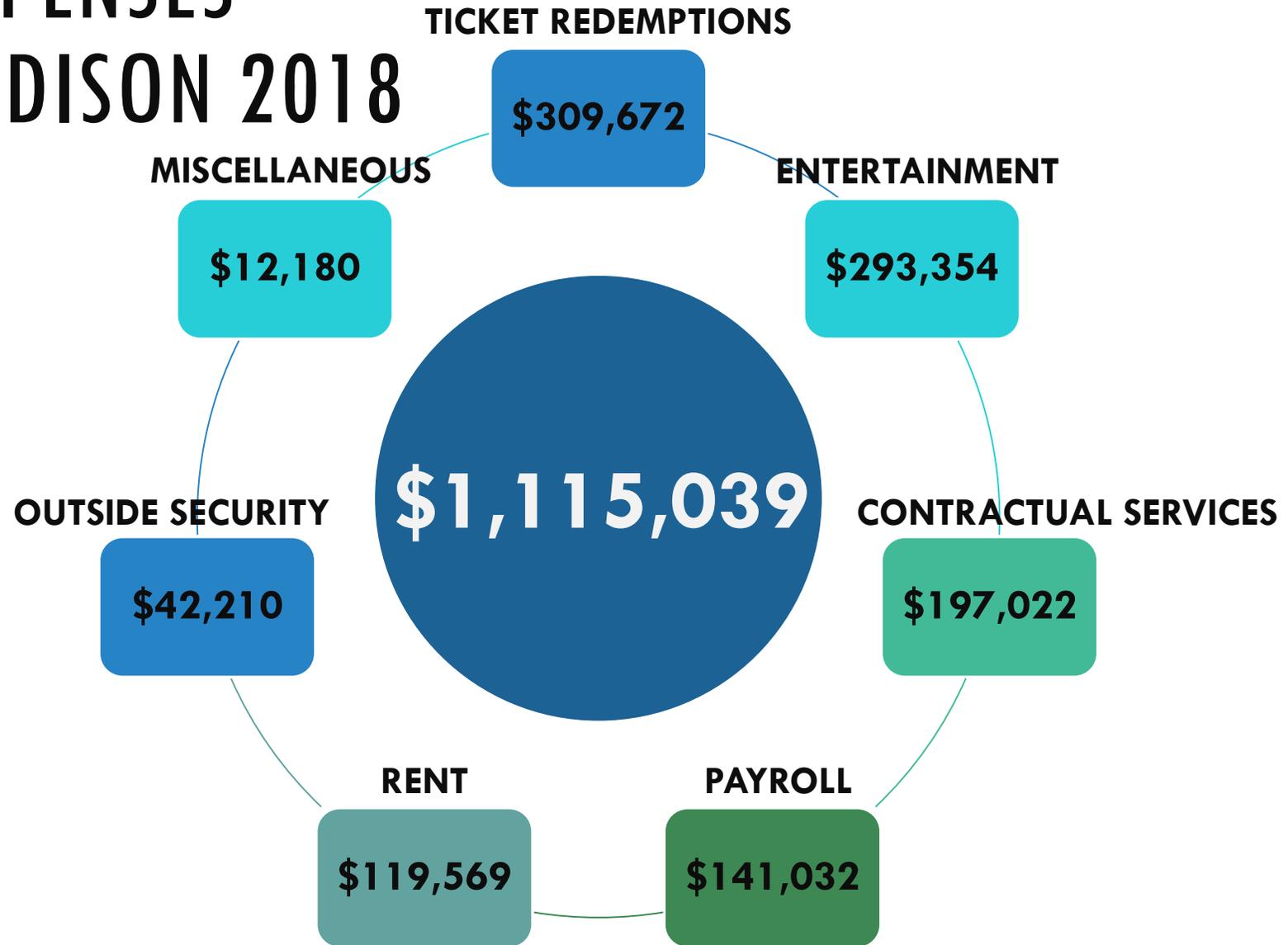


EXPENSES

Taste Addison 2018



TOTAL EXPENSES TASTE ADDISON 2018





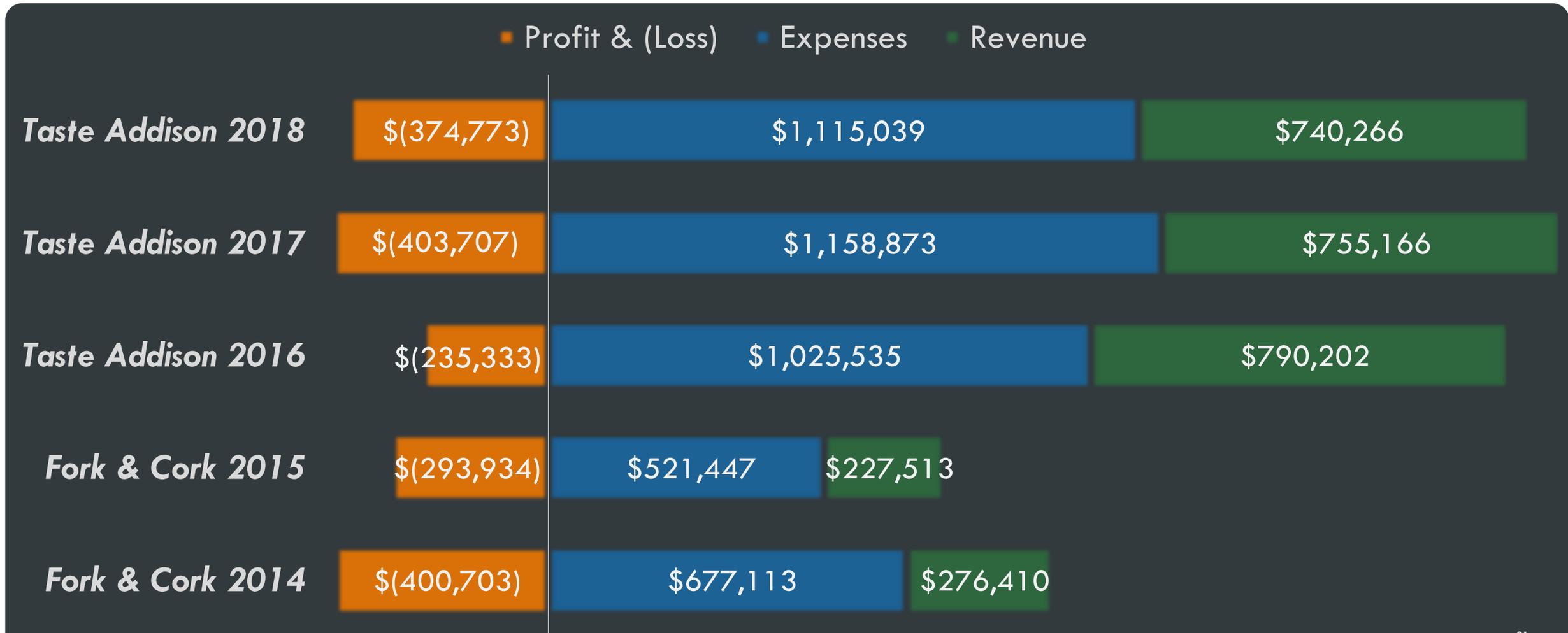
**Total
Revenue
\$740,266**

**Total
Expenses
\$1,115,039**

**Loss
\$(374,773)**



HISTORICAL DATA — PROJECT PROFITABILITY



THOUGHTS FOR NEXT YEAR



- Free admission on Sunday
- Offer more children's programming on Sunday
- Explore expanding the entertainment budget to bringing in a national acts
- Investigate coop opportunities to expand food-focused activities (Iron Chef Competition, etc.)



Questions / Comments