



OKTOBERFEST 2018

**Council Presentation
November 27th, 2018**



OKTOBERFEST 2018

CELEBRATE BAVARIA THIS SIDE OF MUNICH

ENHANCEMENT CHANGES

- **Corporate Night**
 - This new element, presented by sponsor Spectrum, offered businesses an opportunity to participate in the Thursday night festivities through a special promotion. Each participating business was provided a reserved table, steins and Tasty Bucks.
- **Draught Haus Biergarten Expansion**
 - A large outdoor screen was placed on the Conference Center lawn, with additional seating areas to expand the sports viewing experience. The area was well-utilized during the Sunday Cowboys game.
- **In-Event Online Tasty Buck Sales**
 - Attendees were able to bypass the Tasty Buck purchase lines by purchasing them via mobile phone and using designated lanes at each ticket booth for pick up.





PUBLIC RELATIONS & MEDIA

- Public Relations: 2.25M viewers - \$12,781,596 in PR value
- Sponsorship support: 10,288,329 gross impressions – value of \$4,732,442
- Paid Media: 3,782,193 impressions – paid \$35,000





OKTOBERFEST 2018

INCLEMENT WEATHER IMPACT

- Record Rain

- The highest 24 hour rain total since 1932 topped off the wettest September in history, leading to flooding in multiple areas of Addison Circle Park.

- Event Closures

- Concerns for public safety led to an early closure on Friday September 21 and full festival closure on Saturday September 22. Staff was able to provide safe access to the Saturday evening Chamberlain's Brau Haus event, and worked throughout the day to prepare other areas of the park for a Sunday opening.

- Extended Hours

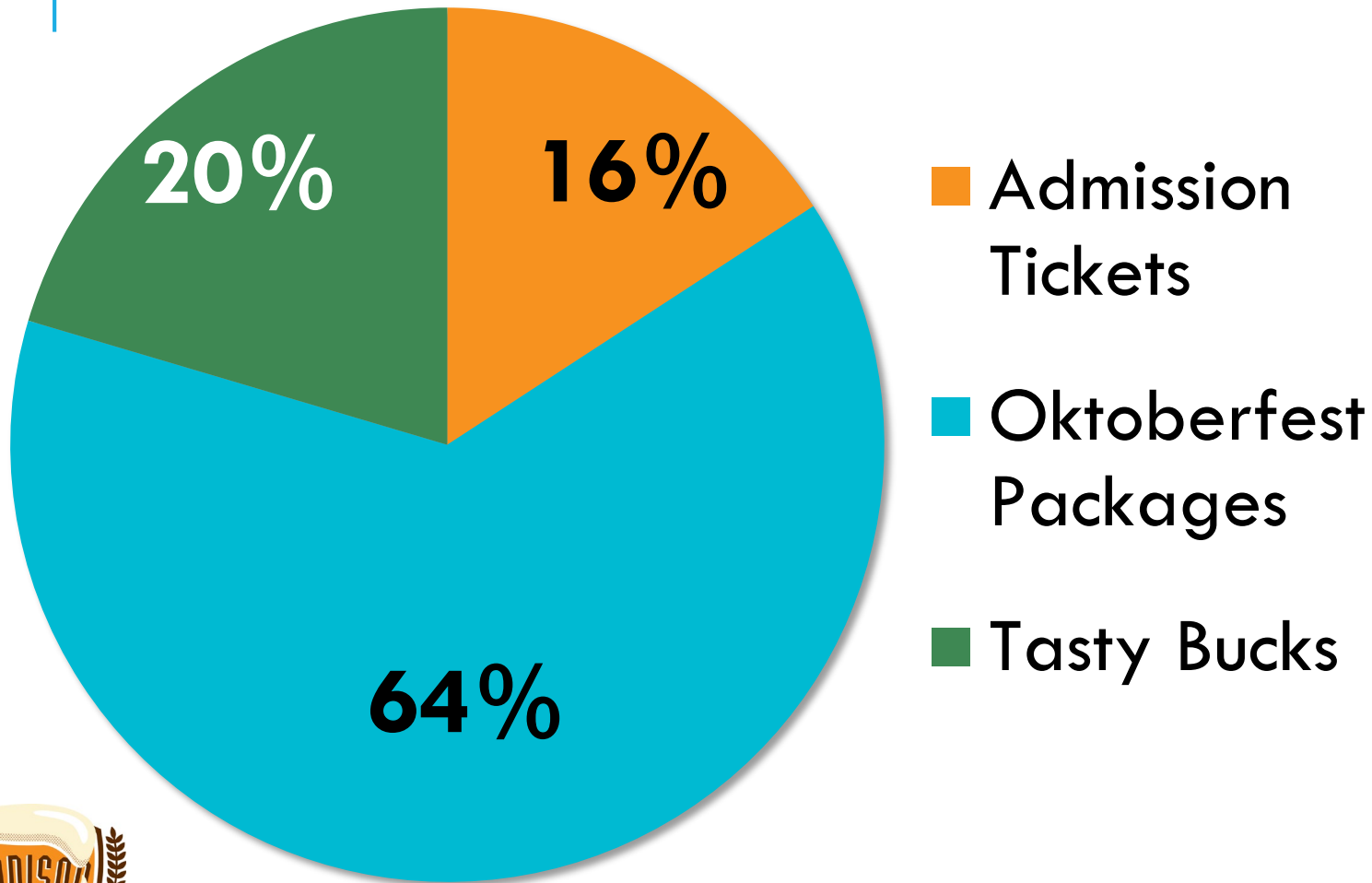
- The hours of operation on Sunday September 23 were extended, opening one hour early and continuing two hours beyond the scheduled time. Over 1,000 people entered the grounds during the early hour, with final Sunday attendance of 9,812 slightly exceeding the 2017 Sunday attendance of 9,354.



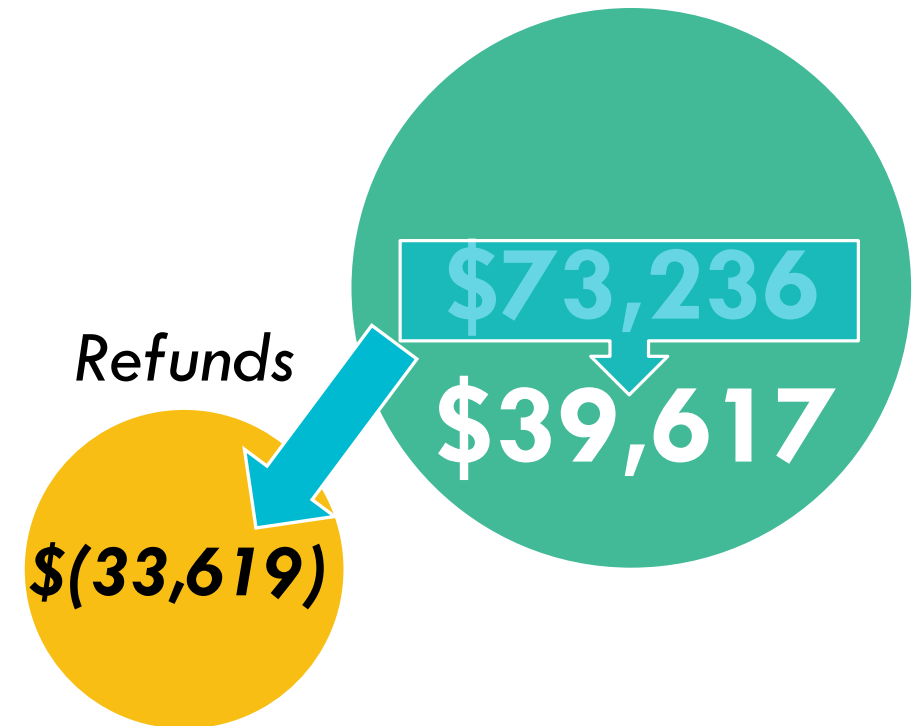




PRESALES — PACKAGES & TICKETS



TOTAL PRESALES REVENUE





TOTAL ATTENDANCE

5,554

THURSDAY - TICKET SALES (FREE ADMISSION)

ADMISSIONS

NONE

+



\$124,781

TOTAL REVENUE

TASTY BUCKS

\$124,781





TOTAL ATTENDANCE

2,278

FRIDAY - TICKET SALES

ADMISSIONS

\$9,200

+



TASTY BUCKS

\$56,866

\$66,066

TOTAL REVENUE





TOTAL ATTENDANCE

511

SATURDAY

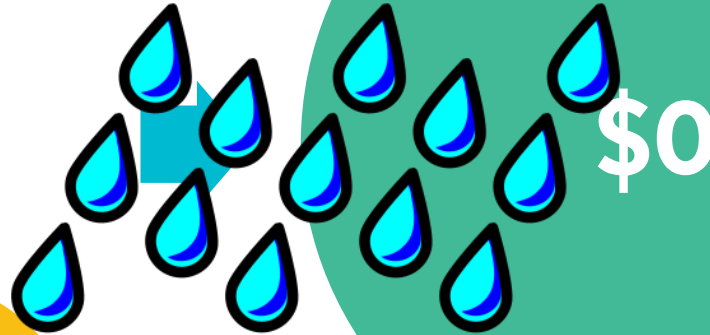
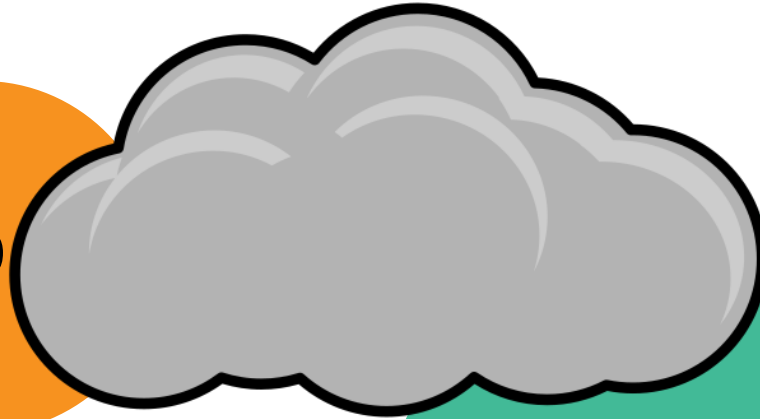
ADMISSIONS

\$0

+

TASTY BUCKS

\$0



\$0

TOTAL REVENUE

\$0





TOTAL ATTENDANCE

9,812

SUNDAY - TICKET SALES (FREE ADMISSION)

ADMISSIONS

NONE

+



\$176,790

TOTAL REVENUE

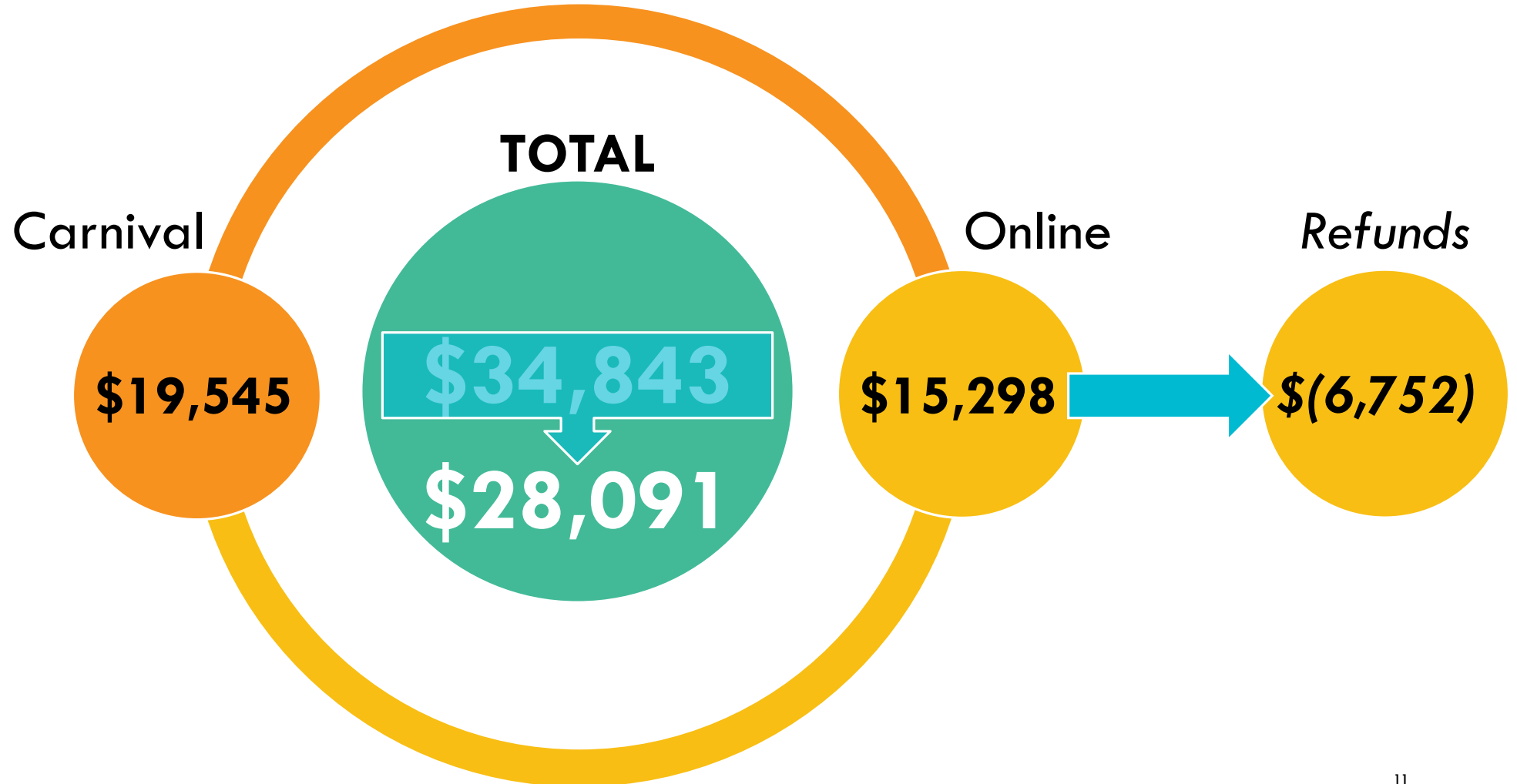
TASTY BUCKS

\$176,790





ADDITIONAL TICKET REVENUE





TOTAL ATTENDANCE



TOTAL REVENUE OKTOBERFEST 2018



Ticket Sales



Sponsorships



Booth Rentals



Miscellaneous

Per Capita Spending \$23.98



EXPENSES

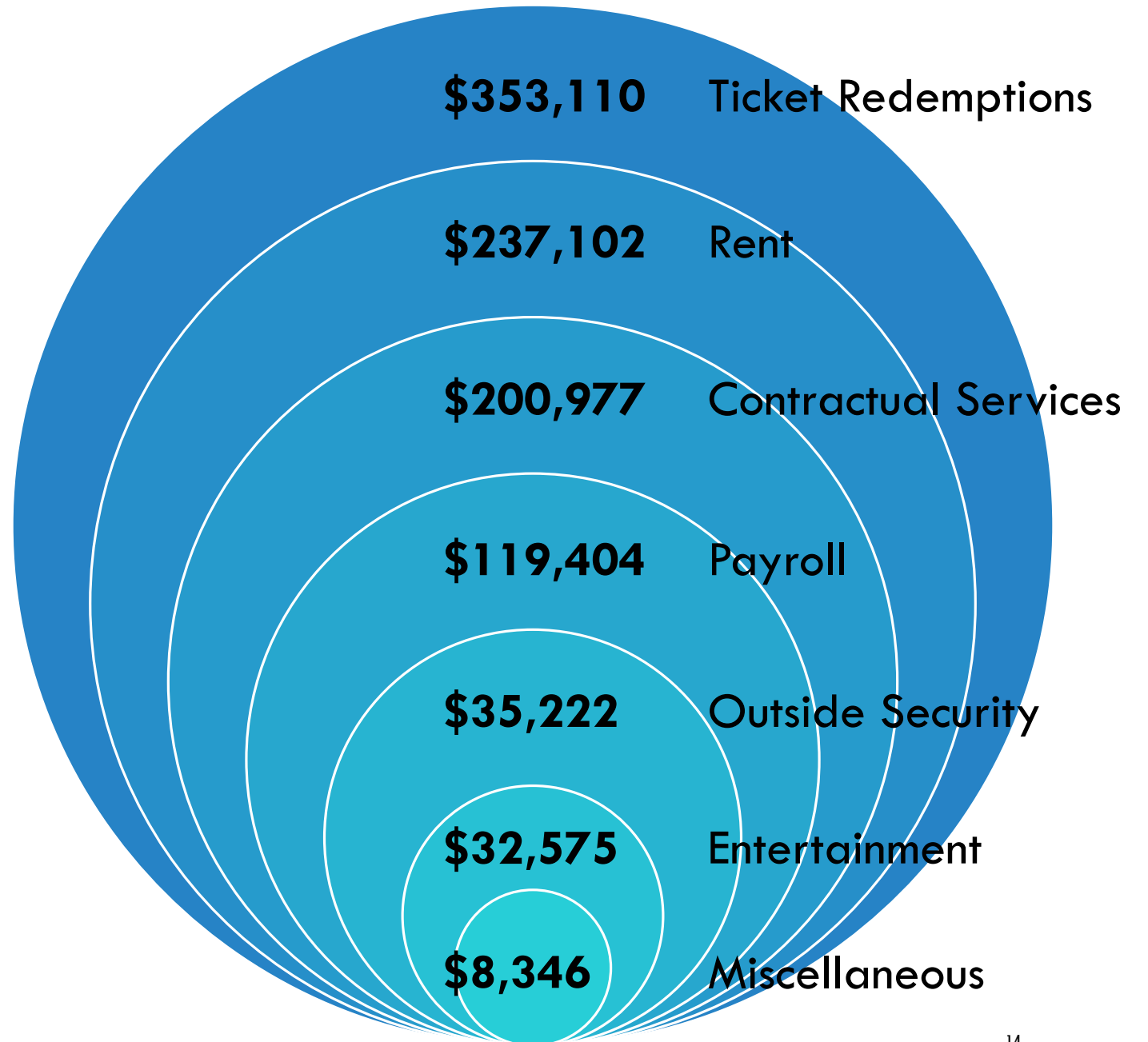
Oktoberfest 2018





TOTAL EXPENSES OKTOBERFEST 2018

\$986,736





**Total
Revenue
\$582,623**

**Total
Expenses
\$986,736**

**Loss
\$(404,113)**

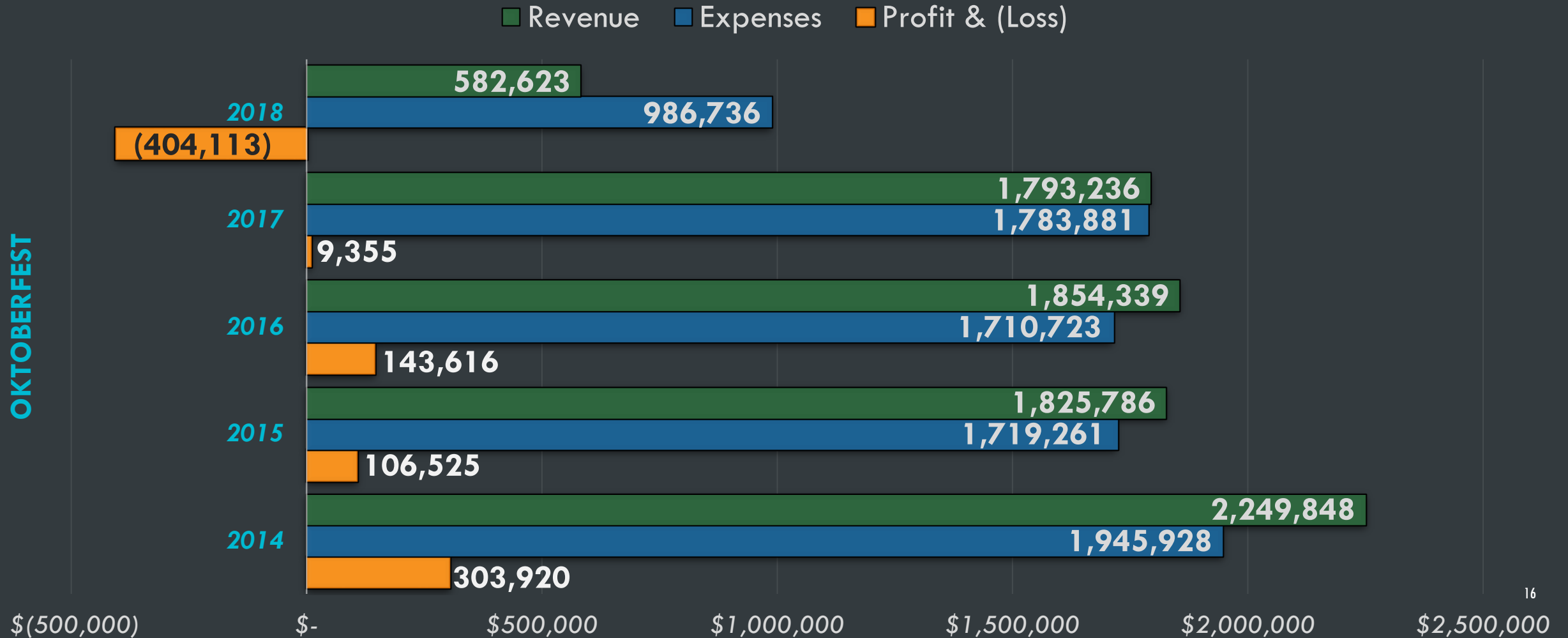


As of 11/2/18



HISTORICAL DATA

OKTOBERFEST





THOUGHTS FOR NEXT YEAR

- **Changes to Tasty Bucks**

- Identify a more customer-friendly sales system to reduce wait times and enhance the overall experience.

- **Severe Weather Preparation**

- Work with other departments to identify ways to better prepare the venue and staff for extreme weather events, such as higher capacity pumps, drainage adjustments and changes to the way the site is used.

- **Event Cancellation Insurance**

- Obtain quotes on an event cancellation insurance policy that would cover lost revenues in the event of weather-related closure.





Questions / Comments

