

TASTE ADDISON 2019

Council Presentation
August 27, 2019

ADDISON



TASTE ADDISON 2019

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



NEW FOR 2019

- New dates, times and admission fees – Moved to the weekend after Memorial Day, adjusted times to hit the lunch crowd, reduced adult admission and added child ticket.
- Transition from Tasty Bucks to point of sale purchase, reducing lines and providing restaurants with quicker access to funds.
- Expanded and enhanced entertainment lineup on 3 stages.
- Enhanced specialty areas for children and 21+ adults.



ADVERTISING (PAID MEDIA)

Outlet	Cost	Impressions
Digital	\$40,000	1,268,750
Outdoor	\$10,000	3,399,004
Radio	\$10,000	2,754,900
Television	\$11,794	2,441,000
CAMPAIGN TOTAL	\$71,794	9,863,654



ADVERTISING (IN-KIND SPONSOR MEDIA)

Outlet	Value	Impressions
Dallas Morning News	\$13,000	1,037,239
DART	\$19,466	1,220,475
DO 214	\$4,333	66,907
iHeart Radio	\$167,225	1,949,400
Spectrum Reach TV	\$30,000	2,363,851
CBS DFW	\$49,170	5,490,000
IN-KIND TOTAL	\$283,194	12,127,872



PUBLIC RELATIONS (EARNED MEDIA)

Media	Outlets	Viewers/ Readers	Run Time	Ad Value	PR Value
Broadcast	29	1,870,457	48:38	\$64,947	\$194,842
Print	9	2,197,112	N/A	\$22,575	\$67,726
Online	124	2,694,825,673	N/A	\$72,350	\$197,550
Total	162	2,698,893,242	48:38	\$159,873	\$460,118



HOTEL ROOM NIGHTS



- 13 Addison hotels offered special rates. Packages included:
 - 2 adult and 2 child admission tickets
 - 4 Taste Bite vouchers
 - 1 branded canvas bag
- Total Packages Sold: 111 (10% increase)
- Total Room Nights Booked: 155 (5% increase)



INCLEMENT WEATHER IMPACT

- Unexpected Storms
 - Rain, lightning and high winds cause a temporary pause in event operations Saturday, June 1, from approximately 5:30pm to 8pm. All attendees and vendors were asked to shelter onsite.
- Event Impact
 - Flooding under the Main Stage cut power, however the headlining band played a short acoustic set. The Bowl Stage closed due to flooding; most other areas resumed operations.
 - Regular communications were sent out via social media.
 - Saturday attendance and sales were impacted by the storms.



REVENUE

Taste Addison 2019



PRESALES REVENUE : ONLINE



Packages



Tickets



EVENT SALES REVENUE



ADDITIONAL REVENUE



Sponsorships
\$136,650



Booth Rentals
\$14,000



Miscellaneous
\$1,996



INVOICE REVENUE



20% of Net Sales

Cash & Credit Card Sales
 \$262,403
 - Tips
 (\$9,066)
 = Net Sales
 \$253,337
 x 20%
\$50,667



Tasty Buck Refunds

Tasty Bucks Count
 2,227
 x 80%
(\$1,782)



Voucher Refunds

Taste Bites Count
 2,902
 x \$3.00
(\$8,706)
 VIP Beverage Count
 1,965
 x \$3.75
(\$7,369)



Additional

POS Units
 \$1,200
 Electricity
 \$3,175
 Rentals
 \$140
 Misc. Credits
 (\$197)
\$4,318

Total \$37,128





TOTAL REVENUE TASTE ADDISON 2019



Event Sales & Presales



Sponsorships



Booth Rentals



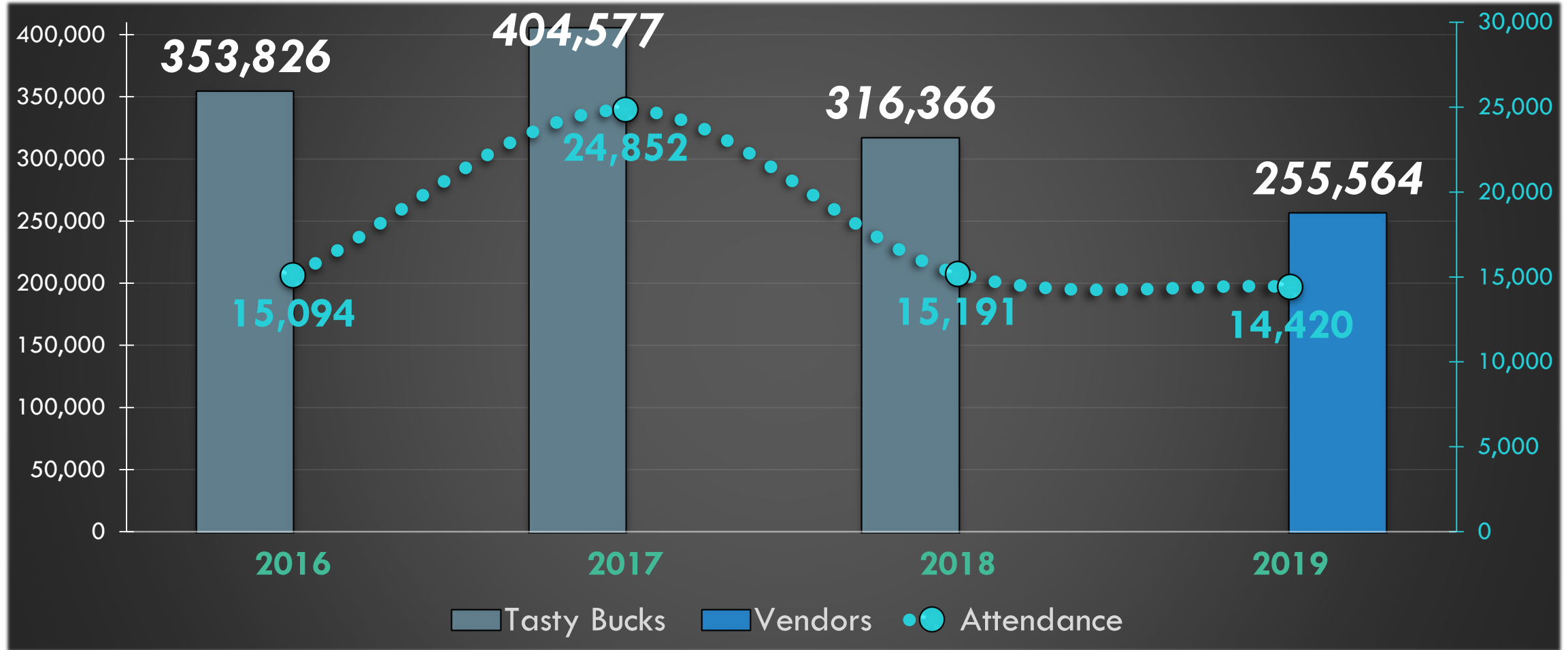
Misc. Revenue



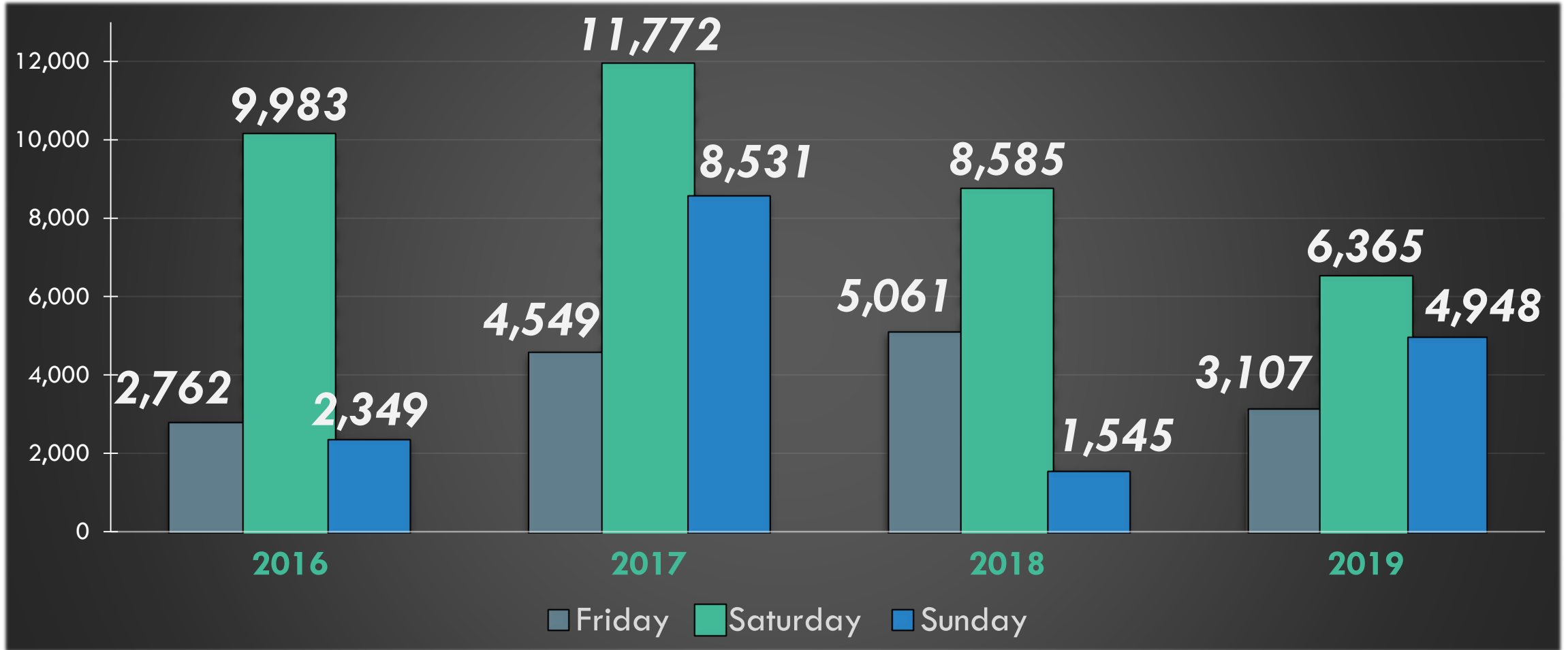
Invoice Revenue



FOOD/BEVERAGE SALES : 4-YEAR COMPARISON



ATTENDANCE-BY-DAY : 4-YEAR COMPARISON



JOSH
ABBOTT
BAND

EXPENSES

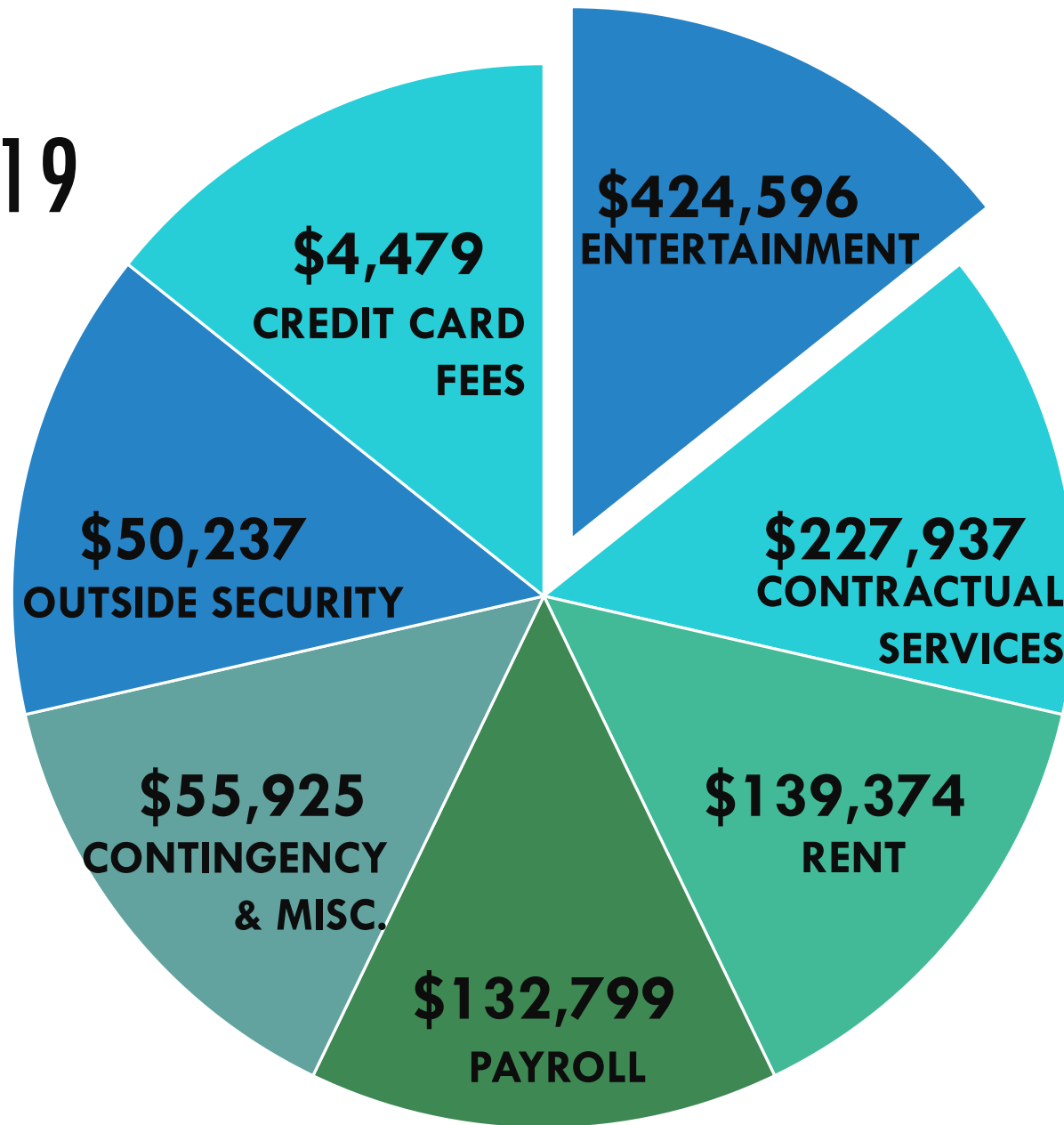
Taste Addison 2019





TOTAL EXPENSES TASTE ADDISON 2019

\$1,035,347





**Total
Revenue
\$381,391**

**Total
Expenses
\$1,035,347**

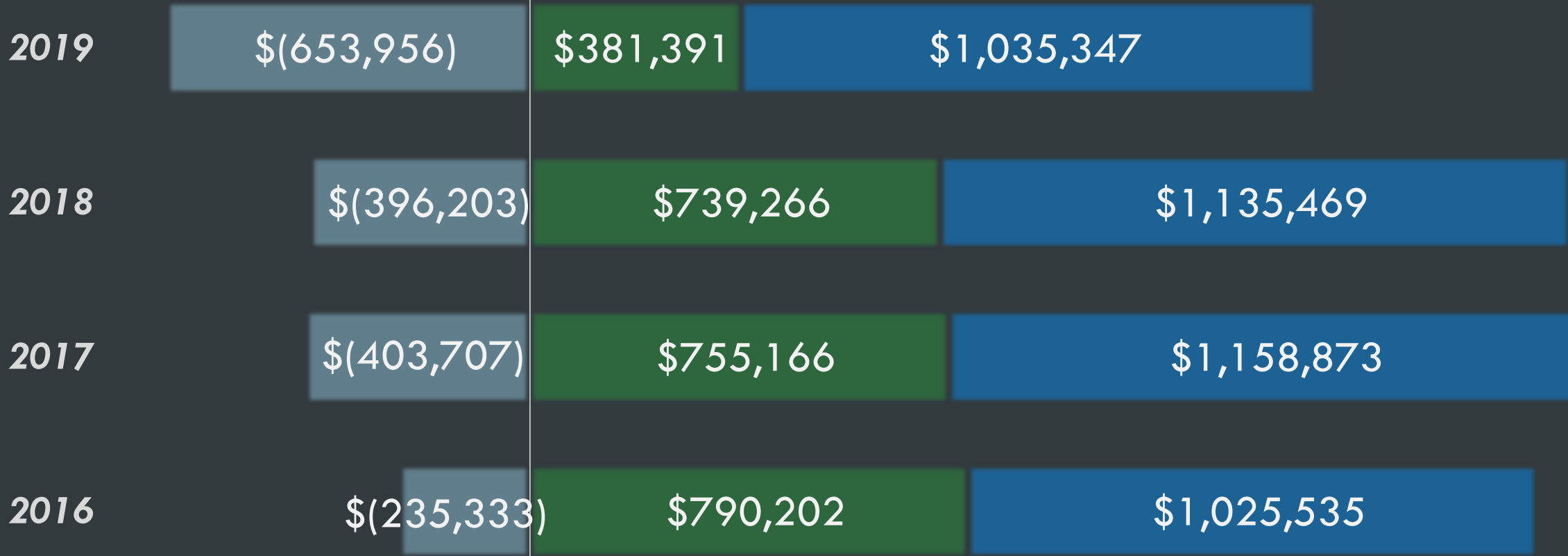
**Loss
\$(653,956)**



PROFIT OR (LOSS) : 4-YEAR COMPARISON

Taste Addison

■ Profit & (Loss) ■ Revenue ■ Expenses



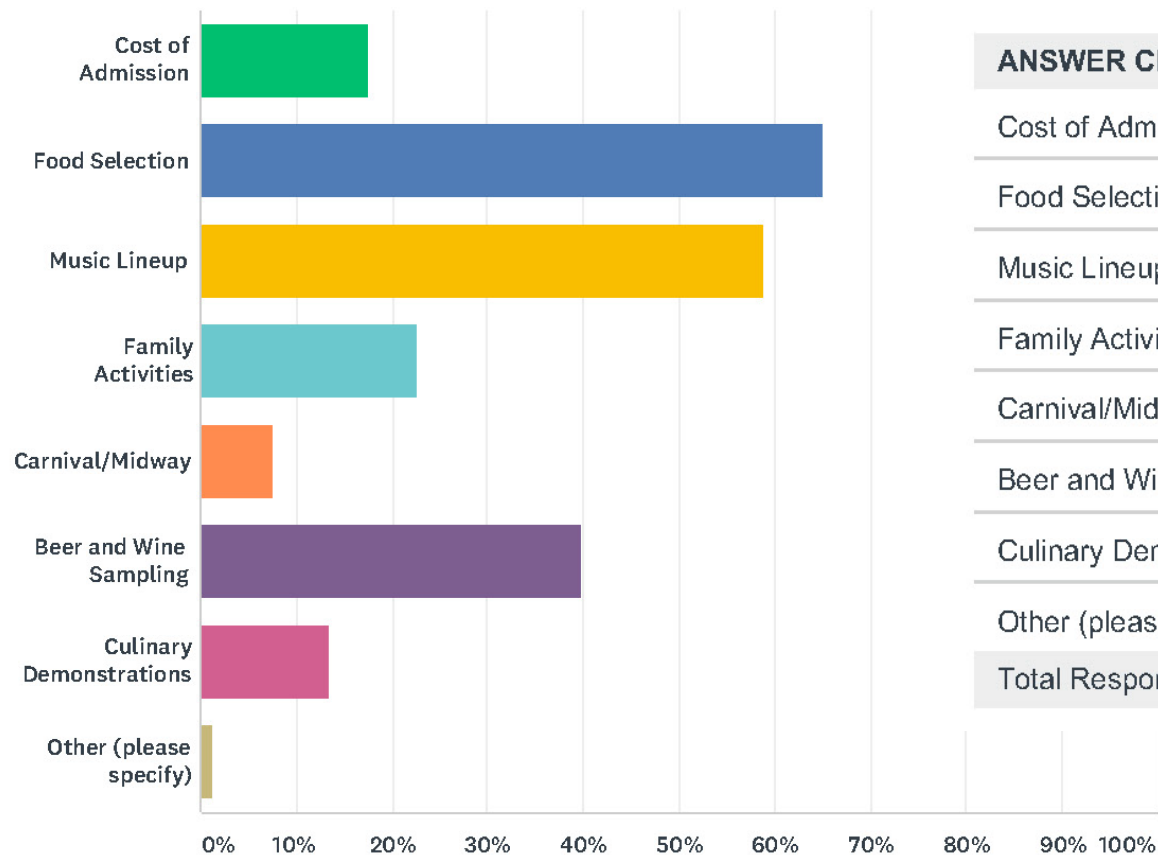


ATTENDEE FEEDBACK



Q8 What attracted you to Taste Addison? (select all that apply)

Answered: 406 Skipped: 1



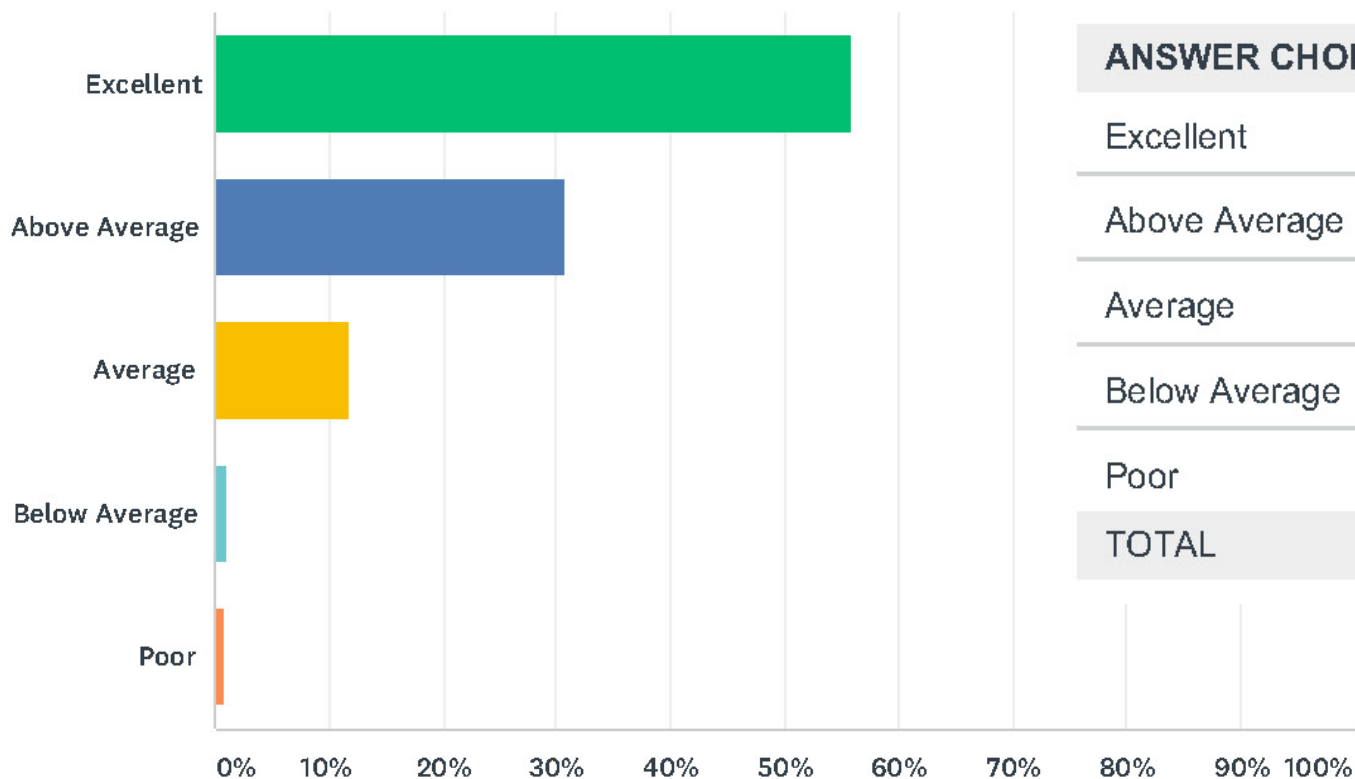
ANSWER CHOICES	RESPONSES
Cost of Admission	17.49%
Food Selection	65.02%
Music Lineup	58.87%
Family Activities	22.66%
Carnival/Midway	7.64%
Beer and Wine Sampling	39.66%
Culinary Demonstrations	13.30%
Other (please specify)	1.23%
Total Respondents: 406	

ATTENDEE FEEDBACK



Q9 How would you rate your overall event experience?

Answered: 403 Skipped: 4



ANSWER CHOICES	RESPONSES
Excellent	55.83%
Above Average	30.77%
Average	11.66%
Below Average	0.99%
Poor	0.74%
TOTAL	



THOUGHTS FOR NEXT YEAR



- Continue with the weekend after *Memorial Day*; review hours of operation to maximize value for restaurants and attendees.
- Maintain a dual focus on high-level music entertainment and quality culinary experiences.
- Focus on unique and interactive experiences throughout the venue geared toward various demographic groups.
- Redesign ellipse layout to better use event space.



Questions / Comments