

KABOOM TOWN 2019

Council Presentation
August 27, 2019

ADDISON



ADDISON KABOOM TOWN! 2019

A TOWN-WIDE CELEBRATION THAT BRINGS VISITORS TO HOTELS & RESTAURANTS

NEW FOR 2019

- Enhanced fireworks display with 7% more product.
- New elements in Addison Airport Air Show.
- New Main Stage entertainment.
- Brought food vendor selection and management in-house and implemented point-of-sale system.
- Provided food vendors to areas immediately outside of the park.





ADVERTISING (PAID & IN-KIND MEDIA)

Outlet	Cost/ Value	Gross Impressions
Digital (paid)	\$4,905	2,393,555
Dallas Morning News	\$8,500	643,482
DO 214	\$4,333	62,213
Spectrum Reach TV	\$24,000	1,882,426
iHeart Radio	\$115,250	1,256,400
IN-KIND TOTAL	\$152,083	3,844,521





HOTEL ROOM NIGHTS

- 15 Addison hotels offered special rates. Packages included:
 - Guaranteed admission for up to 6 people
 - 1 branded blanket
- Total Packages Sold: 717 (22% increase)
- Total Room Nights Booked: 735 (11% increase)

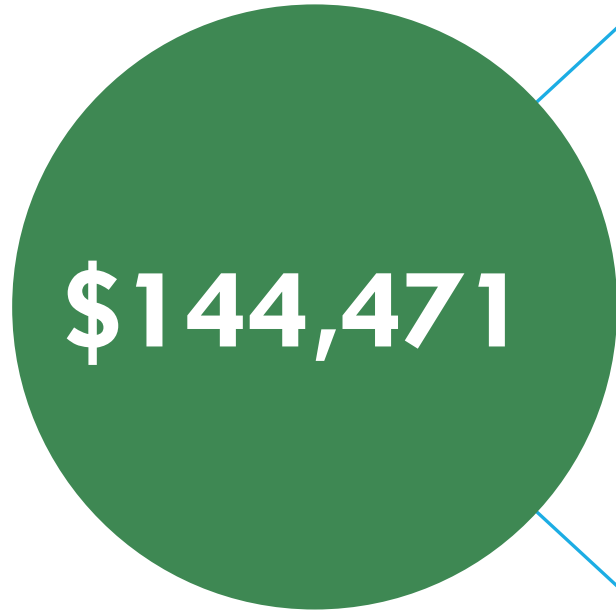


A night scene of a fireworks display over a festival stage with a large crowd. The fireworks are in shades of purple, blue, and white, exploding in the dark sky. Below them, a stage is illuminated with blue and purple lights, and a large crowd of people is visible in the foreground.

REVENUE, EXPENDITURES, AND ATTENDANCE

Kaboom Town 2019

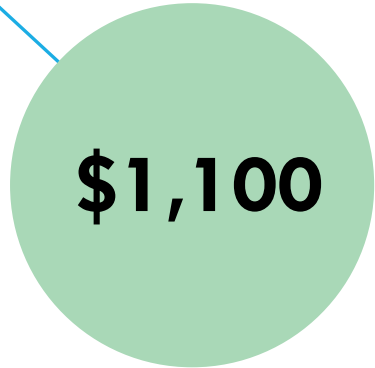
TOTAL REVENUE : KABOOM TOWN 2019



Sponsorships



Invoice Revenue



Misc. Revenue



INVOICE REVENUE : BREAKDOWN



25% of Net Sales

Cash & Credit Card Sales
 \$219,061
 - Tips
 (\$3,993)
 = Net Sales
 \$215,068
 x 25%
\$53,767



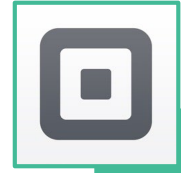
Tasty Buck Refunds

Tasty Bucks Count
 721
 x 75%
(\$541)



Voucher Refunds

Coca-Cola Count
 68
 x \$3.00
(\$204)



Additional

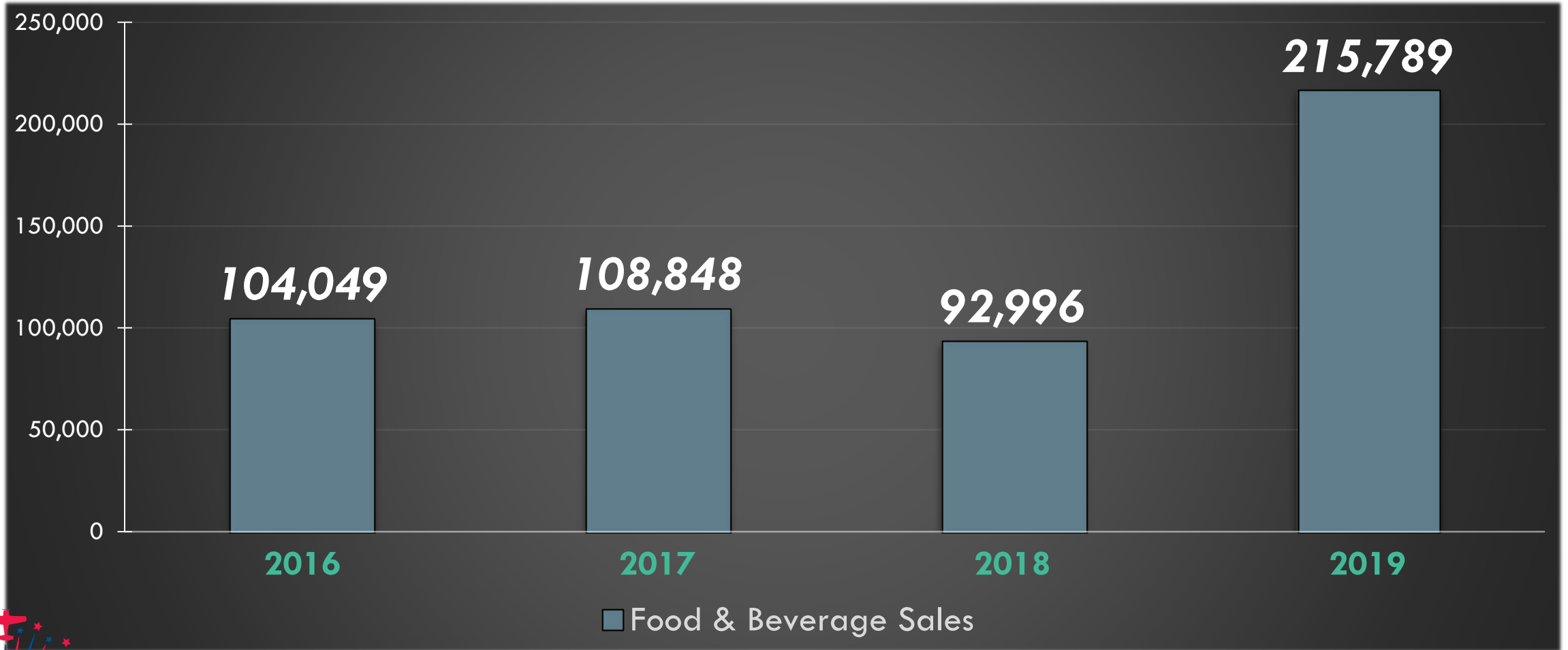
POS Units
 \$300
\$300

Total \$53,322



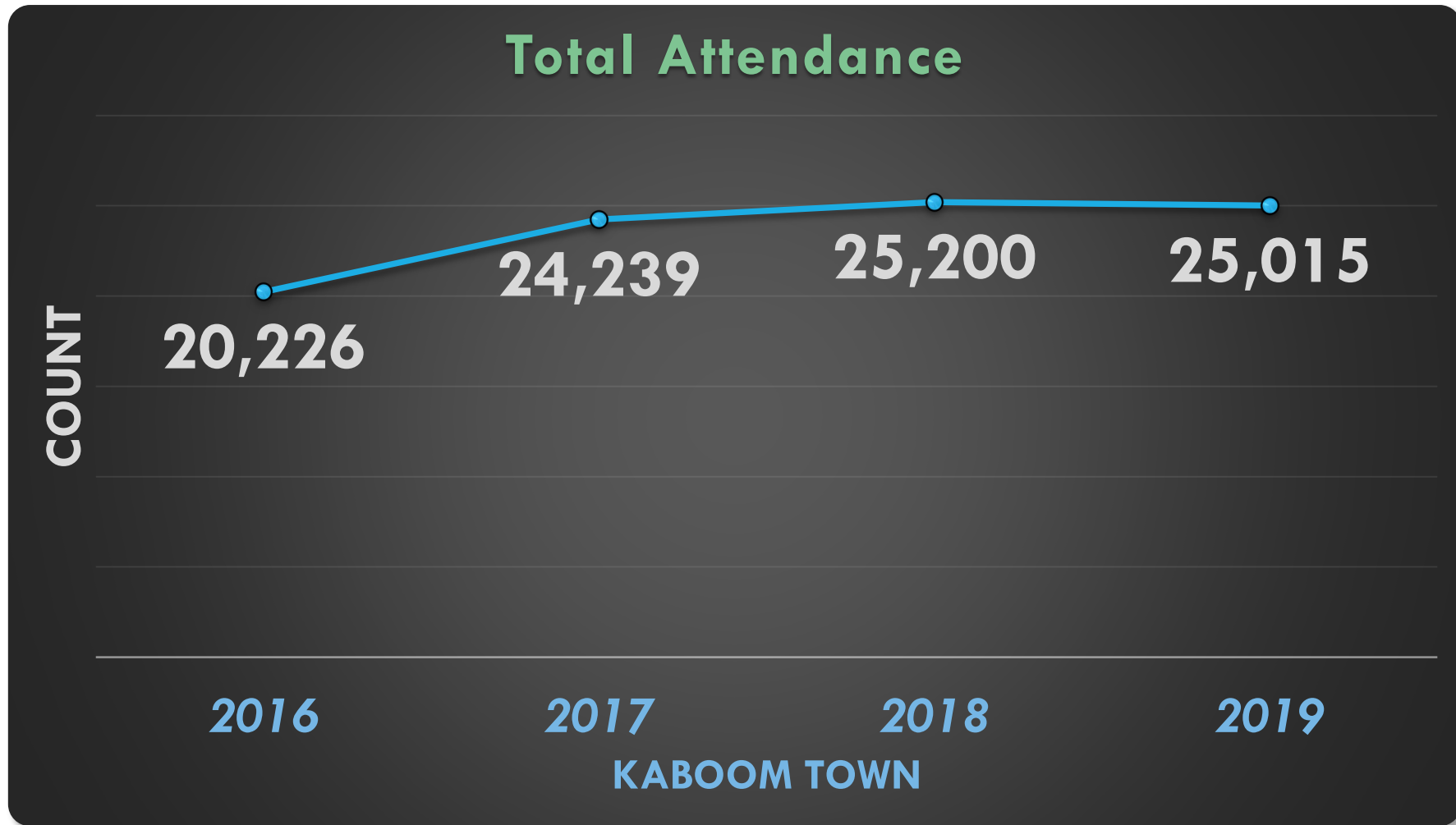


FOOD/BEVERAGE SALES : 4-YEAR COMPARISON



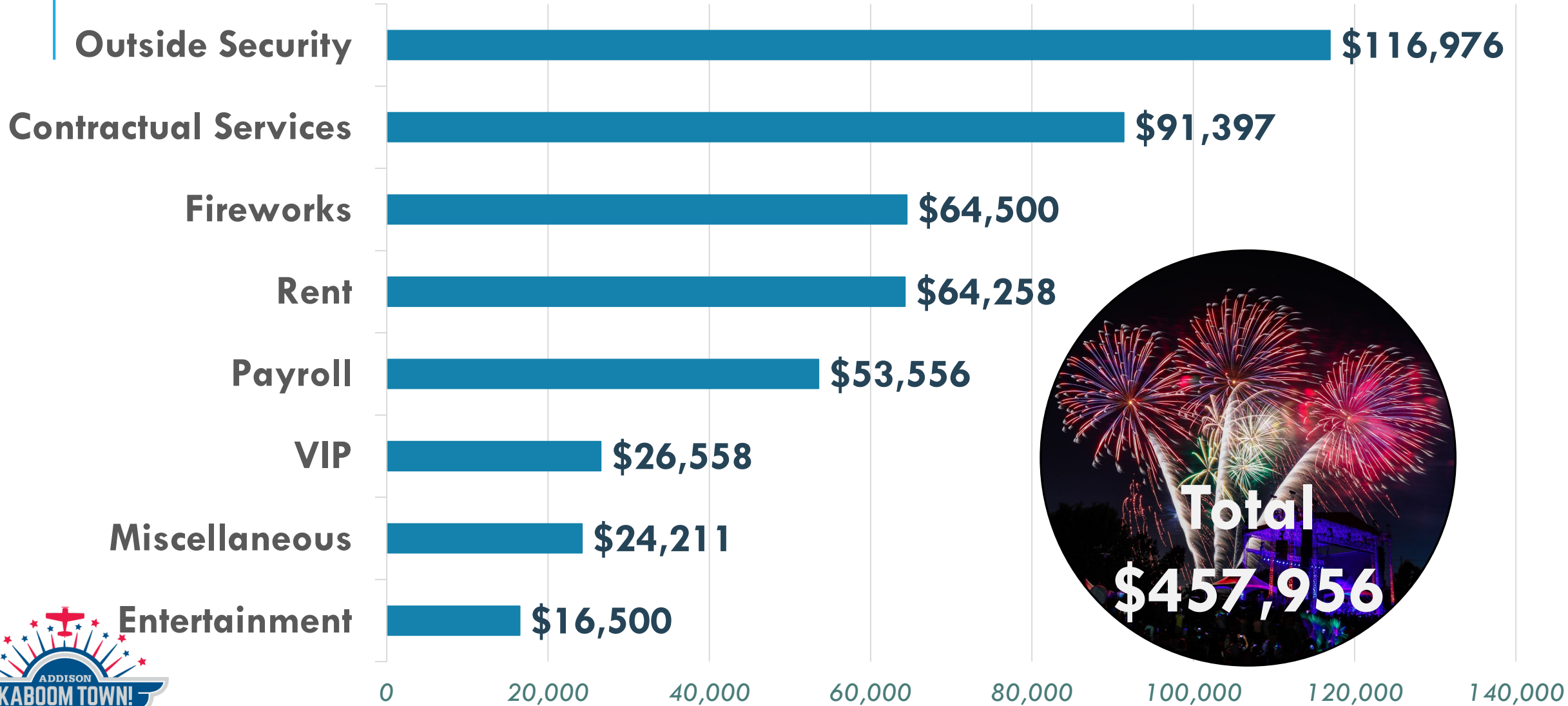


ATTENDANCE : 4-YEAR COMPARISON





TOTAL EXPENSES : KABOOM TOWN 2019





**Total
Revenue
\$144,471**

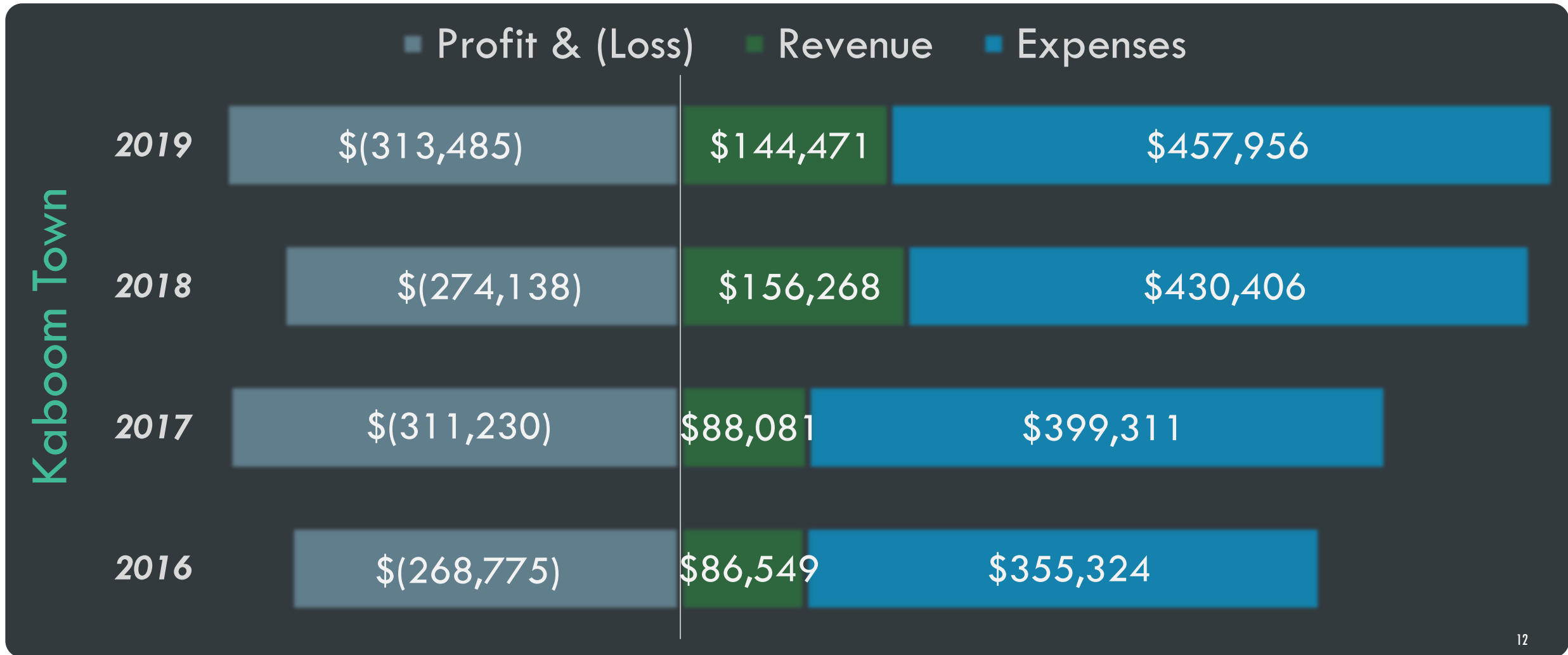
**Total
Expenses
\$457,956**

**Loss
\$(313,485)**



As of 8/13/19

PROFIT OR (LOSS) : 4-YEAR COMPARISON

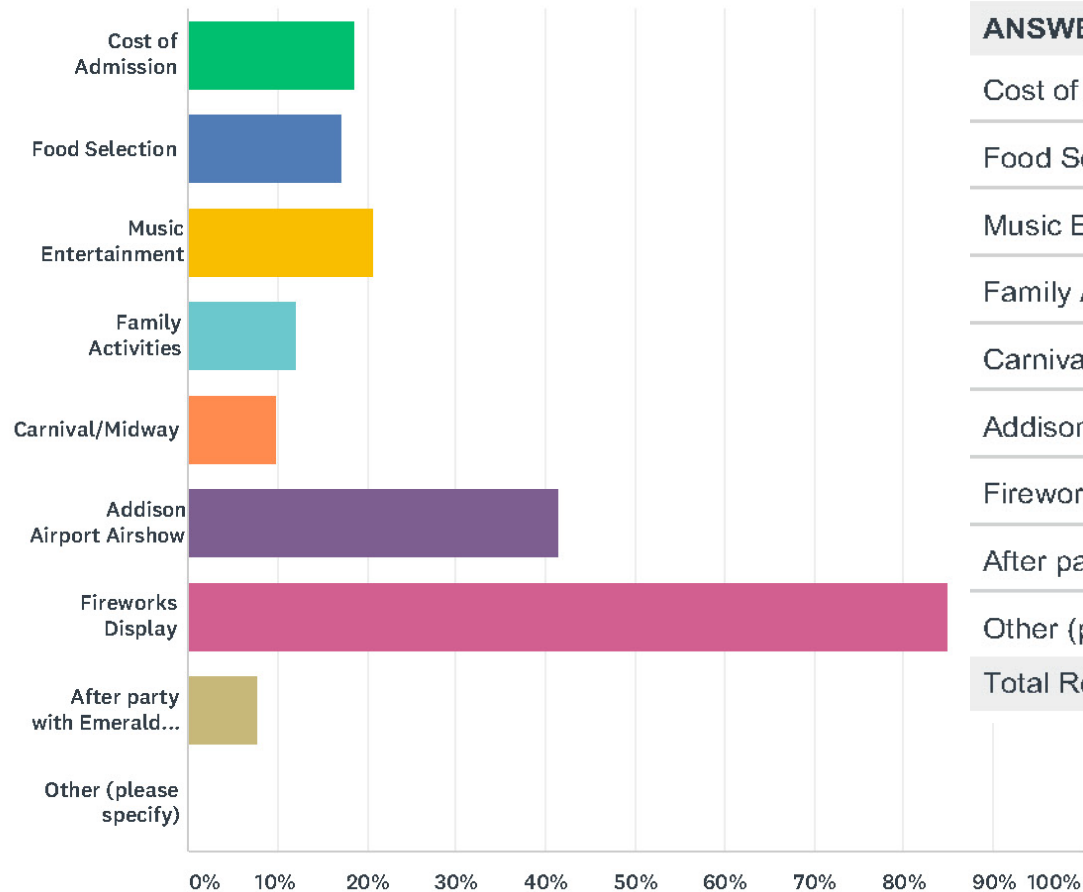




ATTENDEE FEEDBACK

Q8 What attracted you to this festival? (select all that apply)

Answered: 246 Skipped: 1



ANSWER CHOICES	RESPONSES
Cost of Admission	18.70%
Food Selection	17.07%
Music Entertainment	20.73%
Family Activities	12.20%
Carnival/Midway	9.76%
Addison Airport Airshow	41.46%
Fireworks Display	84.96%
After party with Emerald City Band	7.72%
Other (please specify)	0.00%
Total Respondents: 246	

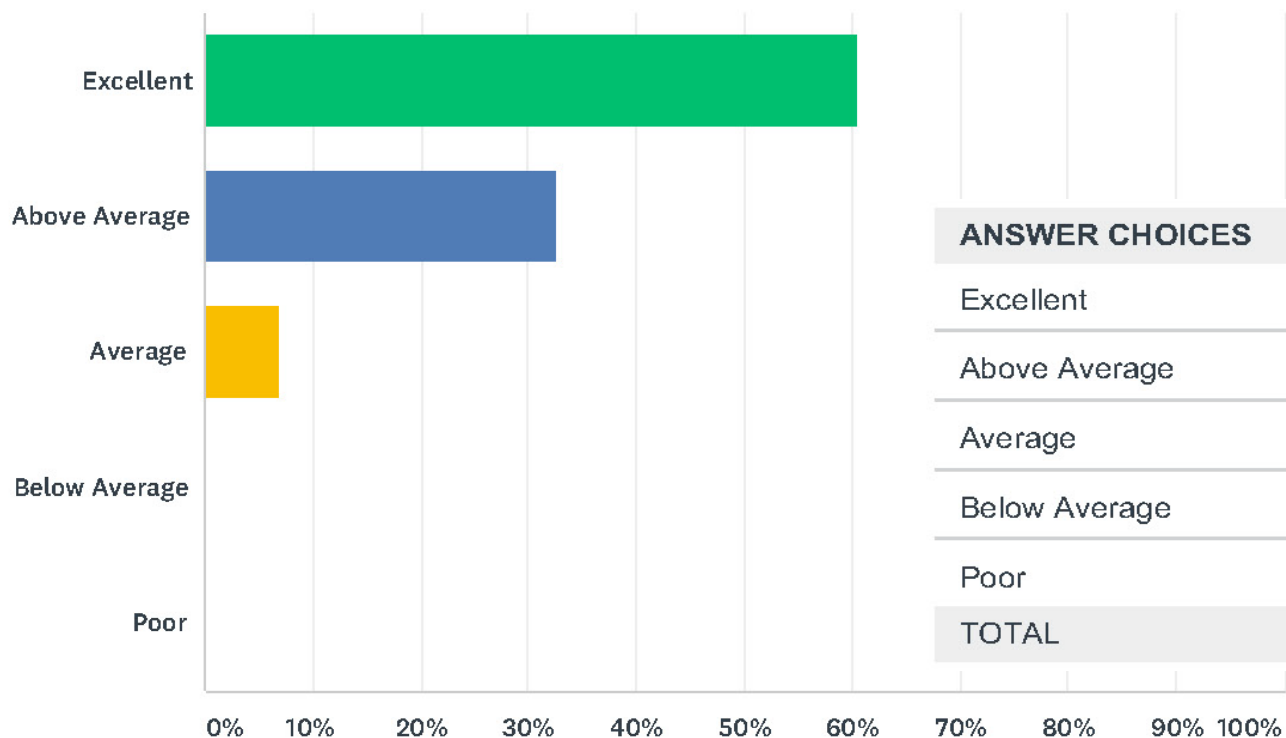




ATTENDEE FEEDBACK

Q9 How would you rate your overall event experience?

Answered: 245 Skipped: 2



ANSWER CHOICES	RESPONSES
Excellent	60.41%
Above Average	32.65%
Average	6.94%
Below Average	0.00%
Poor	0.00%
TOTAL	



THOUGHTS FOR NEXT YEAR

- Work with Airport to identify new potential features for air show.
- Seek to further enhance the fireworks display.
- Review transportation plan for potential updates (biking, rideshare, etc.)





Questions / Comments

