



**ADDISON  
OKTOBERFEST  
2019**

**Council Presentation  
November 21, 2019**



# ADDISON OKTOBERFEST 2019

## A CELEBRATION OF BAVARIAN FOOD AND CULTURE

### NEW FOR 2019

- New times and admission packages – Adjusted times to hit the lunch crowd and changed package options and pricing.
- Transition from Tasty Bucks to point of sale purchase, reducing lines and providing hotels and vendors with quicker access to funds.
- Renamed multiple items in German to enhance authenticity.
- Introduced new adult games and more free activities for children.
- Brought sale of festival merchandise in-house, including new items.





# ADVERTISING (PAID MEDIA)

Outlet	Cost	Impressions
Digital	\$30,000	7,408,701
Radio	\$5,000	566,700
Television	\$13,154	2,957,000
<b>CAMPAIGN TOTAL</b>	<b>\$48,154</b>	<b>10,932,401</b>





# ADVERTISING (IN-KIND SPONSOR MEDIA)

Outlet	Value	Impressions
Dallas Morning News	\$13,000	1,037,239
DO 214	\$4,333	66,907
iHeart Radio	\$156,850	1,227,100
Spectrum Reach TV	\$30,000	2,363,851
CBS DFW	\$40,659	6,836,000
<b>IN-KIND TOTAL</b>	<b>\$244,842</b>	<b>11,531,097</b>





# PUBLIC RELATIONS (EARNED MEDIA)

Media	Outlets	Viewers/ Readers	Run Time	Ad Value	PR Value
Broadcast	28	1,248,542	38:42	\$61,546	\$184,638
Print	16	3,337,362	N/A	\$13,666	\$40,996
Online	99	1,015,464,229	N/A	\$2,017,519	\$6,052,557
<b>Total</b>	<b>143</b>	<b>1,020,050,133</b>	<b>38:42</b>	<b>\$2,092,731</b>	<b>\$6,278,192</b>





# HOTEL ROOM NIGHTS



- 15 Addison hotels offered special rates. Packages included:
  - 2 adult admission tickets
  - 2 commemorative steins with beer voucher
  - A souvenir hat pin
- Total Packages Sold: 354 (1% increase over 2017)
- Total Room Nights Booked: 474 (10% increase over 2017)





# REVENUE

Addison Oktoberfest 2019



# PRESALES REVENUE : ONLINE



## Packages





# EVENT SALES REVENUE



Admissions  
**\$154,580**



Online  
Admissions  
**\$61,969**



Merch.  
Booth  
**\$13,357**



Carnival  
**\$28,570**

**Total \$258,476**



# ADDITIONAL REVENUE



Sponsorships  
\$158,000



Booth Rentals  
\$16,950



Miscellaneous  
\$4,065





# INVOICE REVENUE



**% of Net Sales**

Cash & Credit Card Sales  
 \$1,126,950  
 - Tips  
 \$(11,545)  
 = Net Sales  
 \$1,115,405  
 x Town's %  
**\$200,438**



**Tasty Buck Refunds**

Tasty Bucks Count  
 10,760  
 x Refund %  
**\$(8,779)**



**Voucher Refunds**

Coca-Cola Count  
 442  
 x \$3.00  
**\$(1,326)**

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Beer Count  
 2,024  
 x \$4.00  
**\$(8,096)**



**Additional**

Boxes & Packing Materials  
 \$150  
 Steins  
 \$33,323  
 Tent  
 \$1,500  
**\$34,973**

**Total \$217,210**





# TOTAL REVENUE OKTOBERFEST 2019



*Per Capita Spending  
≈ \$33.00*



Event Sales & Presales



Sponsorships



Booth Rentals



Misc. Revenue

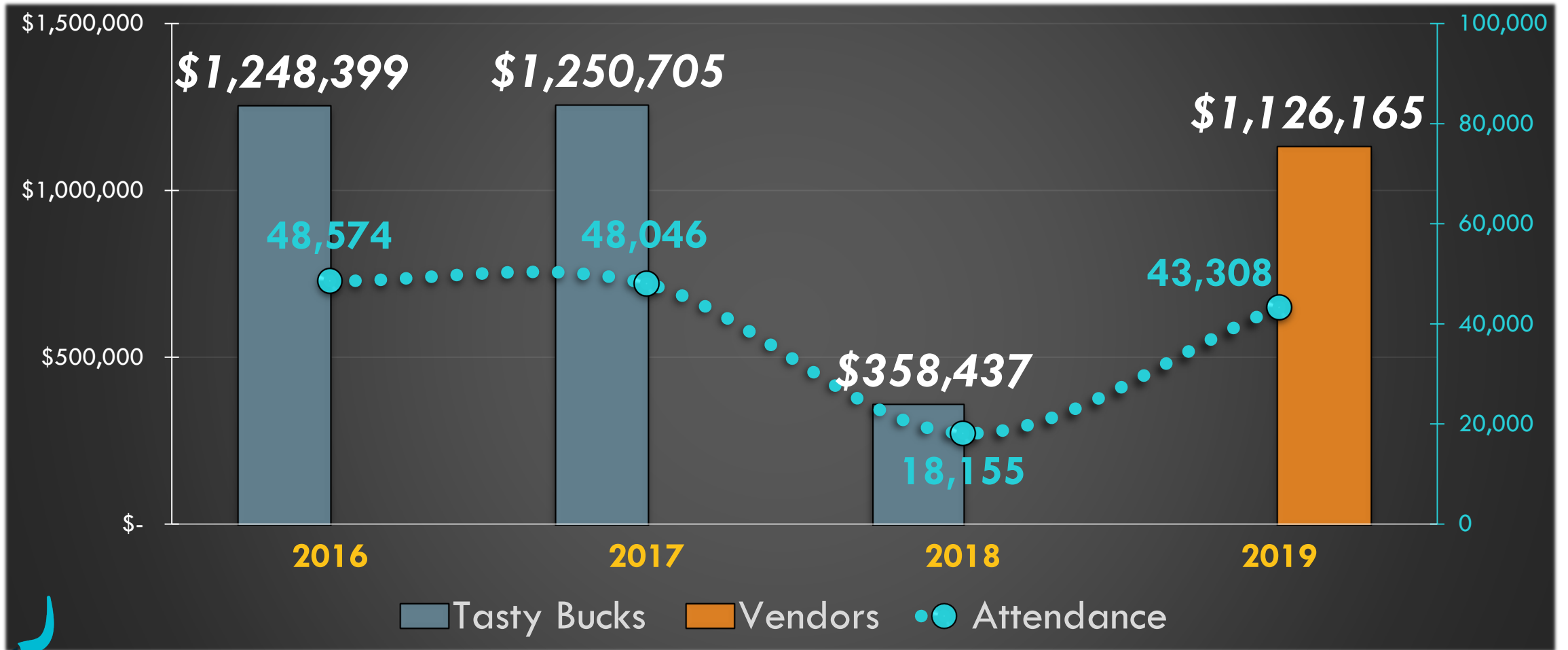


Invoice Revenue



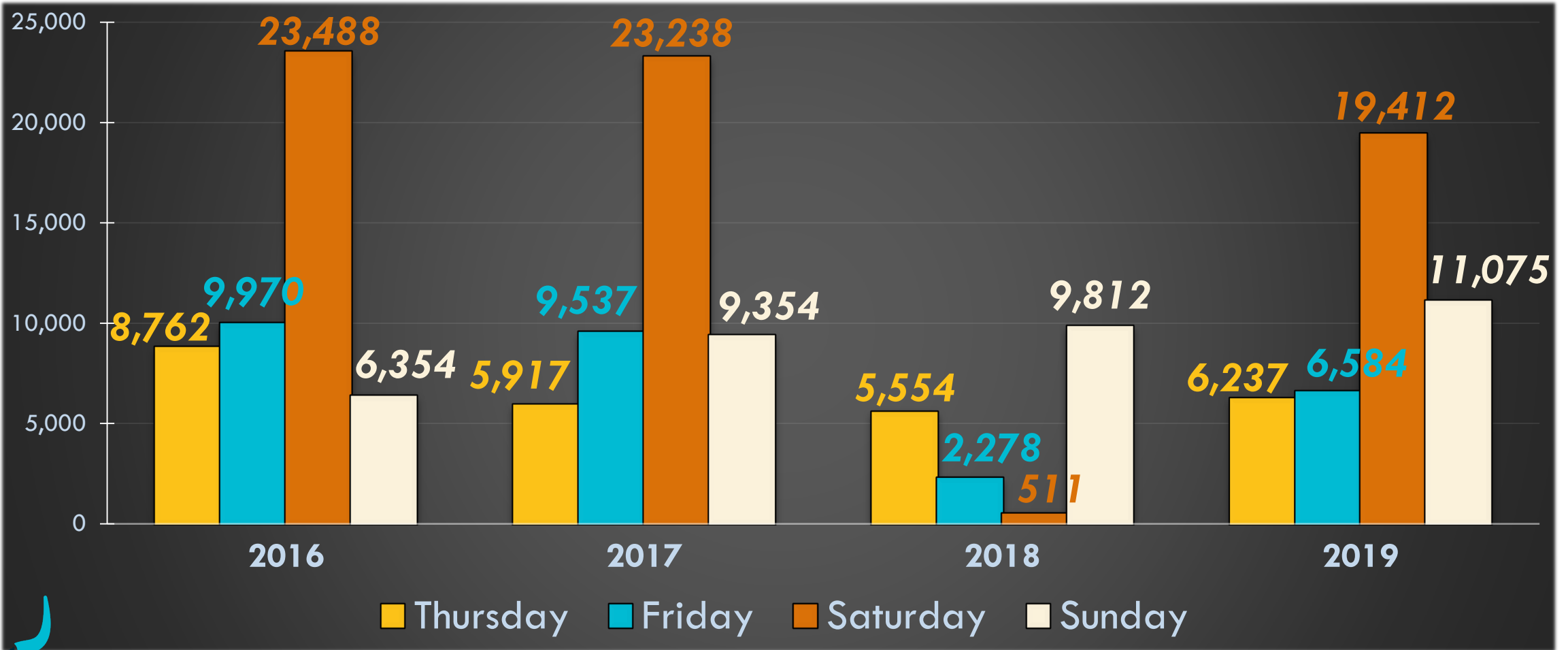


# FOOD/BEVERAGE SALES : 4-YEAR COMPARISON





# ATTENDANCE-BY-DAY : 4-YEAR COMPARISON



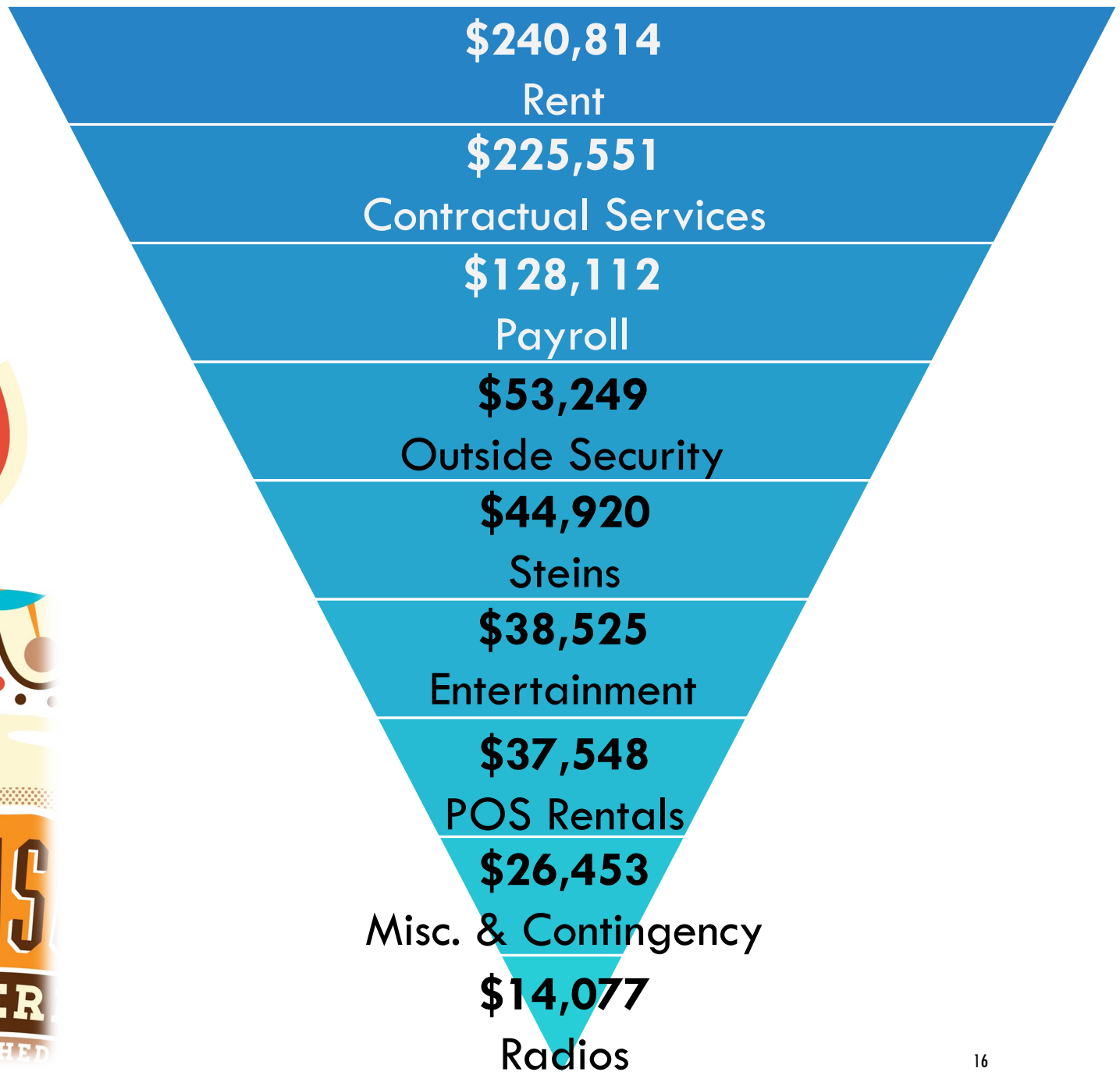


# EXPENSES

Addison Oktoberfest 2019



# TOTAL EXPENSES OKTOBERFEST 2019







**Total  
Revenue  
\$707,899**

**Total  
Expenses  
\$809,249**

**Loss  
\$(101,350)**

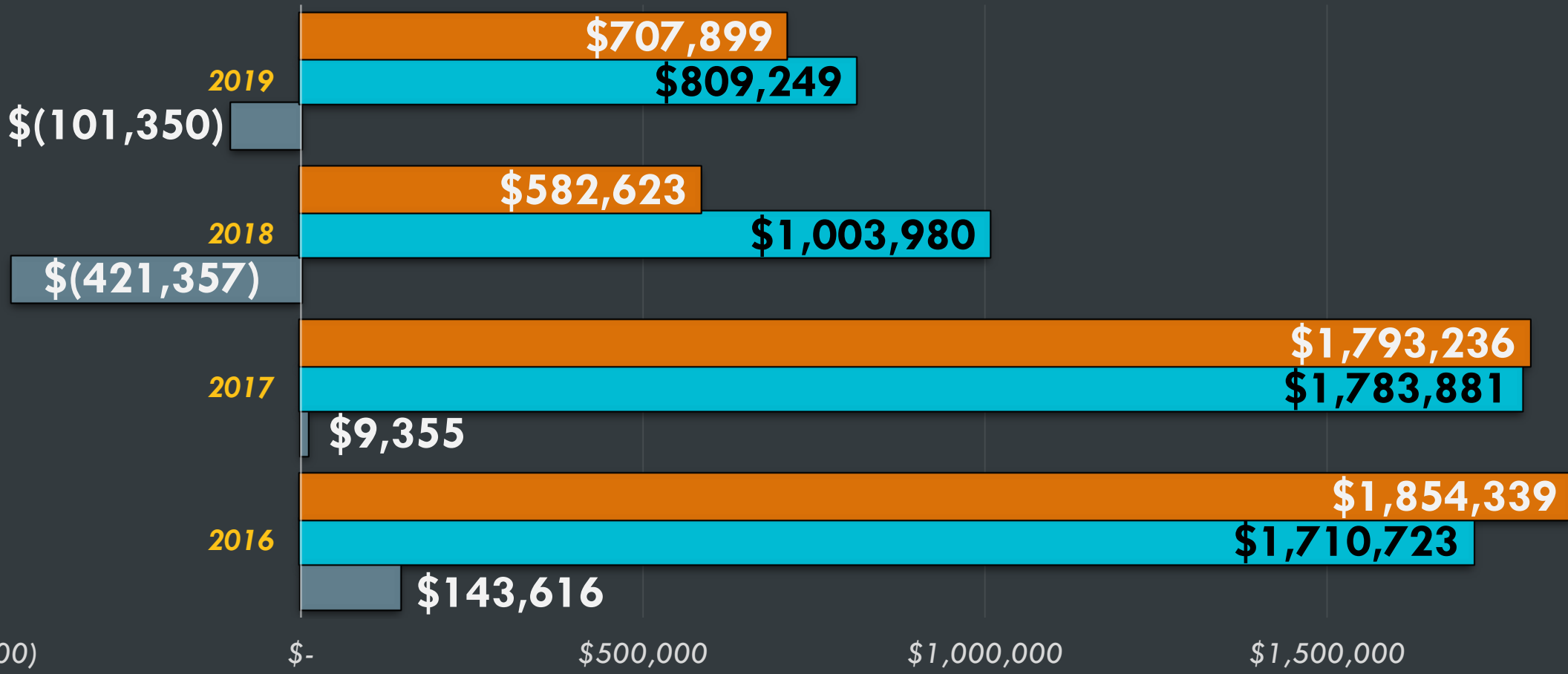




# PROFIT OR (LOSS) : 4-YEAR COMPARISON

OKTOBERFEST

Revenue Expenses Profit & (Loss)



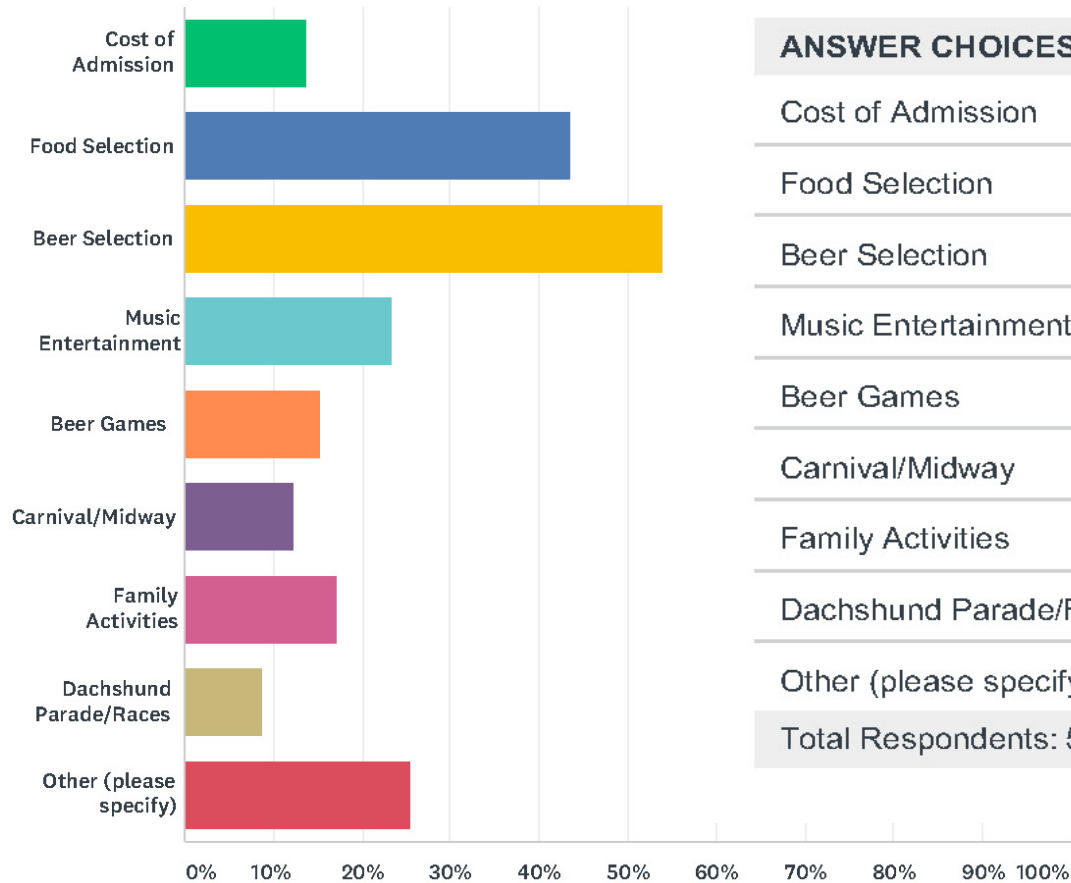


# ATTENDEE FEEDBACK



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

Answered: 517 Skipped: 5



ANSWER CHOICES	RESPONSES
Cost of Admission	13.73%
Food Selection	43.52%
Beer Selection	53.97%
Music Entertainment	23.40%
Beer Games	15.28%
Carnival/Midway	12.38%
Family Activities	17.21%
Dachshund Parade/Races	8.70%
Other (please specify)	25.53%
<b>Total Respondents: 517</b>	

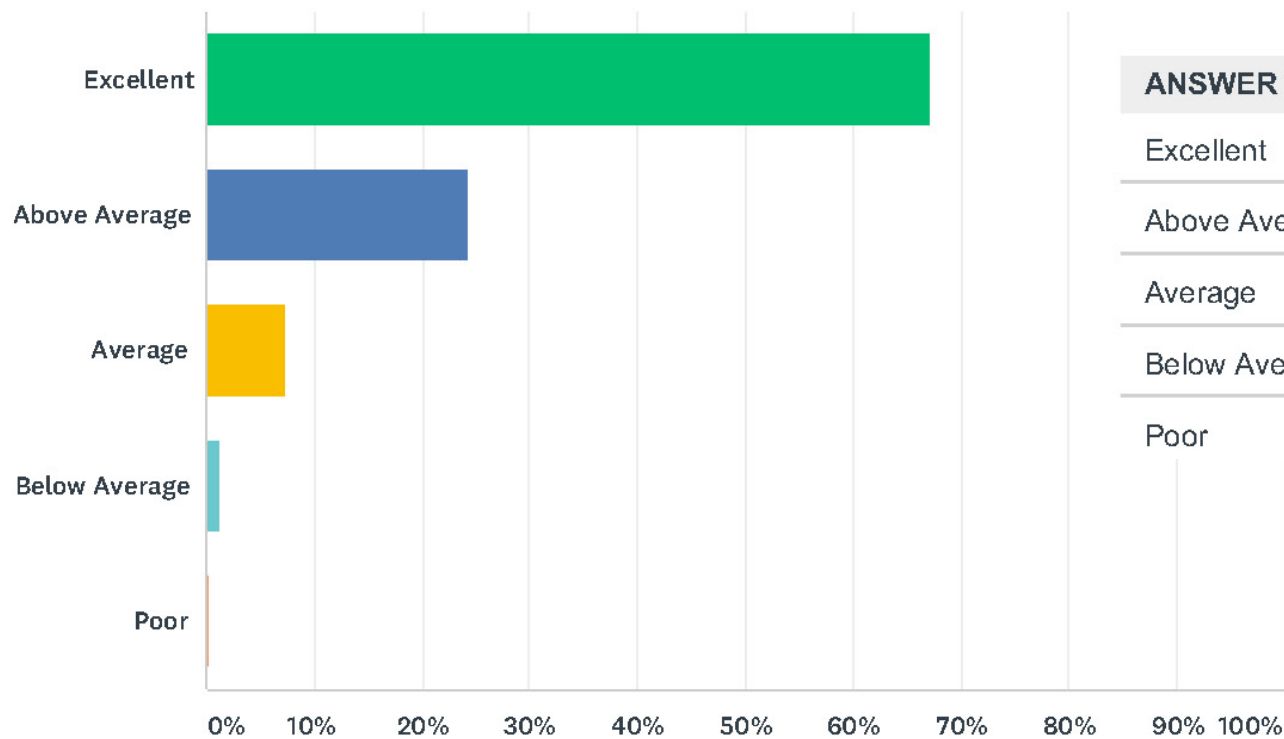




# ATTENDEE FEEDBACK

Q9 How would you rate your overall event experience?

Answered: 519 Skipped: 3



ANSWER CHOICES	RESPONSES
Excellent	67.05%
Above Average	24.28%
Average	7.32%
Below Average	1.16%
Poor	0.19%





# THOUGHTS FOR NEXT YEAR

- Review hours of operation to maximize value for participating vendors and attendees.
- Identify ways to enhance the perceived value of the admission ticket to better compete in the now crowded Oktoberfest landscape.
- Focus on authenticity and incorporate additional unique and interactive experiences throughout the venue.
- Continue to support and enhance our award-winning partnership with Paulaner, as well as our other event sponsors.





# *Questions / Comments*

