

2021 Special Events Preview

January 26, 2021

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic element on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle inside it. The top and bottom corners of the blue triangle are cut off by a diagonal line, revealing a dark grey background.

Overview

In 2020 all our major festivals were cancelled due to the impacts of COVID-19. The **Addison Kaboom Town!** fireworks were displayed virtually, and the **Addison After Dark** event series was transformed into the **Addison Weekend Drive-In**.

In preparing for 2021, staff is designing the festivals and events to exist in the current environment. This includes social distancing, limited capacities, enhanced sanitization, and limiting touch points.

While there will be noticeable changes, we are prepared to safely host **Addison After Dark**, **Taste Addison**, **Addison Kaboom Town!**, and **Addison Oktoberfest** in 2021.



COVID-19 Adjustments

Below are some of the changes that will be seen across all events:

- Limited capacity
- Layout designed for social distancing
- Increased number of sanitizer stations and cleaning staff
- Limited-interaction ticket sales
- Reduced use of indoor spaces
- Changes to food service operations

Policies on things such as masks, maximum group sizes, and specific capacity limitations will be determined closer to each event date.



How to prevent the spread of
COVID-19

Addison After Dark

ADDISON

- Third Saturdays at 7 p.m.
- Free admission
- Monthly themes
 - April 17 – Fiesta Noche
 - May 15 – Boots, Brews & BBQ
 - June 19 – 70's Night Out
 - July 17 – Rec The Night
 - August 21 – Pints & Pups
 - October 16 – Halloween Horror
 - November 20 – Harvest Hootenanny



Taste Addison

ADDISON

Dates & Times

- Friday, June 4, 6pm-12am
- Saturday, June 5, 12pm-12am
 - Split into two ticketed timeframes due to capacity limitations

Tickets

- General Admission Adult
 - \$15 Friday evening or Saturday evening
 - \$10 Saturday afternoon
- General Admission Youth (6-12)
 - \$5 Friday evening, Saturday afternoon or evening
- Ages 5 and under are free



Changes to VIP

- No VIP ticket sold to the public
- No VIP seating area, to allow for socially distanced seating at the Main Stage
- VIP pass for special guests includes:
 - 1 general admission ticket
 - 2 beverage vouchers
 - 1 Tasting Room ticket
 - Discount voucher for festival merchandise



Taste Addison

ADDISON

Featured Areas

- The Tasting Room: Food, wine and spirits sampling
- Discovery Depot: Shows and craft activities for kids
- Adventure Grove: Attractions, rides and activities geared toward preschool and elementary aged children
- Adrenaline Zone: Thrilling carnival rides for tweens, teens and adults, as well as midway games and prizes
- Marketplace: Craft and specialty food sales

Music Entertainment

- All acts are carried forward from 2020 with paid deposits
- National acts on the Main Stage include Flo Rida, Third Eye Blind, Hoobastank, LIT and The Red Jumpsuit Apparatus
- Tribute bands and local performers on the Legends Stage



Restaurants

- Invitation to participate sent electronically on January 4.
- Two Day Booth
 - Flat fee to participate - \$600 for a 10x20 booth space.
 - No commission fee on sales.
 - Continued use of the point-of-sale system, including the addition of the mobile ordering feature.
- The Tasting Room
 - No fee to participate; no sales revenue.
 - Provide 500 bite-sized samples.
 - Significantly lower time commitment and staffing resources required, while maintaining the marketing and PR exposure and benefits.



Addison Kaboom Town!

ADDISON

Date & Time

- Saturday, July 3, 5-10pm
- Atmospheric music will continue until 11pm to allow for a slower, distanced exit.

Tickets

- Free admission for all ages
- Complimentary advance tickets will be required to manage capacity and reduce crowding at the gates.

VIP

- Reduced capacity to allow for distancing
- Boxed meal to replace buffet



Addison Kaboom Town!

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Entertainment & Attractions

- Main Stage acts carried forward from 2020 with paid deposits.
- Live jazz band at entry gates to welcome attendees.
- Air brush tattoos and novelty toys for purchase.
- There will not be a carnival or other rides this year; instead, the space will be used for additional attendee seating to maximize attendance while maintaining distancing.

Air Show

- Airport staff are exploring options for a new aerial feature that incorporates the historic warbirds of Cavanaugh while maintaining maximum operations for tenants.



Addison Oktoberfest

ADDISON

Dates & Times

- Thursday, Sept. 16, 6-11pm
- Friday, Sept. 17, 6pm-12am
- Saturday, Sept. 18, 12pm-12am (split TBD)
- Sunday, Sept. 19, 12-5pm

Tickets

- General Admission 10+
 - \$10 Friday or Saturday
 - Free Thursday and Sunday
- Ages 9 and under are free daily



Special Promotions

- \$40 Addison Oktoberfest Paket
- \$20 Kinderpaket
- \$200 Group Night (reserved table for up to 10 people)

Addison Oktoberfest

ADDISON

Featured Areas

- Chamberlain's Brau Haus: Friday & Saturday
- Paulaner Biergarten: Outdoor seating and bier games
- Draught Haus Biergarten: Outdoor screens feature football
- Kleinhalle: Table service food, specialty bier and wine
- Kinderzelt: Activities for kids and kids at heart
- Marktplatz: Craft and specialty food sales



Music Entertainment

- Several acts are carried forward from 2020 with paid deposits
- Polka music, dance groups and games on the Partyhalle stage and at the Musikzelt
- Singer-songwriters on the Kleinhalle stage



Questions?