2021 Special Events Preview

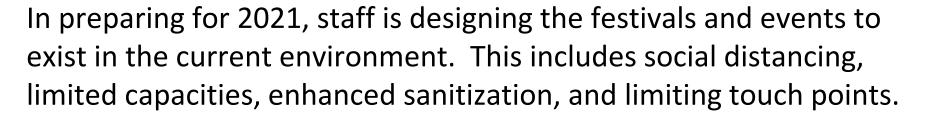
January 26, 2021



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**.



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







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





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.



- 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!



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



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?