

TASTE ADDISON 2021

Council Presentation
August 24th, 2021

ADDISON



TASTE ADDISON 2021

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



NEW FOR 2021

- New schedule – Friday & Saturday only, with later start on Saturday and later close on both days.
- New dining experience, the Tasting Room, featuring 10 Addison restaurants and Bitter Sisters Brewery.
- Mobile ordering option, allowing attendees to minimize waits in line.
- Expanded seating throughout the venue.
- Enhanced specialty areas for children (Discovery Depot & Adventure Grove) and 21+ adults (Cupcake Wine Garden).





PAID ADVERTISING

Outlet	Cost	Delivered Impressions
Digital	\$27,260	1,733,132
Outdoor	\$30,000	7,924,771
Radio	\$23,521	1,907,732
Television	\$12,470	2,766,000
CAMPAIGN TOTAL	\$93,251	14,331,635





IN-KIND ADVERTISING & PUBLIC RELATIONS COVERAGE

Outlet	Value	Gross Impressions
iHeart Radio	\$240,200	19,884,104
CBS DFW	\$25,000	4,212,000
PR – Broadcast (64 outlets)	\$215,240	1,895,428
PR – Print (4 outlets)	\$106,956	325,388
PR – Online (121 outlets)	\$915,556	4,259,619
IN-KIND & PR TOTAL	\$1,502,952	30,576,539





HOTEL ROOM NIGHTS

- New process for hotel packages was implemented, allowing attendees to book any Addison hotel regardless of whether a special rate was offered. Packages included:
 - 2 adult and 2 child admission tickets
 - 25% off at the Festival Merch tent
 - 1 branded canvas bag
- A large number of rooms were booked on Saturday, following the sell-out of general admission tickets.
- Total Packages Redeemed: 259 (133% increase over 2019)





INCLEMENT WEATHER IMPACT

- Pop-Up Storms
 - Heavy rain caused a pause in operations Friday, June 4, from 7:45pm to 8:15pm. All attendees and vendors were asked to shelter onsite, and full operations resumed after the storm.
 - On Saturday, June 5, heavy rains began at approximately 10:15pm and continued throughout the night. Attendees and vendors were initially asked to shelter onsite, but ongoing rain prevented operations from resuming and the festival ended at 12am.
- Rain Insurance
 - A rain policy was purchased with coverage for both days. Two claims were filed, and one was awarded for \$150,000.





RESTAURANT PARTICIPATION

- A total of 23 restaurants participated, a slight increase over the 22 that participated in 2019.
- 10 restaurants and Bitter Sisters Brewery took part in the Tasting Room, which sold out well in advance of the festival.
- 16 restaurants operated full concession booths.
 - Average gross sales per restaurant was \$15,917. This was 33% higher than 2019.
 - Average gross sales per attendee was \$18, a 12.5% increase over 2019.





REVENUE

Taste Addison 2021

SALES & COMMISSION REVENUE



ADDITIONAL REVENUE



Total
\$197,035



Sponsorships
\$26,750



Booth Rentals
\$19,700



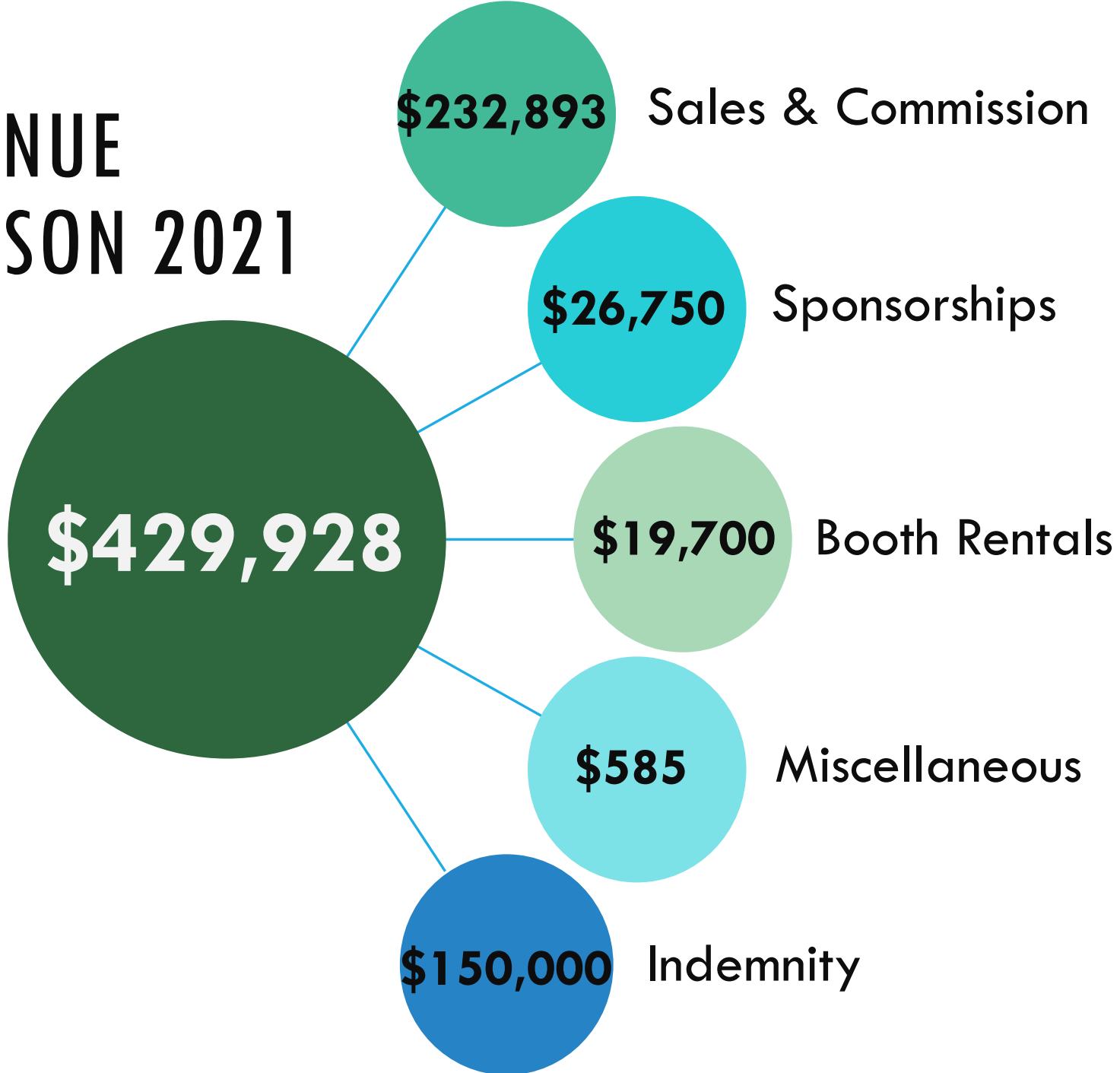
Miscellaneous
\$585



Indemnity
\$150,000

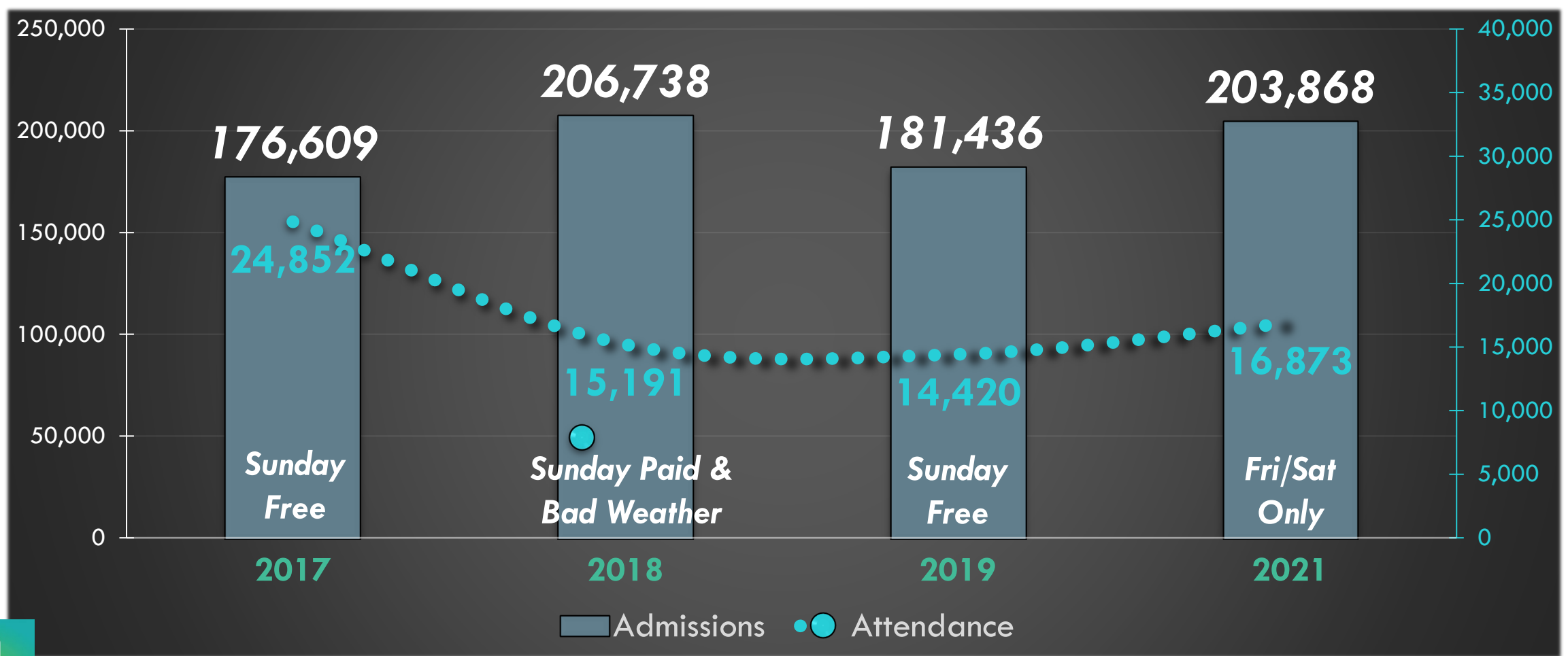


TOTAL REVENUE TASTE ADDISON 2021





ADMISSIONS & ATTENDANCE : 4-YEAR COMPARISON



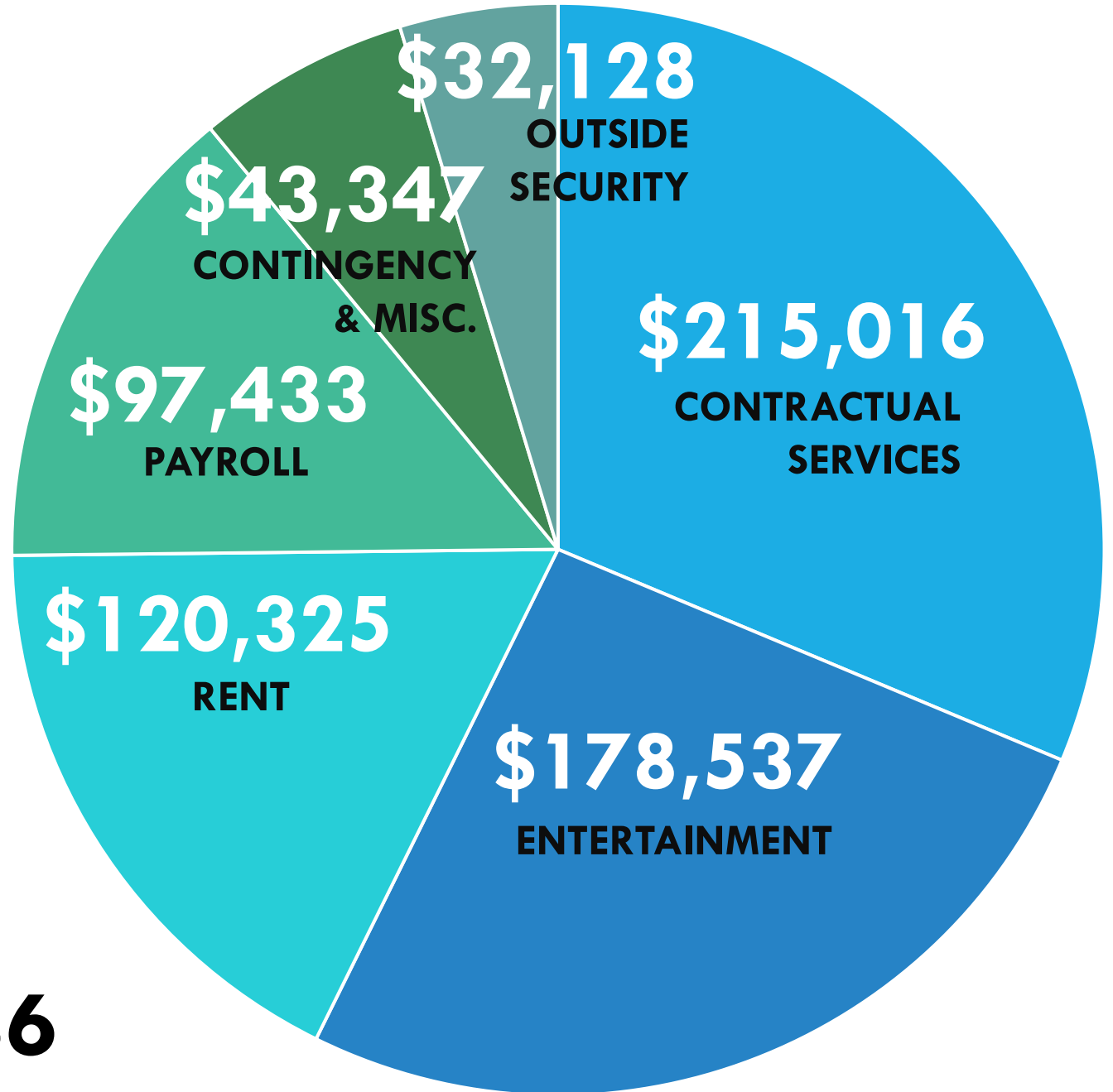
A vibrant, low-angle photograph of a concert stage. The scene is filled with purple and blue light beams, creating a dynamic and energetic atmosphere. In the foreground, the silhouettes of a crowd are visible, with one person in the center having their arms raised in the air. The background shows a stage with performers and bright spotlights.

EXPENSES

Taste Addison 2021



TOTAL EXPENSES TASTE ADDISON 2021



Total : \$686,786





**Total
Revenue
\$429,928**

**Total
Expenses
\$686,786**

**Loss
\$(256,858)**

As of 8/12/21





PROFIT OR (LOSS) : 4-YEAR COMPARISON

Taste Addison

■ Profit & (Loss) ■ Revenue ■ Expenses

2021

\$(256,858)

\$429,928

\$686,786

2019

\$(653,956)

\$381,391

\$1,035,347

2018

\$(396,203)

\$739,266

\$1,135,469

2017

\$(403,707)

\$755,166

\$1,158,873



THOUGHTS FOR NEXT YEAR

- Continue with the schedule changes implemented this year to maximize ROI for event participants.
- Continue to design for and market to 3 target groups: foodies, music lovers, and families.
- Work with restaurants to improve the popular Tasting Room experience.
- Reinstate a VIP experience and area.





Questions / Comments

