

# KABOOM TOWN 2021

Council Presentation  
August 24<sup>th</sup>, 2021

ADDISON



# ADDISON KABOOM TOWN! 2021

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

## NEW FOR 2021

- Free tickets required for entry. Residents had early access; 2,904 resident tickets were issued.
- New entry layout with live music at entrance.
- Enhanced fireworks display with 25% more product than 2019.
- Freedom Flyover replaced the Addison Airport Airshow.
- COVID-19 adjustments, such as limited capacity and boxed VIP meals.





# ADVERTISING & PUBLIC RELATIONS COVERAGE

Outlet	Value	Gross Impressions
Digital (Paid Advertising)	\$9,760	1,684,899
iHeart Radio	\$115,250	9,540,563
CW 33	\$20,000	1,392,600
PR – Broadcast (127 outlets)	\$515,320	5,997,310
PR – Print (21 outlets)	\$99,200	863,095
PR – Online (373 outlets)	\$3,164,322	11,807,041
<b>IN-KIND &amp; PR TOTAL</b>	<b>\$3,914,092</b>	<b>29,60,609</b>





# 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 :
  - Guaranteed admission for up to 6 people
  - 1 branded blanket
- Every hotel had event bookings; several booked to capacity.
- Total Packages Redeemed: 1,102
  - 119% increase over 2019
  - More than double any other year on record



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 2021**

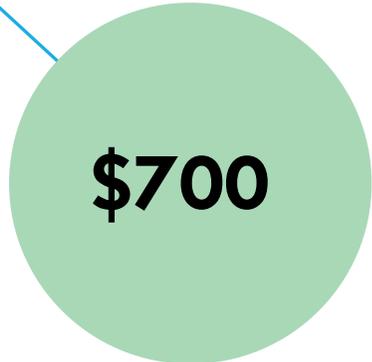
# TOTAL REVENUE : KABOOM TOWN 2021



Sponsorships



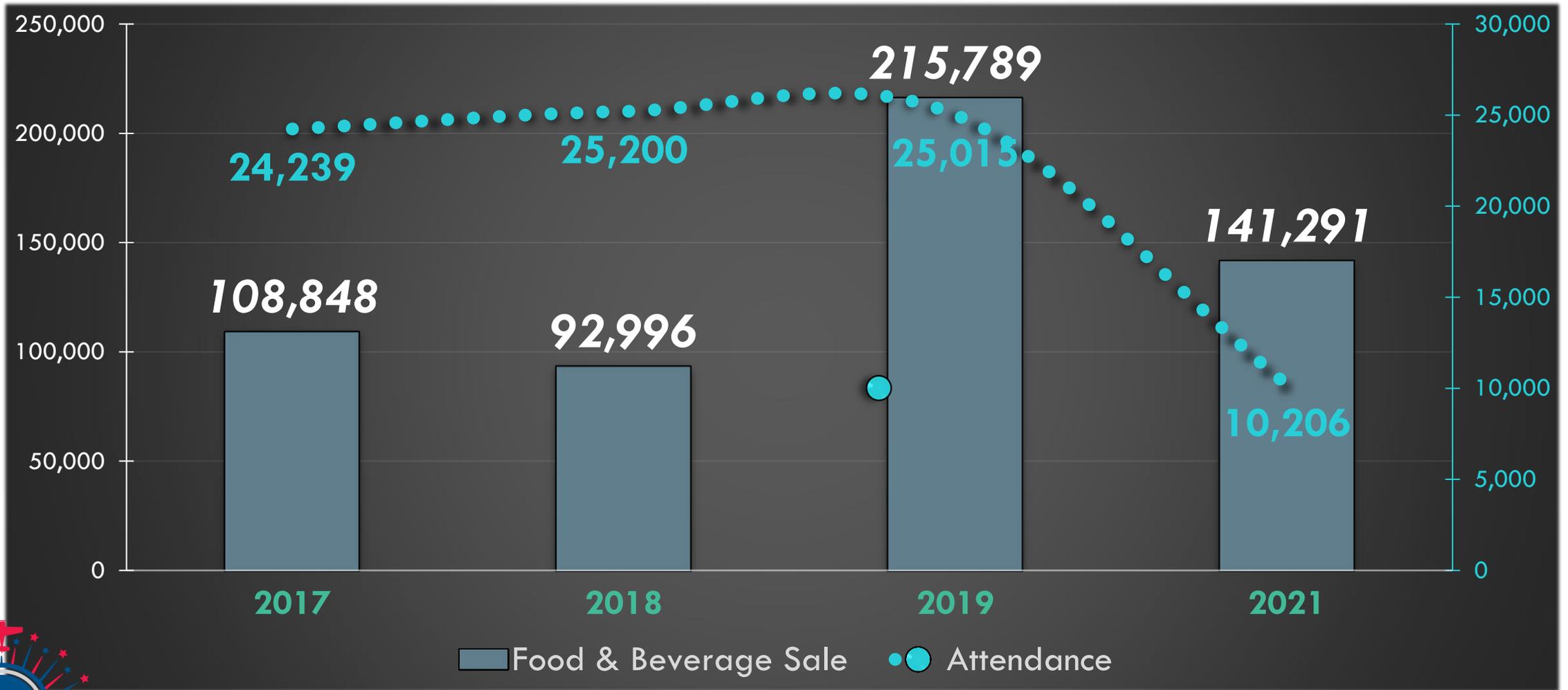
Invoice Revenue



Misc. Revenue

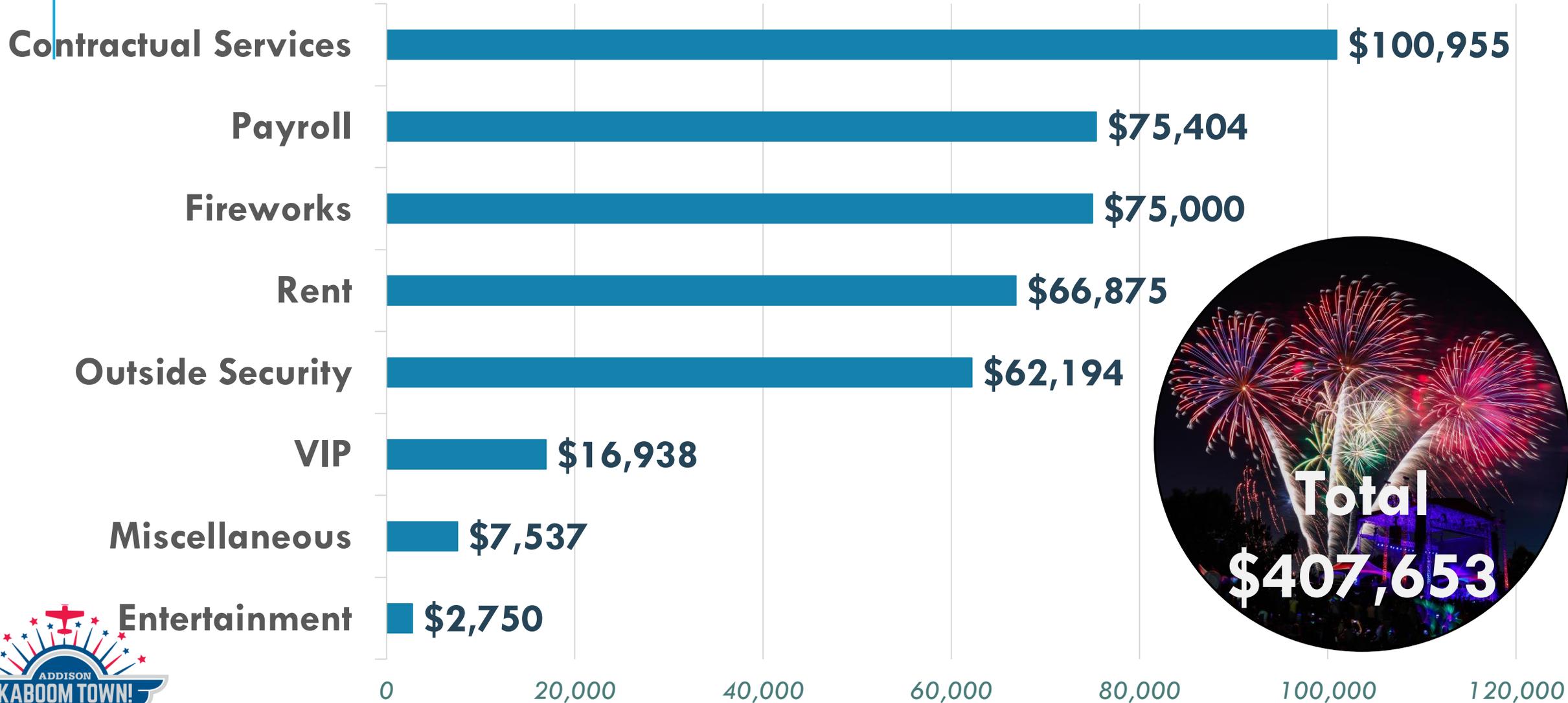


# FOOD/BEVERAGE SALES & ATTENDANCE COMPARISON





# TOTAL EXPENSES : KABOOM TOWN 2021





**Total  
Revenue  
\$99,458**

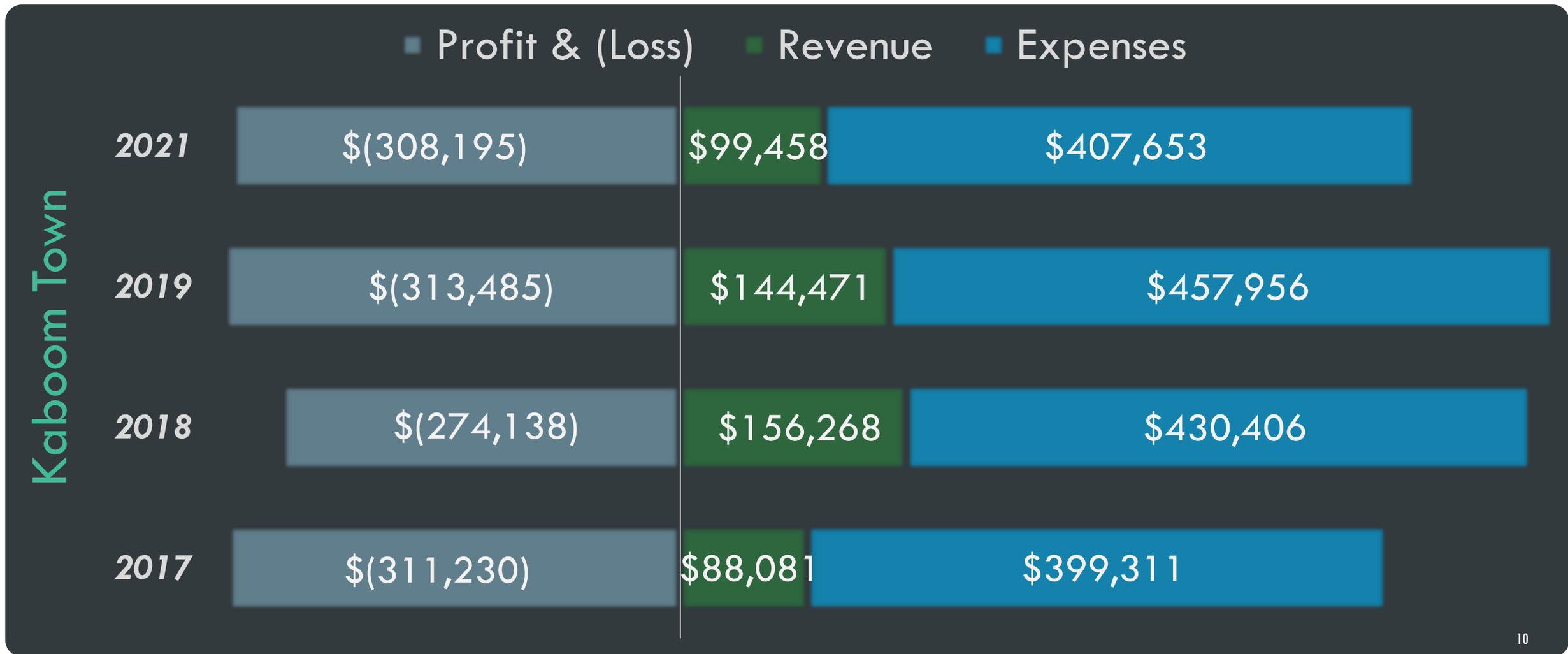
**Total  
Expenses  
\$407,653**

**Loss  
\$(308,195)**



*As of 8/12/21*

# PROFIT OR (LOSS) : 4-YEAR COMPARISON



# THOUGHTS FOR NEXT YEAR

- Explore continued use of event ticketing, while returning to a higher capacity.
- Work with the Airport to enhance the Freedom Flyover.
- Introduce previously planned water attractions to carnival field.





# *Questions / Comments*

