

ADDISON OKTOBERFEST 2021

Council Presentation
December 14, 2021





ADDISON OKTOBERFEST 2021

GERMAN FARE WITH A SIDE OF TEXAS FLAIR

NEW FOR 2021

- New Partyhalle layout and adjacent food court provided an open-air space that enhanced the overall flow of the festival.
- Introduction of the mobile ordering option for food concessionaires.
- New dining and entertainment area inside the Addison Conference Centre, the Kleinhalle, added a 3rd stage and table service.
- Enhanced children's activities in the Kinderzelt.
- Expanded seating throughout the venue.





PAID ADVERTISING

Outlet	Cost	Impressions
Digital	\$25,914	1,191,711
Outdoor	\$22,088	8,771,770
Radio	\$15,000	1,306,000
Television	\$12,418	2,086,000
CAMPAIGN TOTAL	\$75,420	13,355,481





IN-KIND ADVERTISING & PUBLIC RELATIONS COVERAGE

Outlet	Value	Gross Impressions
iHeart Radio	\$179,150	17,674,720
Spectrum Reach TV	\$30,000	2,300,000
CBS DFW	\$23,500	1,918,000
PR – Broadcast (89 outlets)	\$383,667	5,216,413
PR – Print (11 outlets)	\$213,798	684,663
PR – Online (137 outlets)	\$4,792,332	563,244,486
IN-KIND TOTAL	\$5,622,447	591,038,282





HOTEL ROOM NIGHTS



- A new process for hotel packages was implemented at all festivals this year, allowing attendees to book any Addison hotel regardless of whether a special rate was offered. Packages included:
 - 2 adult admission tickets
 - 2 commemorative steins with beer voucher
 - A souvenir hat pin
- Total Packages Redeemed: 443 (25% increase over 2019)



REVENUE

Addison Oktoberfest 2021

SALES & COMMISSION REVENUE



Admissions
\$222,636



Bier
Games
\$1,725



Merch.
Booth
\$19,723



Commission
\$170,637

Total \$414,721



ADDITIONAL REVENUE



Sponsorships
\$92,000



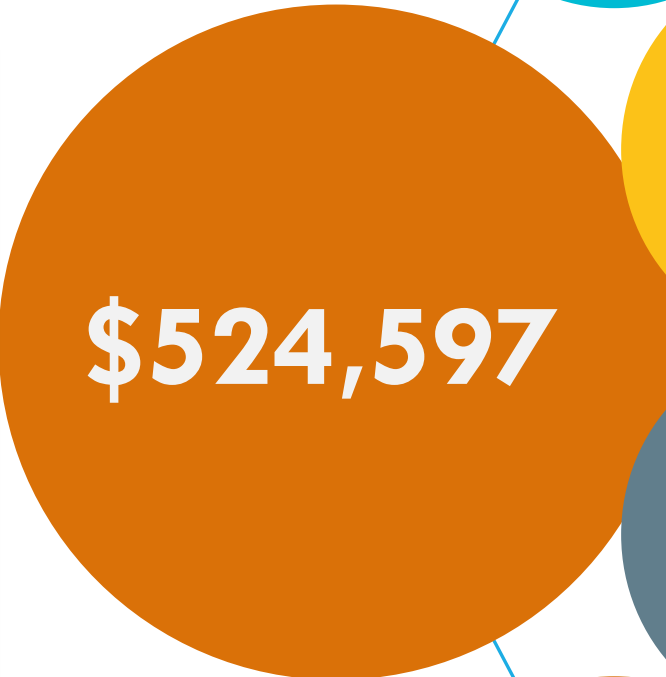
Vendor Fees &
Rentals
\$15,082



Miscellaneous
\$2,794



TOTAL REVENUE OKTOBERFEST 2021



Sales & Commission



Sponsorships



Vendor Fees & Rentals

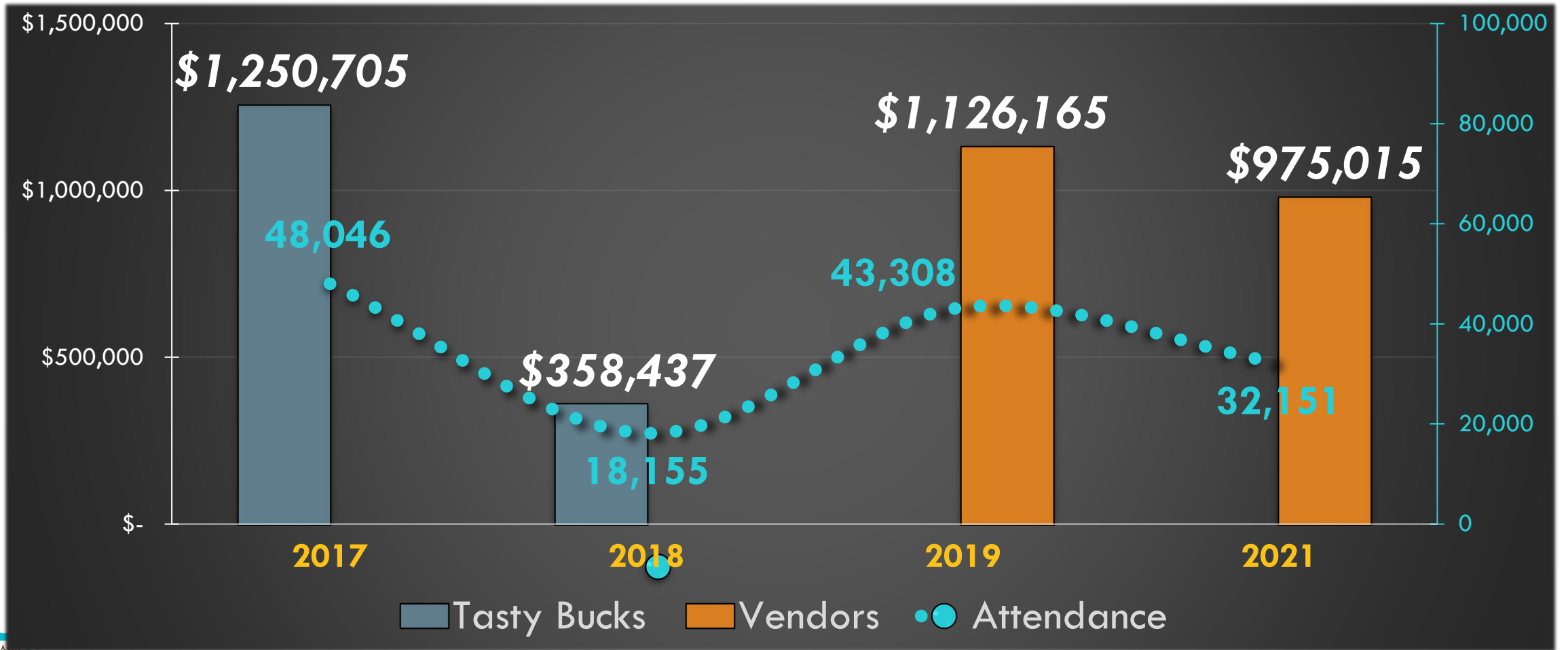


Miscellaneous





FOOD/BEV. SALES & ATTENDANCE : 4-YEAR COMPARISON



EXPENSES

Addison Oktoberfest 2021

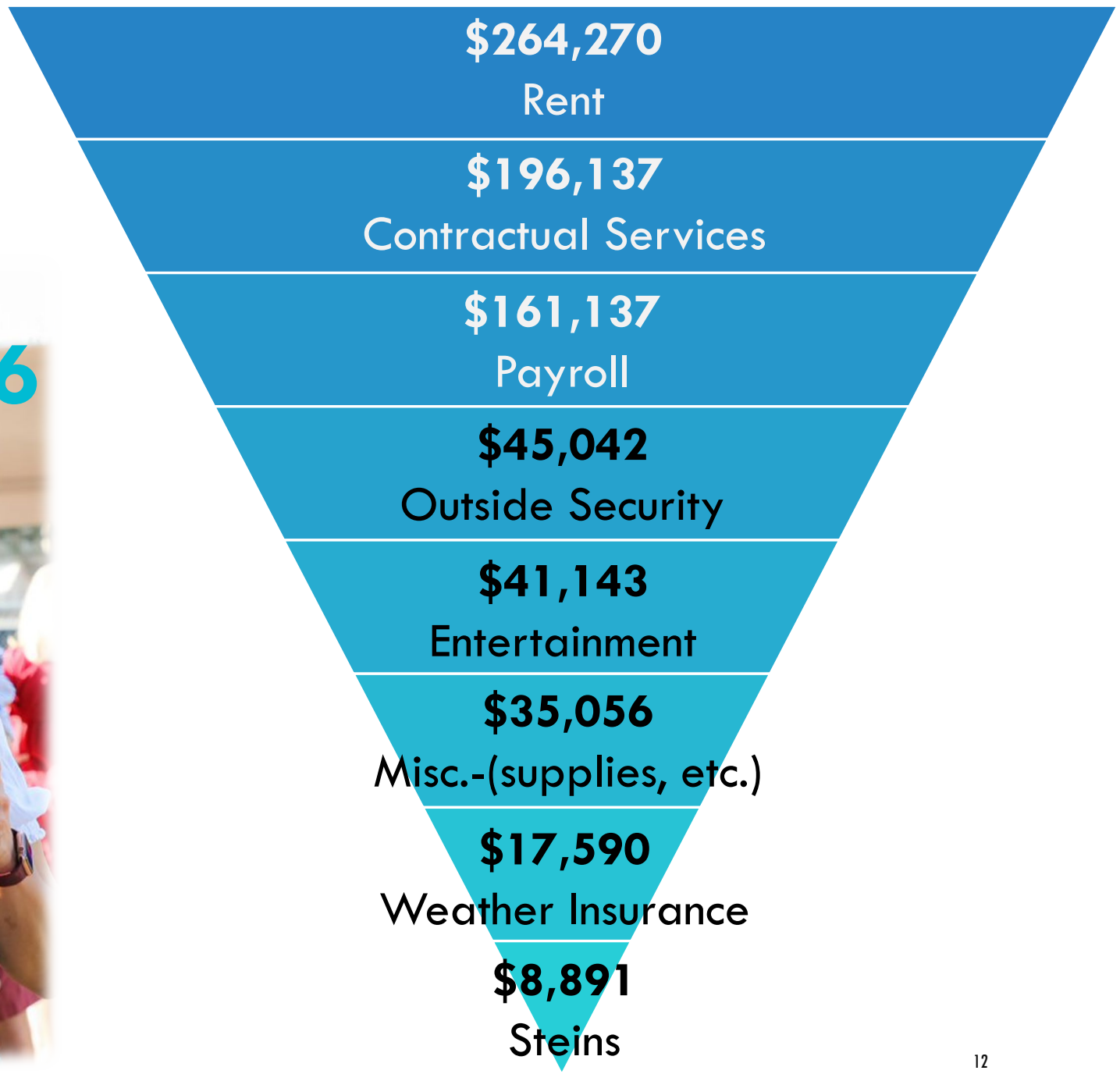




TOTAL EXPENSES OKTOBERFEST 2021



\$769,266





**Total
Revenue
\$524,597**

**Total
Expenses
\$769,266**

**Loss
\$(244,669)**



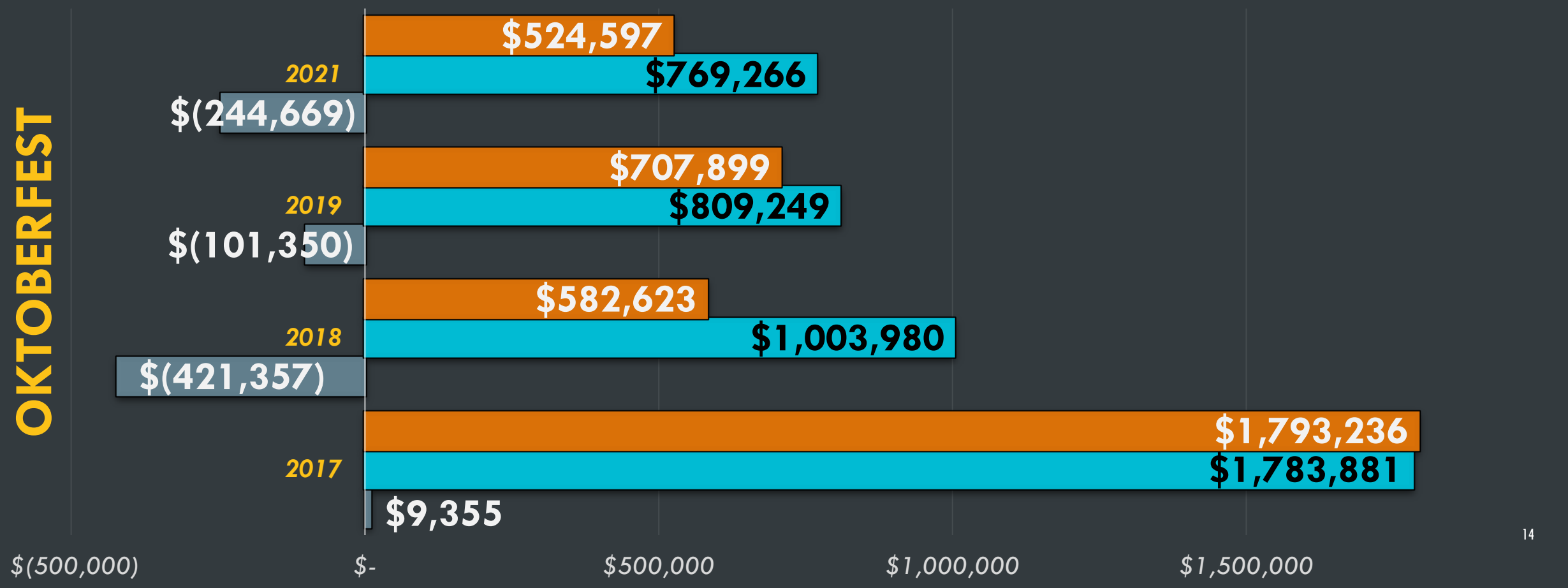
As of 12/1/21



PROFIT OR (LOSS) : 4-YEAR COMPARISON

OKTOBERFEST

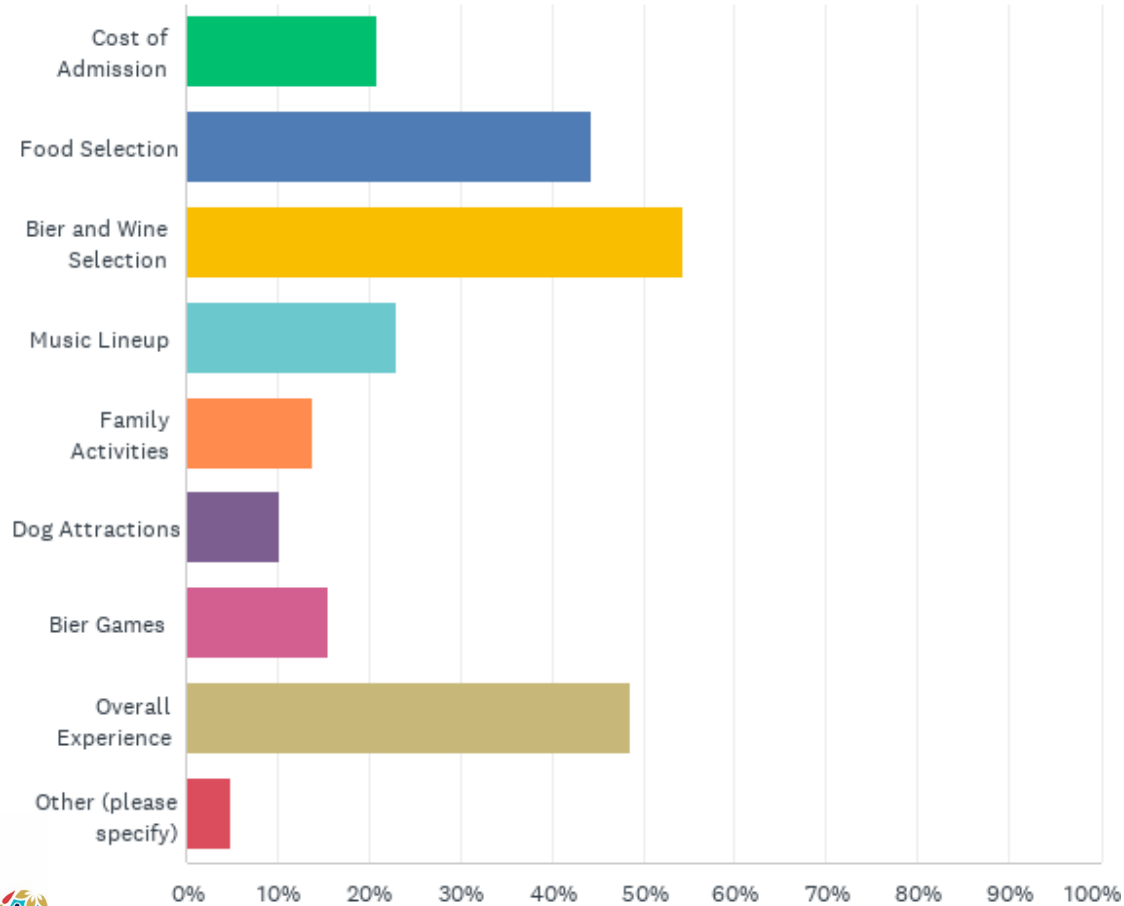
Revenue Expenses Profit & (Loss)





ATTENDEE FEEDBACK

What attracted you to this festival?



ANSWER CHOICES	RESPONSES
Cost of Admission	20.91%
Food Selection	44.37%
Bier and Wine Selection	54.42%
Music Lineup	22.92%
Family Activities	13.94%
Dog Attractions	10.19%
Bier Games	15.55%
Overall Experience	48.53%
Other (please specify)	4.96%
Total Respondents: 746	

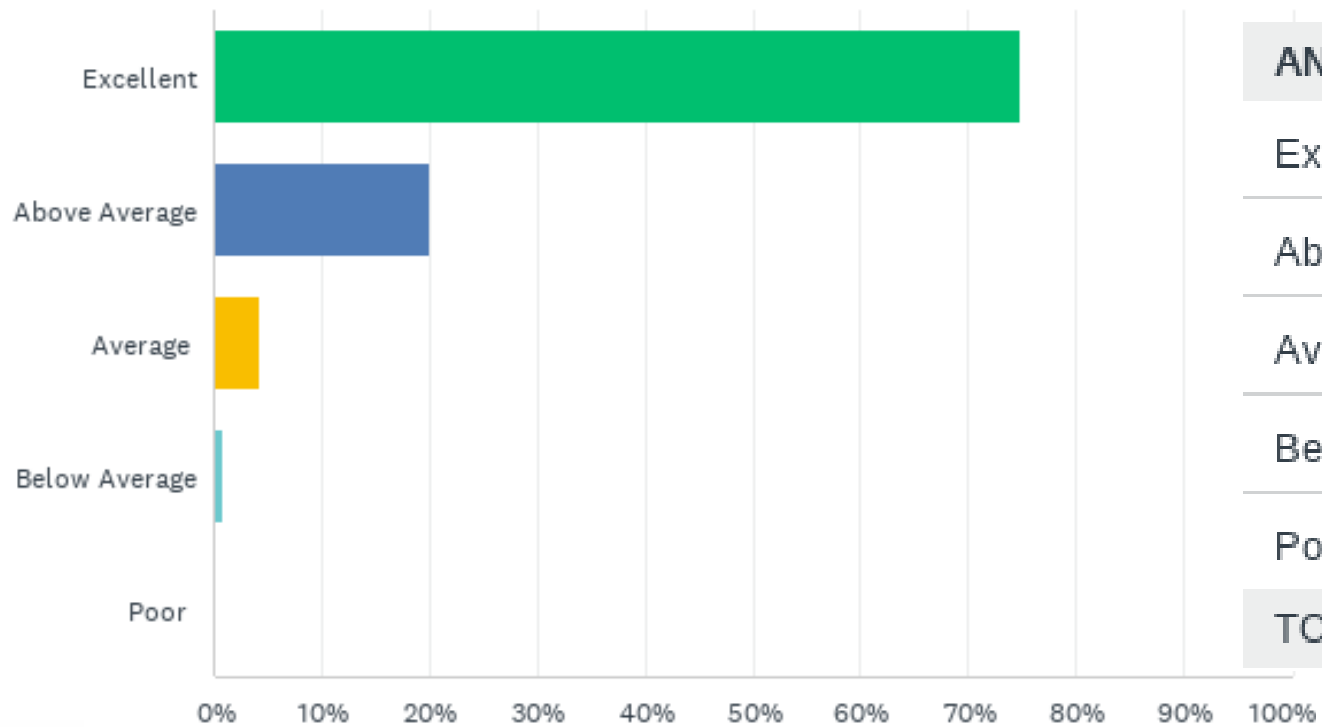




ATTENDEE FEEDBACK



How would you rate your overall experience?



ANSWER CHOICES	RESPONSES
Excellent	74.80%
Above Average	20.08%
Average	4.18%
Below Average	0.81%
Poor	0.13%
TOTAL	





THOUGHTS FOR NEXT YEAR



- Maintain the new Partyhalle open layout and maximize use of the new stage design for continuous entertainment.
- Expand food selection to include even more German options.
- Work with Marketing to develop ways to attract first-time visitors.
- Develop special merchandise and activities to celebrate the 35th Addison Oktoberfest in 2022.





Questions / Comments

