

TASTE ADDISON 2022

Council Presentation
August 23, 2022

ADDISON



TASTE ADDISON 2022

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

NEW FOR 2022

- New VIP experience, featuring air-conditioned lounge, reserved parking, and Main Stage Viewing Deck.
- Enhanced specialty areas for 21+ adults (The Garden and The Grove).
- Free activity area, Family Fun Lawn, for children.
- Enhanced national artist selection.



PAID ADVERTISING

Outlet	Cost	Delivered Impressions
Digital	\$27,260	3,644,979
Outdoor	\$30,118	11,720,255
Radio	\$20,000	1,470,000
Television	\$15,000	4,130,000
CAMPAIGN TOTAL	\$92,378	20,965,234

IN-KIND ADVERTISING & PUBLIC RELATIONS COVERAGE

Outlet	Value	Gross Impressions
iHeart Radio	\$280,950	13,341,000
CBS DFW	\$30,000	6,518,235
Spectrum Reach	\$4,500	162,188
PR – Broadcast (140 outlets)	\$774,723	12,900,000
PR – Print (21 outlets)	\$344,580	734,000
PR – Online (160 outlets)	\$4,148,329	18,500,000
IN-KIND & PR TOTAL	\$5,583,082	52,155,423

HOTEL ROOM NIGHTS

- 7 Addison hotels offered special rates. Packages included:
 - General Admission for 4
 - Branded Canvas Tote Bag

- Total Packages Redeemed: 142

- Total Room Nights Booked: 210

- Townwide Hotel Occupancy:
 - Friday – 70.2%
 - Saturday – 74.3%



RESTAURANT PARTICIPATION

- A total of 25 Addison food establishments participated.
- 9 restaurants and Bitter Sisters Brewery took part in the VIP Lounge, offering tastings throughout the event.
- 18 restaurants operated full concession booths.
 - Average gross sales per restaurant was \$15,551.
 - Average gross sales per attendee was \$27 (50% increase).



REVENUE

Taste Addison 2022

SALES & COMMISSION REVENUE



ADDITIONAL REVENUE



Sponsorships
\$81,714



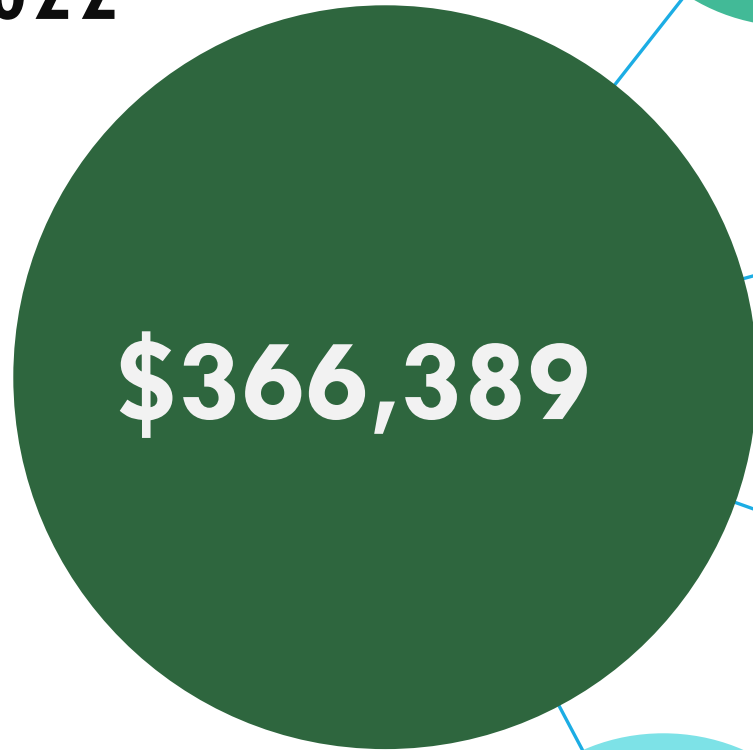
Booth Rentals
\$21,325



Miscellaneous
\$982



TOTAL REVENUE TASTE ADDISON 2022



\$262,368

Sales & Commission

\$81,714

Sponsorships

\$21,325

Booth Rentals

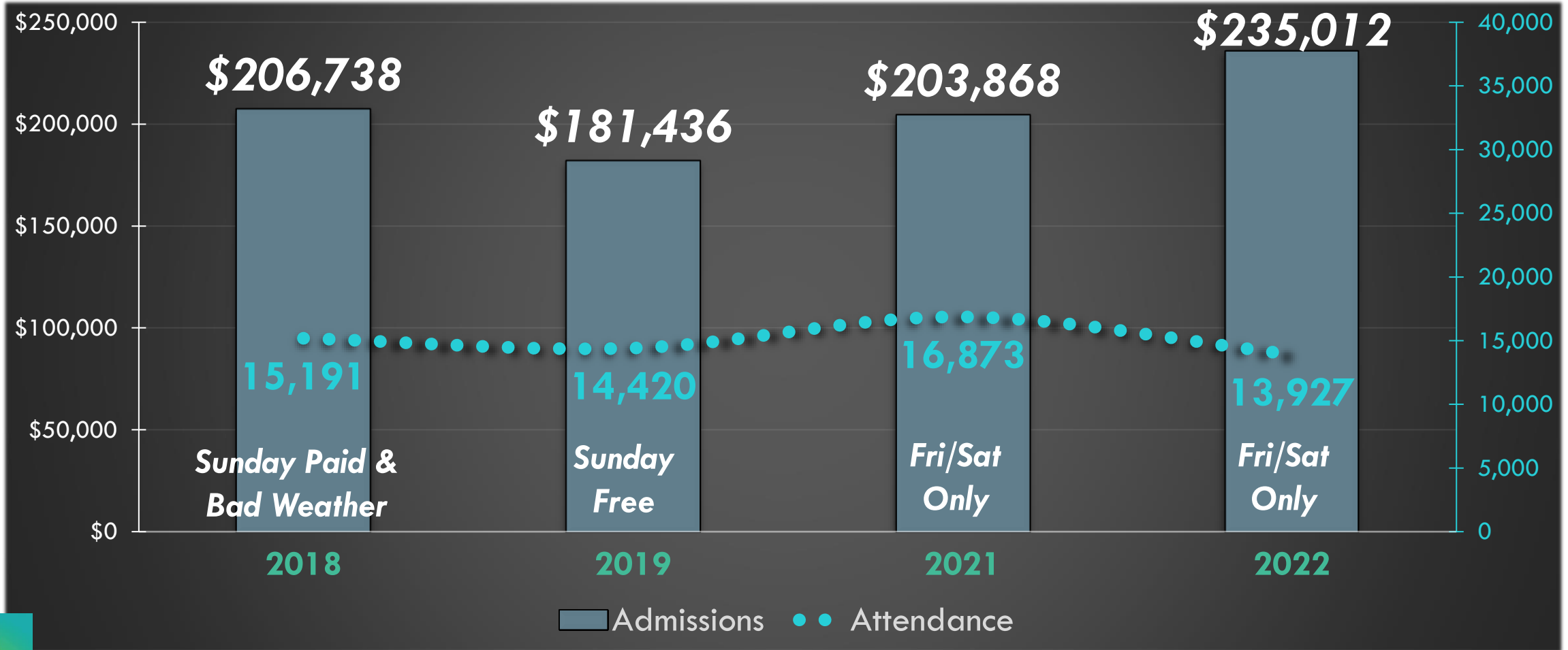
\$982

Miscellaneous





ADMISSIONS & ATTENDANCE : 4-YEAR COMPARISON



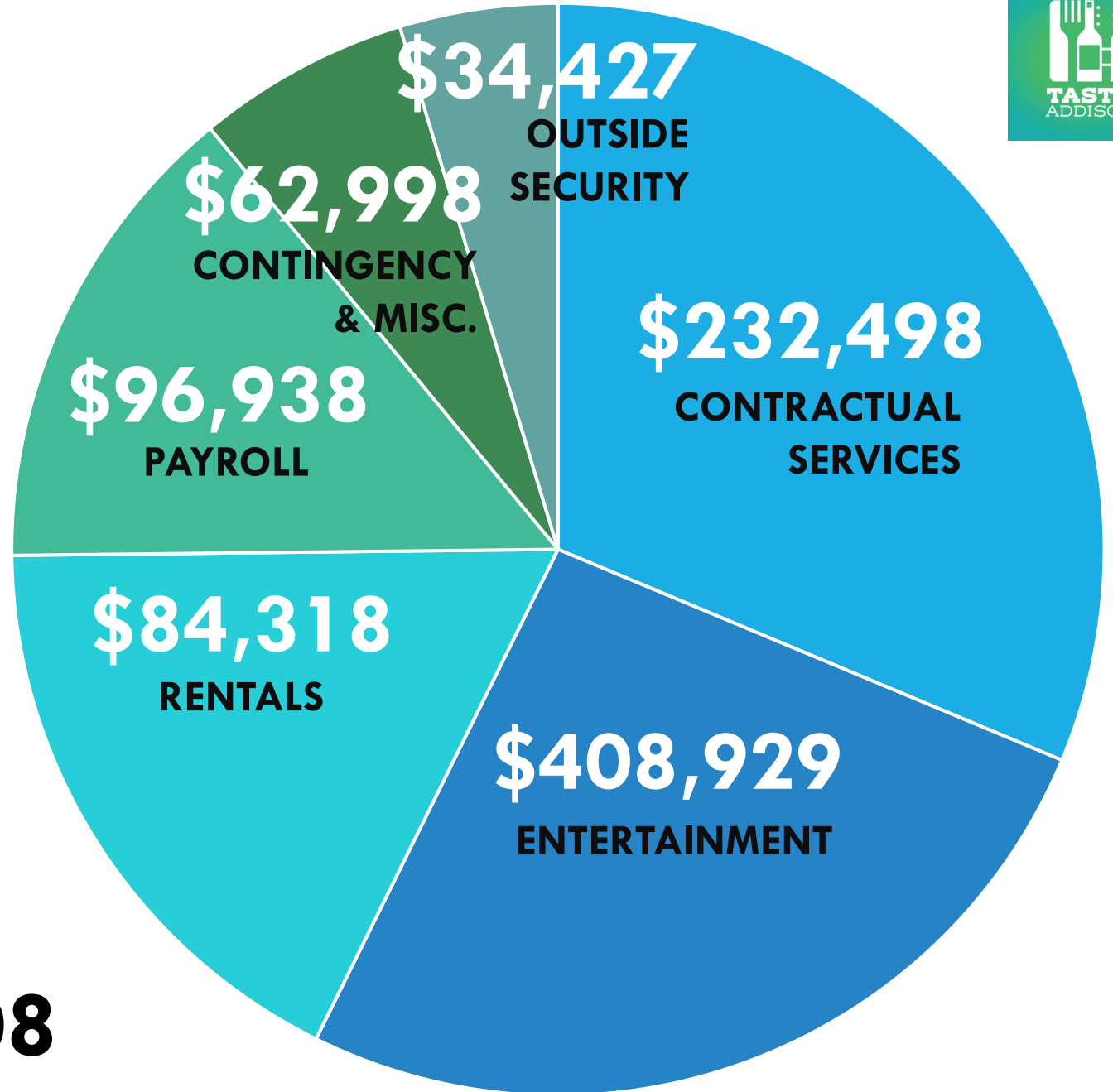
A vibrant, low-angle photograph of a concert crowd at night. The scene is filled with purple and blue stage lighting. In the center, a person is silhouetted against the bright lights, with their arms raised in the air. Other people are visible in the foreground and background, some also with their arms raised. The overall atmosphere is energetic and celebratory.

EXPENSES

Taste Addison 2022



TOTAL EXPENSES TASTE ADDISON 2022



Total : \$920,108



Total Revenue
\$366,389

Total Expenses
\$920,108

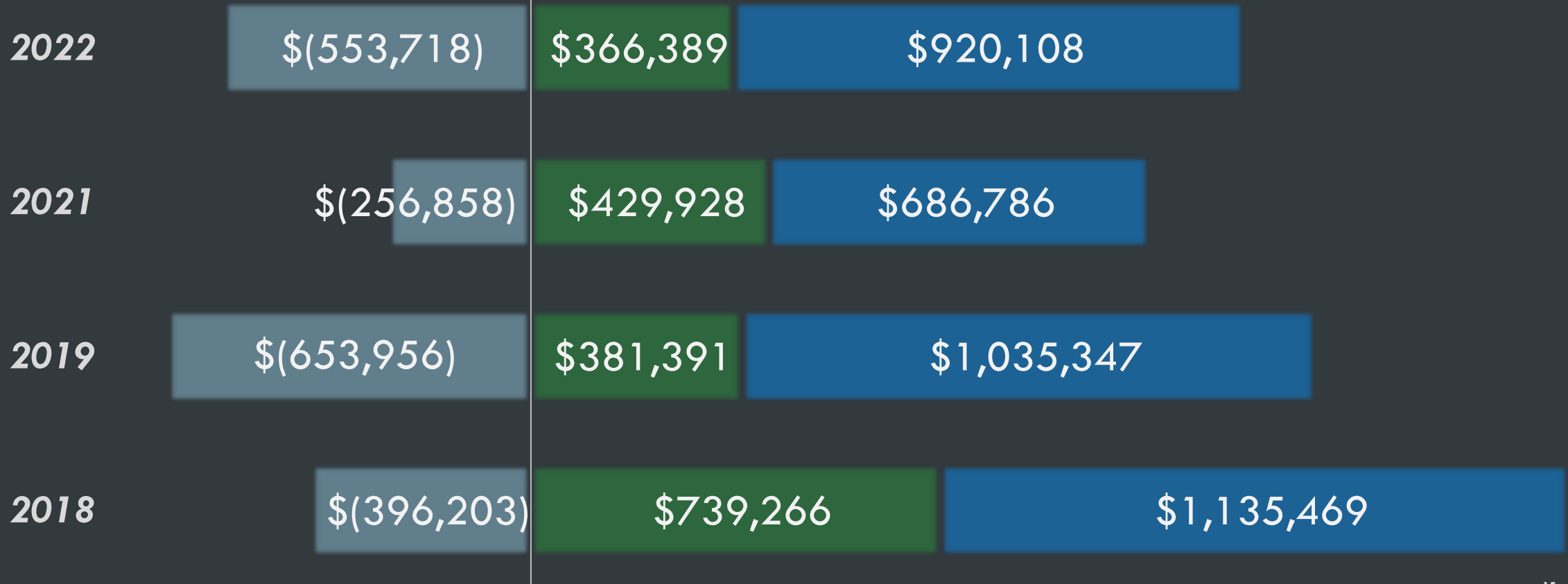
Loss
\$(553,718)



PROFIT OR (LOSS) : 4-YEAR COMPARISON

Taste Addison

■ Profit & (Loss) ■ Revenue ■ Expenses



THOUGHTS FOR NEXT YEAR

- Continue with 2-day festival to maximize ROI for event participants.
- Design for and market to 3 target groups: foodies, music lovers, and families.
- Improve operations of VIP experience.
- Continue enhanced specialty areas for children and 21+ adults focusing on sponsorship partnerships.



Questions / Comments

