

# KABOOM TOWN 2022

Council Presentation  
August 23, 2022

ADDISON



# ADDISON KABOOM TOWN! 2022

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

## NEW FOR 2022

- Continued with free tickets required for entry and early resident access; 3598 resident tickets were issued.
- New Caliber Auto Care Splash Zone.
- Offered Kaboom Town! branded merchandise.
- Returned to the Addison Airport Airshow.





# ADVERTISING & PUBLIC RELATIONS COVERAGE

Outlet	Value	Gross Impressions
Digital (Paid Advertising)	\$9,760	3,361,451
iHeart Radio	\$104,450	9,241,300
Spectrum Reach	\$4,500	191,756
PR – Broadcast (241 outlets)	\$2,797,878	22,100,000
PR – Print (28 outlets)	\$307,128	1,860,000
PR – Online (461 outlets)	\$6,348,068	14,800,000
<b>IN-KIND &amp; PR TOTAL</b>	<b>\$9,571,784</b>	<b>51,554,507</b>





# HOTEL ROOM NIGHTS

- 9 Addison hotels offered special rates. Packages included:
  - Guaranteed admission for up to 6 people
  - Branded Neck Cooling Towel
- Total Packages Redeemed: 928
- Townwide Hotel Occupancy: 78.2%



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 purple and blue lights, and a large crowd of people is visible in the foreground.

# REVENUE, EXPENDITURES, AND ATTENDANCE

**Kaboom Town 2022**



# TOTAL REVENUE : KABOOM TOWN 2022



**\$81,442**

**\$36,750**

Sponsorships

**\$36,431**

Invoice Revenue

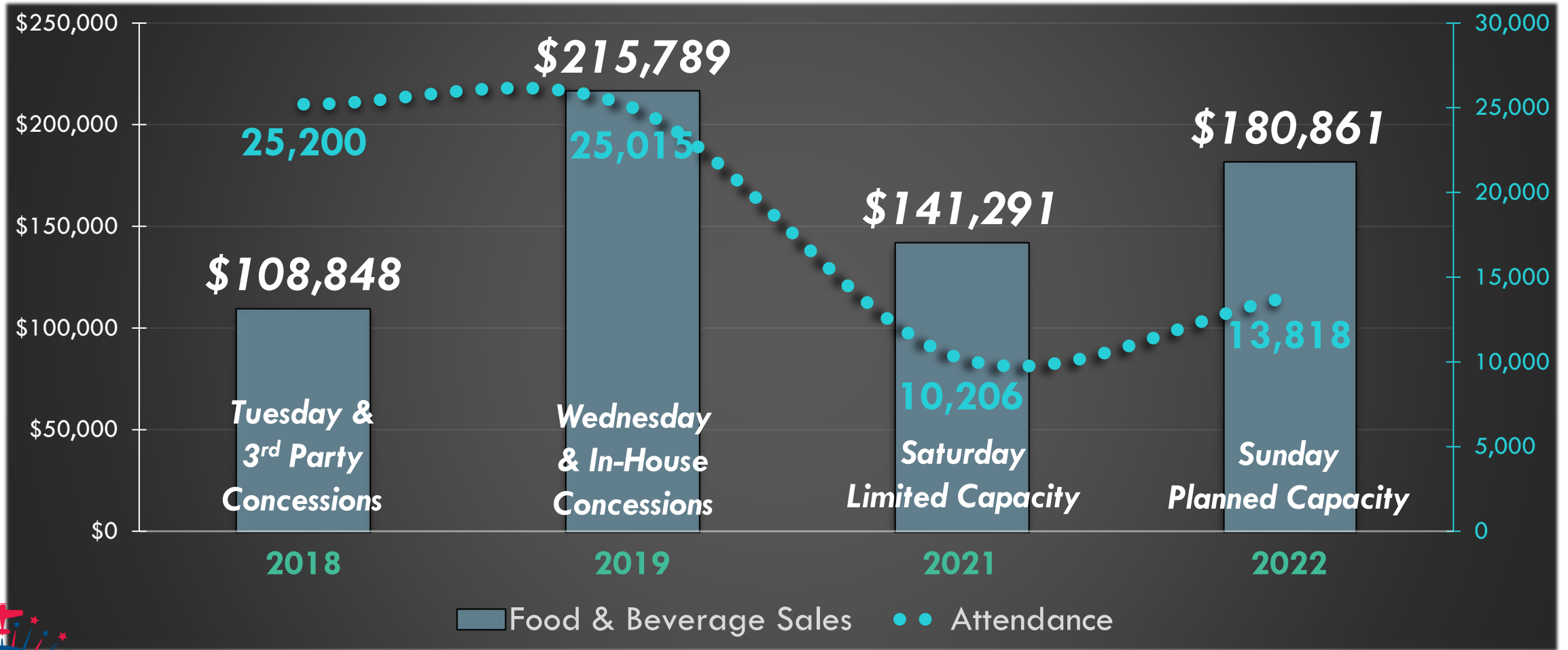
**\$8,262**

Misc. Revenue



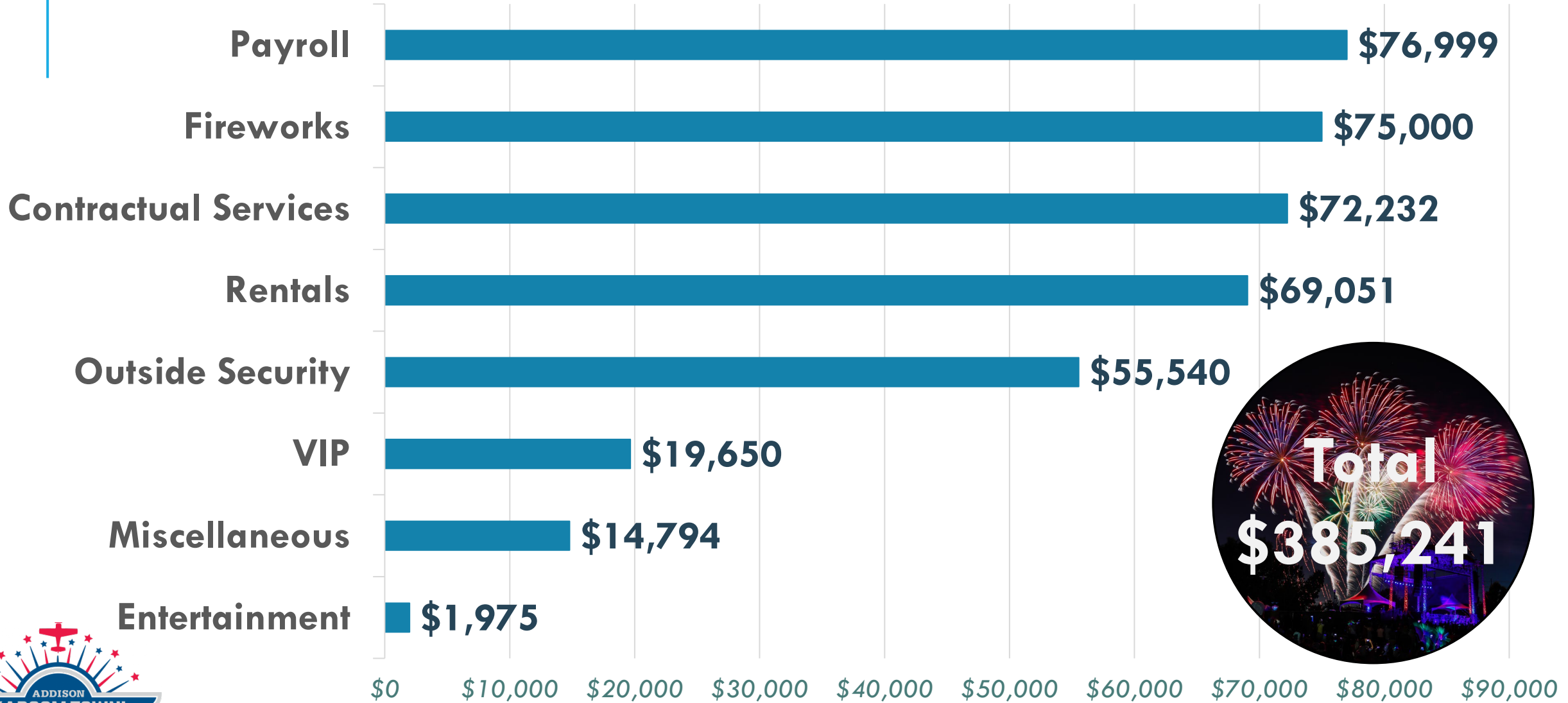


# FOOD/BEVERAGE SALES & ATTENDANCE COMPARISON





# TOTAL EXPENSES : KABOOM TOWN 2022







**Total  
Revenue  
\$81,442**

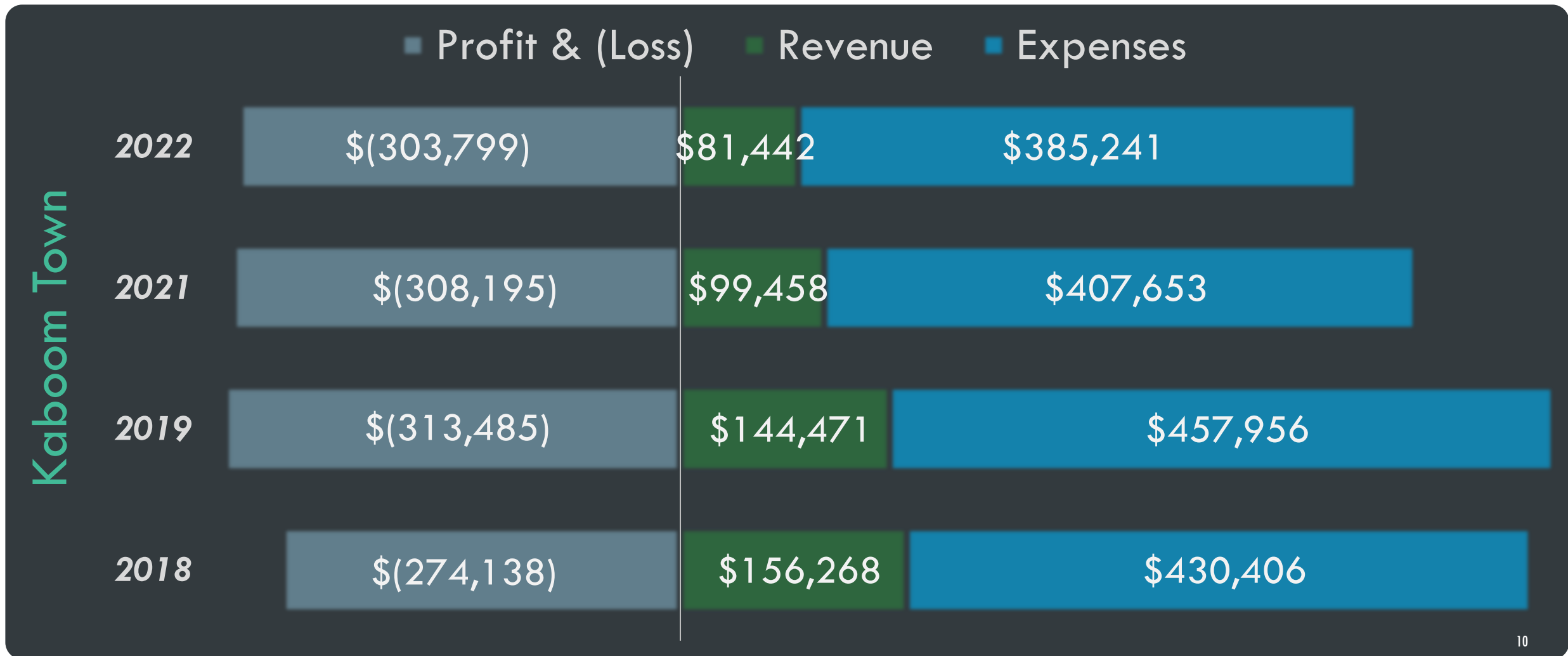
**Total  
Expenses  
\$385,241**

**Loss  
\$(303,799)**



*As of 8/12/22*

# PROFIT OR (LOSS) : 4-YEAR COMPARISON



# THOUGHTS FOR NEXT YEAR

- Alter operations of family-friendly activities, as necessary.
- Improve hotel package attendee experience with dedicated entrance.
- Seek continued success of the fireworks soundtrack.





# *Questions / Comments*

