

# 2023 Special Events Preview

February 13, 2023

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font. The text is centered within a white circle, which is set against a blue background. The blue background is part of a larger graphic on the right side of the slide, consisting of a blue triangle pointing downwards, with a white circle inside it. The top and bottom corners of the blue triangle are cut off by a diagonal line, revealing a dark grey background.

As the start of the 2023 event season nears, staff is preparing for a full slate of festivals and events that will combine the traditions and best practices of past years, as well as enhancements to improve the attendee experience and optimize the Addison brand.



In order to accomplish the department objectives for FY23, the team has been evaluating the impacts of the TOD on events in Addison Circle Park. Special Events has also been exploring options for increased revenue through sponsorships and on-site promotions.

# Addison After Dark

ADDISON

- Free admission
- Time: 6pm – 10pm
- Hotel Package
  - 2 - \$10 food truck vouchers
  - 2 - branded tumblers
- Adding more activities, expanding vendors, & improved entertainment.
- Monthly themes
  - April 15 – Fiesta Noche
  - August 19 – Pints & Pups
  - October 21 – Harvest Hayday



# Taste Addison

ADDISON

## Dates & Times

- Friday, June 2, 6pm-12am
- Saturday, June 3, 2pm-12am

## Tickets

- General Admission
  - Adult: \$15
  - Youth (6-12): \$5
  - Ages 5 and under: Free
- VIP: \$60
- Reserved Parking Add-On: \$25
- Hotel Package: Rates Vary
  - 4 single day general admission tickets
  - Access to prime viewing area





## VIP Experience

- Single Day General Admission
- 2 Beverage Tokens
- 2 Taste Bites
- Access to Main Stage Viewing Deck
- Access to VIP Lounge
  - Indoor/outdoor seating area
  - Private restrooms
  - Specialty entertainment
  - Cash bar serving drinks & food



## Featured Areas

- The Garden: wine sampling
- The Grove: spirits sampling & full-service bar
- Family Fun Lawn: Crafts, activities & attractions for kids
- Marketplace: Décor, jewelry, specialty food items & more

## Music Entertainment

- Main Stage
  - Friday headliner: Swae Lee
  - Saturday headliner: Boys Like Girls
    - Full day lineup: Hawthorne Heights, Story of the Year
- Bowl Stage – various performing arts including bands, dancers, and other entertainers.



# Taste Addison

ADDISON

## Food & Beverage

- Restaurant application deadline: February 10
- Two Day Booth
  - Flat fee - \$600 for a 10x10 or 10x20 booth space
  - No commission fee on sales
- Concessionaires – Refundable deposit + 20% revenue share
  - Accepted only to keep up with volume
- Water Stands – partnering with local non-profit



# Addison Kaboom Town!

ADDISON

## Date & Time

- Monday, July 3: 5-11pm

## Tickets

- Free admission for all ages
- Hotel Package
  - Neck cooling towel
  - Guaranteed admission for up to 6
  - Park entrance fast lane
- Advance ticket reservations will be used to manage capacity, reduce crowding at the gates, and promote support for restaurant watch parties and hotel bookings.
- Early ticket release for Addison residents





# Addison Kaboom Town!

ADDISON

## Addison Circle Park Festival

- Live jazz band at entry gates to welcome attendees
- Complimentary performances by the 36<sup>th</sup> Infantry Division
- Live music will continue for 1 hour after the fireworks
- Kid Zone: paid activities and attractions for kids
- Outside coolers permitted; food & beverage concessions



## Townwide Festivities

- Addison Airport Airshow - coordinating with Airport Staff on 2023 design
- Fireworks - 9:30pm launch; traditional soundtrack with a mix of current/past favorites



## Dates & Times

- Thursday, Sept. 14, 6-11pm
- Friday, Sept. 15, 6pm-12am
- Saturday, Sept. 16, 12pm-12am
- Sunday, Sept. 17, 12-6pm

## Tickets

- General Admission 10+
  - \$10 Friday or Saturday
  - Free Thursday and Sunday
- Ages 9 and under are free daily



## Ticket Packages

- \$20 Addison Oktoberfest Paket
- \$300-500 Partyhalle Deck (reserved table for up to 8)
- Hotel Package
  - 4 single day general admission tickets
  - 2 commemorative steins with beer tokens
  - 2 commemorative lapel pins

# Addison Oktoberfest

ADDISON

## Featured Areas

- Partyhalle: Open-air tent, dance floor, Partyhalle Deck
- Draught Haus Biergarten: Outdoor screens featuring football
- Kleinhalle: Indoor seating with live entertainment
- Kinderzelt: Activities & games for kids and kids at heart
- Paulaner Biergarten: Outdoor seating and bier games
- Marktplatz: Craft and specialty food sales



## New Promotions

- Sunday Hund-Day: Bring your dog to Oktoberfest day
- Dachshund Dash: New location, enhanced competition
- Karneval: Paid activities and attractions for kids



**Questions?**