

# Addison Oktoberfest 2022

Council Presentation  
February 13, 2023



**ADDISON**

# Highlights of Oktoberfest 2022

- Celebrated 35<sup>th</sup> annual Oktoberfest.
- Enhanced entertainment on all three stages.
- Increased number of Partyhalle Deck tables which sold out Thursday – Saturday.
- 2022 Commemorative Steins – Steins were not available due to supply chain issues. Staff was able to obtain enough steins locally to fulfill pre-purchased package orders.

Outlet	Cost	Impressions
Digital	\$35,148	3,350,216
Outdoor	\$22,088	8,762,364
Radio	\$22,030	1,869,400
<b>CAMPAIGN TOTAL</b>	<b>\$79,266</b>	<b>13,981,980</b>

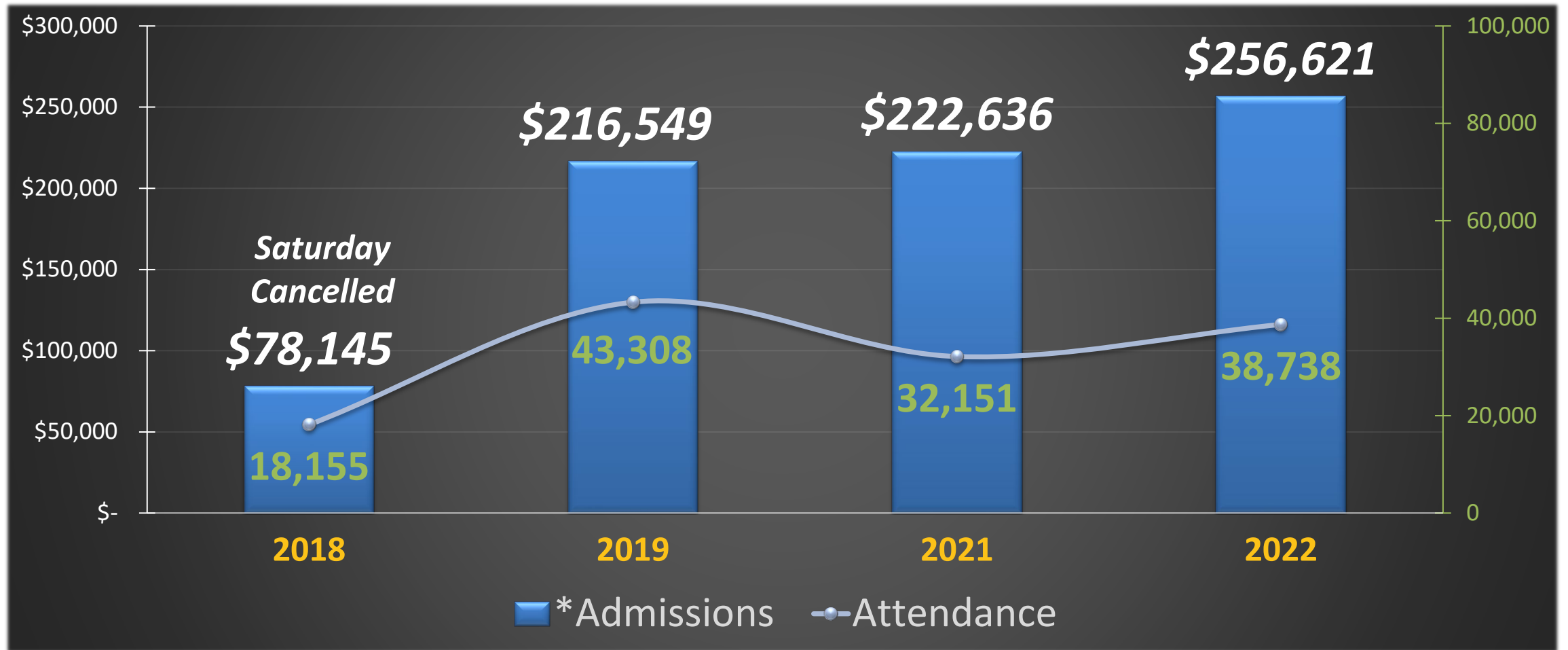
# In-Kind Advertising & Public Relations Coverage

A blue circular logo with the word "ADDISON" in white capital letters.

Outlet	Value	Gross Impressions
iHeart Radio	\$219,900	19,656,306
Spectrum Reach TV	\$4,500	191,796
CW33	\$25,000	674,000
PR – Broadcast (179 outlets)	\$4,869,186	26,632,136
PR – Print (24 outlets)	\$296,646	2,142,177
PR – Online (490 outlets)	\$4,103,157	9,939,755
<b>IN-KIND TOTAL</b>	<b>\$9,518,389</b>	<b>59,236,170</b>

# Admissions & Attendance: 4-Year Comparison

ADDISON



*\*Free Admission Thursday & Sunday*

- Following success of previous events, all Addison hotels were listed on the event website.
- Visitors could book any Addison hotel regardless of whether a special rate was offered. Hotel packages included:
  - 2 single day admission tickets
  - 2 commemorative steins with beer tokens
  - 2 souvenir lapel pins
- Total Packages Redeemed: 653 (47% increase over 2021)



# REVENUE

Addison Oktoberfest 2022

# SALES & COMMISSION REVENUE



Admissions  
**\$256,621**



Bier Games  
**\$1,848**



Commission  
**\$212,624**

**Total \$471,093**



# ADDITIONAL REVENUE



Sponsorships  
\$85,750



Vendor Fees &  
Rentals  
\$18,425

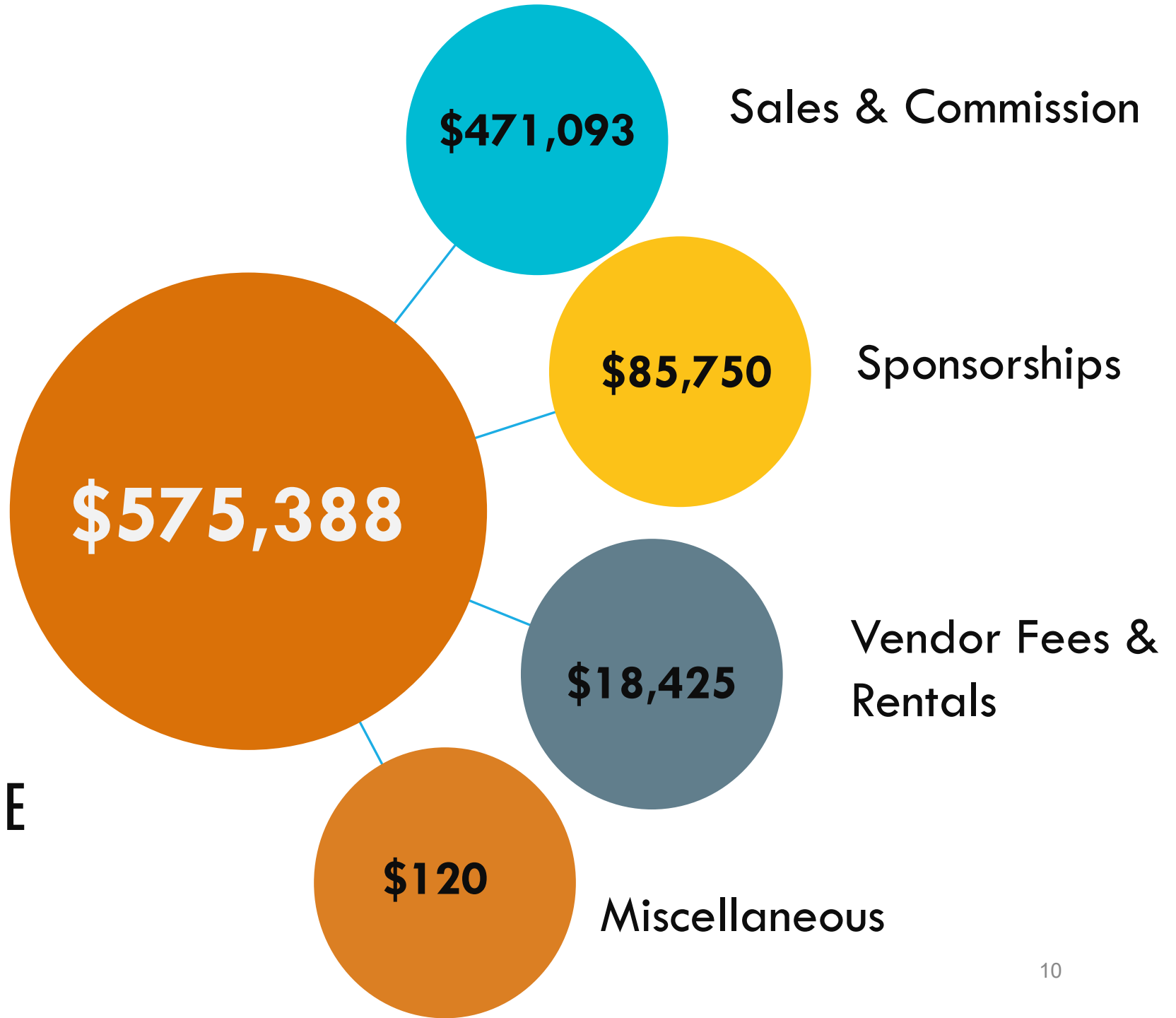


Miscellaneous  
\$120



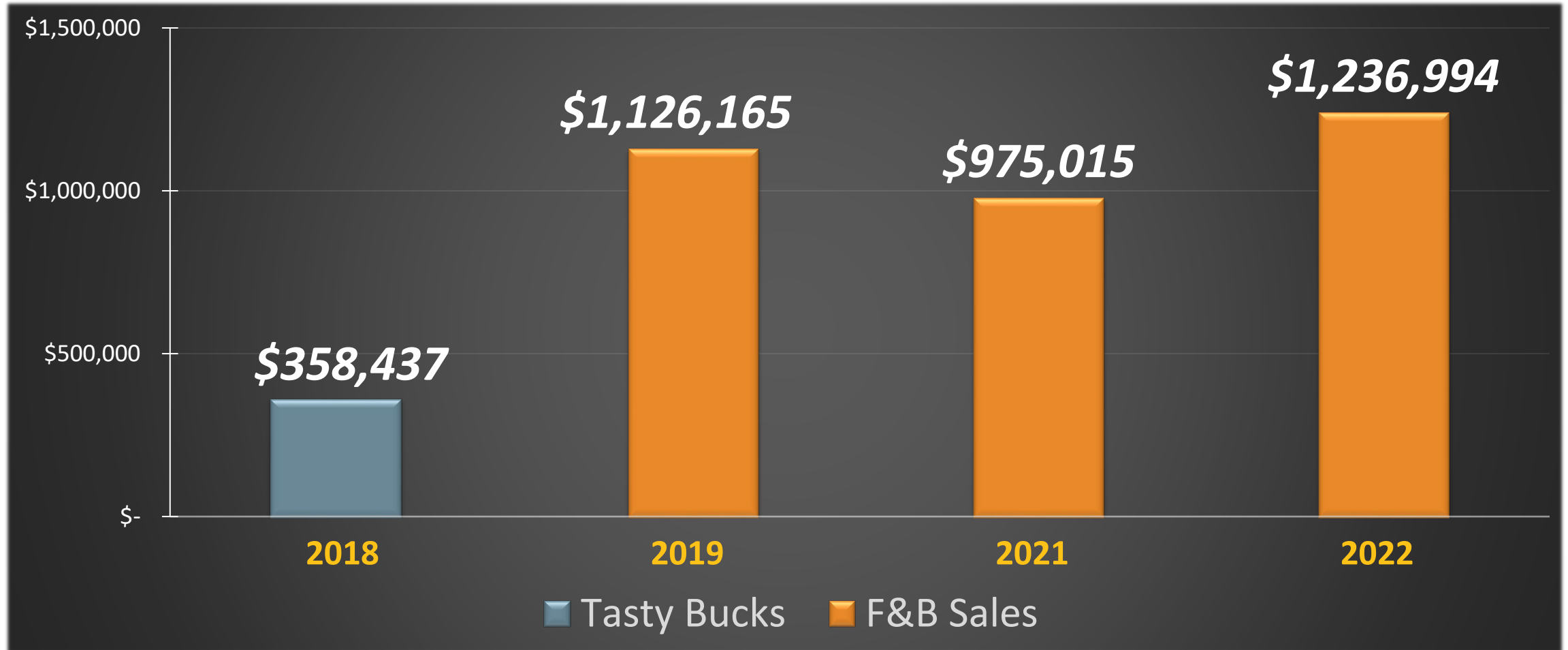
# TOTAL REVENUE

**FY22 BUDGETED REVENUE**  
**\$610,500**



# Food & Beverage Sales: 4-Year Comparison

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# EXPENSES

Addison Oktoberfest 2021







# TOTAL EXPENSES

## \$787,145



# FY22 BUDGETED EXPENSES

## \$798,426



**Total  
Revenue  
\$575,388**

**Total  
Expenses  
\$787,145**

**Net  
Investment  
\$(211,757)**

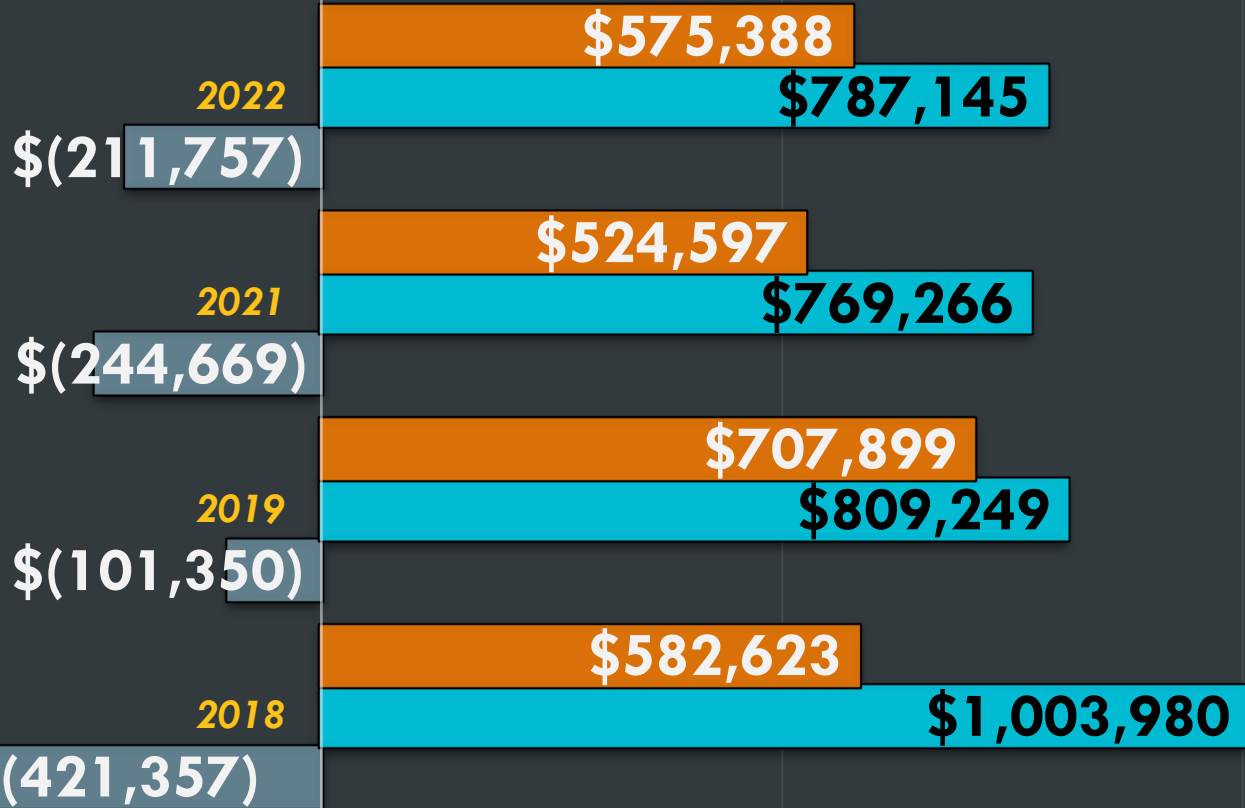




# PROFIT OR (INVESTMENT) : 4-YEAR COMPARISON

OKTOBERFEST

Revenue Expenses Profit & (Investment)



\$(500,000)

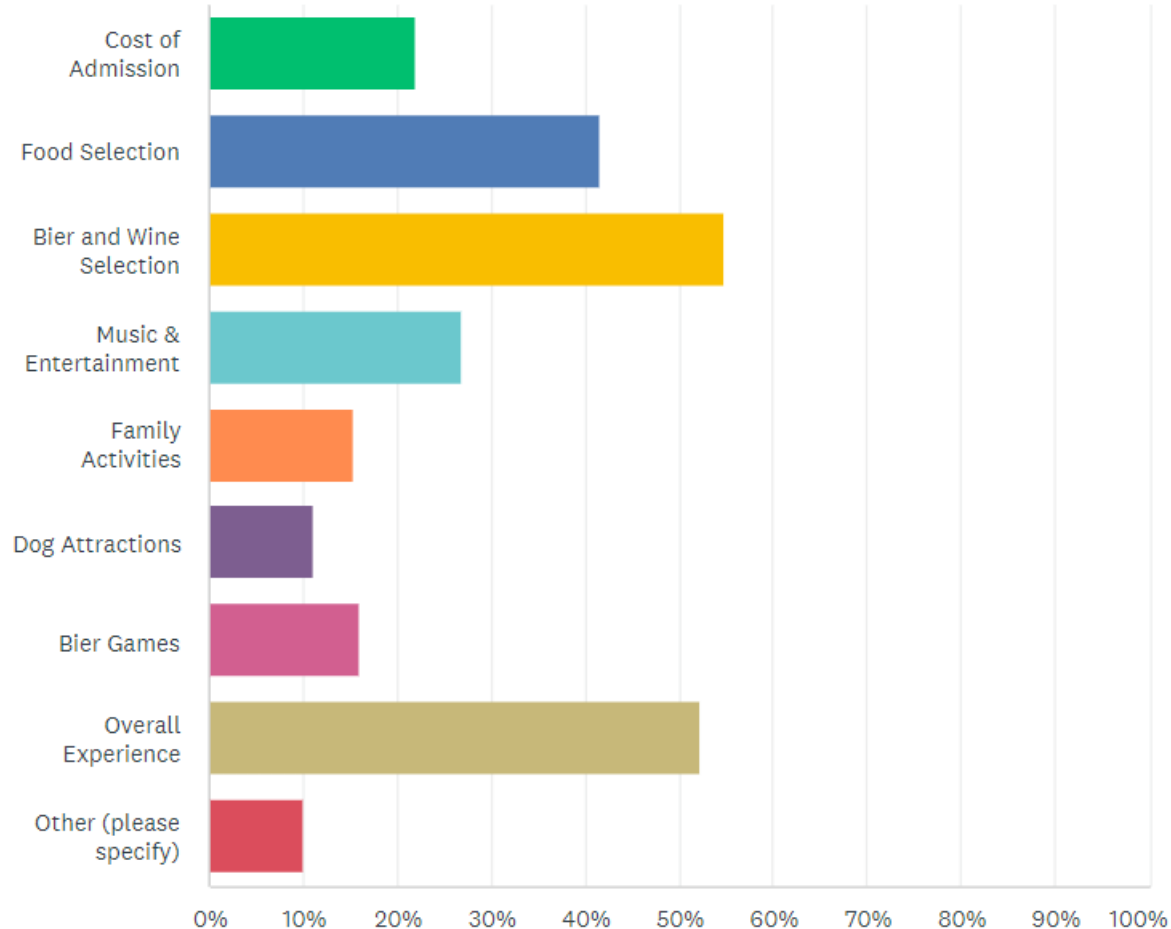
\$-

\$500,000

\$1,000,000

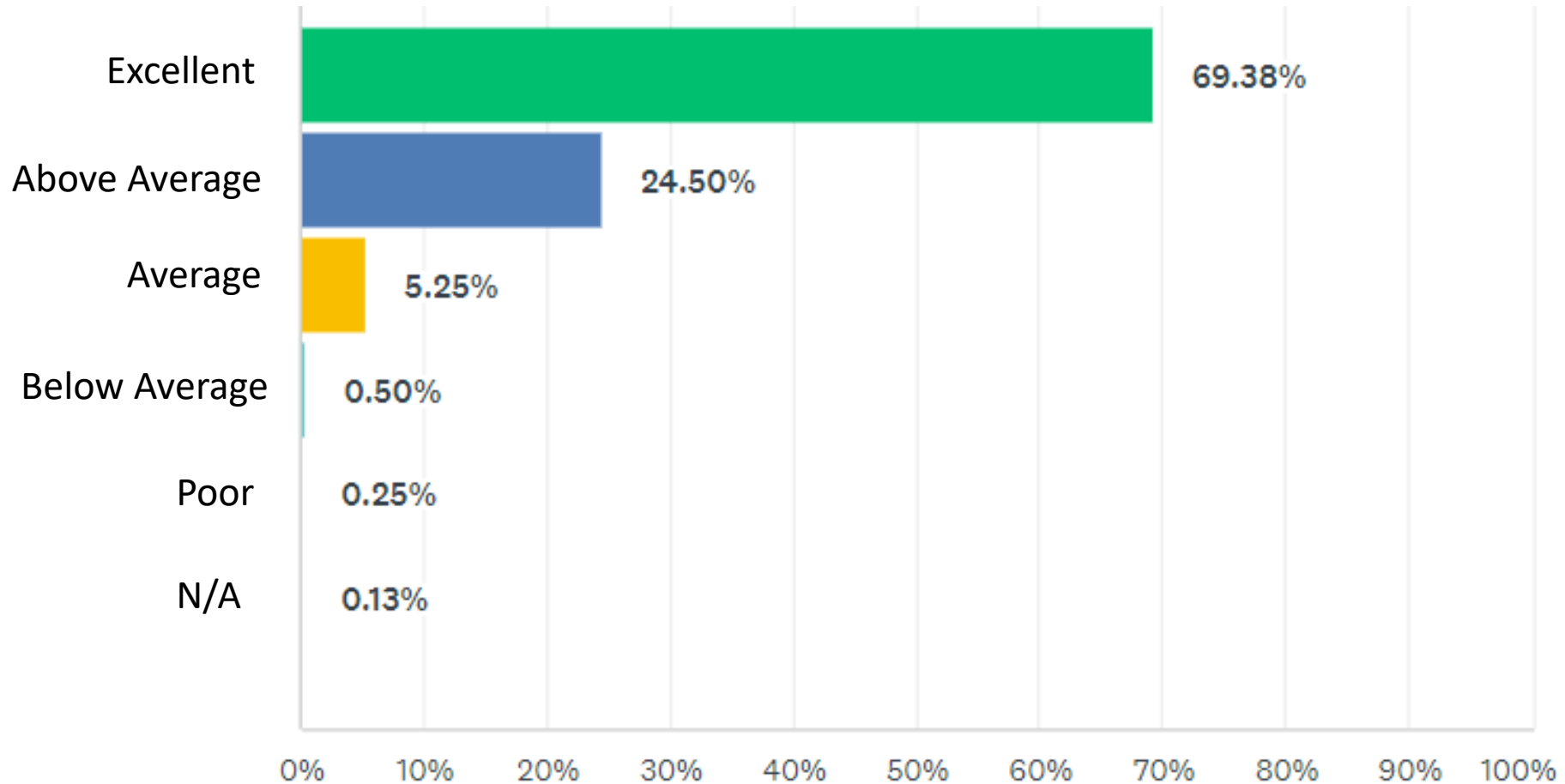
\$1,500,000

## What attracted you to this festival?



Answer Choices	Respondents
Bier & Wine Selection	54.78%
Overall Experience	52.33%
Food Selection	41.54%
Music & Entertainment	26.96%
Cost of Admission	21.94%
Bier Games	15.93%
Family Activities	15.32%
Dog Attractions	11.03%
Other	9.93%

How would you rate your overall experience?





# ***Questions / Comments***