

# SPECIAL EVENTS DISCUSSION

**FEBRUARY 25, 2025**

**Abby Morales, Special Events & Theatre Director**

The logo for Addison, featuring the word "ADDISON" in a bold, blue, sans-serif font centered within a white circle. This circle is set against a blue background that is part of a larger graphic design on the right side of the slide, which includes diagonal grey and white sections.

# OVERVIEW

ADDISON

## DISCUSS THE TOWN OF ADDISON SPECIAL EVENTS:

- HISTORY
- OPPORTUNITIES
- GOALS
- METRICS FOR SUCCESS
- THE FUTURE



# THE IMPACTS

ADDISON

- **BRAND RECOGNITION**
- **REPUTATION FOR QUALITY**
- **ECONOMIC IMPACTS**
- **COMMUNITY IMPACTS**
- **SHOWCASE TOWN ASSETS**



# BEYOND THE FESTIVAL

ADDISON

- PLATFORM FOR EXPERIENCE
- MARKETING OPPORTUNITIES
- GIVE BACK TO COMMUNITY

ECONOMIC IMPACT:

**\$1.1 M**

TASTE ADDISON

**\$2.3M**

ADDISON KABOOM TOWN!

**\$4.1 M**

ADDISON OKTOBERFEST



# EVENTS PROFILE

ADDISON

**392,500**

visitors to Addison events in 2024

**55%**  
are female

**71%** of travelers visit Addison for leisure

**45%**  
are male

Age ranges:

<21 --- **13%**

22 – 39 --- **43%**

40 – 59 --- **32%**

60+ --- **12%**

**EVENTS PLAY A KEY ROLE IN ATTRACTING VISITORS TO ADDISON.**

**\$125,000**

average household income



**50% WHITE**

**25% HISPANIC**

**13% BLACK**

**9% ASIAN**

**3% OTHER**

HOW DO THEY FOLLOW?

**26K**



**22K**

# METRICS FOR SUCCESS

ADDISON



## **ATTENDANCE**

FESTIVAL ATTENDEES & ANCILLARY PARTICIPATION

## **FINANCIAL**

ALL REVENUE / NET PROFIT / ROI ON EVENT COSTS

## **ENGAGEMENT**

SOCIAL MEDIA ACTIVITY / MEDIA COVERAGE (TV / RADIO)

## **SPONSORSHIP / PARTNERSHIPS**

SPONSOR METRICS – STRATEGIC PARTNERS / COMMUNITY BUY-IN

## **PROGRAMMING**

DIVERSE, INNOVATIVE, ENGAGING; TARGET ALL DEMOGRAPHICS FOR ALL HOURS OF EVENT

## **OPERATIONS**

LOGISTICS EFFICIENCY / SAFETY, STAFF & VOLUNTEER HOURS



**Taste**  
**Addison**  
An Experience for Every Vibe

# TASTE ADDISON

ADDISON



- 1993 TASTE ADDISON ESTABLISHED
- 2014 FORK & CORK
- 2015 FORK & CORK
- 2016 TASTE ADDISON RETURNS
- 2020 COVID
- 2022 EXPERIENCE FOR EVERY VIBE
- 2025 TASTE ADDISON TURNS 30

# TASTE ADDISON - OPPORTUNITIES

ADDISON

- IDENTITY OF THE EVENT
- AREA COMPETITION
- PROGRAMMING OPPORTUNITIES
- TOD / DART SILVER LINE
- STATE OF THE HOSPITALITY INDUSTRY POST-COVID

**ADDISON RESTAURANTS ARE A KEY DESTINATION ASSET. TASTE ADDISON IS THE EVENT THAT ENGAGES THE RESTAURANTS THE MOST.**

**Taste  
Addison**  
An Experience for Every Vibe

# TASTE ADDISON -- 2024 GOALS

ADDISON

## BE INTENTIONAL

1. **DRIVE REVENUE**
2. **DRIVE INNOVATION**
3. **SHARE OUR *NEW* STORY**

### EVENT IDENTITY:

WHAT IS TASTE ADDISON

### PROGRAM:

TARGET ALL DEMOGRAPHICS

### EXPERIENCES:

CREATE DEMAND

### PARTNERSHIPS:

BE STRATEGIC / SPONSORSHIPS

### SITE MAP:

GROW FESTIVAL FOOTPRINT

### RESTAURANTS:

INCREASE PARTICIPATION

**Be the 'A' in BRAVE --- InnovAtion**

# SUCCESS— AN EXPERIENCE FOR EVERY VIBE

ADDISON

## ENGAGEMENT

SOCIAL MEDIA ACTIVITY / MEDIA COVERAGE (TV / RADIO)

## SPONSORSHIP / PARTNERSHIPS

SPONSOR METRICS – STRATEGIC PARTNERS / COMMUNITY BUY-IN

## PROGRAMMING

DIVERSE, INNOVATIVE, ENGAGING; TARGET ALL DEMOGRAPHICS FOR ALL HOURS OF EVENT



**kids in free SUNDAY**  
compliments of: **DELTA DENTAL**

**VETERANS ADMISSION**  
1/2 OFF  
compliments of: **STOIC** REAL ESTATE PARTNERS

**\$2 off** ADMISSION  
BRING 2 CANNED GOODS FOR  
benefitting: **metrocrest services**

**sponsorship 63% INCREASE**

**ECONOMIC IMPACT: \$1.1 M TASTE ADDISON**



**eats 113% INCREASE**



**beats 150% INCREASE**



**artistic treats 137% INCREASE**



# WHAT DOES SUCCESS LOOK LIKE?

ADDISON





# ADDISON KABOOM TOWN!

ADDISON



- **1985** KABOOM TOWN! ESTABLISHED
- **2010** SILVER ANNIVERSARY
- **2020** NO GATHERING AT ACP
- **2021** TICKETING INTRODUCED –  
HOTEL STAY ONLY WAY TO GET A  
TICKET
- **2024** PAID ADMISSION INTRODUCED  
(NON-RESIDENTS ONLY)
- **2025** KABOOM TOWN! TURNS 40

# ADDISON KABOOM TOWN! - OPPORTUNITIES

ADDISON



- ATTENDANCE INSIDE ACP
- FOOTPRINT OF SITE / USE OF SPACE
- CONTINUED FOCUS ON SAFETY
- BALANCING PARTNERSHIPS –  
HOTELS + CONCESSIONAIRES +  
TOWN ESTABLISHMENTS

THE ADDISON AIRPORT IS A KEY ASSET FOR THE TOWN.  
THE ADDISON AIRPORT AIRSHOW IS THE REASON  
KABOOM TOWN! RECEIVES NATIONAL RECOGNITION.

# ADDISON KABOOM TOWN! – 2024 GOALS

ADDISON



**BE INTENTIONAL**

1. DRIVE REVENUE
2. DRIVE INNOVATION
3. SHARE OUR *NEW* STORY

## **TICKET REDEMPTION:**

INCREASE ATTENDANCE SAFELY

## **SITE LOGISTICS:**

MAXIMIZE SPACE

## **FOOD / BEVERAGE:**

CREATE WIN / WIN PARTNERSHIP

## **PROGRAM:**

CREATE COHESIVENESS WITH AIRSHOW

## **HOTEL STAYS:**

CREATE DEMAND FOR OVERNIGHT STAYS

**Be the 'A' in BRAVE --- InnovAtion**

# SUCCESS— FLIGHTS, SIGHTS, AN AMAZING NIGHT

ADDISON

## ATTENDANCE

FESTIVAL ATTENDEES & TOWN WATCH PARTY PARTICIPATION

## FINANCIAL

ALL REVENUE / NET PROFIT / ROI ON EVENT COSTS

## OPERATIONS

LOGISTICS EFFICIENCY / SAFETY, STAFF & VOLUNTEER HOURS



**68%**  
TICKET REDEMPTION  
RATE

RATED TOP 5  
FIREWORKS SHOW BY  
*USA TODAY*



**WATER  
STATIONS**



PARTICIPATING  
HOTELS: 15  
**10**  
SOLD OUT

ECONOMIC IMPACT:  
**\$2.3M**  
ADDISON KABOOM TOWN!

**41%**  
INCREASE IN  
CONCESSIONAIRE  
SALES



**NO COOLERS**



**MEDIA COVERAGE ---  
POST EVENT**

**MAIN STAGE MOVE**

# WHAT DOES SUCCESS LOOK LIKE?

ADDISON





# ADDISON OKTOBERFEST

ADDISON



- **1987** ADDISON OKTOBERFEST ESTABLISHED
- **2018** PARTIAL CANCELLATION
- **2020** COVID
- **2022** STEIN-GATE
- **2024** TEXAS ZWEI STEP AREA INTRODUCED
- **2025** ADDISON OKTOBERFEST TURNS 38

# ADDISON OKTOBERFEST- OPPORTUNITIES

ADDISON

- **COMPETITION FOR AN ENTIRE MONTH**
- **SITE EXPANSION**
- **FOCUS: REPLICATION & IMITATION**
- **FAMILY-FRIENDLY ATMOSPHERE**
- **CORPORATE ENGAGEMENT**

**CULTURAL DIVERSITY AT OKTOBERFEST --- WITH SOME TEXAS FLAIR. THE TEXAS PIECE CAN BE A DISTINGUISHING FEATURE FOR ADDISON.**

# ADDISON OKTOBERFEST— 2024 GOALS

ADDISON

## BE INTENTIONAL



1. **DRIVE REVENUE**
2. **DRIVE INNOVATION**
3. **SHARE OUR *NEW* STORY**

### EVENT IDENTITY:

LEAN INTO THE TEXAS FLAIR AS A DIFFERENTIATOR

### PROGRAM:

TARGET ALL DEMOGRAPHICS / FAMILY FOCUS

### SITE MAP:

GROW FESTIVAL FOOTPRINT

### EXPERIENCES:

USE AS A TOOL TO DRIVE ADDITIONAL REVENUE

**Be the 'A' in BRAVE --- InnovAtion**

# SUCCESS— GERMAN FARE – WITH A SIDE OF (BIG) TEXAS FLAIR

ADDISON

**ATTENDANCE** FESTIVAL ATTENDEES

**FINANCIAL** ALL REVENUE / NET PROFIT / ROI ON EVENT COSTS

**SPONSORSHIP / PARTNERSHIPS** SPONSOR METRICS – STRATEGIC PARTNERS / COMMUNITY BUY-IN

**PROGRAMMING** DIVERSE, INNOVATIVE, ENGAGING; TARGET ALL DEMOGRAPHICS FOR ALL HOURS OF EVENT



TEXAS PROST STAGE



GLOCKENSPIEL CLOCK



CORPORATE NIGHT



PARTYHALLE DECK EXPANSION



DAS STADIUM

ECONOMIC IMPACT:  
**\$4.1 M**  
 ADDISON OKTOBERFEST



THE BUTTONS



PARTY ZELT



FAMILY FOCUS

# WHAT DOES SUCCESS LOOK LIKE?

ADDISON

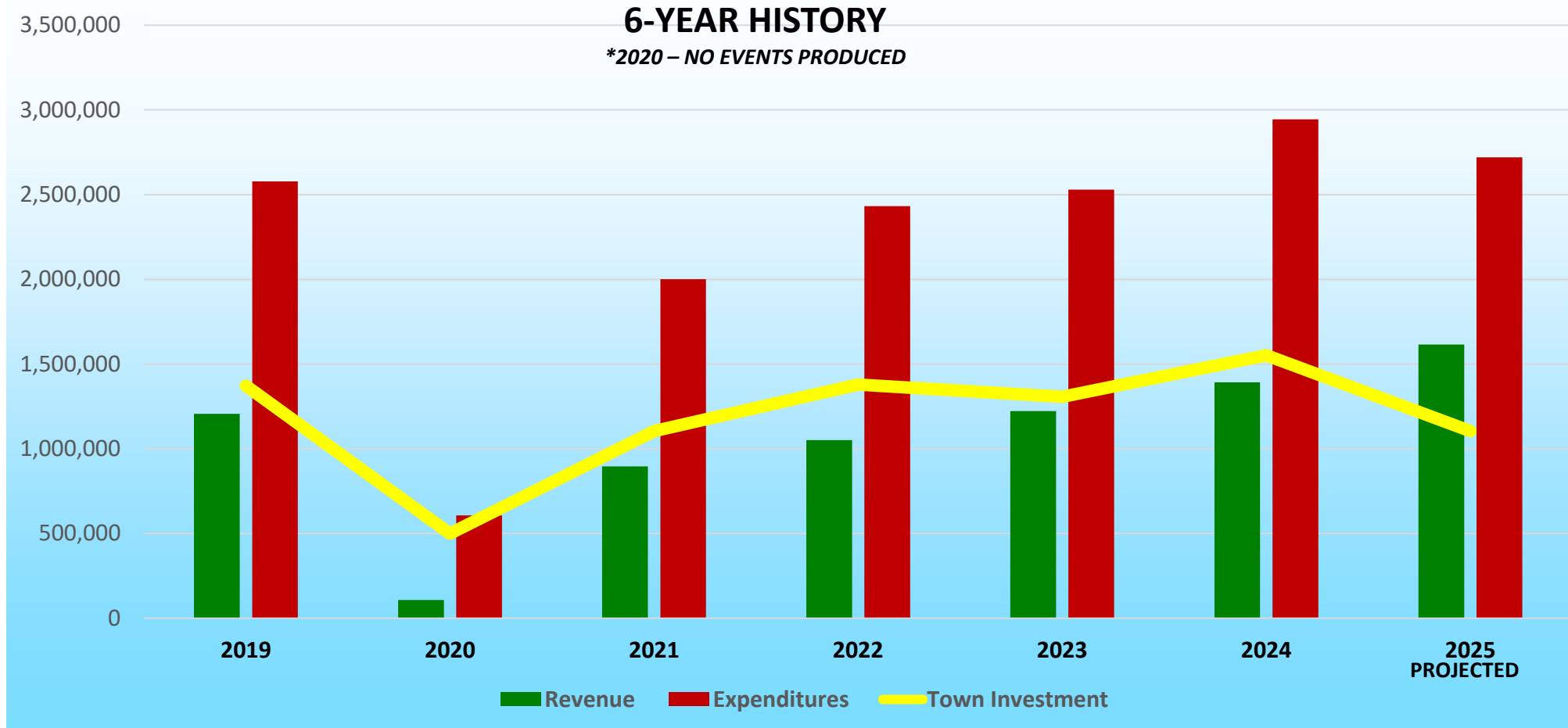


# BUDGET HISTORY

## Use of Hotel Occupancy Tax Revenue:

- 1) directly promote tourism
- 2) directly promote the convention and hotel industry

NOTE: "Tourism" is defined under Texas law as guiding or managing individuals who are traveling to a different, city, county, state, or country.



# BUDGET FY25



<b>REVENUE</b>	<b>FY25 BUDGET</b>
SPONSORSHIPS	\$395,000
FOOD/BEV/PD EXPERIENCES	\$1,166,000
VENDOR FEES	\$55,000
<b>TOTAL REVENUES</b>	<b>\$1,616,000</b>
<b>EXPENDITURES</b>	<b>FY25 BUDGET</b>
CONTRACTUAL SERVICES	\$1,370,000
RENTALS	\$610,000
STAFF OPERATIONS	\$331,072
CONTRACT LABOR	\$143,000
MISC – CONTINGENCY	\$172,000
SPECIAL SVCS - REDEMPTION	\$43,500
CREDIT CARD FEES	\$51,000
<b>TOTAL EXPENDITURES</b>	<b>\$2,720,572</b>

# DISCUSSION

ADDISON

