



Taste Addison Re-Cap

August 5, 2025

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PROVIDE A RE-CAP OF TASTE ADDISON 2025 TO INCLUDE:

- THE PAST:
EVENT HISTORY &
OPPORTUNITIES
- THE PRESENT:
2025 EVENT
GOALS &
SUCSESSES
- THE FUTURE

TASTE ADDISON HISTORY

ADDISON

1993

TASTE ADDISON ESTABLISHED

Food & music festival designed to generate tourism by showcasing our competitive restaurant community

Started as a 1-day, family-oriented event featuring 28 restaurants and The Dixie Chicks that attracted 10,000 people

Grew to be a leader in the region featuring nearly 70 restaurants, top-notch headline musical talent and featured speakers that attracted 70,000+ over 3-days

While food has always been the heart of the event, music helped the event gain strong brand recognition, drive attendance and generated hotel room nights

2016

TASTE ADDISON RETURNS

Integrate the best of Fork & Cork and Taste Addison with a refocus on community fun and interaction

Bring excitement to the vibrant restaurant community that Addison holds: chain restaurants, Chef-Owned/Operated and unique to the region establishments as well

Generate hotel room nights and promote tourism in Addison, as well as Addison as a destination

2024

RE-BRAND & RE-IMAGINE TASTE ADDISON

Challenges with increased competition on and around these weekends resulting in declining attendance and revenue

Working to be a general festival with unique features to differentiate from the competition

Other events with larger budgets using the same festival model. What's unique to Addison?

2014

FORK & CORK INTRODUCED

Dives along Dallas brand recognition to complement new brand narrative focusing on Addison's unique and progressive culinary roots

Connect Addison's businesses and residents with local age 21+ who view food as a form of entertainment

Showcase Addison's commitment to culinary, wine and entertaining life

2020

COVID

Major impact to the hospitality industry to provide solutions in restaurant and supply chain challenges

Forever changed the way restaurants and hotels do business

2025

TASTE ADDISON TURNS 30!

TASTE ADDISON -- 2025 GOALS

ADDISON



1. RESTAURANTS:

ESTABLISH A RESTAURANT COALITION / MAINTAIN 2024 PARTICIPATION LEVELS – (APPROX. 50 RESTAURANTS)

2. PROGRAMMING / EXPERIENCES:

TARGET ALL DEMOGRAPHICS / CREATE DEMAND & INCREASE ENGAGEMENT (SHARE ALL EXPERIENCES AT TASTE, NOT JUST HEADLINERS) / KEEP MUSIC LINEUP DIVERSIFIED WITH RESPECT TO GENRES

3. FINANCIAL:

BE STRATEGIC WITH PARTNERSHIPS / LONG TERM STRATEGIES TO REDUCE TOWN INVESTMENT / DRIVE REVENUE – PAID EXPERIENCES, PACKAGES & SPONSORSHIPS

RESTAURANT COALITION

ADDISON

- CAPTAIN / CO-CAPTAINS
- RESTAURANT RECRUITMENT
- EVENT MENTORING
- PRE-EVENT SUPPORT
- TABC ASSISTANCE
- EVENT PLANNING / STRUCTURE



Cantina LAREDO



HAWKERS



Java & hopps
Creamery @ addison circle



Yelibelly Chocolates

An Experience for Every Vibe

ADDISON

**Taste
Addison**

An Experience for Every Vibe

APRIL 25-27
Addison Circle Park
TasteAddisonTexas.com

CELEBRATING
30
YEARS!

EATS
& drinks

BEATS

artistic
TREATS

EATS & drinks

CHOW HALL

WORLDEATS STREET

TASTY TRUCK STOP

TASTING HUT

POP-UP RESTAURANTS

THE CORKYARD

THE LAWN

THE SPEAKEASY

BEYOND THE BAR

- THE SPEAKEASY: **900+** OZ. SPIRITS SAMPLED
- THE CORKYARD WINE GARDEN: **2,100+** OZ. WINE SAMPLED
- OVER **11,000** COMPLIMENTARY SAMPLES PROVIDED AT THE **TASTING HUT & VIP** AREAS
- OVER **250** CHOCOLATE + WHISKEY PAIRINGS AT **13** DEMOS
- NEARLY **700** TASTE BITES PRE-SOLD WITH THE CHOW HALL PASS
- OVER **400** MOCKTAIL SAMPLES AT **15** DEMOS

BEATS

7 AREAS TO ENJOY LIVE MUSIC AND ENTERTAINMENT + 1 SILENT DISCO

- **WFAA MAIN STAGE** NATIONAL HEADLINERS
- **WORLDBEATS STAGE & DANCE FLOOR**
CULTURAL PERFORMANCES FROM
AROUND THE WORLD
- **SPEAKEASY & CORKYARD** LOCAL ARTISTS
- **BLACKBOX 30** JAZZ BAND + AERIALISTS
WITH OVER 1,800 GUESTS
- **BLUE DOT SPOT** BUSKER STYLE ACTS: FIRE
DANCERS, MAGICIANS & PUPPETEERING
- **STUDIO 24** 3 MUSIC CHANNELS + 1 LIVE DJ
AND OVER 5,300 HEADSET RENTALS



artistic TREATS

MARKETPLACE VENDORS SIP & STROLL ARTISANS
WORLDBEATS PINATA DROP POPS OF ART AERIALISTS FIRE DANCERS CRAFTS



- **12** ICONIC ADDISON AND FOOD BASED PIECES ON DISPLAY FOR PHOTO OPS
- **4' & 5'** LETTERS FOR PHOTO OPS
- **50+** LBS OF CANDY INSIDE THE PINATA AT THE WORLDBEATS STAGE
- **1,750+** CRAFTS CREATED IN THE BITE SIZE BACKYARD KIDS AREA
- **9** SILK ACTS PERFORMED FOR **1,800+** GUESTS

ADDISON



RADIO

- 220% increase in earned radio hits this year

TELEVISION

- 73% growth for TV hits
- Nielsen audience grew from 2.35M to 34.9M

INFLUENCER COVERAGE

- Nearly 400% content growth
(100 posts in 2025 vs 28 in 2024)

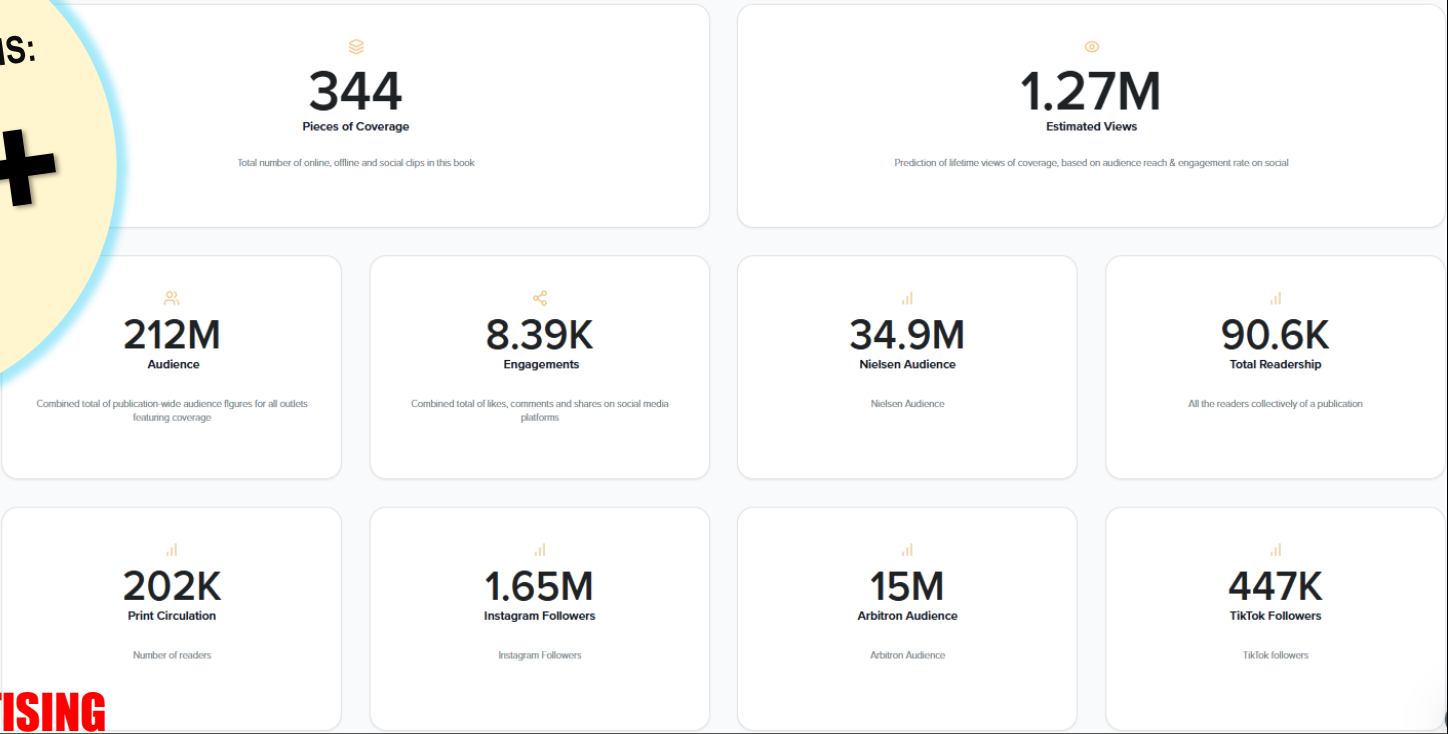
NEWSLETTERS

- Content growth: 23 captured in 2025 vs 14 in 2024

PRINT CONTENT

- Grew to 7 pieces (vs 1 in 2024)
- Audience grew from 78.6K to 202K

TOTAL IMPRESSIONS:
37M+



PAID ADVERTISING

\$123,221

IN-KIND ADVERTISING

\$121,500

OUTLET	IMPRESSIONS	COST
DIGITAL	3,599,145	\$39,764
PAID SOCIAL	4,631,662	\$17,641.45
OOH	4,846,610	\$17,060
RADIO	3,277,012	\$28,638
OOH – LOVE FIELD AIRPORT	20,580,000	\$14,118
PAID SEARCH	141,042	\$6,000

MARKETING - TARGETS

ADDISON



HOTEL OCCUPANCY

FRIDAY: **72.5%**

SATURDAY: **78.6%**

SUNDAY: **63%**

**16.2%
increase**
in occupancy
over the average
for the last 12
months

**18.6%
increase**
over the same
3-day period as
2024

TASTE ADDISON:

- PARTICIPATING HOTELS: **10**
- HOTEL PKGS REDEEMED: **74**
- TOTAL ROOMS BOOKED: **137**



METRICS FOR SUCCESS

ADDISON

Metrics for Success

ATTENDANCE

FESTIVAL ATTENDEES & ANCILLARY PARTICIPATION

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

Taste Addison

	2022	2023	2024	2025
Participating Restaurants	17	21	46	44
Attendance	13,927	14,650	12,900	16,400
Sponsorship	\$81,714	\$96,000	\$134,000	\$101,611
Vendors – Artisan & Marketplace	18	26	54	50
Performance Areas	2	3	6	7
Performers / Acts	15	26	58	88

TASTE ADDISON DEMOGRAPHICS

ADDISON

16,400

TOTAL ATTENDANCE



54%

ARE FEMALE

AVERAGE HOUSEHOLD INCOME

\$100,000



46%

ARE MALE

AGE RANGES:

<21 --- **17%**

22 – 39 --- **47%**

40 – 59 --- **29%**

60+ --- **7%**

HOW DO THEY FOLLOW?

27K



24K



EVENTS PLAY A KEY ROLE IN
ATTRACTING VISITORS TO ADDISON

ATTENDANCE

ADDISON

OFFICIAL ATTENDANCE

16,400

4,270

FRIDAY

8,600

SATURDAY

3,530

SUNDAY

1,322

KIDS/YOUTH

853

SENIORS / VETERANS

302

ADDISON RESIDENT
DISCOUNT

200

3-DAY WEEKEND PASS

276

VIP PASSES

175

CHOW HALL PASSES

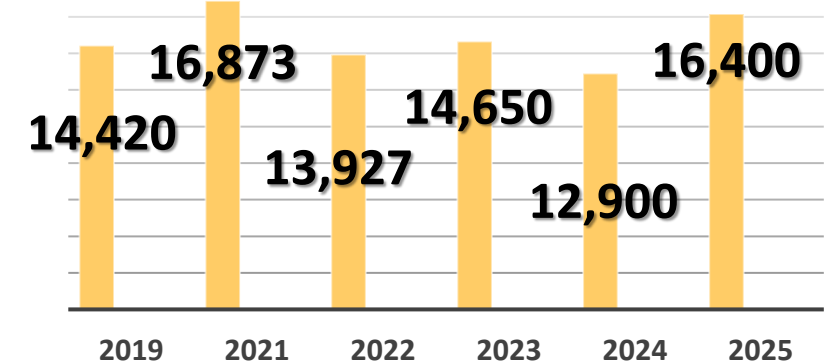
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SPEAKEASY PASSES

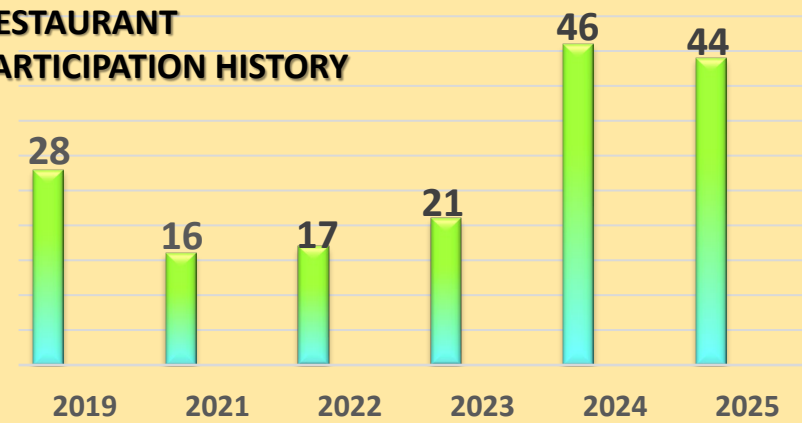
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SPEAKEASY PASSES

ATTENDANCE HISTORY



RESTAURANT
PARTICIPATION HISTORY



RESTAURANT GROSS SALES

ADDISON

RESTAURANT GROSS SALES

\$244,590

RESTAURANT AVE. GROSS SALES

\$8,435

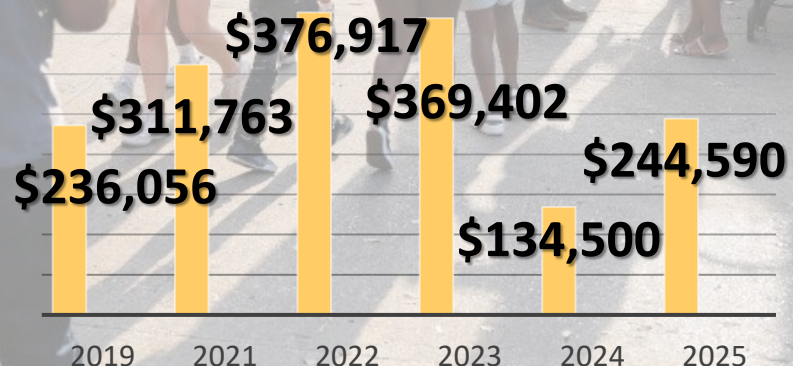
GROSS SALES PER PERSON

\$15

BEVERAGE GROSS SALES

\$83,030

RESTAURANT GROSS SALES HISTORY



IMPACTS BEYOND THE FESTIVAL

ADDISON

- **200+ MEALS** PROVIDED WITH THE METROCREST SERVICES **FILL THE PANTRY** CANNED GOODS PROMO
- **400+ KIDS** SERVED IN THE **SACK SUMMER HUNGER PROGRAM** WITH THE **TASTE ON THE TARMAC** COMPETITION PRESENTED BY ONCOR
- **500+ KIDS IN FREE** ON SUNDAY
- **900+ VETERANS** RECEIVED ½ OFF ADMISSION COMPLIMENTS OF DALLAS PARKWAY CLEANERS
- **300+ ADDISON RESIDENTS** RECEIVED ½ OFF ADMISSION
- **40K PASSENGERS** RECEIVED A FREE MINI CONCERT ON A HOLIDAY TRAVEL WEEKEND



SQUEEZEBOX BANDITS

CLEGHORN

Taste Addison TAKEOVER

PENNY & THE FLAMETHROWERS

JASON KYLE WICKENS

“Live at Love”

Friday, April 18
11:00a - 2:45p

 Dallas Love Field

TOTAL REVENUE

\$392,530

ON-LINE &
ON-SITE PURCHASES

\$210,648

CASH SPONSORSHIPS*

\$101,611

CONCESSIONAIRE
REV-SHARE (20%)

\$ 32,726

RESTAURANT &
MARKETPLACE
VENDOR FEES

\$28,800

MERCH SALES, ATM & MISC. REVENUE

\$18,745

*ALSO IN-KIND TOTAL: \$121,500

WFAA / iHEART / DART / SPECTRUM / HILAND DAIRY

EXPENDITURES

ADDISON

ENTERTAINMENT

\$306,314

PERFORMERS, AGENCY FEES, RVs

CONTRACTUAL SERVICES

\$291,810

TRASH, ELECTRIC, STAGE PROD,
TICKET SCANNERS, PARKING

STAFF COMPENSATION

\$97,259

INCLUDES OT

RENTALS

\$228,144

TENTS, RESTROOMS, FENCING, GOLF CARTS,
GAMES, EQUIPMENT, DÉCOR, TRAFFIC BARRICADES

CONTINGENCY / MISC.

\$85,045

WEATHER INSURANCE, KIDS AREA,
SIGNAGE, CREDENTIALS, REDEMPTION

OUTSIDE SECURITY

\$67,076

SECURITY, OUTSIDE
PD, BOMB DOG

CREDIT CARD FEES

\$20,214

INCLUDES TICKETSAUCE + SQUARE

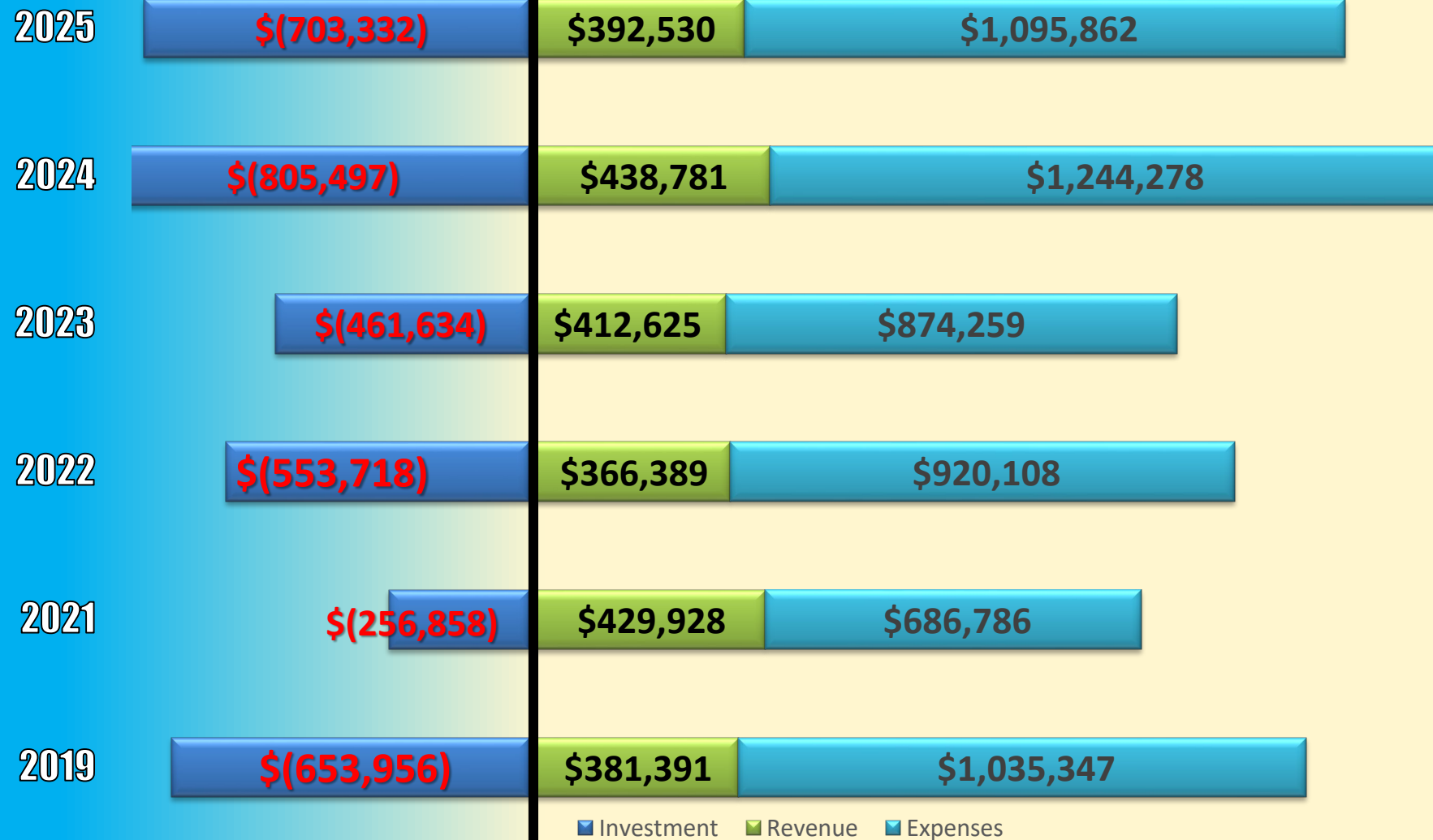
TOTAL EXPENDITURES

\$1,095,862



INVESTMENT HISTORY

ADDISON



LOOKING AHEAD...

ADDISON

OPPORTUNITIES:

- **Restaurant Coalition**
- **Enhanced Programming –
Look at Main Stage Line-Up
Continued focus on Culinary &
Visual Arts**
- **Dart Silver Line**
- **Corporate Volunteer Program**

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

PARTICIPATING RESTAURANT FEEDBACK:

- There was so much to do this year, we didn't even make it around half of it – great job to the staff for programming
- Daytime attendance has improved! We can be both a music & food festival – stop trying to force one or the other. Music will drive the evening attendance. Food & activities drive daytime attendance.
- I think we finally had a good weather year that shows that the changes made to the structure of the event, layout, etc are really positive changes that were needed. Unfortunately the crowds were smaller and may not have shown how good some of these changes were for the Taste. We need better stage talent to bring in the people and get back to the big crowds again!
- I think the restaurant vendors need to be pushed to bring back or expand bite size food offerings and more of them. I walked around as a vendor and was surprised at how many restaurants were offering \$15-25 plates and nothing "affordable" as a taste. The event used to be heavy on the bites and less so on the \$20 plates.
- The world beat stage had a large selection of varied talent which was interesting to hear. There was actually a crowd there. The main stage bands were not as great as previous years but not sure if the event was held back by circumstances that prevented hiring bigger bands (like money).
- As a restaurant, I would consider paying if it means we can get better bands. Lineup was bad.
- Good changes to the event and thank you for the great weather, but unless we get better bands we won't have crowds.

QUESTIONS?

