

2025 Kaboom Town! Wrap-Up

October 14, 2025

Abby Morales, Director of Special Events & Theatre

ADDISON KABOOM TOWN!

ADDISON



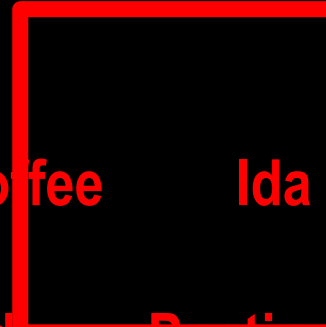
AIRSHOW - 7:30 PM ★ FIREWORKS - 9:30 PM

RATED TOP 3 FIREWORKS SHOW BY USA TODAY

A WEEKEND OF FLIGHTS

ADDISON

Flights in the sky --- & in your glass and on your plates, too!



El Rinc



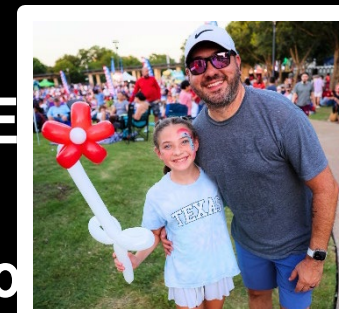
Laredo

Must-see sights, insta-worthy stops and local charm!



& AN AMAZING NIGHT

ADDISON



Free

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ATTENDANCE

ADDISON

ADMIT ONE

KBT4

GENERAL ADMISSION

\$10 5PM TO 11PM

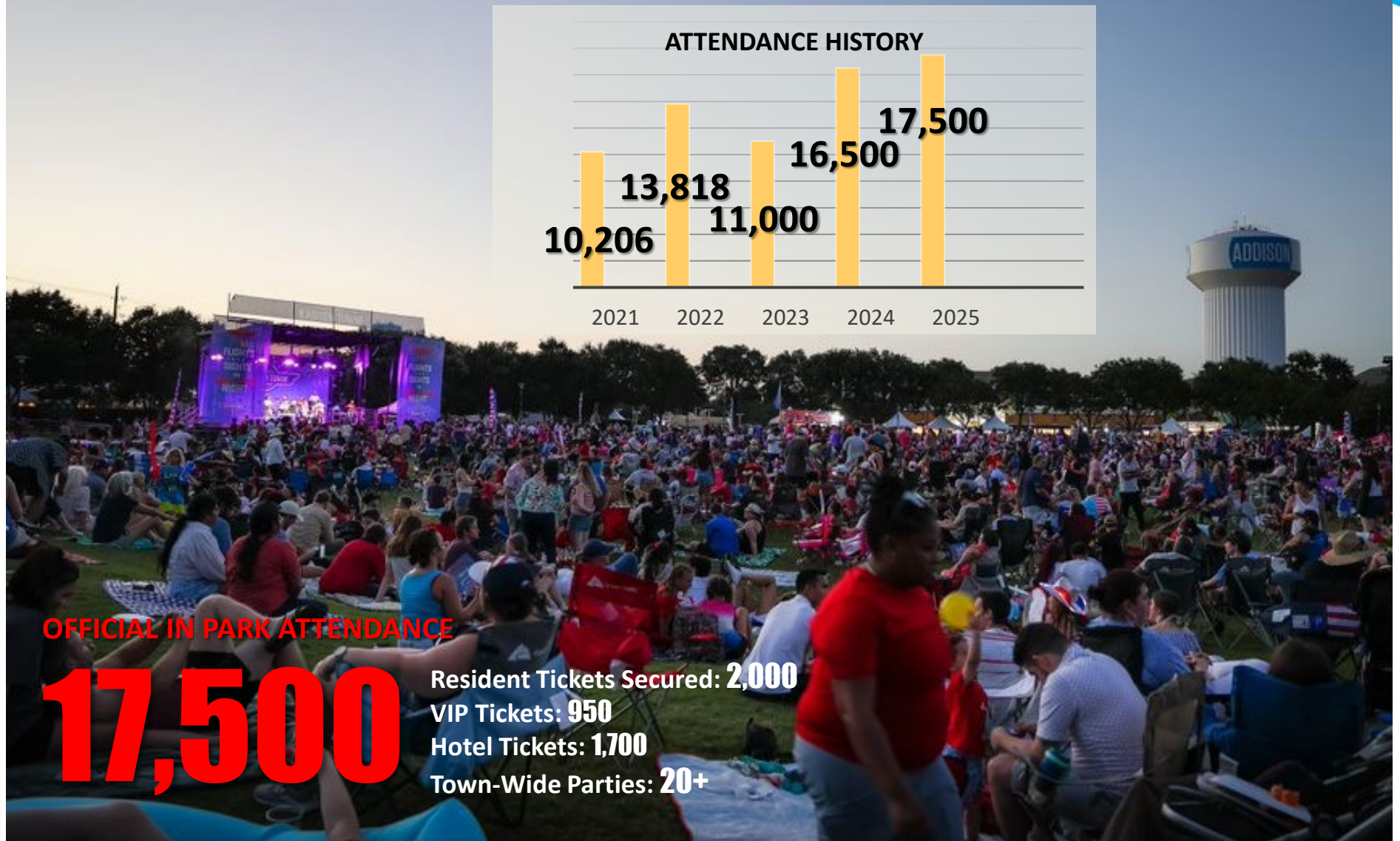
ADDISON CIRCLE PARK

81% REDEMPTION RATE

ADDISON KABOOM TOWN!

JULY 3RD

40 YEARS



HOTELS

ADDISON

18 Participating Hotels

4 SOLD OUT!

426 Hotel Packages Redeemed

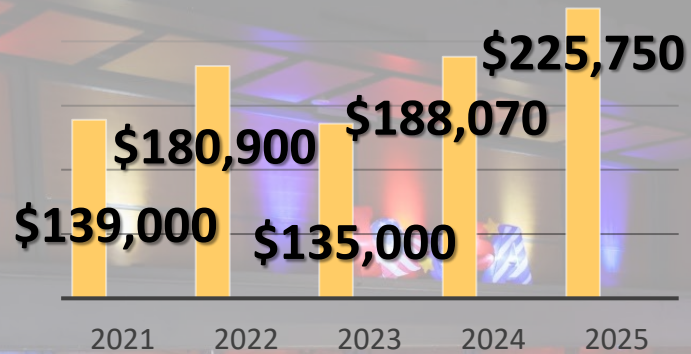
ADMISSION FOR UP TO 6
BRANDED NECK COOLING TOWEL



FOOD & BEVERAGE

ADDISON

CONCESSIONAIRE GROSS SALES HISTORY



TOTAL FOOD + BEVERAGE GROSS SALES:

\$225,750

CONCESSIONAIRE AVE:

14 PARTICIPATING

\$16,125

BEVERAGE GROSS SALES:

\$67,300

REVENUE

ADDISON

TOTAL REVENUE 2025

\$273,179

ADMISSIONS:

ONLINE + WALK-UP SALES

\$148,597

SPONSORSHIP:

CASH ONLY ---
IN-KIND TOTAL: \$

\$53,500

FOOD / BEVERAGE:

20% REV SHARE

\$45,149

VENDORS / MISC:

MERCH SALES, VENDOR &
MISC REVENUE

\$25,933

45%

INCREASE

TOTAL REVENUE 2024

\$188,157

\$119,845

\$29,000

\$37,793

\$1,519



EXPENDITURES

ADDISON

TOTAL EXPENDITURES 2025

\$596,446

CONTRACTUAL SERVICES:

TRASH, ELECTRIC, STAGE PROD,
TICKET SCANNERS, PARKING

RENTALS:

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

FIREWORKS:

STAFF COMPENSATION:

INCLUDES OT +
RETIREMENT

ENTERTAINMENT:

PERFORMERS, AGENCY FEES,
EMCEES

OUTSIDE SECURITY:

SECURITY, OUTSIDE PD, BOMB DOGS

REDEMPTION / MISC:

KIDS AREA, SIGNAGE,
CREDENTIALS, FOOD/BEVERAGE
REDEMPTION - VIP

CREDIT CARD FEES:

\$104,338

\$116,811

\$150,000

\$47,670

\$36,600

\$50,308

\$67,381

\$23,338

TOTAL EXPENDITURES 2024

\$471,728

\$117,887

\$76,202

\$75,000

\$57,470

\$40,100

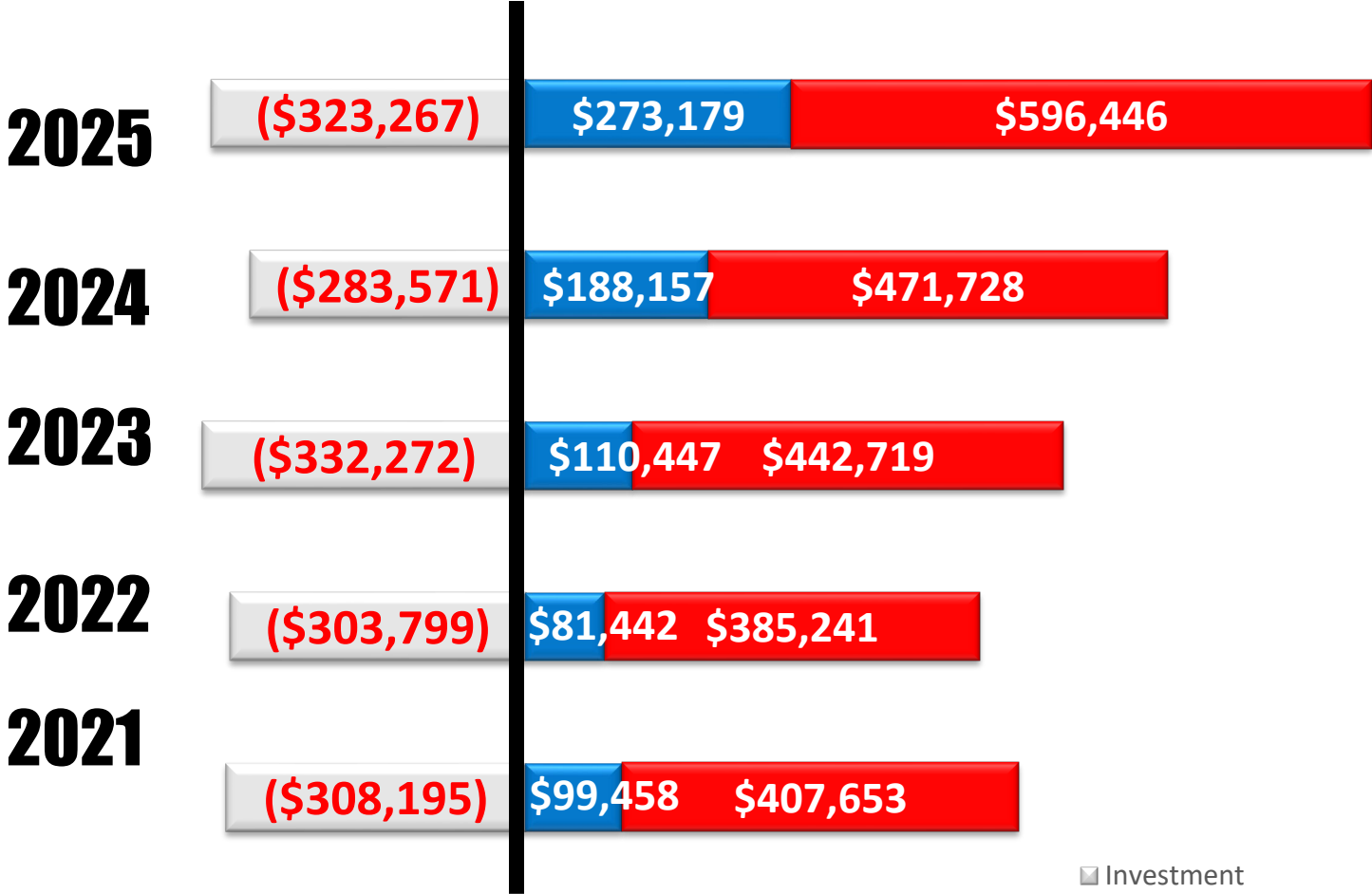
\$43,709

\$41,062

\$20,298

KABOOM TOWN

5-YEAR COMPARISON



- Investment
- Revenue
- Expenses



QUESTIONS?

