

Taste Addison Review

January 6, 2026

Abby Morales, Director of Special Events & Theatre

The logo for Addison is displayed on a blue background. It features a large, white, circular graphic on the right side. Inside this circle, the word "ADDISON" is written in a bold, blue, sans-serif font, all-caps. The blue background has a diagonal grey stripe in the top right corner.

ADDISON

Background



- Request by Deputy Mayor Pro-Tempore Chris DeFrancisco, and Council Member Darren Gardner to discuss the goals, plans and alternatives for Taste Addison 2027.
- Request by Mayor Pro-Tempore, Marlin Willesen and Council Member Randy Smith to explore new events



History



Council Direction for 2026:

- Proceed with Taste Addison ---
 - Reduce expenditures
 - Reprogram and focus on revenue tied to food & beverage
 - Continue with national headliners
- Risks discussed:
 - Decreased restaurant participation
 - Headliner programming impacts
 - Brand identity
 - Weather

FINANCIAL SUMMARY Taste Addison

Taste Addison	Actual 2023-2024	Actual 2024-25	Budget 2025-26
REVENUES:			
Admissions	\$ 148,110	\$210,648	\$350,000
Gross Receipt Fees	128,221	\$51,471	\$90,000
Special Vendor Fees	28,450	\$28,800	\$35,000
Sponsorships	134,000	\$101,611	\$150,000
Total Operational Revenue	\$ 438,781	\$392,530	\$625,000
EXPENDITURES:			
Personnel Services	\$ 134,690	\$97,259	\$91,400
Contractual Services	1,109,588	\$1,056,055	\$999,000
Total Operational Expenditures	\$ 1,244,278	\$1,154,055	\$1,090,400
TOTAL INVESTMENT	\$ (805,497)	\$ (761,525)	\$ (465,400)

Taste Addison 2026



SPONSORSHIP/BEVERAGE –

- Potential distributor partner
- YOY Renewal rate – 73%

VIP TICKETS/ PAID EXPERIENCES --

- Day specific option
- Upgrade packages – Seating, beverage, food, meet & greets
- Enhance partnerships to impact experience – current proposals from media for onsite activations

ADDITIONAL REVENUE OPPS -

- Food Vendor space fee -- non-refundable
- Application Fee – Exhibitors
- Pre-Events: Taste on the Tarmac, Taste Wellness



Taste Addison 2027 & Beyond



Future Taste Addison Options / Requests Received:

a) Food Focus

- i. Relocate festival from ACP –
suggestion shared: host event at restaurants
- ii. Smaller scale festival at ACP --
no national headliners, strictly local/regional
entertainment and add food experiences ---
chef demos, meet the chef, etc.

b) Restaurant Week Concept

- i. Market/promo restaurants & hotels online ---
expand current Visit Addison listing
- ii. Taste Tour – passport of sorts to explore
participating restaurants; explore how to impact
hotels



Alternative Events



Requests received from Council Member Willesen:

- a) Texas Chili Cook-Off
- b) Big D Barbecue Battle (The Dallas Chamber of Commerce organized this event a few years ago in Addison Circle Park)
- c) Doggy Dash Event (short legged dog event similar to some of the Corgy Races taking place in various parts of the country)
- d) The Lacrosse Barn (College Recruiting Event similar to the college recruiting event hosted at Greenhill School we supported a few years ago)
- e) Addison Burger Battle (Burger Battle with a March Madness bracket contest theme)
- f) Prince of Pies (Pizza themed event where only one wins the crown)



QUESTIONS:

- Goal
- Target Audience
- Concept / Brand
- Budget

Discussion / Questions