

# Canyon Lake’s ‘Balloon Man’ releases book, continues charitable efforts

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Balloon Man, LLC owner Bill Allen released a book titled “The Big Book of Balloons — A Balloon’s Life” this year. Courtesy photo

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Local ‘Balloon Man’ Bill Allen loves the opportunity to bring joy to people and make them smile, whether it be through his time as a musician or his intricate balloon displays.

Balloons celebrate people’s milestone events right alongside them. Many local community events over the years have involved balloon displays from Allen’s business Balloon Man, LLC, including ones for schools, the chamber and nonprofits.

Recently, Allen worked to bring smiles to people’s faces on an even broader scale.

He released a children’s/memory book this year, titled “The Big Book of Balloons — A Balloon’s Life.” It has space for families to personalize the book to their own celebrations within the story, attaching their own pictures or drawings alongside each milestone.

“This idea just kind of came to me because you can use balloon’s for any event — all of life’s stages,” he said.

Allen has been in the balloon decorating industry since 2009, starting his business Balloon Man, LLC, in the local area in 2012. Initially, his business focused on creating balloon decor for car dealerships.

During the COVID-19 pandemic, he began transferring to doing more private events, which now make up about 50% of his business. He has “done a little bit of everything,” he said, from arches to centerpieces to sculptures.

Currently, his team is building a gingerbread house for a nonprofit’s Christmas 5K. Allen loves doing nonprofit events because of the opportunity to give back to the community, he said.

Allen also recently returned from the Balloon Boss Summit in Orlando, Florida, where he shared his expertise with more than 130 balloon decor companies from around the world. The summit is a yearly weeklong conference covering various aspects of the balloon industry, and this year was Allen’s third time in attendance.

“Because I started out in car dealerships — it’s kind of a niche industry in the balloon business — they asked me to come in and teach on selling to those types of events or those types of clients.”

Car dealerships are niche in the balloon business due to them being subscription-based, Allen said. Many balloon artists are used to doing private events where they set up one day and tear down the next. Car dealerships involve monthly installations.

It is his rich experience in addition to having a shop and production team that make him a leader in the balloon industry, he said. One of his favorite parts of his job is helping others get started in the industry and expand their knowledge.

“It was an incredible experience to connect with so many passionate individuals in the balloon decor community,” Allen said about the summit. “I believe in the power of sharing knowledge and helping others succeed. Balloons have the potential to transform any event, and I’m thrilled to contribute to the growth of the industry.”

Allen’s children’s book can be found on Amazon, and an autographed copy can also be purchased at <https://forms.gle/sid4S1eYTkaSzFHv5>.

To learn more about Balloon Man, LLC, visit <https://www.balloonmanllc.com/>.