

# NORTHSIDE

BEST CREATIVE ACTIVITY - BEST PUBLIC EVENT

Domain NORTHSIDE, a local Austin retail and residential property, partnered with Red Velvet Events, a Global DMC Partner, to create a yearlong programming schedule for 2017. They were in need of all event conception and design, logistical planning, and onsite management. This would be the first time the property held regularly scheduled events. The overall goal of the events was to bring together the Austin community while driving traffic to the property's retail stores and restaurants. With that in mind, we designed monthly programming to appeal to the generalized Austin community. We created 19 events over seven months including monthly NORTHSIDE Kids events and seasonal events such as a weeklong celebration of Spring and monthly summer block parties. Each event allowed the property to engage residents from all areas of Austin, bringing the community together, while increasing the traffic in the stores and restaurants.



*Red Velvet*<sup>®</sup>  
EVENTS

A GLOBAL DMC PARTNER