



## 2<sup>ND</sup> Street District – White Linen Night

White Linen Night is an event that 2<sup>ND</sup> Street District started in August of 2013. This is a common themed event that originated in New Orleans and is also celebrated in Houston. We derived the idea with the sole purpose of creating awareness about the District and to drive traffic to the 2SD businesses during their lowest sales month each year.

The event is paid for by the 2<sup>ND</sup> Street District Marketing fund. The marketing fund is an opt-in fund that each of our tenants pay in to, the dollar amount is based on each tenant's sq. ft. We use all of the money in the marketing fund to promote the district as a whole through digital advertising, email marketing, social media, PR, events and other marketing efforts.

100% of the proceeds from the White Linen Night "donations"/ticket sales are donated to a charity each year. The charities we have chosen for our 2018 White Linen Night include [SafePLACE](#) and [Austin Food & Wine Alliance](#). Our goal is to get our tenants' customers downtown during a time when we see a major decline in their sales.

### Quick Facts

- Historically August is a very low sales month for all 2SD businesses.
- 100% of ticket sales go directly to charity, minus the 4.5% given to COA.
- 2018 beneficiaries are [SafePLACE](#) and [Austin Food & Wine Alliance](#). [SafePLACE](#) has requested a booth at the event to speak with attendees and spread awareness of their cause.
- We will be changing our marketing language from "ticket" to "donation" so people know their money is going directly to charity.