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Downtown: As Austin As It Gets

ALAMO
DRAFTHOUSE CINEMA



The Show Must Go On

The Alamo Drafthouse, an offbeat, only-in-Austin cinema, recently moved to the heart of the Sixth Street Entertainment District after a successful 10-year run in the Downtown Warehouse District.

Husband and wife owners, Tim and Karrie League, took the opportunity to find another location better-suited to host their theater when their lease expired on Colorado Street.

Puttin on the Ritz

What they found was the historic Ritz Theater on Sixth Street. It was ideal for the Alamo Drafthouse where patrons dine while watching new releases, sing-a-longs, old favorites and other special showings.

“The building was so perfect for us,” Karrie League says. “Plus there’s such a historical significance to Sixth Street which makes the Drafthouse at the Ritz even more unique to Austin.”

Plus, the new Ritz location has boosted ticket sales because it is equipped with two screens instead of one and boasts other features like a VIP balcony.

Casting Call

League says, aside from being able to move her business into an actual theater, the Ritz was a better fit for the Drafthouse’s eclectic customer base. They often felt lost in the Warehouse District versus the more laid-back East Sixth Street scene.

“It’s hard to pinpoint our customer, because they vary so much depending on the show,” League says. “Sometimes we’ll have a ‘Ladies of the ‘80s’ sing-a-long, so we’ll have all women between 25-50, and other times we’ll have sci-fi marathons, so we have all nerdy guys. There’s such a wide range of people who like to come downtown.”

Sixth Sense

With all the fun the Drafthouse has, League says she has felt a sense of community with her new neighbors and often forges partnerships with them to have after-parties and events. In addition, she says doing business on Sixth Street has been easier on customers who need parking, since many Sixth Street businesses are not busy until late at night.

As the Leagues settle into their new space, they can’t help but to look at the developments in the downtown district and be excited about a new wave of residents who may soon become Drafthouse regulars. Though there are other Drafthouses in town, League says the downtown location sets it apart.



“Being on 6th Street makes me feel more part of Austin. There’s a certain degree of recognition you get when you have your business in this iconic area.”

Karrie League
Co-Owner

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