

**Application for  
Best Event Within an Event**

**Fridays-N-Duluth &  
Block Party on Main's  
Bringing Back the 90's**

**Duluth, GA**

**Judges' score - 8.0**

### Detailed description of the event

Block Party on Main's Bringing Back the 90s was a community favorite event within our Fridays-N-Duluth event series. As event-goers visited each activity area, they were transported back in time through various music, activities, and décor. A visit to Desert Alley to grab a sweet treat was sure to be a blast from the past with photo ops and catchy 90's hits performed live by locals Amanda and Andy. Nostalgic photo strips were the perfect souvenir at the free Star Pix photo booth. The 90s-inspired balloon backdrop wall was da bomb with its bright neon colors, gold chains, and retro boomboxes! At the large tent on Town Green, event-goers could turn back the clock and transport themselves back to a '90s arcade. Here, guests could play free retro games, including air hockey, Dance Dance Revolution, NBA Blitz, and foosball. Visitors, both young and old, loved filling the giant light bright with their creative designs. Lucky players who snagged their prize at the claw machine were rewarded with iconic 90's items, including trolls, dot candy, Slinkys, pop rocks, and gift certificates to Dave and Busters. Didn't win on your first try? No worries, with an inventory of prizes to last the whole night, guests had endless opportunities to get back in line and try again. As if we would let anyone go home empty-handed! As guests traveled through the event space, our 90s-inspired roaming characters were hard to miss, dressed in their iconic flannel or neon colors, complete with visors, scrunchies, and fanny packs (we don't know about you, but we are glad those bad boys are back in fashion!). They dazzled spectators with their 90s talents, including roller skating, yo-yo-ing, and hula hooping. There was even a break dancer toting his giant boom box and cardboard box to throw down and dance at a moment's notice. Booyah! DJ Jake spun favorites from the 90s and hosted throwback trivia in Parsons Alley. But, of course, getting jiggy at a 90s dance party is only complete with the Macarena! So our 90s characters stopped by at two scheduled times to teach the iconic moves to our younger crowd and provide a refresher for anyone who wanted to pretend they didn't get down to the Macarena a time or two. As the sun set, the Duluth tent was a popular stop with free glow sticks and accessories. Giant glow lights were strategically placed around the Main Stage to highlight the nostalgic entertainment. The 90210 Radio band provided an "all that and a bag of chips" show with tunes ranging from TCL to Sublime and everything in between. The Main Stage performances culminated with an awe-inspiring Cirque-style show from Liquid Sky highlighting break dancers, roller skating and hacky sack tricks, fire dancers, neon lights, and a giant Slinky man.

### Mission statement of event

Duluth event attendee demographic is predominantly young families. With this in mind, the goal of Block Party on Main's Bringing Back was to provide a fun atmosphere that transported guests back to the 90s. We hoped to provide a nostalgic walk down memory lane for our millennials while putting together a brief "pop-culture history" of the 90s for our younger participants.

### Why was the event created?

Decade-themed events have always been a hit with our community. As an event team full of 90s girls, there were so many fun ideas and pastimes from our childhood and teen years that we were excited to recreate. With all these fun themes to choose from, it was easy to quickly fill our event with elements to help Bring Back the 90s!

### Will it become an annual event?

No

### Estimated number of attendees?

3000

## Fridays-N-Duluth: Block Party on Main's International Night











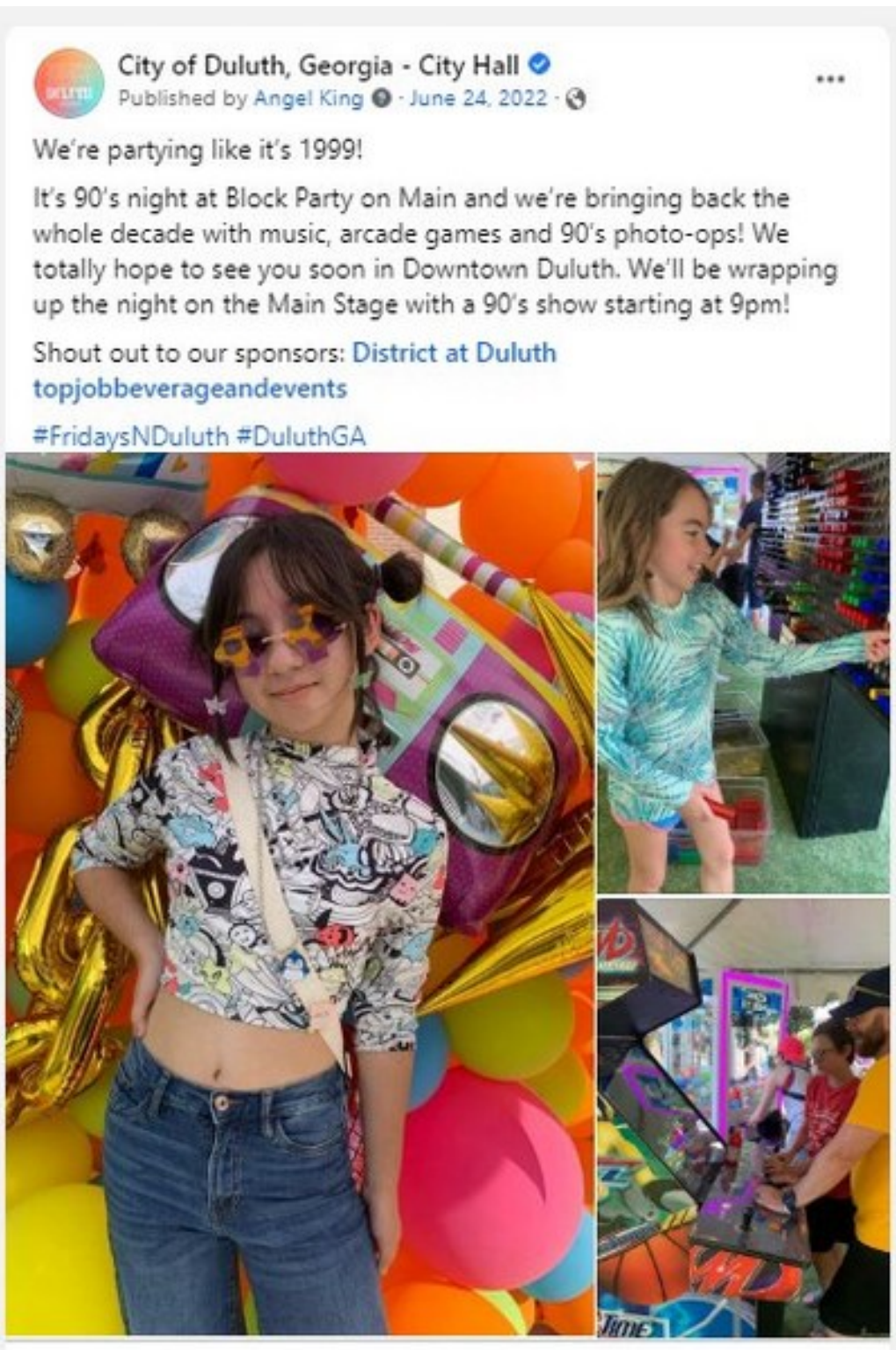








## Marketing Collateral & Social Media Posts





city\_of\_duluth

city\_of\_duluth We're partying like it's 1999!

It's 90's night at Block Party on Main and we're bringing back the whole decade with music, arcade games and 90's photo-ops! We totally hope to see you soon in Downtown Duluth. We'll be wrapping up the night on the Main Stage with a 90's show starting at 9pm!

Shout out to our sponsors: @districtduluth and @topjobbeverageandevents

#FridaysNDuluth #DuluthGA

30w

spirithouseatl Can't believe I missed this!

29w Reply

districtduluth 🤖🤖🤖

30w Reply

ufgatoratl The people in photos two and three look super familiar! 🤔 Fun time last night. @sandrn

30w Reply

sevenvarietiesga That looks so fun!! Can you tell me who sets up the arcade??

30w Reply

whitneyosel Groovy 🤖

30w Reply

View insights

👍👍👍 Liked by nachodaddyduluth and 195 others

June 24, 2022

Add a comment...

Post

**FRIDAY, JUNE 24  
FROM 6-9PM**  
**DOWNTOWN DULUTH**



## **FOOD TRUCK LINEUP**

<b>DOT BOWL</b>	<b>THE PATTY WAGON</b>
<b>FIVE FINGER PHILLY</b>	<b>JUKE N JIVE CREAMERY</b>
<b>SOFISHTICATED</b>	<b>SIMPLY DONE DONUTS</b>
<b>THE CHEEZY TRUCK</b>	<b>SUGAR VALLEY KETTLE CORN</b>
	<b>FUNNEL CAKE GUYS</b>



**LEARN MORE AT  
DULUTHGA.NET/EVENTS**

city\_of\_duluth

Here's the 411 on our entertainment lineup. It's all that and a bag of chips!

- Parsons Alley: DJ Jake and Macarena Lessons (6:30 & 7:30)
- Main Stage: Live Music by 90210 Radio
- Dessert Alley: Live Music by Andy & Amanda and 90's Themed Photo-Ops
- Town Green: Arcade Games and a Giant Lite Brite
- Main Street: Live Music by Atlanta Steel Pan

Aight, let's talk about our slammin' food truck lineup!

- @dotbowl
- @fivefingerphilly
- @sophisticatedseafood
- @thecheezytruck
- @pattywagonll
- @jukenjivecreamery
- @simplydondonuts
- @sugarvalleyfarmkennel
- @thefunnelcakeguys

Oh snap, our sponsors are da bomb!

- @downtownduluth
- @topjobbeverageandevents

Learn more about this totally rad event by visiting:  
[duluthga.net/events](http://duluthga.net/events)

le\_pottery\_georgia Wow! And a giant lite brite? I gotta see that! Great ideas Duluth! 🍌

30w · 1 like · Reply

View insights



Liked by nachodaddyduluth and 232 others

JUNE 22, 2022

Add a comment...

Post



City of Duluth, Georgia - City Hall

Published by Talore Ruedt · June 24, 2022

...

AS IF you would even consider missing 90's Night in Downtown Duluth! 🤔

We're kicking this thing off at 6pm with live music, a giant lite brite, arcade games and food trucks (duhhh). So come get jiggy with us at [Block Party on Main's Bringing Back the 90's!](#)

Did we mention our sponsors are totally off the chain?  
[District at Duluth](#)  
[topjobbeverageandevents](#)

[#DuluthGA](#) [#BlockPartyonMain](#)

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**FROM 6-9PM**

**DOWNTOWN DULUTH**

**FOOD TRUCK LINEUP**

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FIVE FINGER PHILLY	JUKE N JIVE CREAMERY
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LEARN MORE AT [DULUTHGA.NET/EVENTS](#)

**FRIDAY, JUNE 24**  
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**ENTERTAINMENT**

<b>PARSONS ALLEY</b> DJ JAKE MACARENA LESSONS (6:30 & 7:30)	<b>TOWN GREEN</b> ARCADE GAMES GIANT LITE BRITE
<b>DESSERT ALLEY</b> LIVE MUSIC BY ANDY & AMANDA THEMED PHOTO-OPS	<b>MAIN STAGE</b> LIVE MUSIC BY 90210 RADIO 90'S SHOW (8PM)
<b>MAIN STREET</b> LIVE MUSIC BY ATLANTA STEEL PAN	

See insights and ads

Boost post



22

4 comments 2 shares

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## **ENTERTAINMENT**

### **PARSONS ALLEY**

**DJ JAKE**

**MACARENA LESSONS (6:30 & 7:30)**

### **TOWN GREEN**

**ARCADE GAMES**

**GIANT LITE BRITE**

### **DESSERT ALLEY**

**LIVE MUSIC BY ANDY & AMANDA**

**THEMED PHOTO-OPS**

### **MAIN STAGE**

**LIVE MUSIC BY 90210 RADIO**

**90'S SHOW (9PM)**

### **MAIN STREET**

**LIVE MUSIC BY ATLANTA STEEL PAN**

