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*“Christine has been exceptional in her handling of complex public relations matters with an eye toward strategic decision-making. Her experience and knowledge of her profession are unmatched.”*  
~ Craig Bryan, IDM/Violet Crown

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## Overview

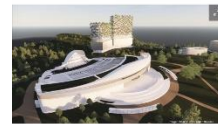


Successful business and corporate attorney Craig Bryan hired Haas Communications to 1) build out his personal brand as a top investor and real estate developer, 2) position him as an expert player on a large Austin development, the [Violet Crown Amphitheater](#) (VCA), prior to the project story breaking, and 3) publicize VCA – an objective that had to be carefully executed with attention paid to the environmental strategies employed by Bryan and other project developers and messages of concern about residents’ quality of life.

Paying careful attention to messaging, principal Christine Haas was able to set the stage for a major media announcement by giving the story first to a top local syndicated business journal, pushing out to other media including television. Not only did she secure print and [broadcast coverage](#) in every local outlet, but by positioning Bryan as the project spokesperson she was able to leverage his cumulative expertise and secure him an upcoming feature in *USA Today* as a Top Entrepreneur to watch in 2022.

COMMERCIAL REAL ESTATE  
**Developer aims to create 'legacy' music venue with massive 20,000-seat amphitheater in Southwest Austin**

Developer: "By God, I'm going to solidify Austin's Live Music Capital and the World's Best."



Developers hope to reach goals of the Violet Crown Amphitheater: over \$600 million for this year, with a targeted completion in 2025. Over 2019, the new amphitheater in the city.

## Client Information



In addition to [his career](#) as a business and corporate lawyer, Craig Bryan is president of [International Development Company](#), a firm that originates and manages investments in both direct equity and debt, as well as securitized, syndicated and other derivative instruments. Dedicated to producing the highest yields for its clients on their investment in real property assets, IDM actively manages its assets, from acquisition to disposition. The firm has significant worldwide experience in privately sponsored, large-scale projects of all types, as well as in government sponsored public-private partnerships. In addition to maximizing financial returns on its investments, IDM seeks assets which enhance the living and working lives of people, are additive to their communities, and are sensitive to the natural environment.

IDM further extends its reach and effectiveness through long-established relationships with institutional investors, commercial lenders, investment banks, advisors, designers, specialty consultants and contractors.

## Challenges & Goals

As a successful transactional lawyer, Chris Bryan wanted to be positioned as a major player with IDM, a well-known development and management company that was also a development player in the high-profile Hill Country Galleria outside of Austin. In a city known for its environmental concerns and efforts to balance conservation with development, Bryan wanted to promote the Violet Crown Amphitheater while highlighting its many innovative and ground-breaking environmental, community, and social features and benefits for an authentic Austin- and people-centric experience.

## Approach

Haas Communications principal Christine Haas decided to develop a multi-stage strategy to her promotional efforts, first setting the stage for a major media announcement about VCA by handing the first story to Austin Business Journal. Placing an emphasis in her messaging on the many project benefits including environmental safeguards and the community focus of the project, other publications picked up the story from the Journal while Christine began the push to television outlets and programs.

## Results

Haas Communications principal Christine Haas ably saturated the local Austin market with coverage on Bryan. Not only was he the only executive from IDM interviewed and quoted, Christine also managed to secure a feature on Bryan from *USA Today* as a Top Entrepreneur to watch in 2022, further solidifying his expertise and personal brand as a top-tier investor and developer. All stories emphasized the project's many environmental safeguards and community programs, such as banning single-use plastics and donating a portion of ticket sales to community services and charities.

Some examples of the coverage:

**AUSTIN  
BUSINESS JOURNAL**

<https://www.bizjournals.com/austin/news/2021/10/18/violet-crown-amphitheater-music-venue-bee-cave.html>

<https://www.kvue.com/article/money/economy/boomtown-2040/austin-bee-cave-amphitheater-development-violet-crown-project/269-3d4d7e0d-2d51-4fbf-8e9c-1fa02a529313>

**CBS  
AUSTIN**

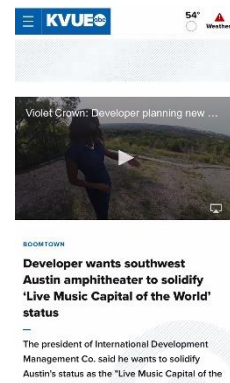
<https://cbsaustin.com/news/local/violet-crown-amphitheater-planned-as-massive-outdoor-music-venue-in-sw-austin>

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<https://austonia.com/violet-crown-outdoor-music-venue>


<https://communityimpact.com/austin/southwest-austin-dripping-springs/development/2021/10/19/more-than-20000-seat-outdoor-amphitheater-proposed-for-southwest-austin/>

COMMUNITY  
**IMPACT**  
NEWSPAPER  
LOCAL. USEFUL. EVERYONE GETS IT.™



## About Haas Communications

Haas Communications was founded by veteran news anchor and investigative reporter, Christine Haas, with the mission of being THE premier marketing and communications agency, applying results-driven strategies to help clients achieve their most ambitious marketing goals and communications objectives. With her extensive background as an investigative reporter and on-camera experience, Christine quickly rose to become one of the most sought-after media training professionals in the country. Christine also leads the Haas Communications team as they offer strategic public relations services, media relations counsel, broadcast interview training and presentation coaching to a wide variety of clients around the world.



*"Miss Haas has assisted our firm for the past year with remarkable results. We are a commercial real estate developer of large scale projects in an environmentally sensitive region. We take great care to create sustainable and socially conscious, aesthetically pleasing, LEED compliant developments. Our work is highly visible and by its nature represents change. Regardless of how much effort we invest in doing the right thing, there will always be opposition to change which expresses itself in different forms, motivated by many factors, which are rarely obvious. Complex situations are easily manipulated by media outlets with differing editorial viewpoints. Managing a successful public and media relations effort under these circumstances can be challenging at best, requires a laser focus, deep industry relationships, and knowledge which can only be gained by years of experience in the trenches. It also requires both sustained planning and execution, as well as the ability to react on the spot to a journalist's call or impending publication. Christine has done all of this and more for us, far exceeding our expectations, based as they were based on experiences with prior consultants. Her commitment has been extraordinary. Christine's performance is exceptional and we would recommend her to anyone operating in a challenging media relations space."*

*~ Violet Crown Amphitheater*