

What's New

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photography by chris palunas

Luck was surely on their side when Damon and Becky Holditch purchased a contractor and homeowner equipment rental company in 1985. It was a bold move on their part, considering the waning state of Austin's construction market at the time. The good thing was, renting out cement mixers and a nail guns definitely wasn't what they had in mind. They knew that the event industry was on the rise, and even though they continued to dole out sanders and other contracting gear, they began offering tables, chairs and other party necessities as well.

Soon the business began to grow, and the couple had no choice but to relocate to a larger building Damon and Becky went from operating out of a relatively modest 5,000 square foot space to an expansive 20,000 square foot warehouse in 1999. In five years, as the amount of the equipment they owned grew, they soon found themselves in a familiar situation. Today, after a name change and two relocations, Marquee Event Group operates out of a 73,000 square foot building off north MoPac. From their new digs on West Howard Lane, they are equipped to become the complete logistical partner of any passionate party thrower. Getting antsy about wedding planning? Marquee will

go beyond the call of duty, working directly with the bride or wedding planner, providing event rental equipment and services from the time of the first consultation up until the ceremony to make sure that everything is absolutely perfect. The first thing to think about, says Damon, is the custom linen for covering the tables. After the linen has been decided upon, table settings—such as the china, the napkins, and the silverware—need to be figured out. "People don't usually see the extent of the event equipment you can rent," he says. Conveniently enough, Marquee Rents has a design center on site where you can view and test full-sized samples of everything you need to get the full effect of your design. Party planners are also encouraged to photograph the completed mock table to show others before they commit to rent.

Although potential customers usually make appointments for Marquee, planners and brides are welcome to drop in. Scheduling ahead might also be smart, as the average customer usually needs to swing by at least two or three times before the entire planning process is complete and they are pleased with the result. "We're just here to help people from all walks of life celebrate," explains Damon. **J. Sun**