



Call Us Today 806-894-9079

[View Upcoming Events](#)

# 4th Qtr

## 2021 Special Edition

### Greetings!

Greetings from Levelland Main Street!

Happy Fall Ya'll!

The goal is to continue to introduce you to the **Main Street Experience.....**

There's LOTS to do Locally in Levelland! **#DiscoverDowntown**

\*Not ready quite yet? No worries, simply [unsubscribe](#) at the bottom and you'll never hear a "peep" from us again!



### Learn About Main Street:

The Levelland Main Street Program has an Advisory Board and three committees:

[Revitalization](#) (Design & Econ/Vitality) [Promotion Organization](#)

We are always looking for active volunteers that have a passion for improving downtown! As you are making your New Year's Resolutions, and you're looking for somewhere to "plug-in" see if the Main Street Program is the place for you!

# BUILDING A LEADERSHIP BASE TO ACHIEVE COMPREHENSIVE REVITALIZATION

## Comprehensive & Balanced Programming Focus – Aligned with Strategy

### DESIGN

- Preserve and Enhance Physical Elements – Buildings & Public Space
  - Building Renovation/Rehab
  - Infill Development
  - Public space – streetscape & infrastructure
  - Placemaking / beautification
- Design Best Practices**
  - Planning / Maintenance
  - Design Assistance / Education
  - Tools & Resources

### ECON/VITALITY

- Support existing econ/base
  - Collaboration, education,
  - Assistance - retention, expansion, succession
- Fitting and strategic use of space and development**
  - Business recruitment & real estate development
- Support & Resources**
  - Partnerships
  - Economic resources

### PROMOTION

- Position District as Center of Activity**
  - Community Gathering
  - Special Events
- Market District's Assets**
  - Business / Retail Promotions
  - Marketing Initiatives
- Promote Positive Image**
  - Image Building
  - District Branding

### ORGANIZATION

- Promote Support for Revitalization / MS**
  - Organizational Branding Communication / PR
- Encourage Community Engagement**
  - Volunteer Development
  - Partnership Agreements
- Foster Investment in Revitalization**
  - Fund-development & Fundraising, sponsorship

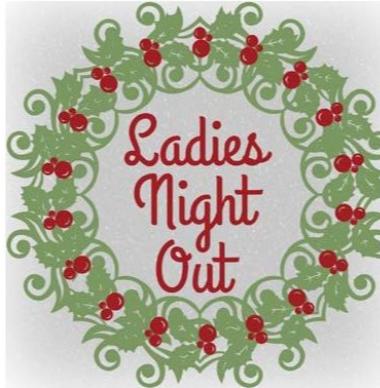
DESIGN COMMITTEE / TEAM

ECON/VITALITY COMMITTEE / TEAM

PROMOTION COMMITTEE / TEAM

ORGANIZATION COMMITTEE / TEAM

## Love Where You Live...Discover Downtown!



AUTHORIZED FOR UP TO  
\$250.00

CARD NUMBER

5199 7575 8193 4135

EXP (MM/YY)

12/21

CW

982

ZIPCODE

94025

AUTHORIZED FOR UP TO  
\$100.00

CARD NUMBER

5199 7575 8193 4135

EXP (MM/YY)

12/21

CW

982 94025

Congratulations:  
Diana Bruner

November 11, 2022

Congratulations:  
Mary Siders

Ladies Night Out is a time honored tradition for downtown. It's a night where ladies are transported back in time as they're greeted by dapper and chivalrous doormen, special prepared in store hors d'oeuvres, various beverages and shopping galore! It was a HUGE success this year as hundreds of women attended, and shopped local. This year's winner of the \$250 Downtown Dollars Gift Card to Shop the Square was selected out of over 390 tickets (each ticket represented a \$50 or more in store purchase.) Congratulations Diana Bruner! Also drawn for a \$100 Downtown Dollars Gift Card was Mary Siders. Ladies, thank you for attending and enjoy shopping downtown with your cards!



The honor of your presence is requested  
at the sixteenth annual  
**Ladies Night Out**  
on Thursday, November 11, 2021  
6:00 until 9:00 in the evening  
Downtown Levelland

Come celebrate the magic of the season  
where you will be escorted by a horse drawn carriage &  
greeted at each business with Holiday Cheer

Exclusive In Store Promotions

Spend \$50 in any participating business and be entered to win a \$250 Shopping Spree!

Atchison's Jewelry & Gifts	Lou Dee's Floral & Gifts	Studebaker Events
Billy Price Furniture Mini Mall	Malouf's J.M Western Wear	Studio "K" Home Decor &
Brown Realty/Backroom Esthetics	Mosaic Coffee Co.	Vintage Gifts
Danny Grant Agency	Our Staff	T & S Craft & Antique Mall
Fitness Dynamics	(Our Staff Warehouse)	Wallace Theater
K & K's Coffee Square	The Stache	Wild West Art
LIVE Well Think Happiness		Your Shop
CBD & Boutique		Huggiebohums

**MAINSTREET**

## #ShopLocal Black Friday & Small Business Saturday

November 26, 2021



#DiscoverDowntown B I N G O				
UTILIZED A DOWNTOWN SERVICE PROVIDER	BOOKED A DOWNTOWN SALON APPT.	SILVER BAG SHOPPED @ OUR STUFF	GOT MY SPARKLE FIX @ ATCHISON'S	TREATED MYSELF TO MOSAIC COFFEE CO.
TOOK DOWNTOWN HISTORIC WALKING TOUR	POST A SELFIE WITH A DOWNTOWN MERCHANT	BOOKED A DOG GROOMING SERVICE	TOOK A CLASS STUDIO "K" BRUSH STROKES DANCE OR FITNESS	STOCK UP @ THE STACHE
CHECKED OUT A BOOK @ LIBRARY	SHOPPED A DTOWN BUSINESS	SHIPPED TO POP UP SHOPS @ STUDEBAKER'S NOV 27TH	NEW OUTFIT @ K'S GLAMOUR SQUARE	MADE A YOUR SHOP PURCHASE
SHOPPED TOOLS, SPORTS, MUSIC OR "MAN" STUFF	TREATED MYSELF TO MOSAIC COFFEE CO.	SIP & SHOP POP UP SHOPS @ STUDEBAKER'S NOV 27TH	GOT A TICKET FOR A WALLACE EVENT	BOUGHT A LOCAL NEWSPAPER
LIVE WELL & THINK HAPPINESS DOWNTOWN	BOOTS, BAG OR BELT @ MALOUFS	PURCHASE FROM ONE OF THE BOOTHS @ T&S	BOUGHT A DOWNTOWN DOLLARS GIFT CARD	BOUGHT HOME DECOR OR FURNITURE

November is All About "Thanks"-Giving!



Give the Gift of Downtown

WHAT'S RAISED IN  
West Texas  
STAYS IN  
#GIVINGTUESDAYWTX



#DowntownLevelland 2021 limited edition ornament is our "thank you" for your \$25(+) donation, towards downtown revitalization!



1st Edition Annual Downtown Ornament:  
Main Street. Each year we'll release a  
new downtown ornament. Who do you  
think will be next? Collect them each  
year. Free with a \$25 + donation.

[Donate Now](#)

## Giving Tuesday, Nov 30, 2021

#GiveTheGiftofDowntown

Have you ever wondered what your donations to Main Street do? Where they go? To find out more and to donate to the Main Street Endowment, click below.

[Read More](#)

# Festival of Lights



**Festival of Lights Christmas on the Square**  
December 2nd 6:00PM Make A Memory This Holiday

**MAINSTREET Lighted Parade**  
6:15PM

**MARIGOLDS Santa on the Square**  
6:30PM

**SPC Tree Lighting**

**South Plains College Levelland Campus**  
Tree Lighting & Grinch Toy Drive

**MAINSTREET** **MARIGOLDS**

**12th Annual Lighted Parade +**  
**Theme: It's a Wonderful Life in Levelland**

**Mainstreet**

**Registration Form**

Route: See Map on Back  
Date: Thursday, December 2, 2021  
Time: Parade Begins at 6:00 p.m.  
Deadline for Entry: November 30, 2021, by 5 p.m.

GROUP NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ PHONE #: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

WILL YOU BE SETTING UP A BOOTH WITH YOUR FLOAT ENTRY?  YES  NO

No charge for booth or food truck. Anyone selling food that is not prepackaged, needs a \$10 permit from City Hall.

WILL YOU BE SELLING PRODUCTS OR JUST GIVING OUT INFO?  SELLING PRODUCTS  GIVING OUT INFO  
IF YOU PLAN TO SELL, WHAT WILL YOU BE SELLING?

DESCRIPTION OF ENTRY: \_\_\_\_\_

Please sign the bottom of this page stating that you have **carefully read, understand, and agree** to all the guidelines as stated. By signing YOU also agree that you will be responsible for forwarding all guideline information to your organization.

Signature \_\_\_\_\_

**Event Date:**  
**Thursday, December 2, 2021**

**We appreciate your participation!!**

Please submit form by:  
Mail: P.O. Box 1010, Levelland, TX 79336  
Email: [tmoody@levellandtx.org](mailto:tmoody@levellandtx.org)  
Call: Tania Moody @ 806.598.2098 with questions.

**Parking Spot:**  
# \_\_\_\_\_  
For Office Use Only

## 12th Annual Lighted Parade + Theme: It's a Wonderful Life in Levelland

### Rules

- For the children's sake, NO LIVE Santa Claus on the Gazebo. Santa will already be greeting children at the Gazebo. Any LIVE Santa's will disqualify you from being judged. No floats featuring Santa.
- All entries must be lighted or glow-in-the-dark. Parade floats will follow a route starting at SPC. If you park your float at SPC, park it behind the last float on Denver Ave. - **ENTER LINEUP FROM HICKORY STREET!** Park your float on a first come, first serve basis. ALL floats that park on the square must remain there until the end of the parade. No floats will be towed or towed off the square.
- No walking traffic or like riders under the age of 10 years old permitted.
- All vehicle drivers please dim your lights. **NO HEADLIGHTS PLEASE!**
- Do not throw anything from your float, but feel free to give away treats once you park downtown.
- Judges will be on Houston St in front of the Waller Theater. Please make sure your float is displayed on passenger side.
- The streets will be closed off starting at 5pm. If you wish to exit and "exit" park for the duration of the event, then you may exit when you hit the corner of Ave H and Ave M. If you park your float and have a vehicle, then you may exit when you hit the corner of Ave H and Ave M. You may then proceed to go South, then West and finally on the North side of the square. Floats will park in the order of their lineup. Vendor spaces can be found on the north side of the square.
- Booths must have a table, but you **MUST** have a float in order to have booth. You may sell or give away items at your booth, but you are responsible for order and anything and everything necessary in order to do so (for example: local and state permits and licenses depending on what you are selling/giving out).

### COVID Precautions:

If you plan on setting up a booth, please follow the CDC guidelines with wearing a face covering if handling food and when you are not able to social distance. Provide hand sanitizer at your booth and clean surfaces often. Please wear a mask when you are not able to social distance.

### Helpful Hints:

- The theme is **It's a Wonderful Life in Levelland**. Judges will be looking for floats that follow the theme of their judge's criteria. Tell YOUR story, "It's a Wonderful Life in Levelland because of..." Think industry, people, hometown, and of course you're welcome to play off the movie as well!
- Remember the key is lighting for the crowd's enjoyment.
- Show off your float! Use a generator or a solar powered generator to plug in wire lights. Have your participants wear light up pins, glow necklaces, bracelets, and hats. Use battery operated lights or luminaries. Glow in the dark paints.

## 12th Annual Lighted Parade + Theme: It's a Wonderful Life in Levelland



## 12th Annual Lighted Parade + Theme: It's a Wonderful Life in Levelland

If you want to park your float/entry you must let me know so I can assign you a location. Because that entries in line can also have a booth in that location.

Line-Up Starts at 5:30 pm.  
(Participants are encouraged to get in line early and then go watch the Tree Lighting at SPC)

Lineup will be on Denver Ave. Parade Entries need to be positioned to travel South on Denver toward Magnolia on the order you arrive. Volunteers will bring you a number to display in your windshield (passenger side). Please watch for traffic and do not block driveways.

\*\*Follow line-up as indicated on the map above.

Floats MUST EXIT on Ave H/Austin OR STAY parked for the duration of the event!

Winners will be announced immediately following the parade at the Gazebo.





**Christmas on the Square**

**WAITING LINE FOR SANTA**

**PURPLE TICKET-6:30-7:00PM** (can start lining up at 6)

**RED TICKET-7:00-7:30PM**

**GREEN TICKET-7:30-8:00PM**

**BLUE TICKET-8:00-8:30PM**

**YELLOW TICKET-8:30-9:00PM**

**WHITE TICKET 9:00-9:30PM**



**Register Your Lighted Parade Float**

**Find Out More About the Event**

## Main Street Marketing Measures

**MAINSTREET**  
CITY OF LEVELLAND

North on 385 (Ave H)  
2.2 Miles  
Ready to Shop?

DowntownLevelland.com  
#DISCOVERDOWNTOWN

In partnership with the Mallet Event Center, these new banners adorn the cause-way.

Give the Gift of Downtown

[www.downtownlevelland.com](http://www.downtownlevelland.com)

**MAINSTREET**  
CITY OF LEVELLAND

**DOWNTOWN DOLLAR\$**  
LEVELLAND

Billboard in one of the entryways at Walmart advertising #ShopLocal downtown.

Give the Gift of Downtown

[www.downtownlevelland.com](http://www.downtownlevelland.com)

**MAINSTREET**  
CITY OF LEVELLAND

**DOWNTOWN DOLLAR\$**  
LEVELLAND

Billboard in the other entryway at Walmart, advertising #ShopLocal downtown.

**Shop Downtown**  
OPEN SATURDAYS

**MAINSTREET**  
CITY OF LEVELLAND

A NATIONALLY RECOGNIZED MAIN STREET CITY

Straight Ahead To Shop the Square

West bound Billboard on Houston

**Thanks for Shopping Buy!**  
**MAINSTREET**  
CITY OF LEVELLAND

GIVE THE GIFT OF DOWNTOWN

Visit Us Online @ [DowntownLevelland.com](http://DowntownLevelland.com)

East bound Billboard on Houston

**New Year's Goal to Volunteer? Get Involved?  
Remember the Main Street!**

Address: 1709 Avenue H  
Levelland, TX 79336



Phone: 806-894-9079

Drop Us A Line

