



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!



November 26, 2021



Learn About Main Street:

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

Revitalization (Design & Econ/Vitality) **Promotion Organization**

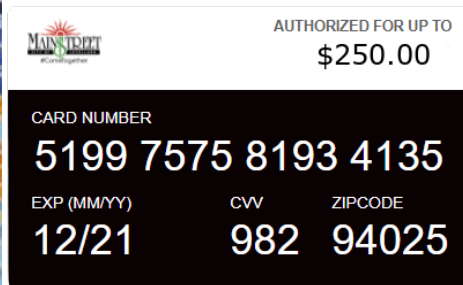
We are always looking for active volunteers that have a passion for improving downtown!
As you are making your New Year's Resolutions, and you're looking for somewhere to "plug-in"
see if the Main Street Program is the place for you!

BUILDING A LEADERSHIP BASE TO ACHIEVE COMPREHENSIVE REVITALIZATION

Comprehensive & Balanced Programming Focus – Aligned with Strategy

DESIGN	ECON/VITALITY	PROMOTION	ORGANIZATION
Preserve and Enhance Physical Elements – Buildings & Public Space <ul style="list-style-type: none"> • Building Renovation/Rehab • Infill Development • Public space – streetscape & infrastructure • Placemaking / beautification Design Best Practices <ul style="list-style-type: none"> • Planning / Maintenance • Design Assistance / Education • Tools & Resources 	Support existing econ/base <ul style="list-style-type: none"> • Collaboration, education, Assistance - retention, expansion, succession Fitting and strategic use of space and development <ul style="list-style-type: none"> • Business recruitment & real estate development Support & Resources <ul style="list-style-type: none"> • Partnerships • Economic resources 	Position District as Center of Activity <ul style="list-style-type: none"> • Community Gathering • Special Events Market District's Assets <ul style="list-style-type: none"> • Business / Retail Promotions • Marketing Initiatives Promote Positive Image <ul style="list-style-type: none"> • Image Building • District Branding 	Promote Support for Revitalization / MS <ul style="list-style-type: none"> • Organizational Branding Communication / PR Encourage Community Engagement <ul style="list-style-type: none"> • Volunteer Development • Partnership Agreements Foster Investment in Revitalization <ul style="list-style-type: none"> • Fund-development & Fundraising, sponsorship
DESIGN COMMITTEE / TEAM	ECON/VITALITY COMMITTEE / TEAM	PROMOTION COMMITTEE / TEAM	ORGANIZATION COMMITTEE / TEAM

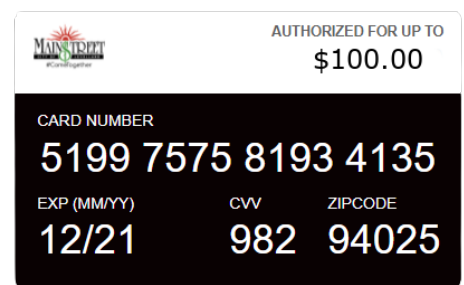
Love Where You Live...Discover Downtown!



*This event is super great!
Don't miss next year...
Save the Date:*

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!

Alchison's Jewelry & Gifts
Billy Price Furniture Mini Mall
Broom Realty/Backroom Esthetics
Danny Grant Agency
Fitness Dynamics
K's Glamour Square
Live Well Think Happiness
CBD & Boutique

Low Dae's Floral & Gifts
Malouf's J-M Western Wear
Mosaic Coffee Co.
Our Stuff
(Our Stuff Warehouse)
The Stache

Studebaker Events
Studio "K" Home Decor &
Vintage Gifts
T & S Craft & Antique Mall
Wallace Theater
Wild West Salon
Your Shop
Haggenbothams



#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 @ ATCHISONS	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 DOWNTOWN BUSINESS	NEW OUTFIT @ K'S GLAMOUR SQUARE	MADE A YOUR SHOP PURCHASE	
SHOPPED TOOLS, SPORTS, MUSIC OR "MAN" STUFF	TREATED MYSELF TO MOSAIC COFFEE CO.	STUDEBAKERS NOV 27TH	GOT A TICKET FOR A WALLACE EVENT	BOUGHT A LOCAL NEWSPAPER
LIVE WELL & THINK HAPPINESS DOWNTOWN	BOOTS, BAG OR BELT @ MALOUFFS	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.



A Gift to Main Street Makes Memories!



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

Making Memories that will last a lifetime...one dollar at a time. Join the mission to revitalize Downtown Levelland. Together we can make a difference.

[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

SPC
Tree Lighting

MAINSTREET
Lighted Parade

MARIGOLDS
Santa on the Square



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



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:
Fax: 806.894.0119
Mail: P.O. Box 1010, Levelland, TX 79336
Email: mainstreet@houston.gov
Call: Tania Moody @ 806.598.2008 with questions.

Parking Spot:

#

For Office Use Only



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

Rules

ALL ENTRIES MUST BE LIGHTED OR GLOW IN THE DARK

- For the children's sake, **DO NOT** Santa Claus on your float. Santa will already be greeting children at the Gazebo. Any LPS Santa's will display you from being judged.
- All entries must be lighted or glow-in-the-dark. Parade floats will follow a route starting at SPC. To enter a float in the parade you will need to fill out an entry form. On the day of the event, bring your float to SPC lining up 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 event area clears around 8:30pm. Please see the map for logistics.**
- No walking traffic or bike riders under the age of 10 years old permitted.
- All vehicle drivers please dim your lights. **NO HEADLIGHTS PLEASE!**
- 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 Wallace Theater.
- Please also **immediately in front of the judges. Make sure your float is displayed on passenger side.**
- The streets will be closed off starting at 5pm. If you wish to exit and "not" park for the duration of the event, then you may exit when you hit the corner of Ave H and Austin. If you park your float and have a vendor space, you will park in the center parking spaces starting on the East side (Billy Price Furniture), then South, then West and finally on the North side of the square. Floats will park in the order of their lineup. Vendor space can be facing the courthouse square in front of your float or as a part off it.
- There is no fee to have a booth, but you **MUST** have a float in order to have a booth. You may sell or give away items at your booth, but you are responsible for 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 your 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 and disinfect surfaces and items in your booth when possible.

Helpful Hints:

- The Theme is It's a Wonderful Life in Levelland. Judges will be looking for floats that follow the theme as part of their judging 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.
- How do you light your float? Use a gas or battery-operated generator to plug in wire lights, flood lights & spots. Consider using colored lights in spot and flood 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. Anyone that enters a float can also have a booth in that location.

Line-Up Starts at 5:30 p.m.
(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. In 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



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



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

Give the Gift of Downtown

www.downtownlevelland.com



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



OPEN SATURDAYS

A NATIONALLY RECOGNIZED MAIN STREET CITY

Straight Ahead To Shop the Square

West bound Billboard on Houston



GIVE THE GIFT OF DOWNTOWN

Visit Us Online @ 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](#)

