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FALL

Special Edition Recap

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:

Our fiscal year is Oct-Sep. That means that each year, the Levelland Main Street Program says goodbye to board members that have served 3 year terms and welcome newly appointed members. We are looking for members who have a passion for downtown revitalization.

The Levelland Main Street is a "Working" Board

We need leaders who are willing to "work to assist in the revitalization of downtown by improving the aesthetics, retaining and recruiting new businesses, creating experiences that enhance the lives of our citizens, and preserving our treasured history.

#TogetherWeAreBetter

THE IMPORTANT ROLE OF THE BOARD OF DIRECTORS IN LEADING REVITALIZATION

PROGRAMMING Value:
Sustainable District Transformation

ORGANIZATIONAL Value:
Effective Revitalization Program

- **Commitment to REPRESENT** – Voice/Advocate for downtown's interest
 - Balanced level of stakeholder participation
 - Focused on the mission of the program / organization
 - Driven by the strategy and vision for downtown
- **Commitment to LEAD**
 - ✓ Defining clear direction and priorities
 - ✓ Leading by example
- **Commitment to ACT(ION)** – the 3-Ws
 - ✓ Work – literally!
 - ✓ Wisdom - skills, supportive backgrounds
 - ✓ Wealth – willing to offer own resources / access



DESIGN

ECON/VITALITY

PROMOTION

ORGANIZATION

Love Where You Live...Discover Downtown!

The Historic Wallace Theater is Making History



October Means Trunk or Treat on Main Street



The Levelland Noon Lions Present:

...on the cross roads of Austin St and Avenu G.

Come join us for a FUN and safe FREE Halloween Event for the Community Kids!

GAMES

CANDY

WATER PROVIDED

FUN & FESTIVE HALLOWEEN INFLATABLES FOR SELFIES

It's the little things that make a difference...



We want to thank the amazing community partners that put these in our downtown originally! They have served



A huge thanks to our friends at G & C Contracting for sandblasting, coating and painting these and to IDEAL Graphics for

us greatly. As you can see, they've taken a bit of a beating and sun scorching and needed a little TLC.

the new logos and QR codes that now adorn our 25 trash cans.

**A big thank you to our City Streets Crew
for picking these up and dropping them off!
The Main Street Program appreciates you!**



A Message from Main Street:

Hello Friends,

Seven months now as a Main Street Manager and I learn something new every day! Change is hard, and I appreciate your patience with me as I navigate new waters. My goal...get 3 months ahead and learn how to delegate. See you can teach an old dog new tricks!

So, what have I been up to?

- We were awarded a generous \$1,500 grant from the Hockley County Endowment to purchase a special commemorative bench to sit beside the Mosaic Marigold Sponsored planter. The founders names will be listed and another piece of history on display.

- I have applied for a \$5,000 Anise Read Grant for a larger project being proposed by our Revitalization Committee to put in a top notch sound system that encompasses the square and provides great ambiance and shopping experience downtown.

- I attended my first in person training in Seguin, TX. It was wonderful and very productive to spend time in the presence of so many Main Street Managers. We shared ideas, heard from a wonderful speaker from the National Main Street Program, got to tour some historic buildings, see their downtown projects and in the end, find that we're all not so



different after all! It got an A+ from me!



Partners Make Things Better

Small businesses have a difficult time finding enough staff to stay "in store" to be able to take advantage of chances to expose their business to new potential clients. I was excited to get to represent them at SPC with some awesome downtown Main Street bags with give aways provided by the merchants to introduce the student to the amazing downtown we have for them to enjoy!

Downtown Celebrates Its Own

We love to celebrate one of our own, just like Paw and Order Grooming and Boarding that made it through Covid and celebrated their 1st Anniversary in business! YAY!!!

Remember, there's a LOT to love about Levelland...#DiscoverDowntown!

Tania Moody
Levelland Main Street Manager

**Watch for the Next Edition of Main Street Matters
Coming SOON!**



DOWNTOWN DOLLAR\$

LEVELLAND



Trunk or Treat
Oct 31, 3-5pm



Ladies Night Out
Nov 11, 6-9pm



Small Business Saturday
Nov 27 10-Close



Festival of Lights
Christmas on the Square
Dec 2, 5 - Dark Thirty



NYE @ The Wallace
Experience the Unexpected
Dec 31 - Jan 1



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Drop Us A Line



