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# Main Street

Bloom Where You're Planted

## Greetings!

Greetings from Levelland Main Street!

What IS the Main Street Experience?

Keep reading to find out!

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!

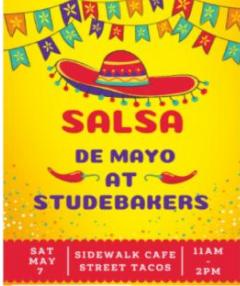
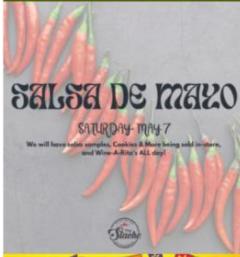


## National Day of Prayer (on the Square)

Spring brings renewal. It's a time of planting, growing, and rebirth of nature. It's also a time when we start to gather outside, enjoy the beauty that surrounds us and come together to pray. This year we celebrated National Day of Prayer on May 5th, in Downtown Levelland.

[Click Poster to Left for Pics](#)

1st Saturday Shop the Square events kicked off on May 7th, with the theme Salsa de Mayo. We had a salsa competition, music, tons of shopping with in-store specials, and coupled it with our Imagine the Possibilities Tour. It was a great Saturday with lots of foot traffic and folks out enjoying all of the activities on the square. Click the poster below for a recap.



Pick up a shopping card at the Gazebo from KLVT Radio. Take it around as you shop. Each store you browse and get signed, will earn you an extra entry to WIN a \$100 Downtown Gift Card. Turn in your cards at the Gazebo before 3pm to qualify for the drawing.



# LOVE FOOD

Coming June 16th...Food and Food Truck Day

Downtown Levelland



A collage of images for Food & Truck Day. It includes a blue storefront for 'Studio 13', a white food truck with 'Spud Truck' branding, a teal food truck with 'Curbside Sweets' branding, a red shaved ice truck with 'Hawaiian Ice' and 'BAHAMA BUCK'S ORIGINAL SHAVED ICE COMPANY' branding, a large central graphic for 'FOOD & TRUCK DAY' with a stylized food truck silhouette, and smaller images of a sandwich shop and a catering truck.

For More Info:  
806-894-9079

June 16th  
3rd Thursday of the Month  
11am - 2pm

DISCOVERDOWNTOWN

MAINSTREET  
CITY OF LEVELLAND  
DowntownLevelland.Com

Every 3rd Thursday in downtown Levelland we focus on Food! We love our [Mosaic Coffee Co.](#) on the South Side of the Square!

## Historic Preservation Month



A collage for Historic Preservation Month. It features a circular seal for the 'Historic Walking Tour' of downtown Levelland, a large graphic for 'HISTORIC PRESERVATION Month' with a QR code for the tour, a black and white photo of a historic street scene with a 'WALLACE' sign, and a QR code with the text 'Historic Walking Tour'.

Self Guided Historic Tour @DowntownLevelland.com/History & Preservation

HISTORIC PRESERVATION Month Scan for Tour

Historic Walking Tour

Let's get Historical!



The Wallace Theater and Levelland Middle School Students present a **POP-UP MUSEUM** in partnership with Humanities Texas. The event is titled 'Alamo Images: Changing Perspectives of A Texas Experience' and runs from May 19th to June 2nd, 2022, with various daily and weekly schedules. The event is free admission. It features a night view of the Alamo and a presentation by Professor Cathrine McMahan.

The Wallace Theater and Levelland Middle School Students present a

**POP-UP MUSEUM**

In Partnership with Humanities Texas

"Alamo Images: Changing Perspectives of A Texas Experience"

MAY 19TH - JUNE 2ND, 2022

Tuesdays & Thursdays 11:00am-6:00pm

Saturdays 10:00am-2:00pm

The Wallace Theater, 823 Houston Street

**FREE ADMISSION!**

Join us for a closing dinner on June 2nd with a presentation by South Plains College Professor Cathrine McMahan sponsored by the Hockley County Historical Commission.

Dinner Tickets \$15 at [www.WallaceTheater.com/Events](http://www.WallaceTheater.com/Events) or 806-894-4770

THE WALLACE

Humanities Texas

This program is made possible in part by a grant from Humanities Texas, the state affiliate of the National Endowment for the Humanities.

Historic Preservation Month was filled with some wonderful events. The Wallace Theater and the Main Street Program partnered together with other downtown merchants to share its historic elements with 200 2nd graders and 400 Intermediate students, from Levelland ISD. Here are some highlights from their downtown two day tour: [Click Here](#)

# Congratulations!!!

The Volunteer Lunch happens in conjunction with National Volunteer Appreciation Week. This year the theme is "Bee the Change, you wish to see!" We had the distinct honor of recognizing our volunteers that serve on our Main Street Advisory Board as well as our committees. We also go to honor the following 2022 Main Street Award Recipients:



Main Street Hero  
The Wallace Theater



Levelland Legacy Award  
Malouf's J-M Western Wear, Tony Malouf



George R. Keeling Achievement Award  
City Parks Department & City Streets Department

# JUNE 10th

LEVELLAND

# sip & swirl



Get Tickets @[DowntownLevelland.com](http://DowntownLevelland.com)



## A Message from Main Street:

April kicked off our 2nd quarter and Main Street was "buzzing" with activity. April, May and June will end with a combined total of 8 events under our belt: Volunteer Appreciation Lunch, National Day of Prayer on the Square, Food & Food Truck Days (April, May and June), 1st Saturday Shop the Square (May, June) and Sip and Swirl!

Event planning aside, we have also managed to hit some major milestones. Our vintage clock is running again, we have 7 vintage light poles repainted, thanks to our friends at G & C Contracting, and we completed the installation of 16 handrails and 32 new mosaics. (more on this to come in the June edition)

The Advisory Board for Main Street put out a request for nominations of interested parties to serve on the Main Street Advisory Board and we've had several forms turned in. Once the board has voted on the nominations, those selected to fill the two positions, will serve out the remaining term for the previous members. We will have two more board seats to fill at the end of our fiscal year in September.

June will start with a multitude of colors to enhance the downtown district. On Saturday, June 4th, we will host our second 1st Saturday Shop the Square with the theme: Lemonade Day and our first ever, Downtown Community Planting Day. There are 44 planters that will be installed on 44 poles in our district and from 10am to Noon we will invite community members to come and "adopt" a planter. There will be lemonade stands in front of various shops and music playing on the square, compliments of KLVT Radio. There will also be a wonderful surprise at 10am. We will be unveiling our 32 new mosaics downtown. Watch for the balloon release and take a tour through the district and be the first group to see and enjoy these amazing pieces of art.

Finally, we hear a lot in today's business world about branding...brand image...mission and vision. I've always been impressed with businesses (and people) who learn from where they've been, "know" who they are and implement laser focus on where they're going. When I was blessed with this job on April 6th of 2021, I loved the



Main Street Mission and Vision, but I just couldn't shake the feeling that we were missing "who we are!" After a year of experiencing "just that," I know who we are, and it's my goal to share that with all of you so we can embrace that together. Our brand is "Living la Vida Mosaic!" We are a small town rich in culture, industry, community, history and people. People are our greatest resource. It's why most of us choose to live and work in Levelland. Each of us is a piece of the City of Mosaics. We bring color, charm, kindness, ambition, growth and so much more to the bigger picture. Together we are a literal translation of life in mosaic form. It takes each piece...to make this beautiful picture, we call home.

There's great things happening in Downtown Levelland!  
#LivinglaVidaMosaic

A handwritten signature in black ink, appearing to read "John & Bette Hope".

*Featured Art:*  
*New Morning mosaic*  
*by John & Bette Hope*

## Downtown Event Calendar



**Address:** 1709 Avenue H  
Levelland, TX 79336  
**Phone:** 806-894-9079

[Drop Us A Line](#)

