



### “West” Texas Downtown Regional Roundtable

The City of Mosaics, Levelland, TX is excited to welcome you to the “West” Texas Downtown Regional Round Table, May 15<sup>th</sup> from 9am – 2:30pm, at Studebaker Events 920 Avenue H, Levelland, TX. Our goal is to connect Texas Downtown Members and Area Professionals, to share resources and best practices and leave you with useful take aways on forging partnerships, telling your story and grant and funding mechanisms. We want you to walk away with some key initiatives that you can implement in your community, business, or organization, to get results.

9:00 AM – “Living La Vida Mosaic” Welcome to the City of Mosaics we are excited to share how we went from 14 mosaics art pieces in our community to 124 in three years, solidifying our brand vision and positioning, utilizing community partners, grants, and creative solutions.

10:00 AM - Forging Partnerships and Fundraising: Alycyn Keeling will give you real world applicable strategies on how small investments and building relationships lead to large capital campaign funds that are renovating and re-opening our Historic Wallace Theater after 46 years of vacancy and disrepair.

11:00 AM – Downtown Walking Tour: This will be your opportunity to experience our mosaics downtown and take a quick hard-hat tour of the Wallace Theater set to re-open in January 2025.

12:00 PM – Roundtable Lunch on Funding a Downtown Facelift: Programs and Strategies to Finance Downtown Projects. Paige Goodell will connect you to resources and educate you on mechanisms for those hard to fund revitalization projects. Followed by roundtable discussion and idea-sharing by attendees.

1:30 PM – Telling Your Story and Creating Buy-In: Leonard Williams is excited to share how they have taken their mission, vision and branding to a whole new level that creates a culture of buy-in from employees to customers and community.



**Alycyn Keeling** is the Executive Director of the [Wallace Theater](#) located in Levelland, in the heart of rural west Texas. She has guided The Wallace from a theater that was closed for over 30 years to an organization that serves the community with 60+ events per year through educational, arts & cultural programming, and is producing its own live theatre. She is currently overseeing a \$5.1 Million Capital renovation project and building an education department within the theatre that will serve all 4,500 students in Hockley County each year. She has experience working at the national policy level and worked on the development and implementation of the national Presidential Leadership Scholars Program led by four U.S Presidential Centers. She currently serves on the board of the League of Historic American Theatres, The Lubbock Chapter of the Association of Fundraising Professionals, and is a member of the 2022-2023 Texas Tech University Education Policy Fellowship Cohort. She holds a Bachelor of Business Management degree from Texas A&M University.



**Paige Goodell** is the Local Government Services Program Manager at the Panhandle Regional Planning Commission ([PRPC](#)). Paige spearheads regional economic development planning and manages a variety of grant-funded projects across the Texas Panhandle. In her six years at the PRPC, she has worked with more than thirty Texas Panhandle cities on projects and written grant applications that have resulted in approximately \$13 million in federal and state investments in the region. Paige has a passion for downtown revitalization and has worked with more than a dozen communities on projects for downtown improvements. She is a Certified Public Manager and was recognized as an Emerging Leader in 2023 by the

National Association of Development Organizations (NADO) Research Foundation and the Southwest Regional Economic Development Association (SWREDA). Paige holds a Bachelor of Business Administration in Marketing with an Entrepreneurship Concentration from Southern Methodist University.



**Leonard Williams** serves as the Operating Partner of [Mulkey Hospitality Inc.](#) which operates three Chick-fil-A Franchises in Lubbock, Texas. In addition to his role as Operating Partner, Leonard serves as the Chief Operations and People Officer. Leonard has worked for Chick-fil-A for fourteen years and has served in many different roles and leadership capacities. He has a passion for growing, developing, and coaching leaders.

Leonard is a true servant leader and is always involved in serving his community and church. As a member of Hillside Christian Church, Leonard serves faithfully as a guest services volunteer, as well as leads High School and College small groups. In the community, Leonard serves on numerous

advisory boards and committees throughout Lubbock ISD and Frenship ISD. He has been a huge advocate for leadership development amongst high school students and has launched leadership programs in eight high schools in Lubbock, Frenship and Idalou. Leonard is originally from New Orleans, Louisiana but relocated to Dallas, Texas following Hurricane Katrina. In 2010, Leonard moved to Lubbock, Texas to attend Texas Tech University and earn a bachelor's degree in history. Leonard met his wife Ashley while they were both in college and working for Chick-fil-A. They have been married for eight years and have three children, Leonard, Braylie and Brooklyn

### **ABOUT TEXAS DOWNTOWN**

Downtown revitalization is a team sport and downtown vibrancy is the end goal. Texas Downtown encompasses a diverse group of partners and members ranging from economic development corporations to small business owners to achieve our vision of every community in Texas having economically vibrant districts that reflect their unique character. From Small Town, Texas members to Big City partners, we want you on our downtown Texas team. For more information, visit [www.texasdowntown.org](http://www.texasdowntown.org)

### **ABOUT LEVELLAND MAIN STREET**

Downtown Levelland is "living the life mosaic; "making genuine connections through various mediums that bring people together to create something beautiful. Our vision is that the Levelland Main Street District will be a vibrant destination with treasured businesses that provide friendly shopping opportunities, unique entertainment venues, and quality culinary experiences in a revitalized historic district. Our mission is to revitalize and preserve the Levelland Main Street District by attracting visitors and businesses, creating quality of life events, and promoting our historic integrity through the utilization of the four-point approach (design, economic vitality, organization, and promotion.) For more information, visit [www.downtownlevelland.com](http://www.downtownlevelland.com)