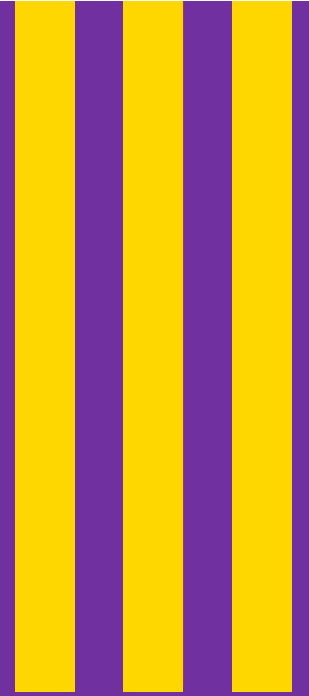


Centennial Celebration





Major Elements

Story-Telling: Exposing residents to entertaining and educational highlights from Lewisville's rich history

Story-Sharing: Capture stories from residents across the experience spectrum

Public Events: Stage fun activities that appeal broadly to residents and mark the Centennial

Historical Preservation: Document and preserve the Lewisville story

Visibility: Branding during the Celebration and lasting memories afterward

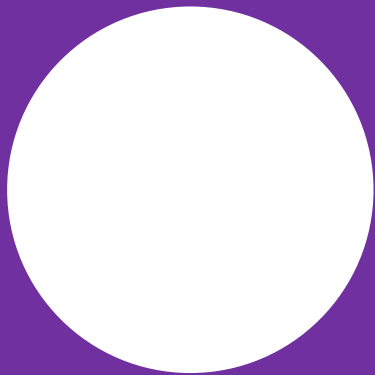
Volunteer Committee

About 40 residents have volunteered their time and passion to help create and carry out the Centennial Celebration. They have formed nine subcommittees, each with its own list of projects.

- Community Partners
- Education and Training
- Event Planning
- Finance and Fundraising
- Historical Preservation
- Memorabilia
- Publications
- Public Relations
- Special Projects



Community Partners



Volunteer Members

- Kelly Blackall
- Mark Caputo
- Angela Lewallen
- Rick Shoven

Staff Liaison

- Denise Helbing

Projects:

- Get local students involved with writing and art contests/shows
- Commission a play to tell the story of Lewisville

Lewisville On Stage

Working with Lewisville Playhouse to select a playwright who will create the script

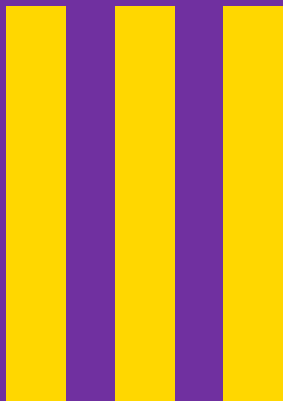
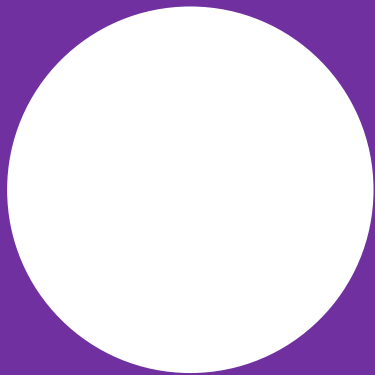
Lewisville Playhouse also will direct, cast, and produce the public performances

The current concept is to tell the Lewisville story through four families in four eras (pioneers, 1920s, 1960s, 1990s)

Free performances during September in the black box at Lewisville Grand Theater



Education and Training



Volunteer Members

- Tynessa Craft
- Jen Marvel
- Dana Shackelford
- Kylee Snyder
- Kris Wong

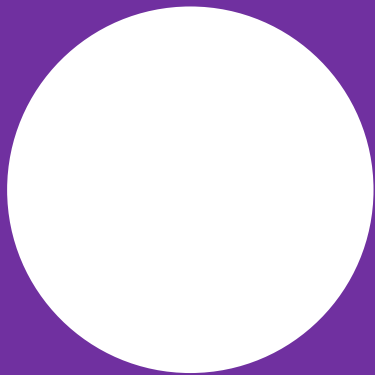
Staff Liaisons

- Carolyn Booker
- Allison Scheu

Projects:

- Create and facilitate a single-lesson second-grade curriculum about Lewisville history
- Lewisville Library display of popular 1920s books and reading over the past century (rotating)

Publications



Volunteer Members

- Kelly Blackall
- Joshua Chanin
- Ken Purcell
- Dana Shackelford

Staff Liaison

- Carolyn Booker
- James Kunke

Projects:

- Marco book in support of elementary school curriculum
- Other printed materials as needed

Marco in History

Children's book using the characters from "Marco's Big Move" that was distributed in 2014 with the Lewisville 2025 launch

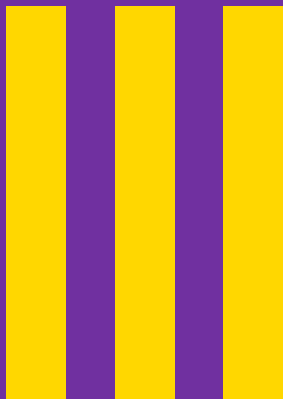
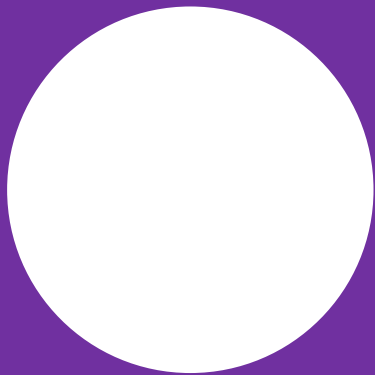
Same authors and illustrator are on board

A draft content timeline has been developed, from prehistory to current-day, subject to revision during the writing process

Book is scheduled for release in Fall 2025



Special Projects



Volunteer Members

- Tammie Dean
- Marc Harting
- Cindy Meridith
- Prit Patel
- Judy Pham
- Devan Ruiz
- Nicole Ryburn
- Alison Smith Stark
- Britani Williams
- Kris Wong

Staff Liaison

- Erika Tang

Projects:

- Tree plantings, “100 trees for 100 years”
- Year-long outdoor photo prop
- Church Street heritage walk stone
- Name a park or park feature to commemorate the Centennial

Trees, Trees, Trees

100 new trees is the bare minimum, but PARD is eyeing ways to plant 2025 trees

Preliminary plans call for planting activities during both the spring and fall, including Texas Arbor Day on Nov. 7

The Memorial Tree program will be adapted to create Centennial Groves at multiple park locations; sales could start in January

Also researching a sapling giveaway event



Outdoor Photo Prop

Will provide a visible icon for residents and visitors to take and share photograph themselves as part of the Centennial Celebration

Could be temporary, but the committee preference is something permanent that could be adapted to future uses

Desired design is being finalized (next slide) and staff is looking for a fabricator

Target for installation is ColorPalooza



Outdoor Photo Prop



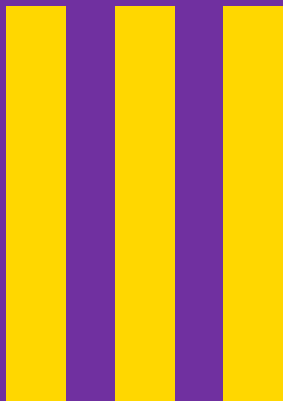
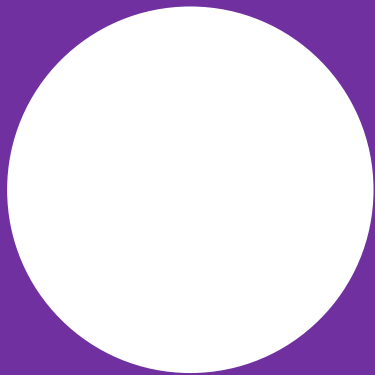
Heritage Walk Stone

Adds a stone markers along the sidewalk on the south side of Church Street adjacent to Wayne Ferguson Plaza

Planned installation on Jan. 14 with a brief dedication on Jan. 15 (weather permitting)



Finance and Fundraising



Volunteer Members

- Jocelyn McMurray
- Judy Pham
- Rick Shoven
- Stephanie Stewart

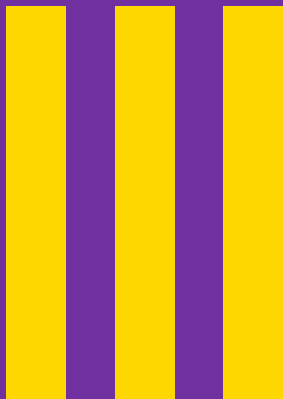
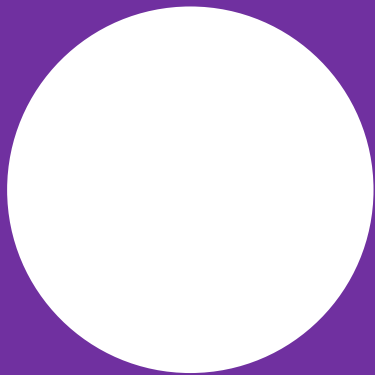
Staff Liaisons

- David Erb
- D'Ann Tompkins

Projects:

- Monitor budget
- Ensure compliance with City purchasing policies and Texas procurement laws
- Accept donations and seek donors if needed

Event Planning



Volunteer Members

- Erum Ali
- Chery Brennan
- Dionna Brown
- Tammie Dean
- Tanya Gilmore
- Kim Keith
- Deborah Lewis
- Karen Locke
- Judy Phan
- Nicole Ryburn
- Cassie Whitley
- Britani Willams

Projects:

- Centennial presence at existing City events
- Parade float
- Community picnic

Staff Liaison

- Daren Watkins

Festival Presence

Committee will conduct a festival activity during ColorPalooza and Western Days

Activity areas will be Centennial branded

ColorPalooza – Activity not yet selected, but possibly the children’s chalk art area

Western Days – Stick horse rodeo

Red White & Lewisville – Being considered

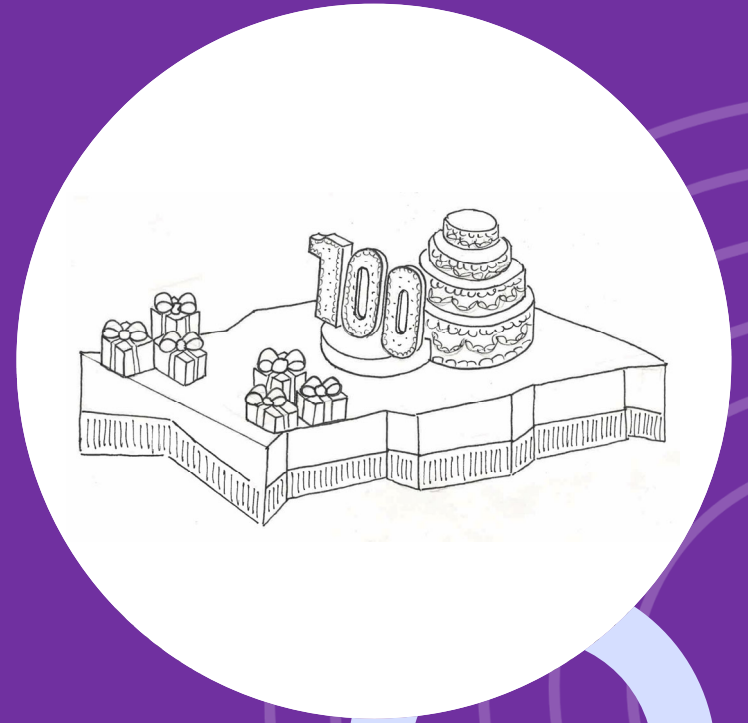


Parade Float

A professional parade float has been ordered and will feature a birthday theme with Centennial branding

The float will be used four times:

- Christmas Parade (December 2024)
- Cattle Drive Parade (September 2025)
- LHS Homecoming (October 2025)
- Christmas Parade (December 2025)



Community Picnic

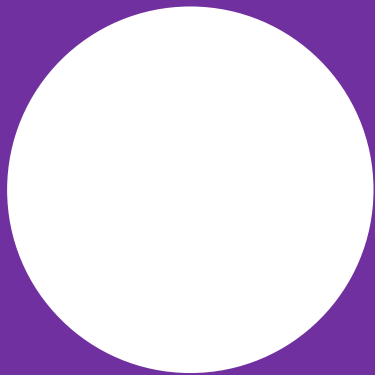
Will be held midday on Saturday, May 17, at Memorial Park

Anticipated elements:

- Live swing-jazz band
- Popcorn vendor
- Hotdogs served by LCPAAA
- Inflatables and DePLOWment
- Face-painting
- Giant birthday cake (with a gluten-free option)



Historical Preservation



Volunteer Members

- Kelly Blackall
- Chery Brennan
- Joshua Chanin
- Tynessa Craft
- David Denison
- Sharon Ellis
- Deborah Lewis
- Ken Purcell
- Stephanie Stewart
- Cassie Whitley

Staff Liaison

- James Kunke

Projects:

- Photo recreations
- History video
- History exhibits
- State historical markers
- Old Town Discoveries
- Lewisville Landmarks

History Displays

Four small exhibits will rotate quarterly among four locations (City Hall, Library, Thrive, and tbd) starting in January

- Lewisville in the 1920s and 1930s
- Impacts of transportation
- Growth measured in aerial images
- Military influence

A larger exhibit about farming and ranching will replace the Lewisville Lake exhibit at the Visitor Information Center (Summer 2025)

A professional curator is preparing the exhibit scripts and basic designs



Old Town Discoveries

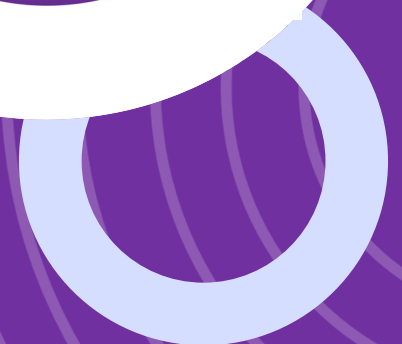
A self-guided tour intended to tell the story of buildings and locations around Old Town

Ten initial sites will launch in December:

- Huffines Motor Company
- Lewisville Feed Mill
- Lewisville Hotel
- Jacobsen's Hardware
- Lewisville State Bank
- Cobb's Dry Goods
- First National Bank
- Lewisville Enterprise
- First Baptist Church
- First Presbyterian Church

A second wave is planned for Summer 2025

Markers lead visitors to a website page with photos, document, stories, and (soon) a brief audio recording



Lewisville Landmarks

Revives a program from the 75th Anniversary celebration held in 2000

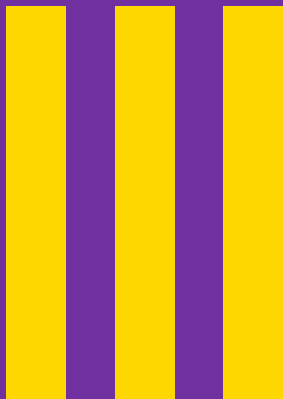
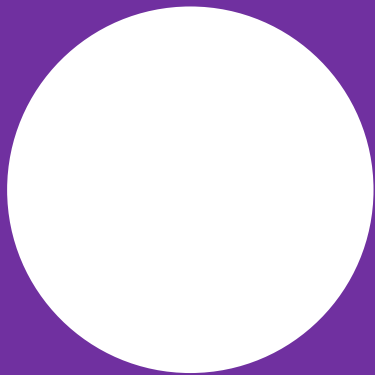
Designed to recognize buildings (especially residences) significant to local history through markers and a self-guided walking tour

Project timeline:

- Applications January-April
- Evaluation May-July
- Recognition August



Memorabilia



Volunteer Members

- Erum Ali
- Sharon Ellis
- Marc Harting
- Jen Marvel
- Cindy Meridith
- Kylee Snyder
- Stephanie Stewart

Staff Liaisons

- Dee Dee Planas
- Christina Barrera

Projects:

- Branded merchandise for sale
- Branded giveaway items

Merchandise for Sale

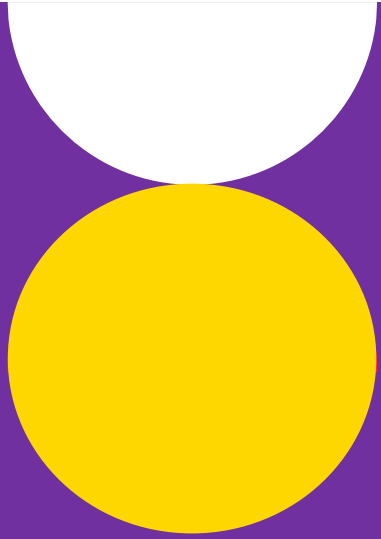
Merchandise will be sold in batches, starting with eight items in the first batch:

- T-shirt (two designs)
- Hoodie
- Hat
- Mugs (two designs)
- Collapsible pet bowl
- Rubber ducky (three colors)

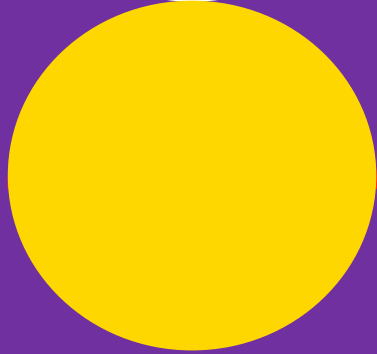
Merchandise sales will be offered during special events and at the Visitor Information Center, Library, and Thrive.

An online option is being developed



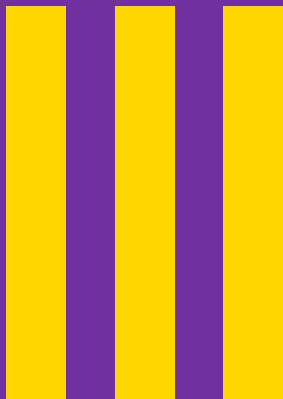
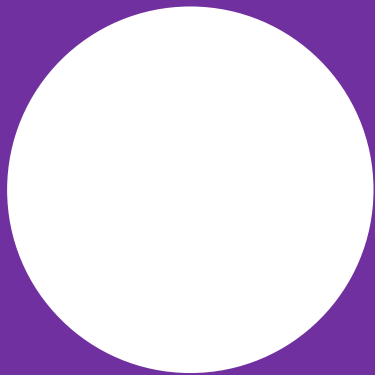


Batch #1



Batch #1

Public Relations



Volunteer Members

- Chery Brennan
- Mark Caputo
- Tanya Gilmore
- David Margulies
- Jocelyn McMurray
- Devan Ruiz
- Allison Stamey
- Brittani Williams

Staff Liaisons

- Matt Martucci
- Melinda Stephens

Projects:

- Logo development and deployment
- Centennial website
- “Been here” business window decals

Logo Deployment

Vertical Pole Banners



Centennial Website

Using the award-winning designer of Bryan's centennial website

Content areas include:

- Calendar of Centennial events
- Timeline of Lewisville history
- Digital photo gallery
- Digital tour of Lewisville Collection artifacts
- "Share Your Story" section
- Merchandise sales (post-launch addition)

Scheduled to launch during the first week of December



Business Decals

Window decal will increase awareness and give businesses a low-impact way to take part by declaring how many of Lewisville's 100 year they have been open

Plan to distribute in Old Town prior to the Old Town Holiday Stroll, and expand distribution citywide afterward





“Extra” Projects

- Several projects have been added to the Centennial package from other sources
- Peacherine Jazz Orchestra Society Silent Film (Lewisville Grand Theater)
 - Silent film “The Freshman” accompanied by a lived jazz orchestra, set for March 7
 - Tickets will go on sale this month
- Projection Art Exhibit (Arts Advisory Board)
 - Included in the FY 2024-25 Public Art Work Plan
 - An artist will be selected to create a video projection artwork for a temporary display, possibly in conjunction with Old Town Holiday Stroll in December 2025
- Well House conversion into an auxiliary Visitor Information Center (July 2025)
- Old Town Entry Feature (fall-winter 2025)

Upcoming Events

- Dec. 6-7: Old Town Holiday Stroll
 - Centennial Celebration Website
 - Old Town Discoveries Walking Tour
 - Drone Show
 - Parade Float
 - Merchandise Sales
- Jan. 2: Rotating History Exhibits Installed
- Jan. 15: Heritage Walk Stone Dedicated
- March 7: Peacherine Jazz Orchestra Society
Silent Film at The Grand
- April 1: History Exhibits Rotate
- April 26: ColorPalooza Onsite Presence
- May 17: Centennial Picnic at Memorial Park



Centennial Celebration

