Downtown Weatherford Quarterly Newsletter

SUMMER 2026

Growing together • Investing in downtown • Creating experiences

As summer comes to a close, Downtown Weatherford, Inc. is excited to share the progress taking place throughout Historic Downtown Weatherford. From a new website and growing partnerships to expanded events and future plans, this season has been filled with momentum. None of it happens without our Board of Directors, downtown businesses, volunteers, community partners, committee members, and everyone who believes in Downtown Weatherford.

A fresh digital home

Our new website makes it easier to discover downtown, follow events, volunteer, and support our work.

More reasons to visit

York Avenue Market is expanding, and we're partnering with Love Weatherford to honor those who serve.

A stronger downtown voice

Improved email and text communications will help businesses, partners, and visitors stay connected.

DIGITAL CONNECTION

A New Look for Downtown Weatherford

A welcoming online home for visitors, residents, businesses, and supporters

One of our biggest accomplishments this quarter is the launch of the new Downtown Weatherford, Inc. website. We are especially grateful to Amber Jones with Jones Copywriting and Design for her hard work and dedication on the website overhaul.

The website is officially published, with continued work underway to enhance search engine optimization and develop an interactive downtown merchant map. We have also completed our Zeffy donation page and volunteer application, making it easier for our community to support and get involved.

Coming next: We are continuing to build resources that make it easier to discover, explore, and support downtown businesses.

Growing Our Downtown Voice

Strong communication is essential to keeping our community connected. This quarter, we have been strengthening the way we communicate with businesses, supporters, volunteers, and event attendees.

We are transitioning our communications platform from Mailchimp to Go2Texting, which offers unlimited email subscribers at no additional email cost along with text messaging capabilities. We are also encouraging the community to sign up for updates, event announcements, and volunteer opportunities.

Visit

Explore events, downtown businesses, volunteer opportunities, and ways to support our mission at d-winc.org.

Connect

Subscribe to receive timely downtown news, event announcements, and opportunities to participate.

MARKET UPDATE

York Avenue Market Is Growing

More than 45 vendors are coming to the 200 block of York Avenue

What began as Rooted in Weatherford has evolved into York Avenue Market, with a focus on bringing shoppers, visitors, and new energy to this important downtown block.

Our first York Avenue Market brought together 18 vendors and was a fabulous day. The November 14 market will extend through the 200 block of York Avenue and feature more than 45 vendors. Come downtown from 9 AM to 4 PM to shop and visit nearby businesses.

Downtown Weatherford, Inc. has coordinated street closures with the City through the end of 2027, creating an exciting opportunity to build the market into a long-term downtown tradition.

Our Goals

- Expand the overall market experience
- Recruit unique and high-quality vendors
- Encourage repeat attendance
- Create a professional vendor layout and map
- Support York Avenue businesses
- Build an experience distinctive to Downtown Weatherford

We cannot wait to welcome everyone to York Avenue Market and watch this downtown tradition continue to grow.

SIGNATURE EVENT

Wine & Whiskey Walk Update

October 3, 2026 event canceled due to weather

With thunderstorms in the forecast, our Board of Directors voted unanimously to cancel the October 3 Wine & Whiskey Walk. We made the decision with the safety of our guests, vendors, and volunteers in mind.

The response was incredibly supportive. Many participants called to thank us for making the decision, and all participants told us they look forward to returning. We're grateful to everyone who helped plan the Walk and supported us through the cancellation.

Veterans Appreciation Breakfast

Downtown Weatherford Inc. and Love Weatherford are partnering to host a free Veterans Appreciation Breakfast for veterans and active-duty military on Saturday, November 7, from 7 to 9 AM at the 20th Century Club. Join us for breakfast before the American Legion Parade as we thank those who have served and those serving today.



BUSINESS ENGAGEMENT

Downtown Businesses at the Center

Creating more opportunities for downtown businesses to thrive

Our meetings and planning sessions bring together merchants, business owners, event organizers, and community partners to improve communication, coordinate events, and create experiences that benefit the entire downtown district.

Current Priorities

- Coordinate downtown weekend events
- Create shared calendars and improve communication
- Develop merchant-focused experiences
- Invite businesses into committees and planning efforts
- Encourage businesses to participate in events and promotions
- Explore new ways to increase foot traffic
- Improve business information for the website and promotions

The newly formed Downtown Development Committee focuses on events, beautification projects, marketing initiatives, business engagement, and community partnerships. Together, we are building a stronger downtown voice and creating more opportunities for collaboration.

Partnerships That Make a Difference

Downtown Weatherford is stronger when we work together. Current and future discussions include community sponsorships, coordination with local organizations, United Way of Parker County opportunities, and regional collaboration with neighboring communities.

LOOKING AHEAD

More Reasons to Gather Downtown

Planning early for community favorites and new downtown opportunities

While we remain focused on upcoming events, early planning has begun for several community favorites and future downtown opportunities.

Investing in the Future of Downtown

Downtown Weatherford, Inc. is not only planning events, the Downtown Development Committee is also identifying revitalization initiatives that will support the continued growth and success of Historic Downtown Weatherford.

Future meetings will continue exploring ideas and partnerships that strengthen downtown for businesses, residents, and visitors. We are excited about the conversations ahead and the opportunity to work with local, county, state, business, and community partners.

Get Involved

- Attend our events and invite a friend
- Share downtown events and promotions
- Become a community partner or sponsor
- Shop and dine locally
- Volunteer or serve on a committee
- Sign up for news and updates

THANK YOU

Thank You for Supporting Downtown Weatherford

Every visit, share, volunteer hour, and partnership helps downtown thrive

We are incredibly grateful for the continued support of our Board of Directors, downtown merchants, volunteers, sponsors, community partners, committee members, and supporters.

There is so much happening in Downtown Weatherford, and we are just getting started. Together, we are preserving the character of our historic downtown while creating new opportunities, stronger connections, and unforgettable experiences for generations to come.



See you downtown!

Downtown WEATHERFORD INC.

STAY CONNECTED

d-winc.org

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Scan the QR code to learn more