

DOWN LOW WITH DWINC

2025

A Remarkable Year for
Downtown Weatherford!

What an amazing year it has been for Downtown Weatherford! We hosted a variety of events, including *Sunset on the Square*, *Wine and Whiskey Walk*, *Taco and Tequila*, and the *Arts Festival*, all of which fostered a sense of community downtown.

Additionally, we maintained our monthly *Business and Bites* meetings with our merchants to discuss productivity and boost morale in the area. And let's not forget the market that took place in our upcoming green space!

We have so much to be grateful for this year, and it wouldn't have been possible without your support for our vision of this beautiful city!

REVITALIZE.RESTORE.
CONNECT.EXPLORE.



cheers!
TO 5 YEARS



Q1 kicked off with great momentum. We introduced trash pickups on Wednesdays, inviting local businesses to join in the effort to keep downtown looking beautiful! This collaboration with Love Weatherford was fantastic, allowing us to support local enterprises while engaging the community. The Downtown Hop Around event attracted families to enjoy a free gathering filled with treats, delicious food, and unforgettable memories.



Downtown Hop Around

Bringing kids, and families to downtown during the Spring season and having lots of foot traffic in the stores of Downtown.



Q2



Q2 Highlights: A Memorable Sunset on the Square

Q2 stands out as one of our favorite quarters, especially with the unforgettable Sunset on the Square! This year, it was truly spectacular to see our community unite and share a meal together. The impact was remarkable, especially with our viral video reaching over 400,000 views.

Additionally, we launched a new event, Tacos & Tequila, where local businesses competed for the title of the best margarita! This event successfully generated funds that will contribute to the development of future green spaces.

Sunset on the Square

We achieved a record-breaking sellout at this event! In our fifth year, we decided to change things up by inviting our community to share a meal together at a SINGLE table.

Downtown
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Q3



BACK TO SCHOOL BASH

We had an amazing time at our Back to School Bash! Alongside the Weenie Races, we welcomed the Weatherford Roos high school band and the Blue bells, who brought their spirit to the event. The Rooted in Weatherford Collective Market had a strong kickoff and continues to attract new businesses to Downtown Weatherford. This market showcases a variety of offerings, including artisan goods, baked goods, lifestyle and wellness products, a farmer's market, boutique shopping, and live music. It was the ideal quarter to prepare us for Q4, which promises to be a monumental experience—so hold onto your boots!



Rooted in Weatherford

We have rebranded the 2nd Saturday Market to the Rooted in Weatherford Collective Market, and it has been an incredible success. Additionally, we have established a strong digital presence through social media, generating quite a buzz about the market.

WINE AND WHISKEY WALK

Q4

OCTOBER 2025



Celebrating the 5th Anniversary of Wine and Whiskey Walk!

What an incredible milestone! We introduced dueling pianos to Downtown Weatherford, and the response was overwhelmingly positive.

- Record-breaking attendance: Over 500 attendees joined us for this celebration!
- Community integration: This year, we seamlessly blended wineries and distilleries with local shopping, and the community absolutely loved it.
- Local merchant presence: We showcased our Downtown merchants all under one tent, allowing everyone to enjoy local shopping, fantastic music, and even better vibes.



VIP AFTER PARTY Q4

OCTOBER 2025



Our inaugural VIP after-party following the Wine and Whiskey Walk made quite an impression with its unique flair. This year, we hosted a Horseback Fashion Show, presented by Heritage Brand, Bearded Beast, Chiefs Trading Co., and Downtown Weatherford. Models arrived in style, flown in by helicopter and elegantly dressed in Double D fashion, as they paraded down the red carpet on horseback. The event attracted wonderful individuals from our local community as well as visitors from across the country. We even received coverage in Cowboys & Indians magazine, which highlighted the contributions of Downtown Weatherford Inc. It was truly a memorable night that united many people and provided three of our downtown merchants the opportunity to showcase their passions in the streets.

Parker County Culture & Arts Festival Q4

NOVEMBER 2025



The second annual Parker County Culture & Arts Festival took place over Veterans Day weekend, brimming with patriotic spirit. We enjoyed live performances of patriotic songs by local elementary school students. The talented crew from the Fort Worth Stockyards entertained us with a delightful skit throughout the day. Additionally, we experienced captivating presentations from Native American performers. With delicious food and local art vendors present, it truly was a fantastic day for Downtown Weatherford!



What an incredible 2025!

We are beyond grateful for your support, your belief in our mission, and the love you've shown Downtown Weatherford this past year. Every event, every partnership, and every moment of community connection has been possible because of you.

We have poured our hearts into this organization, and while 2026 may bring new challenges and changes, we step into it with excitement, hope, and a commitment to keep growing together. We know the year ahead will be filled with opportunities to learn, evolve, and continue building something truly special.

From the bottom of our hearts — thank you for walking alongside us and for your dedication to our downtown community.

Here's to all we accomplished together and to an even brighter year ahead

Downtown
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