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2016 Internship in Applied  
Sociology

Psychology Major  
with a Minor in Sociology  
Junior Year





Gaining Hands on Knowledge at the Chamber of  
Commerce & Main Street Program in Levelland,  
Texas  
Summer 2016



# Key Points from This Experience

- Community and Economic Awareness
  - How Tax Funding is Allocated
  - The Main Street Program



# My Tasks and Projects



- Assisting with Early Settler's Day Celebration



# My Tasks and Projects



- Administration of Hotel Occupancy Tax



# My Tasks and Projects

- Optimizing Navigation Strategies on Website
- Research on Website Strategies with Competitors



# My Tasks and Projects

- Event Planning and Implementation of Main Street Activities
- Promotion of Historic Preservation as Economic Developmental Tool



# My Actions



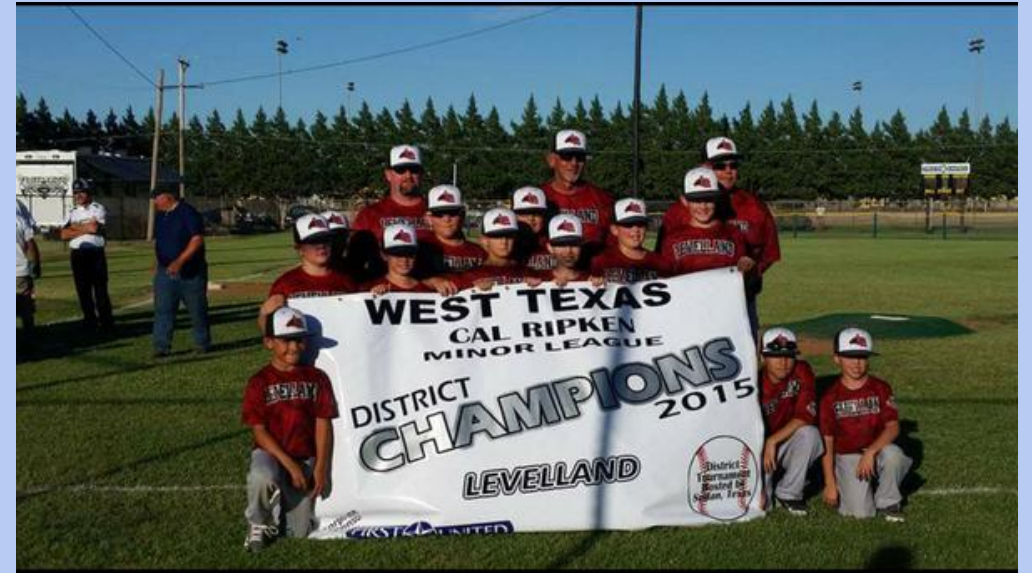
- Feedback from Past Vendors from Early Settler's Day
- Sent Invitations to Past Participants in Early Settler's Day Lighted Parade





# My Actions

- Building Website For Oxy Sports Complex



# My Actions

- Revitalized Chamber of Commerce Website for Easy Navigation



# My Actions

- Participating in the Main Street Committee Meetings
  - Participating in the Young Professionals Meeting
- Participating in a Performance Evaluation Meeting With Guest Speaker, John Stagliano
  - Participating in a City Council Meeting



# My Actions

- Farmer's Market



- Buy Local, Shop Local Campaign



# My Actions



- Researched Ways to Reach Out to Local Colleges or Universities



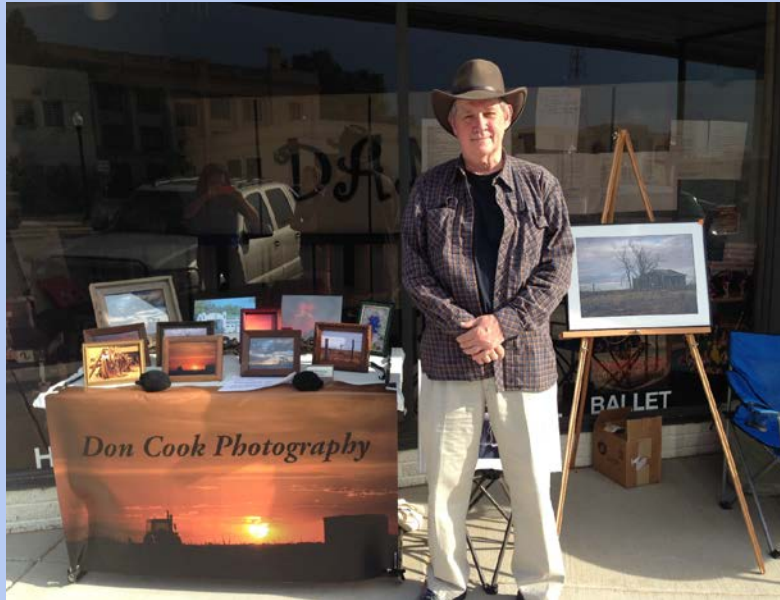
# Results and Key Learning



SPIRIT OF  
COMMUNITY  
Is Necessary In  
Preserving  
Your Community's  
History



# Results and Key Learning



Sense of Pride in the Beauty and Heritage  
of Your Community



# Results and Key Learning

## The Importance of Performance Evaluations





# Results and Key Learning

## “Heads in Beds” Hotel Occupancy Tax



# Results and Key Learning

## The Main Street Program



# Results and Key Learning



Struggling Main Street vs. Healthy  
Main Street Program



# Best Practices

## The Four Point Approach in the Main Street Program:

1. Design
2. Organization
3. Promotion
4. Economic Vitality



# Best Practices

## The Eight Principles of the Main Street Program:

1. Comprehensive
2. Incremental
3. Self-Help
4. Partnerships
5. Identifying and Capitalizing on Existing Assets
6. Quality
7. Change
8. Implementation



# Important Resources for Sustainably Methods

- Tax 4A and 4B
- TEDC



# Conclusion

## Key Points Taken From My Experience

- Community and Economic Awareness
  - How Tax Funding is Allocated
  - The Main Street Program





Thank You for Your  
Support!

