



FOR IMMEDIATE RELEASE:

**Lighting Up The West End District!!**  
***New Lighting Project Enhances Historic Market Street***

**DALLAS, TEXAS, May 18th, 2021:** The Dallas West End Association (WEA) is pleased to announce the unveiling of the first Phase of their 2021 Neighborhood Beautification project with the installation of ambience lighting along Historic Market Street. For those walking around the neighborhood bounded by McKinney Ave to the north, Elm Street to the south, north Houston Street to the west, and North Lamar Street to the east, they'll find nighttime strolls a little brighter, ambient and festive.

Looking for a place to take that special someone? Dallas West End is the new romantic date night spot to stroll along the historic brick streets and enjoy outdoor patio dining under the lights.

The lights were paid for by membership of the West End Association, which consist of property and business owners within the Historic District. The District sees some 4 million unique visitors each year and the tree lights will bring them and downtown residents to the core of our neighborhood to Live, Work and Play. The neighborhood lights are part of the Association's goal to activate the area during the night throughout the year and promote the area as a nighttime destination spot. The West End Association has also partnered with the City of Dallas to improve *street lighting* which will be included in the second phase of the beautification project. The neighborhood tree lights have been activated from Elm Street to Munger all along Historic Market Street.

*"Our neighborhood will benefit from all of the additional lighting planned. Our residents, who are eager to visit our businesses during the summer evenings will enjoy them as well. The public safety element cannot be overstated and potential suitors to lease our gorgeous properties will be pleased as well."* states West End Association, Executive Director Phil Honoré.

**The West End Association** is a 501(c)(6) non-profit organization. WEA is dedicated to the preservation and development of the historic district. It works to enhance the area through public safety improvements, marketing and promotion. Its mission is to interface and engage with property owners, business owners, residents, and the City of Dallas to improve the district and aid its growth.

For questions regarding the West End Association and neighborhood, please contact Executive Director, Phillip G. Honoré at [phonore@dallaswestend.org](mailto:phonore@dallaswestend.org) or 833-297-3300.

###

Facebook: <https://www.facebook.com/dallaswestend>

Twitter: <https://twitter.com/dallaswestend>

Instagram: <https://www.instagram.com/dallaswestend>

LinkedIn: <https://www.linkedin.com/company/dallaswestend>