

Town urges residents to shop locally

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Just hours after the last bite of turkey is eaten this Thanksgiving, shoppers all over the country will hit stores for the unofficial first day of holiday shopping.

Flower Mound officials are encouraging local residents to do that here.

In addition to a typical wave of advertisements sent out by businesses, Flower Mound residents are also receiving persuasion from a variety of sources to do their holiday shopping in town. The town's Web site, e-newsletters, inserts with the utility bill and banners across town encourage residents to go to Flower Mound shops and stores to buy their gifts.

"The holiday season is the perfect time for Flower Mound residents to give back to the community without any extra effort," said Mayor Pro Tem Jean Levenick. "When Flower Mound residents shop, dine or entertain in town during the holidays, it ensures that the sales tax dollars that they could be spending in another city stays right here in our community and that it directly benefits our streets, parks and police and fire protection services."

Town officials continue to promote Flower Mound's shopping opportunities, such as the shops at Parker Square, as well as stores in the Highlands of Flower Mound, Highlands Ranch, the Shops at Flower Mound, Flower Mound Square, the Pines of Flower Mound and Robertson's Creek shopping centers. All of them feature national chains as well as locally owned shops.

"People tend to look at our surrounding cities and think that that's where the good shopping is," said town spokesman Michael Ryan. "But we have places here where you can get jewelry, appliances, clothes and much more."

In addition, Flower Mound is home to about 75 restaurants, both nationally-known and locally-owned.

"People do more dining out during the holidays," Ryan said. "And they make an event out of it. We have the restaurants in Flower Mound that allow people to do that here."

The town updates its shopping and restaurant guide annually to give residents an idea of what's available. The guide was last updated in September.

"The challenge is to ensure that not only Flower Mound residents know what great shopping and dining opportunities our community has," Levenick said, "but also to reach out to those living in surrounding cities so they, too, can discover that our town can be a destination for those activities."