

LIGHT UP Downtown

Event Program

Traverse City TREE Lighting

Nov 20 | 4-6:30pm

Hosted by Downtown Traverse City Association

Traverse City LIGHT Parade

Nov 21 | 6-8pm

Hosted by Downtown Traverse City Association
Produced by the Festival Foundation

Presented By:

HIGHSTREET
Insurance & Financial Services

DOWNTOWN TRAVERSE CITY
TC

Light Up Downtown Schedule

Find the Grinch: ..... **Nov 20-29**

Visit participating downtown businesses and keep your eyes peeled for a hidden Grinch – get rewarded with a special treat!

Cookies & Cocoa Crawl: ..... **Nov 20 & 21 3:00 pm**

Sip, snack, and stroll your way through Downtown Traverse City at participating businesses.

Traverse City Tree Lighting Schedule ..... Fri, Nov 20

4:00pm: Christmas Crafts, Santa's Little Stable, Roaming Carolers, Dolly Parton's Imagination Library Book Giveaways, & Food Vendors @ Cass St.

5:00pm: Stage entertainment, including contests, sing-alongs, and special guests

6:15pm: Santa arrives!

6:30pm: Tree Lighting

Traverse City Light Parade ..... Sat, Nov 21: 6:00pm

Grab a spot along Front Street to watch glowing floats, marchers, and decked-out vehicles illuminate the night.

Santa's House ..... Nov 20-Dec 24

After the Tree Lighting and Light Parade, stop by Santa's House at Cass & State to share your list and snap a pic with Santa.

See full schedule online.





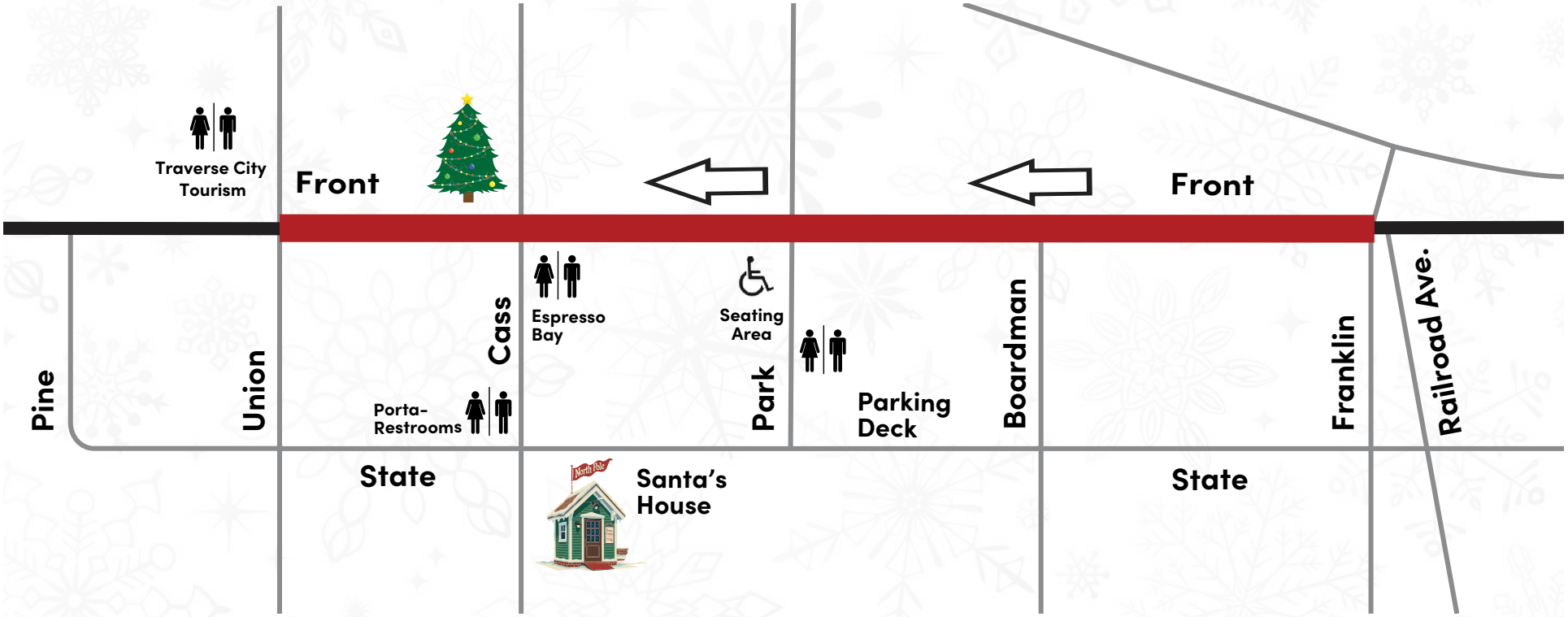
The Sweetest Stops: Downtown TC

1. *Surfaces of TC* – 309 W. Front St., Suite A
2. *Benjamin Twiggs* – 305 W. Front St., Suite D
3. *Bushell's Kitchen + Cocktails* – 127 S. Union St. (NOV 20)
4. *Rocket Fizz* – 111B E. Front St.
5. *Slip. Vintage* – 121 E. Front St., Suites 107-108
6. *What to Wear!* – 126 E. Front St.
7. *Liana's* – 130 E. Front St.
8. *Sunglass Shoppe* – 137 E. Front St. (NOV 21)
9. *Overland Sheepskin Co.* – 140 E. Front St.
10. *Fustini's Oils & Vinegars* – 141 E. Front St.
11. *Spur Boutique* – 203 E. Front St. (NOV 20)
12. *Serendipity* – 204 E. Front St.
13. *Backcountry North* – 227 E. Front St.
14. *American Spoon* – 230 E. Front St.
15. *Evil Queen* – 322 E. Front St.
16. *Lakes and Grapes* – 326 E. Front St.
17. *Hello Friends Boutique* – 330 E. Front St.
18. *Delamar Traverse City* – 615 E. Front St.

The Grinch's Hideout Hotspots

1. *Surfaces of TC* – 309 W. Front St., Suite A
2. *Benjamin Twiggs* – 305 W. Front St., Suite D
3. *Bushell's Kitchen + Cocktails* – 127 S. Union St. (NOV 20)
4. *Rocket Fizz* – 111B E. Front St.
5. *Doug Merdick's Fudge* – 116 E. Front St
6. *Slip. Vintage* – 121 E. Front St., Suites 107-108
7. *What to Wear!* – 126 E. Front St.
8. *Liana's* – 130 E. Front St.
9. *Overland Sheepskin Co.* – 140 E. Front St.
10. *Nifty Things* – 143 E. Front St.
11. *Plamondon Shoes* – 144 E. Front St.
12. *Spur Boutique* – 203 E. Front St. (NOV 20)
13. *Serendipity* – 204 E. Front St.
14. *Momentum Outfitters* – 211 E. Front St.
15. *Miners North* – 222 E. Front St.
16. *Fleet Feet* – 300 E. Front St.
17. *Evil Queen* – 322 E. Front St.
18. *Lakes and Grapes* – 326 E. Front St.
19. *Hello Friends Boutique* – 330 E. Front St.
20. *Playa Bowls* – 222 E. State St., Suite 101

Parade Route



Light Parade Safety Guide

Parade Candy & Giveaways

To keep spectators – especially children – safe, **no candy or giveaways will be handed out along the parade route.**

Children have previously stepped into the roadway to grab items near large floats and trucks, which can be dangerous. Candy will be distributed during the Light Parade on the sidewalks by our volunteer elves.

Thank you for working together to keep our little ones safe.

Watching Safely

Please enjoy the parade from the sidewalks and keep the roadway clear at all times. Parade route monitors will be assisting along the route to help ensure safe viewing for everyone.

Can't make it downtown? Our friends at UpNorthLive will be streaming to Facebook and YouTube. Enjoy the glow in your slippers!

Getting Downtown & Getting Around

We encourage guests to arrive early for the Light Parade festivities – and to be patient with increased traffic and crowds.

Parking:

- We recommend the Old Town Parking Structure for easy access.
- Check out Parking Services for more options.

Transit Options:

- Ride BATA to avoid traffic and road closures. The Bayline shuttle offers free rides to Front Street!
- Check routes and schedules at: bata.net

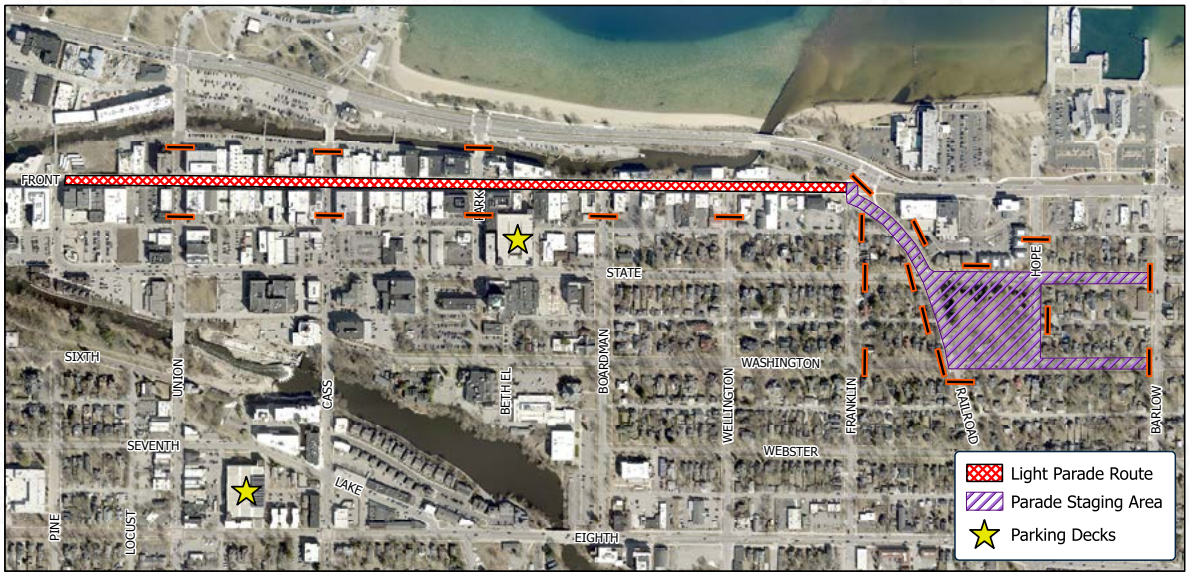
Accessible Seating Area:

A seating area for individuals with disabilities will be located at Park and Front Streets, with barricades and easy access.

Street Closures:

- **Fri, Nov 20, 3-8pm:** Front Street will be closed between Park and Union Streets; Cass Street will be closed at Front between the north and south alleys.
- **Sat, Nov 21, 3-8pm:** Front Street will be closed at Grandview Parkway through Pine Street. (See map below for staging area closures)
- Illegally parked vehicles will be towed to Thirlby Field at 3pm each day.
- Additional detours may be in place during staging and parade teardown.

Light Parade Street Closure Map:



Frequently Asked Questions

Can I put out chairs to reserve a parade viewing spot?

Yes, chairs may be placed on the sidewalk only. Chairs are to be placed no sooner than two hours before the parade and removed no later than two hours after the conclusion of the parade. Chairs may not block storefronts or be placed in front of barricades.

Can my children collect candy during the parade?

For safety, there will be no handouts along the parade route. Candy will be passed out on sidewalks. We ask everyone to remain on the sidewalk during the parade.

Where is the best place to watch the parade?

East Front Street from Franklin to Park Street is traditionally the least crowded section of the route, though Front Street provides great views from all angles. Arrive early for the Accessible Seating Area at Park & Front Streets if needed.

Where can I see Santa?

- **At the Tree Lighting:** Santa arrives after 6:00 and lights the tree at about 6:30.
- **During the Parade:** Santa will be the last entry to come down the parade route.
- **After the Lighting & Parade:** Visit Santa's House at Cass & State (and through Dec. 24).

Are the Tree Lighting and Light Parade still happening if it rains or snows?

Yes! The parade will march on through it all. If conditions prove to be too hazardous, a cancellation notice will be posted on downtowntc.com and Downtown TC social media channels.

Can I bring pets?

For their safety and comfort, we recommend leaving pets at home due to large crowds and noise.

What time should I arrive?

We recommend arriving by 4:00 PM to enjoy the Tree Lighting festivities and secure a good viewing spot. Plan to arrive before 5:00 PM for the Light Parade to find parking and post up for the parade. (Come at 3:00 for the Cookies & Cocoa Crawl and Find the Grinch all day!)

Parade Lineup

1. Traverse City Police Department
2. Traverse City West Drum Line
3. Downtown Traverse City Association
4. Company Dance Traverse
5. BATA Holiday Light Bus
6. Nature's Edge Fine Stone Products
7. City of Traverse City
8. Bin Ninjas
9. Grand Traverse County Road Maintenance Truck
10. TC Central High School Band
11. CMU Alumni Association - Northern Michigan
12. Munson Healthcare
13. Team Bob's
14. Grand Traverse Band Economic Development Corporation
15. N/A
16. EMS Physician Response Vehicle
17. Jeep Babes
18. Cherryland Ghostbusters & Toys For Tots
19. Modal LLC Heavy Duty Snow Removal
20. Classic Rock The Bear
21. National Cherry Festival Junior Royals
22. Design Dance Company
23. Grand Traverse County
24. Cure Sanfilippo: Elizabeth Sophia Foundation
25. Deep Blue Water Samba School
26. East Bay Calvary Church
27. Every Light Belongs: Disability Network NoMi
28. Geofurnace Heating and Cooling
29. French Manor Assisted Living
30. Good Vibes 107.5
31. N/A
32. Light the Path: The Pathfinder School
33. u man the human
34. KLT Giant Red Radio
35. Legacy Aviation Learning Center
36. TADL Bookmobile
37. Nick One: Team Nick
38. Scenic Trails: Scouting America
39. Searchlight's Candy Land
40. Northshore Exteriors
41. Northwestern Michigan Fair
42. Northwest Michigan Ballet Theatre
43. TC Trojan Cheer
44. Scout Troop 36 and Pack 36
45. Team Elmer's
46. St Francis Knights of Columbus
47. Winter Pizza Patrol
48. Stand Out Stilting
49. Traverse City Light & Power
50. Surfs Up
51. TC Towing
52. TC Youth Football Association
53. TC West Cheer
54. Walstrom Marine
55. Up North Live
56. Traverse City Plow Truck
57. Traverse City Masonic Lodge #222
58. Turkey Trot
59. Traverse City Area Public Schools
60. Truck Norris: WTCM-FM
61. Thomas the Train: Northern MI Railroad Club
62. Traverse Area Community Rowing
63. Santa Claus & TC Fire Department

Thank You To Our Sponsors

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