



Online registration for Tinsel Trail and/or Christmas Parade is live at [www.downtownkinston.com](http://www.downtownkinston.com)

Did you know that over **5,000** people enjoy the business' installations for Tinsel Trail throughout December?

Did you know, according to geo-fencing data that tracks guests, that over **8,000** people attended the Kinston Christmas Parade in 2021? Did you know that our parade event is now second in attendance to the BBQ Festival on the Neuse?

Did you know that our Christmas parade is watched live on Neuse News social media broadcast in more than 20 states?

### **That is a lot of eyes on Kinston!**

Downtown Kinston Revitalization and the City of Kinston are ramping up Christmas downtown this year. The City has ordered lighted garland and big red bows for the light poles on Queen Street, 100 feet of decorations called skylines to suspend over Queen Street near the Community Council for the Arts, as well as lighted wreaths to hang on the Queen Street bridge lights from Hwy 70 to King Street. Thank you City Manager Rhonda Barwick for making this happen. And wait until you see Santa this year! Also the foam cannon returns thanks to realtor Brooks Poole's sponsorship. I hear there are other big surprises in the works.

### **Tinsel Trail Installation Competition & Pearson Park Lighting is Saturday November 12, 6:00PM**

Downtown lights up with our annual Pearson Park lighting ceremony. Tinsel Trail is a great opportunity for you to participate and shine (literally), to showcase your creativity or business by participating in this DK Christmas fund-raising lighting experience while promoting your business. It is one of the most cost effective six weeks of promotion you can do! Plus, you do not have to be a resident of Kinston or Lenoir County to participate.

Spaces are limited, some have height limitations due to the holly trees along the sidewalk on the east side of the park. Other spaces do not have such limitations. Spaces are typically 10' x 10', are \$100 each and include power. You can install any lighted Christmas decorations you like with the exception of inflatables. Start thinking about your installation today, and reserve your spot sooner rather than later. All we ask is that you anchor it very securely to the ground as wind can be a problem, conceal and secure your outdoor-grade extension cords, and check your installation frequently to ensure they remain attractive through the end of December.

**The competition** is for the top three displays as determined by public voting the night of the lighting ceremony. Be sure to encourage your family, friends and customers to attend and vote for YOUR installation.

The lighting ceremony is when Pearson Park and downtown turns on the holiday lights. The Pearson Park lighting is a much anticipated holiday event. It will be hard to top last year's spectacular stage ceremony, but you know we will try.

## **Kinston Christmas Parade Saturday December 3<sup>rd</sup>, 4:30PM**

Last year, the Christmas Parade was *LIT*, quite literally! Participants did terrific jobs lighting up their rides and floats to the delight of everyone watching. Lights in an evening parade make it all the more fantastical for everyone and memorable for the children. Kinston's parade rolls the first Saturday of December, the 3<sup>rd</sup>, at 4:30 PM along its usual, 27 block-2 miles-long route from Grainger Stadium to Queen Street, to Caswell St, to East St and back to the stadium. Take advantage of the Early Bird discount and register early.

### **Sponsors Needed**

The parade has grown so large and popular, that we need sponsors. The City purchased 30 metal crowd control barricades this year. We want to put your sponsorship banner on its own barricade for all to see. These will be located in the 300 block of N Queen Street, the epicenter of the parade, where the Neuse News crew review stand is located as well as limited reserved seating at the red carpet.

Current plans include playing Christmas carols downtown prior to the parade and a game truck for daytime fun. We invite all downtown merchants to participate by taking advantage of the 4:30 PM parade by planning shopping, dining, and activity experiences that will bring families downtown for the day. Downtown merchants please let DK know ahead of time what you are doing so we can include you in our marketing schedule. This includes our downtown churches.

**Christmas windows** are always special during the holidays. We will continue again with the downtown windows social media spotlights as they are all too good to judge and the social media promotion is great value. Thank you all for your creative and enthusiastic effort. Please be prepared to light up your stores the night all of downtown lights up, Saturday November 12<sup>th</sup>.

And by the way, if any readers want to have Christmas fun on a grand scale that delivers joy to many people, consider joining our Christmas committee. Come make some great, new friends and be part of the biggest Christmas parade in Lenoir County.

***Return the Christmas magic to downtown***

Register: [www.downtownkinston.com](http://www.downtownkinston.com)

Questions or Volunteers: Call 252 522 8003 or 252 525 6144

*We cannot do what we do without YOU! Thank you for supporting and assisting.*







Someone asked me “Why do we need to put Christmas lights in Pearson Park? Seems like a waste of money.” The reason we do so is because:

- it is great for everyone’s collective holiday spirit,
- it brings loads of people downtown and many do more while downtown than just look at the lights,
- the shared selfies and videos of the lights enhance our own marketing of the lights and downtown Kinston as well as generates that much more interest, enthusiasm, and traffic to downtown, and
  - it is just plain good for the community.

Someone questioned the parade stopping and starting and the length of time they had to stand there to watch the parade. There are a few reasons for this.



- Parades start and stop. That is the nature of parades and it can create gaps. It is all part of the parade experience. 2
  - People performing in the parade stop periodically to perform for the audience.
  - sometimes a vehicle breaks down, and 4.) good parades attract lots of participants. They invest time and money in whatever their theme or activity is and naturally want to show it off.



- What you do is bring your chair, a blanket if needed, and use the time to make some new friends with the people around you. Most importantly, just enjoy.

It’s really all about creating great Christmas parade memories for the kids, anyway, right?





**Downtown Merchants:** Please plan attend our downtown merchants meeting regarding our Christmas Events on Wednesday October 12<sup>th</sup>. Time and location to be determined. We want to hear from you about your Christmas plans and bring you up to speed with ours so we can all maximize the impact for downtown.

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HOST MARTHA BISHOP  
HOST BJ MURPHY



2022 KINSTON CHRISTMAS PARADE  
**SAVE THE DATE!**  
DECEMBER 3RD

