

Grand Lighted Holiday Parade Returns to Downtown Beloit

November 3, 2022 - The Downtown Beloit Association is pleased to bring back a full-scale Grand Lighted Holiday Parade on Friday, November 25, 2022 in downtown Beloit.

“We are so thrilled to bring back this favorite event for our entire community,” said DBA Executive Director Shauna El-Amin. “We appreciate our residents’ patience as we navigated the COVID-19 pandemic with the stationary parade the last few years. We truly look forward to seeing everyone lining the streets of downtown and watching Santa’s arrival at First National Bank.”

The schedule of events are as follows (all times are approximate):

- 5pm - Live music starts at First National Bank Plaza
- 6pm - Santa arrives and tree lighting begins at the Plaza
- 6:15 pm - Lighted parade begins along Grand Avenue (from 3rd Street to Horace White Park)
- 7PM - Photos and visit with Santa and Mrs. Claus at Walnut Creek Awards, 400 E. Grand Ave.

The Downtown Beloit Association is partnering closely with City of Beloit emergency partners to provide enhanced parade security as precautionary safety measures. Participants will likely see an increased number of police cars, snow plows, and other vehicles securing the route.

“The City of Beloit Police Department is taking every precaution to ensure our residents have a safe and enjoyable celebration,” said Beloit Police Chief Andre Sayles. “I commend the men and women of the Beloit Police Department, Beloit Fire Department, and the Department of Public Works for working together on this holiday weekend to help protect our neighbors.”

The parade was offered in reverse due to COVID-19 in 2020 and 2021; the floats remained stationary while vehicles drove through to see the displays.

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