



What's New Downtown

A publication by the Waukesha Business Improvement District



48th Annual Christmas Parade

Celebration of the season kicks in to high gear in Historic Downtown

Waukesha on **Sunday, November 21** for the 48th Annual Waukesha Christmas Parade "Twinkle, Sparkle & Shine," brought to you by BloodCenter Wisconsin. Prepare to be dazzled by plenty of marching bands, classic cars, floats, Santa's Reindeer, and special guests. We have it on good authority that Santa will make a special appearance thanks to the Waukesha Freeman. Be sure to bring your letters to Santa who will answer each and every one. The Elves from the Waukesha branch of the U.S. Post Office will collect the letters at the start of the parade. (Please include your name and address so Santa can write back to you). Come early for the Holiday Stroll, a

special shopping event, from 11am to 4 p.m. The shops will be dressed in their holiday finest and many windows will be decked out with lights. You'll find carolers, ho, ho, hot cocoa and so much more to put you in the mood for an old-fashioned Christmas.

The grand parade steps off at 4 p.m. beginning on Main Street at White Rock. The parade will proceed west on Main Street to West Ave., then turn east onto Wisconsin Ave. ending at the Waukesha Public Library.

Get to DowntownWaukesha.com for more info and a map of the route. Santa can't wait to see you!

The Parade is produced by the Waukesha Business Improvement District.

A Time to Give

The twinkle in a child's eye Christmas morning is something to behold. What if you could contribute to that sparkle?

The Waukesha Business Improvement District is hosting a toy drive to collect gift items for the Waukesha Christmas Clearing Council on Christmas Parade Day, Sunday, November 21.

Toys will be collected at 259 W. Broadway from noon—4 p.m.

The public is invited to drop off new, unwrapped toys, gift cards, and gifts for children ages infant through teen. Your contributions are greatly appreciated. Let's help to make this a great Christmas for everyone.

Items Needed

Infant clothing and blankets * Pre-school board books

Toys for children ages birth to 9 * Books

Gift items for pre-teens ages 10 to 12 * Crafts

Sporting equipment * Hats and waterproof mittens

Gift Cards for teenagers (\$20)



UPCOMING EVENTS

November

- Sunday, November 7, **Veterans Concert**, Waukesha County Museum
- Saturday, November 13, **Art and Craft Fair** Avalon Square
- Friday, November 19, **Christmas Tree Lighting**
- Sunday, November 21, **Waukesha Christmas Parade**, 4 p.m.

December

- **Memories of World War II**, Waukesha County Museum
- **Candy Cane Tales & Holiday Carols**, Waukesha Civic Theatre
- Saturday, December 4, **Art Angel Crawl**, 4-10 p.m.
- Saturdays, **Carriage Rides**
- **New Year's Eve**, December 31, check the website for celebrations downtown



For more information, please contact the Waukesha Business Improvement District:

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www.DowntownWaukesha.com



A Season to Celebrate!

Are you making your list and checking it twice? The holidays couldn't be easier in Downtown Waukesha. Amazing shops from the beautiful **Random Twigs**, 275 W.

Main St. for amazing gifts and décor, to **Cookies Galore & More**, 128 W. Broadway, to fill your containers with deliciously fresh cookies. **Coffee N Beans**, 234 W. Main St., is now taking orders for all your coffee favorites.

Shopping is a breeze with extended holiday hours and special promotions. Take a horse and carriage ride on Saturday after-

noons between Thanksgiving and Christmas, listen to carolers, sip some hot chocolate, close your eyes, and take in the pleasure of the season.

Don't miss the **tree lighting ceremony** on Friday, November 19, 6 p.m. at The Rotunda, 235 W. Broadway. This old-fashioned hometown event will feature carolers from the Waukesha Choral Union, free hot chocolate, and a special visit from Santa.

Santa makes several stops for breakfast in downtown Waukesha throughout December. Be sure to check the

calendar and make plans.

Don't forget a gift certificate or two from a restaurant or shop in town for that special someone.

Nothing says "I love You" like a homemade gift from the heart. Learn to make a spectacular fused glass jewelry piece during a glass fusing class at **Wise Art Glass**, 139 W. Broadway, or how about a beautiful beaded snowflake at **Beading Hearts Studio**, 316 South St.

Go to **DowntownWaukesha.com** for a full schedule of holiday happenings and complete business listing.

Who's on Your List?

Gifts abound in downtown Waukesha, let us help you finish your list...

Pick up a hand crafted bowl from the **Potter's Shop**, 335 W. Main, and throw in a gift card from your favorite downtown restaurant.

Choose from more than 100 teas at **The Steaming Cup**, 340 W. Main, and pair it with a good book from **Martha Merrell's Bookstore**, 231 W. Main St..

How about a fine wine or a bottle of champagne from **Discount Liquor**, 919 N. Barstow, and a box of luscious truffles from **Allo! Chocolat**, 234 W. Main St.

Size up your sweetie and get a set of the finest jammies around at **Bieg Boutique**, 301 W. Main St., and wrap them with an indulgent candle from **Three Sisters' Spirit**, 308 W. Broadway.

Grab a cigar or two from **Nice Ash**,

327 W. Main, and pair it with a beer making kit from the **Frugal Homebrewer**, 238 W. Broadway.

If there's a tot on the list, stop in to **Hey Baby!**, 234 W. Main, for the ultimate in baby couture and **Cuddles Hallmark**, 231 W. Main, for the softest stuffed animals around.

Teachers would love a treat from **Poppin' on Broadway**, 260 W. Broadway, or **Divino Gelato**, 227 W. Main St., are appreciated.

Book a trip at **Ferris Travel**, 223 W. Main St., and tuck the tickets into a great purse from **Bangles & Bags**, 307 W. Main St.

For the learners on your list, get a gift certificate for a class at **Bead-ing Hearts Studio**, 316 South St., **Jess Fleur Fun**, 320 South St., or **Otto's Art Academy**, 396 W. Main.

Check out all the great businesses at DowntownWaukesha.com!

Art Angel Crawl

You are invited to the Art Angel Art Crawl, Saturday, December 4th from 4 to 10pm in historic downtown Waukesha.



The shops and galleries will be open and ready to help you tackle your shopping list by filling it with beautiful artsy gifts for anyone on your list. Enjoy live music, gallery receptions, specials, and many creative holiday festivities!

Vote for your favorite lighted window display and enjoy the atmosphere. This is a great way to show your support of our local artists and downtown shops. Come out and enjoy the last Art Crawl of the year!

For up-to-date information, visit www.DowntownWaukesha.com