



Santaland Parade Adds Title Sponsor, Changes Route

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Exciting changes are taking place for the 48th Annual Garden City Santaland Parade. The Santaland Parade Committee (which is a part of the Garden City Community Coalition) and the Garden Downtown Development Authority have reached an agreement to make the DDA the title sponsor of this annual tradition. The DDA has been the largest contributor to the parade in recent years, contributing \$5,000 to cover the cost of police overtime and barricades to block roads along the route. Under the new agreement, the DDA has committed \$7,000 per year for the next two years and the name of the parade has been modified to the Downtown Garden City Santaland Parade.

“This is a great fit”, said DDA chairperson Ron Tyskewicz. “The parade has become the largest single day event in Garden City and the DDA was already a huge part of it. The addition of our name to the title gives us a great vehicle by which to promote the DDA and our downtown area.”

Another significant change to the parade will be the route. The route will be changed to begin at Garden City High School (where it began for over 40 years), travel south on Middlebelt. The tentative plan is for the parade to turn **left** on Ford and end in the Garden City Town Center. The DDA hopes to have a post parade event in the area that hosts the Farmer’s Market, but construction of a new pavilion on that site is to begin in the fall and it’s not clear yet what space would be available for this year’s parade. “The biggest complaint we would have every year would be from the participants who said the parade was too long, commented Santaland Parade Committee member Kevin Kramis. “This brings the length of the parade more in line with other parades and stills takes in the Ford and Middlebelt corner which is the heart of Downtown Garden City and condense the crowds creating a more festive atmosphere.” The change in length will also reduce the cost of police overtime and barricades and allow more of the money that is contributed by the DDA and other sponsors to be used on actual parade content like marching bands, balloons and other entries.

Last year's parade raised over \$13,000 and still had to go into its reserves to cover the cost of the event. The DDA's contribution will guarantee that the parade has seed money going forward, but the parade will still rely heavily on contributions from the community. Again last year, the parade committee received \$500 contributions from Barsamian Family Dentistry, Fleming Financial Services, Santeiu and Sons Funeral Home, Orin's Jewelers, Wingate Management, the GC Medical Center and the GC American Legion Post 396.

The Santaland Parade received a contribution of \$328 from the Game Yard on Ford Road.

\$250 contributions came from Jets Pizza, VFW Post 7575, Gordon Chevrolet, Crestwood Dodge, Midwest Cardiology, KAR GO Carburetor and CiCi's Pizza.

\$100 contributions came from Roma Hall, Andrews Sav On Drugs, LA Insurance, American Legion Riders, GC Moose 538, Sparks Auto Service, CJ's Clean, The White Family, Elite Heating and Cooling, The McKarge Family, the GCPFFU (IAFF) and the GC POAM. Money was also raised through the sale of Cougar softball championship t-shirts, Santaland Baseball caps, contributions from commercial entries in the parade and contributions from individual entries in the parade.

This year's parade is Saturday, November 28 at 10am.