



R.J. Marx  
**Lauren Saunders, Naomi Goatley and Shelly Owen provide cookies and hot drinks for paradegoers in front of Finn's Fish House. The cookies were donated by Cannon Beach Bakery.**

## PARADE OF LIGHTS, TREE-LIGHTING KICK OFF THE HOLIDAYS

By **KATHERINE LACAZE**  
 For Seaside Signal

Seaside's holiday season got a bright start last Friday, with the Parade of Lights and tree-lighting ceremony bringing hundreds downtown.

Both Seaside Chamber of Commerce events made a return this year after being canceled in 2020 due to the pandemic.

"Parade of Lights is kind of the kick-off for everything," said Katie McClintock, the chamber's marketing and communications director.

The parade filled both sides of Broadway Friday night under a cloudy but dry night, turned the corner at Holladay Drive and marched west on Broadway.

Robin Knoll and other Chamber Ambassadors assumed a number of roles and responsibilities to ensure a seamless event and festive atmosphere. During the parade, they handed out cookies, cider and hot cocoa to spectators from the patio at Finn's Fish House and led the caroling.

Along with the parade and tree lighting, the chamber has organized a variety of other seasonal activities, including a window-decorating contest, self-guided tour of lights, children's coloring contest and the opportunity for kids to send letters to Santa Claus.

"It's a lot going on at once," McClintock said. "People are excited."

The Tour of Lights was introduced by the chamber last year in lieu of the Parade of Lights.

"With COVID, we weren't able to do the parade, we weren't able to do the artisan fair," McClintock said. "They created the Tour of Lights to be able to do something for the community, and it was a pretty big success."

The organization is bringing the tour back this year, with a new component. Businesses will participate in a window-decorating contest that features a "Reindeer Trail" scavenger hunt for kids. They have each received a small reindeer to incorporate into their window display.

"We want it to be discreet and hidden," McClintock said.

For the scavenger hunt, children will be given a guide that shares the name of each reindeer and two photos revealing what the reindeer would see while looking out the window at their respective business. Those serve as the hints for the children to find the reindeer, McClintock said.

The guides are available online or to pick up at Grocery Outlet, where the reindeer Rudolph will take up residence as head of the Reindeer Trail. Once filled out, the guides can be returned to Grocery Outlet



Jeff TerHar  
**Santa makes an early appearance in Seaside.**



R.J. Marx  
**Holiday display at the parade.**



Jeff TerHar  
**Holiday characters at the parade.**

for a prize.

Meanwhile, residential participants will be added to the Tour of Lights. Families can find a map of where participating houses are located, take a self-guided tour to check out the decorations and light displays and vote on their favorite. Winners will receive cash prizes.

Another fun holiday tradition is the chamber's Letters to Santa program, which is open to children from across the county, McClintock said. Letters should be submitted before Dec. 15. Mailboxes

are set up at the chamber of commerce, Seaside Public Library and Sunset Empire Park and Recreation District.

Also back this year was the artisan fair at the Seaside Civic and Convention Center last Saturday and Sunday, with more than 80 vendors and photos with Santa. Coming up this weekend, the Treasure the Beach Cleanup takes place on Seaside beach Saturday. Sign up and pick up trash bags on the Prom in front of the Seaside Aquarium from 9 to 11 a.m.

Seaside's First Satur-

day Art Walk takes place Saturday from 5 to 7 p.m., between Holladay Drive and Broadway Street in the Historic Gilbert District of downtown Seaside.

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