



CITY OF HARRISONBURG  
**PARKS &  
RECREATION**

901 CHICAGO AVENUE, HARRISONBURG, VA 22802

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TO: Ande Banks, City Manager  
FROM: Matt Little, Recreation and Events Manager, Parks & Recreation  
DATE: 10/1/25  
RE: HDR's Winter Wonderfest & Harrisonburg's Holiday Parade

**Summary:** Consider the special event application request for HDR's Winter Wonderfest & Harrisonburg's Holiday Parade on Saturday, December 6, 2025.

**Background:** Winter Wonderfest will be a holiday celebration featuring the annual cookie tour, shopping, visits with Santa, carriage rides. The Sip & Stroll ABC permit will be in effect for participating restaurants. It will also include the Arc's Santa Run and Parks & Recreation's Holiday Parade at the conclusion of the evening.

This application was reviewed and approved by the Special Events Committee on September 4, 2025.

The total cost of this event is estimated to be \$15000. The event organizers are responsible for payments to HPD off-duty officers.

**Key Issues:**

- PW Support (street closures, message boards)
- HPD Support (off-duty officers)
- HFD Support (Command Post)
- P&R Support (Holiday Parade logistics)