

Downtown Kinston Preps For Another Big Christmas

DK's Christmas events schedule

Saturday November 12

Downtown Lights up the Holidays with your annual Turn on the Holidays Lighting Ceremony

Pearson Park, 6:00PM, free and open to the public

Pastor Deborah Murrell Dudley will deliver our annual Christmas invocation

Lessette Kornegay will perform again with the Studio 86 School of Dance

Santa will do the countdown and turn on the lights

Saturday December 3

Christmas Parade

4:30PM, downtown

Grand Marshal (It is a surprise)

Santa and Mrs. Claus

Foam Cannon

Game Truck with games and laser tag for daytime fun



Register NOW to be in the parade

Early Bird Registration is \$40 until Midnight Saturday October 15th.

Regular Registration is \$50, Sunday October 16- Midnight Saturday November 12th

Late Registration is \$60 Sunday November 13th – Midnight Monday November 21st.

We are unable to accept registrations after November 21st. November 21st is a hard deadline.

Pick up your registration form at Kinston Enterprise Center, 327 N Queen. M-F 8:00-5:00, or call (252) 525-6144 and we will email it to you.

Tinsel Trail / Pearson Park lights attract thousands to downtown Kinston during the holidays

Businesses and creative people receive 6 weeks of terrific exposure by participating in the Tinsel Trail. The Tinsel Trail in Pearson Park is an excellent addition to the park lights that attracts several thousand people to downtown. This year there is a competition for the top 3 lighted installations, with voting taking place the night of the lighting ceremony.

Show off your holiday spirit. Be a part of the lighting experience.

Details and registration at www.downtownkinston.com.

Kinston Christmas Parade Sponsorships

Downtown Kinston Revitalization, a 501c3 non-profit spearheading the revitalization of downtown Kinston's massive 28 square block historic commercial district with over 150 businesses, is offering 3 levels of sponsorships for what has become the downtown's second largest annual event with over 8,000 guests, 500 participants, and viewed in over 20 states during the live social media broadcast by Neuse News. Director Leon Steele, the DK Board of Directors and Christmas volunteers are seeking 30 sponsors. Says Steele, "We have 3 specific levels of parade sponsorship. There are \$400, \$800, and \$1400 levels. The top tier is a sweet deal. It is a 2-year sponsorship that includes a Tinsel Trail Spot, plus you are automatically a sponsor with all of the same perks for 2023, as well. Of course, we welcome any amount of financial support for the parade and for additional lighting attractions in the park."

\$400 Sponsorship

With your logo or message we will produce and attach a sponsorship banner on one of 30 metal barricades placed in the 300 block of N Queen St, the epi-center of the parade. Your sponsorship will also be announced on the Neuse News live broadcast as well as posted on our extensive social media platforms.

\$800 Sponsorship

This combo package includes 2 banners, 4 reserved bleacher seats at the red carpet, and 1 Tinsel Trail spot in Pearson Park in which you get to showcase your business with your own lighted Christmas display for 6 weeks, as well as announced during the live parade broadcast and on our social media platforms.

\$1400 VIP Sponsorship

This sponsorship level represents a 2-year sponsorship opportunity. It includes everything in the \$800 sponsorship and you are automatically a pre-paid sponsor for the 2023 Kinston Christmas Parade.

Deadline for sponsorship commitments is Wednesday November 2nd. Sponsors, please be able to provide us with a hi-res JPG or PDF file of your logo for printing your banner by this date.

Join these local businesses in supporting Kinston Christmas

Bojangles, UNC Orthopedics and Sports Medicine, The Overton Group / David Edwards, Capps Trailers, Brooks Poole Realty, Southland Flooring, Lanier Tree Service, Neuse News

Holiday windows attract evening window shoppers

Traditionally, downtown merchants tend to wait until after Thanksgiving and Black Friday to install their holiday window dressings. We invite Kinston downtown merchants to break with tradition and support the lighting of downtown on November 12th by decorating their shopfronts and / or windows for this downtown event. Neighborhoods no longer provide the opportunity to drive the family around to enjoy the Christmas lights. It is all downtown now, or elsewhere. Programmable lights along Queen Street and on buildings downtown will be set to Christmas colors, additional downtown decorations will be installed. There is chatter of a special lighting display planned for elsewhere in downtown. Hundreds of people bring their families to the lighting ceremony. This is the night to collectively light the night and share the joy of the holidays.

Christmas planning and downtown merchants meeting

Join the DK Christmas team Wednesday October 12th at 5:45PM at the Neuse Regional Library to learn what is planned and how you can participate to make parade day, Saturday December 3rd, a day-long holidays business event prior to the 4:30 PM parade. Thanks to sponsorships from UNC Orthopedics and Sports Medicine, and The Overton Group / David Edwards, we will have the Level Up game truck and laser tag downtown for big and little kids to enjoy free of charge. DK wants to know your plans for the day so that we can help you market it. Let's make December 3rd THE day to spend downtown.

Downtown Kinston Revitalization welcomes new Board members

Steven Hines, Director of Lenoir County Board of Elections, is the new Chair of the non-profit organization, with Keith Hayes from Jake A. Parrott Insurance serving as the Vice Chair, and Rachel Kennedy of the CSS Neuse Museum is now the Secretary. Former Chair, Robyn Godfrey of ServPro, remains on the Executive Board Committee as a member At Large along with Mike Chastain who is retired from the Kinston/Lenoir County Parks and Recreation Department. Former treasurer and recent interim Vice Chair Lara Tribula, Regional Director of State Employees Credit Union, returns to her former Treasurer position. Cathy Reece, local teacher, and Jeremy Whitfield, a downtown property owner, are newly elected members joining the rest of our team Jennifer Wilson (Lenoir County Finance), Shannon Rouse Ruiz (Overdose Prevention), and Omar Grady (Barber).

We are all excited to have this new energy and look forward to a productive future.

As the various DK committees reactivate, please consider joining one so that you, too, can be a change-maker.

DK & Kinston – Lenoir County Chamber of Commerce team up to address downtown issues

Nothing happens in a vacuum and no one organization can do all the work. Partnerships and collaborations are essential, particularly where revitalization is concerned. We are all aware of vacant and blighted buildings in our downtown. As more and more developers are acquiring and rehabbing buildings and more need for residential and commercial spaces are called for, we are reviewing local ordinances as well as how other communities have addressed similar issues. Vickie Jones, Chamber President & CEO, Tonya Adams, downtown business and property owner and spirited advocate for downtown, along with others who share the vision of a lively and vibrant downtown are actively engaged in exploring solutions. It is a tall task, but it is doable. What happens downtown and the condition of downtown affects all of Lenoir County. As community leader organizations and individuals with shared goals, we hope to make a difference.

Meanwhile, we have several apartments coming online soon as well as residential / commercial build-outs beginning shortly. New businesses continue to search for available locations downtown, which remain in short supply. New downtown businesses include Harp & Dill restaurant on W North Street, Wild Oaths events space on Herritage, The Smile Bar on W Gordon, and a new one opening soon on Herritage; to be announced.

www.downtownkinston.com

Questions or Volunteers: Call 252 522 8003 or 252 525 6144

We cannot do what we do without YOU! Thank you for supporting and assisting.

