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PRESS RELEASE

City approves funding for Park Avenue District to bring new “magic of the holidays” décor to downtown Winter Park

WINTER PARK, FL (June 14, 2024) Is it already Christmas in July? Well, not quite yet but for the Park Avenue District (PAD) in Winter Park it may have felt like it. At the June 12 Community Redevelopment Agency (CRA) Board meeting, an additional \$50,000 was approved for the PAD to develop and design “Christmas on Park 2024: Bringing the Magic of the Holidays to Downtown Winter Park,” a more robust and festive holiday experience in the Park Avenue District. An initial \$50,000 was previously approved at the May 22 City Commission meeting bringing the city’s total holiday matching funds capped at \$100,000.

“The holidays are such a magical time of year for our residents and guests. When the city was approached by the Park Avenue District to enhance and improve holiday decorations along Park Avenue, we were very supportive of their plans. The PAD has already successfully raised thousands of dollars. Therefore, our matching funds seemed like the perfect holiday gift to our residents and merchants,” shared Mayor Sheila DeCiccio.

The PAD is developing an elevated, multi-sensory holiday experience that includes music, scents of the season, the addition of a tremendous amount of lights to the décor, incorporation of oranges and magnolia flowers to celebrate Florida’s heritage, and development of immersive experiences. These new décor elements will surround the city’s traditional globes of light along Park Avenue [between Fairbanks and Webster avenues], Morse Boulevard [between Interlachen and New York avenues] and New England Avenue [between Interlachen and Capen avenues]

In 2022, the city helped the Park Avenue District become a Main Street America® Affiliate. As an affiliate, the PAD uses a 4-point approach to strengthen historic downtowns. Design is a cornerstone in creating an environment for economic vitality, especially during the holidays.

“We want to create a downtown holiday décor that embraces Winter Park’s rich history. Our vision is to honor our agricultural legacy and embrace our natural charm. Our design team is excited to create a beautiful, inviting and magical downtown district for our community to enjoy,” expressed PAD Design Chair Tracy Brand-Liffey.

“Although the holidays are many months away, it is never too early to find synergies with our community partners. We are encouraged by the enthusiastic support so far and look forward to making it a magical holiday for all,” explained PAD Executive Director Carina Sexton.

If you would like to support PADs holiday vision, please access parkavenuedistrict.com/holiday or email parkavenuedistrict@gmail.com. # # #

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