

### Record Breaking Holiday Lights Parade

The 18th Annual Xcel Energy Holiday Lights Parade was held on Saturday, and what a night it was! Data tracking software shows that 15,000 more people attended the Parade when compared to the typical Saturday night downtown. In fact, over 29,000 were downtown Saturday making it the largest Holiday Lights Parade Saturday on record since data collection began in 2017. Not just a large parade day, last Saturday ranked as the 4th most active Saturday in Downtown Fargo's history—surpassed only by a previous St. Patrick's Day Parade (twice) and one Street Fair Saturday.

The beautiful weather certainly played a role, but the magic of downtown was amplified by over 50 festively decorated storefronts as part of the DCP's Window Wonderland event. Downtown Fargo never looks as good as when businesses come together to create memorable experiences for families, friends, and visitors.

The Holiday Lights Parade showcases what is best about our community: the joy of the season, the magic of our downtown, and what is possible when we foster a vibrant and active Downtown Fargo. Thank you to everyone who participated, attended, or contributed to making this event a monumental success!

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### City Commission Meeting Recap!

At Monday's City Commission meeting, Commissioner Michelle Turnberg [brought forward a proposal](#) regarding homelessness and downtown safety, an issue of increasing importance to our community. You can watch the full discussion here: [Full Meeting Discussion](#).

I also provided comments on behalf of the Downtown Community Partnership, which you can watch directly here: [DCP's Comments](#).

The proposal marked an important step forward, as the conversation shifted from defining the problem to finding comprehensive solutions. While the City Commission ultimately voted down the proposal on a split vote, it's encouraging to see that everyone generally agrees on the urgency to take action.

Mayor Mahoney announced plans to bring a revised proposal to the Commission in two weeks. This new proposal will incorporate elements from the original while integrating feedback from city staff, community partners, and other stakeholders.

The DCP remains committed to working with the city to ensure these solutions balance the needs of those experiencing homelessness, downtown businesses, the customer experience, and the larger community. The most positive takeaway from the discussion was the shared determination to act swiftly and thoughtfully. Stay tuned for updates as this important work continues.

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### Honoring Our Grand Marshals

This year's [Holiday Lights Parade was led by two very special groups](#) who exemplify strength, courage, and community resilience.

- Grand Marshals: The Fargo Police

Department Heroes of 7.14.2023, including The Wallin Family, Sergeant Zach Robinson, Officer Tyler Hawes, and Officer Andrew Dots. These individuals represent the strength and unity of our community during a profoundly challenging time. Their bravery and resilience have left an indelible mark on Fargo, and we were honored to have them lead the parade.

- Junior Grand Marshal: Charleigh Ferguson, the 2024 North Dakota Children's Miracle Network Champion for Sanford Children's Fargo. Charleigh's inspiring story of perseverance and positivity after facing life-threatening health challenges reminds us of the importance of hope and the compassionate care provided in our community.



These individuals symbolize the best of our region, and it was our privilege to highlight their stories during this beloved holiday tradition.

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Thank you for being part of our thriving Downtown Fargo community. Let's make it another fantastic week! As always, if you have events or updates to share, reply to this email, and we'd love to include them in future updates.

Have a great week,

**Thank you,**  
**Rocky Schneider**  
**DCP Executive Director**  
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