

Downtown Spokane Holiday Events & Activities – FAQ

What is Merry & Magical Lane, and where can I find it?

Merry & Magical Lane is a new holiday attraction featuring festive lights, seasonal décor, and family-friendly activities. Find it at 110 N Post Street and in the newly lit pedestrian alley between Post and Lincoln.

Who created Merry & Magical Lane?

It's a collaboration between Visit Spokane and the Downtown Spokane Partnership, with support from Spokane Transit Authority, Washington Trust Bank, Davenport Hotels, River Park Square, and local businesses.

How does Merry & Magical Lane enhance the downtown experience?

The project brightens key areas with decorative lighting, improves pedestrian pathways, and sets the stage for future downtown activations to enhance safety and charm.

Is this part of a larger plan?

Yes, Merry & Magical Lane previews future projects to further improve infrastructure and visitor experiences downtown, with expansions planned for 2025.

Who funded the project?

Funding comes from Visit Spokane, the Downtown Spokane Partnership, and ARPA funds from the City of Spokane, with contributions from local partners and businesses.

Why is this important for Spokane?

Merry & Magical Lane creates a welcoming holiday tradition, enhances downtown's vibrancy, and strengthens Spokane's reputation as the holiday epicenter of the Inland Northwest.

What is included in Merry & Magical Lane?

This first-of-its-kind project in Spokane features overhead lighting on Post Street and the alley behind 809 W Main, decorative lighting on 80 trees along Post, Main, and Riverside, LED lights in the Post Street skywalk, holiday planters, decorated poles, and artist-painted windows.

When does the Merry & Magical Lane lighting event take place?

The lighting event happens on **Saturday, November 23, 2024**, from **3:00–7:30 pm**.

What's happening during the Merry & Magical Kick-off event?

- **Santa's Arrival & Tree Lighting** at River Park Square: 5:00 pm (Presented by STCU)

- **Wheatland Bank Horse & Carriage Rides:** 4:00–5:00 pm & 5:30–7:30 pm
- **Brushes and Boughs – Tree Paint-Off for Charity:** 4:00–7:30 pm at 818 W Riverside
- **Cocoa Station:** 4:00–7:30 pm (Brought to you by Visit Spokane)
- **Roaming Photo Booth:** 5:30–7:30 pm

What other holiday activities are planned downtown?

- **Kids Holiday Hunt** (Nov. 29 – Dec. 22): A character scavenger hunt for kids under 12 with a grand prize drawing on Dec. 23.
- **Free Horse & Carriage Rides** (Nov. 30 – Dec. 24): Saturdays and Sundays, noon–5 pm.
- **Small Business Saturday Swag Bags** (Nov. 30): First 100 customers at Auntie’s Bookstore receive swag bags.
- **12 Deals of Downtown** (Dec. 12–23): Exclusive daily deals from local businesses.
- **Riverfront Park**
 - **Numerica Tree Lighting Celebration** (November 30): This free event kicks off the holiday season with a community tree lighting at 6 PM near the Numerica Skate Ribbon. Enjoy local performances, food trucks, and the Riverfront Winter Market, which is open from 12–7 PM.
 - **Riverfront Winter Market** (November 30): Featuring local vendors and artisans, this market runs in conjunction with the Tree Lighting Celebration, providing a festive shopping experience.
 - **DJ Nights on the Ice** (December 6 and 13): Enjoy lively music, contests, and more while skating on the Numerica Skate Ribbon, starting at 6 PM on both nights.
 - **Ice Skating Lessons** (December 7 and 14): Learn to skate with classes based on the Learn to Skate USA curriculum, perfect for all skill levels.
- **River Park Square**
 - **Santa’s Arrival & Tree Lighting:** Kick off the holiday season on November 23, 2024, with the arrival of Santa and the annual tree lighting ceremony in partnership with STCU.
 - **Christmas Tree Elegance:** From December 3–15, beautifully decorated themed trees will be displayed at River Park Square and the Historic Davenport Hotel. Visitors can purchase \$1 raffle tickets to win trees and prizes valued up to \$4,999. Proceeds benefit the Spokane Symphony.

- **Terrain's Winter Brrrzaar:** This festive marketplace will be held on December 14 and 15, featuring unique holiday gifts from local artists and makers. It's the perfect place to shop for creative and one-of-a-kind presents

Are there any special promotions for visitors?

- **Parking Santas:** DSP Ambassadors offer EasyPark validations for discounted parking.
- **Downtown Holiday Cookbook:** Weekly recipes and cocktails from local chefs and bartenders, in collaboration with Trending Northwest.
- **Merry & Magical Deals:** Mobile pass with exclusive savings at downtown businesses, valid Nov. 23, 2024 – Jan. 31, 2025.

Is there a way to vote for the best holiday decorations downtown?

Yes! The **Holiday Window Display Contest** (Dec. 5–22), presented by Visit Spokane, lets you vote for your favorite display. Five lucky voters will win \$50 gift cards!

What steps are being taken to ensure safety downtown?

The DSP has partnered with GoJoe Patrol for expanded safety patrols Thursdays–Saturdays from Nov. 21–Dec. 31, in addition to regular downtown Ambassadors.

How can I learn more about these events and activities?

Visit the Downtown Spokane Partnership website or follow @downtownspokane on social media for updates, deals, and surprises!

How many people go downtown during the holidays?

According to Placer we had 1.4 million visitors come through the downtown core between Santa's Arrival and New Year's Eve in 2023. That's up 2.1% from 2022. It's also 83% of the same dates in 2019.

When Santa arrived downtown in 2023 there were almost 6.9k visitors at 5pm in or around River Park Square.

In 2023, the MOST people we saw on any one day was the second Saturday of Christmas Tree Elegance when there were just under 53,500 visitors.