

36TH ANNUAL • MERRILL AREA CHAMBER OF COMMERCE

Very Merrill Christmas Parade

Light Up Merrill and Celebrate Christmas with the Community!



PARADE DAY

Saturday, December 5,
2026 • 5:00 p.m.



ENTRY DEADLINE

Wednesday,
November 25, 2026

Bring your business, club, school, church, choir or organization out to celebrate Christmas with the community! Gather your team, decorate a holiday entry, add plenty of lights, and help make a magical night for families across Merrill.

Help make it happen! At least 20 floats are needed to hold the parade.

Stronger
Together
Brighter
Holidays



NEW THIS YEAR!

STAY FOR MORE CHRISTMAS FUN!



SANTA AT JOHNSON'S

After the parade ends and the tree is lit, Santa will head to Johnson's Store to hear what children want for Christmas. Hot chocolate will be available too! There will also be a photo opportunity with Santa for a small donation.



FLOAT GATHERING & FLOAT COMPETITION

Floats that want to hand out goodies and have their float judged in the float competition will be pulled into the parking lot at the end of River Street. Businesses and organizations are encouraged to hand out candy, cookies and giveaways to promote themselves. Rules and classes to be announced.



PARADE SCHEDULE

4:00 to 4:45 p.m. | Line-up

S. Genesee Street, south of W. Main

5:00 p.m. | Parade starts

S. Genesee Street & W. Main Street

5:30 to 6:00 p.m. | Parade ends

Lincoln County Courthouse

Tree lighting: Courthouse lawn

After tree lighting, Santa heads to Johnson's.

Float judging will end at 7:30 p.m.



IMPORTANT PARADE GUIDELINES



- 1 All units must be fully motorized. No walking is allowed.
- 2 Every entry must be lighted and holiday/Christmas related.
- 3 Please leave Santa to us. Only the Chamber's live Santa is permitted, so we do not confuse the young ones.
- 4 No candy or other items may be thrown from moving entries along the route. Handouts are welcome after the parade in the River Street parking lot.
- 5 Entries with horses must provide a copy of liability insurance to the Chamber.
- 6 Business names are welcome. Please do not include sales, specials or discount signs.



COUNT US IN! | PARADE REGISTRATION

Be Part of Something Merrill! ♥

Business / Organization: _____

Contact person: _____ Phone: _____

Mailing address: _____

City / State / ZIP: _____ Email: _____

Entry type: ☐ 1 vehicle (car/truck) ☐ Vehicle pulling trailer ☐ Semi-truck ☐ Other _____

Music with your entry? ☐ Yes ☐ No **Horses with your entry?** ☐ Yes ☐ No

☐ We plan to park in the River Street lot to hand out goodies / giveaways ☐ We would like our float judged in the float competition

Tell us about your float or entry (if known): _____



RETURN TO: marketing@merrillchamber.org

Mail or drop off: Merrill Area Chamber of Commerce
705 North Center Avenue, Merrill, WI 54452

Questions: (715) 536-9474 | Fax: 715-539-2043

Merrill. A Brighter
Christmas Together. ♥

COMMUNITY • LIGHTS • TRADITIONS • TOGETHER • MERRILL