



# 2025 MAIN STREET PROGRAM EVENTS



**MAY 17**

The Touch a Truck event kicks off with a Parade of Trucks through downtown Winona. Then the trucks of all types - dump trucks, fire trucks, and semi-trucks to name a few - park in the street and open their doors for kids to get an upclose look and "touch a truck"

## SWINGING IN THE STREET

**JUNE 6**

Get your dancing shoes ready: we'll be stomping, swinging, and swaying at Swinging in the Street. This free dance party thrown by the River City Dancers provides a free dance lesson and a night of fun.



**JULY - SEPT.**

One Friday evening per month, we close a section of 3rd street and encourage people to enjoy their evening downtown. Each month will feature a different themed event, like an artisan market or local dinner event.

# CRAZY DAYS

**JULY 10-12**

It's a shopping extravaganza! Shoppers in downtown Winona will find crazy deals while supporting local over this multi-day event.



**SEPT. 5 & 6**

The biggest event and fundraiser for the Main Street Program, this multi-day event in Levee Park is a great way to wrap up the summer with food, beer, Bloody Marys, music and activities for all ages.



**OCT. 25**

We shut down the street for businesses to have booths and families to spend the day in downtown doing pre-Halloween trick-or-treating and other fun activities.

## Light up DOWNTOWN

**NOV. 21**

Holiday magic will be created with Main Street's Christmas display and lighting ceremony the Thursday before Thanksgiving in downtown.



We always encourage shopping locally, but the Saturday following Thanksgiving we promote spending locally even more with added bonuses to shoppers starting their holiday spending.

## Holiday Window Walk

**DECEMBER**

Our downtown businesses will have their windows decked out for the season in **December**, so make a special evening trip downtown to see them all! Then go to [WinonaMainStreet.com](http://WinonaMainStreet.com) to vote for your favorite.