



City of Grover Beach

NEWS RELEASE

November 29, 2021
(updated December 2, 2021)

Contact: Matthew Bronson, City Manager
Telephone: (805) 473-4550

Grover Beach Rings in Holiday Season With New and Old Traditions

GROVER BEACH, CA — The Grover Beach Parks and Recreation Department’s elves are hard at work creating magical holiday events for the whole community to enjoy. With much to celebrate and much to be grateful for in Grover Beach, this holiday season will be one of joy and togetherness.

Grover Beach kicked off the season with a spirit of gratitude, bringing back the virtual Thanksgiving Thankfulness contest for a second year. Community members submitted notes of thankfulness along with accompanying photos for a chance to win multiple prizes, including the grand prize of a Thanksgiving feast for four from local restaurant The Spoon Trade. [Winning entries](#) included messages of gratitude for health, family, home and the spectacular ocean sunsets in Grover Beach. Extending the Thanksgiving spirit to families in need, the Grover Beach Police Department partnered with Vons and the Five Cities Homeless Coalition to distribute 25 turkey dinners in continuation of a longstanding annual tradition.

Marking the beginning of December, the 54th Annual South County Holiday Parade, themed “There’s No Place Like Grover Beach for the Holidays,” will take place Saturday, December 4 at 10 a.m. The procession will begin at West Grand Avenue and 16th Street, continuing to Ramona Garden Park for Santa’s Workshop with craft vendors. The City is collecting new, unwrapped toys for local boys and girls - up to teenagers. Look for the large red barrels at the parade registration table and at Ramona Garden Park. Don’t miss Santa’s Workshop, live music by the band Critical Mass and hot cocoa and snacks for the tree lighting ceremony at sunset. To register for the event or access parade and vendor applications, visit GroverBeach.org or call (805) 473-4580 for more information.

The Holiday of Lights decorating contest is back this year, and the streets of Grover Beach are sure to come alive with spectacular displays. Residents can nominate themselves, a neighbor and their favorite local business owner to earn bragging rights. Businesses will compete in the categories of best overall business display, best use of lights in a display and best use of window painting and decorations, with final judging to take place Thursday, December 9. For residents, final judging will take place Thursday, December 16 to bestow the titles of Mayor’s Award, Clark Griswold Award, City Council Award, best overall in originality, extraordinary display of decor and lights, best use of animation and/or craftsmanship and best use of lights. To enter, submit photos or videos of your decorated home or business to GBParks@GroverBeach.org prior to final judging. Winners will be announced on social media. Don’t forget to share your photos online and tag the City!

“This holiday season, I’m thankful for the strength and resilience of our community,” said Grover Beach Mayor Jeff Lee. “Our residents and businesses have remained engaged and supported one another



City of Grover Beach

through challenging times, and we now have the opportunity to pause, reflect and celebrate. As the holiday parade theme states, there really is no place like Grover Beach!"

Residents can follow the City of Grover Beach on [Facebook](#), [Instagram](#), [Twitter](#) and [Nextdoor](#) for updates.

###