



**January 22, 2020**



## Honoring Jim Herbert, Organizer of Christmas in Middleburg

It was an honor to introduce and pass a Resolution of Appreciation for Jim Herbert - annual organizer of Christmas in Middleburg!



Since 1979, Christmas in Middleburg has been held the first weekend of December. In 2004, Jim Herbert became a staging area volunteer for the parade. That year, the event consisted of the Hunt review and a Christmas parade of about 20 floats with approximately 2,500 visitors.

In 2010, Jim became the event "organizer" and has helped grow the magical parade into one of the most widely attended events in our area, attracting between 12,000 and 15,000 visitors from places near and far. The 40<sup>th</sup> Anniversary 2019 Christmas Parade, included a well balanced and entertaining mix of nearly 80 elements.

The annual event now features two parades, along with multiple performances and events, beginning with the Oh Holy Night Tree Lighting Ceremony on Friday evening, and concluding with the Foxcroft Live Animal Pageant on Sunday afternoon.

Mr. Herbert deserves to be recognized for his dedication and commitment to producing such a special event for our area. The Travel Channel named Middleburg to their list of 10 best small towns that stand out for holiday traditions including "vibes that are worth a trip with the family", and Forbes Magazine says the town turns into a "picture-postcard destination."

We know this event takes hundreds of volunteer hours as well as support from our local businesses and community, and we are thankful for all those who have helped since its inception. Can't wait to see what 2020's Christmas in Middleburg will bring!

All my best,



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