

Christmas on Broughton Street: Savannah's Historic District Transforms into a Winter Wonderland

The holidays in historic downtown Savannah shone brighter than ever this December, as the iconic historic storefronts of Broughton Street competed for top honors in the inaugural Christmas on Broughton Street Storefront Decorating Contest.



Organized by the Savannah Downtown Business Association (SDBA) and powered by headline sponsor Hearse Ghost Tours, this festive competition encouraged local merchants to transform their windows into elaborate holiday tableaus. The event successfully revitalized the tradition of holiday window shopping, driving foot traffic and reminding locals and tourists alike that the magic of the season is best experienced in the heart of the Savannah Historic District.

Among the notable participants were Common Restaurant, Locally Made, Dressed Up, J.Parker's Ltd, River St. Sweets, and more. Known for their distinct aesthetic, Common joined the festivities with a window display that married their signature style with classic holiday cheer.

For the team at Common, participating was a natural extension of their role as a community gathering place. Their storefront became a trip down memory lane as its cozy décor was reminiscent of grandma's living room. The display was the perfect complement to their busy festive season, which also featured a popular 24-day "Advent Calendar" giveaway event.

The contest offered more than just bragging rights; a \$1,000 cash prize was on the line, courtesy of sponsor Hearse Ghost Tours. "Savannah is the most beautiful city in America and the most perfect backdrop for celebrating Christmas," said Russ Lee, owner of Hearse Ghost Tours. "We hope this contest showcases downtown Savannah and the importance of supporting our businesses."

Competition was fierce along the corridor. A panel of judges from the Savannah Area Chamber of Commerce, Visit Savannah, and the Tourism Leadership Council evaluated displays based on creativity, holiday spirit, and overall presentation.

While neighbor J. Parker Ltd. ultimately took home the top prize, the real winner was the district itself. The contest successfully generated "holiday window shopping" crowds reminiscent of decades past, solidifying Broughton Street as the premier destination for Savannah's holiday celebrations.