Collegedale
Tennessee
Justice, Safety, Efficiency

Christmas Parade Scheduling Community Survey Results

Results Summary | 583 Total Responses

Which day of the week do you prefer for the parade?

Response	Share
Sunday	**66%**
Saturday	**24%**
No Preference	**10%**

What time of day do you prefer?

Response	Share
Afternoon	**69%**
Evening	**26%**
No Preference	**5%**

Which weekend works best for you?

Response	Share
Other	**31%**
November 27 | 28	**27%**
December 5th (Saturday Only)	**23%**
November 21 | 22	**10%**
No Preference	**9%**

Note: 18 of 131 (14%) selected Sunday for preferred day when selecting December 5th

What the "Other" respondents wrote in (180 write-ins)

Date Written In	Share
December 13th	**87.2**
Any December Date	**7.2%**
December 6th	**3.9%**
Any Sunday	**1.7%**
December 12th	**0.6%**
December 19th	**0.6%**
December 31st	**0.6%**

Totals exceed 100% because a small number of respondents wrote in two dates. December 13 was named by about 157 respondents, roughly 27% of all respondents.

Would you prefer the parade and the Christmas tree lighting to be:

Response	Share
Held as Two Separate Standalone Events	**51%**
Combined into One Single Event	**36%**
No Preference	**13%**

How likely are you to attend the parade this year?

Response	Share
Very Likely	**39%**
Somewhat Likely	**31%**
Neither Likely or Unlikely	**17%**
Somewhat Unlikely	**8%**
Very Unlikely	**5%**

What People Said in Comments

- **Strongest theme: keep it on a Sunday, in December**
  Many Seventh-day Adventist residents say a Saturday parade conflicts with the Sabbath. That would keep out their churches, schools (including Adventist schools), Pathfinder Clubs and McKee Foods. Commenters point to Collegedale's Adventist roots and see a Saturday move as disrespectful to that community. There is strong pushback on November and Thanksgiving-weekend dates because many families travel. Commenters stress that it is a Christmas parade, and many favor the second Sunday of December.
- **Preference for Continuity**
  A large number say the last one or two years' format (day, time, route) worked well and should simply be repeated. Several ask for a fixed, predictable annual weekend so families and schools can plan ahead.
- **Route: opinions are split**
  Some want the pre-COVID route on Apison Pike / Little Debbie Parkway, saying it felt more central, open and accessible. Others prefer the current University Drive / Southern Adventist University route for easier road closures, parking and safety. A few ask for clearer maps and signage for float participants, and better coordination between police and the city on staging and drop-off.
- **Day versus night: mixed**
  Daytime supporters cite safety (pedestrian visibility, cold weather, limited sidewalks) and warmth. Evening supporters want lit-up floats and Christmas lights shown off, calling it more festive and traditional.
- **Suggestions to Consider**

- Better lineup organization: group similar entries and place one Santa at the end.
- More signage and earlier notice of road closures and dates.
- Music or narration along the route, and a “Santa finale.”
- More lights, horse carriages, hot chocolate stands, family activities and photo spots.
- No or minimal entry fees for floats.
- A local business float contest with QR-code voting.
- A fixed, predictable weekend each year.

General sentiment

Many comments were simply positive, thanking the city and Parks & Rec, expressing love for the tradition and appreciating the survey as a way to gather input. A handful of respondents said no listed date works for their family, or that their attendance depends entirely on the final day and time chosen.