2nd Annual Downtown Wichita Window Wonderland Contest

WICHITA, Kan., Nov. 20, 2025 – The holiday season is shining bright in downtown Wichita as local businesses are transforming their storefronts for the second annual **Downtown Wichita Window Wonderland**. The window decorating contest is meant to spread additional holiday cheer and attract visitors to downtown.

From Nov. 28 through Jan. 1, downtown visitors can view creatively decorated windows by more than two dozen participating businesses and vote for their favorite displays. The top three vote-getters will receive bragging rights and cash prizes! First place will be awarded $500.

"This contest is such a joyful way to showcase the creativity of our local businesses and encourage people to discover all that downtown has to offer during the holidays," said Downtown Wichita Executive Director Heather Schroeder.

Community members can cast one vote per day for their favorite window display by scanning the QR code located at each business or by visiting the contest website. The winners will be announced on Downtown Wichita's social media channels and website on Jan. 7, 2026.

Key Dates

- **Displays completed:** Nov. 21, 2025
- **Public voting:** Nov. 28, 2025 – Jan. 1, 2026
- **Winners Announced:** Jan. 7, 2026

In 2024, 20 businesses took part in the first Window Wonderland contest, and more than 1,000 votes were cast.

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About Downtown Wichita
Downtown Wichita is a private 501(c)(3) nonprofit corporation that amplifies the energy, capital and growth of downtown by empowering residents, visitors and businesses to explore the possibilities of the city's core. In collaboration with stakeholders, the organization stimulates continued investment and interest in downtown and connects resources from the private sector and local government that allow commerce and culture to thrive. For more information visit: https://downtownwichita.org/home.