Eat, Shop & Explore!

SHOP LOCAL:

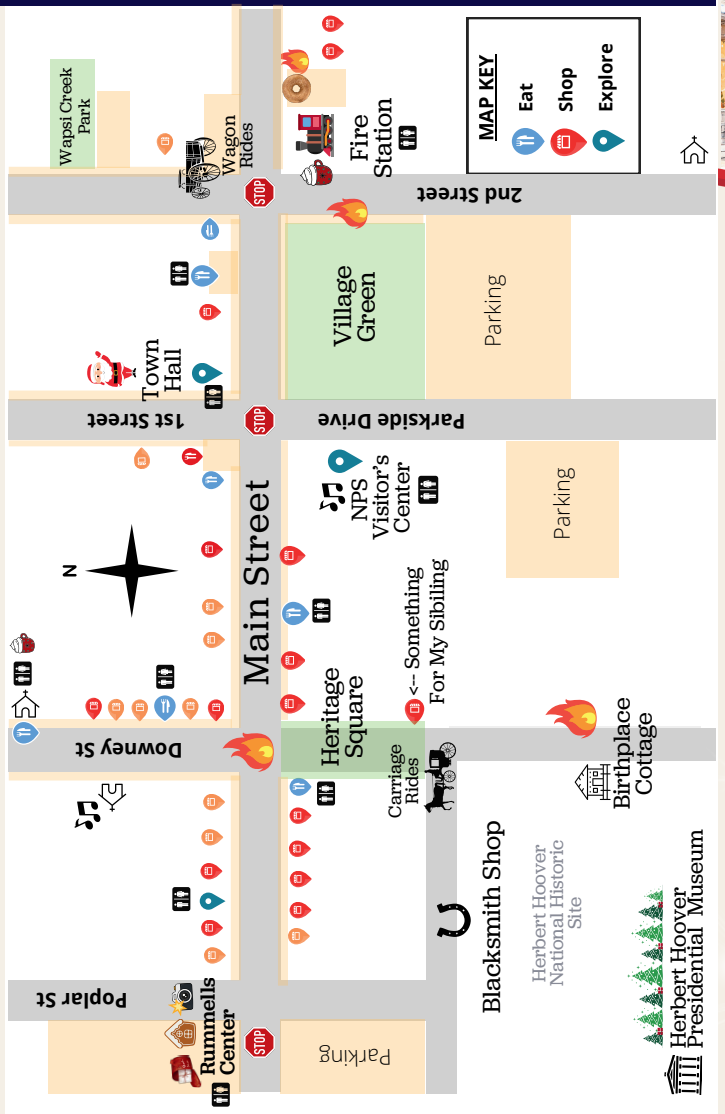
223 Vintage Co. Fri 11-8 & Sat 10-8
A Beautiful Purpose Fri 11-8 & Sat 10-8
Cotton Creek Mill Fri & Sat 10-7
Milkhouse candles on sale for 20% off.
Grandma's Crafted Corner Fri & Sat 11-8
Guys and Gals Hairstyles Fri 3-8 & Sat 11-8
Santa's Workshop! Hair tinsel + DIY stations!
Iowa Meat Shack Fri 3-7 & Sat 9-6
10% off orders up to $100.
Hott's Artisan Wood Studio Fri 11-8 & Sat 11-8
Izzy's Treasures Fri 10-8 & Sat 9-8
Something For My Sibling
Main Street Antiques Fri & Sat 10-8
Marg's Girls Vintage Fri 11-8 & Sat 10-8
New location behind McDonalds!
Shop 121 Fri 12-8pm, Sat 10-8pm
Free ornament with $25 purchase
Polished & Handcrafted Sat 11-8pm
$5 Festive Nail Art + stocking stuffer specials
Kate & Alivia Boutique Fri & Sat 11-8
The Honey Den Fri 10-9 & Sat 9-9
Exclusive Christmas Past Hot Cocoa Mugs
White Pumpkin Fri 10-9 & Sat 10-9
Free jumbo candy cane with $75 purchase

EAT LOCAL:

Birdie's Eats + Drinks Fri & Sat 5-9
Branch Out Nutrition Fri 6:30-1:30 & 4-7, Sat 8-1
Build your own tea gift kits + gift card deals!
Herb and Lou's Fri & Sat 11-9 (food) 11-2am (bar)
Fresh popped popcorn + drink specials
Main Street Sweets Fri & Sat 11-8
Mexico Lindo Fri & Sat 11-10
Subway Fri & Sat 8am-9:30pm
The Down Under Fri 3-12am & Sat 12-12
Spiked hot cocoa + cider specials for 21+
The Serving Cafe Fri & Sat, 6:30am-8pm
Special menu + hot cocoa + barista drinks!
Friday Soup Flight + Saturday Hot Roast Beef

Event Map

Larger and more detailed map is available on the website and/or Facebook page.



Thank You for Your Support:

Borrow My Vintage
Barnhart Custom Services
West Branch Lions Club
West Branch Kiwanis Club
West Branch PTO
Chiles Family

HOOVER PRESIDENTIAL FOUNDATION

CITY OF WEST BRANCH IOWA

Donations Appreciated:

Venmo @MainStreetWB


HISTORIC
WEST BRANCH

A Christmas Past

HOLIDAY FESTIVAL

Friday & Saturday Dec. 4-5, 2026

EVENT SCHEDULE + MAP
MainStreetWestBranch.org/Christmas

MAIN STREET WEST BRANCH

Brown's Family of Dealerships West Branch
NORDEX
acciona Windpower
West Branch Animal Clinic
Altorfer AG Products
Family Pet Veterinary
Fidelity Bank & Trust
Hills Bank
white pumpkin

Friday Only- Dec. 4th

5:00pm- 7:00pm Winter Wonderland Photo Booth, Live Elf & Hot Cocoa Station- Enjoy free hot cocoa, photo booth and visit with a live Elf! |*WB United Methodist Church, 203 N Downey St.*

7:00pm Bell Choir Concert- Holiday music for all! *WB Friends Church, 116 N Downey St*

Happening Both Days - Friday & Saturday

9:00am-5:00pm (Fri) & 9:00am-8:00pm (Sat) Festival of Trees: Rooted in History - Experience a dazzling display hosted by the Hoover Presidential Foundation, where 10 Christmas trees are each decorated inspired by the people, places, pastimes, and traditions that connect us to the past. *Free to enjoy at the Herbert Hoover Presidential Library & Museum*

11:00am - 8:00pm Silent Auction for the Ages - Bid to win gift baskets, experiences & more in person or online at **32auctions.com/CP26**. Proceeds support Main Street West Branch. *Rummells Center, 127 W Main St.*

11:00am - 8:00pm Picture Perfect Christmas - Gather your family or friends for festive photos at the staged holiday backdrops and scenes. Bring your phone or camera and take your own photos! *Rummells Center, 127 W Main St.*

Shop Small in Historic Main Street - Complete your holiday shopping, enjoy a meal and support small businesses. *Hours vary. Downtown District.*

Santa's Antique Sleigh - Take your own photos in the Antique Sleigh. *Heritage Square Park*

11:00am-8:00pm (Fri) & 9:00am-8:00pm (Sat) Something for My Sibling - Children can experience the joy of giving by choosing and wrapping a (free) gift for a loved one! Reservations recommended, walk-ups welcome. *Hosted by Izzy's Treasures, 105 S Downey St.*

5:00pm - 7:00pm Heritage Museum Open - Explore unique local history! *109 W Main St.*

5:00pm-7:30pm (Fri) & 4:00pm-7:30pm (Sat) Photos with Santa - Take your own photos! Elves on hand to assist. Enter using Main Street door. *Town Hall, 115 N 1st St.*

5:00pm - 7:00pm (Fri) & 8-Noon & 4-7pm (Sat) A Journey to the Manger: Nativity Walk Stroll - through dozens of treasured Nativity scenes shared by church families, celebrating the faith, memories, and traditions of Christmas.| *WB United Methodist Church, 203 N Downey St.*

5:00pm-8:00pm (Fri) & 4:00pm-8:00pm (Sat) Brick Ovens & Marshmallow Roasting - Hosted by the West Branch Lions Club. *Corner of Main St. & Downey St.*

Bonfire & Hot Dog Roasting - Hosted by WB Volunteer Fire Fighters. *WB Fire Station, S 2nd St.*

Fire Fried Donuts - Hosted by WB Kiwanis Club. Free will donations encouraged. *In front of 223 Vintage Co - 314 E Main St.*

Winter Village & Train Display - Experience the magic of this unique hand-built display with festive details. *Fire Station, S 2nd St.*

Complimentary Hot Cocoa - Hosted by Brown's Dealership & Liberty Communications. *Fire Station*

Letters to Santa - Write a letter to Santa and drop it in our North Pole mailbox, with personalized replies available for a small donation to the West Branch Community Early Learning Center. *Rummells Center, 127 W Main St.*

PTO Gingerbread Contest - View them all & vote for your favorites! *Rummells Center, 127 W Main St.*

Private Horse-Drawn Carriage Rides - Reservations required in advance. *Loading at Heritage Square Park*

5:00pm-8:00pm Horse-Drawn Wagon Rides - Enjoy a FREE old fashioned ride. *Loading across the street from WB Fire Station at Mural Park*

Winter Holiday Arts & Crafts - *National Park Service, Visitor Center*

Live Blacksmithing Demonstrations - *National Park Service, Jesse Hoover Blacksmith Shop*

Holiday Harmonica - Enjoy the nostalgic sound of live harmonica music. *National Park Service, Visitor Center*

Walking Tacos & Bake Sale - Free will donations for Springdale United Methodist Church. *Parkside Tire, 219 E Main St.*

Saturday Only- Dec. 5th

8:00am-Noon Annual Candy Sale - to benefit United Methodist Church, *203 Downey St.*

9:00am-11:00am Annual Cookie Walk - To benefit Bethany Lutheran Church, *235 S 2nd St.*

10:00am - Snowball Sprint 2K Run/Walk - Registration is open until the race begins! Sign up *through WB Parks & Rec. Cubby Park, 301 Scott Dr.*

10:00am-Noon Free Community Brunch - All are welcome! *WB Friends Church, 116 N Downey St.*

10:00am-Noon Winter Farmer's Market - *WB Fire Station, S 2nd St.*

1:30pm Deck the Carts | Golf Cart Parade - Decorate your golf cart and join for free, or watch along Main Street downtown! Line up at 1 PM at the former Brown's Ford; parade begins at 1:30 PM.

2:00-4:00pm Cookie Decorating - Reservations required. $10 to decorate 3 homemade cookies. Recommended for ages 7-12. *The Serving Cafe*

4:00pm-6:00pm Live Nativity - *WB United Methodist Church, 203 Downey St.*

5:00pm-7:00pm Annual UMC Soup Supper & Hot Cocoa- *WB United Methodist Church, 203 Downey St.*

6:00pm Holiday Youth Dance Performance - Enjoy a free holiday performance by the young dancers of West Branch Dance and Tumble. *Hoover Presidential Museum Auditorium*

Find all reservation + ticket links, maps and more details on the website at mainstreetwestbranch.org/christmas

HOLIDAY ELF HUNT
Ho-Ho-NeeDoh

Enjoy a festive scavenger hunt around downtown from Dec 1-29! Find elves hiding in local businesses and match their favorite NeeDohs for a prize and a chance to win a NeeDoh basket. Pick up forms at the WB Public Library or Rummells Center, or download at **mainstreetwestbranch.org/elfhunt**.