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‘Reverse’ parade with Santa, food and toy drive still on in OB

By DAVE SCHWAB | THE BEACON

Ocean Beach Town Council’s 41st holidays celebration continues this year featuring a “reverse” parade, crooked tree, an auction, and a charitable food and toy drive— a tradition for more than 40 years. All of the many Yuletide events are planned and executed by OB Town Council, which also handles the annual Christmas tree selection and implantation in the beach, which took place this week.

REVERSE PARADE

The community’s parade, the centerpiece of OB’s year-end holidays, will take place Saturday, Dec. 5 from 5 to 9 p.m. Only the parade venue— and rules— have been changed to accommodate safe social distancing.

“It’s hugely different this year.” said OBTC president Mark Winkie of holiday festivities. “We’re calling it a ‘reverse’ parade with stationary floats set up at a cordoned-off Dog Beach. What will happen is people will be able to drive-through and see all the floats and displays, which will be set up in the Dog Beach parking lot in a welcoming way with a little trail they can follow.”

PRECEDENT-SETTING EVENT

Corey Bruins, OBTC board member, parade committee chair and co-director, said the council’s City-approved reverse parade this year is establishing a brand-new standard.

“Since back in September, we’ve been working with the City and County to put together a set of guidelines for a modified (parade) event with a different format,” Bruins said. “They wrote the guidelines for us, which will be used as a model for how to run events like this in the future. Those guidelines are providing a space for the community to come together in a different way with a vehicle-based event.”

To avoid a traffic jam with the vehicle-based event, Winkie said: “We’ve allotted time slots for guests to show up. That way, we can monitor and control the amount of flow through the parade. The City and County are happy with what we’re doing. Our protocols will be used as a template for other parades and will also be there for a little while. We’re really excited to have his support and have him show.”

HOLIDAY SWAG BAGS

This year there will be no arts and crafts display. But Bruins said swag bags will be dispensed (while they last) to parade goers. Swag bags will feature goodies from all of the reverse-parade entrants and some sponsors, along with a few special OBTC surprises. Three lucky swag bag recipients will receive a $50 gift card to a local restaurant.

SANTA & PARADE JUDGING

Santa will be making an appearance at the reverse parade and there will be a mailbox to drop letters to him. Reservations will be required and a limited number of vehicles will be permitted. Participants will also judge the parade this year. As they drive through, they’ll be able to cast ballots for the following categories: Best Overall, Best Use of Lights, Best OB Spirit, Best Use of Theme, and Most Unusual.