


# Downtown Wichita Window Wonderland Contest Set to Begin

**WICHITA, Kan., Nov. 23, 2026** – Businesses are making downtown Wichita merry, transforming their storefronts into holiday displays for the third annual **Downtown Wichita Window Wonderland**.

From Nov. 27, 2026, through Jan. 3, 2027, downtown visitors can view creatively decorated windows from a record 43 participating businesses and vote for their favorite displays. The top three vote-getters will receive cash prizes: $750 for first place, $500 for second place and $250 for third place.

"This has quickly become a fun holiday tradition downtown, and we love seeing businesses bring their storefronts to life," said Downtown Wichita Executive Director Heather Schroeder. "Window Wonderland gives people another reason to explore downtown, support local businesses and experience the holiday spirit throughout the district."

Community members can vote once per day for their favorite window display by scanning the QR code at each business or visiting the contest website. Downtown Wichita will announce the winners on its social media channels and website on Jan. 6, 2027.

Key Dates

- **Public voting:** Nov. 27, 2026 – Jan. 3, 2027
- **Winners Announced:** Jan. 6, 2027

In 2026, 33 businesses took part in the Window Wonderland contest, and more than 3,200 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.