



Dec 2, 2024

Press Release: Downtown Albany the core of holiday fun this December

A flurry of downtown Albany events will take place in the month of December, starting with the larger two events, the Holiday Market and Hot Chocolate Stroll, which takes place on the first weekend in December, inviting guests to get into the holiday spirit against the wintry backdrop of Downtown.

[The Holiday Market](#) is back on December 6, 4:00 PM-7:00 PM, and December 7, 11:00 AM-3:00 PM, expanding from one to two days this year due to increased interest from both shoppers and vendors. Admission is free for all guests, and the Market will be held at the beautifully reimagined Union Station (575 Broadway).

Over 40 vendors will participate, offering handcrafted items such as custom holiday cards and gifts, jewelry, art, vinyl records, locally distilled spirits, canned preserves, baked goods, coffee, apparel, and accessories, among others. Additionally, there will be live performances from Sax-O-Claus and other musicians inside Union Station. For a complete list of vendors, [click here](#). The Downtown Albany BID thanks Capitalize Albany Corporation, Capital Resource Corporation, ParkAlbany, and the City of Albany for their sponsorship of the Holiday Market.

[The Hot Chocolate Stroll](#) will take place on December 7, from 11:00 AM to 3:00 PM, in conjunction with the Holiday Market. This year, the Stroll features a record 25 participating locations. Tickets for the Hot Chocolate Stroll include a passport that allows guests to sample each location's unique hot chocolate creation, as well as the exclusive Upstate of Mind x Downtown Albany BID commemorative mug. For an additional cost, some locations may also offer hot chocolate cocktails.

Tickets are currently available for \$30 at downtownalbany.org/hotchocolatestroll but guests are encouraged to purchase them before Friday, December 6, at 12:00 PM, as quantities are limited. The event has sold out for the last two years. Tickets are not required to enter the Holiday Market.

The following businesses will participate in the stroll:

1. [The Olde English Pub & Pantry](#) | 683 Broadway
2. [Discover Albany](#) | 25 Quackenbush Sq
3. [The Yard Hatchet House & Bar](#) | 16 Sheridan Ave
4. [Dawn's Victory Sports Café](#) | 10 Sheridan Ave
5. [The Hollow Bar + Kitchen](#) | 79 N Pearl St
6. [B. Lodge & Co.](#) | 75 N Pearl St
7. [Banh Mi 47](#) | 74 N Pearl St
8. [Alias Coffee](#) | 76 N Pearl St
9. [The Skinny Pancake](#) | 1 Steuben Pl
10. [Downtown Nutrition](#) | 27 N Pearl St
11. [Hilton Albany](#) | 40 Lodge St
12. [St. Peter's Church](#) | 107 State St
13. [The City Beer Hall](#) | 42 Howard Street
14. [Motor Oil Coffee](#) | 136 State St
15. [Wellington's](#) | 144 State St
16. [Albany War Room Tavern](#) | 42 Eagle St
17. [Suga Foot's Soul Kitchen](#) | 165 Madison Ave
18. [Hattie's Restaurant](#) | 121 Madison Ave
19. [Historic Albany Foundation](#) | 48 Hudson Ave
20. [Ophelia's](#) | 388 Broadway
21. [Fort Orange General Store](#) | 412 Broadway
22. [The Vandy Thrift Shoppe](#) | 412 Broadway
23. [Loch & Quay](#) | 414 Broadway
24. [Broadway Plaza Liquor](#) | 418 Broadway

[Stacks Espresso Bar](#) | 488 Broadway

Guests can check in at the registration table located inside Union Station (575 Broadway) between 11:00 AM and 2:00 PM before embarking on their stroll. Day-of tickets and additional mugs may also be purchased here, while supplies last. After completing the stroll, guests should return to Union Station to vote for their favorite hot chocolate samples and continue to shop and enjoy live music during the final hour of the Holiday Market.

Free on-street parking will be available throughout downtown Albany on the day of the event; \$5 event parking is available from 11:00 AM to 5:00 PM at ParkAlbany's Riverfront Garage, located at 2 Columbia Street, directly adjacent to Union Station.

The Downtown Albany BID thanks Pioneer, Wainschaf Associates, ParkAlbany, Community Bank, and the City of Albany for sponsoring the Hot Chocolate Stroll.

Georgette Steffens, Executive Director of the Downtown Albany Business Improvement District, said:

"Downtown is the place to be this holiday season! Whether you're looking to do some holiday shopping at one of our boutique retail stores, dine at local restaurants, enjoy services at salons, or find family-friendly entertainment at our world-class venues, there's something for everyone. Our Holiday Market features over 40 vendors this year, showcasing local makers and entrepreneurs in the historic Union Station. Additionally, our Hot Chocolate Stroll is breaking records with more participating locations than ever before. I'm proud of what we are bringing to the heart of our District, boosting investment in our local economy and energy in our neighborhood."

Pioneer President and CEO Tom Amell said: "As a homegrown institution that is fully invested in the growth and success of our region, Pioneer is delighted to support this wonderful community event. In bringing people together in the spirit of the holiday season and providing an economic boost to local businesses that are the lifeblood of our economy, we are helping to ensure the Capital Region continues to move 'All Together Forward.'"

Joshua Wainman, President of Wainschaf Associates said: "We are proud to support this year's largest-ever Hot Chocolate Stroll, which for many downtown Albany residents, employees, and visitors marks the official kick-off to the holiday season in downtown Albany. We encourage everyone to take part in this festive holiday tradition, and explore the many participating local businesses in one of Albany's most beautiful and historic neighborhoods while enjoying the vibrant sense of community the event brings to Downtown each year."

Other holiday events and programs in Downtown include:

Downtown Decorating Contest: December 6 - January 2

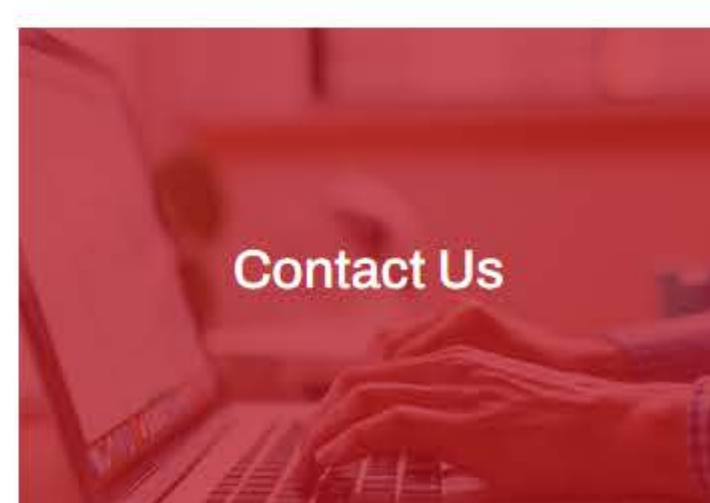
The Downtown Decorating Contest highlights Downtown Albany's festive holiday charm by inviting businesses to participate in a friendly decorating competition. The winner, determined by public vote, will receive the coveted Downtown Decorating Trophy. [Learn more here](#).

Ornament Scavenger Hunt:

In December, ornaments will be hidden in businesses, parks, and public places throughout downtown Albany. More details will be available soon.

Downtown Albany Gift Card:

Fully digital and delivered via text or email, the [Downtown Albany Gift Card](#) is redeemable at 35+ locations and can be used at many of our locally owned and operated businesses for your next meal, shopping trip, and even staycation. [Learn more here](#).



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