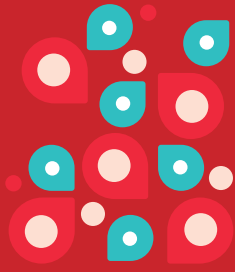


# BUPdates






## GREETINGS FROM THE TEAM AT BETHESDA URBAN PARTNERSHIP!



It's hard to believe that the year is almost over. It feels like just yesterday we were planning for summer concerts, and now we're getting ready for holiday shopping? Where did the time go? Speaking of holiday shopping, downtown Bethesda has a few hidden gems where you can find gifts for even your most Scrooge-like friends, and we'll highlight a few of those spots in this issue. We're also excited to give you a preview of our upcoming holiday event, Winter Wonderland. Over the past five years, Bethesda's Winter Wonderland has expanded from a small event in Veterans Park to a street festival taking over Norfolk Avenue, and we're not done growing! This year, Bethesda Urban Partnership will partner with URBNmarket to bring a Holiday Market with 50 unique vendors to Winter Wonderland! Read on for a sneak peek at this year's event and a look at some of our vendors.



7700 Old Georgetown Road  
Bethesda, Maryland 20814  
301-215-6660  
[WWW.BETHESDA.ORG](http://WWW.BETHESDA.ORG)

 [facebook.com/BethesdaUp](https://facebook.com/BethesdaUp)  
 [@BethesdaUp](https://twitter.com/BethesdaUp)  
 [@BethesdaBup](https://instagram.com/BethesdaBup)

Bethesda is well known for its number and variety of restaurants, but food isn't the only reason to come to our downtown. There are a variety of interesting and unique retailers that call downtown Bethesda their home, from popular national brands to locally-owned favorites. This holiday season, put down your smartphone, close your laptop, and explore the brick-and-mortar stores in the various shopping neighborhoods of downtown Bethesda.



### Bethesda Row

Let's start with Bethesda Row which has been a shopping destination for over 20 years. Anchoring the neighborhood is Anthropologie, where you can find women's clothing, home accessories and décor, furniture, a bridal boutique, plants and more. Moving on from the corner, you can find gifts for the chef in your life over at Williams Sonoma, clothes for your fashionistas at Veronica Beard and Reformation, and treats for your sweet at Neuhaus. Want a little bling to dazzle your loved ones? You've got options! Stop by Brilliant Earth, Mejuri, Gorjana, Pampillonia, or Kendra Scott to find the perfect statement piece. And, don't forget favorites like the Apple Store, Lululemon, Vuori, Nike, Madewell and more!

### Woodmont Triangle

Walk over to the north side of Bethesda and explore Woodmont Triangle, with its eclectic mix of shops and restaurants. The reader in your life would love something from Wonderland Books, an independent bookstore brand new to the Triangle or from Big Planet Comics, a Bethesda staple for over 30 years! If you've got some foodies you'd like to impress, stop by The Organic Butcher to pick up some gift cards or treat them to some macarons from Tout de Sweet.



The athletic folks in your life would love gifts from Terrapin Bicycles or the Golf Care Center, and you can spoil your furry friends with fun items from Elysium and Bone Jour. No shopping trip to Woodmont Triangle would be complete without a visit to The Blue House with a focus on housewares, wearables, holiday décor & more!

*Continued on page 2*

CONTINUED FROM PAGE 1

### Wisconsin South

Wander down Wisconsin Avenue to explore the smaller shopping centers alongside Bethesda's Main Street. Treat your fitness buff to a few classes at CorePower Yoga, Solidcore, or The St. James Performance Club. Do you have an IPA-lover you want to impress? Visit Beer Wine & Co. or Lance's Beer & Wine for a nice selection of craft beers and expert guidance on buying the perfect brew. Do you have that friend who loves a good find from a consignment store? Stop by Remix or The Op Shop for hidden treasures! Does the dapper gentleman in your life need some new duds? Step into Jos. A Bank for suits, dress shirts & pants, plus sportswear and accessories. (Who doesn't love a good pocket square?)

Wherever you go in downtown Bethesda, top-tier retailers are there to meet your needs. If you need more inspiration, visit our Shopping Guide at Bethesda.org and browse the 700+ retailers that call downtown Bethesda their home. Can't decide what to buy? Consider "Bethesda Bucks," our e-gift card accepted at 60+ downtown Bethesda restaurants and retailers.



**Local Writer's SHOWCASE** CALL FOR SUBMISSIONS  
Deadline 1/14/25



**BETHESDA Film Fest**  
Documentary Film Festival  
CALL FOR SUBMISSIONS Deadline 1/10/25



**BETHESDA Art Walk**  
FRIDAY DEC. 13  
6-8PM

## BETHESDA'S

# Winter Wonderland & Holiday Market



**Bethesda's Winter Wonderland** will feature performances from the talented students from Bethesda schools, welcome a visit from Santa Claus, and Bethesda's Winter Wonderland now has several additional activities for the whole family to enjoy. For the first time this year, Winter Wonderland will also feature a Holiday Market, courtesy of Urbnmarket, with local makers and artisans selling their wares just in time for your holiday shopping! Returning to Norfolk and Cordell Avenues on **Saturday, December 7 from 12-4pm**, read on for a sneak peek at the 2024 Winter Wonderland.

### Performances

This year we are pleased to welcome the following choirs:

- Academy of the Holy Cross
- Bethesda-Chevy Chase High School
- Chevy Chase Elementary School
- Georgetown Preparatory School
- Stone Ridge School of the Sacred Heart



Strathmore Children's Choir  
Walter Johnson High School  
Young Artists of America

### Kids' Activities

The choral performances start at 2PM, so what are kids to do before the music starts? Visit some of the kids' activities!

The face painters are always popular and will offer an array of winter designs. Bach to Rock, Imagination Stage and Round House Theatre will also be on site with fun holiday crafts (last year we made snowflake bead ornaments!) and a musical instrument "petting zoo!" Santa Claus will make his annual visit from 2-4pm, and there will be artists on site creating ice sculptures. All this fun is made possible thanks to this year's sponsors Roda and Amazon Fresh.



### Holiday Market

For 10 years, Urbnmarket has been giving their customers a unique shopping experience by putting together curated markets that showcase amazing makers, creators, collectors and designers. Their vendors offer bath products, custom jewelry, photographic prints, greeting cards, children's clothing, handmade bags, stickers, pins, crochet animals, and so much more. If you are looking for fun and unique gifts for the people on your list (or you're just looking to treat yourself!) be sure to visit the Holiday Market at Winter Wonderland!



Bethesda's Winter Wonderland will take place from 12-4 PM on Saturday, December 7<sup>th</sup>. The choral performances and children's activities will be on Norfolk Avenue, and the Holiday Market will be on Cordell Avenue. Get in the holiday spirit with Bethesda Urban Partnership!