

Mayor: Jazzy Christmas was 'a huge success'

BY NORM CANNADA
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SENECA — Seneca Mayor Dan Alexander said Thursday's initial effort to expand on the popularity of Jazz on the Alley with a Christmas-themed event was "a huge success."

"It was a perfect setting," said Alexander, who attended A Jazzy Christmas on Ram Cat Alley with family members in celebration of his daughter Kristin's graduation from Clemson with a master's degree earlier in the day. "We were able to listen to Christmas music and get to talk to some people."

"I feel like it is something we ought to do every year," he added. "The atmosphere was right. It wasn't too cold. People were able to go in the shops. I know I went in one shop and there was probably 15 people looking around."

Riley Johnson, events coordinator for the city of Seneca, said he also thought the event went well.

"Everybody loved it," Johnson said. "In fact, the girls up front (in city of Seneca offices) were saying it was the best Christmas event they have ever been to. I just think the music, Santa, all the stores being open — it was the draw. It was like a downtown (Jazz on the Alley) atmosphere and all the stores were involved. I think people are hungry for jazz, even jazz at Christmas."

Johnson said the event was similar to Jazz on the Alley, which runs April through October, "except there's more people outside and the stores are not all open."



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Local residents filled the streets of Ram Cat Alley Thursday evening for a Christmas event with music, food and shopping.

"All of them don't stay open every night (for Jazz on the Alley), but this was kind of like, 'Hey, take advantage of this Christmas season and our great economy and let's cash in on it,'" he said.

Santa arrived at the event and stayed awhile, taking photos with people near the entertainment tent.

"He was there for an hour," Johnson said. "He's busy."

Johnson said the crowd was good and the weather allowed many to eat outside while listening to music.

"There were people

telling me this was the farthest they ever had to park (from Ram Cat Alley)," he said. "They were comparing it to a regular Thursday night. I think a lot of people were in the restaurants. During Jazz (on the Alley) a lot of people were in the streets."

He agreed with Alexander that A Jazzy Christmas will likely happen again next year.

"You've always got to say weather permitting, but, if this is any indication, I think it's only going to get bigger and better every year."