

# Sizzlin' in Seneca

## Annual festival kicks off

BY CAITLIN HERRINGTON  
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SENECA —

The sounds of Leisha J on Ram Cat Alley faded down Main Street, giving way to the saxophone sounds of Magic on the opposite end of downtown Thursday night, officially kicking off three days of SenecaFest.

The usual Jazz on the Alley crowd was out dancing in the streets and made its way to

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**Above:** Kitty Coffey holds the microphone for a saxophone solo during Magic's performance on the east end of Main Street during SenecaFest on Thursday night. **Below:** Seneca city administrator Scott Moulder and events coordinator Riley Johnson watch the crowds during the kickoff of SenecaFest on Thursday night. Johnson said moving the event downtown is one more step in adding some "sizzle" to the city.



## FESTIVAL: Making return to downtown

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the west end of downtown, passing food vendors with fresh lemonade and hot-off-the-grill burgers. Booths were set up with items ranging from hand-turned pottery and home décor to homemade jewelry and information on local nonprofits.

"I don't think people know to go down this way and realize it's extended this far," Cathy Plowden said. "Having the Keowee Brewing (Company) as an anchor, I think, is going to be great. We just need to fill it up downtown — it's fabulous."

Having made the trek from Walhalla for Jazz on the Alley several times, Plowden said she and Mark Welch will be back throughout the weekend for more live entertainment and to try the different foods.

"It's the start of something big, I think, for our future," Seneca events coordinator Riley Johnson said Thursday night in the middle of Main Street. "There's a lot of people here I've never seen before, and I've been doing this for 10 years. There's probably more food on Main Street than there is in the entire city."

While the first night brought out some familiar faces, Johnson said the activity list should encourage a variety of people to visit.

p.m., followed by a laser show at the park.

"The movie night will bring a different crowd than the laser show,"

Johnson said. "We want to