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[Wacoan Online Article](#) Coverage by Gretchen Eichenberg



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TRAVEL

Photos courtesy of Visit Georgetown

by Gretchen Eichenberg



Georgetown for the Holidays



Santa makes a special trip to Georgetown every holiday season for the annual Christmas Stroll.

Sure you've passed through many times on your way to Austin or maybe you visited on a class trip to explore Inner Space Caverns, but if you haven't taken time to hang out in the town that boasts the "most beautiful town square in Texas," and which was recently named the "Texas Heartland's Most Underrated Destination" by *thetravel.com* (June 2022), this holiday season might be just the right occasion.

Just a little over an hour from Waco, Georgetown delights visitors and residents alike with scenic parks and trails, many diverse dining options, unique art venues, wine and tap rooms and more. It's fair to say that Georgetown, Texas hits the spot for Waco's holiday season day trippers.

Established in 1848 as an agricultural trading center, Georgetown is the home

to Southwestern University and was listed in *Southern Living* magazine (June 2022) as the fastest growing city in the country, as measured by 2020 U.S. Census Bureau statistics.

The charming town square, located between Austin Avenue and Main Street, is the perfect place to start exploring this hidden gem. The streets are lined with dozens of shops and restaurants, all surrounding the historic Williamson Country Courthouse. Whether you're coming in for an afternoon of shopping or just for dinner, there's something for everyone along the square, which will be festively lit up through New Year's Eve.

"We are known for being the best little square in Texas, but this place, wrapped in white lights during the holidays, is just magical," said Dixie Doss, owner of

To Have And To Hold, a gift shop located at 215 S. 8th St. "There's really nothing like it and I know it sounds like a Hallmark movie, but that's what people love about it."

Doss, who moved her shop to Georgetown from Round Rock in 2020, said that from her corner of the square across and one block off each side of the square, every building, every tree, every limb is covered in white lights.

"It's just stunning," Doss said. "We have a countdown Friday night, the day after Thanksgiving, where the whole town comes together to flip a switch and everything changes. The air changes. Peoples' attitudes change. Christmas is in the air and you can feel it the minute you drive into town."

The 41st Annual Christmas Stroll, hosted by the Downtown Georgetown Association, is set for Friday, Dec. 2 from 5-9 p.m. and Saturday, Dec. 3 from 10 a.m to 8 p.m. on the square. There will be a holiday parade, live musical performances, Whoville Hair Salon, Bethlehem Village, photos with Santa and more than 150 artisan and food vendors. Children of all ages can enjoy the Groovin' with Grinch Street Dance Friday night. The Christmas Stroll parade begins Saturday morning at 10 a.m., followed by activities and photos with Santa from noon to 8 p.m.

"We're bringing in some characters from Austin who will be dressed as Elsa and Olaf and they will be walking around," Doss said. "If you want to escape and you want to be able to walk and drink and enjoy the

atmosphere — that's what it's all about." For more information about the holiday events on the Georgetown square, call 512/930-3545 or visit thegeorgetownsquare.com.

Georgetown's historic city square offers plenty of browsing, tasting and relaxation options with more than 40 retail shops, including a day spa, toy store, art galleries, restaurants, tap rooms and wine tasting rooms — enough to fill a day or a whole weekend.

One not-to-be-missed restaurant on the square is Blue Corn Harvest, offering authentic Southwestern cuisine served in a lively atmosphere with a covered patio for al fresco dining. The brunch menu features everything from migas to steak and egg's Benedict. And the Bloody Mary Bar — a lavish buffet of pickles, olives, bacon, sausage and even onion rings — is a feast in itself.

Grab a beer and some high end gear at Mesquite Creek Outfitters, a local pub and outdoor apparel store that offers 16 Texas craft beers on tap and an assortment of men's and women's apparel. The town square between Austin Avenue and Main Street are covered in lights for the holidays, from every building to every tree. Breweries like Barking Armadillo Brewery offer tasting flights for beer enthusiasts just outside of downtown while Barons Creek Vineyards offers wine testing while soaking up the holiday magic.

Wildfire is an upscale eatery housed in an historic building that was once the City Hotel as well as a Piggly Wiggly and a Sears and Roebuck Catalog Store over the last century. Serving steaks, seafood and pasta, Wildfire is a great spot to grab lunch or dinner while on the square.

But when thinking about food in Georgetown, it can't be limited to the square, as some of the town's best-loved establishments are located just to the north on Austin Avenue.

Monument Cafe, located at 500 Austin Ave., is a classic roadside diner that prides itself on using local, seasonal and organic ingredients, all made from scratch. Signature dishes include the chicken and grits, turkey, bacon and avocado sandwich and the chicken fried steak. You can't leave without a slice of Monument Chocolate Pie, which is dark



Left to right, top to bottom: Left to right, top to bottom: Sip and shop at Mesquite Creek Outfitters, with 16 Texas craft beers on tap and an assortment of men's and women's apparel. The town square between Austin Avenue and Main Street are covered in lights for the holidays, from every building to every tree. Breweries like Barking Armadillo Brewery offer tasting flights for beer enthusiasts just outside of downtown while Barons Creek Vineyards offers wine testing while soaking up the holiday magic.

