

Big Top Parade & Circus Celebration

The 2023 edition of the Baraboo Area Chamber of Commerce's Big Top Parade was an outstanding success. Upwards of 25,000 spectators were treated to an 89-unit parade featuring elephants, circus wagons, marching bands, community entries and more clowns than could fit in a giant grocery cart. The tremendous turnout was fueled in part by the fact that the Circus World elephants -- Kelly and Viola -- were making their final parade appearance before they retire at the end of the summer. The economic impact of the event is still being calculated. In past years, the economic impact on the local economy has been estimated at between \$2 million and \$2.4 million. In addition to the parade, activities spanned Thursday through Sunday, with a concert on the square, movies at the Al. Ringling Theatre and twice-a-day live performances at Circus World.

Photographer: Tom Williams
Date taken: June 24, 2023
Circus World cast and elephant trainers lead two elephants down Fourth Avenue.



Photographer: Tom Williams
Date taken: June 24, 2023
Sauk County Board Chairman Tim McCumber rides a convertible in the Big Top Parade.



Photographer: Tom Williams
Date taken: June 24, 2023
A band performs atop a Circus World bandwagon.

