

41st Annual Alamo Heights Chamber of Commerce

Holiday Parade on Broadway – November 17, 2018

Participant Guidelines

Parade will only be cancelled due to inclement weather. For status, call (210) 822-7027.

Staging:

- Line-up/Check-in begins at 3:30 pm at Cambridge Elementary School. The parade begins at 5:30 pm sharp and proceeds one mile south on Broadway and ends on Cleveland Court.
- At Check-in you will receive your entry number. Your entry number will be posted on both side of your float/vehicle, or held by participants if you do not have a float/vehicle.
- If you are late for check-in, you will be placed at the end of the line-up.
- Staging Area is on Ogden between Broadway and Townsend.
- Parking is allowed along Cambridge Oval and the parking lot at Cambridge Elementary School.
- There is no shuttle service to the Staging Area or from the Disembarking Area.
- Please keep your area litter free. **Littering may result in a fine.**

Parade Route:

- **This is an evening parade, you are advised to illuminate your entry.**
- Parade step-off time is 5:30 pm exactly. It will take 30 minutes to complete the route.
- Parade participants must maintain a continuous forward motion during the parade, keeping approximately 8-10 feet between participant groups.
- Parade participants who are walking may hand out candy or promotional items along the route.
Parade participants are prohibited from throwing candy or promotional items from vehicles or floats (whether moving or stopped). Failure to comply may result in a fine and removal from the parade.
- Smoking and alcoholic beverages are prohibited while participating in the parade.
- All bicycle riders and skaters must wear helmets and appropriate safety gear.
- Commercially built floats must carry a 5 lb. 2A-10BC fire extinguisher.
- Judges will be stationed vicinity the corner of Grove and Broadway. Be sure to smile at the judges. You will be provided with 30 seconds to perform and then proceed to the disembarking area.
- Elf Louise is our 2018 benefactor. Spectators are encouraged to donate new and unwrapped toys. Parade marshalls will be collecting donated toys along the parade route. There will be a collection tent at the block party area.
- From Broadway, you will be directed to turn left onto Barilla Place and continue to Cleveland Court and to continue to Grove Place where the after event party will be.

Disembarking:

- Evacuate from the disembarking area quickly so as to help the participant group behind. Linger on Barilla Place or Cleveland Court will cause a traffic jam.
- **There is not shuttle service.**
- All Parking is on a first arrive basis. No parking is permitted on Cleveland Court. Be prepared to park 2-3 blocks from the disembarking area.

After Event Party:

- The After Event party will be located at the parking lot behind the business Nothing Bundt Cakes vicinity Grove Place and Broadway.
- Everyone is invited: parade participants and their families and friend; and spectators for refreshments, entertainment, and the presentation of the parade awards.
- No parking is allowed in this lot.
- Elf Louise donations drop off will be located there. **Please consider those less fortunate and bring a new and unwrapped toy to this location.**
- Please note that the University of the Incarnate Word Light the Way ceremony will be held later the same evening and traffic along Broadway will be at a peak.