

43rd Annual Alamo Heights Chamber of Commerce

Holiday Parade and Fun Run – November 21, 2020

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 Alamo Heights High School parking lot at the corner of Broadway and E Castano Ave. The Fun Run will start at 5:30 pm sharp immediately followed by the parade crossing Broadway and proceeds west on Castano Ave and then south on Alamo Heights Blvd and ends at the intersection of Argo Ave.
- 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 at Alamo Heights High School parking lot at the corner of Broadway and E Castano Ave.
- Parking is allowed along E Fair Oaks Pl and E Castano Ave.
- 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.**
- The Fun Run start time is 5:30 pm exactly immediately followed the parade. It will take 30 minutes for the parade 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 between Normandy Ave and Argo Ave. 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 2020 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 Argo Ave, you will be directed to the Alamo Heights pool parking lot on Viesca St. where the after event party will be.

Disembarking:

- Evacuate from the disembarking area quickly so as to help the participant group behind. Linger on Viesca St will cause a traffic jam.
- **There is not shuttle service.**
- All Parking is on a first arrive basis. There will be no parking on Alamo Heights Blvd. 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 of the Alamo Heights pool.
- 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.