

44th Annual Alamo Heights Chamber of Commerce

Holiday Parade and Fun Run – November 19, 2022

Participant Guidelines

Parade will only be cancelled due to inclement weather. For status, call (210) 723-6603.

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.
- Elf Louise is our 2022 benefactor. Spectators are encouraged to donate new and unwrapped toys. Parade marshals will be collecting donated toys along the parade route. There will be a collection tent at the block party area.

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- 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:

- Judges will be stationed on Viesca St vicinity the Heights Pool Parking area. Be sure to smile at the judges. You will be provided with 30 seconds to perform and then proceed to the disembarking area.
- Evacuate from the disembarking area quickly to help the participant group behind. Please follow the instructions of parade marshals. Lingering on Viesca St will cause a traffic jam. See [250 Viesca St - Search \(bing.com\)](#)
- **There is no shuttle service.**
- For parade entrants who choose to not visit the After Event Party, please continue along Viesca and turn on Greeley.

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.
- For parade entrants who choose to visit the After Event Party, parking is available in the parking lot just past the Heights Pool. Please follow the instructions of parade marshals.
- 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.