



2023 City of West Allis Christmas Parade

PARADE TIMES AND ROUTE

Date: Saturday, December 2, 2022, step-off at 4:45 pm

Route: The Parade will start from Wisconsin State Fair Park (WSFP), exiting Gate A (formerly known as Gate 2) at 81st Street & Greenfield Avenue. Parade will proceed east on Greenfield Avenue to 70th St. and end on 70th and Orchard Ave.

Participants: Shuttle buses will be available at the Pick 'n Save parking lot on National Avenue to take participants back to WSFP.

Maps: Please see attached map of WSFP for staging information, and the City of West Allis map for the parade route.

ARRIVAL TIMES & PARKING INFORMATION

In order to ensure the parade begins on time, participant arrival times must be strictly adhered to. Late arrivals may be denied participation with no fees returned. By following the entry directions below, you will not be charged for parking.

Floats Participants

Floats should arrive at 3:30 p.m. using Gate 5 (84th and Schlinger) and proceed east on Fifth Street to Grandstand Avenue, then turn right and proceed south on Grandstand Avenue. Park by the cone with your lineup number on it or ask any volunteer for directions. **Please check your lineup number prior to arrival so you have a general idea of where you need to be. It is extremely difficult to turn around without leaving the grounds and re-entering and it causes challenges when floats are not in the right line up position.**

Vehicle Participants

Parade vehicles should arrive at 3:45 p.m. using Gate 5 (84th and Schlinger) and proceed east on Fifth Street to Grandstand Avenue, then turn right and proceed south on Grandstand Avenue. Park by the cone with your lineup number on it or ask any volunteer for directions.

Pedestrian Participants

Pedestrians that are participating in the parade (walking participants including marchers, dancers, and band members) should arrive at the pedestrian staging area by 4:00 p.m. The pedestrian staging area is located within WSFP, bordered by the Ticket Office to the east, Greenfield Avenue to the south, Gate 1 to the west and the racetrack to the north.

Participants who are being dropped off should enter Gate 1 (79th and Greenfield), take the first right on Southern Avenue and drop off at the staging area. The drop off vehicle should then proceed north around the east side of the racetrack and exit Gate 9 (77th and Pierce). This gate will be sealed off at 4:30pm and no late entry will be permitted.

Parking

Participants who are driving to the parade and need to park a vehicle should enter Gate 1 (79th and Greenfield), take the first right on Southern Ave and park in the lot to your right. In the event the lot is full,

volunteers will direct you to an overflow lot. Please note, parking space is limited and for participant use only.

YOU MAY BE CHARGED FOR PARKING IF YOU DO NOT ENTER THROUGH GATE 1 FOR PARADE PARTICIPANTS OR GATE 5 FOR FLOATS & VEHICLES.

Late arrivals may be denied participation with no fees returned. Line-up order is to be determined solely by the West Allis Christmas Parade Committee and is subject to change prior to and/or up to parade time.

PARADE PACING

You will see volunteers throughout the parade route holding signage to help keep the parade pacing properly. They will be wearing yellow safety vests holding flashlights and signage. You will see the following signs throughout the parade:

- NOW ENTERING THE PARADE LINE
- YOUR GROUP IS ON DECK
- SLOW DOWN
- PICK UP THE PACE
- CAMERA AHEAD
- GO
- END OF PARADE

If you have any questions about parade pacing, please reach out to the parade committee in advance of the parade.

PARADE CONCLUSION & PARTICIPANT DEPARTURE

Vehicle Participants

Floats that are being escorted back to WSFP will need to queue along the west side of 70th Street between National and Orchard Street – please pull all the way over to the curb and wait for the police escort.

Vehicles that drove in the parade, but do not need an escort, should pull through the parade “exit” at 70th and Orchard Street and depart the area in a safe and efficient manner. Vehicles will be able to travel either east or west on National Avenue to exit the area. Please **DO NOT** park or idle in the departure area.

Pedestrian Participants

Pedestrians that participated in the parade (walking participants including marchers, dancers, and band members) will “exit” the parade through the chute at 70th and Orchard Street. It is important that all persons keep moving and exit the area in a safe and efficient manner. After clearing this area, proceed through Veterans’ Memorial Park on the east side of 70th Street to the Pick n’ Save parking lot. Shuttle buses will be available at the Pick ‘n Save to take participants back to WSFP.

PARADE RULES AND REGULATIONS

Our goal is to create a safe and fun event for everyone who participates in the parade...entrants and spectators alike! All participants must adhere to the following:

1. Participants may not jump on a float to ride or interfere with any other unit in any way. Float capacity will not be exceeded. Participants may not dismount from a float during the parade route.

Participants may not have body parts extending past the sides, front, or rear of the float. This is an extreme safety hazard.

2. All school groups, scout troops, and organizations must be dressed in a uniform that easily identifies participants as part of the same group. We encourage groups to make and/or purchase signage that clearly communicates your organization or group.
3. Band participants must be suitably costumed. Only Christmas-themed music is allowed unless otherwise approved by the parade committee.
4. The West Allis Christmas Parade Committee will secure Santa Claus and Mrs. Claus for the parade. No other Santa or Mrs. Claus is allowed to participate.
5. Parade participants must have banners or signage identifying their group or organization. All banners or signage must be neatly lettered and legible. Banners or signage must not detract from the float or entry.
6. All drivers of any and all vehicles in parade areas must possess a valid driver's license, be at least 18 years of age and possess all liability vehicle insurance.
- 7. Participants are prohibited from throwing candy or gifts from floats or vehicles. Candy or gifts can be distributed to spectators by walking curbside along the parade route.**
8. Mascots, clowns, and costumed characters participating in the parade must be accompanied by an escort for safety reasons. Mascots, clowns, and costumed characters must not draw spectators from the viewing area out into the path of parade vehicles.
9. A space of 50 feet between each unit will be enforced. All units are required to close gaps between units when instructed by parade officials. The maximum speed limit is 5 mph.
10. Political campaigning is not permitted. Only current elected officials may participate in the parade.
11. Participants must observe all applicable rules and regulations and follow instructions from the police and parade officials or be barred from the parade.

Decisions of the Committee

The West Allis Christmas Parade Committee reserves the right to refuse participation to an entry into the parade if, in its sole judgment, it determines that the participant is controversial, unlawful, or otherwise considered to be inconsistent with the standards, theme, quality, or purposes of the West Allis Christmas Parade.

The West Allis Christmas Parade Committee reserves the right to remove any participant from the parade either prior to assembly, while assembling, or any time during the parade.

Line-up order is to be determined solely by the West Allis Christmas Parade Committee and is subject to change prior to and/or up-to parade time.

The West Allis Christmas Parade Committee does not accept the responsibility for travel, food, or lodging expenses of any participant.

Inclement Weather

If the parade is canceled due to inclement weather prior to 1:30 p.m. on the day of the parade, no compensation will be made to any group by the City of West Allis for their original contract agreement.

If the parade is canceled due to inclement weather from 1:30 p.m. until step off on the day of the parade, groups will receive credit one-half of the original contract agreement by the City of West Allis.

If the parade is canceled due to inclement weather after stepping off on the day of the parade, the City of West Allis will compensate each group for the full amount as stated in their original contract agreement.

If the parade is canceled due to any government order that prohibits this event from occurring, no compensation will be made to any group by the City of West Allis for their original contract agreement.

Parade cancellations will be posted on our website, at wachristmasparade.com and on the City of West Allis website, at westalliswi.gov. Personal contact will not be provided.