



Dear West Allis Christmas Parade Participant,

My sleigh is ready and the reindeer are all fed and we are ready to go.

The parade is just one short day away. The weather for Saturday is looking good at this time, sunny and 50 degrees during the day. The parade lineup is attached and we ask that you please review the Parade Rules and Regulations found towards the bottom of this email. Remember to have fun and display your Christmas Spirit! If you have any questions, please contact the parade committee at ChristmasParade@westalliswi.gov

Thank you,

Santa Claus

PARADE TIMES AND ROUTE

Parade Date: Saturday, December 2, 2017 – Step Off is 4:45pm

Parade Route: The Parade will start at 81st Street & Greenfield Ave. The Parade will proceed east on Greenfield Ave to 70th St., then south to Orchard Ave.

Participants: Shuttle buses will be available at the Pick ‘n Save parking lot on National Ave. to take participants back to State Fair Park.

Must reflect a Holiday theme, or the theme chosen by the West Allis Christmas Parade Committee.

ARRIVAL TIMES & PARKING INFORMATION

Arrival times must be strictly adhered to. Click [here](#) to view map of State Fair Park.

Make sure to share with all your members off your group.

- All floats should arrive at 3:30 p.m. using Gate 5 (84th and Schlinger) and proceed east to Grandstand Ave., then turn right and proceed south on Grandstand Ave. Park by the cone with your lineup number on it or ask any volunteer for directions.
- All vehicles in the parade should arrive at 3:45 p.m. using Gate 5 (84th and Schlinger) and proceed east to Grandstand Ave., then turn right and proceed south on Grandstand Ave. to their place in the lineup.
- Walkers, marchers, dancers, and band members should arrive at 4 p.m. using Gate 1. If you are being dropped off, please have your ride exit Gate 9 (77th and Pierce); follow the road to the east of the racetrack.

* If you are dropping off parade participants who are marching in the parade, please use Gate 1 at 79th and Greenfield Ave. and proceed towards the race track. You will be directed to the east side of the race track in which you can drop off your participants. After dropping off, proceed north along the race track until you reach Back Stretch Drive. Turn left and travel west and exit the fair park at Gate 9 which will be at 77th and Pierce.

* If you need to park your vehicle, please use Gate 1 and you will be directed to the parking lot directly to the east of Gate 1. Please note parking space is limited and for participants only (no spectator parking allowed). Shuttle buses will be available at the Pick 'n Save on National Ave. to take participants back to State Fair Park.

With all that's going on at State Fair Park and in the area this year, it may be wise to give yourself a little more time.

If you enter the correct gates you will NOT need to pay for parking. **YOU MAY BE CHARGED FOR PARKING IF YOU DO NOT ENTER THROUGH GATE 1 FOR PARADE PARTICIPANTS OR GATE 5 FOR FLOATS.**

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 RULES AND REGULATIONS

Our goal is to create a safe and fun event for everyone who participates in the parade...entrants and spectators alike! We invite you to enjoy the Christmas on the Avenue festivities prior to the parade. Christmas on the Avenue begins at 1:30 p.m. and features children and family activities, crafts, games and more. Festivities will conclude at 3:30 p.m. Christmas caroling and the annual Christmas tree lighting ceremony will begin at 4p.m. at the West Allis Centennial Park Plaza on 76th and Greenfield Ave.

ALL PARTICIPANTS MUST ADHERE TO THE FOLLOWING:

- 1) No participants may jump on a float to ride and not interfere with any other unit in any way. Float capacity will not be exceeded. No participants will dismount from a float during the parade route. Participants will 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 uniform that easily identifies participants as part of the same group.
- 3) Band participants must be suitably costumed with no participants dressed as Santa or Mrs. Claus. Only Christmas themed music is allowed.
- 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 the parade route.
- 8) Mascot, 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. Maximum speed limit is 5 mph.
- 10) Political campaigning is not permitted.
- 11) Participants must observe all applicable rules and regulations and follow instructions from the police and parade officials or be barred from the parade.

DECISION 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.

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 cancelled 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 cancelled 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 cancelled due to inclement weather after step 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.
- * Parade cancellations will be posted on our website. Personal contact will not be provided.