Eau Claire
PARKS, RECREATION, & FORESTRY
Live Life Better

Dear Business/Organization Representative,

Planning is now underway for the Clearwater Winter Parade! The City of Eau Claire, Eau Claire Parks, Recreation, and Forestry, and Community Parks Association want to promote activity and healthy living in the winter months. An illuminated parade has been organized to promote family activities, area businesses, and organizations. It is our "wintermission" to introduce the many opportunities available in the Eau Claire area.

Proceeds from this event will be used to provide Parks & Recreation activity scholarships for youth. Scholarships cover seventy-five percent of the activity fees. There has been an increasing request for youth scholarships for recreation programs and family scholarship requests for Fairfax Pool passes. Revenues generated will allow youth to participate in positive activities that promote health, wellness, and skill development.

On Friday, December 6, 2019 West Grand Avenue Business Improvement District and Eau Claire Parks, Recreation and Forestry will host Eau Claire's award winning special event, the Clearwater Winter Parade.

The Clearwater Winter Parade is an opportunity to promote your company, business, or organization by participating in the parade. Attached are parade information and registration forms. Please contact the Parks, Recreation, and Forestry Administrative Offices for further information.

We hope you consider becoming a part of the Clearwater Winter Parade this year!

CLEARWATER Winter PARADE
Family * Fun * Celebration

Respectfully,

Dawn Comte

Dawn Comte, Recreation Manager
Eau Claire Parks, Recreation, & Forestry

General Rules and Regulations

Please make sure all your unit's participants are fully aware of these rules and regulations.

Parade Theme: Superheros of the Season

Illumination and Sound

• Lights/illumination and music/sound are required for all parade entries. No exceptions.

Order of Appearance

• The Clearwater Parade Review Committee will determine the order of appearance for float or specialty units in the parade. The order is determined to establish variety, as well as best utilization of the participants.
• Participation in previous winter parades does not guarantee acceptance into this year's activities.

Inclement Weather Policy

• Should inclement weather occur prior to the parade, event officials will determine if it is sufficiently severe to cancel or delay the parade.
• When weather threatens to damage uniforms, props, or instruments an entry may withdraw from participation.
• The Clearwater Parade Review Committee plans to proceed with the parade, rain, snow, or shine. We request that provisions are made for inclement weather. Registration fees will not be refunded if it is your decision to withdraw from the parade.

Vehicles

• Floats and tow vehicles cannot exceed a height 20' from ground level.
• It is strongly suggested that all motorized units provide at least two volunteers to walk along side your unit. These volunteers should monitor the parade route to insure the unit can proceed safely without interference.
• Training – All drivers must be licensed and adequately trained to drive their assigned unit.
• All motorized vehicles must have ample supply of gas.
• Schools are allowed one support vehicle following their marching unit and should visually represent their school and/or community.

Unit Appearance

• All motorized units in the Clearwater Parade must incorporate the use of parade decorations on their individual unit as much as possible. Decorations include, but are not limited to, lights, fringing, skirting, garland, etc. Any parade unit not decorated and participating in the spirit of the event will not be invited to next year's parade.

Distribution of Materials from the Float/Specialty

• No samples of materials of any kind can be thrown, tossed, presented, given or otherwise distributed from the float/specialty unit while on the parade route. **Any and all items must be HANDED out curbside**. Compliance is very important for the safety of the children and the other parade units.

Mr. & Mrs. Claus

• **No entry may have a Santa or Mrs. Claus.** They may be featured on a designated parade entry as approved by Eau Claire Parks, Recreation, and Forestry.

Code of Conduct
• Individuals and organizations participating in winter parades are expected to perform courteously, in good taste, and with safety in mind at all times during the assembly, execution, and dispersal of the parades.

Alcoholic Beverages
• No alcoholic beverages of any kind will be allowed on or with the unit either in the staging area or along the parade route. The consumption of any alcoholic beverage by any participant is strictly prohibited. Violators will be prosecuted by the City of Eau Claire Police Department under Wisconsin State Statutes. (Please note: refunds will not be issued if your unit is not allowed to participate or is removed from the parade route.)

Equestrian/Livestock
• Each equestrian or livestock unit must have a complete and thorough manure clean-up with their unit at the staging area, along the parade route, and at the dispersal area.

Assembly Area & Line Up
• Units not registered will not be permitted to participate.
• All parade entries should report to the assembly area 1.5 hours prior to the parade start time.
• A Parade line-up map for all entries will be set the week of the event and will be emailed to all participants.
• The line-up area is located at the County Court House parking lot on Oxford Avenue.
• The parade line-up lot will be designated one way - ENTER ONLY. Traffic will not be able to come and go in this area.
• Parade "DROP OFF AREA" – for the safety of parade participants, all participants that are dropped off for the parade must be dropped off at the corner of Oxford Avenue and W Grand Avenue, then walk to their designated area. Vehicles dropping of parade participants are not permitted to enter the line-up lot.
• Assembly Responsibility – Once the float or specialty unit is in position in the line-up area, the driver must be in attendance at all times and available to move the unit as necessary.
• Float or specialty support vehicles such as atv's, cars, buses, trucks, and trailers must be promptly unloaded and proceed to the dispersal parking area.
• First aid kits are accessible in the line-up area, as well as at dispersal.

Parade Movement
• **All entries must stay within 15' of the entry in front of them to reduce large gaps between units**.
• The Clearwater Parade Review Committee has worked very hard to make sure that the parade route is free of interruptions; therefore, there will be no countermarching or maneuvering in any form by any unit that will create any type of gap. All maneuvering, choreography, and marching styles must be performed while moving forward. Any special effect drills that comply with the above statement must also be executed at a speed necessary to maintain the specified distances between parade units.
• No standing or stopping in front of the judges or media.
• Units may not solicit any monetary donations or sales of goods to spectators.

Dispersal Area
• Continue moving throughout dispersal until parade personnel show you where to stop. No exceptions. Float or specialty members should not walk or march back through the parade route after disbanding. Your cooperation in this busy area will be expected!

Map Attached

PARADE REGISTRATION

Please submit parade registration by Wednesday, November 6 to be guaranteed placement in the line up

Parade begins at 6:30pm

Friday, December 6, 2019

Contact Information

Organization Name:_____

Contact:_____ Cell Phone #:_____

E-mail (please print clearly):_____

Address:_____ City:_____ Zip Code:_____

Entry Classification	**Parade Entry Fee**
Revenues collected benefit recreation program scholarships for youth and families	
☐ **Commercial / Business**	$50
☐ **Non-Profit / Civic / Individual & Non-Business**	$15
☐ **School / City / Government / Municipal / Royalty**	no charge

Total Enclosed ☐

Parade Category **(All entries are required to have music/sound and must be illuminated)**

☐ Float/Trailer
☐ Band
☐ Politician (vehicle/walk)
☐ Commercial Vehicle (car/van/truck)
☐ Equestrian/Livestock/Animal
☐ Walking Unit
☐ Visiting Royalty (float/vehicle)
☐ Other:_____

Insurance Requirements

All entries must be insured. The signature below indicates compliance with the liability insurance requirement.

I understand participation in Parks and Recreation programs involves and element of risk or danger for all participation and may cause serious injury, death, or property loss. I agree to assume these risks for my family and release the City of Eau Claire, its employees, and other participants from any liability, for injuries and damages sustained while participating in these programs. I understand a physicians approval is encouraged prior to participation.

Signature_____ Date_____

Please Send Parade Entry Form To:
Eau Claire Parks, Recreation & Forestry
915 Menomonie Street
Eau Claire, WI 54703

Please Make Check Payable To:
Eau Claire City Treasurer

Judges Platform
Grand Avenue Pedestrian Bridge
Fireworks Launch Site
1ST AVENUE
GRAND AVENUE
START
No Parking on 2nd
2ND AVENUE
Participant Drop Off
(W Grand & 3rd)
Parade Line Up
OXFORD AVENUE
LAKE STREET
No Parking on Lake between 1st & 5th
HUDSON STREET
BROADWAY STREET
NIAGARA STREET
Return Route (Chippewa, 2nd, to Lake)
CHIPPEWA STREET
END
Parade Route
ECPD Squad Cars
Barricades/Line-up
Parade Marshals/Volunteers
First Aid/Emergency Area
City PR Truck
Garbage Can
WATER STREET