



**Participation Details for
The Asheville Holiday Parade
November 19, 2011**

Well, the parade is just next Saturday and it's looking like perfect weather and we expect it to be a great day. We want it to run as smoothly as possible for you with safety of the greatest importance. The following document should answer any questions you may have. Please read it carefully and be sure to communicate all of the relevant points to everyone in your group. We have bolded in red the very important points to ensure a smooth drop off and pick up at the end. If you have any questions not addressed, **give me a call on my direct line at 828 628-1422 or email sandie@ashevilleparade.org**. See you next Saturday!

Sandie

If it's in red, it's important!

LINE UP AREA

Parade lineup will be on Charlotte Street from College Street to Martin Luther King Blvd. from 7:30 am until 1 pm. Martin Luther King Blvd to McCormack to Biltmore will be used for through traffic. **The only vehicles allowed onto Charlotte will be those riding in the parade.**

SIGNAGE/LINE UP NUMBER

Every vehicle or float must have a large black line up number visible in the front right window so judges/TV anchors can identify entry. **New this year, we will deliver to you two signs with your entry name/number once you are in line up position.** These signs should be placed on either side of your main vehicle or carried by walkers if possible.

TAG ALONGS / CHAPERONES / PARENTS

Only essential people should be walking with your entry. Everyone must be DRESSED FOR A PARADE... costumes, uniforms, similar outfits. Everyone else should watch the parade from the route.

STAYING IN TIGHT FORMATION

Keep your group TIGHTLY together. Do not stretch out into the crowd. Dance / cheer / sport teams should be kept tightly together for maximum impact of performance.

HANDING OUT FAVORS

You must have one person for each side designated for this task only. They must keep up with the moving vehicle. Vehicles will NOT be allowed to stop to wait.

DROP OFF OVERVIEW

If you are arriving on a vehicle/float/car that is riding in the parade, proceed through the main barricade to your line up number.

If you will be using drop off areas, see the attached chart for your assigned area.

You have been assigned one of three drop off areas depending on your place in the line up. The three drop off areas are: **#1 = Tripps Parking Lot** on College/Charlotte Streets, **#2 = Stephens-Lee Rec Center** off MLK Blvd. and **#3 = Public Works Parking Lot** on Charlotte Street. **Only #1 and #2 areas are for individual drop off. Area #3 is for large buses only** such as school bands, large JROTC group buses, etc.

Large groups of children/people must meet outside of parade area and carpool to your designated drop off area. Please be sure to communicate clearly with parents. There are thousands of people in the parade. If you can get your groups reduced to 7 or 8 cars instead of 70 or 80, it will help the day run smoothly.

Every group in the parade must have a representative at the drop off area if small children are being dropped off. We do not have enough volunteers to walk children to their line up number. **The group leader must make arrangements to get children to their line up spot.**

LINE UP TIME

Parade starts at 11 am SHARP. It takes about 45 minutes for the parade to move through the kick off line.

Entries #1 to 50 must be ready to roll by 10:45 am, #51 to #90 by 11:00 am.

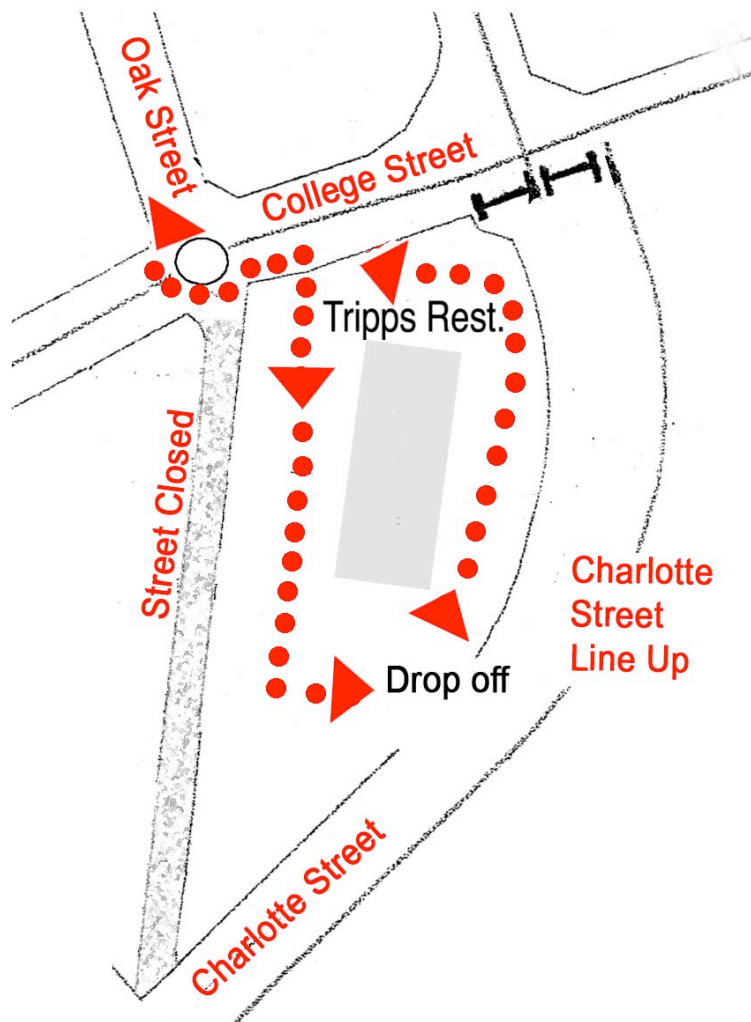
No vehicles will be let into the parade line up area after 11 am.

LINE UP AREAS

Remember to check the attached chart for your assigned line up area.

DROP OFF AREA #1 TRIPPS:

Enter the Tripps parking lot from College Street or Oak Street via the roundabout. Follow Traffic Control Parade Marshal's instructions. After entering parking lot, continue toward back, make left to drop off and then continue around building back to where you came in. **There is no facility for you to park in this lot.** If you have to "get ready" or "primp", **do it before entering drop off area.**



DROP OFF AREA #2 STEPHENS-LEE REC CENTER:

Access from College and Martin Luther King Jr. Blvd. Go down MLK Blvd to make a right turn onto Hazzard Street and left turn onto Max Street and into the Stephens-Lee Rec parking lot to drop off. Follow Traffic Control Parade Marshal's directions. After drop off, cars will be directed down Max Street to make a left onto Grail St. to Ridge Street and right onto Hazzard Street to left onto MLK Blvd to exit.

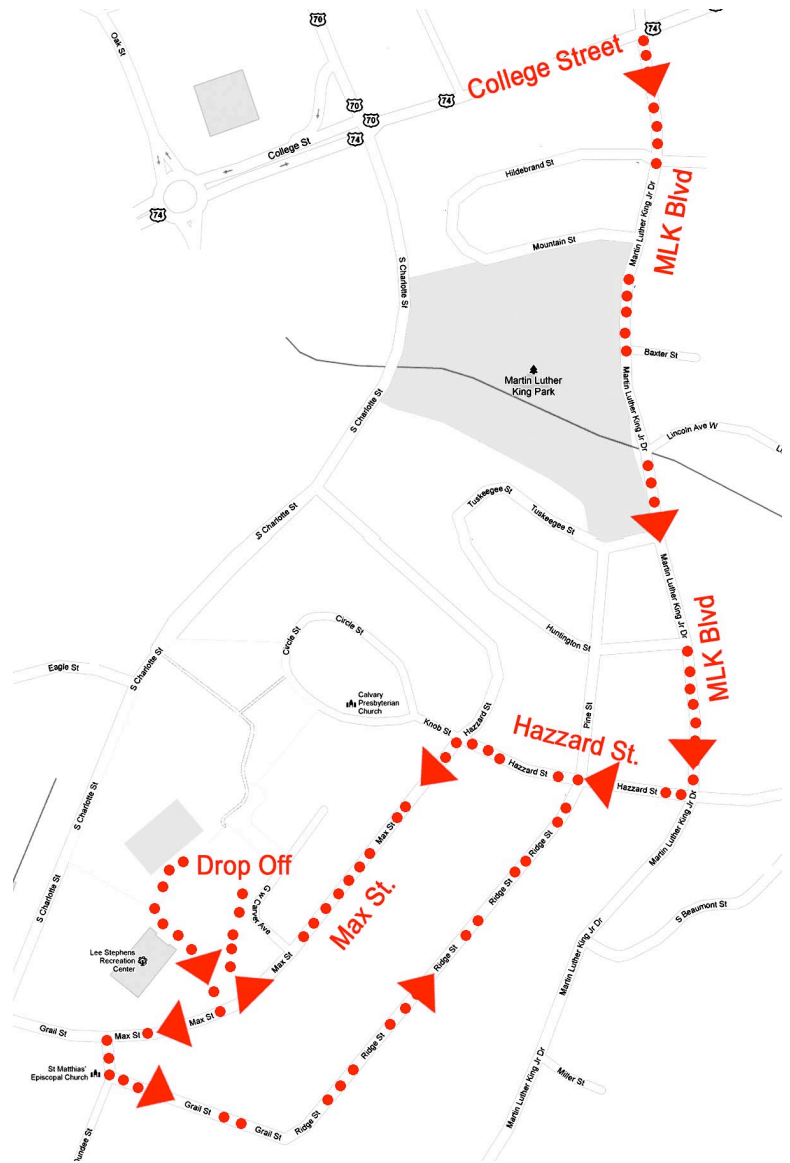
PERFORMANCE STOP

There is only one performance stop and time is strictly limited to one minute or less which includes your set up time.

The performance stop will be at Pack Place where the TV Cameras and Judges are located. Please stick to the rules and keep within the one minute limit. Once your performance is over, please move along quickly so the parade can finish within a reasonable time.

NEW THIS YEAR – PLEASE NOTE

All performances using recorded music must submit a CD of the performance song **ONLY** (no other music tracks to forward through). This is to ensure proper sound quality for the TV recording. There will be an amplified system at the performance area. **If you are performing to the music along the route, be sure to turn it off before getting into performance area. Performing groups WILL NOT use their systems in the performance area.** There will be a clearly defined area designating the Performance Area. Gather your group within the area quickly. As soon as the last part of your group is within the performance area, you will have 10 seconds to “set” your performance and the music (you provide us) will begin. There will be a sound engineer who will cue you but the music will start. Once your performance is over, please continue on with the parade and move along quickly (at which point you can use your amplified systems again once you are off of the “performance area.” **If you have questions regarding this, please give a call. We need to have your CD at the office (ADA, 29 Haywood Street, Asheville, NC 28801) by Wednesday, November 16.**



PARADE END/PICK UP OVERVIEW

Parade will officially end at French Broad. Vehicles not requiring any drop off may go straight, or make a right or left turn onto French Broad Street to exit.

Walking groups should exit the parade route via Ann or Carter Streets which will be designated walk streets. There is a large parking lot that runs between both these streets where children can safely wait for pick up.

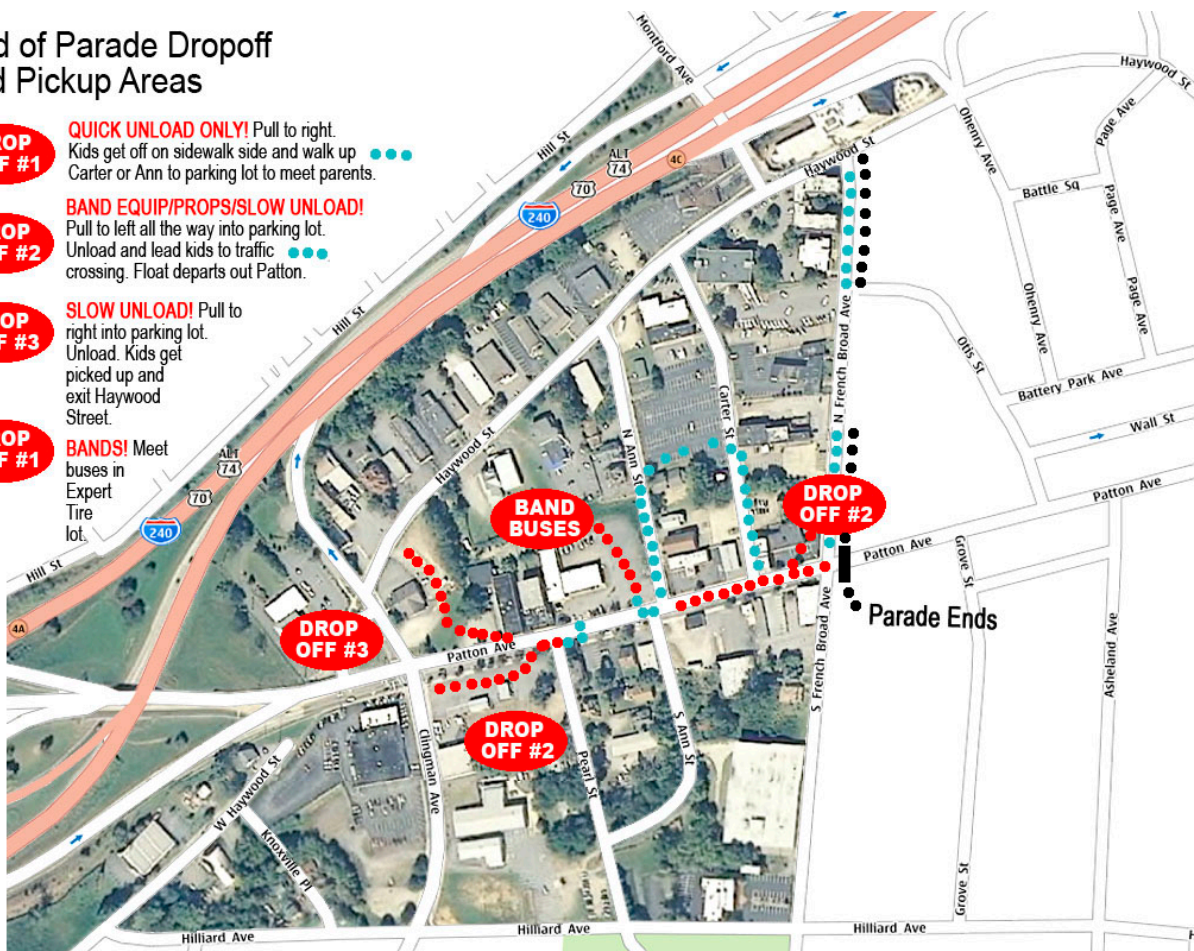
Floats needing to let children off quickly (no instruments or large props, just children), should pull over to the right so the children can safely get off on the sidewalk side only and walk up Ann or Carter Street.

Other large vehicles, floats and rental floats should proceed to the designated parking area assigned on the attached chart. No children should be allowed to disembark until the vehicle is safely within the designated parking area.

Bands and any other groups that arrived by bus, should proceed to the Expert Tire parking lot where the buses will be waiting.

End of Parade Dropoff and Pickup Areas

- DROP OFF #1** **QUICK UNLOAD ONLY!** Pull to right. Kids get off on sidewalk side and walk up Carter or Ann to parking lot to meet parents. ●●●
- DROP OFF #2** **BAND EQUIP/PROPS/SLOW UNLOAD!** Pull to left all the way into parking lot. Unload and lead kids to traffic crossing. Float departs out Patton. ●●●
- DROP OFF #3** **SLOW UNLOAD!** Pull to right into parking lot. Unload. Kids get picked up and exit Haywood Street.
- DROP OFF #1** **BANDS!** Meet buses in Expert Tire lot.



PARADE END/PICK UP DETAILS

DROP OFF AREA #1

Located on Patton Avenue near Jan Davis Tires at the end of the parade route.

LOOK FOR THE SIGN AND PARADE MARSHALS. Pull to the curb, unload passengers and pull straight out (carefully) to exit parade route. **DO NOT leave the site with participants still on the float/attraction. DO NOT leave children unattended – a designated adult chaperone MUST stay with the children until the parents/guardians come to pick them up.**

DROP OFF AREA #2

Located in the Anderson Volvo Used Vehicle lot on the left side of Patton Ave at the end of the parade. **LOOK FOR THE SIGN AND PARADE MARSHALS.** Pull all the way into lot where you can safely unload passengers. **DO NOT leave the site with participants still on the float/attraction. Escort children to the Crossing Guard if they must cross street.** Vehicle should exit parking lot and parade route.

DROP OFF AREA #3

Located in the Citizens Fuel Parking Lot on the right side of Patton Avenue and Clingman Avenue at the end of the parade. **LOOK FOR THE SIGN AND PARADE MARSHALS.** Pull all the way into lot where you can safely unload passengers. **DO NOT leave the site with participants still on the float/attraction. Escort children to the Crossing Guard if they must cross street.** Vehicle should exit parking lot and parade route.

Remember that the designated area for safe pickup of walking participants is the Carter Street Parking Lot by Expert Tire.

PARKING

City lots and street parking is available as usual. Please plan on a vehicle at the end of the route to take groups back to cars parked elsewhere. There is no parking allowed in the Carter Street lot or any other lots being used for pick up.

BATHROOM FACILITIES

There will be portajohns located on Charlotte Street (Public Works Parking Lot) and toward the front of line up, as well as at the end of the route in the Jan Davis parking lot.

QUESTIONS?

We expect there may be some questions. Please reread this document and if you still have questions, please give me a call or email. Thanks for your help in making this the very best parade ever!

Sandie Rhodes
Parade Director
828 628-1422
sandie@ashevilleparade.org

LOAD-IN	LINE-UP	PARADE #	ENTRY NAME	PERF.	LOAD-OUT
FRONT	R	1 A	Asheville Downtown Association		NA
FRONT	R	1 B	Asheville Police Department		NA
FRONT	R	1 C	Asheville Fire Department		NA
FRONT	L	2	BELK - SPONSOR Junior League of Asheville		1
FRONT	S	0	GRAND MARSHALS Asheville Living Treasures		NA
FRONT	L	3 B	Deerfield Episcopal Retirement Community	X	2
FRONT	L	4	Buncombe County Sherriffs		NA
SL	R	5	Asheville HS - Miss		1
SL	R	5 B	Asheville HS Dance	X	1
BAND	R	5 C	Asheville High School Band	X	BAND
SL	L	6	96.5 Asheville Radio Goup		3
SL	L	7	Oakley Elementary	X	1
SL	L	8	Asheville Hockey League	X	2
SL	L	9	Waffle House		3
SL	S	10	Asheville Humane Society		1
SL	L	11	AB Tech		2
NA	S	12	Hillcrest Highsteppers	X	1
SL	L	13	Paramount Kia of Asheville		3
SL	R	14	Asheville On Bikes	X	2
SL	L	15	Deal Chicken of Asheville		2
BAND	R	16 A	T.C. Roberson Band	X	BAND
BAND	R	16 B	T.C. Roberson JROTC	X	BAND
SL	L	17	Miss Asheville		NA
SL	L	18	105.9 The Mountain Asheville Radio Group		3
SL	L	19	Gizah Temple #162		2
SL	R	20	Asheville Dance Theatre	X	1
SL	R	21	Erwin Youth League	X	1
SL	L	22	West Asheville Church of God		2
SL	S	23	Wellspring Farm and Baa Hum 4H Club		2
SL	L	24	Folk Heritage Comm.	X	3
SL	L	25	Asheville Branch N/AACP		3
SL	R	26	Center Stage	X	1
SL	L	27	Land of Sky Clean Vehicles		3
SL	GRASS	28	Brother Wolf Animal Rescue		2
SL	R	29	Asheville Sun Soo Tae Kwon Do	X	1
SL	L	30	IWANNA		3
SL	R	31	Art Space Charter School	X	1
SL	R	32	Boy Scouts of America Soqua District		1
SL	L	33	Hometown Holiday Jam	X	2

SL	L	34	Great Smokey Mountain Railroad		3
SL	H	35 A	Emmanuel Lutheran School - 3rd grade		1
SL	H	35 B	Emmanuel Lutheran School - Athletics	X	1
SL	L	36	1948 Touring Co	X	2
SL	L	37	Sound Extreme Entertainment	X	3
SL	L	38	Two Men and a Truck/AMS & Sons Moving		3
SL	R	39	Mountain Elite All-Stars	X	1
BAND	R	40	Brevard College Cheerleaders	X	BAND
SL	L	41	Liberty Tax Service of Asheville		2
HORSE LOT	S	42	Wells Fargo		NA
SL	L	43	State Employees Credit Union		3
SL	L	44	Telco Community Credit Union	X	2
SL	L	45	Trinity Baptist Church Asheville		2
BAND	R	46	A.C. Reynolds JROTC	X	BAND
BAND	L	47	Window World		BAND
TRP	L	48	State Farm Insurance		2
BAND	R	49 A	Enka HS Band	X	BAND
TRP	R	49 B	Enka Jr. Jets Cheerleading	X	1
TRP	L	50	WLOS		2
TRP	L	51	Sound Explosion Mobile DJ		3
TRP	R	52	Blue Ridge Rollergirls		2
TRP	L	53	Clear Channel & Ingles Supermarkets		2
TRP	R	54	Asheville Gymnastics	X	1
TRP	L	55	Alan's Jewelry and Pawn		3
TRP	L	56	Rock Academy	X	2
TRP	R	57	Asheville Community Theatre		1
TRP	R	58	Urban Arts Institute	X	1
TRP	L	59	Firehouse Subs		3
BAND	S	60 A	Erwin High School JROTC	X	BAND
BAND	S	60 B	Clyde A. Erwin HS Warrior Pride Marching Band	X	BAND
TRP	R	61	ABYBL Emma Youth League	X	1
TRP	L	62	Bojangles of WNC		1
TRP	L	63	WKJV Radio Station		2
TRP	R	64	Rockstar Cheer Asheville	X	1
TRP	S	65	Natural Balance Therapy and Riding Center		2
TRP	R	66	Montesorri Elementary School of Asheville	X	1
TRP	L	67	Beta Lambda Zeta Chapter of Zeta Phi Beta		3
TRP	L	68	Munchkin Market, LLC	X	1
TRP	L	69	Costume Shoppe		1
BAND	R	70	Western Carolina University Dancers	X	BAND

TRP	L	71	ABCCM		2
TRP	R	72	Angie's Dance Academy	X	1
TRP	R	73	Asheville Art Museum		1
TRP	R	74	Viper All Star Cheerleaders	X	1
TRP	L	75	Mountain Xpress		3
TRP	L	76	Calvary Baptist Child Enrichment Center		1
TRP	L	77	Anytime Fitness of Asheville	X	2
TRP	L	78	Buckner, George		3
TRP	R	79	Ira B. Jones Elem. Drama	X	1
TRP	L	80	Bullman Heating and Air		3
TRP	R	81	Miss Donna's Academy of Dance	X	1
TRP	L	82	Asheville Savings Bank		2
TRP	L	83	Double Take / Preferred Properties	X	2
TRP	L	84	GoMinis Portable Storage		3
BAND	R	85	Mitchell High School Band	X	BAND
TRP	L	86	M. R. Motorcycle		3
TRP	L	87	Asheville Greenworks	X	2
SANTA	L	88 A	Reindeer	X	NA
SANTA	SANTA	88 B	Montford Park Players		1
SANTA	L	88 C	Biltmore - America's Largest Home	X	NA
HORSE	S	89 A	Woods, Mary Ellen		NA
HORSES	S	89 B	Duncan Creek Paso Fino Farm		2