

TO: Entries in the West Bend Christmas Parade
FROM: West Bend Christmas Parade Committee
RE: Christmas Parade Line-up Information

Thank you for participating in the West Bend Christmas Parade. Listed below you will find several very important items you will need to be aware of to participate in the parade.

- Statement from West Bend Police
- A description of each line-up/staging area.
- How your float should enter the line-up/staging area.
- Where your participants should be dropped off.
- Parade Route information.
- Judging information.
- Dispersal information.
- Parade regulations/miscellaneous

STATEMENT from West Bend Police Department

The West Bend Police Department is committed to ensuring all spectators and participants safely enjoy this year's Christmas Parade. We encourage spectators to arrive early to avoid road closures. Starting at 3:00PM, North Main Street will be closed to vehicular traffic between Silverbrook Drive and Park Avenue. Additionally, the entire parade route will close to all vehicular traffic by 4:45PM.

As is the case every year during the Christmas Parade Washington Street/Highway 33 at 7th Ave. will be closed to through traffic during the parade. No vehicles will be allowed to cross 7th Avenue from 4:45PM until the end of the parade. The detour routes are marked on Highway 33 eastbound at N. 18th Ave. and on Highway 33 westbound on Indiana Ave. Drivers not attending the parade should follow the detour signs as police will have the road closed at 7th Ave. until the end of the parade.

Parade organizers and West Bend Police ask all to allow more time to get to the parade, and to be cooperative with police and volunteers that are staffing the intersections and parade route.

The following rules must be adhered to by all participants:

- ✓ **NO DISTRIBUTION OF LITERATURE ALONG THE PARADE ROUTE.**
- ✓ **CANDY MUST BE DISTRIBUTED BY WALKERS. (NOT THROWN)**
- ✓ **ENTRIES MUST PERTAIN TO THE CURRENT CHRISTMAS THEME.**
- ✓ **NO FLOATS/ENTRIES PERTAINING TO ALCOHOL, TOBACCO, DRUGS, POLITICAL REFERENCES, OR SOCIETAL ISSUES WILL BE ALLOWED.**
- ✓ **NO SANTA'S OR MRS. CLAUS' ALLOWED. PARTICIPANTS DRESSED LIKE SANTA WILL BE REMOVED.**
- ✓ **LIGHTS AND MUSIC ARE REQUIRED FOR ALL FLOATS/ENTRIES OR PULLED ENTRIES.**
- ✓ **YOU MUST ENTER THE STAGING AREAS FROM THE DESIGNATED ENTRY POINTS.**
- ✓ **YOUR ENTRY MUST BE IN THE STAGING AREA NO LATER THAN 4:15 P.M.**

The primary West Bend Christmas Parade audience is children, please keep this in mind when preparing your entry. The parade committee reserves the right to remove any participant for inappropriate actions or behavior for this audience, or if the parade participant guidelines are not followed.

PLEASE NOTE THE NEW 2024 PRIMARY STAGING AREA

Main Street Staging Area

- Odd numbered entries will Line-up in the southbound lanes on the western edge of Main Street from Park Avenue to Silverbrook Drive.
- Even numbered entries will Line-up in the northbound lanes on the Eastern edge of Main Street from Park Avenue to Silverbrook Drive.
- **Floats/Entries and vehicles pulling Floats/Entries must enter the staging area from the intersection of Main Street and Park Avenue.**
- A number in the staging area will indicate the space reserved for your use. You will be directed to your area by staff when entering the staging area.
- **Only parade Floats/Entries and their vehicles can enter the staging area from the intersection of Main Street and Park Avenue.**
- Person's riding, marching, or walking with Floats/Entries must be dropped off at the Regner Park parking lot off of Park Avenue (Regner Park participant drop area).
- You must have your entry in the staging area by 4:15 p.m. and be prepared to start at 4:30 p.m.

Kuester Lane parking lot Staging Area (Animal Units)

- The line-up is in the Kuester parking lot that is entered from Main Street.
- Floats/Entries and vehicles pulling Floats/Entries must enter the staging area from Park Avenue travelling in a southbound direction.
- A number
- in the staging area will indicate the space reserved for your use. You will be directed to your area by staff when entering the staging area.
- Only parade Floats/Entries and their vehicles can enter the staging area from Main Street.
- Person's riding, marching, or walking with Floats/Entries must be dropped off at the Regner Park parking lot off Park Avenue (Regner Park participant drop area).
- You must have your entry in the staging area by 4:15 p.m. and be prepared to start at 4:30 p.m.
- After unloading your animals, you may transport your vehicles/trailers to the dispersal area on South Main Street near Decorah Road in the top Badger Middle School Lot
- You are responsible for cleanup of your animals in the staging areas, parade route, and dispersal areas.
- Chaperones or walking assistants are required to always keep animals under control.
- **ALL ANIMALS MUST BE KEPT IN THE STAGING AREA AND ARE NOT ALLOWED ON ANY GRASS AREAS OR OTHER PARTS OF THE PARK PRIOR TO THE PARADE**
- **ALL ANIMALS ARE NOT ALLOWED ON ANY GRASS AREAS OF BADGER MIDDLE SCHOOL**

• Rivershores Staging Area

- Line-up is on Rivershores Drive from Veterans Avenue to Main Street.
- Floats/Entries and vehicles pulling Floats/Entries must enter the staging area from the intersection of Rivershores Drive and Veterans Avenue.
- A number in the staging area will indicate the space reserved for your use. You will be directed to your area by staff when entering the staging area.
- Only parade Floats/Entries and their vehicles can enter the staging area from the intersection of Rivershores Drive and Veterans Avenue.
- Person's riding, marching, or walking with Floats/Entries must be dropped off at the intersection of Rivershores Drive and Veterans Avenue.
- You must have your entry in the staging area by 4:15 p.m. and be prepared to start at 4:30 p.m.

Silverbrook Drive Staging Area

- The line-up is on Silverbrook Drive between 10th Avenue and Main Street. The step off is at the corner of Silverbrook Drive and Main Street.
- Floats/Entries and vehicles pulling Floats/Entries must enter the staging area from the intersection of Hwy 33 (Washington St.) and Silverbrook Drive.
- A number in the staging area will indicate the space reserved for your use. You will be directed to your area by staff when entering the staging area.
- Only parade Floats/Entries and their vehicles can enter the staging area from the intersection of Silverbrook Drive and Washington Street.
- Person's riding, marching, or walking with Floats/Entries must be dropped off at the Regner Park parking lot off of Park Avenue (Regner Park participant drop area).
- You must have your entry in the staging area by 4:15 p.m. and be prepared to start at 4:30 p.m.

Parade Route

Main Street south from Silverbrook Drive to 7th Avenue, left on Cedar Street, right on Main Street to Oak Street. The Parade ends at the intersection of Main Street and Oak Street.

- In order to keep continuous parade movement, please maintain approximately 20 feet of space between units.
- Watch behind you to ensure that groups are keeping up. If not, please slow down slightly to let them catch up.
- There will be parade officials in green vests along the parade route; please listen to their instructions along the way.

Dispersal

All units will continue south on Main Street from Oak Street and continue as far south as possible. Units will pull as close to the curb as possible when unloading.

Judging

If you have selected the option to be judged during the parade a sign with your unit number **must appear on the front and left side and front of your entry along with the sponsoring entity or business name**. Use a white board no smaller than 11" X 17" with bold black letters.

Judges will be in front of Husar's House of Fine Diamonds (East side of the road). If the judges are unable to identify your entry, you will not be judged.

Miscellaneous

No candy can be thrown from any unit.

No literature may be handed out per City Code.

Cancellation will be announced on City of West Bend Facebook page.

Reckless behavior or operation of any entry is prohibited.

Be considerate of other entries when adjusting the volume of your music/sounds.

Smiling and waving by all participants is encouraged!