

## 2014 Asheville Holiday Parade

November 22, 1100-1600

The theme will be “Home for the Holidays”

We will start mustering at 0900 at the Ingles parking lot, which is located at 29 Tunnel Road, Asheville, NC

Click [HERE](#) for a map

### USSVI NC Submarine Vets

We know you're as excited as we are about the parade. It is going to be the absolute best parade with giant helium balloons, Grand Marshal, Caleb Johnson, and honoring our veterans! And we know you and your group will do your part to make it the most entertaining parade ever.

### Your line up number is: **61**

- Everyone must be in place ready to roll by 10:45 am.
- Only vehicles in the parade are allowed onto Charlotte Street.
- If you are dropping people off, use drop off area is #1 at **One Oak Plaza / NC State Employees Credit Union** at the corner of Charlotte and College Streets which is closer to the back half of the parade.
- **Please consider carpooling and encouraging your parties to carpool. Downtown is very busy that day and any opportunity to reduce traffic is crucial. Asheville Transit is offering incentives to ride the bus into town for the parade!**

Jamie Carpenter  
Events/Operations Manager & Volunteer Coordinator

Much more information about the parade can be found below and at the following website:

<http://www.ashevilledowntown.org/holidays>



## INFO PACKET FOR ENTRANTS - November 22, 2014

This is the biggest parade yet and we're **counting on you to make it the best!** Everyone plays a part in that. Please read this carefully **and be sure everyone in your group knows the important parts as well.** We have bolded in red the very important points to ensure a smooth drop off and pick up at the end. If you have questions **after reading this**, please call me at 828 628-1422 or email [sandie@ashevilledowntown.org](mailto:sandie@ashevilledowntown.org). See you on the 22<sup>nd</sup>!

**\*\*\*\* IF IT'S IN RED... IT'S IMPORTANT! \*\*\*\***

### SIGNAGE/LINE UP NUMBER

**Every entry must have its line up number placed so it's visible to judges and TV cameras.** Vehicles should have number placed in **the front right window** so judges/TV anchors can identify entry. Walking entries should **attach their number to a banner or sign** carried by walkers. **A PDF of your number to print is attached for your convenience.**

### TAG ALONGS / CHAPERONES / PARENTS

**Anyone in the parade must be DRESSED FOR A PARADE... costumes, uniforms, similar outfits.** Parents with strollers or those just walking along in street clothes are strongly discouraged. They should watch the parade from the route and meet up at designated pick up area. **Any walkers not in the official parade entry must move to the LEFT side before reaching judging area so the TV cameras get a clear shot of your entry.**

### STAY IN TIGHT FORMATION

Keep your group **TIGHTLY** together, not stretched out into the crowd. **Dance / cheer / sport teams should be kept tightly together for maximum impact of performance and safety.**

### BREAKDOWNS

If your vehicle or group suffers a mishap, **STOP AND PULL OVER TO THE LEFT SIDE** as far off the parade route as you can and **FLAG DOWN A MARSHAL OR POLICE OFFICER.**

### HANDOUTS

**Paper handouts are no longer allowed. Please only give away items of value- if you'd like to have a paper handout, please attach to a piece of candy or a valuable coupon.**

**No throwing of candy or anything else.** Have two people distributing (one per side).

NOTE: Before reaching judging stand, these people should **move to the LEFT SIDE of the entry** so the TV cameras have an unobstructed view of entry.

## TV CAMERAS/JUDGES

All trucks pulling floats should **pause for 10 seconds at the far tape line in the street just past the judges** so the TV cameras can capture the decorated part of your entry and not the truck pulling it. **Everyone should face the TV cameras/judges and remember to smile!** All non-parade walkers / tagalongs should **move to the LEFT SIDE of the entry** so the TV cameras have an unobstructed view of entry.

## PERFORMANCE STOP

There is only one performance stop at Pack Place before turning left onto Patton Avenue. If you have been approved for a performance stop, **it needs to be a rehearsed, professional performance.** Performances are **strictly limited to one minute or less.** **Your group has 10 seconds to get into performance area.** Prepare your group before you reach the performance area so everyone gets into position quickly and smoothly.

There will be an amplified system at the performance area. If your entry has amplified sound, be sure **to turn it off before getting into performance area.** Performing groups **should NOT use their systems in the performance area.**

The **performance stop will be marked with white and red tape.** **Center your group between the tape marks** for best position for judges and TV cameras. If appropriate, **face the judges/cameras.**

As soon as the last part of your group is within the performance area, **you will have 10 seconds to “set” your performance.** **The sound engineer will cue you before the music starts.** Once your performance is over, move along quickly at which point you can use your amplified systems again.

## PERFORMANCE MUSIC

All performances using recorded music must **submit a CD or MP3 of the performance song by TUESDAY, NOVEMBER 11 IF YOUR MUSIC IS NOT RECEIVED BY THE DEADLINE, YOUR PERFORMANCE WILL BE CANCELED.** Music CD can be mailed or dropped off (there is a door slot if office is closed) at the ADA office, 29 Haywood Street, Asheville, NC 28801 or email MP3 or WAVE file to [info@ashevilledowntown.org](mailto:info@ashevilledowntown.org). If you have questions regarding this, please call **Jamie at 828 251-9973.**

## LINE UP AREA

Parade lineup will be on Charlotte Street from College Street to Martin Luther King Blvd. **from 8:30 am on.**

**ONLY VEHICLES RIDING IN THE PARADE ARE ALLOWED ONTO CHARLOTTE STREET.** The left lane is an emergency lane and must remain open at all times. All vehicles (trucks, floats, buses, etc.)

will line up on the **LEFT SIDE** of Charlotte Street. All walking groups will line up on the **RIGHT SIDE** of Charlotte Street. If your entry has **both a vehicle and walking groups, you will line up on the LEFT SIDE** of Charlotte Street. Parade Marshals/volunteers along line up area will help you find your designated number.

## DROP OFF OVERVIEW

If you arrive in a **vehicle appearing in the parade**, stop at the main barricade on Charlotte Street and you will be directed to your line up number. **All others must use one of the designated drop off areas.** **The only vehicles allowed onto Charlotte will be those riding in the parade.** All other vehicles must unload at drop off areas.

There are thousands of kids in the parade. **All groups of children/people must meet outside of parade area and carpool to designated drop off area.** Communicate clearly with parents. If you can reduce large groups to 7 or 8 cars instead of 70 or 80, it will help the day run smoothly.

**All groups must have a representative at the drop off area to meet small children being dropped off.** Volunteers can't walk children to their line up number. **The group leader must make arrangements to get children to their line up spot.**

**NOTE: There is NO parking in drop off lots, nor can you stop for extended period of time.** It is only for drop off. Find a spot on the street beforehand for primping.

## LINE UP TIME

Parade starts at **11 am SHARP.** It takes about 45 minutes for the parade to move through the kick off line. **Everyone must be in place and ready to roll by 10:45 am.** **No vehicles will be let into the parade line up area after 11 am.**

## LINE UP AREAS

There are two designated areas for drop off **determined by line up number:**

**Area #1 is "NCSECU" / One Oak Plaza Parking Lot on College/Charlotte Streets for numbers 50–100** **\*\*NOTE: This is a new location\*\***

**Area #2 is Stephens-Lee Rec Center off MLK Blvd. for numbers 1–49**

**Area #3 is for school band or ROTC buses only and is in the Public Works Parking Lot on Charlotte Street. Only #1 and #2 areas are for individual drop off. There is no parking at drop off areas.**

COLLEGE STREET BARRICADE

### CHARLOTTE STREET LINE UP

**EMERGENCY FIRE LANE - NO VEHICLES/PEOPLE**

*Line up numbers in road cones along this lane*

**Left Lane for vehicles in line up**

*Vehicle travel lane before pulling into #2 (no stopping)*

*Travel lane for police/parade directors/etc.*

**Right Lane for walking people in line up**

*Line up numbers on sidewalk*

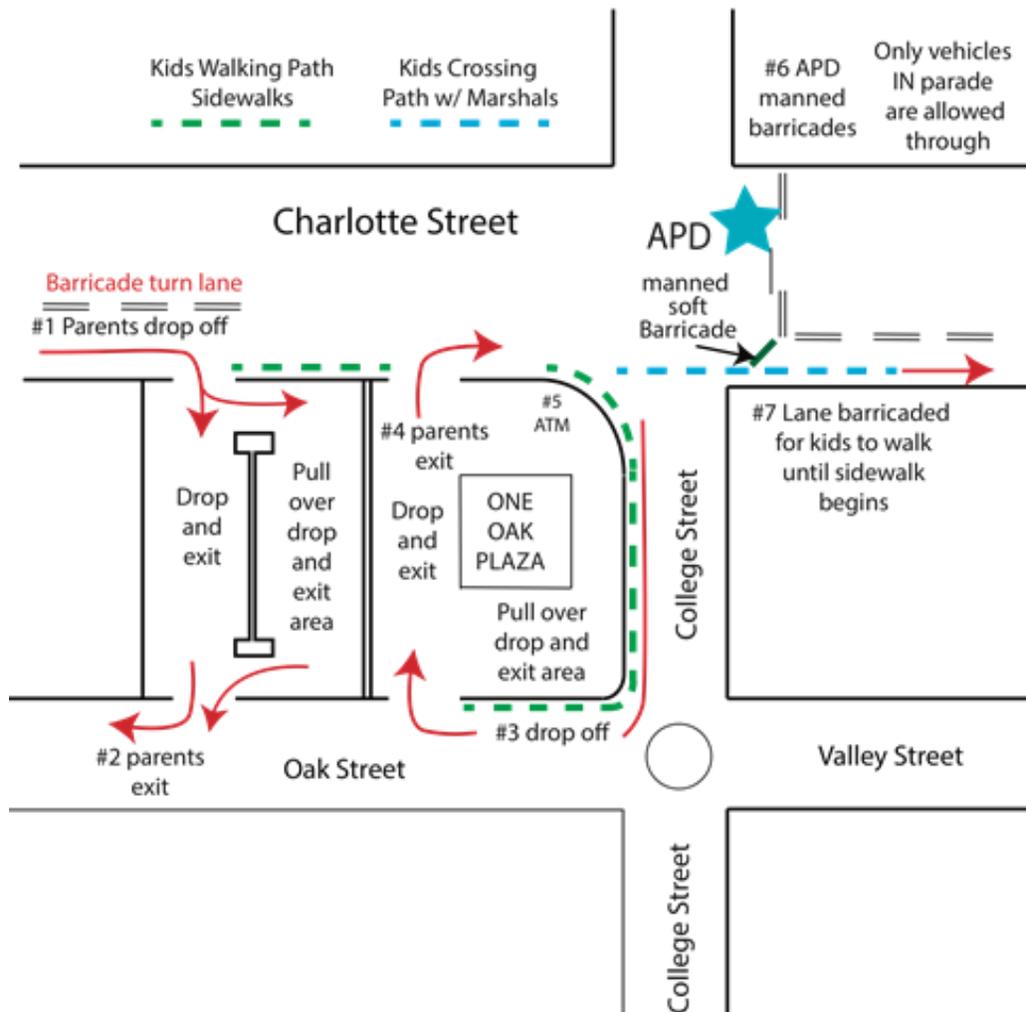
**NEW: DROP OFF AREA #1 ONE OAK PLAZA / NCSECU FOR NUMBERS 50-100:**

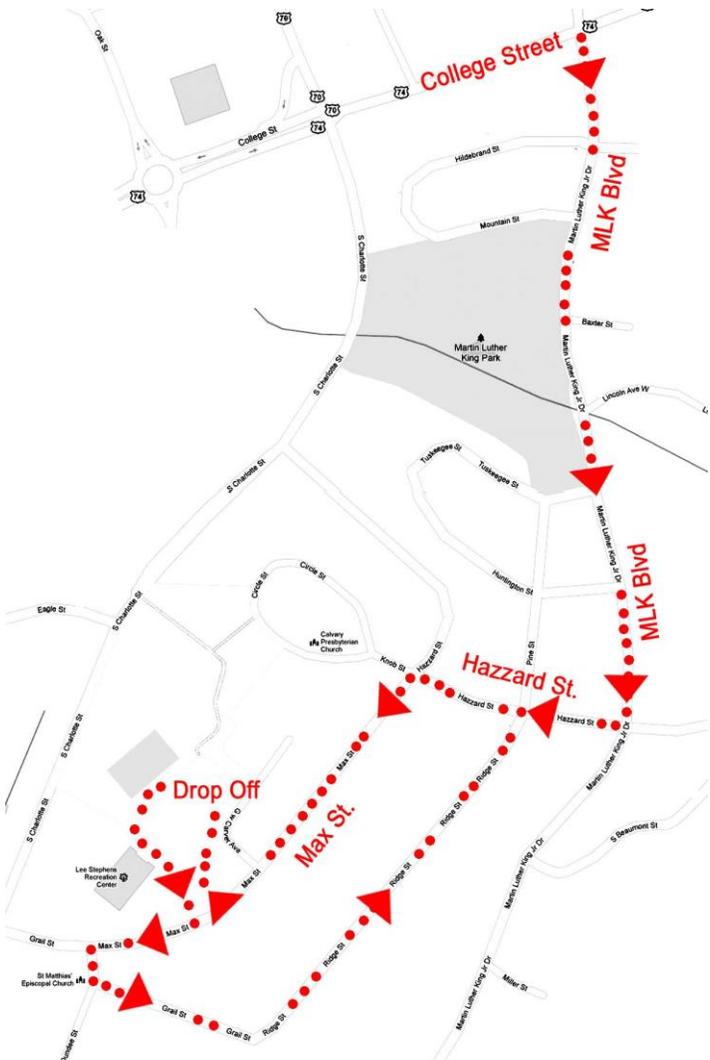
Enter the One Oak Plaza parking lot from Charlotte Street, College Street or Oak Street (see below). **DO NOT make a Left turn onto dropoff #1 on Charlotte Street. Go straight, taking a right at the roundabout into dropoff #3. Follow Traffic Control Parade Marshal's instructions.**

After entering parking lot, continue through, dropping entries off according to the marshal's direction. Entries will be walked across College Street with APD and/or parade marshals directing traffic.

**There is no parking in this lot.** "Primp" before entering drop off area.

**Large vehicles with lots of kids, will be directed to pull over to the side to unload.**





**DROP OFF AREA #2 STEPHENS-LEE REC CENTER FOR NUMBERS 1-45:**

Access from College Street and Martin Luther King (MLK) Blvd.

**Follow Traffic Control Parade Marshal's directions.**

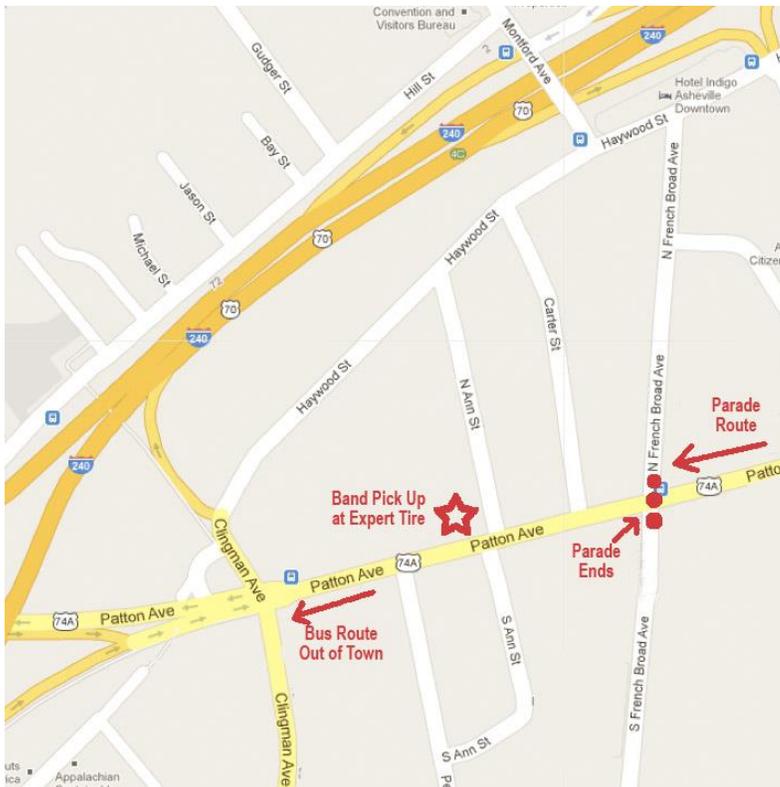
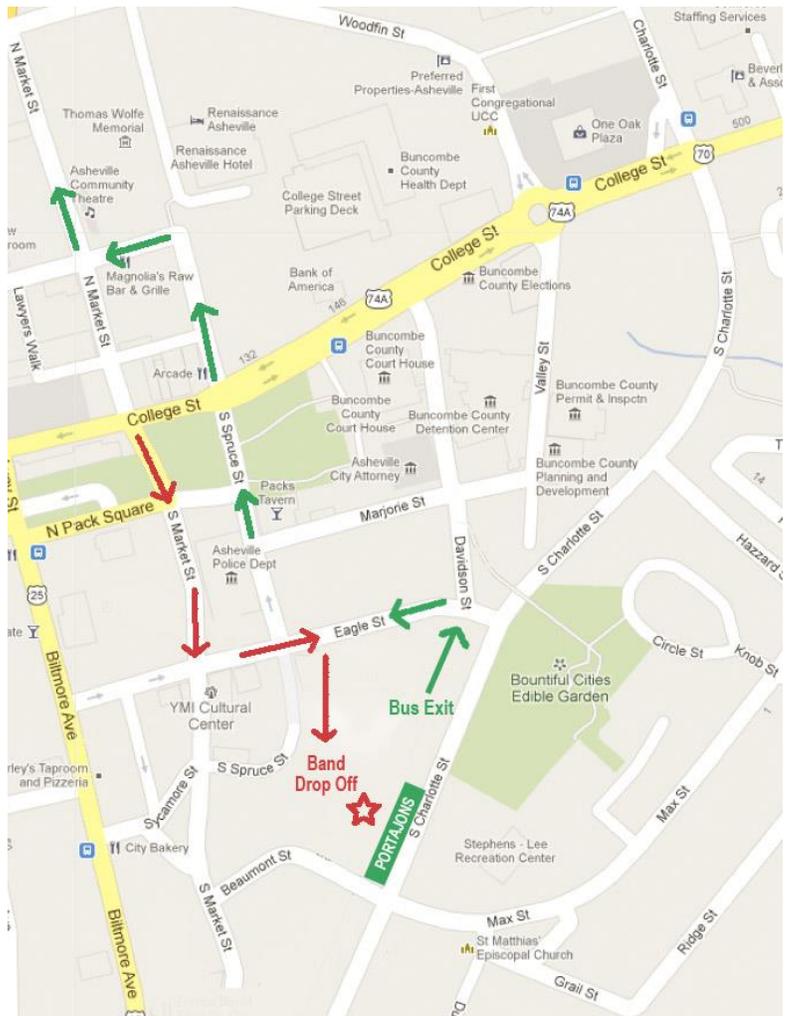
Make turn onto MLK Blvd and then a right turn onto Hazzard Street and left turn onto Max Street. Turn into the Stephens-Lee Rec parking lot to drop off passengers. There is **NO PARKING** in this area.

After drop off, cars will turn right onto Max Street, left onto Grail St. to Ridge Street and right onto Hazzard Street back to MLK Blvd to exit.

## BAND DROP OFF AREA #3 PUBLIC WORKS LOT:

Buses should enter line up area via College Street to Market Street and then make a left on Eagle Street and a right into the parking lot at Public Works. Pull all the way in and around back toward Charlotte Street to discharge.

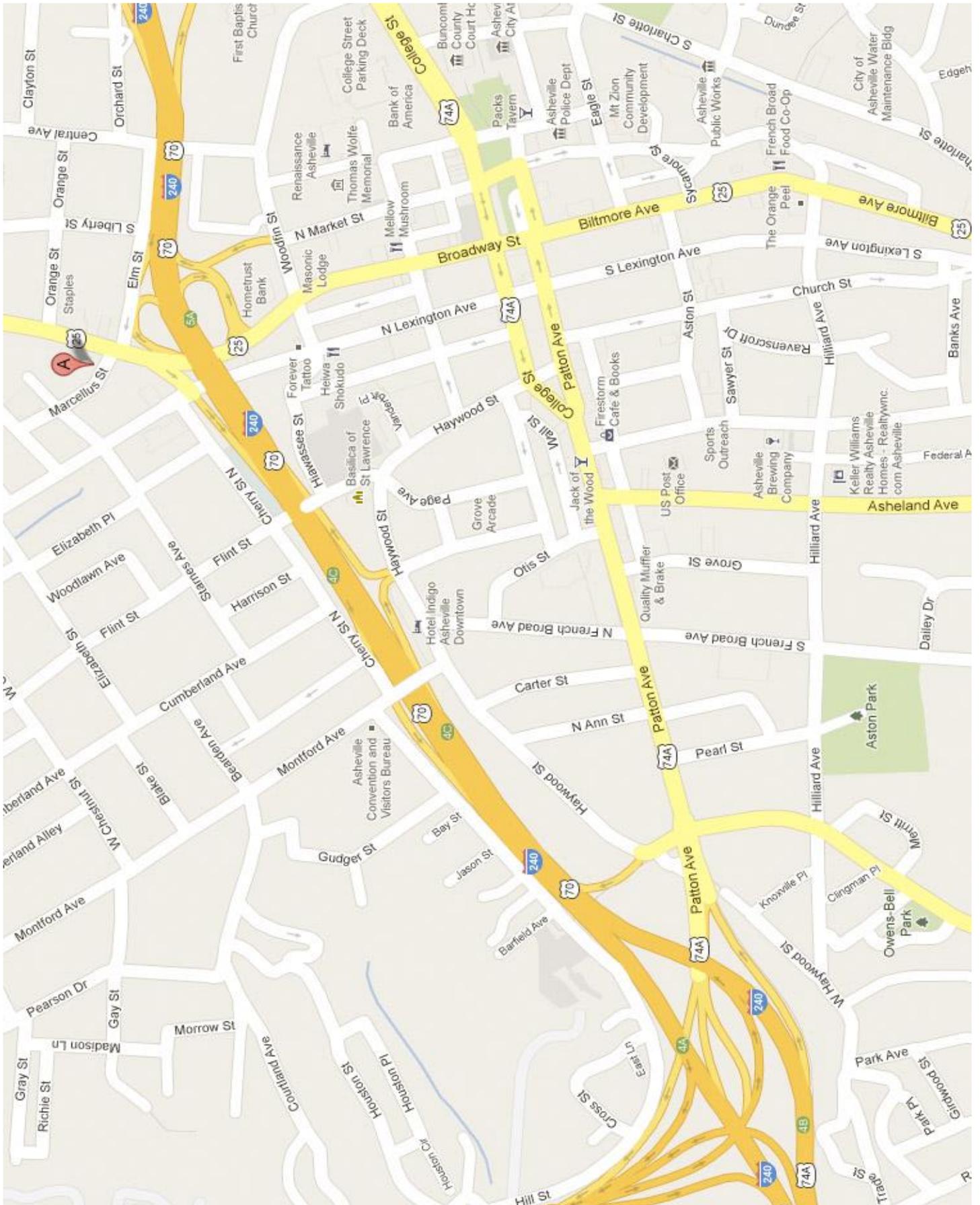
Once empty, buses should **exit left onto Eagle Street**, make a **right on Spruce Street** and cross over College to N. Market to Woodfin or Haywood to get to Patton and Ann Street (Expert Tire) to wait for band for pick up.



## BAND PICK UP:

Band members will march down Patton Avenue and meet buses in the parking lot at Expert Tire on the corner of Patton Avenue and N. Ann Street. When busses are loaded, exit right onto Patton Avenue and continue out to I-240 or parade perimeter roads.

See map of Asheville next page.



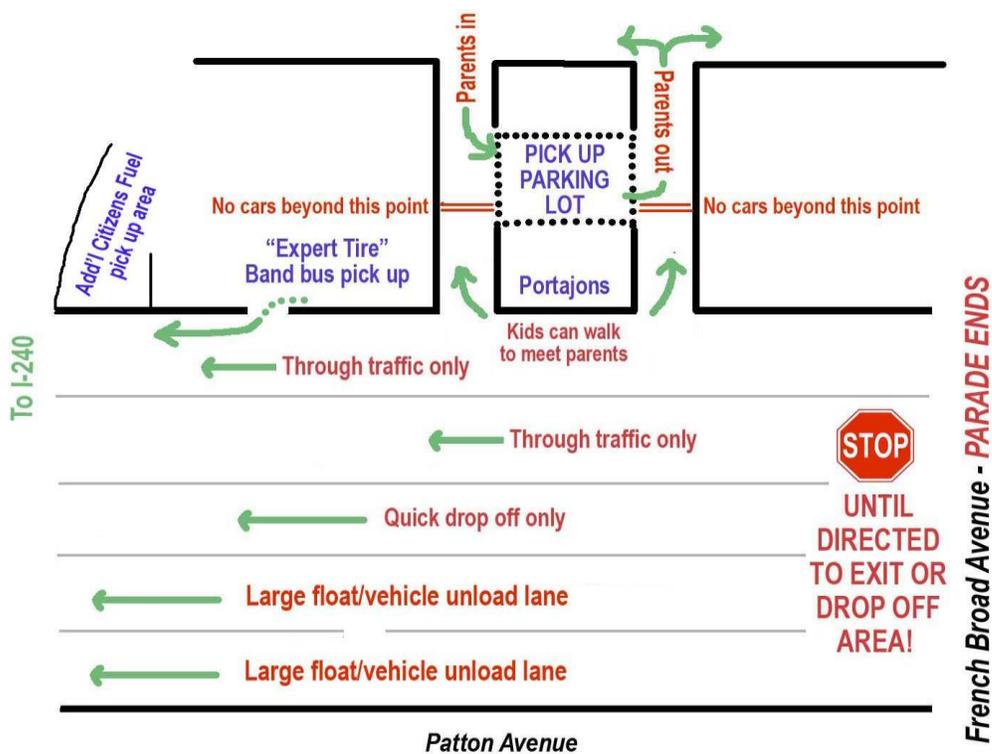
## PARADE END/PICK UP OVERVIEW

Parade officially ends at French Broad. \*\*\*\* **All vehicles and walking participants must STOP at the end point and wait to be directed by a police officer or parade marshal at that location.** \*\*\*\*

Vehicles not dropping off will go straight to Haywood Street and/or I-240, or make a right or left onto French Broad to exit.

**Walking groups should exit the parade route via Ann or Carter Streets that will be designated walk streets.** Parents may pick up children safely in the large parking lot between these streets. (see map below)

**Vehicles doing a QUICK drop off** (no instruments, large props, just children), will be directed to the middle lane to unload.



Large vehicles and floats requiring more time to unload will be directed to the LEFT TWO LANES for unloading. **No children should be allowed to disembark until the vehicle is safely within the designated unload zone.** Chaperone from float/vehicle must see children safely off road.

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

All vehicles and walking groups must **STOP at the end point and wait to be directed by a police officer or parade marshal.** No children should be unloaded until vehicle has fully stopped in designated unload area.

## **PARKING**

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

## **BATHROOM FACILITIES**

There will be portajohns located on **the Public Works Parking Lot** (band drop off area) and toward the front of line up in the **police fleet parking lot**, as well as at the end of the route in the **Jan Davis Tire parking lot** on Patton Avenue and **Pack Square Park**.

## **AFTER PARADE**

After the parade from noon -5pm is Ingles JingleFest, an afternoon of free, family fun at the US Cellular Center. The stage will be hopping for 3 hours emceed by radio personalities Tammy and Dex. A number of dance and song groups from the parade will come back to Pack Square Park to perform full numbers. If your group is professional and you would like to perform, contact Sandie at 828 628-1422 or [sandie@ashevilleparade.org](mailto:sandie@ashevilleparade.org) immediately. JingleFest kicks off at noon and will continue as parade entries finish along the route. While the kids are waiting for Santa to arrive for free photos, they can romp on the giant inflatables or play the many games in the arena, and get started on Christmas shopping at the craft fair. Finish the day off with a stroll through downtown and plan to come back in December when 40+ businesses will have decorated windows for the Downtown Holiday Windows Contest sponsored by Window World of Asheville. Find a guide at [ashevilledowntown.org](http://ashevilledowntown.org).

## **JINGLEFEST PERFORMERS**

Performers will walk up N.French Broad to Haywood Street, taking a right toward the US Cellular Center. An additional email will include details for performers.

## **QUESTIONS?**

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



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