

PARADE DAY GUIDELINES

Welcome to the 2018 Matthews Alive Parade—the largest Labor Day Parade in the Southeast! We are thrilled that you are joining us this year! Whether you are a veteran of the Parade, or a newcomer, we want you to enjoy this chance to successfully promote your organization, cause, or group—and have a little fun along the way!

In Addition to this Document:

1. A map of street closures, as they relate to the Parade on Saturday, September 1. The Matthews Police Department will be directing traffic and assisting vehicles as they, and those of us in the Parade, maneuver through Matthews. Please be respectful and patient!
2. A Staging map that shows your numbered positions along Matthews-Mint Hill Road. Parade staff will meet you in your area on Saturday morning to assist you with preparation and the lineup. They will be wearing a NEON ORANGE '**PARADE CREW**' Safety Vest, so you can easily spot them.
3. The Parade Lineup—lists your staging positions, *sorta* corresponds to the map. This may change last-minute, as usual. Be ready for further editions the week of the Parade.
4. Some of you will receive a Run-Of-Show for the Parade start. It is very specific, and hopefully will help insure a smooth flow at the start of the Parade.

Hints for a Successful Morning:

1. **ARRIVAL**

Entries should arrive at their staging areas **no later than 9:30am**. For those decorating floats, we suggest arriving no later than 7:30am. The Parade will start from McLeod St. at approximately 10:24am.

The Parade starts on Matthews-Mint Hill Road, and ends at Matthews United Methodist Church- it is approximately 1.29 miles in length.

2. **DROP-OFF - See purple arrows on Staging Map.**

For parents/drivers that are dropping off students, float riders, bands, etc: Use the parking lot for Coveris on Crestdale Road. Enter the lower driveway, pull toward the upper driveway, drop your passengers, and proceed back onto Crestdale. There will be volunteer staff to assist and direct you.

Participants can then walk to their staging location.

- There are not trams or shuttles to bring you back to the staging area after the Parade, so try and make arrangements for a carpool, separate driver(s), leaving one car at MUMC, or a mid-town parking plan—to avoid long walks in warm weather!
- Dino Puppeteers will unload at staging area-@ 608 Matthews Mint Hill Road, please be unloaded before 9:30am. **You will be escorted thru town @ 9:30am** –Police escort will move your rigs/trailers to end of the route, and will be driven back to staging area for Parade start—to make travel as easy as possible, & will take about 20mins.
- Equine, entries will unload at staging, will move your rigs to end of the route, and will be driven back to staging for Parade start—to make travel as easy as possible on the animals.
- There will be 2 Port-a-Johns near the Bus Stop that is across from 608 Matthews-Mint Hill Road.
- PLEASE **DO NOT LEAVE TRASH** in your staging area. Place it in one of the trash receptacles. We are using the business properties & the city streets as a request of Matthews Alive Inc. & we want to leave it in the same, if not better condition than when you staged in that spot.

3. **PICK-UP**

If you are driving to the Matthews United Methodist Church—the end of the Parade—to pick up your participants, use Independence Pointe Parkway, taking it toward Target. Turn left at the light onto Matthews Township Parkway (Hwy 51). Continue to the 4th stoplight. Make a left at this stoplight onto Fullwood Lane. When Fullwood ends at the 2nd light, proceed STRAIGHT into the MUMC parking lot. Matthews Police will be at this 'new' intersection for direction. There will also be Parade staff at MUMC, to help park and direct you. They will be wearing a NEON ORANGE '**PARADE CREW**' Safety Vest, so you can easily spot them.

4. **AGAIN THIS YEAR:**

As we have mentioned, there will be commentators/emcees announcing the Parade entries in downtown. Their stage is in the sidewalk bump-out, just to the right of Café 157. BE AWARE--Speakers will be located at the stage, at the railroad tracks facing Kristophers, and at the Exxon intersection facing the Festival.

If you are a band, or if your entry makes a lot of noise as it progresses down the street—Please try and time your music or noise such that you are able to **remain quieter from when you reach the railroad tracks until you reach the stage.** This will give the commentators time to read your announcement clearly to the crowd.

Once you reach the commentator/emcee stage—continue playing and appealing to the crowds as you were—this is usually the largest gathering of the route!

5. **PARADE END**

Please do not stop your entry before you reach the Matthews United Methodist Church. All entries, in order to keep the Parade moving smoothly back up the street, must continue on to the main entrance of the church, and **into** the parking lot when directed. Staff and Police will be there to guide you along as you pull in. Once you are stopped, your participants may then disembark. Do not disembark until you reach the church.

Things Worth Mentioning Again

- Please **DO NOT THROW** candy from your Parade entry. It is best if a representative hands out candy or promotional items from the ground.
- If you are an elected official, please refrain from campaigning in the Parade or at the Festival. And please bring your signed form with you!
- The noise level from any entry may not exceed 80 decibels, for the protection of our crowd. **No extremely loud sirens**, horns, or the like.
- If you are riding in an antique show car, a donated convertible, or other special vehicle—please be respectful of the car and its proud owner. The car clubs graciously donate these beautiful vehicles, and have painstakingly restored them. Please do not let young ones handle the switches, remove your shoes if your feet will be in the seats, and be extra careful as you enter and exit the vehicles with the owner's assistance.
- Decorate floats with your organization banners, hand-held signs, etc. Scissors, tape, staple guns.
**Please pick up all of your decorating materials & place trash into the trash receptacles.

Rented MA FLOATS ~ Safety Requirements and Recommendations

No smoking

No alcoholic beverages

For safety reasons, we recommend **no candy or any item thrown from the float**

Children under the age of 16 must have an adult supervisor present at all times

No running, jumping, dancing, clogging, etc. on the float

Personnel riding on the float should stand or sit at designated areas

Do not sit with legs over the side of the floats

All personnel are to remain on the float during the parade and while the float is in motion

Maximum of 12 adults on the float

No hay, straw, mulch, sand, etc. on the float

No confetti, "snow", polyester cotton fill

No pets or animals

No motorized vehicles including cars, boats, motorcycle, 4 wheeler, hot air balloons

All items must be removed immediately following the parade.

We will not be held responsible for lost items.

Personnel should make arrangements of transportation at the end of the parade route

Ride at your own risk

THANK YOU FOR YOUR COOPERATION!

If you do not see your entry on the attached maps, please let me know. And do not hesitate to ask questions or express your concerns! The Festival Board and Event-Day staff will also be on-hand throughout the entire weekend for your assistance. Above all else--HAVE FUN!! HAPPY LABOR DAY in Matthews!!

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