



# 67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade

*Presented by*  
Consumer Fire Products Inc.

*A Tropical Holiday*

Friday, December 6<sup>th</sup>  
6:30 pm  
Sola Street to Cota Street



**DOWNTOWN**  
**SANTA BARBARA**

# 67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade Participant Application

**Parade Date:** Friday, December 6<sup>th</sup>

**Start Time:** 6:30 PM

**Parade Route:** State Street, from Sola Street to Cota Street

**Deadline for Applications:** Friday, September 27<sup>th</sup> by 5:00 PM

(Detailed information will be sent with your confirmation packet on November 8<sup>th</sup>)

**Please fill out the entire application and submit with payment via email or mail to:**

**Downtown Santa Barbara**

Post Office Box 240, Santa Barbara, CA 93102

**PHONE:** 805-962-2098 **EMAIL:** [April@DowntownSB.org](mailto:April@DowntownSB.org)

**Organization:** \_\_\_\_\_

**Total # in Entry:** \_\_\_\_\_ **# Children:** \_\_\_\_\_ **# Adults:** \_\_\_\_\_

**Entry Coordinator:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Type of Entry:** ☐ Walking ☐ Band ☐ Dance/Cheer ☐ Float/Vehicle ☐ Other: \_\_\_\_\_

**Will there be a vehicle in your entry?** ☐ Yes ☐ No

If yes, how many vehicles: \_\_\_\_\_ Purpose of vehicle(s): \_\_\_\_\_

Type of vehicle (Check all that apply):

☐ Car ☐ Float ☐ Truck ☐ Semi Truck ☐ Other: \_\_\_\_\_

**Type of Activity to Perform** (Check all that apply):

☐ March ☐ Ride ☐ Sing ☐ Dance ☐ Play Instruments ☐ Other: \_\_\_\_\_

**Will there be music with your entry?** ☐ Yes ☐ No

If yes, please explain how music will be projected: \_\_\_\_\_

**Will your group perform for the judges? (Time limit 45 seconds)** ☐ Yes ☐ No

**How many participants under the age of 10?** \_\_\_\_\_

**Does your entry require bus transportation to/from Parade?** ☐ Yes ☐ No **# of buses** \_\_\_\_\_

**Parade Entry Description** (Explain how you will incorporate the theme into your entry): \_\_\_\_\_

**Entry Fee Classification:** ☐ For-Profit/Commercial \$125 ☐ Not-For-Profit \$75  
☐ Early Bird \$95 (Before 9/13) ☐ Early Bird \$50 (Before 9/13)

**How will you be paying?** ☐ Cash or check ☐ Credit Card (Visa/MC/AMEX)

Card Number \_\_\_\_\_ Billing Zip Code of Card \_\_\_\_\_ exp \_\_\_\_/\_\_\_\_

**Payment must be received with application by Friday, September 27<sup>th</sup>, otherwise entry form is invalid.**

**Liability Release:** I hereby certify that the entry named above is eligible to be entered into this event. I hereby release and hold harmless Downtown Santa Barbara, its officers, members, employees, agents and the City of Santa Barbara on whose grounds this event is held, from any loss, damage, or injury resulting from participation in the above entry at this event.

\_\_\_\_\_  
Signature of entry coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title

Participation in past parades does not guarantee a spot in this year's lineup. Downtown Santa Barbara reserves the right to limit the number of entries in each category to ensure a positive experience for everyone.

# Downtown Holiday Parade

Friday, December 6, 2019

## PARADE RULES

*Each participant in the parade must comply with the following rules. Should any participant refuse to obey the rules, their entry will be removed from the parade or disqualified from awards, and their group may not be invited to participate in future events.*

***Please read and initial each rule below:***

\_\_\_\_\_ 1. The Parade Application, Entry Fee and Announcers Script must be submitted by their respective deadlines to be eligible.

### **PARADE APPLICATION & ENTRY FEE DUE:**

**Friday, September 27<sup>th</sup>**

### **ANNOUNCERS SCRIPT DUE:**

**Friday, November 1<sup>st</sup>**

\_\_\_\_\_ 2. Every participant is required to incorporate lighting into their entry (i.e. lights, glow sticks, etc.) This will be strictly enforced.

\_\_\_\_\_ 3. Entries with floats must be safe for passengers/spectators. Floats are limited to a maximum height, width and length of a fire truck. All entries using Semi Trucks must follow strict safety regulations and be approved by staff on a case by case basis (Please call or email for Semi Truck Safety Regulations). No eighteen wheel tractor/trailer rigs are allowed. No exceptions. All floats and trailers must be equipped with a fire extinguisher. All floats and trailers that exceed 3 feet from grade level must have a ladder.

\_\_\_\_\_ 4. All wheeled trailers and floats must be skirted completely (including the area around tires) to within six inches off the ground using 1/4"-1/2" plywood to prevent people from getting beneath vehicles. Construction of skirting must be done before line-up. All trailers must have a safety railing 36" high from the base of the trailer using wood, metal, or a substantial substitute.

\_\_\_\_\_ 5. Entries with horses must be equipped with a catcher or diaper for horse manure while in the assembly area and on the parade route.

\_\_\_\_\_ 6. No objects may be thrown, sprayed or distributed along the parade route. No candy, silly string, or handouts! No exceptions! Failure to comply will disqualify your group from future participation.

\_\_\_\_\_ 7. No Santa Claus imitations permitted. There is only ONE official Santa Claus as the last entry in the parade.

\_\_\_\_\_ 8. No advertising or political signs are allowed. No vendors. No selling of goods.

\_\_\_\_\_ 9. Only commercial entries may include commercial advertising or signage promoting a for-profit business.

\_\_\_\_\_ 10. No vehicles are allowed in the assembly area for parking, drop off or pick up. Only entries with approved vehicles displaying a Vehicle Pass will be admitted. Entries will receive confirmation packets the week of November 11<sup>th</sup> with all assembly, disband, and parking instructions. All entries with vehicle passes must have a licensed driver with insurance operating the vehicle. DSB reserves the right to inspect this information.

\_\_\_\_\_ 11. All schools using bus transportation to/from the Parade must inform DSB staff of the number of buses that will need parking in the disband area. My entry requires bus transportation (Y or N) \_\_\_\_\_  
Number of buses \_\_\_\_\_

\_\_\_\_\_ 12. If your entry is not in formation (gathered at your numbered station) 30 minutes prior to the start of the parade, you will be denied entry. The parade order is at the discretion of parade officials and is set weeks in advance. One representative from your entry must sign in at your designated area no later than 5:30 pm. All entries will be signed in before 6:00 pm or will risk not participating.

\_\_\_\_\_ 13. This is a forward movement parade. Stopping to perform or reversing direction along the parade route is strictly prohibited. This rule will be enforced to better manage gaps between entries. **YOUR GROUP MAY ONLY STOP TO PERFORM ONCE - AT THE "OFFICIAL" JUDGING AREA (IN FRONT OF THE ARLINGTON THEATRE).**

\_\_\_\_\_ 14. Performance groups must perform “on-the-go.” **LIMIT YOUR ONE-TIME PERFORMANCE IN FRONT OF THE JUDGES’ STAND TO NO MORE THAN 45 SECONDS.**

\_\_\_\_\_ 15. Performing for the Judges. Entries are required to continue moving throughout the entire parade route. The exception to this, is a one-time performance allowed in front of the judge’s stand. Please adhere to these guidelines:

- Performance length: **45 seconds MAX**
- Formation/set-up: **45 seconds MAX**

(LARGE GROUPS TYPICALLY TAKE MORE TIME TO SET-UP. PLEASE PLAN ACCORDINGLY. IF TIME RESTRICTIONS ARE NOT MET, WE MAY BE FORCED TO ELIMINATE PERFORMANCES/JUDGING NEXT YEAR).

\_\_\_\_\_ 16. You must maintain 20 feet between your entry and the one in front of you to ensure the pace of the parade. However, DO NOT ALLOW large gaps to form between entries (no more than 3 car lengths).

\_\_\_\_\_ 17. Your entry will have a designated disband area at the end of the parade route. You must move to the farthest empty spot before disbanding. For entries with children, the entry coordinator should designate an area at the far end of the disband area, or outside of it, for children to be picked up. Remember to assign an adult to chaperone any children in your entry. All entries carrying unrestrained passengers must unload in the disband area.

\_\_\_\_\_ 18. No smoking or alcoholic beverages on any parade entry at any time.

\_\_\_\_\_ 19. No children under the age of 5 years old may walk in the parade.

\_\_\_\_\_ 21. The entry coordinator must agree and sign the “Parade Hold Harmless Form” and be in costume, along with every entry participant, with an appropriate holiday theme. Performing units with uniforms are excluded from wearing costumes, but are encouraged to decorate their uniforms.

\_\_\_\_\_ 22. Parents of children above the age of 5 years wanting to chaperone their children must walk behind the entry, be dressed in a holiday theme, and be included in the entry count submitted to parade officials. There must be at least one adult/parent for every 10 children.

\_\_\_\_\_ 23. Music must be kept to under 50 decibels. Walking entries’ sound systems must be self-propelled, i.e. wagon, bike, golf cart or other approved methods rather than by automobile. This will ensure the pace and safety of the parade.

\_\_\_\_\_ 24. The Parade Committee reserves the right to refuse or remove any entry, which, in their opinion, does not conform to parade rules. All entries MUST be of a “Holiday Theme.” This year’s theme is ***A Tropical Holiday.***

\_\_\_\_\_ 25. The entry coordinator must fill out and sign the participant application, rules, and parade Hold Harmless form.

**\*\* NOTE:** This year we must limit parade entries to 75, so please return applications (with payments) on time and fully completed. **\*\***

**I acknowledge and agree to follow the above rules, and I take responsibility for making sure all participants in my entry are aware of the rules and the consequences if they are broken.**

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**Signature of Entry Coordinator**

**Date**

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**Print Name**

**Title**

# Downtown Santa Barbara

“67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade”



Friday, December 6, 2019

## Parade Hold Harmless Waiver

The undersigned is aware and understands that Parade participation carries certain risks of injury and harm to participate, and voluntarily assumes the risks of harm arising out of, or connected with, participation in “67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade.”

The undersigned hereby releases Downtown Santa Barbara, its employees, agents, contractors, associates, directors and/or officers, their heirs, executors and/or administrators of their estates, and any and all other persons and associations of said Santa Barbara Downtown Organization, its directors and officers, employees, and agents from any and all liability of every nature, known or unknown, from all claims and causes of action that may result by reason of injury to the undersigned which has been sustained, and from any and all damages to property belonging to the undersigned that may result because of his or her participation in the “67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade.”

The undersigned also agrees to indemnify and hold harmless Downtown Santa Barbara from any and all claims and demands for injury and damage to any other persons, including but not limited to, parade spectators.

Only the entry’s event coordinator must sign the Hold Harmless Waiver Form in order for all participants within the group to participate in the parade.

GROUP NAME: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_



# Downtown Santa Barbara

“67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade”



## **SCRIPT / Parade Entry Information**

**DEADLINE TO SUBMIT: NOVEMBER 1<sup>st</sup>**

**ORGANIZATION:** \_\_\_\_\_

**WILL YOUR GROUP STOP TO PERFORM FOR THE JUDGES? (YES or NO)** \_\_\_\_\_

**GROUP NAME** (LIST EXACTLY AS IT SHOULD BE READ BY PARADE ANNOUNCERS):

\_\_\_\_\_

**SCRIPT** (PLEASE LIMIT TO A FEW SENTENCES. PROVIDE INFORMATION ABOUT YOUR GROUP, BUT DO NOT INCLUDE WEBSITES OR PHONE NUMBERS):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Inspiring and Creating *A Tropical Holiday*

**Downtown Santa Barbara encourages you to celebrate the holidays by participating in the 67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade: A Tropical Holiday!**  
**Here are some tips to help deck out your parade entry:**

## *A Tropical Holiday*

This year we're celebrating all things TROPICAL! So break out those Hawaiian shirts, grass skirts and leis - and help us show off the sunny, laid back attitude of Santa Barbara! We hope everyone will be swept away to the tropics right here in our own backyard!



## *A Tropical Holiday* Keywords:

- Hawaiian shirts
- tropical flowers
- tropical plants
- woody cars
- grass skirts
- sunshine
- colorful
- bright
- mermaids
- sea animals
- seashells
- leis
- beach
- surf boards
- vacation

### Add dimension/height with:

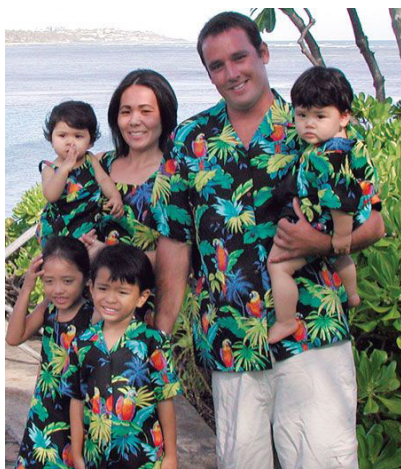
- Hula hoops wrapped in lights
- PVC pipes
- Costumes
- Props
- Styrofoam
- Wrapping paper tubes
- Cardboard
- Foam Core

### Increase stage size with:

- Wagons
- Truck beds
- Other towed vehicles



Your creativity is limited only by your imagination! Have fun and let's make the 67<sup>th</sup> Annual Downtown Santa Barbara Holiday Parade the BEST one yet!! We're here to help - let us know if you have questions or need ideas!





# FREQUENTLY ASKED QUESTIONS

**1. Q: When and where is the Holiday Parade?**

**A:** The parade is always the first Friday of December-- **December 6, 2019** at **6:30 p.m.** on State Street. The parade starts at Sola Street and proceeds south, ending at Cota Street.

**2. Q: Where are the parade formation and disband areas?**

**A:** Formation begins on Sola Street and continues up to Valerio Street. Disband begins at Cota Street and State Street and continues for one block in each direction. Each entry will be assigned a disband area based on their type of entry.

**3. Q: Is there designated parking for parade entries?**

**A:** There is designated parking at the end of the route for school buses and other large vehicles carrying participants and their equipment if prearranged with DSB and pending availability. There is free public parking in the city parking lots and structures downtown the night of the parade.

**4. Q: Is there an entry fee?**

**A:** Yes. DSB requires a participation fee for administrative purposes. Fees must be received upon submission of application and participation agreement. The Cost for 2019 is \$75.00 (before 9/13: \$50) for not-for-profit businesses or organizations and \$125.00 (before 9/13: \$95) for for-profit/commercial businesses and organizations. If you are unsure of your status please call for clarification.

**5. Q: Can anyone enter the parade?**

**A:** Yes. The parade is open to all people, groups and organizations in the community, **but the number of entries is more limited than ever before.** The parade is designed as a festive community and family event. Please refer to the Parade Rules and Parade Tips included in the Parade Entry application for instructions and inspiration.

**6. Q: Where do I pick up my children after the parade?**

**A:** Coordinate a pick-up location with your entry coordinator outside of the disband area (See map sent prior to event). There will be a designated child pick-up location off of Cota in the alley behind Cost Plus World Market.

**7. Q: Does everyone in my entry have to check in?**

**A:** No. Only one representative, your entry coordinator, should check in at the assembly area. However, all participants in your group must be accounted for at your designated assembly zone by 6:00 pm.

**8. Q: Will I get a confirmation of my entry and parade number?**

**A:** If your entry is accepted for the parade, your confirmation packet should be received by your entry coordinator the week of November 11<sup>th</sup>.

**9. Q: What is meant by the statement in the Parade Rules that “All entries must be of holiday theme?”**

**A:** All entries must celebrate the theme “A Tropical Holiday” and reflect holiday themes in general.

**10. Q: Can I pass out candy, literature, etc.?**

**A: No!** The parade prohibits distribution of anything during the parade for **safety** and insurance liability reasons. The Downtown Santa Barbara Holiday Parade is unique because it occurs at night when visibility is greatly reduced. Combined with the large vehicles and floats, this can become a dangerous situation when small children are present. (See Parade Rules)

**11. Q: Can I display my company sign?**

**A:** Yes, if you are a commercial entry. However, your company sign may not be the dominant feature of your entry (See Parade Rules).

**12. Q: Can we have Santa Claus in our entry?**

**A: NO.** The parade has an official Santa Claus. No other Santa Claus will be permitted, but inanimate caricatures will be allowed.

**13. Q: Our entry is a children’s group, can parents walk with the entry during the parade?**

**A:** Yes. However, adults often block spectators’ view of the children. Please try to limit the adult-to-child ratio to one (1) adult per ten (10) children. No child under the age of 5 years old will be permitted to walk. Wagons are ok!

**14. Q: We have young children and want to be at the front of the parade. Can we request a specific order to march?**

**A:** No. Unfortunately the majority of the entries are comprised of young children. The order of the parade is at the discretion of the parade officials.

**15. Q: What happens if it rains?**

**A:** The parade will only be cancelled due to heavy rain. Call 805-962-2098 or check the website for cancellation information the day of the event. If the Parade is cancelled, there will be no alternate date, nor will any entry fees be refunded.

**16. Q: Is lighting required?**

**A:** Yes- Lighting requirements will be strictly enforced.

**17. Q: How can I volunteer to help with this event?**

**A:** Contact April Lee, DSB at: [April@DowntownSB.org](mailto:April@DowntownSB.org)  
OR call 805-962-2098

**18. Q: What if I still have questions?**

**A:** Contact April Lee, DSB at: [April@DowntownSB.org](mailto:April@DowntownSB.org)  
OR call 805-962-2098

Please distribute all parade information to each participant in your entry