



City of Gainesville

Holiday Parade Proposal

Commissioner Cynthia Chestnut

Sept. 12, 2023

Parade Opportunities

The City of Gainesville Holiday Parade is an opportunity for families, neighborhood groups and businesses across the city to come together and celebrate the season.

With the goal of enjoyment for all who wish to attend, the parade will bring a feeling of belonging through shared experience. It will connect friends and neighbors, forging new community relationships. It will improve the quality of life for residents at a time of year that can bring feelings of stress or loneliness.

It will present a positive image of Gainesville as a place with caring neighbors who share a sense of purpose and pride. It will bring vitality to the downtown while promoting the local economy.



Issues to Address

A number of event planning issues must be addressed to determine feasibility this year:

- Identification and confirmation of financial support from sponsors
- Partnership with community groups to alleviate the cost and use of staff time
- Parade route details such as staging area, lineup map, rental and placement of portable restrooms, other parade day logistics
- Selection and confirmation of an available Grand Marshal
- Insurance riders
- Dignitary list and invitations; location for dignitary brunch
- Parade packet development and marketing outreach



Issues to Address (*cont'd.*)

The budget is still in development, but an estimate supplied by PRCA indicates the city would need approximately \$77,000 in sponsorships to cover all costs on the day of the event.

This does not take into account the weeks leading up to the event, and is not an accurate gauge of the ability of the departments involved in terms of available staffing.



Parade Coordination



The City of Gainesville Holiday Parade will be produced and coordinated by the City of Gainesville, but managed by a collaborative of community organizations. The event will require partners and sponsors to provide financial support.

To guarantee adequate support and staffing on parade day, the collaborative of community groups that would manage the event could consider providing a \$250 grant to other local groups or clubs willing to provide at least 10 volunteers. These volunteers would receive training in advance and report to the route on the morning of Dec. 2 to work the parade.

Examples of potential sponsors include: law offices, car dealerships, construction companies, recreational businesses, real estate agencies, banks, credit unions and community organizations.

Logistics – City services	Budget	Notes
Public Works – staff and equipment	\$36,000	Based on UF Homecoming Parade costs in 2022. Covers: Barricades, dump trucks, staffing costs, trash pickup, street sweepers.
Risk Management - Insurance	n/a	City is self-insured
Park Operations Costs	\$3,800	All chair, tables rentals and staffing costs

Logistics – Non-city services	Budget	Notes
MOT Plan	\$1,000	Vendor quote. Could move to city staffing.
Porta Potties	\$460	4 porta potties @ \$115/ea
Bleacher rental	\$3,500	Requires booking 6-10 months out
Sound equipment	\$750	Vendor estimate
2-way radio rental	\$1,500	Estimate: needed for all on the ground staff/volunteers
Coordination by community partner(s)	TBD	Fundraising, run of show, volunteers (recruitment, management, assignments, training), participant reservations, float coordination, line order management)
Crowd Manager training	TBD	Can be done through independent companies, typically \$30-40 per person.

Entertainment	Budget	Notes
DJ services	\$500	Estimate

Advertising	Budget	Notes
Radio, print, TV	\$10,000	Estimate
City staffing	Budget	Notes
GPD: Police & Traffic Services	\$19,800	GPD Officers @ \$75/hr X 40-60 officers needed Supervisors @ \$90/hr x 5 needed Staffing hours: 7:30-11:30 a.m. (4 hours)
GFR: Fire Safety Services	\$468.50	GFR Staff @ \$52/hr x 2 needed Vendor Inspection = \$208.50
Traffic Management: MOT	TBD	If we do not use an outside service.
Parking: plan for parking	TBD	Parking controls
Transportation: Planning for RTS	TBD	Route changes, advertising for changes
Procurement: Suppliers and POs	TBD	Entering vendors, processing POs, paying invoices
Finance: Contracts	TBD	Producing contracts for services
TBD: Coordination	TBD	Coordinating contracts, suppliers, requisitions and invoices
TBD: Financial Coordination	TBD	Processing revenue from fundraising
Communications: Event marketing	TBD	Create marketing plan, include in e-newsletters and social media posts. Design graphic assets.
Grand total	\$77,778.50	

Sponsorships

Sponsorship will be set at four levels:

- Platinum: \$10,000
- Gold: \$5,000
- Silver: \$2,500
- Sapphire: \$1,500



Sponsorship by the Numbers

- 8 at \$10,000
- 15 at \$5,000
- 30 at \$2,500 *or*
- 50 at \$1,500



Parade Day Events

One of the most exciting aspects of the planned City of Gainesville Holiday Parade is that it would seamlessly segue into existing seasonal traditions.

Our community's holiday kick-off is already set for Saturday, Dec. 2, 2023.

This parade will add a fun starting point for a full schedule of events that would span midday through after dark. This full slate of activities will attract neighbors and visitors to downtown. Each addition to the calendar supplies a reason to stay longer while patronizing our local businesses, restaurants and cultural attractions.



Parade Day Schedule and Route

Schedule of Events

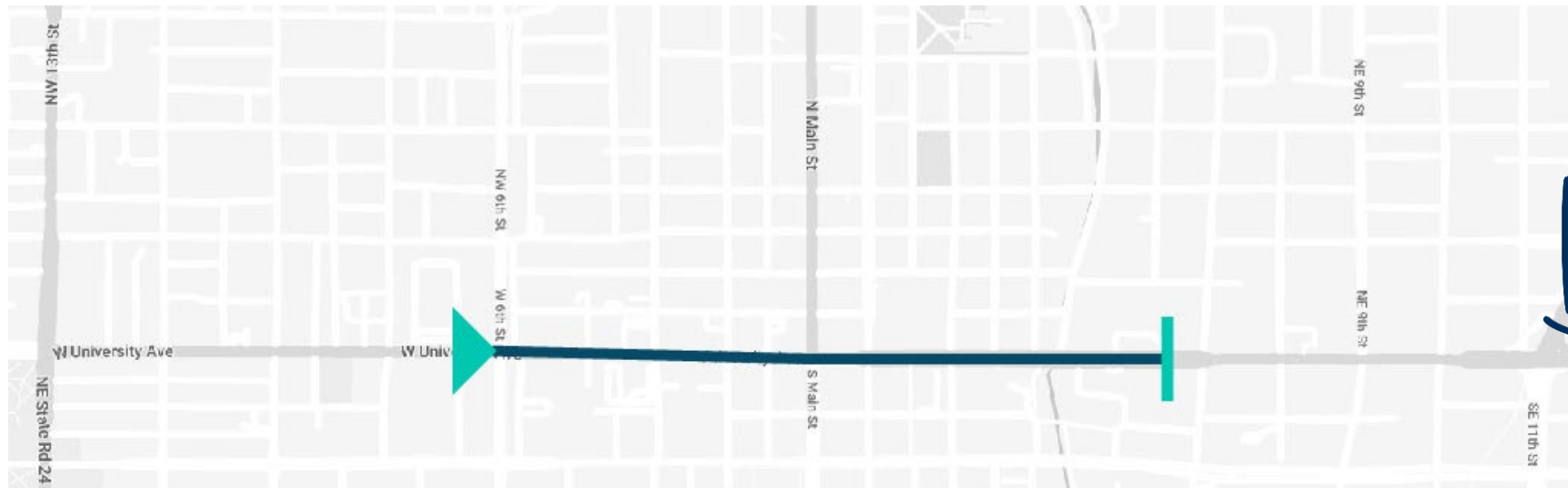
- 12 p.m. - City of Gainesville Holiday Parade
- 4-5 p.m. - Bo Diddley Plaza Kids Holiday Dance Party
- 5:30 -8 p.m. - Holiday Celebration at the Historic Thomas Center
 - Light show in the Thomas Center Gardens
 - Holiday Tree Lighting at the Thomas Center
 - Luminaries throughout the Duckpond Neighborhood (provided by the Duckpond Neighborhood Association)
 - Horse-drawn carriage rides (provided by the Duckpond Neighborhood Association)



Proposed Route

The suggested parade route extends along East University Avenue, beginning at Sixth Street and ending at the School Administration Building, a distance of approximately 13 blocks.

Both the start and end points have ample parking and staging capacity for floats and parade entrants to line up or disembark.



capacity



Feliz
Navidad

SET

Important Dates	Details
Sept. 25- Nov. 13, 2023	Parade entry registration
Nov. 3	First-time entry workshop: informational meeting for first time participants and/or those interested in an in-depth look at the entry guidelines, the entry inspection process, as well as some decorating tips and tricks.
Nov. 20	Commentary form, proof of vehicle insurance, and special placement consideration request due
Nov. 28	Entry Meeting: Mandatory meeting for all entry representatives to review the staging and de-staging plans, receive parade line-up and any last-minute changes
Dec. 2	• Vehicle and float entry check-in & staging • Dignitary Arrivals • Driver meeting • Entry check-in & staging for participants • Parade Go Time

