

Parade After Action – 2024

It might be good to have a walking camera for longer shots.

Put numbers on the announcer script entries.

Swag delivery needs to happen in the days before the parade.

An additional person is needed to help with handling the run of show and the parade lineup questions between 11 – noon.

We need to keep track of backdoor participants who send emails about being in the parade but don't officially register.

It would be good to create a city sponsor portal that has a link going to the chamber for donations but also allows us to collect necessary info like high-res logos, confirmation of participating with a parade entry, phone numbers and more.

We should ask participants to provide their announcer script details when they register.

We need a community relations team (as GACR did in 2023) to fully take on the task of connecting with parade participants and sponsors throughout the run-up to the event and keeping documentation– this includes RSVPs for brunch.

We should set up a parade email account that's assigned to a core group who can receive and respond to messages (like the PIO mailbox).

We need to break the entry descriptions in the announcer script into Part A and Part B segments, so Jay can read off one essential sentence and use the rest as filler if necessary.

It was suggested that we add another speaker to the announcer area for volume for spectators across the street.

We'll need to coordinate more effectively with Smooth Flava in the planning stage to best collaborate on necessary audio equipment.

Communications deliverables should be complete the Friday before parade week; this allows parade week to be dedicated to final tasks and unexpected issues.

It is necessary to have earlier deadlines and longer runways for participant and sponsor registrations and materials.