

**READ CAREFULLY!**

**WHEN IS THE PARADE?**

September 17, 2011, 10 am

**HOW MUCH DOES IT COST?**

- All entries are \$50.
- Each entity, whether profit or nonprofit, is required to pay a parade entry fee. For example:
  - If an umbrella organization has an entry in the parade, they pay \$50.
  - If an affiliate of an organization wants to be in the parade, they must pay \$50 for their own entry.

EXAMPLES	
UMBRELLA ORGANIZATION	AFFILIATE
ABC School District	Smith Elementary School
National Political Party	Senator John Doe or candidate John Doe
Holy Lord Church	Holy Lord Church Youth Group

- If an affiliate of an organization wants to march or ride with their umbrella organization, that is fine, but they still must pay their own \$50 entry fee.
- No refunds, even if it rains.

**HOW DO I PAY?**

- Make your check payable to Beaverdale Fall Festival.
- Mail or deliver your application and payment to:  
**Beaverdale Fall Festival  
4221 Allison Avenue  
Des Moines, IA, 50310**
- Entries will not be placed in the lineup until your payment has been received. If payment has not been received by Friday, September 9<sup>th</sup>, you will NOT be able to participate. Parade volunteers will not check you in Saturday morning; your reserved spot will be given to the next entry.

**ARE THERE RESTRICTIONS ON THE KINDS OF ENTRIES THAT ARE ACCEPTED?**

- The staging area is just about filled to capacity each year. Describe your entry in detail on the Parade Application, and if there are any concerns, you will be contacted.
- **Vehicles:**
  - If possible, limit your vehicles to no more than 3.
  - To avoid unpleasant surprises on parade day, keep us advised of any changes in the number of vehicles or nature of your entry.
  - All entries must be driven by an adult. Anyone under the age of 18, driving a vehicle of any kind (except a bicycle), will be asked to leave the staging area and/or parade.
- No animals are allowed except for dogs or cats on leashes. You are expected to clean up after your animals. If you do not, you will not be allowed in future parades.

- The Parade Committee walks along the route at the end of the parade and accepts cash donations to help meet expenses. No other group, business or individual is permitted to solicit or accept donations during the parade.

**NOTE:** If you would like to set up a booth or table in the area of Beaver & Urbandale for promotional purposes, please contact Denise Mernka @ [iowahutch@q.com](mailto:iowahutch@q.com) to make arrangements. You **MUST** obtain prior approval from Denise in order to set up a booth or table.

#### HOW DO I APPLY?

- Complete the form at [www.fallfestival.org](http://www.fallfestival.org).
- Mail or deliver your application and payment to: **Beaverdale Fall Festival  
4221 Allison Avenue  
Des Moines, IA, 50310**

#### WHAT HAPPENS AFTER I SUBMIT MY APPLICATION?

You will receive a confirmation by email that your entry has been received. If there is a problem with your entry, you will be contacted as soon as possible. If you have not received an email registration confirmation by September 5, email Theresa Graziano at [gtam33@yahoo.com](mailto:gtam33@yahoo.com) or call 515-274-3720.

#### HOW IS THE PARADE LINEUP DETERMINED?

- A lot of time and attention is devoted to lining up the parade entries. Care is taken that musical entries don't drown each other out, and entries are spaced so that no one gets bored. The Beaverdale Fall Festival has the most creative and fun parade participants in the state; our committee members are devoted to making each year's parade better than the year before.
- Usually, first-time entries and entries that missed the previous year are placed toward the back of the lineup. An attempt is made to move each entry up by at least one zone every year. Sometimes there are exceptions, but the goal is to be fair to all participants.

#### WHEN DO I LEARN WHERE I WILL BE IN THE LINEUP?

The parade lineup will be posted online by mid-week (around September 14th) so that you can plan your arrival time accordingly.

#### WHEN DOES THE PARADE START, AND WHAT IS THE PARADE ROUTE?

- The parade starts at 10 am then proceeds south on 48th Street to Franklin, east on Franklin to Beaver, then north on Beaver. **The parade officially ends at Beaver and Euclid.**
- Vehicles connected with large groups, like bands, usually wait near Iowa Realty on Beaver.
- Vehicles in the parade usually exit the parade route by continuing north on Beaver to Douglas.

#### WHERE IS THE STAGING AREA?

- Staging is in the north parking lot of First Federated Church, on the west side of 48th Street between Hickman and Franklin.
- Contact us if you will have a large vehicle or flatbed in the parade; they will be placed on 48th Street rather than in the parking lot. (We'll tell you where to go.)
- Some bands and other entries may be placed in other locations, but you will be informed ahead of time.

#### WHAT TIME SHOULD I ARRIVE?

- The first entry leaves the intersection of 48th & Franklin at 10 am; the last entry will leave First Federated's lot about 11:15 am.
- Do not arrive at the staging area prior to 8 am.

- Dignitaries at the front of the parade should be at the staging area no later than 9 am, especially if you need to locate your driver and convertible. The same is true for banner carriers and other entries placed at the beginning of the parade. Many people arrive early even if they know they are placed toward the back of the parade because they enjoy hanging out in the parking lot and visiting with the other entries. If you can't decide when to show up, come at 9 am.

## WHERE DO I CHECK IN?

### If you're driving a vehicle in the parade:

- **You must enter 48th Street from Hickman;** this is the only route into the parking lot for parade vehicles. You must come from the west and turn right onto 48th. You will not be permitted to turn left onto 48th when coming from the east, so please prepare accordingly. After entering 48th, you will be directed to the check-in tables at the parking lot entrance.
- Vehicles will not be allowed in the staging area without a vehicle pass, which you will receive in the mail approximately one week prior to the parade.
- **To ensure a speedy entry into the staging area, please arrive with your vehicle pass visible in your front windshield.**
- If you need more vehicle passes, email your request to [gtam33@yahoo.com](mailto:gtam33@yahoo.com) before Wednesday, September 15th. The passes will be in a bucket hanging on the front door at 4221 Allison Avenue.

### If you're not driving a vehicle in the parade, but need to drive yourself to the staging area:

- **Park as far away from 48th & Franklin as possible.** Franklin between 44th & 50th will be a drop-off zone; you cannot park there.
- Parking is not permitted in any of the First Federated lots or in the Des Moines Christian School lot.
- There will be no parking on 44th or 50th between Franklin and Hickman, but there is parking on the surrounding side streets (45th, 46th, 47th, etc.).

### If you're being dropped off:

- **NO DROP-OFFS at 48th & Hickman:** It is dangerous, STAY AWAY FROM THIS INTERSECTION.
- **Official drop-off zone:** The Des Moines Police Department has designated Franklin Avenue, between 44th and 50th, as a drop off zone for parade participants. Your driver will only be allowed a brief period of time to let you out. You can also be dropped off on 50th and cut through Tower Park to the west side of the First Federated parking lot.
- **Where do drop-offs check in?** After entering the parking lot, head for the check-in tables in the north and south driveways on 48th Street to receive your zone numbers, entry numbers, and directions to your waiting area. Parade committee members will be stationed throughout the parking lot if you need help.
- **Need a ride back to the First Federated area?** It is YOUR responsibility to figure out how to get back to your vehicle from the end of the parade route at Beaver & Euclid.

### Exceptions to the above rules:

- **Trailers and other non-parade vehicles:** Only vehicles in the parade can enter the staging area off 48th & Hickman, but we realize that occasionally a trailer or similar vehicle may need to stay in the First Federated parking lot during the parade. If this is your situation, arrive no later than 8:30 am. You will need to get your "parade vehicle" moved into the correct zone, and then park your trailer or other vehicle at the west edge of the parking lot, out of the way. Parade committee members will show you where.
- **Bands:** DO NOT ATTEMPT TO ENTER THE PARKING LOT FROM 48th & FRANKLIN, OR FROM 48TH & HICKMAN.
  - Enter 49th Street from Franklin (49th is the narrow street on the west side of the Des Moines Christian School/First Federated Church parking lot).

- Vehicle passes are not needed; just identify yourself to the police officer & parade committee members; you will be directed to a place where you can drop the students and equipment off, then exit from the parking lot.
- Band parents who are dropping off band members are not allowed to drive into the staging area. Band members must be dropped off on Franklin, and walk the rest of the way to the parking lot.
- Golf carts will be available if band members have to carry something heavy.

### **DO YOU HAVE ANY SUGGESTIONS FOR GROUPS WITH CHILDREN?**

- Parents, you cannot leave your car in the drop-off zones on Franklin between 44th & 50th in order to walk your child to the parking lot. The drop-off area is for brief stops only. If you are concerned about your children finding their way to the parking lot, have someone waiting on Franklin to walk them to the lot, or park far enough away so that YOU can walk them to the lot.
- Volunteers in golf carts will give people rides from Franklin to the parking lot, but we cannot guarantee your child's safety. That is YOUR responsibility.
- Worried about young kids getting tired, lost or both? Think about having them ride in the parade on a flatbed or in a pickup truck.
- Group members can meet somewhere else before the parade (e.g., the Franklin Library, Dahl's, Westminster, Open Bible) and then drive to the parking lot as one group.
- Children dropped off at 48th & Franklin have a long walk to the parking lot entrance, and then another long walk to find their waiting area. There are only a few golf carts available; everyone cannot be transported to the parking lot. Each year, we encounter children who are lost and frightened because they were left to fend for themselves. It is your responsibility to insure that the children in your group arrive at the parking lot safely, as well as stay safe in the parking lot and during the parade.

### **Priceless Advice:**

- There are always bands practicing in the grass, and they deserve that area and time. Adults should plan something to keep kids busy, focused, and together. Plan on having someone lead an organized 'tour' of the other parade entries. This will keep your group together, have a chance to meet people in other entries and maybe get a few pieces of candy (since you miss this being IN the parade), and GIVE a few out.
- Get the music teachers involved so you can sing your school song several times during the parade, do some chants, etc. This will keep kids busy while waiting.
- Leave about a fourth of the decorating for the staging area to be completed by the kids alone.
- Put kids in charge of taking pictures with disposable cameras, etc.
- Print copies of the parade instructions to hand out to all families. Highlight the parts relating to kids and drop-off.
- Decide what happens with children at the end of the parade.
- Have a sign-in sheet for each group with kids. Include the name of the child, name of a responsible adult (especially if that adult will NOT be in the parade with them), and a cell phone number, if possible, to be used if the child does NOT get picked up on time. Have each adult check their child out at the end of the parade. This way, there is also a record of who participates each year.

### **WILL RESTROOM FACILITIES BE AVAILABLE AT THE PARKING LOT?**

Kybos will be available in the staging area.

### **WILL THERE BE PEOPLE ALONG THE WAY TO TELL US WHEN TO SPEED UP AND SLOW DOWN?**

No. We count on you to be attentive and adjust your speed accordingly.

### **ARE THERE RULES ABOUT HANDING OUT CANDY?**

- To avoid anyone being hurt or the Fall Festival being sued, you must bring people with you to walk along the side of the street and HAND out candy. There are no exceptions to this rule.
- Many first-time participants end up empty-handed by the time they reach Urbandale Avenue, so you need to bring **A LOT** of candy. Check with someone who's been in the parade before regarding how much. If you are walking, we recommend that you bring a support vehicle for your candy. (No, we're not kidding.)

**WHEN IS YOUR LAST CONTACT BEFORE THE PARADE?**

The email confirmation is your only contact unless there are problems. If you need to cancel your participation, email Theresa Graziano at [gtam33@yahoo.com](mailto:gtam33@yahoo.com) or call 515-274-3720.

**I HAVE READ ALL THIS AND I STILL HAVE SOME QUESTIONS. WHAT SHOULD I DO?**

Include your question on the Parade Application or contact:

Theresa A. Graziano  
Fall Festival President/Parade Coordinator  
Email: [gtam33@yahoo.com](mailto:gtam33@yahoo.com)  
Phone: 515-274-3720  
Website: [www.fallfestival.org](http://www.fallfestival.org)

**I have read and understand the above Beaverdale Fall Festival Parade instructions and rules. I hold the Festival harmless for any physical injuries or damage to any vehicle or items therein that are a part of the Parade. I am ready for the Parade application.**

