

Maple Hill Holiday Parade
November 18, 2023 | Step off at 11:00 a.m.



Presented by: *Maple Hill Auto Group*
 Parade Route Sponsor: *City of Kalamazoo*
 Media Sponsor: *WWMT – Channel 3*
 Helium Balloons: *Old National Bank, Federated Digital Solutions, Bimbo’s Pizza*
 Cold Air Balloons: *Meijer, Kreis Enderle, Forerfront Dermatology*
 Event Day Sponsor: *Baird, Kalamazoo*
 Entertainment. Stage: *Kalamazoo Valley Museum*
 WMU Marching Band: *Midwest Communications | Jack FM106.5*
 High School Bands: *CSL Plasma*
 Silver Sponsors: *Public Media Network*
A3 Design Marketing Resource Group, Bronson Healthcare Group
Rathco Safety Supply

Parade Route: Starts at Lovell and Jasper, traveling west on Lovell to Park Street, north on Park Street to Michigan Avenue, east on Michigan Avenue to Pitcher Street, and south on Pitcher Street back to Lovell

2023 Maple Hill Holiday Parade Official Lineup
As of 11/06/2023 | Please see staging map for section number placement

<u>Unit #</u>	<u>Organization</u>	<u>Section Number</u>
01	Kalamazoo Department of Public Safety - cruiser OR motorcycle	A01
02	Kalamazoo Department of Public Safety Color/Honor Guard	A02
03	Maple Hill Auto Group - Grand Marshall featuring the VW Balloon	A03
04	City of Kalamazoo Mayor and Commissioners	A04
05	Midwest Communications, Inc./Jack 106.5	A05
06	WMU Bronco Marching Band	A06
07	WMU Athletics	A07
08	WMU Sunseeker Solar Car Project	A08
09	Life EMS Ambulance	I01
10	Academy of Dance Arts	G01
11	The Little Gym of Kalamazoo	A09
12	WWMT -News Channel 3	I02
13	Galesburg-Augusta High School Ram Marching Band	A10
14	SPCA SW Michigan	B01
15	Maple Hill Auto Group Subaru Logo Balloon	B02
16	Kalamazoo Loaves and Fishes	I03
17	Boy Scouts of America- Pathfinder District	B03
18	Jaqua Realtors	G02
19	Paramount Charter Academy	I04
20	Salvation Army-Kalamazoo	I05
21	Advia Credit Union	B04
22	Rootead Enrichment Center	G03
23	Milestones Early Learning	I06
24	Kalamazoo DHHS	G04
25	41st District Service Office	B05
26	Kalamazoo Central High School Marching Band/Mighty Giants Cheerleaders	B06
27	Old National Bank - Balloon	B07
28	MRC Industries	G05
29	Schultz Sweets Inc	B08

<u>Unit #</u>	<u>Organization</u>	<u>Section Number</u>
30	Mothers of Preschoolers International (MOPs)	B09
31	Kalamazoo Concert Band	G06
32	Sons of Norway, Askeladden Lodge	B10
33	Mulder's Moving & Storage	I07
34	Berkshire Hathaway Home Services Michigan Real Estate	G07
35	Airway Fun Center	C01
36	Kalamazoo Wings Hockey Club	G08
37	Catholic Schools of Greater Kalamazoo	C02
38	Hackett Irish Marching Band	C03
39	Federated Digital Solutions featuring Rudolph Balloon	C04
40	B2 Outlet Stores	C05
41	IATO Fitness	C06
42	Rocket Comics	G09
44	Kalamazoo Community Church	G11
45	Kalamazoo Civic Theatre	C07
46	Kalsee Credit Union	C08
47	The Bienz Family	I08
48	Republican Party of Kalamazoo	C09
49	Steensma Lawn & Power	G12
50	Three Rivers High School Wildcat Marching Band	C10
51	Kreis Enderle featuring "Hello Kitty" Balloon	D01
52	Two Men and a Truck	I09
53	Lyster Exteriors	G13
54	KVCC Department of Public Safety	D02
55	West Michigan Dance Center	G14
56	StoryPoint Portage	I10
57	Talons Out Honor Flight	H01
58	McDonald's Towing and Rescue	I11
59	Michigan Falun Dafa Association	D03
60	Challenger Little League	H02
61	Kalamazoo Support Professionals	I12
62	Gull Lake High School Marching Band	D04
63	Bimbo's Pizza featuring the Nut Cracker Balloon	D05
64	Animal Rescue Project	H03
65	Blain's Farm and Fleet	D06
66	Mr. Electric	H04
67	Beacon Specialized Living	D07
68	Aire Serv of Kalamazoo	H05
69	Mosquito Shield/Decorate With Lights	D08
70	Kalamazoo County Water Safety & Recovery Association	H06
71	SW MI Thundercats Team	D09
72	Aqua Tots Swim School	D10
73	D7 Residential Exteriors	H07
74	Loy Norrix High School Marching Band	E01
75	Forefront Dermatology featuring the Daniel the Tiger Balloon	E02
78	Kalamazoo Husky Club	E03
79	Pet Supplies Plus	H08
80	Portage Fire Truck and Public Safety	I13
81	Alamo Nursing Home	H09
82	College Hunks	I14
83	Southwest Michigan Harley Owners Group	H10
84	City of Kalamazoo Public Services	I15

<u>Unit #</u>	<u>Organization</u>	<u>Section Number</u>
85	Center Stage Theatre	I11
86	West Michigan Cancer Center	H12
87	Biggby Coffee	E04
88	Parchment and Comstock Marching Bands	E05
89	Meijer featuring the Santa Balloon	E06
90	Black Voters Matter	H13
91	Esper Electric	H14
92	Portage Public School Transportation (Portage Public Schools)	I16
93	Milestone Senior Services	H15
94	Kalamazoo Gospel Ministries	H16
95	Kalamazoo Metro	I17
96	WOOD-TV 8	H17
97	Scott's Pig Roast	E07
98	Gilmore Car Museum	H18
99	Vicksburg High School Marching Band	E08
100	Santa & Mrs. Claus	E09

Event Schedule:

10:15 a.m.	Parade Units 1-50 must be checked in with line up station captain
10:45 a.m.	Parade Units 51-end must be checked in with line up station captain
10:30 a.m.	Road closures begin
10:45 a.m.	Parade units on notice to start going into the street for the line-up.
11:00 a.m.	Parade steps off at Lovell and Jasper Street Food Drive Begins
12:00 p.m.	After Parade Day events begin (as parade finishes) on the Kalamazoo Mall and throughout downtown
12:30 p.m.	Parade is completed
5:30 p.m.	After Parade Day events conclude

After Parade Activities Sponsored by the Kalamazoo Valley Museum and Downtown Retailers:

Immediately following the Maple Hill Holiday Parade, after parade activities, on the Kalamazoo Mall, will feature a series of retail promotions including finding Elf on a Shelf, purchasing Kalamazoo Winnie Winkie Bars, purchase of hot chocolate with a commemorative mug, shopping sales and live entertainment. The Live Entertainment Stage, sponsored by Kalamazoo Valley Museum will feature 4 bands including Hard Times and The Mickeys. More details are available on the website (www.kalamazooholidayparade.org) as times are confirmed.

Restaurants and food vendors will offer great lunch and tasting specials. The Kalamazoo Valley Museum is sponsoring the Entertainment Stage. The museum will be open starting at 10 a.m. to participate with crafts and viewing their exhibits. And of course, Santa and Mrs. Claus will be at both the Kalamazoo Valley Museum as well as on the Kalamazoo Mall. Events are scheduled until 5 p.m.

Voting for Parade Units:

Spectators will have a chance to vote for their favorite parade unit. There will be QR code signs along the parade route where voters will be directly linked to a voting page. The voting begins at 11 a.m. on November 18 and will end on the following day by 5 p.m. The voting link will be available on the website the week of the parade.

CONTACT US:

Website: www.kalamazooholidayparade.org
 Social Media: @maplehillholidayparade

Contact Information

Maple Hill Holiday Parade Kalamazoo
 KELC Events
 1417 S. Burdick Street, Kalamazoo, MI 49001
 269-388-2830
director@experientiallearningcenter.org

deb@eventkalamazoo.com

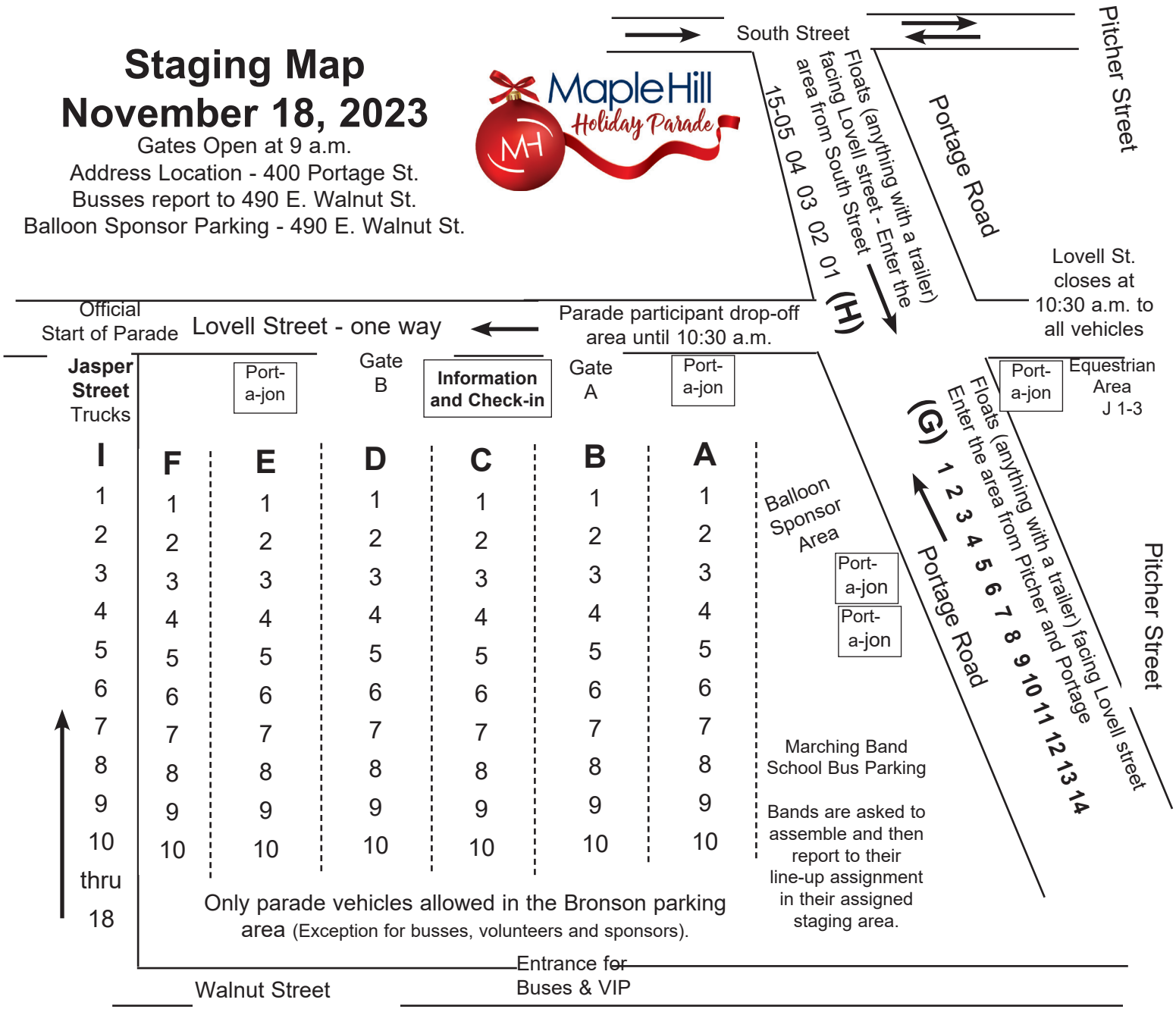
Staging Map November 18, 2023

Gates Open at 9 a.m.

Address Location - 400 Portage St.

Busses report to 490 E. Walnut St.

Balloon Sponsor Parking - 490 E. Walnut St.



Gates Open - 9 a.m. | Parade steps off - 11:00 a.m.

Check parade line-up for number & staging area

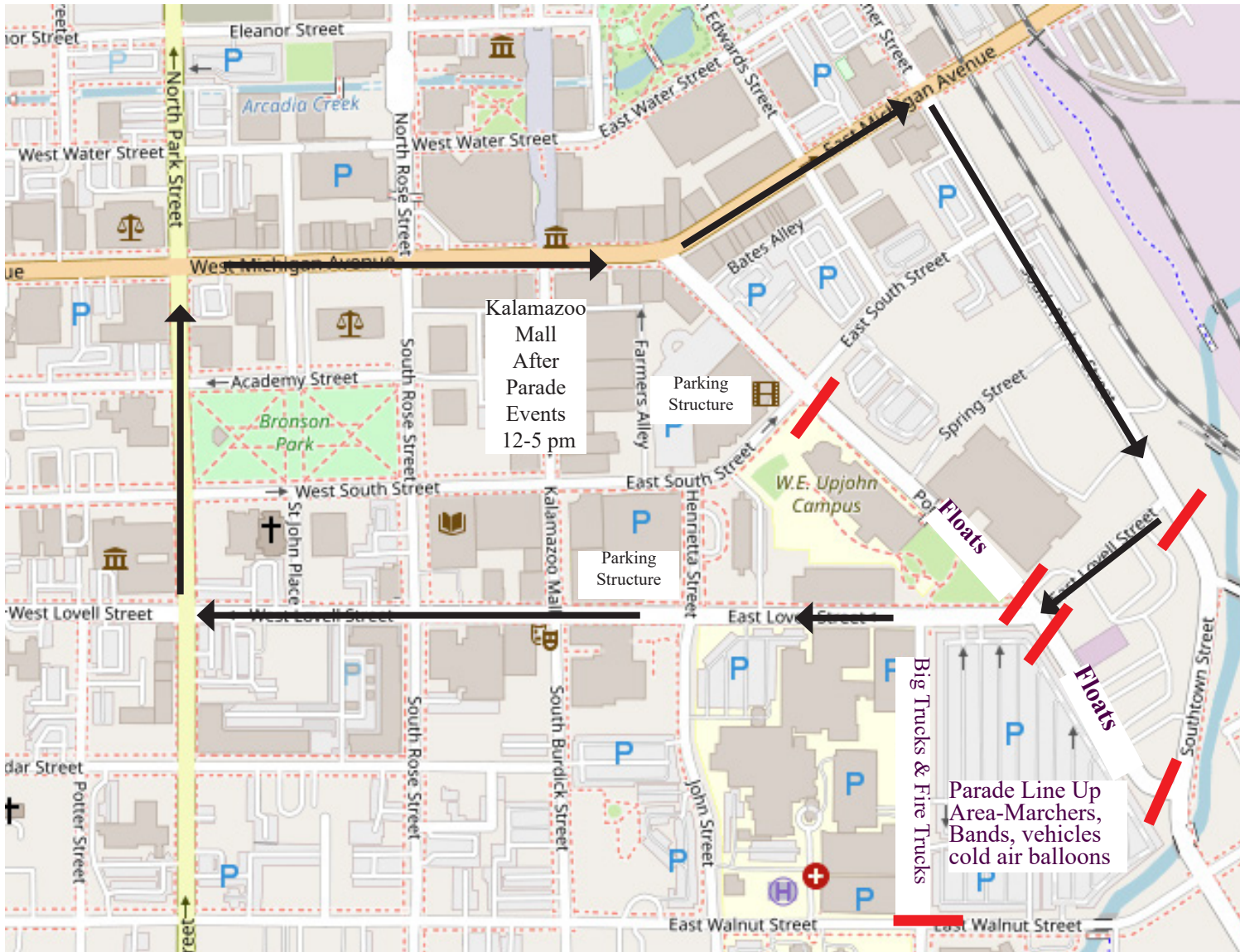
- Please inform parade unit members of their unit number and HOW to access / enter the staging areas.
- Recommended parking is at the Kalamazoo Mall Parking Ramp (Portage Rd) or Epic Center Parking Ramp (Lovell St.).
- A downtown parking map is at discoverkalamazoo.com.
- Each parade unit representative must check in with their unit volunteer (in the staging area) to verify attendance. Units 1-50 check in by 10:15 a.m. and Units 51 and above check in by 10:45 a.m.
- Bands are asked to enter through Walnut Street gate and after warm-up, please report to their staging area.
- After the parade, units report back to their staging area to disassemble.
- Please remove all trash from the staging areas.
- Questions can be directed to Parade Staff at 269-388-2830 or deb@eventkalamazoo.com.

2023 Parade Sponsors



Maple Hill Holiday Parade

Presented by Maple Hill Auto Group
November 18, 2023 with 11 a.m. start



Good To Know Information

- No parking is allowed on the parade route.
- Downtown has “Tow Zones” and they are monitored and cars will be towed.
- If you park in the parking structures you will be blocked in until the parade passes by that location. If you need departure flexibility, please park on the side streets located on the outer edges of the parade route.

Route Map:

Start at Lovell/Portage, Lovell to Park, Park to Michigan, Michigan to Pitcher, Pitcher to Lovell

Staging Area barricades include Portage from Pitcher to South Street, and Jasper from Walnut to Lovell Street. Staging prep area is on Lovell from Portage to Jasper

Staging area barricades closed at 9 am. as illustrated
Parade route closes at 10:30 am.

Road Closure barricades not outlined in this map

Maple Hill Holiday Parade Guidelines
November 18, 2023
www.kalamazooholidayparade.org



Maple Hill Auto Group welcomes you to the Maple Hill Holiday Parade. This is your official Kalamazoo Holiday Parade Packet. The Parade team will maintain communication with your contact person to ensure that everyone's experience is full of fun, holiday cheer, and community pride. Together we will work to create a parade that celebrates our community and holiday spirit.

- The Purpose:** As the official kick-off to the holiday season, The Kalamazoo Holiday Parade is a grassroots, community celebration designed to connect our nonprofit organizations, businesses, and associations with the general public, providing holiday entertainment.
- Parade Date:** Saturday, November 18, 2023
- Check-in:** Gates open at 9 a.m. A representative from the parade unit must check-in with an official by the time stated in the final packet. Typically, units 1-50 check-in by 10:15 a.m. and units 51-end check-in by 10:45 a.m. Units that have not reported by their assigned check-in time will compromise their unit position in the parade. Street access to the staging area is closed starting at 10:30 a.m. Access after this time is through the Walnut Street Gate.
- Staging Area:** Parade units are assigned a specific parade staging area. Floats (defined as any unit with a trailer) will be lined up on Portage St. between South and Pitcher. Please note that trailers are not allowed in the Bronson Healthcare Parking Lot, unless accompanied by a band.
- Parade Time:** Parade steps off at 10:45 a.m. The parade begins at the Bronson Parking Lot on Lovell Street and ends in the same location.
- Parade Route:** The route includes Lovell Street to Park Street, Park Street to Michigan Avenue, Michigan Avenue to Pitcher Street, and Pitcher Street back to Lovell Street. Cars cannot park in the parade staging areas.
- Reviewing Stand:** The location of the reviewing stand has not been determined as of the publishing of this packet. There will be a reviewing stage. Remember, you are performing full-time for the thousands of spectators, beginning to end.
- Noise Restrictions:** Please do not use horns or sirens unless an emergency situation exists. Sound amplifier range must be limited to your entry only. Musical units need to check the "music" box in the application.
- Animal Units:** You are required to have someone cleaning up behind your animal (especially horses) at all times. A fine might be assessed for clean-up to stay compliant with City ordinances.
- Vehicles:** Up to two (2) vehicles are allowed per unit. The vehicle designated on your application is allowed in the staging area. Band equipment vehicles are allowed in the staging area, but not on the parade route. For the safety of our participants, all other vehicles must be parked outside the lot. Sponsor vehicles are allowed in the parking lot. **ALL VEHICLES IN THE PARADE MUST BE DECORATED.**
- Floats:** Trailers must be State Licensed approved and all safety and precaution measures must be implemented. Approved railings and seating is required for anyone traveling on the float. Floats cannot exceed 12 feet high from the ground. All floats must be decorated and themed to the holiday spirit (holiday includes the various holidays in November and December)
- Distribution:** For the safety of others, no items may be thrown from your parade unit, including candy, souvenirs, balloons and/or literature. Parade items must be handed to participants. Items for distribution must be approved by the committee.
- Disclaimer:** The Kalamazoo Holiday Parade event team reserves the right to remove any entry from the parade before and during the parade if the entry is not as stated in the parade application, is throwing items from their unit, or is otherwise deemed unsuitable.
- Santa Final Note:** The only Santa in the parade is sponsored by Maple Hill Auto Group. For the enjoyment of our children, there cannot be another Santa (Santa with a beard) featured in any unit.

Please follow our social media pages and website at www.kalamazooholidayparade.org.

Questions can be directed to the Parade Logistics Team at 269-388-2830. See contact information at the end of this packet.

Maple Hill Holiday Parade Kalamazoo “A Review of the Rules”

Overview:

- **The parade is hosted by Maple Hill Auto Group.** The success of the parade depends on each unit's ability to provide entertainment value and visual celebration. Units must develop and execute a holiday theme, have participants to dress in holiday attire or costumes complementing their theme, and professionally represent their organization or business.
- The entry fee is \$100 for for-profits and \$75 for non-profits and helps to cover logistical costs. This fee is non-refundable, and the parade is a rain or shine event. Marching bands are exempt from payment and reasonable transportation fees associated with participation can be submitted for reimbursement consideration.
- Confirmation of application and entry is done via email. A confirmation will be emailed within 5 days of receipt and the final number/staging area assignment will be mailed in November and include a parade line-up and event day instructions. If confirmation is not received within a week of your application submission, please call 269-388-2830.
- Applications can be made online. This paper application is designed to provide you with the information that is needed to complete the application. Please ensure that the application, when submitted, is completed. It is the participant's responsibility to communicate any changes or additions to the application between the time of submission and the event. Parade units must adhere to their stated unit descriptions listed within this application or parade officials reserve the right to deny event day entry if it does not reflect the intent of the submitted (or revised) application. This application is used to determine placement in the parade.
- Parade officials will assign line-up number(s), times and locations. The assignment number is based on the parade application and its entertainment value. It is the participant's responsibility to ensure compliance by their unit members. Santa is at the end of the parade, and we believe that every unit is important, regardless of their number location.
- Parade units are restricted to no more than 50 members within the unit (excluding marching bands and their band members) and up to two (2) vehicles. This is a requirement helping to ensure that all units receive appropriate recognition during the parade.
- Political units are allowed only under the following guidelines: holiday attire is required; only one banner can be carried in support of the candidate (political signs are not allowed); and political units are required to host a fully decorated holiday themed unit. Political solicitation materials cannot be distributed.
- Parade units may include signage promoting their unit, however, the value of the unit and its placement will depend on the entertainment and theme-value of the unit. Signage must be professional.
- Please advise your unit that members participating in the parade cannot distribute any items from their unit without prior approval. Thrown items force children to run into the streets and create unsafe situations. **Units that throw items will be held responsible for any accident/incident that occurs thereof.**
- In an effort to reward themed and decorated units, people can vote on their favorite unit. The top winning nonprofit will receive a cash prize and the top winning for profit organization will win a trophy. Details regarding the unit competition will be distributed separately from this application.
- Parade units must sign a waiver statement in order to participate.
- This is a one-mile parade route. Parade units must maintain a consistent traveling pace (2-4 car-lengths between units) and ensure that all members of the parade unit act in an appropriate manner.

Waiver, Release and Indemnity Form

On behalf of this unit and its participants, our organization, business, association or other entity understands that MAPLE HILL AUTO GROUP, KALAMAZOO EXPERIENTIAL LEARNING CENTER and THE CITY OF KALAMAZOO, its officers..., its officials, agents and employees, and sponsors will not be responsible or liable for any injuries, damages, and/or loss of property as a result of me or any member of my group (parade unit) taking part in the “Kalamazoo Holiday Parade.” Further, our organization, business, association agrees to indemnify Bronson Healthcare Group together with its officers, directors, employees, agents and tenants. In addition, I agree to indemnify Bronson Healthcare Group, Inc. from all claims, liability, damage or loss arising from my activities in the staging area of the “Kalamazoo Holiday Parade.”

All participants agree to this waiver. On event day, representatives will be asked to once again sign this waiver on behalf of their participating unit. .

The Maple Hill Holiday Parade is a Michigan Nonprofit Organization under the name of the Kalamazoo Holiday Parade and all donations are tax deductible under the fiscal sponsorship of the Kalamazoo Experiential Learning Center, 1417 S. Burdick Street, Kalamazoo, MI 49001 – 269-388-2830. Questions can be directed to Deb Droppers, Executive Director.