

Wentworth Library March 16, 2023

SAM

CAROLYN

TRAVIS



Travis



Carolyn

**So, you want
to parade.**

Great! We want that, too.

**HOW TO
PARADE**

The basics

Saturday,
June 10th
10:30am
(lineup at 9:30am)

Start

Garlough Elementary
Parking lot



End

Harmon Park

Parade units will disassemble between
(north of) Bernard St. W and Haskell St.

Quiet zone

1.5 miles

HOW TO PARADE

Registering your entry

www.exploremsp.com/parade-registration-form

Parade Registration Application

Explore West St. Paul Days

Parade Date: Saturday, June 10

Lineup: 9:30am

Parade Start: 10:30am

Submit your parade application before **April 26** to save on entry fees. Fees will increase on April 27.

All applications are due by May 31.

Participant Information

Organization/ Group Name *

Primary Contact *

**HOW TO
PARADE**

Fees

For-profit business /political organizations

\$150.00

Early registration - \$150

Non- profit 501c3 organization (IRS Lookup)

Free

Early registration - FREE

Other (personal)

\$50.00

Early registration - \$50

**HOW TO
PARADE**

Guidelines

Parade rules and regulations

- Participation and unit placement are based on the needs of the parade, space, existing parade presence, safety, sound, and relevancy of the unit to the community. We cannot ensure the acceptance of all registrations. If registration is declined, all paid fees will be returned.
- Acceptance of registration materials received after 5/31 is at the discretion of the Explore West St. Paul Days Committee.
- Parade starts at 10:30am with line-up beginning 1 hour prior.
- Parade units are not allowed to throw candy or items from floats or vehicles. Everything distributed must be done on ground level. *Distribution requires a description of product and/or materials at time of application submittal.*
- All currently elected officials and those running for office that wish to campaign (signage, literatures, etc.) in the parade must pay the fees associated with the Political Organization Participant Category.
- Parade unit must be appropriate for all ages. Including, but not limited to, music, dancing, literature, etc.
- Units with sound must maintain a set decibel level as to not interfere with other units.
- Parade will occur rain or shine. In the event of severe weather resulting in cancellation, the primary contact for each unit will be notified by 8:00am on parade day.
- Failure to keep up with the pace of the parade can result in removal. A good guideline is 3 seconds of distance from the unit immediately in front of yours.
- Participants riding a bicycle or other wheeled apparatus must wear a helmet.
- Parade unit participants are encouraged to carpool or be dropped off. Designated parking is not provided. The only vehicles allowed in the staging area will be those that were specified at registration.
- Participants must immediately clean-up after any animals, which are part of their unit.
- Youth must be adequately supervised. If youth participating are under four years of age we ask that they are pulled in a wagon.
- Parade unit applications are subject to denial if appropriate information and fees are not submitted in entirety.
- Refunds will not be issued in the event of parade cancellation.

HOW TO
PARADE

Guidelines

Parade rules and regulations

- Participation and unit placement are based on the needs of the parade, space, safety, sound, and relevancy of the unit to the community. We cannot ensure all registrations. If registration is declined, all paid fees will be returned.
- Acceptance of registration materials received after 5/31 is at the discretion of the Days Committee.
- Parade starts at 10:30am with line-up beginning 1 hour prior.
- Parade units are not allowed to throw candy or items from floats. Distribution must be done on ground level. *Distribution requires a description of procedure in registration submittal.*
- All currently elected officials and those running for office that are participating in the parade must pay the fees associated with the Political Organization.
- Parade unit must be appropriate for all ages. Including, but not limited to, children.
- Units with sound must maintain a set decibel level as to not interfere with other units.
- Parade will occur rain or shine. In the event of severe weather re-arrangements for each unit will be notified by 8:00am on parade day.
- Failure to keep up with the pace of the parade can result in removal from the parade. Distance from the unit immediately in front of yours.
- Participants riding a bicycle or other wheeled apparatus must wear a helmet.
- Parade unit participants are encouraged to carpool or be dropped off. Designated drivers. The only vehicles allowed in the staging area will be those that were specified in the registration.
- Participants must immediately clean-up after any animals, which are part of their unit.
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**The parade will go on
in rain or shine.**

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- Acceptance of registration materials received after 5/31 is at the discretion of the Days Committee.
- Parade starts at 10:30am with line-up beginning 1 hour prior.
- Parade units are not allowed to throw candy or items from floats or floats done on ground level. *Distribution requires a description of procedure in registration submittal.*
- All currently elected officials and those running for office that participate in the parade must pay the fees associated with the Political Organization.
- Parade unit must be appropriate for all ages. Including, but not limited to, children.
- Units with sound must maintain a set decibel level as to not interfere with other units.
- Parade will occur rain or shine. In the event of severe weather re-arrangements for each unit will be notified by 8:00am on parade day.
- Failure to keep up with the pace of the parade can result in removal from the parade distance from the unit immediately in front of yours.
- Participants riding a bicycle or other wheeled apparatus must wear a helmet.
- Parade unit participants are encouraged to carpool or be dropped off. Designated drivers. The only vehicles allowed in the staging area will be those that were specified in the registration.
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**Units with sound,
Must keep it at a level
that doesn't affect
the other units**

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PARADE**

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**Candy can't be
thrown from a
vehicle or trailer.**

**HOW TO
PARADE**

**Oh, did we mention
the money?**

No? There's money.

**HOW TO
PARADE**



HOW TO
PARADE

How to pick an idea.

It's easier than you think.

HOW TO
PARADE



Dream big.

Get the obvious ideas out, then move to the really weird
“what if” ideas.

Try for five ideas. Can you do five more?

Grab a creative friend, or a child, to help you.

Don't be afraid to google a word with “parade float” after it
and get inspired by what others made.



Helpful questions

What's the most iconic image for your message?

If you were a parade goer, what would make you stop and take a photo (and post it to social media?)

What's your time and materials budget?

Reverse Engineer

Look for materials first and see what shapes they make you think of.



HOW TO
PARADE

It's hard to go wrong
with something big...

HOW TO
PARADE





Or a lot of little things...

**HOW TO
PARADE**

Or a shape that uses both!



HOW TO
PARADE

Silliness wins.

Think like a
6-year old

**HOW TO
PARADE**



It can be
anything

Maybe a “float” isn’t the
answer

HOW TO
PARADE



Power in Numbers

Grab your friends and make - or buy - themed costumes.



HOW TO
PARADE

Making it real.

Get out the glue sticks.

HOW TO
PARADE

Chances are, you aren't a professional float expert.

Good news: No one is



HOW TO
PARADE



REFRIGERATOR
PRICE
REFRIG

USE CAUTION. METAL BAND UNDER TENSION. WHEN CUT, IT MAY SPRING OUT AND CAUSE INJURY.

Test how something is constructed.

Before you attach your perfectly painted and shaped pieces, try it with a piece of scrap.

HOW TO
PARADE



Pick materials you feel comfortable with and you can use easily

Cardboard

Wood

Paper

Fabric / plastic

Streamers

Free

Purchased

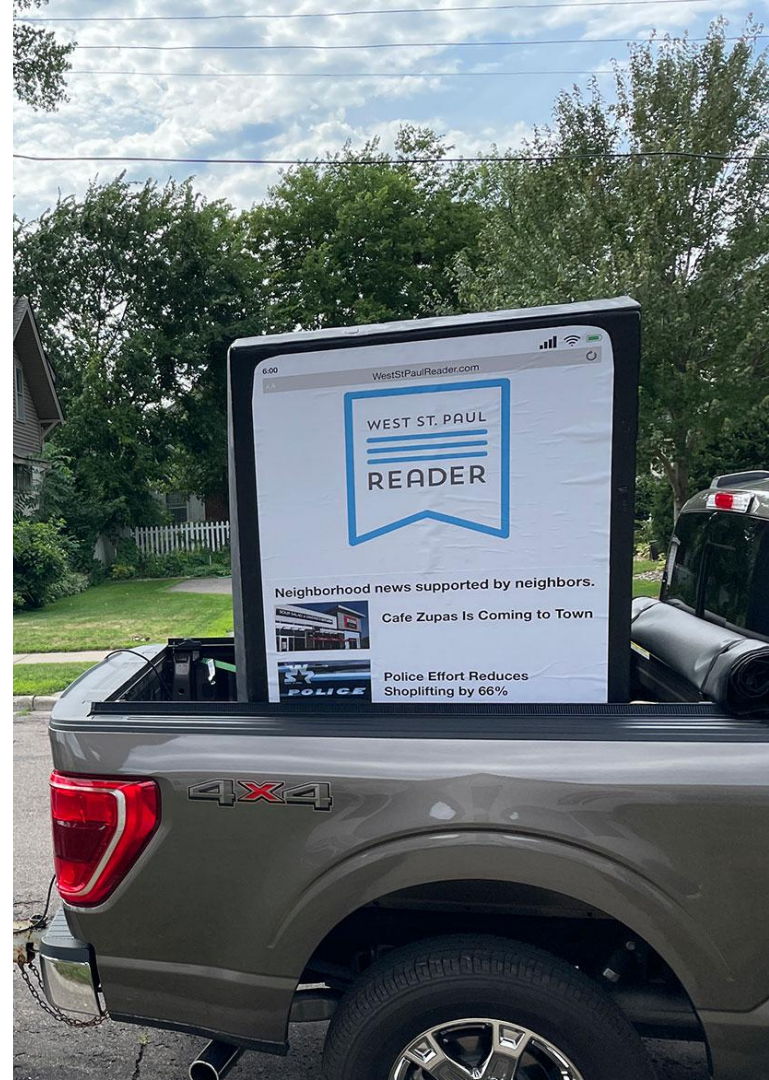
Borrowed

Water-proof

Don't worry about the details.

Stand 30 feet away from your float.
Can you read your signs?
Can you spot the duct tape?

HOW TO
PARADE



**Don't let
money
determine
your
materials.**

People appreciate
inventive creative
solutions more
than you think.



Keep your float afloat

Duct tape, zipties,
Clamps, straps....

Don't overbuild your entry, but remember that it could be windy and needs to be securely attached.



HOW TO
PARADE

Zipties are your friend

They're fast, strong and quick.
Bring along a few on parade day.



HOW TO
PARADE



It will take more than an afternoon

Storage is worth thinking about.

Do you need elements printed? How long will that take?

Invite the neighbors over for help.

Resources

Let's share some secrets.

HOW TO
PARADE

Making

Furniture stores and Appliance stores have giant cardboard recycling tubs to dive into

Sheets & table cloths are good ways to cover large areas

Black & white large-scale printing is cheap at FedEx

Google + Youtube

Ax-Man Surplus

U of M Surplus Store

Vehicles / Trailers

Uhaul

Local car dealers might loan a truck

Bikes

Questions?

How's, Where's and What's

HOW TO
PARADE

If you've got questions...

Sam Murphy

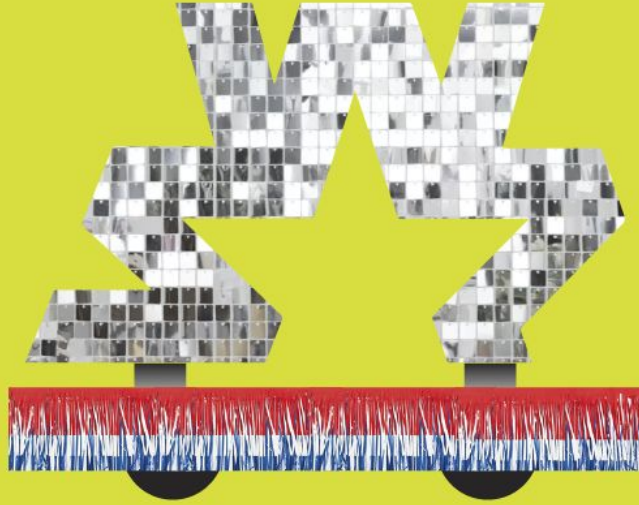
smurphy@wspmn.gov

651-552-4154

Or give our main line a call at
651-552-4100 and
administration will get you
connected with someone
who can help.

HOW TO
PARADE

Thank you.



**HOW TO
PARADE**



Brainstorm!

HOW TO
PARADE

You've got an idea.

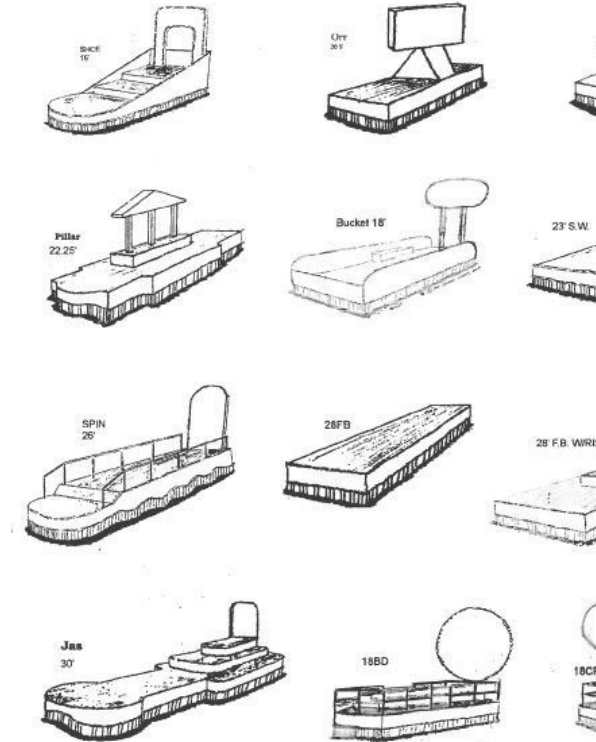
Now, think of the different ways to make it.

Could it be a car? A trailer? A bike?

What if everyone had to walk?

How big can it be and still work? How small?

What will take the longest to build?



HOW TO
PARADE



Make it to fake it

Spend time on what people see, not on what they won't.

HOW TO
PARADE