

# HOLIDAY PARADES

## Best Practices



Holiday parades are festive occasions that bring communities together to celebrate various cultural and seasonal holidays. Planning a successful parade involves careful coordination, thorough planning, and attention to logistical details. These guidelines offer best practices to assist organizers in planning and executing enjoyable holiday parades, in collaboration with City officials to meet community expectations.



### Planning and Preparation

- Clearly outline the goals of the parade, such as fostering community spirit, promoting local businesses, or celebrating seasonal festivities.
- Establish a committee comprising representatives from local businesses, community organizations, and municipal authorities to oversee planning and execution.
- Develop a detailed budget covering expenses for permits, decorations, insurance, entertainment, paid duty officers, emergency services, and any necessary expenses.
- Event organizers must submit a special event application at least 60 days prior to the event date. But before submitting an application, please reach out to [events@greatersudbury.ca](mailto:events@greatersudbury.ca) to get connected to a City liaison who can help flag any initial concerns and provide direction. Organizers will work their City liaison to solidify a route for the parade and obtain all required permits well in advance, including permissions for road closures/road occupancies, use of public spaces, and compliance with safety regulations.
- Individuals applying for a road closure or road occupancy permit for a parade must provide a certificate of insurance with a minimum coverage of \$5 million, naming the City of Greater Sudbury as an additional insured party. Additionally, your insurance policy must include coverage for parade spectators, with no exclusions. This insurance documentation must be submitted at least 10 days prior to the event to allow sufficient time for City staff to review and approve it.
- When planning the parade route, organizers should account for travel distance, start and end locations, staging areas for floats, vehicles, and participants, as well as public viewing areas. It's essential that parades begin and end on time to avoid disrupting public transportation routes, emergency vehicle access, and local businesses.

### Parade Logistics

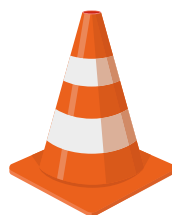
- Choose a parade route that ensures safety and accessibility for participants and spectators. Coordinate with City staff to consider construction plans, transit routes, emergency services access, and pedestrian pathways.
- Once the route is approved, invite diverse groups such as schools, local bands, community associations, and businesses to participate. Provide clear guidelines for float decorations, participant safety, and participant registration.
- Designate a staging area that accommodates all participants and provides efficient organization and preparation time before the parade begins.

### Safety and Security

- Develop an emergency plan that includes evacuation procedures, medical aid stations, and clear communication channels for participants, spectators, and emergency personnel.
- Coordinate with local authorities to manage traffic flow, road closures, and alternative routes. Ensure emergency services have unobstructed access to the parade area in case of an emergency.

### Float and Vehicle Safety

- All drivers must be in possession of a valid driver's licence and vehicle insurance.
- Ensure that all floats and vehicles adorned with decorations have securely attached their decorations and that floats intended for passengers are safe and secure for riders.
- All vehicles/floats must obey the Highway Traffic Act regulations outside of marshalling area – No passengers will be permitted to ride on a float outside of the marshalling area/parade route.
- Conduct thorough inspections before the parade to verify the functionality of brakes, lights, and other safety features.
- Drivers should be trained in parade route navigation and adhere to designated speed limits and traffic regulations.
- Before the parade begins, establish an "All Stop" signal and ensure all float drivers are informed. In case of an emergency, the sounding of a vehicle horn, or air horn will serve as the signal for all vehicles to immediately stop and await further instructions.



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- Once the parade has started, all participants must stay on their floats until the parade concludes. Children must be under appropriate adult supervision at all times during the event.
- If animals are part of the parade, any waste they produce must be promptly cleaned up.

### Participant Safety

- Provide clear guidelines and safety instructions to all participants, emphasizing proper behavior and attire during the parade.
- Ensure participants are aware of emergency procedures and designate marshals along the route to assist if needed.
- Parade participants are prohibited from throwing items from vehicles or floats due to safety concerns and the potential for encouraging the public to enter the parade route.

### Crowd Management

- Plan for sufficient barriers, ropes, or marshals to manage crowd movement and prevent overcrowding.
- Consider implementing crowd control measures to maintain a safe distance between floats and spectators.
- Clearly mark safe viewing areas for spectators and communicate any restricted zones or areas off-limits to the public.
- Monitor crowd density to prevent potential hazards and ensure emergency access routes remain clear.

### Communication and Promotion

- Once your parade route is approved, promote the event using various channels, including social media, local newspapers, posters, community newsletters, and partnerships with local businesses.
- Create a detailed schedule of parade activities, including start times, lineup procedures, entertainment, and any post-parade celebrations.
- Communicate parade details to the public, including information on parking options, designated spectator areas, and any special accommodations for residents and businesses along the route. The City will provide advance notice to inform the public about any traffic disruptions.

### Sustainability

- Minimize environmental impact by using eco-friendly decorations and promoting recycling practices during and after the parade.
- Foster community involvement by collaborating with local organizations, promoting volunteer opportunities, and supporting local vendors and artisans.

### Post-Parade

- Gather feedback from participants, spectators, and stakeholders to assess the parade's success and identify areas for improvement.
- Arrange for prompt cleanup of the parade route and event area, ensuring proper disposal of waste and recycling materials.
- Recognize and appreciate the efforts of volunteers, sponsors, and participants who contributed to the event's success.

By following these best practices and collaborating effectively with City staff and community stakeholders, organizers can plan and execute safe, enjoyable, and memorable holiday parades that enhance community spirit and celebrate seasonal festivities. These guidelines can be adapted to fit the unique characteristics and needs of your community, ensuring a festive and inclusive experience for all participants and spectators.



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