



Special Event Application Parade Guidelines

The following guidelines are to help you in planning, organizing, and executing your event. You should carefully read all the guidelines prior to submitting your application and pay special attention to the deadlines on submitting your paperwork.

Parade applications must be submitted no later than sixty (60) days prior to the scheduled date of event. You may submit your application up to one (1) year prior to the event, however, you must pay your fee at the time you submit your application.

Event Organizer

The event organizer must remain in contact with the designated City Official(s) prior to the event, during the event, from the start time to completion time. Additionally, the Event Organizer must meet with the designated City Official at the conclusion of the event to ensure that no outstanding issues are needing to be addressed.

Required Documentation

All required documents must be submitted no later than sixty (60) days prior to the event. The following should be submitted:

- Application
- Non-Profit Documentation (if applicable)
- Insurance Policy, naming the City of Whiteville as an additional insured.
- Application Fee (see fee schedule)

Cancellation Policy

The City Manager or their Designee, may cancel an event or add additional restrictions prior to or during special events without notice for any significant change in conditions which would, or may, adversely affect the public health or safety of the public.

The event organizer may cancel the event, but the cancellation must be in writing. Cancellations should be made at least seven (7) days prior to the event. Cancellations will result in the loss of \$100.00 processing fee.

Parade Timeline

The following schedule will be used to ensure the parade organizer and the city are meeting the needs of the event.

- 3-5 business days from the submission of the application, the City's parade team will meet to evaluate the application.
- Within seven (7) business days from the date the Parade Team evaluates the application the Applicant will meet with the Parade Team to discuss the event and answer any questions.
- The Parade Team will meet four (4) weeks prior to the event to ensure that all resources are available for that event.



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- One (1) week prior to the event the Parade Team will meet to discuss any remaining concerns to include questions for the event organizer, road closures, additional personnel, weather concerns, etc...

Food/Candy

The throwing of candy or other items from a vehicle is **strictly prohibited**. You may allow a "Float Escort" to hand out candy or other items as they walk beside the float/vehicle. Failure to comply may result in the loss of parade privileges for future events.

Walkers / Dancers

To ensure that significant gaps do not occur that create a safety hazard during the parade there will be designated routine areas for performances. The following locations are approved performance locations:

- Madison St. / Columbus St.
- Madison St. / Main St.
- Madison St. / Burkhead St.

Large Vehicles

All large vehicles such as trucks, buses, tractor trailer, or other vehicles that cannot see directly in front of or below the windshield must have "Ground Lookouts" to watch for children, other vehicles, or hazards in the event someone is crossing in front of, or a child is approaching the vehicle. Ground Lookouts should be visible to the driver.

Generators

One Generator may be used to supply supplemental power; however, you must meet the following:

- No refueling during the event.
- Muffler shields must be used.
- Fire Extinguisher must be mounted in a readily accessible area. Fire Extinguisher Listed B/C.
- Quiet generators that are rated at 60 decibel or lower are the only generators allowed.
- The generator must be securely fastened to the float or vehicle.

Parade Routes

You may choose one of the city's designated parade routes located on your parade application, any deviation from the designated route must be approved by City Officials.

The following staging areas have been established for the option you choose:

- Smith St. from Madison to Lee St. and Lee St. South towards West College St.
- Lee St. North from Madison St. to Pecan St.

Event Briefing

The event Organizer must brief all participants on the following:

- Rules & Regulations
- Safety Concerns
- Weather
- Emergency Medical Response
- Emergency Evacuation, and
- No Alcohol consumption prior to or during the event.



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City Officials Participating in Event

If you are interested in having the City of Whiteville's Mayor, Council, or City Officials participate in your parade you must indicate that on the parade application at the time of submission. There are factors that may affect participation such as leave time, scheduling, and staffing.

Non-Profits (501 (C)(3))

A nonprofit organization is one that qualifies for a tax-exempt status by the IRS because its mission and purpose are to further a social cause and provide a public benefit. Nonprofit organizations include but are not limited to hospitals, universities, national charities, and foundations.

Nonprofits operate under 501 (C)(3), for corporations, funds or foundations that operate for religious, charitable, scientific, literary, or educational purposes.

Any requested exemptions must be in writing to the City Manager or Designee for review and approval.