

# 2017 WFA ACHIEVEMENT AWARDS PROGRAM

## Innovations & Management Excellence

### FORM FOR DIVISIONS 13 – 27

**FAIR NAME:** San Mateo County Fair

**CLASS:** 2 (Example: Small Fair = Class 1)

**DIVISION:** 19

**a) What was the goal?** Define the challenge/ problem/target audience and explain what you were trying to accomplish.

Our goal was to strengthen our relationship with the City of San Mateo, the city which the Fair resides in. We always need to build and maintain relationships with our local community stakeholders to protect our continued interest in the Fair and Event Center. We also wanted to strengthen this relationship as there has been a ton of development around the Fair, in the former Bay Meadows area, and we want to make sure that we are part of the discussion for any development. The new Bay Meadows residential area was also a target audience for us to invite to the Fair, and we wanted to include them in an activity that would help kick-off the Fair.

**b) How did you achieve the goal?** What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

Our CEO, Dana Stoehr and City County Member, Maureen Freschet had the idea to start a Parade that would kick off the summer and would end at the Fairgrounds. The Parade route would go through the new Bay Meadows community and end at the entrance of the San Mateo County Fair. We worked with the City Manager and the Special Events Committee on putting together a parade, and we agreed to split the cost and responsibilities evenly between the Fair and the City. The City was going to cover all the city's costs for the parade (Public Works, Police, Fire, permits, etc), develop the marketing for the Parade (name of Parade, poster, graphics, email blasts, etc), and pick the Grand Marshall. The City named the Parade, the "Spring Into Summer" Parade. The City's Volunteer Coordinator, Donna Divodi, provided all the volunteers that we needed for the Parade, over 100 people. The Fair was in charge of Parade operations, and we hired Ray Pulver of Upbeat Parade Productions to help develop the Parade and handle the day of operations. Ray developed our Parade entry system and he managed all the outreach to garner entries for the Parade. We worked with the City on the Parade operations, putting together the route, day of plan, security procedures, road closures, and VIP experience. The City staff entered a float in the Parade and the City Council members rode in cars. The Fair entered a float into the Parade, which was created by our Junior Fair Board and our Board of Directors rode the float and in the Wells Fargo Coach.

**c) What were the results?** Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

In our first year we had 26 groups participating in the Parade (Floats, Bands, Officials, Community Groups, and equestrians), which Ray assured us was a good start for a parade. The Bay Meadows community responded very positively to the Parade, and they were excited to be part of the planning, and view the Fair as part of their community instead of a nuisance. Public numbers to the parade were ok, we were hoping for a lot more, but those that we did have attend the Parade did then walk down and into the Fair, which boosted our attendance. We received tons of positive feedback about the Parade from the public as they entered the Fair. Our relationship with the City strengthened and they are eager to continue working with us on future projects, and protecting our interest.

Parade Poster

The City of San Mateo and  
The San Mateo County Fair

Spring *into* Summer  
**PARADE**



Celebrate the opening of the San Mateo County Fair  
and the best of our city and county!

DATE: Saturday, June 10<sup>th</sup>

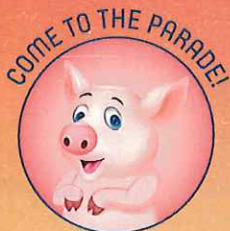
TIME: 10:00 a.m. parade begins

PARADE ROUTE: One-mile along Franklin Pkwy to  
Delaware St. Ends at the San Mateo County Fair.

MORE INFO: [www.sanmateocountyfair.com](http://www.sanmateocountyfair.com)



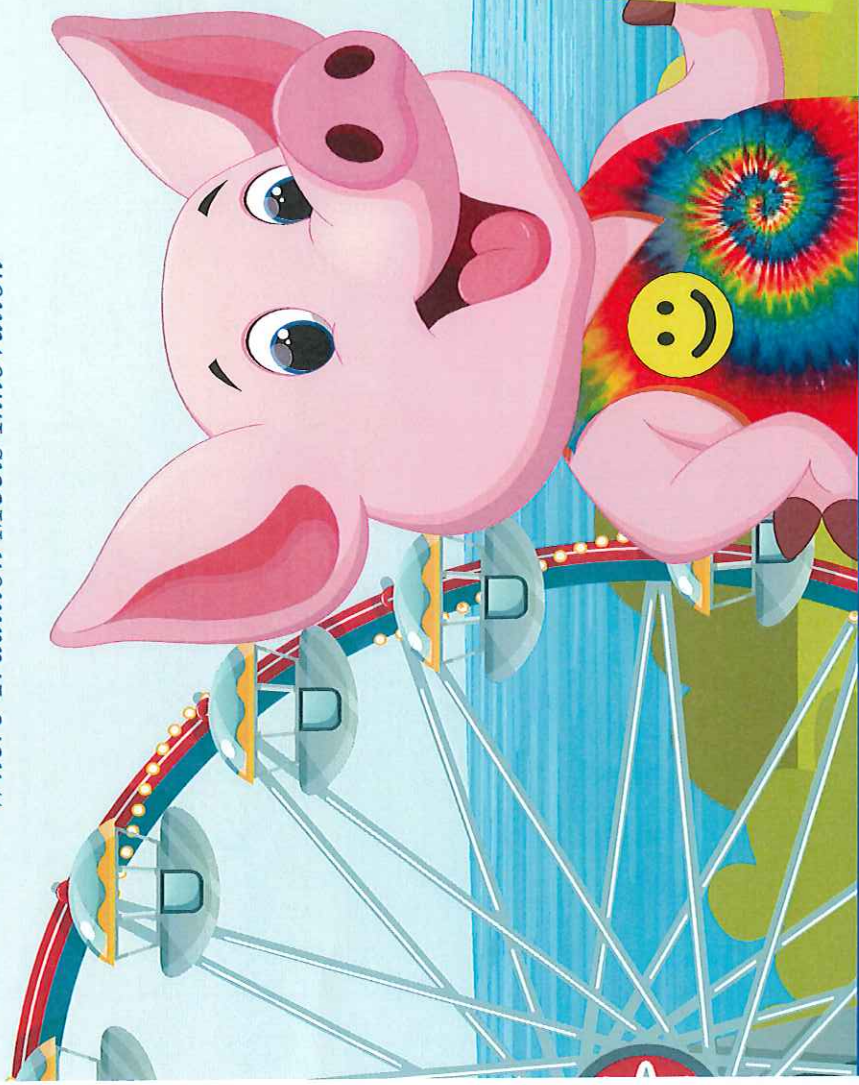
**Volunteer at the Parade!** Get a FREE full-day pass to attend any day of the Fair!  
Go to <https://sanmateoparadevolunteer.eventbrite.com> for info and to sign up.



Ad that was in local Paper



*Where Tradition Meets Innovation*



# Summer of Lovin' Fun!

**Carnival Rides ★ Animals ★ Fair Food**  
**Rainforest Exhibit ★ Shopping ★ Free Entertainment**  
**Tons of Exhibits ★ And More**

The City of San Mateo & The San Mateo County Fair  
 PRESENT THE

# SPRING INTO SUMMER PARADE

**Saturday, June 10  
 at 10 AM**

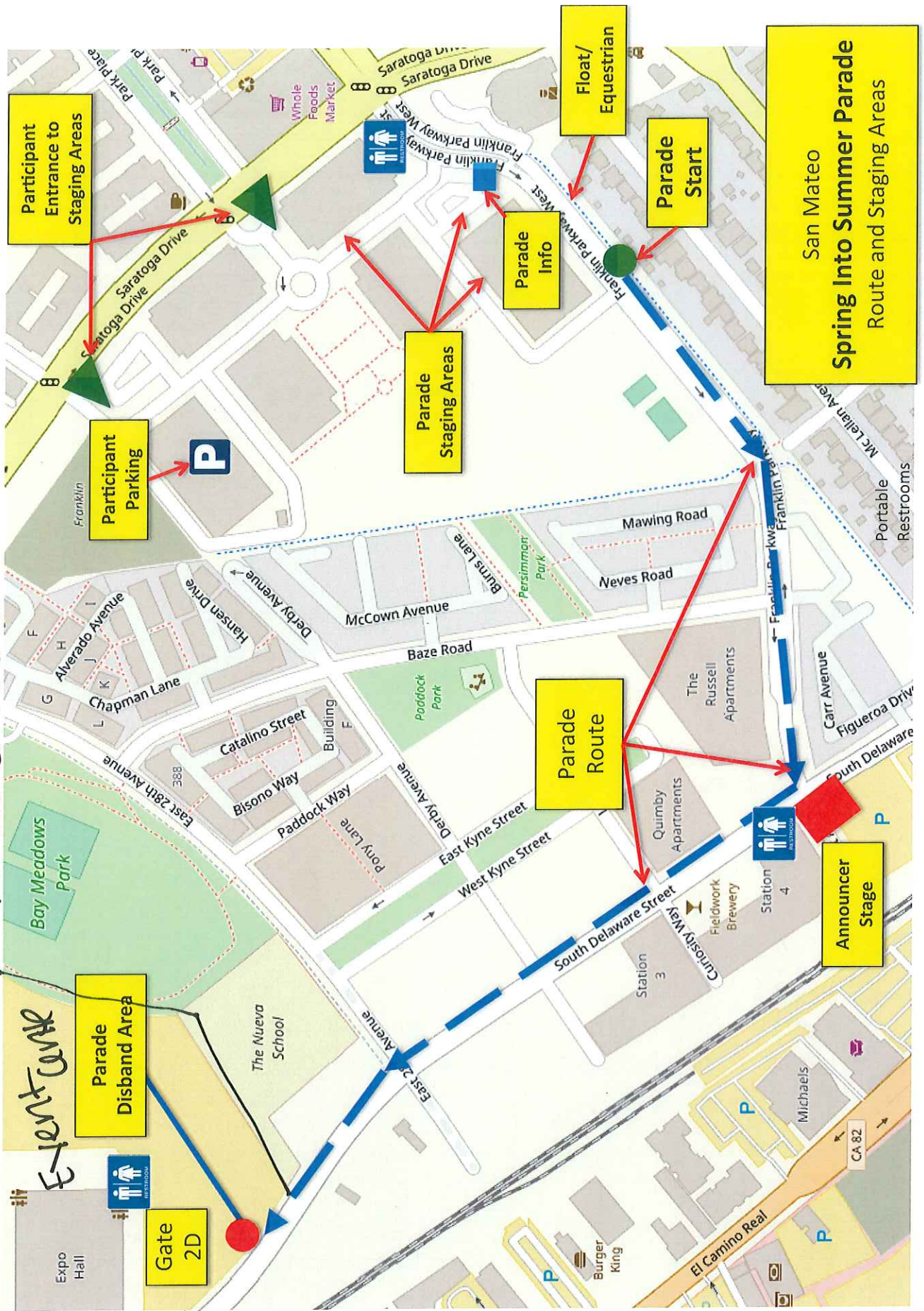
**Parade Route: Franklin Pkwy along Delaware St.  
 and into the San Mateo County Fair**



# JUNE 10-18

[sanmateocountyfair.com](http://sanmateocountyfair.com)

# Parade Route





# SAN MATEO SPRING INTO SUMMER PARADE

## Official Entry Application



**Parade Date: June 10 - 10:00a**

**Application must be received by: May 10**  
(Please type or print legibly)

Date Application Completed: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Primary Phone #: ( \_\_\_\_\_ ) \_\_\_\_\_ Alternate #: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Alternate Contact Person: \_\_\_\_\_ Phone#: ( \_\_\_\_\_ ) \_\_\_\_\_

• **TYPE OF ENTRY** •

*(check all boxes that apply, sign application when complete)*

Non-profit organization       Commercial Business (entry fee applies)

Band/Drum Corps     Float (see reverse side)     Marchers/Drill/Dance     Vehicle     Equestrian

Other *(describe)* \_\_\_\_\_

Number of Members in Entry: \_\_\_\_\_ Number of adults: \_\_\_\_\_ Children: \_\_\_\_\_ (ages) \_\_\_\_\_

Does unit have sound or music?     Yes     No    If yes, describe: \_\_\_\_\_

Are any vehicles requested to accompany this entry? *(Vehicles will be limited & must be approved)*     Yes     No

If yes, describe: \_\_\_\_\_

Description of unit *(to be used for announcers. Up to five sentences is sufficient)*: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Any additional comments or requests: \_\_\_\_\_

\_\_\_\_\_

• **FLOAT INFORMATION** •

(Complete the following information if submitting a float entry.)

ENTRY CATEGORY:  Professional Built  Self-Built

Parade Float Theme Title: \_\_\_\_\_

Overall float size: Length: \_\_\_\_\_ Width: \_\_\_\_\_ Height: \_\_\_\_\_

Describe float concept and decorations used: \_\_\_\_\_  
(Use second page if needed to fully describe.)

Approximate number of lights used: \_\_\_\_\_

*I/we hereby understand and agree to accept the risk of bodily injury and/or property damage which I/we may incur or cause a third party to incur as a result of my/our participation in the San Mateo County Fair Parade. With this understanding, I/we further agree to indemnify, defend and save harmless the City of San Mateo, San Mateo County Fair and its Boards, its Commissions, its Contractors, and their respective officers, agents, and employees from and against any and all claims, losses, injuries, suits and judgments arising from, or in connection with/my successors, assigns, heirs, executors and administrators, and any other persons or entity's who/which may have a claim based on my/our personal injuries and/or property damage. I/we further understand and agree that this save harmless and indemnification shall apply to and all facilities that the City of San Mateo may own and/or control. Furthermore, I/we have read and agree to abide by the San Mateo County Fair Parade guidelines and rules, as shown in the pages provided and those to be presented with the participant's information package if my unit is accepted.*

Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Representative Signature: \_\_\_\_\_

Authorized Representative (print): \_\_\_\_\_

- Parade Application must be signed.
- ALL entry applications are subject to review approval by the parade organizers.
  - Please make a copy for your records
- Commercial/Business entries must include entry fee of \$200.00 with application (no cash, checks only payable to San Mateo County Fair)

Return original entry application to:

**Spring Into Summer Parade**  
 Ray Pulver, Parade Coordinator  
 Upbeat Parade Productions  
 5320 Cedar Grove Circle – San Jose, CA 95123  
 408-629-2520 (phone/fax) Email: [Upbeatparades@aol.com](mailto:Upbeatparades@aol.com)  
 Information on Parade: [www.sanmateocountyfair.com](http://www.sanmateocountyfair.com)



## PARADE PARTICIPANT INFORMATION



**PARADE DATE:** SATURDAY, JUNE 10, 2017

**PARADE  
LOCATION:** San Mateo, California – Event Center Area

**PARADE  
START TIME:** 10:00 a.m. (from staging area)

**REPORTING  
TIMES:** Refer to your cover letter for this information and **PLEASE**  
share with all your participants.

**CONTACTS:** Ray Pulver - Parade Coordinator - 408-410-6255 (day of parade only)  
408-629-2520 (office)  
Kaitlyn Bailey-Findley– Event Center - 650-574-3247

### **PARADE ROUTE**

The parade route is approximately 1.0 miles - Official start is at Park Place and Franklin Parkway intersection, continuing on Franklin Parkway then turn right on S. Delaware Street and then right into Event Center (Fairgrounds) lot, where it will end.

### **STREET CLOSURES**

- **7:00 a.m. - Staging Areas** including Park Place parking lots and Franklin Parkway between Boulevard between Saratoga Drive and South Delaware Street.
- **9:00 a.m. - Parade Route** including South Delaware from Franklin Parkway to E. 25<sup>th</sup> Avenue. It will remain closed until the last parade entry reaches the end of the route.

### **PARTICIPANT STAGING LOCATIONS**

**MARCHERS, SPECIALTY UNITS, BANDS, VEHICLES, GUESTS** will stage in parking lots within the Franklin Templeton Distributors Complex, 960 Park Place, San Mateo. Enter from Yates Way or Park Place off Saratoga Drive.

**FLOATS, LARGE VEHICLES** will stage on Franklin Parkway, west bound lane, between the Park Place exit onto Franklin Parkway and Saratoga Drive. Enter from Saratoga Drive.

**EQUESTRIANS** will stage on Franklin Parkway, east bound lane, between the Park Place exit onto Franklin Parkway and Saratoga Drive. (next to City of San Mateo Police Department – 200 Franklin Parkway, San Mateo, CA). Horse trailers will then follow the parade route to the disband area and park as directed by onsite volunteers, inside the Event Center grounds at Gate D2.

There will be **NO PARKING** in staging parking lots or on Franklin Parkway. Participants arriving in private vehicles must unload outside the area and walk into the staging area.

**Traffic is expected to be VERY heavy getting into the staging area. Please give yourself plenty of time. If you are traveling to San Mateo via Highway 101, use the Hillsdale Boulevard exit and turn onto Franklin Parkway.**

- Participant numbers will be posted on traffic cones in the staging areas.
- Please form your entry at the number assigned to you on the cover letter. Parade personnel will be in the staging areas to assist you.
- **Please stay in order to facilitate easy placement in the parade.** When the parade starts, once the entry in front of yours moves up, please move your entry forward.

## **PARTICIPANT VEHICLE PASS**

- **Participant Vehicle Passes** must be visible for access into the staging areas.
- **There is NO PARKING in the surface lots and parking garage between the Park Place circle and Franklin Parkway.**
- Participants arriving in private vehicles (marchers, float riders, etc.) must unload outside the staging areas.
- **ONLY** vehicles in the parade or bringing equipment will be allowed into the staging area
- Equipment vehicles must unload immediately and leave the staging area

## **PARTICIPANT PARKING**

- Parking garage A in Franklin Templeton complex at the corner of Yates Way and Park Place.
- Please do not park near any open businesses.
- **PLEASE CAR POOL!**

## **PARADE PERSONNEL**

- Parade personnel will be properly identified with vests or parade volunteers t-shirts, if you have any questions.



## **PARADE INFORMATION CENTER**

- A "Parade Information" Center will be located in Franklin Templeton complex surface on the Franklin Parkway side of the complex.
- **All parade entries must check-in** at this location and receive their entry number to carry in the parade.

## **RESTROOM FACILITIES**

- Portable restroom facilities will be located in the staging area parking lot and in areas along the parade route.

## **PARADE PACE**

- **THIS IS A FORWARD MOTION PARADE.**
- Ideal spacing is approximately 15-20 feet between entries
- The parade must move at a steady pace for the convenience of all involved.
- If a parade marshal asks you to speed up or slow down, please cooperate.
- ALL entries are requested to perform along the entire parade route.
- Any group that stops at the review stand or announcer stage will be disqualified from judging.
- Perform for all the people along the entire parade route!

## **EMERGENCY NEEDS**

- Ambulance vehicles and staff, tow trucks, and police will be available to report to the parade route as needed.
- Medics and police on bicycles will be roaming the parade route before, during and after the parade.

## **REVIEWING STAND**

The reviewing stand (stage) will be located Franklin Parkway near the corner of Baze Road. A second announcer stand may be placed on S. Delaware Street near E. 28<sup>th</sup> Street.

## **DE-STAGING**

- **Parade will officially end at the Event Center gate D2 on South Delaware Street.**
- **FLOATS** – turn right into parking lot and will pull to the left, close to the Expo Hall to unload riders.
- **LARGE VEHICLES AND CAR CLUBS** - turn right into the Event Center parking lot and continue straight to exit out onto Saratoga Drive and back to your place of origin
- **MARCHING GROUPS, BANDS, ETC.** – turn right into the Event Center parking lot and disband to the right near Bay Meadows Park. Marchers can continue back to the parking garage on Yates Way and your vehicles.
- **EQUESTRIANS** – turn right into parking lot and will pull to the left, close to the Expo Hall and to the your horse trailers.

## **IMPORTANT PARADE RULES AND GUIDELINES**

**ALL safety instructions and guidelines are requirements of the city, parade insurance agency and parade organizers. If a participant does not adhere to these rules and guidelines, the entry will be subject to removal from the parade. We must insure a safe and fun parade for all!**

- **FORWARD MOTION PARADE, NO STOPPING TO PERFORM**
- **NO THROWING or PASSING OUT OF ANY FAVORS OR LITATURE FROM PARADE ROUTE**
- **NO ADVOCATING, OPPOSING, DEPICTING, OR ENDORSING OF ANY POLITICAL, SOCIAL, OR RELIGIOUS ISSUES OR PERSONS**
- **NO POLITICAL CAMPAIGN SIGNS OR ANY TYPE OF CAMPAIGNING IS ALLOWED ON THE PARADE ROUTE**
- **NO PERSONS OR ARTICLES HANGING OVER OR RIDING ON THE SIDES OF FLOATS OR VEHICLES**
- **NO PERSONS RIDING ON THE ROOF OR HOOD VEHICLES**
- **NO STANDING IN THE BACK OF ANY TRUCK**
- **NO SPRAYING OF WATER OR OTHER LIQUIDS FROM ENTRIES**
- **NO FIREWORKS OR POPPERS OF ANY KIND**
- **NO JUMPING ON OR OFF FLOATS OR VEHICLES**
- **NO SWERVING OR STUNT DRIVING**
- **NO BLOWING OF SIRENS, VEHICLE HORNS OR REVING OF ENGINES**
- **NO ALCOHOLIC BEVERAGES OR SMOKING AROUND ENTRIES**
- **NO USE OF WEAPONS** (unless previously approved or those with a color guard unit)
- **NO USE OF CELL PHONES, INCLUDING TEXTING, WHILE DRIVING VEHICLE IN THE PARADE**
- **DO NOT LEAVE BAGS, BOXES OR EQUIPMENT ON THE STREETS OR IN PARKING LOTS.**

**During this event, be aware of your surroundings and report suspicious activity. If you see something, say something. If you see suspicious behavior or situations, do not confront the individuals involved. In any emergency, call 911.**

### **FLOATS / VEHICLES:**

- Decorated floats/vehicles should carry a current dated 2A10BC fire extinguisher
- Float and vehicle riders must be secure on the vehicle with handholds, rails or chairs
- All decorations must be flame retardant
- ALL vehicles must be properly registered and insured
- ALL vehicle drivers must be properly licensed for the vehicle they are driving
- Test your generator and fill your gas tank prior to the parade
- Check the float hitch to make sure it is secure
- Make sure your vehicle driver has clear vision on all sides with no obstructions
- All floats and decorated vehicles are subject to inspection by the Fire Department
- Vehicles in parade must be clean
- Bicyclist and motorcyclist must wear helmets

### **EQUESTRIAN AND ANIMAL ENTRIES:**

- MUST have clean up crew to follow entry in the parade and to clean staging and disband areas
- MUST have a minimum of one handler for every two horses, walking with horses
- Animal handlers must have control of their animal at all times
- Animals participating in the parade must be used to large crowds and loud noise
- Any animal deemed unsafe by a parade committee member or police will be removed
- An adult must accompany children under the age of 12

### **ENTRY APPEARANCE:**

- All participants must appear in costumes or uniformed attire
- Staff or assistants accompanying the unit **must be limited** in numbers and properly attired
- Any authorized vehicles accompanying the entry must be clean

### **KEEP IN MIND:**

- This is a family friendly event. All entries must appear appropriately
- Respect all parade monitors, marshals and volunteers
- Keep a watchful eye on children and youth at all times
- Adult supervision is required for children under the age of 12
- Provide water to your participants, especially children and seniors
- A representative of your organization has signed the original entry application understanding all parade information and guidelines presented
- Signs and banners are for identification of the entry only

**Thank you for your participation and cooperation**



CORE Taekwondo Parade Entry



Marching Community Band Entry



City of San Mateo Entry #1



City of San Mateo Entry #2





City of San Mateo Entry #3



San Mateo County Fair Entry #1



San Mateo County Fair Entry #2

**PDF Entry Information**

**Exhibitor Name:** Kaitlyn Findley-Thorn

**WEN:** E86E17

**Division:** Section 2 - Innovation & Managemen

**Class:** 19 New Community Outreach Program

**Title:** SMCF-Community Outreach

**Description:** 2017 Spring into Summer Parade

**Notes:**

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