

Peace on Earth



aps[®]

2021 Electric Light Parade

Presented by the City of Phoenix
Parks and Recreation Department

PARADE ENTRY GUIDELINES

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THE ELECTRIC LIGHT PARADE

APS Electric Light Parade has long been an event where families, neighborhood groups and businesses from across the city come together to provide an outstanding, family friendly, holiday themed special event that is enjoyed by hundreds of thousands of families each year. The parade engenders a feeling of belonging through a shared experience; it improves the quality of life for residents, brings all people together; inspires a positive image of the city with a shared pride in their community; brings vitality to the community; promotes economic impact and tourism. The 2021 event is no different; we invite each of you to make this a tradition for your family, organization, or business by participating in this year's parade. Please read through this guide and if you have any questions, don't hesitate to contact us.

This year's parade will be held Saturday, December 4, 2021 at 7 pm.

PARADE THEME

The 2021 APS Electric Light Parade theme is **"PEACE ON EARTH"**.

PARADE COORDINATION

APS Electric Light Parade is produced and coordinated by the City of Phoenix Parks and Recreation Department. The event has a large number of partners and sponsors which includes our amazing title sponsor Arizona Public Service (APS) as well as North Phoenix Baptist Church, our parade staging site host. Please see the event website for a full list of sponsors and partners. If you have any questions or you would like information about becoming an event sponsor or participant, please contact Bob Berlin at 602-262-1678, or through email at elp@phoenix.gov.

Event details are also located on the City of Phoenix, Parks and Recreation Department web site <https://www.phoenix.gov/elp>

SHARE YOUR EXPERIENCE

For more than 30 years, the APS Electric Light Parade has become a holiday tradition for Phoenix families. Please help us compile an event history by sharing pictures, videos or stories from the event, of entries you've been a part of, special memorable moments you have while attending or from being a part of the parade, and more. Please send your memories to elp@phoenix.gov. Please note, by submitting, the Phoenix Parks and Recreation Department reserves the right to utilize those images, videos and stories in any way necessary for, but not limited to, event promotion, the web site, for fliers and other printed parade materials, social media, tv broadcast, award applications, etc.

PARADE ROUTE

The APS Electric Light Parade entries are staged at North Phoenix Baptist Church (larger units may be staged on Central Avenue). Entries head out of the church southbound on Central Avenue (the actual route begins at Montebello). Entries head south on Central until they reach Camelback Road at which point they turn east and head up to 7th Street. At 7th Street, entries turn south and continue down 7th Street until they reach Indian School Road which is the end of the route. The route is approximately 2.3 miles long and takes entries about 60 minutes to reach the end. A route map can be found in the attachment section in the back of this guide.

REGISTRATION INFORMATION

Registration opens on October 1, 2021 at 8:00 am and all entry registrations must be completed before 10:00 pm on, November 1, 2021. Registration for the APS Electric Light Parade is accepted through our online registration system at <https://apm.activecommunities.com/phoenix> or by walk-in at Parks and Recreation Department community centers or division offices. Course codes for the entry category you are looking for can be found in the entry category and fee schedule section of this document. If you do not already have one, you will need to create an online account prior to registering. Registration is payable by cash, credit card, debit card or by check (checks shall be payable to the City of Phoenix). All those considering registration for the APS Electric Light Parade should review the entry category list below, to determine which entry group they fall within. If you are unsure which entry category you qualify under, please contact the Parks and Recreation Department prior to registering. **Additional information will be requested following registration and must be provided by the deadline provided.** **There are a limited number of spots available in each category and many will fill before registration ends. *Refund request shall be presented in writing. Partial refunds (80%) will be available until November 10, 2020; there are no refunds after November 10, 2020.*

ENTRY CATEGORIES

Interested in registering for the APS Electric Light Parade? Review the entry category descriptions listed below to determine which one of the six categories your entry fits. If you are unsure which category your entry qualifies, please contact the Parks and Recreation Department prior to registering. There are a limited number of entry spots assigned to each category and many categories will fill up. Register early for this year's APS Electric Light Parade. **All walkers or marchers must be at least 8 years of age.

Marching Band Entry

Unfortunately, marching bands have been suspended for the 2021 event. We still want you to participate; please consider modifying your entry for this year to fit a category that remains open for 2021.

Performance Group Entry

Unfortunately, marching bands have been suspended for the 2021 event. We still want you to participate; please consider modifying your entry for this year to fit a category that remains open for 2021.

Community Entry

Community entries are: an individual, family, organization, club or neighborhood group. Boy Scouts/Girl Scouts, bicycle clubs, motorcycle and car groups fall under this category as well. Community entries may not advertise sponsors or corporate supporters' names; signage shall reflect only the name of the entry group or individual. Community entries cannot have more than 10 participants per unit. *There is a prize awarded for the top two entries in this category.*

Non-Profit Organization Entry

A Non-Profit Organization entry is an organization certified as a 501-C3 organization. You may have the non-profit name on the float but you cannot have a commercial sponsor name on the float. A 501-C3 determination or affirmation letter must be submitted following your registration. Entries that are not certified 501-C3 must register in the community category. Non-Profit entries cannot have more than 10 participants per unit. *There is a prize awarded for the top two entries in this category.*

Commercial Entry

Commercial entries may be sponsored by either large or small businesses. Entry fee is calculated based on the number of employees within the entire company. The commercial entry may display their company logo however, it must be lit according to the standards provided in these guidelines. A small commercial business is one that has 24 or fewer employees while a large commercial business is one with 25 or more employees. Commercial entries cannot have more than 10 participants per unit.

Government Entry

A government entry will be supported and constructed by a government agency. This includes schools, federal, state, city, county and local municipal agencies, officials, etc. that do not qualify in one of the other entry categories. Government entries cannot have more than 10 participants per unit.

**There are a number of holiday events around the Phoenix area that love to invite the APS Electric Light Parade entries to be a part of their events. Parade staff will provide information on those events as it becomes available.*

ENTRY CATEGORY, REGISTRATION CODE AND FEE

| Entry Category | Online Registration Code | Fee |
|---|--------------------------|-----------|
| Community Entry | 41005 | \$75 |
| Non-Profit Entry | 41006 | \$100 |
| Commercial Entry - Small – Up to 24 employees | 41007 | \$300 |
| Commercial Entry - Large - 25 or more employees | 41008 | \$400 |
| Government Entry | 41009 | \$100 |
| 1st Time Entry Workshop | 41010 | No Charge |
| Marching Band Entry | Suspended for 2021 | NA |
| Performance Entry | Suspended for 2021 | NA |

***There are a limited number of spots available in each category and many will fill before registration ends so register early.*

COVID-19 MITIGATION

Due to ongoing concerns over the spread of COVID-19, mitigation plans have been implemented to ensure the safety of all. A number of categories and participation requirements have been modified to ensure we can respond and adjust based on real time virus data. Unfortunately, this means that some who have been involved in the parade in the past may not be able to participate or may have to modify their entry /category to one that fits the amended categories and participation standards for 2021. Below you will find our mitigation strategy, 3 models that allow us to pivot while allowing us to move forward, and our guiding principles for a safe but fabulous event this year.

MITIGATION STRATEGIES

1. Limited number of people per entry unit.
2. Elimination of Marching Band and Performance entry categories and reduce the number of entries for 2021 to reduce parade duration.
- 3. All participants are encouraged to wear a mask or face covering.**
4. Practice social distancing both between individuals and in the staging assignment model.
5. Wash hands and utilize hand sanitizer frequently and between contacts.
6. Require entries that develop an outbreak to report outbreak and have individuals that don't feel well to stay home.
7. Provide regular educational announcements to sound towers.

PARADE MODELS

All entries must be able to pivot to any of the 3 models should COVID-19 spread require event modifications.

1. Modified Parade: Full traditional public event and route with multiple mitigation strategies.
2. Drive or Walk Thru Event: Limited, public event held in the church parking lot with mitigation strategies. Ticketed event (free) with a potential two-night option.
3. Contained/Closed Parade with Supplemental media: No public, modified for TV only route. Held in the church parking lot and a portion of adjacent Central Ave to Montebello for broadcast purposes only with mitigating strategies.
 - a. Stage and run the parade onto Central Avenue and back into church- likely Montebello. Will have a real parade feel on broadcast...even without the crowds.
 - b. Solicit submissions from the community, pictures, videos, stories about the parade.

GUIDING PRINCIPALS OR ENTRY CRITERIA

1. All entries must adhere to modifications to the size of group, ensure their ability to maintain social distance and adhere to mitigation strategies noted above.
2. WOW factor- more important than ever with fewer entries; create an entry that:
 - a. High viewer interest
 - b. Great presentation
3. Can meet the requirement of the three models outlines above
4. Pivot...with little notice

ENTRY FORM & COMMENTARY FORM

After registering, each entry will receive an email with a parade entry form attached which is used to collect entry information and the commentary. The form is a fillable document and we request that you make every effort to complete it as such rather than printing and hand-writing the information onto it. The form is a critical component to the effective presentation of the event. The entry information form must be complete as the details are important to effective staging/destaging as well as for your placement in the parade. When completing the commentary section, include information that can be used to identify and describe your entry for the spectators both along the route and those watching the televised version (not a live broadcast). Your commentary should be a brief narrative – Use 3-4 dot points of approximately 30-80 words. Remember, to maintain the spirit of the event, the script should be fun to hear! Event producers and broadcast network reserve the right to edit and use the material as needed and at their sole discretion. Every entry MUST complete and return the document on or before November 7, 2021.

Commentary Sample 1

- What would Lights! Camera! Magic! be without a little Hollywood thrown in?
- Happy Dance Family brings you “Hollywood Christmas” with high energy dancing, stepping and chanting to Christmas music.
- Happy Dance Family took home the award for best performance group in 2018.

SOCIAL MEDIA

FOLLOW. LIKE. SHARE.

We'd love for you to engage your friends, family, business partners, etc through the use of social media. Please join the Phoenix Parks and Recreation Department in the promotion and showcasing of the annual APS Electric Light Parade. Through social media channels such as Facebook and Twitter we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting parade content leading up to, and throughout the event. Please take a moment to Follow and Like our current social media accounts:

- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- Twitter: [@PhoenixParks](https://twitter.com/PhoenixParks)
- Instagram: [@phxparks](https://www.instagram.com/phxparks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>

We invite parade entrants and spectators to tag us directly using the information noted above; additionally, we would like entries to share posts with one another using the hashtag:

#PHXLightParade

Don't forget to tag our great partners so they can engage as well.

LIGHTING GUIDELINES

MORE LIGHTS BRING MORE SMILES AND CHEERS

- Only UL approved wiring, lights and batteries may be used.
- Each individual (walking or riding) and their accessories must be illuminated. Glow products may substitute for the lights.
- Hand held accessories: headpieces, instruments, etc., must be outlined or accented with lights or glow products. The route is over two miles...it's advisable to limit the weight on each uniform/instrument by using appropriate lighting systems.
- For optimum affect, it is suggested that lights be placed one to two inches apart (Light reflectors are suggested for better illumination).
- All batteries, battery packs and wires must be concealed within the costume or attached to the individual in an organized pattern.
- The use of spotlights and/or interior lit inflatables are okay to use if the entry is completely lit.
- All major construction points and lines should be outlined in lights to highlight the shape of the design element.
- The minimum number of lights on a float is 2,000 however, that number can be lower as long as the float and vehicles are completely covered in lights. LED's, neon, and glow products are also acceptable. All tow vehicles must be lit if it is part of the entry otherwise it must be blacked out. Minimum number of lights for a tow vehicle is also 2,000 which is in addition to the entry requirement of 2,000 lights.

- All tow vehicles or entries need to completely cover or turn off or their headlights throughout the parade route.

LIGHTING TIPS:

- Portable gas powered generators: provide a simple way to light without complicated wiring. Any standard holiday lights, inflatables and decorations easily plug in.
- Batteries easily power battery operated devices and novelties. Unfortunately, batteries have a limited power source that can become heavy.
- Inverters: an inverter is a device that converts 12 volt DC current into 110 volt AC. This device easily connects to a cigarette lighter, generator, car battery or electrical source. Inverters are fairly inexpensive. Inverter must match the capacity of the wattage needed to operate your lights.
- It is ok for entries to use a combination of the three systems.
- LED lights are great and you can generally string 20-25 strings together vs. 3 strings for traditional lights
- Net lights work great for large areas of the float; net lights are easily zip tied together to create full area coverage.
- You don't have to build it yourself; there are a number of vendors that rent holiday lights, equipment and props that you can use to make your entry special.

Entry groups or individuals that fail to meet the lighting requirements in this document will be pulled from the APS Electric Light Parade.

MORE LIGHTS BRING MORE SMILES AND CHEERS

GENERAL PARADE REQUIREMENTS AND GUIDELINES

- The success of the annual APS Electric Light Parade is dependent on the amazing entries developed. With the event theme in mind, build your entry with quality materials and use more lights than you ever planned to.
- All participants **MUST HAVE FUN!**
- To keep the APS Electric Light Parade moving smoothly, entries **WILL NOT** be permitted to stop for pictures or performances; entries are required to keep pace (120-150 steps per minute) with the line of march; there are no counter or reverse marches or stunts contrary to forward progress allowed on the APS Electric Light Parade route. (These activities cause gaps in the APS Electric Light Parade.)
- The APS Electric Light Parade has **ONLY ONE** live Santa Claus; additional Santa's are **STRICTLY** prohibited.
- **For the safety of our spectators absolutely nothing is to be thrown, tossed, launched, etc. to the crowd from an entry. Our children and other attendees are precious to us, do not encourage them to come onto the road for any reason.** Walkers, that meet parade guidelines, may hand to the crowd along the parade route.
- All first-time APS Electric Light Parade participants are advised to attend the virtual informational meeting. Staff will walk attendees through the guidelines and answer any questions groups may have. See entry registration section to register.
- Entries must commit to staging earlier than they may think necessary to ensure the staging and

destaging plans for the parade can be conducted. Please see schedules noted within this guide.

- The chaperone ratio for walking groups is 1:10 (adult/children). Chaperones are required to dress in total black or unit uniform. (This will be strictly enforced.)
- All parade entries must be appropriate, tasteful, festive, promote the holiday spirit and parade theme.
- Inappropriate, unsafe participation, failure to follow instructions or other violations of parade guidelines can result in denied participation for individual and/or organizations in future parades.
- Entry contact person who registered the entry acknowledges that all walking participants are 8 years old and older.
- Parks and Recreation Department producers must receive proof of vehicular insurance by on or before November 7, 2021 for any vehicle being driven on the route.
- All drivers must participate in the mandatory Entry Driver's Orientation in the North Phoenix Baptist Church chapel building on Friday, December 3, 2021, at 6 pm.
- Each entry will be required to have signage, in lights, on the front or both sides with the name of the entry group. This sign/name must align with the name submitted for the commentary.
- All entries are required to play theme or holiday music throughout the APS Electric Light Parade route. The use of the sound system for broadcasting messages is prohibited
- Children under the age of 8 are permitted to ride on or in a unit provided all regulatory seat belt and car seat laws are followed.
- No strollers are allowed.
- Entries cannot exceed 13 feet 6 inches in height due to overhead obstructions. There is no limit on length of a float entry as long as it can successfully navigate the route. If an entry is wider than 8 feet a transporting permit may need to be obtained and pre-approval is required from APS Electric Light Parade producer.
- Religious expression is not prohibited, but proselytizing is prohibited.
- All equestrian/animal entries must provide a person and have a clean-up system to pick up waste along the route and to ensure there is a proper disposal of the waste products.
- All entries are required to provide a person to walk (walking marshal) to lead their entry (Instructions are provided in these guidelines).
- All entries must be able to travel at a speed of at least two miles per hour for two miles. The official parade pace is 120-150 steps per minute.
- The use of unlicensed character likenesses as part of an entry is STRICTLY prohibited.
- No alcoholic beverages of any kind will be allowed in the staging area, on the float or APS Electric Light Parade route. Consumption is a violation of AZ State law (4244.20). Consumption of alcohol by any individual will result in immediate removal from the event.
- Failure, by a participant or parents of participants, to obey any police officer or APS Electric Light Parade official will be cause for that entry to be removed from the APS Electric Light Parade.
- Indian School Road & 7th Street is the end of the APS Electric Light Parade, all entries are required to proceed to their designated de-staging area immediately.
- There is no vending permitted at the event site(s).
- Unless you are registered as a commercial entry, you must cover any commercial logos/name on your entry and tow vehicle.
- If you suffer a breakdown during the parade, move the vehicle to the right side and allow the entries behind you to pass. If you can get your entry restarted, you may proceed down the route at the position you fall once you are moving.
- Although the parade is recorded by ABC 15 to be televised later, the footage is edited due to broadcast time constraints which means there is no guarantee that an entry will be shown as part

of the broadcast. The Facebook live feed generally contains the entire parade.

- The official parade spacing is 30 feet between entries.
- Street closures begin early Saturday and continue and increase as the parade start gets closer- it's critically important for groups to be in place at the designated staging point early to ensure the destaging plan is effective. (Especially important to groups that arrive by bus.)
- Entry placement location in the parade is made by Parks and Recreation Department staff; entries with a specific request related to their parade placement must submit the request in writing to include the special need and/or reason for the request; all requests are considered however, there is no guarantee of approval. Requests are due by November 6, 2021.
- No unregistered entries and/or uncertified entries (passed inspection) are permitted on the parade route.

FRIDAY NIGHT

We highly encourage all entries participating in the APS Electric Light Parade to be a part of staging and the judging that takes place. Unlike previous years, Friday night will not be a public event where families come out to enjoy activities provided by Arizona State University students or have the ability to get a close-up look at the entries.

Friday night remains very important for each entry; traveling to the staging area proves your entry's street worthiness and provides the driver an opportunity to check sight-lines and vehicle control. Just as important, it offers an opportunity to power up the generator(s) to verify how long they will actually run on the tank of gas (the parade power demands on the generator will be different than what you expect it to do based on your personal use on a weekend camping trip, for example). Running the equipment during Friday's event will allow you to determine if and how much spare fuel you'll need to have for the actual parade. Finally, it gives entries time to address and solve any problems that develop whether it's a bad string of lights or something that failed in the inspection. Most entries remain parked on site in their staging position over-night.

- Security is on site all night to keep your entries safe.
- Entries must remain aware of staging position/alignment to allow effective staging access for the other entries.

PARADE STAGING

What is parade staging? Staging refers to getting all parade entries placed in a preset spot at North Phoenix Baptist Church parking lot which allows for an organized and systematic approach to moving all participants onto the parade route. Staging begins Friday, December 3rd from 11 am until 6 pm and continues Saturday, December 4th from noon to 4 pm. The staging area is broken into 3 zones which includes the information/command center, motorized entry zone and a sponsor entry zone. Staging information, event updates, maps, parking passes, etc. are distributed at the mandatory entry meeting held at Devonshire Senior Center (2802 E Devonshire) on November 30, 2021 or December 1, 2021. Meeting options will be shared as the date gets closer.

- Street closures begin early Saturday and continue and increase as the parade start gets closer- it's critically important for groups to be in place at the staging point early to ensure the destaging plan is effective
- Entry placement location in the parade is made by Parks and Recreation Department staff; entries with a specific request related to their parade placement must submit the request in writing to include the special need and/or reason for the request; all requests are considered however, there is no guarantee of acceptance. Requests are due by November 6, 2021.
- All entries will be inspected to ensure adequate and safe float and lighting before the APS Electric Light Parade. Inspections begin at about 5 pm on Friday and 3 pm on Saturday. Entry groups or individuals that fail to pass inspection will be pulled from the APS Electric Light Parade.
- The North Phoenix Baptist Church campus map is located in the attachments.
- Staging can become very busy and congested with floats; each entry can have one vehicle at a time at the staging point to unload equipment. All support vehicles MUST be removed from the staging areas immediately once their function is complete. There are NO entries or vehicles permitted inside the staging areas after 6 pm on Friday night and 4 pm on Saturday because of the large number of pedestrians in the areas.
- Support vehicle in the staging areas may not restrict access to entry position of others and may be required to leave staging area if staff determines it is necessary.

ENTRY INSPECTION

All entries will be inspected by Phoenix Police Department personnel to ensure adequate and safe float and lighting before the APS Electric Light Parade. Inspections begin at approximately 5 pm on Friday and 3 pm on Saturday. Entries that fail to pass initial inspection have time to fix the issue. If the issue cannot be resolved, the entry will be removed from the APS Electric Light Parade. The following items are part of the inspection.

- Anyone riding on a float (standing, laying, sitting, etc.) must be attached to the float by a seatbelt-type strap or belt with quick release mechanism of sufficient strength to hold a person in motion. Entries cannot be tied in- no use of ropes or knots is permitted; participants have to be able to escape, on their own, in an emergency situation.
- The driver must have an unobstructed view of the road to the front and to the side unless in radio contact with a guide.
- The driver must have access to an exit; must be escapable.
- The driver seat must be securely mounted to the frame.
- The driver must have adequate ventilation to bring in outside air; there can be no exhaust leaks in the driver compartment.
- All drivers must possess a valid motor vehicle operator's license and be adequately trained to drive their assigned entries.
- A minimum of one 2A10BC-type fire extinguisher must be provided on each entry or unit. If an individual is in an enclosed entry, there should be one extinguisher inside and within reach of the driver and another extinguisher outside.
- Batteries must be secured with no loose connections.
- Fuel tanks must be secured and there may not be any leaks.

- Spare fuel must be secured and stored away from any heat source.
- All wiring must be properly secured to prevent mechanical damage and injury to float riders.
- All connections must be made with UL approved electrical boxes or devices.
- Portable generators or compressors used on the float must be securely mounted on a vehicle or other substantial base. A minimum of 12 inches clearance must separate any part of the generator/compressor from combustible fabrication material.
- Portable generator may not be secured or braced in an enclosed space with the driver or rider.
- All entry materials must be flame retardant.
- Fire and flammable props are prohibited.
- The steering must work properly (up to a 1/4 turn is ok).
- Exhaust pipe(s) must extend at least 6" beyond the rear of the float's skirt.
- Exhaust pipe(s) must be wrapped with fire retardant tape where it passes through skirt.
- Generators/compressors must be equipped with firmly attached exhaust systems that terminate either into a common exhaust serving the vehicle or in the same manner as vehicle exhaust.
- Generator exhaust must be properly vented; not in contact with anything combustible.
- Castors or wheels must be securely attached and in good condition (i.e. no cracks in wheels)
- Entry must have access to radiator cap to add water (hatch or opening); must have extra water for radiator.
- The entry may not contain sharp or jagged metal or boards that could cause injury to the driver, rider or spectator.
- For self-propelled floats, tow bar(s) must be secured and remain with the float at all times in case of breakdown.
- Draw bars must be secured.

****Depending what your entry is, a number of these inspection items may not apply.*

ENTRY WALKING MARSHAL INSTRUCTIONS

Entry Walking Marshals are critical to the success of the parade by keeping their group on the required pace which eliminates parade gaps.

- All entries are required to provide a person to walk (walking marshal) to lead/accompany the entry; if an entry does not have a walking marshal the night of the APS Electric Light Parade, that unit or group will be removed.
- Walking Marshal (WM) must carry a lit entry number for entry identification for the judges and ensure the number is visible as the entry approaches the judges table, sound stations and ABC15 broadcast area. Entry number is issued at the event information table approximately 2 hours before the start of the parade.
- WM must be at least 16 years of age.
- WM must be dressed in black (black pants, black shirt, black shoes).
- WM are required to walk approximately five feet in front of the entry and, through communication with their entry, maintain the pace required to ensure no gaps are created.
- WM must have the ability to listen, follow instructions and communicate issues to the parade monitors along the route.
- WM must be able to provide instruction/direction to their entry. If your entry suffers a breakdown during the parade, move the entry to the right side and communicate with and allow the entries

- behind you to pass. WM must notify the closest parade monitor of the breakdown (parade monitors are wearing yellow vests and can be found on the map and list which will be provided).
- The WM should ensure they turn in the entry number at the end of the parade route where a city staff member will be collecting them.

PARADE DESTAGING

What is destaging? Destaging refers to the process of getting all entries off the parade route at 7th Street and Indian School and to their designated areas to shut down and prepare for getting the entry home as well as to get the walking groups connected with their families. In general, motorized entries (trailed and non-trailed) are sent south on seventh street which is closed off all the way down to Osborn. Walking entries are sent west on Indian School Road to Steele Indian School Park. Groups that utilize busses to get to/from the event also travel west on Indian School Road to their busses that are staged on Indian School Road at 3rd Street. Destaging information, event updates, maps, parking passes, etc. are distributed at the mandatory entry meeting held at Devonshire Senior Center (2802 E Devonshire) on November 30, 2021 or December 1, 2021. Meeting options will be shared as the date gets closer.

- Effective destaging is reliant on effective staging; groups, especially those arriving by bus, MUST adhere to established timeline and be staged early to ensure the busses can get down to the destaging zone prior to street closures.
- Longtime entries should share any special destaging plans they use by the end of registration to ensure destaging planner can take the information into consideration as they develop the over-all plan.
- If an entry has a special destaging need, please make the request by the end of the registration period.

IMPORTANT DATES AND DEADLINES

| | |
|--|--|
| October 1, 2021– November 1, 2021 | Parade entry open registration period |
| October 14, 2021 | First-time entry workshop (6-7:30 pm) This is an informational meeting for first time participants and/or those interested in more details to help them understand the requirements presented in this guide. Return entries are welcome to attend to discuss updates to the APS Electric Light Parade and to share ideas and insight with newcomers. The workshop will be held virtually. Use the registration system- activity 41010. Registrants will be provided a login information prior to the meeting. |
| November 7, 2021 | Commentary form and proof of vehicle insurance due |
| November 30, 2021 and December 1, 2021 | This is a MANDATORY meeting for all entry representatives and walking marshals to review the staging and de-staging plans, receive the APS Electric Light Parade line-up and any last-minute changes and announcements, as well as to pick up parade packets and parking passes. To meet City of Phoenix facility COVID-19 mitigation requirements, there will be multiple sessions announced for entries to select at a later time. |
| December 3, 2021 | Entry check-in & staging (11 am-6 pm). Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road. |
| | Entry judging (6-8 pm) All float entries must be on site at North Phoenix Baptist Church, 5757 N. Central Avenue, and ready (lit) by 6:00 pm to be judged. |
| | Friday night is not a public event for 2021. |
| | Drivers meeting (6:00 pm) This is a MANDATORY meeting conducted by the Phoenix Police Department for all float or towing unit drivers to cover specific regulations. The meeting is held at North Phoenix Baptist Church, 5757 N. Central Avenue (held in the chapel). Mask is required indoors. |
| December 4, 2021 | Entry check-in & staging (noon-4 pm) Entries can arrive, check in and stage their entry at the designated location in the North Phoenix Baptist Church parking lot at Central Avenue & Bethany Home Road. |
| | Entries will begin to be move into line up formation at 6:50 pm. |
| | APS Electric Light Parade begins PROMPTLY at 7 pm. |

AWARD CATEGORIES & WINNER

All entries will be judged based on the entry category used in the registration process. Judging will take place Friday night as noted below. Only one award per entry will be allowed except for the Best Use of Lights and Best Presentation of Theme awards which may be awarded to any entry judged Friday night. Entry awards are detailed in the section below.

Award winners will be notified where and when they can pick up their trophy within 2 weeks of the event.

AWARD JUDGING (FRIDAY NIGHT)

In order to mitigate the potential spread of COVID-19, Friday night will not be a public event in 2021. Friday will be used to stage entries, conduct safety inspections and judging. The following awards are determined by the judging that takes place for entries registered in the categories noted, that are staged at North Phoenix Baptist Church on Friday evening (none of these entry categories will be judged on Saturday). Judges will begin to make their way around the staging area at 6 pm to see and talk with entries (judging route will follow the numeric staging plan-lowest to highest number). We ask that floats remain lit until judging is complete. Winners from Friday night will be posted at the information/check-in table on Saturday and will be posted on the Parks and Recreation Department web page shortly after the parade. Entries that are not on site Friday night will not be judged Saturday. Judges will judge all floats unless the entry declines (can be done earlier at check-in or when the judges arrive at the entry). If an entry is not in place or ready (lit) for judging when the judges arrive at their placement point, they will not judge the entry and they will not return at a later time to judge.

BEST NON-PROFIT ENTRY AWARD

Judging Criteria:

1. Originality

- Entry displays creativity
- Entry is unique
- Entry displays innovation in its decoration and design concept

2. Quality

- Entry displays quality execution in the build/construction
- Entry demonstrates attention to detail through execution and effective lighting levels

3. Theme

- Best interpretation/use of theme

4. Presentation

- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

*1st place: **This award has a \$1000 prize which is awarded in gift cards.*

*Runner-up: **This award has a \$250 prize which is awarded in gift cards.*

BEST COMMUNITY ENTRY AWARD

Judging Criteria:

1. Originality
 - Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
 2. Quality
 - Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
 3. Theme
 - Best interpretation/use of theme
 4. Presentation
 - Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)
- 1st place: **This award has a \$1000 prize which is awarded in gift cards.*
- Runner-up: **This award has a \$250 prize which is awarded in gift cards.*

BEST SMALL COMMERCIAL ENTRY AWARD

Judging Criteria:

1. Originality
 - Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
 - Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
 - Best interpretation/use of theme
4. Presentation
 - Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST LARGE COMMERCIAL ENTRY AWARD

Judging Criteria:

1. Originality
 - Entry displays creativity
 - Entry is unique
 - Entry displays innovation in its decoration and design concept
2. Quality
 - Entry displays quality execution in the build/construction
 - Entry demonstrates attention to detail through execution and effective lighting levels
3. Theme
 - Best interpretation/use of theme
4. Presentation
 - Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST GOVERNMENT ENTRY AWARD (NON-CITY OF PHOENIX)

Judging Criteria:

1. Originality

- Entry displays creativity
- Entry is unique
- Entry displays innovation in its decoration and design concept

2. Quality

- Entry displays quality execution in the build/construction
- Entry demonstrates attention to detail through execution and effective lighting levels

3. Theme

- Best interpretation/use of theme

4. Presentation

- Effective overall presentation
 - Use of holiday sound/music
 - Eye appeal (effective use of color, materials, lights and special effects)

BEST USE OF LIGHTS AWARD (OPEN TO ALL ENTRIES BEING JUDGED FRIDAY NIGHT)

Judging Criteria:

1. Best use of lights

- Entry demonstrates the WOW factor as it relates to lights.
 - Effective lighting levels; quantity of lights used is more than adequate to light up the entry and paints a picture for the viewers
 - Eye appeal / aesthetics; quality of the use of lights through placement, colors and materials

***This award has a \$500 prize which is awarded in gift cards.*

BEST PRESENTATION OF THEME AWARD (OPEN TO ALL ENTRIES JUDGED FRIDAY NIGHT)

Judging Criteria:

1. Best presentation of the parade theme

- Effective interpretation and use of theme; entry clearly paints a picture of the theme through the design and use of materials, decorations, colors, special effects and holiday music
- Entry clearly presents the parades theme

***This award has a \$500 prize which is awarded in gift cards.*

AWARD JUDGING (SATURDAY NIGHT)

Due to COVID-19 mitigation measures, the entries typically judged on Saturday will not be part of the 2021 parade so there is no judging parade night.

AWARD JUDGING POINT SCALE

Each criteria (noted above) will be judged on a 10 point scale (see scale below). Judges scores will be combined to determine the overall score. In the case of a tie, judges will discuss their scores, possibly review entry and re-score each entry that is tied again, if a tie remains, both entries will be awarded.

| | |
|-------------|--------------------|
| 0 | None |
| 1-3 | Limited |
| 4-6 | Fair |
| 7-8 | Good |
| 9-10 | Exceptional |

VENDING

There is **NO VENDING** authorized or permitted at the event staging site, destaging areas, streets, sidewalks or other event areas December 3-4, 2021 per Phoenix City Code, Street Vending, Article II, Section 31-24, Item 6.

PICTURES AND VIDEO

There is a variety of photographs and video taken throughout staging, during judging and during the parade; organizers reserve the right to utilize those images in any way necessary for, but not limited to, promotion, on the web site, for fliers and other printed parade materials, social media, award applications, etc.

DISCLAIMERS

For Parks and Recreation:

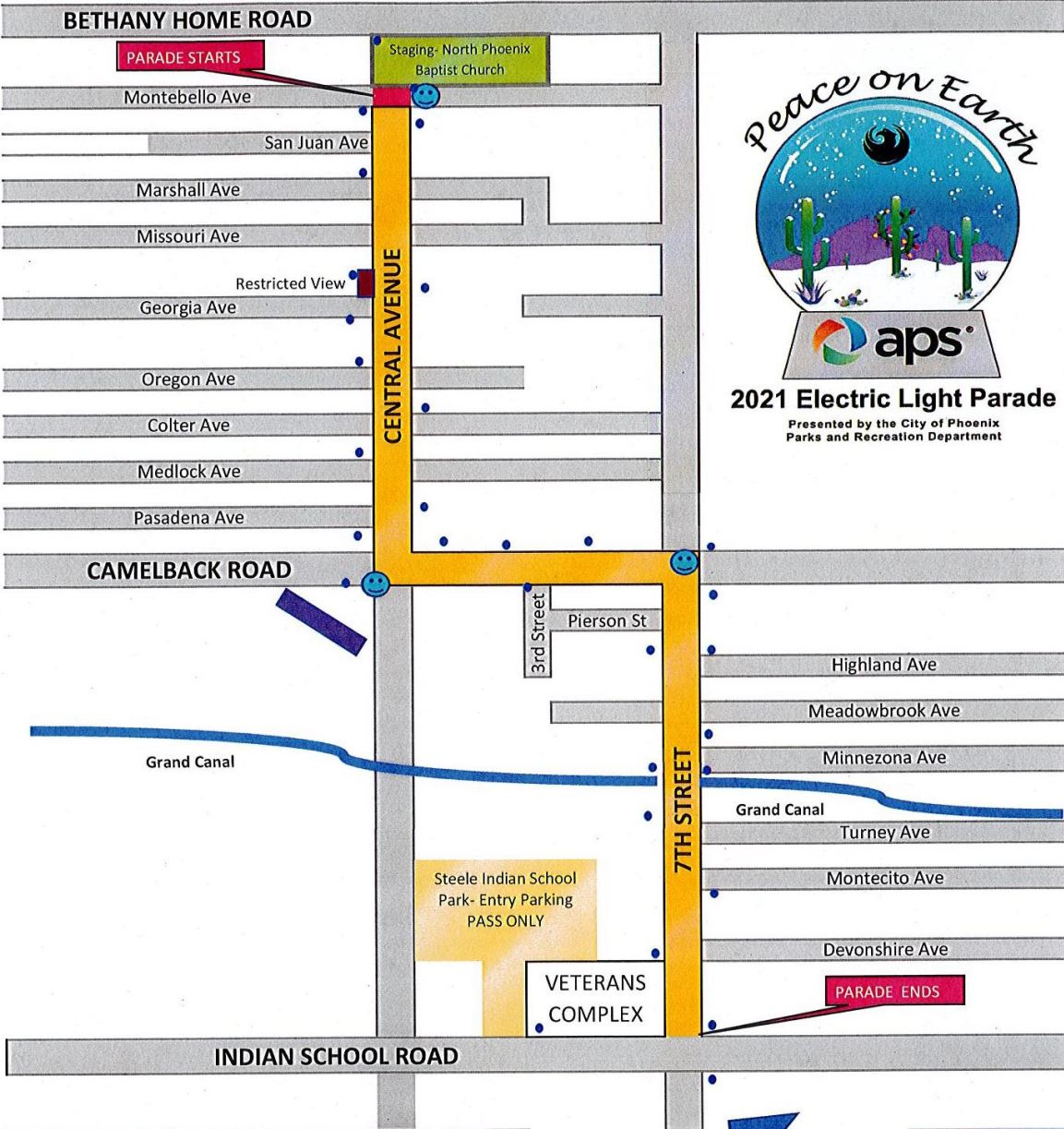
This publication can be provided in an alternate format upon request. Call 602-262-6862 (voice) or 602-262-6713 (TTY). 602-534-3787 (FAX).

E-mail: receptionist.PKS@phoenix.gov

Non-Discrimination Notice:

The City of Phoenix prohibits discrimination on the basis of race, ethnicity, national origin, sex, religion, age, sexual orientation, or disability in its services, programs and activities. Anyone who believes he or she has been discriminated against may file a complaint with the City of Phoenix Equal Opportunity Department.

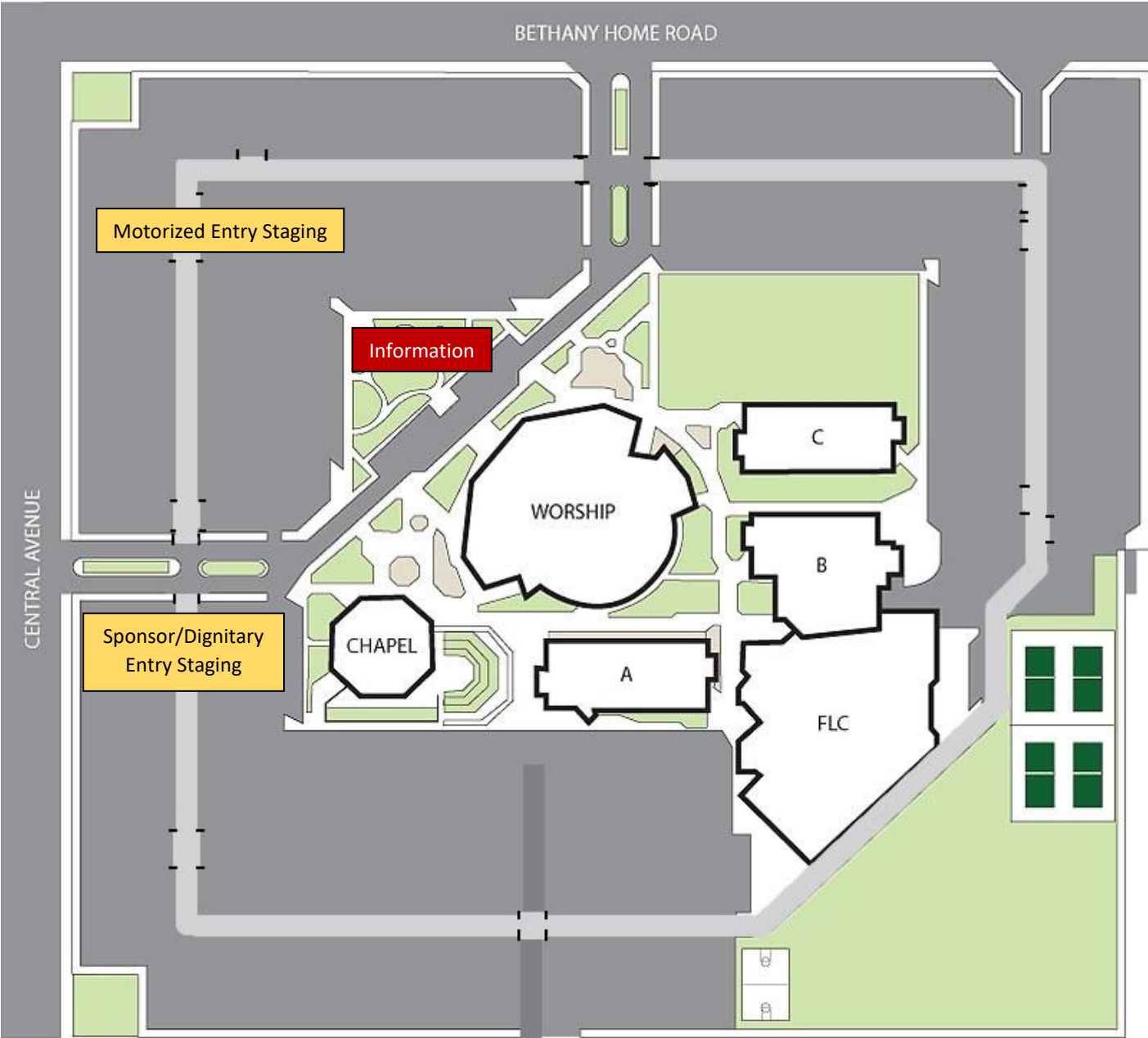
APS ELECTRIC LIGHT PARADE 2021 ROUTE MAP



| MAP KEY | |
|---------|----------------------|
| | START / FINISH |
| | STAGING |
| | PARADE ROUTE |
| | RESTROOM (J-Jons) |
| | SOUND TOWER |
| | RESTRICTED VIEW |
| | LIGHT RAIL STATION 4 |



North Phoenix Baptist Church Campus Map (parade entry staging location)



A detailed placement map as well as destaging information, event updates, maps, parking passes, etc. are distributed at the mandatory entry meeting held at Devonshire Senior Center (2802 E Devonshire) on November 30, 2021 or December 1, 2021. Meeting options will be shared as the date gets closer.