

FULTON HEIGHTS NEIGHBORHOOD ASSOCIATION
Halloween Parade

six weeks before halloween

1. Set date and time for parade
2. Select team to organize parade and hold initial meeting
3. Review last year's event; make any desired changes
4. Apply for permit

Permit application is at Police Department on Liberty Street.

Application asks if sound system will be used: YES.

In "comments" or other space, request a policeman to arrive at x time and lead parade down one side of 200 block of Mitchell Avenue and back up other side (around median).

S/he is to use police car lights but not siren – it makes the babies cry.

Application asks for times of street closure: don't put the times on Halloween flyer, but 1 hour before and one hour after the times on the flyer (so 4-7 p.m. for a 5-6 p.m. event). Herman with Haps needs the street closed to sell, and likes to go until dark.

- o Cost to apply is \$25. Applicant may be reimbursed or may request check ahead of time from treasurer, currently Ellen Kirk, 502 Mitchell Avenue.

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four weeks before halloween

1. Meet with team again to distribute the following tasks.
2. Find a sound system to use. Recently Kelly Alexander, 704.647.0750, has borrowed one from her work. Another option is Randy Hemann, 704.636.3983. Get scary music.
3. If you can, find a small stage or riser for Emcee to stand on. The parade is noisy and chaotic, and having your Emcee visible above the crowd will help organization.
4. Ask nearby neighbor permission to use their electricity during parade.
5. Find an outside-style extension cord for sound system, long enough to run from median to neighbor's outlet.
6. Design advertising, usually includes newsletter article on front page and individual flyers distributed to each home in neighborhood.

Include: Date and time of parade

Location (usually 2nd block of Mitchell Avenue)

Costume contest categories this year, including float entries

Please include a line somewhere asking people NOT to bring dogs

Include wording encouraging support of canned goods program

7. Contact newsletter editor (currently Shelley Palmer, harp6442@bellsouth.net) to schedule newsletter to go out a week or two prior to Halloween._____
8. Contact leadership at West Square neighborhood and extend invitation to their children.
Arrange to email flyer to them.
9. Contact advisor of NCAE at Catawba so they can organize students to help. Currently that contact person is Amanda Bosch, 216 Mitchell Avenue.

Students are given flyers when we have them printed. They staple them to empty paper bags and deliver them to every home in the neighborhood a week before Halloween.

On Halloween night, students drive around neighborhood and pick up the paper bags filled with canned goods and deliver the food to Rowan Helping Ministries.

On Halloween night, students paint faces at the parade.

The face-painting and food for RHM constitute community service hours for the students

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1. Contact Herman ___ at Haps to be a vendor at the parade. He likes to sell until dark, so make sure the permit for street closure is long enough after the event for him to do that.
2. Purchase glow-bracelets. In the past we have googled “glow bracelets” to find cheapest online vendors. You will need 200. Order early to save on shipping.
3. Begin to tap other adults in the neighborhood to help at the parade. You will need:
 - An emcee (in the past we have used Robert from Libarary) (1)
 - Adults to distribute glow-necklaces (2)
 - Costume contest judges (3)
 - Someone to take pictures for neighborhood website (1 or 2)
 - People to help set up 1 hour ahead (likely includes your team) (5)
 - Someone to make a sign for each costume category so kids know where to go for judging (signs need to be on wooden poles to hold above crowd) (1)
 - One person for each category to hold up sign (X – depends on your category selections)
 - Someone to thank policeman and remind him to use lights on his car but NOT siren (it makes the babies cry) (1)

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one week before halloween

1. Be sure Catawba students have delivered flyers/paper bags
2. Have your team “talk up” the event to neighbors
3. Send reminder emails to neighborhood
4. Have someone make or buy costume contest awards

These can be as elaborate or as simple as you like. In past years we have given blue ribbons purchased from Dollar Tree for, duh, \$1 each, or in other years someone has used small paper plates, saucer-sized, strung on yarn to hang around child’s neck. Wording says “Best Scary Costume,” “Best Funny Costume,” etc.

5. Be sure you have received glow necklaces.
6. Turn in all receipts to neighborhood treasurer for reimbursement. Currently treasurer is Ellen Kirk, 502 Mitchell.
7. Email Katie Scarvey at the Salisbury Post and ask if they would like to send a photographer. Provide date and time. Don’t give them beginning time, but about 20 to 30 minutes afterward to plenty of people will be at parade for a good photo. kscarvey@salisburypost.com.

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day of halloween: setting up:

1. City workers will deliver road blocks (saw horses) to 200 block of Mitchell that morning.

60 minutes before parade:

1. Set up road blocks.
2. Install sound system AND TEST IT. Tape extension cord to street with duct tape.
3. Hammer costume signs into ground of median, well-spaced apart.
4. Provide judges with funny hats, if desired.
5. Give glow-bracelets to volunteers.
6. Someone needs to thank policeman and remind about the siren.
7. Greet guests.

the contest

Assemble kids beside signs for their categories. Have judges visit each category and make decisions, first place and second place for each category. After all decisions are made, have chairman tell Emcee the judges' choices for each category. Have Emcee announce as chairman give child award.

the parade itself

Policeman pulls cruiser forward on north side (even-numbered addresses) of Mitchell. Children assemble behind cruiser, kids first, and then float. Cruiser proceeds slowly (with kids following) west down Mitchell to corner of Blair/Mitchell, then U-turns to proceed back up south side (odd-numbered addresses) of Mitchell.

Everyone cheers, police car leaves, Emcee announces end of parade, happy and safe Trick-or-Treating.