

The Electric Light Parade – The Composition, Rules and Procedures

The Electric Light Parade - The Composition, Rules and Procedures

Staff will present the responsibilities of the Fourth of July Committee as it relates to the Electric Light Parade.

Fourth of July Committee

- **Consists of six members appointed by the mayor, with the advice and consent of the City Council.**
- **No official term of office. Each appointment terminates on September 1 of each year.**
- **Membership is not restricted to city residents and may include any resident of Dona Ana County.**
- **The committee shall develop, stimulate and coordinate Fourth of July events and encourage the citizens of the community to donate funds to financially support the celebration.**
- **All Fourth of July events planned by the committee shall be approved by the city Council.**

SPONSORSHIP / ENTERTAINMENT – ALL MEMBERS

ALL COMMITTEE MEMBERS WILL BE RESPONSIBLE FOR SOLICITATION OF SPONSORS FOR CASH OR IN-KIND SERVICES. THE COMMITTEE WILL DETERMINE THE COST AND TYPE OF MAJOR ENTERTAINMENT FOR THE CELEBRATION. ALL NEGOTIATIONS OF CONTRACTS WILL BE A STAFF FUNCTION.

ELECTRIC LIGHT PARADE -

RESPONSIBLE FOR ORGANIZING, PLANNING, PROMOTION OF PARADE AND ALL MATTERS RELATED TO SOLICITING ENTRIES, SELECTING JUDGES AND PARADE MARSHAL, SCHEDULING ACTIVITIES DURING PARADE & COORDINATING PARADE LOGISTICS

VENDOR RELATIONS -

RESPONSIBLE FOR SOLICITING AND COMMUNICATING WITH VENDORS, INCLUDING SET-UP & COORDINATION BEFORE AND DURING EVENT

LOGISTICS -

RESPONSIBLE FOR SET-UP AND TEAR-DOWN OF EVENT SITE, OVERSEEING COORDINATION OF SERVICES AND MATERIALS RELATED TO LOGISTICAL SUPPORT

BEVERAGE -

RESPONSIBLE FOR OVERSEEING ALL BEVERAGE MATTERS RELATED TO SALES, COSTS OF GOODS, COORDINATION/CONTACT WITH APPOINTED VENDOR

ADVERTISING/MEDIA -

COORDINATES EVENT PROMOTIONS & ADVERTISING, CONTACT TO ALL MEDIA, OVERSEES MEDIA TIE-INS

VOLUNTEERS –

RESPONSIBLE FOR OBTAINING VOLUNTEERS FOR ALL ASPECTS OF THE CELEBRATION AND COORDINATING SCHEDULES WITH COMMITTEE MEMBERS

History of the Electric Light Parade

- **The parade was first presented in 1990 as one of the events associated with the Fourth of July Celebration.**
- **The Committee in 1995 solicited a local bank to provide cash awards to float entries in order to increase the number and quality of floats.**
- **Funds for the cash awards have come from title and presenting sponsors. No General Fund monies are used in providing the cash awards.**
- **Sponsorship funds are also used to provide give-a-ways, food for the VIP area and committee and volunteer shirts.**

CITY OF LAS CRUCES ELECTRIC LIGHT PARADE

This is a FREE Event and Entry into the parade is also FREE.

The City of Las Cruces appreciates your interest and efforts in entering your float or entry in the annual Electric Light Parade. We hope that you will consider joining in the fun and making this year's parade as successful as in the past. The parade begins at 9:00 pm on Tuesday, July 3rd and will start at City Hall, 700 N. Main and proceed South on Church St. to Water St. and end at City Hall.

THE 2012 THEME IS:

“Celebrating the New Mexico Centennial”

Awards will be given out during the Mayor's Welcome at the Street Fest on Wednesday, July 4th on the Main Stage located at 1600 E. Hadley Ave. All entries participating in the parade MUST be illuminated with lights and lighted so that the entry is visible by spectators.

Entries will be identified by their entry number and will be judged based on each of the criteria listed below:

**ORIGINALITY
DEPICTION OF THEME
EFFECTIVE USE OF LIGHTS**

JUDGES' DECISION IS FINAL.

Past “Over-all” Winners

- 2005 El Paso Electric Co.
- 2008 Potters House Christian Center Church
- 2009 El Perro Diablo Det. 478
- 2011 City of Las Cruces Fleet Services
- 2012 Tea Party

Acknowledge and Promote Our Community Identity Theme # 2

Presenting the 4th of July Celebration within the City limits reflects this theme.

The Electric Light Parade supported Downtown Revitalization by locating the Electric Light Parade to downtown.