



Town of Blowing Rock

1036 Main Street ★ Post Office Box 47 ★ Blowing Rock, North Carolina 28605

To: Mayor Lawrence and Members of Town Council
From: Scott Fogleman, Town Manager
Subject: Blowing Rock Chamber of Commerce Snowflake Parade
Date: January 12, 2016

The Blowing Rock Chamber of Commerce has contacted Town of Blowing Rock staff regarding Appalachian State University Athletics and Band's interest in participating in the WinterFest Snowflake Parade to be held January 30, 2016 at 3:00 p.m.

The parade would likely involve, depending upon their availability, Appalachian State University Chancellor Sheri Everts, athletics directors, coaches, football team members, band members, children from kid's activities, girls from the Little Miss WinterFest pageant, and Humane Society staff and animals. This event was previously considered and interest has been increased to help celebrate the recent ASU bowl win. Should Council approve the parade as proposed, Town of Blowing Rock staff will make available the resources necessary to accommodate guests with the following assumptions.

Parade Route

The suggested parade route would follow our typical parade route:

1. Begin on Clark Street
2. Travel briefly on Highway 221
3. Turn right & travel South on Main Street
4. Turn right & end on Chestnut near the Blowing Rock Art & History Museum

The parade, as estimated, would be expected to last no longer than 30 minutes.

Town of Blowing Rock and Chamber of Commerce Responsibilities

The Town of Blowing Rock would be responsible for public safety, coordination of road closures and coordinating the parade lineup on the day of the event.

The Town's estimated costs for services is included in the *Table 1* below. The Chamber of Commerce would be responsible for any coordination with local news stations, sound equipment, attendance information, trash clean up following the parade, and other parade details (e.g. determining the parade participants and the line-up order).

Table 1. Department Parade Function and Costs (The Parks staff would take comp time and the Police would supplement with paid part-time and off-duty full time staff that would take comp time)

Department	Function	Cost to Chamber
Parks and Recreation	Event planning/coordination	\$200
Police	Public safety	\$400
		Total \$600

Scott Fogleman

From: Charles Hardin <hardince@blowingrock.com>
Sent: Wednesday, January 06, 2016 5:10 PM
To: Scott Fogleman
Cc: David E. Harwood
Subject: Request for Town Council

Scott,

The Blowing Rock Chamber of Commerce would like to request to be on the agenda of the January 12th Town Council meeting. The request is to allow the Chamber to hold a parade on Saturday, January 30th at 3:00 pm during the Blowing Rock WinterFest event. This parade would follow the normal parade route from Clark Street, right onto US 221, right onto US 321 Business (Main Street) to Chestnut Drive ending at BRAHM.

As you will recall, a smaller version of this parade was requested of the Town and approved by the Council back in October for the 3:00 pm time slot. Since then, several things have changed:

1. The parade has been promoted and advertised in print media and on the official WinterFest website to be at 3:00 for two months.
2. John Carter of WBTV News will be asked to be the emcee for the parade but due to being the emcee for Polar Plunge will not be able to do this if we cannot keep the 3:00 parade time as originally planned.
3. The parade has grown to include a large ASU component due to the football team's winning of the Camellia Bowl which was their first bowl game ever on December 19. No one in the High Country offered any celebration of that accomplishment. The Chamber and the Town have been working diligently to develop a stronger relationship with the University over time. The University has committed to providing many of the entries and much of the support for this one-time event.
4. The Town moved the Christmas parade to 11:00 am after the WinterFest parade approval. In general, this change was considered a positive move by the downtown merchants. We have several letters from merchants supporting this 3:00 parade.

The Chamber applauds the Council's decision to move the Christmas and Fourth of July parades to 11:00 to alleviate traffic and parking congestion and to lessen the interference with downtown commerce. We do believe that this will be much less of an issue during WinterFest in January than the other two parades. Because of the many positives this parade will provide, we request approval of the expanded and lengthened celebratory event at 3:00 pm on Saturday, January 30th, 2016.



The Chamber means business

Charles Hardin, IOM
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