

# 53 years of celebrating our Community and Frontline Heroes #scparadeofchampions

## 2022 SC PARADE OF CHAMPIONS

Community Building since 1945

**Oct. 1, 2022 @11am**

Festivities start at 9am



[www.scparadeofchampions.org](http://www.scparadeofchampions.org)

**Thank you Mayor and City Council for your support of the 2021 SCPOC—it was a success!**

**All Day Celebration of our Community and Frontline Heroes**

**Over 2.5K in the Parade, 10K in attendance and over 2K watched the Live Stream on our website—some as far as Texas!  
Broadcast to all of Santa Clara on Comcast Channel 15  
Covered by Local TV KPIX, ABC and the Mercury News**



created by Ana Vargas-Smith 3/2022 [www.scpardofchampions.org](http://www.scpardofchampions.org)

# Why do we love this Parade?

**Deep roots in Santa Clara—Since 1945 and the most unifying event in our History**

**Broad Community appeal—Something for everyone!**

- No other Parade like us in the State! Inclusive, diverse, multicultural and multigenerational Something for everyone.
- Truly Representative of the region as the **Center of What's Possible in Silicon Valley**
- **Our NPO Platform helps socially responsible businesses large and small connect with community**

**Brings Visibility and Builds Good Will in our Community-- young and old**

- School Programs, Youth organizations, Veterans, Seniors, NPOs, and local Community focused Business

**Nurtures the Next Gen of Santa Clarans who we hope will carry the torch for the Next 50 years**

- Opportunity to instill values
  - Civic Pride
  - Volunteerism
  - Leadership
  - Charity
  - Social Responsibility



# 2022 SC Parade of Champions Program

- **8am Farmer's Market till Noon**
- **8:30 am Sponsors and Guests Sunrise Breakfast**
- **9 am: Community Village opens with Food Trucks, NPOs, Artisans and vendors**
- **9:30 Bleacher Seating Begins**
  - Sponsors have assigned seats
  - Public Seats available to purchase
    - [Store | Parade of Champions \(scparadeofchampions.org\)](http://Store.ParadeofChampions(scparadeofchampions.org))
- **10 am: Opening Ceremonies Honoring Community and Frontline Heroes!**
  - National Anthem, Flag Raising with Mayor, SCPOC and Presenting Sponsor
- **11 am: Parade Starts—New 1.7 Mile Route**
- **1:00 PM Parade END SCV Finale performance**
- **1:30 to 5PM--Volare's Salsa on Monroe Street in Front of the Stage**
- **All Day Food Trucks, Mom and Pops dining and shopping till 5PM!**



## SCPOC Community Village Booths: Connect with Community one -on-one!

- Sponsorship Booths
- Commercial Vendors
- Community Nonprofits
- Artisans
- New Food Truck Alley
- Cultural Food Vendors
- Kid zone
- SPOC Swag





## What is our 2022 SCPOC Ask?



- Parade Day City Services same as 2021
  1. Increase Qty of Banners Placed on Monroe/Franklin Square
  2. Help with Bulk Mailer for Good Neighbor Letter
  3. Help with fees for SCUSD Facilitron and Marching Band Participation
- Communication package
  1. Electronic Bill Board by Great America all summer long
  2. Article in Insider Magazine
  3. Update City website events calendar
  4. Billing Inserts
  5. Weekly Social Media Posts on FB, Instagram, Next Door
  6. Banner Ad on City Channel 15 about Parade Day
  7. Broadcast Parade Video on City Channel 15 until Dec 31, 2022
  8. City Float on Climate Plan or Water Conservation?
  9. Photo Ops with Mayor and Council wearing our Parade T shirts?
  10. Post for Community Volunteers on City Website

Dear Mayor and Council—Please support our  
City Services for our 53<sup>rd</sup> SCPOC



# Q and A? Contact the SCPOC

Ana Vargas-Smith, President [avsmith2014@gmail.com](mailto:avsmith2014@gmail.com)  
Cell: 408-394-2473

Karen Ardizzone, Treasurer  
[kardizzone@gmail.com](mailto:kardizzone@gmail.com)

Patti Allmon, Secretary  
[PattiAllmon@comcast.net](mailto:PattiAllmon@comcast.net)

## Lets get Social!

Visit our Website to subscribe to participate, volunteer, donate or sponsor the Parade  
[www.scpardeofchampions.org](http://www.scpardeofchampions.org)

Hashtag

[#scparadeofchampions](https://www.instagram.com/scparadeofchampions)

Join our FB Group <https://www.facebook.com/groups/194970474423429/>

Like our FB Page or Instagram:

[@scparadeofchampions](https://www.facebook.com/scparadeofchampions) • [Instagram photos and videos](https://www.instagram.com/scparadeofchampions)

04-19-22

ITEM # 8

**Melissa Meslo**

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**From:** Nora Pimentel  
**Sent:** Tuesday, April 19, 2022 5:21 PM  
**To:** Nora Pimentel  
**Cc:** Melissa Meslo  
**Subject:** Public Comment emails on Item #8  
**Attachments:** 4-19-22 Agenda #8 22-480; Support for SC Parade of Champions; Public Comment for item #8, 22-480 • Request to cover cost for city services in Support of the Parade of Champions

These emails have been received in the Public comment email box, they will become part of the public record.

Thank you

## Melissa Meslo

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**From:** Tedra DiLorenzo <tedra.dilorenzo@gmail.com>  
**Sent:** Tuesday, April 19, 2022 4:11 PM  
**To:** Public Comment  
**Subject:** 4-19-22 Agenda #8 22-480

I support the Parade of Champions. It brings our community together, young and old. It celebrates the diversity of our city.

Thank you,  
Tedra

## Melissa Meslo

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**From:** Karen Ardizzone <kardizzone@gmail.com>  
**Sent:** Tuesday, April 19, 2022 3:07 PM  
**To:** Public Comment  
**Subject:** Support for SC Parade of Champions

Dear City Council Members, City Staff and guests,

I am writing in support of the Parade of Champions. It is a wonderful community-building event that is enjoyed by all ages. Whether you are a spectator, attendee, parade sponsor, volunteer, or marching in the parade, everyone can come and enjoy the events of the day. Being able to reach folks that can not attend (seniors, health-compromised folks, out-of-town friends or relatives) having the live stream makes this accessible to everyone. A positive, fun event that celebrates our community and all of our local hero's. Please keep this event going. We need some positive events for all.

Thank you,

Karen Ardizzone  
SC Parade of Champions

## Melissa Meslo

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**From:** Margaret Horoszko <horoszko@sbcglobal.net>  
**Sent:** Tuesday, April 19, 2022 1:44 PM  
**To:** Public Comment  
**Subject:** Public Comment for item #8, 22-480 • Request to cover cost for city services in Support of the Parade of Champions

Dear City Council Members, City Staff and guests,

I (Margaret Horoszko) am writing in support of the Parade of Champions. It is a wonderful community-building event that can be enjoyed by all ages. Whether you are a spectator, attendee, parade sponsor, volunteer, or marching in the parade, everyone can come and enjoy the parade! Since it will be recorded, even folks that can not attend (seniors, health-compromised folks, out-of-town friends or relatives) can watch and enjoy the event virtually at home. I have volunteered and helped with the event for three years and have enjoyed being part of this Santa Clara tradition. It is a positive, fun and worthy event that celebrates our community and all of our local hero's. Please keep this event alive and cherished today and in the future.

Kind regards,  
Margaret Horoszko  
Resident (30+ years)  
Santa Clara Sister Cities board member  
Santa Clara Lawn Bowls member  
American Cancer Society (Discovery Shop) volunteer  
Santa Clara Parade of Champions volunteer