

**Attachment 1**  
**Santa Clara Parade of Champions**  
**Response to Council & Community Questions**  
*Updated May 23, 2019*

**1. What is the Santa Clara Parade of Champions?**

*The Santa Clara Parade of Champions (SCPOC) is a Parade to be held in the historic Santa Clara Downtown area that will (a) honor the legacy of the original Santa Clara Parade of Champions held from 1945 to 1995, and (b) will celebrate local champions in history, culture, arts, entertainment, sports and technology throughout Silicon Valley.*

**2. Who is the SCPOC as an organization?**

- *The SCPOC is a grass roots, volunteer lead organization.*
- *The SCPOC registered with the State of California on October 19, 2018 (C4205627) as a domestic nonprofit with a status of “active”, and with an entity address of 2135 Benton Street, CA 95050.*
- *The SCPOC has applied for recognition as a non-profit organization with the IRS on 23 January 2019 and is awaiting confirmation.*
- *The SCPOC holds a business license in the City of Santa Clara.*
- *The SCPOC has contracted with Ray Pulver, Upbeat Parade Productions, a professional parade production consultant.*

**3. What is the proposed Parade route?**

*The proposed “U shaped Parade route” (see Exhibit A) indicates a start line at the intersection of Lafayette and Bellomy Streets, turning West onto Benton Street, turning South on Monroe Street, and ending at the intersection of Bellomy/Monroe. The SCPOC is meeting with merchants, organizations and residents along the proposed Parade route to notify them of the parade and secure signatures of support.*

**4. What is the proposed date and time of the Parade?**

*The Parade is proposed to be held Saturday, September 29, 2019 from 11:00 a.m. to 1:00 p.m.*

**5. Who can be an “entrant” in the Parade?**

*The Parade is planned to have regional entries of:*

- marching bands,
- youth sports and scouting groups,
- veterans of armed forces organizations,
- civic groups,
- parade sponsor floats and/or parade style helium balloons.

Parade entries may be submitted through the [POC webpage](#).

## **6. How much money does the Parade cost?**

*The SCPOC's estimated Parade budget is approximately \$150,000. The City's day of event services cost is estimated to be \$71,028 including traffic management and control, event permits, waste removal, equipment, Fire and Police services, street closure and crowd control. The SCPOC costs range between \$50,000 to \$80,000 to provide Parade planning, logistics, services, marketing, parade entries and sponsor fulfillment.*

## **7. How is the SCPOC raising funds to support the costs of the Parade?**

*Sponsorship packages for the SCPOC are available on social media. A SCPOC Dinner Dance fundraiser is scheduled for May 18, 2019 including live and silent auctions. SCPOC has applied for grants from local community benefit groups and the City of Santa Clara Community Grant Program. SCPOC will sell t-shirts and accept donations at Silicon Valley BBQ, 4<sup>th</sup> of July and the Art & Wine Festival.*

## **8. How much has the SCPOC raised?**

*As of May 23, 2019, SPOC reports \$70,000 raised (confirmed).*

## **9. What is the City of Santa Clara's commitment to the Parade of Champions?**

*The City has conditionally approved a financial grant in a not to exceed amount of \$71,028 (source to be determined) to pay for City Services to support the event. The grant is contingent upon SCPOC obtaining an IRS non-profit tax exempt status by June 4, 2019 and raising the necessary funds to execute the Parade.*

## **10. When will the Parade's final approval be considered?**

*It is anticipated that the Parade approval will be considered at the June 4, 2019 City Council meeting.*

## **11. How many volunteers are needed to manage the event?**

*SCPOC estimates it will need to secure, orient, train and manage between 75 and 100 non-City volunteers for event day.*

**12. Will there be use of City staff to support the Parade?**

*If approved, the City will provide services covered by the City Services contribution such as traffic control, fire protection, day of permit inspection, police services, street closures, threat protection. City staff will not manage the actual Parade, entries or logistics.*