Name

Paul Orazietti

Your BIA Name

Cloverdale BIA

Email

cloverdalebia@telus.net

Title of Entry

13th Annual Surrey Santa Parade of Lights

Category of Entry

Special Events

Project Timeframe

The evening parade starts at 5pm on the first Sunday in December.
The planning for the parade is now year round with debriefings occurring before the end of March. The Parade committee meets with the City of Surrey FEST committee in the summer to review issues with safety and crowd control and the efficiency of the parade route through town. Since the audience at the event grows by at least 10% year (based on some RCMP estimates) the route needs to be modified and expanded. Registration for the parade starts in September and is finalized 1 week before the event date. Two months prior to the event, the organizing committee and the City review the entries and finalize an operations manual that will be used to control the parade.

Brief Summary (please limit to two sentences)

The Surrey Santa Parade is becoming a signature event for the City of Surrey that starts in Cloverdale and then morphs into a convoy that travels across town under the name of Big Rigs for Kids. At present their are two primary areas for entertainment and charitable activities for the Surrey Food Bank/Surrey Christmas Bureau at the Surrey City Hall and in the Cloverdale Town Centre.

Opportunity/Need

BIA member research confirms the importance of large scale community events which allow residents and visitors to come to town to celebrate a winter festival with a cause. The not for profit parade has a growing base of volunteers, participants and resources that are committed to working together to build a sense of community with a purpose. Our brand "A Good Place to Grow since 1870" captures the small town character of Cloverdale which is the historic birthplace of Surrey. This unique parade is trying to work with two other BIA's (Surrey City Centre + Fleetwood) to benefit from a parade that travels across a very large city.

Goal/Objectives

Primary goal is provide a safe environment to have people gather and view a number of entries that represent business, sport, charities, the arts, service organizations and most importantly dignitaries and politicians. The Cloverdale BIA and Surrey RCMP are now using drone aerial footage along with photographs of the parade route to annual estimate crowd sizes. The 2018 Surrey Santa Parade was the largest parade ever held in Cloverdale!
Due to the growing success of the event, the organizers and the community are trying to make the event financially sustainable. Growing financial sponsorship is critical to cover escalating costs for an ever increasing popular parade. In 2017, the CBIA paid for 7% of the Surrey Santa parade budget and in 2018 with the loss of a presenting sponsor the BIA accounted for 17% of the budget. More effort will be made increase sponsorship and support from the City of Surrey.

Audience

The Surrey Santa parade draws a wide audience range with a number of babies, youth, young families and grand parents. The parade at street level is generally younger in age. Seniors are more likely to view the parade from their homes along the parade route. M/F ages 2-90. (we have had several supporter who are over 90 years in age! The Cloverdale/Clayton area has one of the largest elementary and high school populations in the country.

Implementation

The Cloverdale BIA oversees the Surrey Santa Parade committee which organizes the event on an annual basis. There are a number of key partners like the Cloverdale Rodeo & Exhibition who provide expertise, financial support, parade entries and the parade staging area. In 2018 there was over 3,600 feet of entries back to back that were staged ferry style in a parking lot on the fairgrounds. The BIA also works with a number of community groups on parking signs, parade notices, barricade placement, garbage clean up and security. The groups are the BC Vintage Truck Museum, the Surrey Association for Community Living, Surrey Crime Prevention Society, students from Lord Tweedsmuir high school, the RCMP and City of Surrey By-laws dept.

Results

The event was held in perfect weather! Was extremely well attended and will require a parade route expansion to allow for a large crowd. For safety reasons and cost controls for traffic mgmt will require a cap of 100 entries vs 2018's 124 entries. Two key financial supporters have already committed to the production of the 2019 Parade. We started to shift our advertising on line and with a $200 budget on facebook we received over 319.2k people reached and 17.3k responses for the parade!

Victory Statement

The Cloverdale BIA is very proud to organize a community event with a cause that truly brings the community together! The Surrey Santa parade is one of many events that make up why Cloverale is "A Good Place to Grow" a Family and a Business. Every year we strive to make the event more meaningful and to raise money and food for those in need.
Visit: www.surreysantaparade.com to view a 3minute youtube video which includes aerial drone footage (scroll down a little bit for link)

Please Upload minimum 5 photos and your logo

- spv4.jpg
- spv3.jpg
- spv2.jpg
- spv1.jpg
- BIA_Logo.jpg

Please upload a PDF file of your submission: (must be 2mb or less in size, please reduce graphics file size if necessary)

- BIABC-BEST-IN-WEST-SE-APP-2019.pdf