

ALEXANDRIA

Scottish Christmas Walk Parade

SPONSORED BY *Wegmans*

Participant Briefing



Elissa Staley
Visit Alexandria
Director of Special Events & Partnerships

Agenda

Presentation

Elissa Staley, Director of Special Events & Partnerships, Visit Alexandria
Kristopher Thompson, Parade Production, First Watch Strategies
Diana North, Parade Production, First Watch Strategies

Q&A

Review of any questions submitted in the chat

Scottish Walk Partners



Parade Presenting Sponsor

Wegmans

Alexandria's Biggest Holiday Weekend



With over 50 years of tradition launched by the Campagna Center, the Scottish Walk celebrates Alexandria's Scottish heritage and its connections to other Scottish descendants and our local community.



The Taste of Scotland, Scottish Walk and the Alexandria Holiday Boat Parade of Lights are three signature events of the holiday season that deliver a variety of benefits that raise the City's profile and deliver economic and social impact:

- **Press coverage** from local, regional and national media including Conde Nast Traveler, The Washington Post, Oprah Daily, Southern Living, Fodor's Travel and more!
- Economic benefit to retailers, restaurants, hotels and attractions.
- Supports the mission of the Campagna Center to improve access to educational opportunities that support success in school and life.



Holiday Hotel Offers

Hotel AKA Alexandria

The Alexandrian

Embassy Suites Old Town Alexandria

Holiday Inn Alexandria Carlyle

Hyatt Centric Old Town Alexandria

Lorien Hotel & Spa

Morrison House

Westin Alexandria Old Town



***For complimentary assistance booking a group experience,
venue space or restaurant reservation for 10 or more***

Contact Suzanne Thibeault at sthibeault@visitalexva.com

2023 Scottish American Community Conference

December 1 & 2

How Our History and Community
Empower Our Future

In person and virtual participation

<https://scottishleadershipconference.com/>

Elevating the Parade Experience

Be creative and festive!

- Coordinate attire, costumes, traditional dress
- Integrate decorations and pageantry – flags, banners
- Santa close the parade
- Limit wearing personal items. If using a stroller or wagon to carry bags or other items for your group, please consider decorating it.
- Music, dancing, singing - please inform us of any changes
- Maintain energy along the route
- Keep your formation and lines



Parade Viewing

Spectators may watch the parade anywhere along the route north of Wolfe Street.

There is no public seating provided. Pop-up chairs are allowed as long as they do not block entrances or sidewalks.

The area near Market Square and the grandstand at King and N Royal is often the most crowded area. Please encourage attendees to spread out.



Parade Route

Saturday, December 2, 2023 | 11 AM to 1 PM

Assembly

Streets adjacent to Lyles Crouch Traditional Academy 530 S Saint Asaph

Step-off

Intersection of Wolfe & S Saint Asaph

Reviewing Stand

Intersection of King & Royal

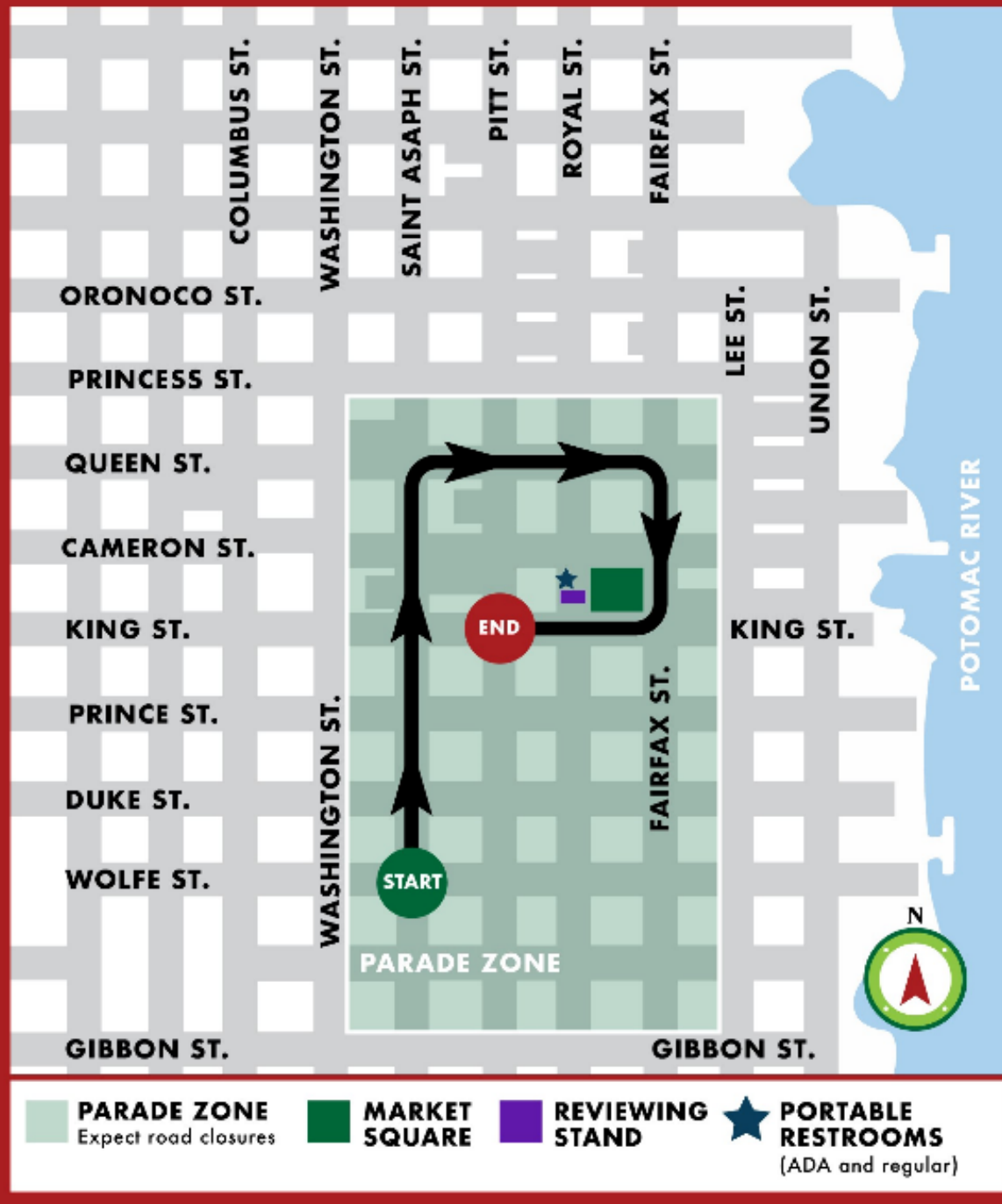
Dispersal

Intersection of King & Pitt Street. All units head South on Pitt Street. (Exception- Massed Band Participants)

Restrooms

Assembly: Lyles Crouch-Traditional Academy (Participant Check-in)

Reviewing Stand (Stage): Portables behind the stage



Parade Timeline

7 AM- 2 PM	No Parking along the Parade Route.
8:30 AM	Participants with vehicles in the parade arrive and check-in
9 AM	Participants walking in the parade arrive and check-in
9:30 AM	ALL vehicles in the parade must be in their assigned spot
10:30 AM	ALL groups must be in position at their assigned area
11 AM	The first unit of the Scottish Walk steps off at the intersection of S St. Asaph & Wolfe Streets Massed band concert after the last parade unit
1 PM	Scottish Walk concludes

Parking

Logistics are difficult on parade day. The use of public transportation, biking or walking is highly recommended.

All parking accommodations must be pre-approved by Visit Alexandria. Parking of unauthorized vehicles will not be accommodated on the morning of the parade.

If you are parking, choose a garage or parking space in an area **west** of Washington Street since the area closest to the waterfront is typically the most congested.

City of Alexandria Parking

<https://www.alexandriava.gov/parking/parking-in-old-town-alexandria>



Diana North
First Watch Strategies & Events
Vice President, Events

Code of Conduct

- Parade units should be courteous to other parade participants, staff, City personnel and the attendees.
- Groups must avoid the use of profanity or any behavior that can be reasonably perceived as offensive or threatening.
- No alcoholic beverages or controlled substances may be consumed, carried, or possessed by parade participants during the event.
- Adhere to health and safety measures set by the Parade producers.
- Be considerate of other participants and maintain reasonable volume levels for amplified music to reduce interfering with other groups and to hear any emergency announcements
- **Parade units must not promote any political campaigns, or use the parade for advocacy efforts.**
- Have fun!

Check-in Procedures



Participant Check-in Location & Restrooms
Lyles Crouch Traditional Academy 530 S Saint Asaph Street

Check-in Procedures

ALL units must be registered in advance. No walk-ups or parade day registration.

Please have one member of your group check-in at the Participant Check-in Tent.

Parade waivers submitted in advance, bring any updated or supplemental participation information for your group.

Report to your ASSIGNED Assembly Position and inform the Block Captain you have arrived. Please stay in your assigned position.

Check-in Procedures

Parade Units with Vehicles

Arrive at 8:30 AM and be in your assembly position by 9:30 AM

Display a Parade Participant pass on your dashboard to help you drive into the Assembly Area.

ALL other Parade Units

Check-in at 9 AM

All participants in your group must be assembled and in your assigned position by 10:30 AM.

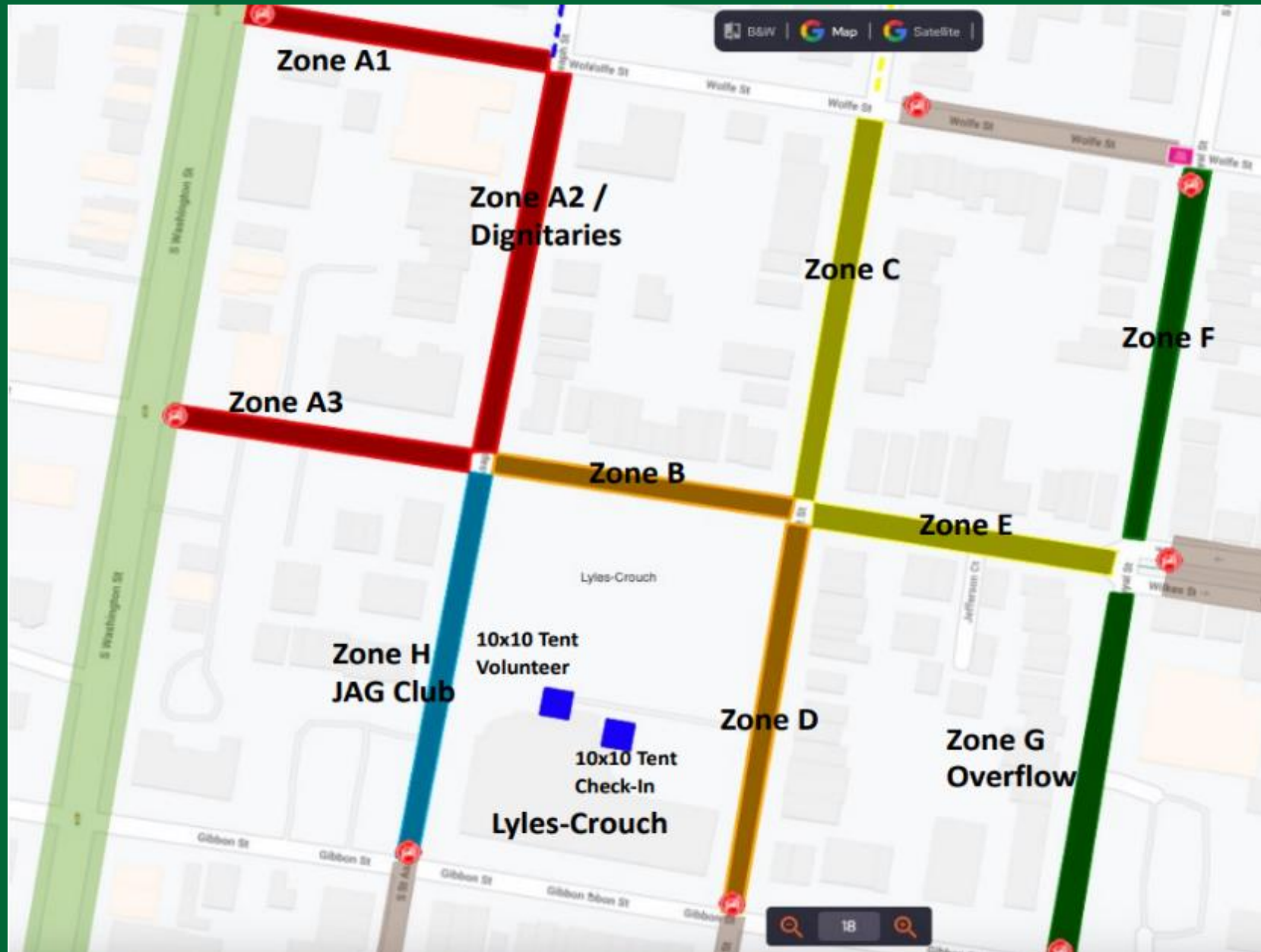
Assembly

Make sure one person from your group goes to check-in at Lyles-Crouch.

Each block will have a sign and feather flag to help you identify your assembly location.

Once the parade begins, units will move by assembly block alpha order (A, B, C...)

Step-off location at Wolfe and S. Saint Asaph – conserve energy while in assembly





Kristopher Thompson
First Watch Strategies
Vice President, Operations

Parade Pacing



- Maintain at least **20 to 30 feet of distance** between you and the group in front of you at all times.
- If the group in front of you stops, **STOP** and continue to maintain the appropriate distance
- Within your group stay in formation and maintain space between each line of people
- Along the route volunteers will be positioned
- Vehicle safety – **No phone use while driving**
- No throwing of objects at the crowd
- Candy underhand toss **ONLY**
- Never throw candy or anything in front of vehicles
- **Distributing items without the advance approval is prohibited.**

Reviewing Stand

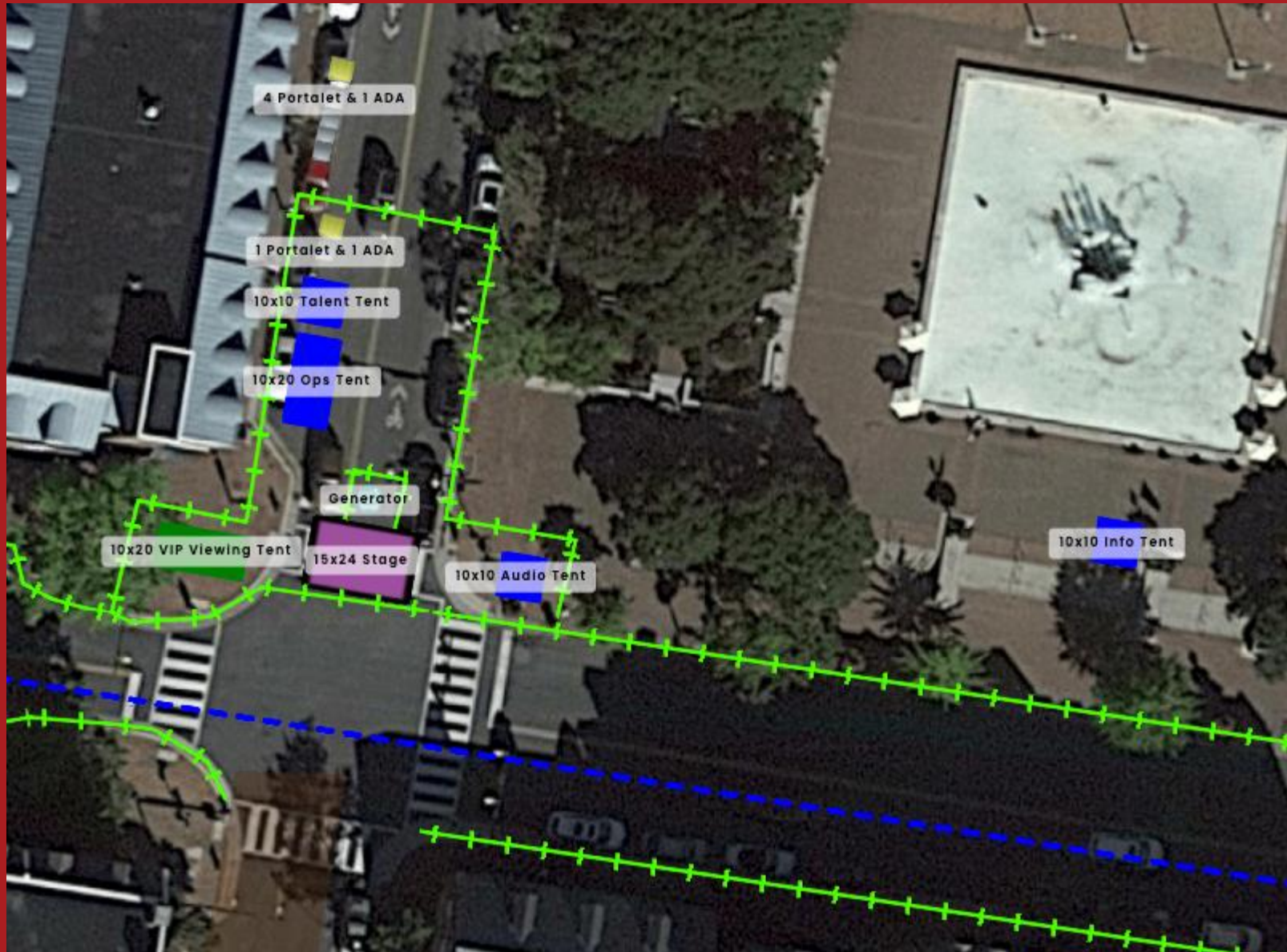
King St. & N. Royal St.

Seating for dignitaries and
elected officials

Announcers

Sound system

Restrooms



[illegible]

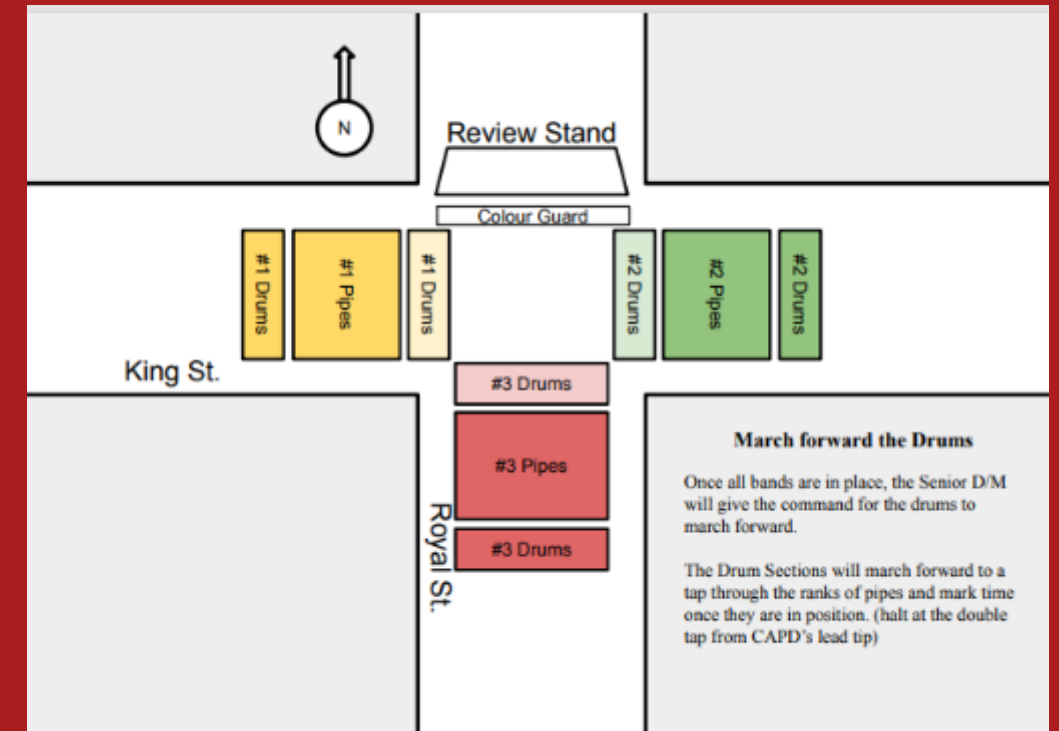
- All groups disperse at King & Pitt St.
- Keep moving to prevent back-up
- Exception: Massed Band participants meet Drum Major Joshua Cease and right on Pitt and assemble on Cameron

Massed Band Concert

After Santa closes the parade with a tune on the bagpipes, pipe bands will hold a brief Massed Band Concert.

Under the direction of the City of Alexandria's Pipes & Drums Drum Major Joshua Cease.

Groups will assemble in the intersection in front of the stage using South Royal and King Streets.



General Information

If you encounter a person who is separated from their party and seems to be lost, please escort to them to the nearest Block Captain or Information Booth; The Block Captain will coordinate with Alexandria Police Department to begin reunification process

If you “See Something, Say Something” please be aware of your surroundings; Report unattended bags or suspicious persons to Block Captains or Alexandria Police Department. Be very specific of description and location when reporting;
DO NOT APPROACH

Route Managers will be moving along the Parade route to monitor participants and will respond to medical emergencies



Safety Procedures



Alexandria Police Department and Alexandria Fire/EMS assigned personnel to designated areas; Assembly, Parade Route, Performance Area and Dispersal

Mobile EMT Teams will be deployed and will respond to medical emergencies

Should an emergency arise please notify the closest Block Captain or Route Manager immediately, they will radio for assistance

For life threatening emergencies, illness or injury DIAL 911.

Questions?