

Kiwanis RMD

From: RF Smith <rff106k@gmail.com>
Sent: Saturday, February 25, 2017 4:13 PM
To: Kiwanis RMD
Subject: 2017 signature project contest
Attachments: SPRP_QA_Parade.pdf

- a. **Club Name: Monument Hill Kiwanis Club**
- b. **Club Contact: RF Smith**
- c. **Contact email address: rff106k@gmail.com**
- d. **Contact phone number: (719) 210-4987 (cell)**
- e. **Name of Project: Fourth of July Parade**

The tradition of a Fourth of July parade in Monument, Colorado, was started in the 1970's by local citizens who organized a few fire trucks to parade through town and to compete to put out brush fires started by the fireworks. Today, this event is over two miles long--over 100 units--and takes nearly two hours from beginning to end. This event has been termed in national media as "The biggest small town parade in America."

The parade leads off with a Kiwanis Partner Boy Scout color guard and a Children's unit with over 300 local children walking, riding decorated "cycles," towed in wagons—some even bring their pets—and carried in the arms of proud parents! Between 10,000 and 20,000 people line the eight block route to see the parade which usually kicks off with a fly-by of F-16s from the Air National Guard unit at Buckley ANGB near Denver. Honor units follow, led off by the our Service Leadership Program students who donate over 150 hours to help organize the children's unit. Then come four of our primary Partners in Service and a dozen units from local veterans units and the Al Kaly Shriners--we're equal opportunity when it comes to patriotism. Then come exotic animals from the nearby Renaissance Festival and equestrian units from three counties on over 50 horses including the El Paso County Fair Queen and other celebrity groups. There are bands and bagpipers, decorated floats, dance and cheer units, antique and new cars, and charitable organization. The parade concludes with a three block long display of firefighting equipment from local and nearby fire departments.

The Monument Hill Kiwanis Club and it's legacy club have presented this parade since 1989. Today, this involves nearly the entire Club, over 80 volunteers, and months of planning. We start in February, working with our Partners, the Chamber of Commerce and the Town, to coordinate publicity, logistics—40 porta-potties and 80 trash cans—and transportation support for a day long series of events. Volunteers put up posters, banners, and signs in the weeks prior to the event. Club members lineup the two-mile parade, caring for animals and making sure everyone has sunscreen and water. Additional marshals are positioned either side of every block to make sure the parade is conducted safely. Patrons are bused to the site from remote parking and our volunteers make sure they travel quickly and safely. Finally, volunteers conduct clean-up after the parade to put our community back the way we found it.

Well over 1,500 hours of volunteer work go into planning, preparing, and executing this parade every year. While the parade earns the Club's granting program about \$2,500 each year, it is not principally

a fundraiser. We do and will continue to do this project for our community to celebrate our nation's birthday and to inspire our youth to be good citizens. Our motto:

"I'm Proud to be a Monument Hill Kiwanian"

MHKC Fourth of July Parade

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1. Describe the project. Is it a service project, fundraiser or event?

For many years. MHKC has sponsored the Annual Tri-Lakes Fourth of July Parade in downtown Monument, Colorado. The parade has over a hundred entrants – many of the entries have dozens of participants. The parade is held in conjunction with several other community sponsored events – a Fun Run, Pancake Breakfast, Street Fair, Music Festival and Barn Dance. This is a Service Project

2. Describe the need being met through the project. Was a community assessment completed to determine the need? How was the need discovered?

The need is to celebrate our nation's birth--no assessment required.

3. Describe the population being served by the project. Please be as specific as possible.

This is a patriotic event – over 30 area merchants enter the parade, all of the schools participate, a dozen veterans groups provide entrants, the military provides entries as well as the local municipalities (see entry narrative). Crowds of spectators have been estimated at 20,000.

4. How does the project benefit children? If this was addressed in an earlier question, please state "See question XX above."

Leading off the parade is a Children's Parade with several hundred kids riding and pulling patriotically decorated trikes, bikes and wagons. Participation refreshes a sense of patriotism, pride, and citizenship in our children. All kids love a parade and the Monument Fourth of July Parade is a highlight of their summer.

5. What is the impact of the project- how many people were helped or served? Please quantify the number of people impacted in these categories:

- a. Attendees (if applicable): 20,000
- b. Service recipients: 20,000 (Parade entrants estimated >2,000)
- c. Kiwanis members, including members of service leadership programs, who participate: 100

6. Is the project recurring? If so, describe its frequency (annual, monthly, every-other year, etc.). *Yes. Annual.*

7. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?

Over 100 Service Leadership Program students participate. The Boy Scouts provide the color guard that leads the parade and scouting is represented in several entries. The U.S. Army is represented in multiple entries.

8. Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?

The MHKC partners with several local organizations to deliver the parade. Our School District #38, Chamber of Commerce, Tri-Lakes Women's Club, Tri-Lakes Cares, and Integrity Bank collaborate in preparation and participate in the parade.

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9. Describe how the Kiwanis brand is incorporated into the project.

Kiwanis is clearly identified as the sponsor of the event in all of the publicity and press releases. The Kiwanis banner leads the parade and several Kiwanians are honored as VIP's in the parade.

10. How is the project promoted?

The parade is coordinated with the Town of Monument and it's Police and Fire Departments along with the local Chamber of Commerce. Posters and press releases provide most of the formal publicity, however, the event has been an annual highlight for the region and is anticipated by the entire community.

11. How many third-party news media hits resulted? How many social media shares were made?

The two community papers run articles along with the metropolitan paper in nearby Colorado Springs. The event has been called out in national press in the past. Social media is used to manage the parade entrants.

12. How does the project attract new members?

New members are recruited from the thousands of viewers and parade entrants. All of the Kiwanis volunteers are identified by caps and vests and make membership materials available to anyone interested.

13. How many new members were gained through the project?

It's practically impossible to determine which of our new members join solely or partly because of the parade. However, we did attract 17 new members in 2016.

14. What is the total cost of the project (if applicable)?

The parade costs ~\$10,000 to produce. We share costs with the Town of Monument, Chamber of Commerce, and others. Consequently, MHKC net cost is <\$7,000.

15. What is the per-member cost of the project (if applicable): Total cost divided by total membership number.

Not Applicable. Members do not contribute cash to produce this event. We receive a \$5,000 donation from our prime sponsor, Integrity Bank & Trust, owned by a long-time resident of the area who has provided this donation annually for many years. We also charge a very modest entry fee of \$35. The result is that we net between \$2,000-\$3,000 for the Club charity account. We expend roughly 1,500 volunteer hours which at the 2016 government rate of \$23.07/hour, represents >\$35,000 contribution by the Club for the community, or ~\$250/Club member.

16. What are the total funds raised by the project (if applicable)?

\$2,500/year (5 year ave). This project is not principally a fundraiser. We deliver the hours required to make the project happen as a gift of service to the community.

17. What is the per-member amount of funds raised by the project (if applicable): Total profit divided by total membership number. *Not applicable.*

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18. Did members of a service leadership programs club participate? Please describe.

See above. Our Key Clubs, Builders Club, and K-Kids (~100) participate as a unit in the parade and assist with managing the Children's Parade that is the first unit in the parade after the Color Guard, contributing over 150 hours to our community.



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