



Naperville

CITY COUNCIL AGENDA ITEM

SUBJECT: Recommendation to Approve the Policy to Regulate the Disbursement of Candy and Other Items by Parade Entrants at all City of Naperville Parades

TYPE OF VOTE: Simple Majority

ACTION REQUESTED:
Approve Policy Option 'A,' regulating the disbursement of candy and other items by parade entrants at all City of Naperville parades and direct staff to include the policy in the Special Events Resource Guide and Special Event Permit.

BOARD/COMMISSION REVIEW:

COUNCIL ACTION PREVIOUSLY TAKEN:

Date	Item No.	Action

DEPARTMENT: TED

SUBMITTED BY: Jennifer Runestad, Special Events/Public Information Coordinator

FISCAL IMPACT:
N/A

BACKGROUND:
Each year, the City of Naperville hosts four parades, the St. Patrick's Day Parade, the Memorial Day Parade, the Labor Day Parade and the Hometown Holiday's Parade. Traditionally, the parade organizers request that parade participants not throw items from the floats into the crowd. However, parade participants oftentimes do not comply with this request. Currently, the city does not have a policy to support the organizers requests. In late 2009, it was requested that the Special Events Team discuss this issue and provide the City Council with a recommendation on how to handle the distribution of items at future parades.

DISCUSSION:

The City of Naperville's Special Events Team has discussed the issue of distribution of candy and other items during parades. During the discussion, the largest concern regarding the distribution of items by parade entrants is the safety of the parade attendees, especially children who oftentimes run into the street to pick up candy and other items.

Staff also researched how other communities address this issue and found that a number of larger cities, including Chicago, Dallas and Long Beach, as well as smaller local communities like Elgin, Peoria and Wheaton currently prohibit such activity. All of these communities do allow participants to walk along the parade route and hand candy and other items for spectators.

Based on staff discussion and research, the team recommends that the City of Naperville prohibit the throwing or distribution of any items by all parade entrants. However, the team recommends that participants be permitted to walk along the parade route and hand items to spectators. While staff is not aware of any incidents involving items thrown to spectators, the goal is to prevent any future issues by enacting this policy.

The Special Events Team also discussed a number of options regarding the enforcement of this policy for Council consideration:

- Option A: Communicate the city's policy to the parade organizers and allow them to enforce this policy as they deem appropriate. If parade participants continue to throw items from the floats, the city may re-evaluate how the policy is enforced.
- Option B: Institute a \$250 fine to the parade organizer if the parade participants do not adhere to the policy.
- Option C: Parade participants who violate the policy may be banned from participating in future parades.

The Special Events Team recommends instituting Option A for all 2010 events. If parade participants continue to violate the city's policy, staff recommends instituting Option B and/or Option C in 2011.

City staff will be on site during the parades and will monitor the distribution of items. In addition, staff would ask that parade organizers also closely monitor all parade participants and enforce the city's policy.

RECOMMENDATION:

Approve Policy Option 'A,' prohibiting the throwing of candy and other items by parade entrants at all City of Naperville parades and direct staff to include the policy in the Special Events Resource Guide and Special Event Permit.