

◆ SATURDAY ◆
DECEMBER 14TH
THIRD AVENUE | 3 PM

CHULA VISTA

Starlight

PARADE & FESTIVAL

PRESENTED BY



Background and Overview



- ◆ Goals: Promote civic pride, boost community engagement, further the Chula Vista brand.

City brought back the event in 2023 after 3-year hiatus, with a higher-than-expected attendance. Included tree-lighting ceremony, holiday market, entertainment, activities and decorations on Third Ave.

- ◆ Huge success, but highlighted need for more robust resources, public safety measures going forward.





NEW THINGS THIS YEAR

- ◆ Event returns to a Saturday
- ◆ Updated brand identity with new logo, colors, and fonts
- ◆ New event producer: SoundSkilz
- ◆ New attractions: larger stage with new entertainment and a movie screening in Memorial Bowl





What's New This Year

- ◆ Storefront decorating contest along Third Ave.

◆ Downtown Chula Vista Association led tree-lighting ceremony took place on Dec. 1 to kick off holiday season

- ◆ Additional temporary public restrooms, hand washing stations, trash pickup

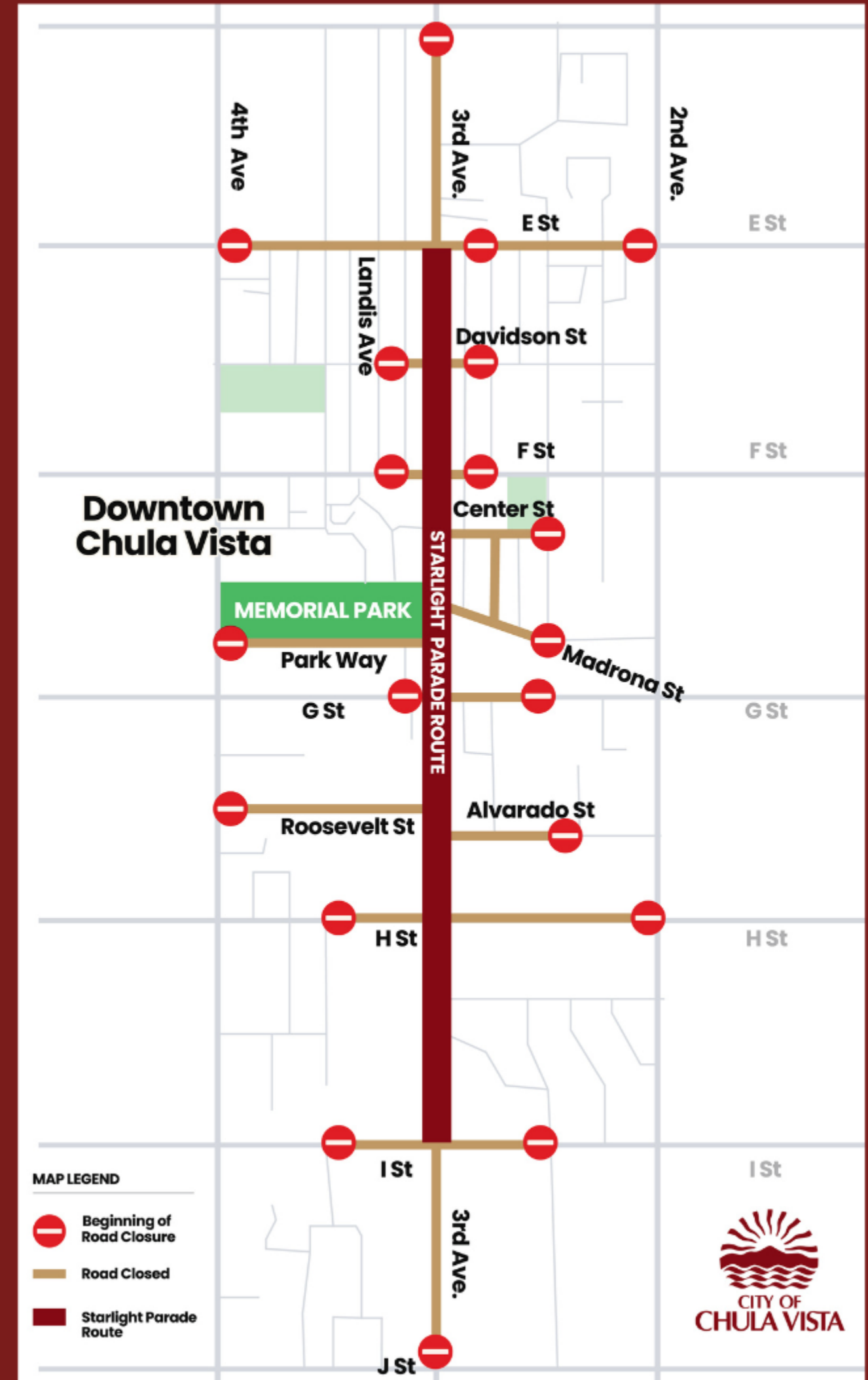
- ◆ Enhanced public safety and security measures

- ◆ Extended parade route to provide more viewing areas to the public





PARADE ROUTE





Event Promotion

- ◆ Paid advertising
- ◆ Physical banners
- ◆ News media coverage
- ◆ Social media
- ◆ Event website
- ◆ Presentations
- ◆ Flyer distribution to businesses and surrounding neighborhoods
- ◆ Downtown Chula Vista Association and Chula Vista Chamber of Commerce Email Campaigns





HOLIDAY FESTIVAL

- Performances by: The Dreamboats, Mercedes Gonzalez, Neisha's Dance Academy, and Mariachi Internacional
- ◆ Showing of Elf movie in the Memorial Bowl
 - ◆ Kids' Zone with variety of activities
 - ◆ Tree lighting Ceremony to kick off parade
 - ◆ Food and retail vendors along Park Way



60TH ANNUAL STARLIGHT PARADE & FESTIVAL

Saturday, December 14 | Downtown Third Ave.



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Photos with Santa | 3 - 6 p.m.

Holiday Festival | 3 - 7 p.m.

Tree Lighting Ceremony | 5:45 p.m.

Watch Elf at Memorial Bowl | 6 p.m.

60th Annual Starlight Parade | 6 p.m.

**For More Information:
starlightparade.com**



STOREFRONT DECORATING CONTEST



- ◆ We are encouraging businesses along Downtown Third Avenue between E St. and Alvarado St. to decorate their storefronts
- ◆ Businesses will then be judged on December 12 on: visibility, creativity, special effects, originality, workmanship, overall appearance, and creative use of lighting
- ◆ There will be a 1st, 2nd, and 3rd place winner in the store front decorating contest
- ◆ Businesses that want to participate must register by emailing festival@soundakilz.com by December 6





Enhanced Safety Measures

- ◆ Event safety plan
- ◆ More staffing: private security guards, police officers, and EMS onsite
- ◆ Updated traffic control plan
- ◆ New equipment, such as bike racks to line parade route
- ◆ Designated lane along parade route for public safety access
- ◆ Modified Emergency Operations Center (EOC)

