

# Downtown Auburn Founder's Day Parade

## Friday, August 6, 2021 at 6PM on Genesee Street

Auburn, NY – July 1, 2021

The City of Auburn & Downtown Auburn BID invites you and your family, business or organization to be part of this year's Founder's Day Parade! Founder's Day has not included a parade in recent years, however, since we could not host the Memorial Day or the Holiday Parades the last couple of years the community has been asking for a parade to celebrate our frontline health care workers, first responders and other essential workers to thank them for all they did to support us during the COVID pandemic. Founder's Day presents us with a great opportunity to hold a parade.

An additional theme for the floats of this year's parade will be *The Roaring 20s*, a time period that saw resurgence in many aspects of American life, so think about creatively incorporating the fashion, music, arts & culture of that time -- Jazz music, dancing, flappers & so on. This period also saw the large-scale use of automobiles, telephones, films, radio & electrical appliances. There are so many creative options to choose from! For the float competition, one grand prize will be awarded, & the winner will receive a \$100 Downtown Auburn gift certificate, redeemable at 50+ businesses. The winner will be announced on the City Show-mobile stage on Genesee Street prior to the start of the band. So, start thinking about your float design; it can be as complex or simple as you wish - as long as it includes a Roaring 20's theme.

In addition to the parade, on Friday, August 6<sup>th</sup> there will be street vending by our downtown eateries, breweries and shops within the "Loop Road" area of State Street, Genesee Street and Exchange Street, and live music will be performed from 7:30 – 10 p.m on the City Show-mobile Stage on Genesee Street. Festivities continue on Saturday, August 7<sup>th</sup> for Founder's Day, featuring an entire day-long event of activities downtown including a "cruise-in" with antique and classic cars from Finger Lakes Region Antique Auto Club of America, Poorboys Classic Hot Rods of Auburn, Prison City Ramblers & Cayuga Cruisers, all lining up for the day on Genesee Street; there will be street vending by our downtown eateries, breweries and shops within the "Loop Road" area of State Street, Genesee Street and Exchange Street throughout the day and the Downtown Saturday Market at the Equal Rights Heritage Center at 25 South St. will host artisan and food vendors, food trucks and kid's activities throughout the day. On the evening of August 7<sup>th</sup> the City Show-mobile Stage will feature live music on Genesee Street from 6 – 10 p.m..

Please come be a part of this year's exciting event! Now more than ever, we want to come together to celebrate our healthcare and essential workers, honor and thank our local veterans, and have lots of FUN! To participate in the Founder's Day Parade, **complete the attached participation form and return it by Friday, July 23, 2021**. Please call Kim with questions **315-255-4737**. Completed participation forms can be emailed to [kbauso@auburnny.gov](mailto:kbauso@auburnny.gov) or mailed or dropped off to the Recreation Office in the basement level of Memorial City Hall, 24 South Street, Auburn, NY 13021. Thank you for supporting this event in Downtown Auburn.

**PARTICIPATION FORM**  
**Downtown Auburn Founder's Day Parade**  
**Friday, August 6, 2021 @ 6PM on Genesee Street**

**Business/Organization Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Day of Event cell:** \_\_\_\_\_

*We need this number if there's inclement weather and the parade is cancelled.*

**Email (required):** \_\_\_\_\_

The following are ways to participate in the parade. Please check the item(s) that apply to you, include the approximate number of people involved in each activity & other pertinent details.

**Float:** \_\_\_\_\_

**Veterans Groups:** \_\_\_\_\_

**Marchers:** \_\_\_\_\_

**Dancers:** \_\_\_\_\_

**Band:** \_\_\_\_\_

**Classic Cars:** \_\_\_\_\_

**Horse team:** \_\_\_\_\_

**Cars for officials:** \_\_\_\_\_

**Other, please specify:** \_\_\_\_\_

Please provide the total length of your float, including truck, car & marchers, so that we can allow for enough space on the line-up.

**Total length of space required** \_\_\_\_\_

**Signature:** \_\_\_\_\_

If you have any questions, please call the City of Auburn Recreation office at 315-255-4737. Please email the completed form to [kbauso@auburnny.gov](mailto:kbauso@auburnny.gov) by **Friday, July 23, 2021**. Mail to: City of Auburn Recreation office, 24 South Street, Auburn, NY 13021.

## RULES

All floats should ideally be themed around the Roaring 20's & may include expressions of honor, gratitude, or celebration of our healthcare workers, essential workers, &/or active military or veterans.

## SAFETY

In order for us to ensure the safety of those attending the parade, **throwing candy is not permitted**. If your organization would like to **hand out** candy to the children at the parade, please have someone walking in the parade, passing the candy out.

## IMPORTANT REMINDERS!

1. Please be prepared to keep participants hydrated, bring water with you.
2. Distribution of any literature is not permitted during the parade.
3. Absolutely no political campaigning of any sort will be allowed.
4. Please bring sunscreen, umbrella, poncho, etc. as necessary based on weather.
5. There are **no bathrooms** available along the parade route.

## PARADE LINE-UP

There will be signage placed on East Genesee Street indicating where your organization/business is to line up. Staff will also be available to assist. Parade Route begins on E. Genesee Street at N. Fulton Street with exact route TBD. Assemble at 5 p.m.. Move out 6 p.m. SHARP.

Parade Orders will be sent approximately one week before the parade. Be advised, coordination is completely electronic, so please **be sure to include your e-mail address, & add [kbauso@auburnny.gov](mailto:kbauso@auburnny.gov) & [jesse@auburndowntown.org](mailto:jesse@auburndowntown.org)** to your contacts so messages don't go to spam.

**Thanks so much for your time & efforts  
and we look forward to another great event!**