



**Le Mars Area
Chamber of Commerce**

50 Central Avenue SE
Le Mars, IA 51031
Phone: 712-546-8821

January 24, 2020

Dear Parade Participant:

Thank you for your participation and support in past Ice Cream Days parades. We have been working on the 2020 Ice Cream Days event which will be five fun-filled days, June 17-21.

This year, the parade will be Saturday, June 20. Once again, spotters along the parade route will be in communication with the lead vehicle to ensure that the parade does not get split up.

This year the parade will once again line up on Stadium Drive, near the Le Mars Community High School. The parade will travel along Central Avenue starting at 8th Street South and continuing to 6th Street North, then East on 6th Street to the Fairgrounds.

We are encouraging all entries to have an "Ice Cream Days" theme.

We will have a parade entry fee of \$10 for a Non-Profit Organization, \$25 for Chamber members, and \$35 non-Chamber members. These dollars will be used to fund future Ice Cream Days events and entertainment. ***Please note the \$50 late entry fee if received on or after May 24.*** We are asking that all entry forms and entry fees be submitted to the Chamber before the **deadline of May 24**. Entries received after the deadline will not be accepted.

Also, please note, the Chamber is trying to enhance the safety of everyone along the parade route; the Chamber is requesting all parade entrants who plan on throwing candy and other items to follow one of these simple rules:

- **If throwing the items from a vehicle or float, have an adult do the throwing to ensure items aren't dropped in the middle of the street; and have a spotter walk alongside the front of the entry**
- or
- **Have walkers along the curb handing out the candy or gift**

The Chamber thanks you in advance for your cooperation.

I have enclosed an entry form for your convenience, or please feel free to go to our website at www.lemarsiowa.com.

Should you have any questions, please call the Chamber of Commerce at 712-546-8821.
Thank you for your cooperation and we'll see you on June 20.

Sincerely,

Heidi Nemmers
Operations Manager