

The award winning Chippewa Falls Main Street was created in 1989 and is based upon the National Main Street Four Point Approach.

The purpose of the Chippewa Falls Main Street program is to improve the community's quality of life by strengthening the downtown as the center of the community through concentrated efforts in Organization, Design, Promotion and Economic Restructuring.

Main Street events include:

- Earth Day Cleanup*
- Bloomin' on Bridge*
- Farmers Market*
- Pure Water Days Parade*
- RiverFest*
- Paint the Town Pink*
- Downtown Trick or Treating*
- Santa's Arrival*
- Santa's House*
- Horse-Drawn Wagon Rides*
- Bridge to Wonderland Parade*
- Shop Chippewa Sweepstakes*



Registration

Saturday, August 14, 2021

Pure Water Days

PARADE



Theme
"Carnival"

514 North Bridge Street
Chippewa Falls, WI 54729

715-723-6661

teri@cfms.us
www.chippewafallsmainst.org

Registration Form

Theme for the
44th Annual Pure Water Days is:

“Carnival”

Feel free to get creative with the theme!
Clowns, circus, animal costumes, rides,
carousels, bright colors, and anything else
you can think of!

The parade will be held on
Saturday, August 14th at 1 p.m.

Please return entry form to
Chippewa Falls Main Street no later than
July 30, 2021. You will receive your lineup
number and a reminder of the rules 3-5
days before the parade.

Name of Group

Contact person _____

Approximate # of participants (required) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Please check **ALL** that apply to your entry:

Float

Walkers

Children

Vehicle without attached float

Animals (please note number of animals in the
space below)

Brief description and approximate size of entry (i.e.
semi-truck, hay wagon, number of animals, etc.)

Chippewa Falls Main Street will send
all parade correspondence to the
name and address listed on this
form. Please include complete and
legible information. Entry fee must
accompany registration; we will not
be able to process your registration
without it.

\$50 entrance fee

Please make checks payable to:
Chippewa Falls Main Street

Nonprofit organizations are exempt from this fee.

The fee would be refunded if Chippewa Falls Main
Street had to cancel the event due to COVID-19.

Chippewa Falls Main Street, Inc.

514 North Bridge Street
Chippewa Falls, WI 54729

Phone: (715) 723-6661

Fax: (715) 720-4882

Email: teri@cfms.us

www.chippewafallsmainst.org



*Main Street use only---

Date received _____

Entry # _____

Check # _____

Pure Water Days Parade Rules

Chippewa Falls Main Street will keep you updated on any rules regarding COVID-19 provisions.

1. Kids need to be dropped off at the designated area (will be marked on the lineup map after registration. No exceptions due to safety concerns. Please make sure all parents involved with your entry are aware of this.
2. Be in your assigned lineup spot no earlier than 11 a.m. and no later than noon so we can fit everyone in.
3. You may walk over to the crowd and toss candy. Do **NOT** throw it from a vehicle or float. Flyers or paper products are **NOT** allowed to be handed out.
4. Music and decorating with the theme are required. This is a parade, friends! (Walkers and animal units are exempt from needing music. Royalty entries do not need to follow the theme.)
5. Animal entries must pick up droppings - while waiting and during the parade.
6. You may not hold up the parade by stopping to perform.
7. Post your lineup number on your vehicle/float/banner if you would like the chance to win an award.
8. Absolutely no alcoholic beverages are allowed at the staging area or during the parade.
9. The parade ends on the block between Spring Street and the roundabout (on Bridge Street). You may continue on your way through the roundabout or use the Chamber of Commerce lot to disembark (at the discretion of the CF Police Dept.) You may not disembark at any time before that or the CFPD will issue tickets.

We'll see you on the big day!

Chippewa Falls Main Street

