

2025 Rockford Start of Summer Celebration

Parade Guidelines

- 1) **PARADE PARTICIPANTS MUST ARRIVE BY WAY OF EAST MAIN AND WOLVERINE STREET - PLEASE SEE PARADE ROUTE (ATTACHED)**
- 2) **LINE UP & CHECK-IN**
 - ☐ **9:30 to 10:30 AM** - Everyone is required to be in parade line-up order **by 10:30 AM**.
 - ☒ **POSITION:** Parade Participants should arrive at East Main and Wolverine Street to enter the parade lineup and check in with volunteers. Vehicles not in the parade will NOT be allowed to enter the setup area.
 - ☐ Look for volunteers wearing **fluorescent vests**. They will be happy to assist you.
 - ☐ **PLEASE** be respectful of property/yards and the landscaping of parade route residents.
 - ☐ **PLEASE** pick up any trash you/your group create and do not allow children to run all over front yards.
- 3) **PARKING AVAILABLE**
 - ☐ Rockford Public Schools Administration Building.
 - ☐ Behind Parkside Elementary School at RAM Field
 - ☐ Rockford Baptist Church
 - ☐ Main Street parking lots.
 - ☐ Wolverine World Wide parking lots.
- 4) **CARPOOL**
 - ☐ Carpooling is a must. **NO PARENT DROP OFF on parade streets during line up.**
 - ☐ Park in areas listed above and walk to the designated line up position.
 - ☒ **NO DROP OFF what-so-ever in parade line up area.**
- 5) **GROUPS**
 - ☐ Please remind children of group number and group leader's name.
 - o Group Leader is responsible for organizing the group
 - ☐ Adult supervision ratio – we recommend 1 adult for 6 children.
 - ☐ Visible identification with group number.
 - ☐ Sign on **front** of vehicle with parade number. (This will help the announcer identify the group)
- 6) **CANDY**
 - ☐ Only walkers may distribute candy.
 - ☐ **DO NOT THROW CANDY - if distributing candy, you must hand it to individuals or toss on the ground towards them.**
 - ☐ **DO NOT STOP YOUR VEHICLE TO DISTRIBUTE CANDY.** *Individuals either walk or ride – please make decision before parade starts. Volunteers will enforce.*
- 7) **HAND OUTS**
 - ☐ **NO handouts/papers** – Only a very small percentage of the handouts/papers are taken home. Instead, people drop them and litter the streets. Thank you for helping keep our city streets litter-free!
- 8) **PARADE END**
 - ☒ **DO NOT** disperse in the middle of the street. Proceed to RAM field behind Parkside Elementary School and walk children back to their original place/parking spot. **Parents will NOT be allowed to drive on Monroe Street for pick up.**
- 9) **QUIET ZONE**
 - ☐ The quiet zone is from Rum Creek to Lewis Street at the end of the parade where there is no loud music, sirens, horns, or the like. Please silence loud sounds during this stretch.
- 10) **SAFETY**
 - ☐ **WHEN YOU SIGN IN AT THE SAFETY MEETING, YOU ACKNOWLEDGE THAT YOU RECEIVED AND REVIEWED ALL GUIDELINES LISTED ABOVE. ANY GUIDELINES THAT ARE NOT FOLLOWED WILL DISQUALIFY YOUR GROUP FROM PARTICIPATION IN FUTURE PARADES.**

WE HOPE YOU HAVE A WONDERFUL TIME AT THE PARADE AND STAY AROUND AFTERWARDS TO ENJOY THE WONDERFUL SCHEDULE OF EVENTS THE CHAMBER HAS COORDINATED!

- ☐ For a full schedule of events, please visit www.rockfordmichamber.com or follow along on the Chamber Facebook page: @RockfordMichiganChamber

2025 Start of Summer Parade Map



**2025 Start of Summer
Parade Line Up**

Entry #	Business
1	Chief
2	Banner Sponsor-VCA Knapp's Corner
3	Rockford American Legion, post 102
4	Grand Marshall/Graff CDJR of Rockford
5	City of Rockford
6	City of Rockford
7	Kent County Sheriff Mounted Unit
8	BattleGR
9	Epilogue Books
10	Rockford Rotary
11	NorthEast Kent Democrats
12	Boichot Insurance Agency
13	Krause Memorial Library
14	Rockford Speech Therapy
15	Condit Family Dentistry
16	Michigan Horse Driving School
17	North Kent Connect
18	That ONE Team
19	White & Associates
20	Our Lady of Consolation School
21	Blakeslee and Son Inc
22	Heinz Orthodontics
23	Ivy Rehab Physical Therapy
24	Rockford Riptide Swim Club
25	MVP Athletic Club, Rockford
26	University of Michigan Health West-Rockford
27	Locavana
28	Ginger Baxter Group
29	Junk Mules
30	Rockfords Got Talent
31	Fowle Eyecare
32	Soaring Suds Soap Co.
33	Reverence Dance Academy
34	Ed Koehn Chevrolet
35	Pet Supplies Plus
36	Real Estate with Maghielse & Company
37	Heffron Farms
38	Bridgeway Community Church
39	Rockford Footwear Depot
40	Home Joy of Grand Rapids
41	Rockford Dance Company
42	Cannon Pool
43	Rockford Book Bus
44	Sparta Celtic Festival
45	Kellermeier Plumbing
46	WCSG Radio
47	Grand Rapids Area Nursing Honor Guard
48	Rockford Varsity Cheer Team
49	Rockford HS Marching Band
50	Exterior Refresh
51	Michigan Nature Co.
52	Floor Coverings International
53	Camp Roger

Business	Entry #
Absolute Heating & Cooling	59
Assumption of the Blessed Virgin Mary School	68
Banner Sponsor-VCA Knapp's Corner	2
BattleGR	8
Bell's Home Furnishings	84
Bier Distillery & Brewery	67
Blakeslee and Son Inc	21
Bloomin' Blinds of Grand Rapids	71
Boichot Insurance Agency	12
Boochie Bar	78
Bridgeway Community Church	38
Camp Roger	53
Cannon Pool	42
Cannon Twp. Fire Dept	89
Cannon Twp. Fire Dept	90
Cedar Rock Barns	56
Chief	1
City of Rockford	5
City of Rockford	6
Community West Credit Union	83
Condit Family Dentistry	15
Courtland Twp. Fire	91
Ed Koehn Chevrolet	34
Epilogue Books	9
Evolve Dance Studio	81
Exterior Refresh	50
Floor Coverings International	52
Fowle Eyecare	31
Get it done guy handyman services	82
Ginger Baxter Group	28
Gordon Water Systems	66
Grand Marshall/Graff CDJR of Rockford	4
Grand Rapids Area Nursing Honor Guard	47
Heeringa Electrical	65
Heffron Farms	37
Heinz Orthodontics	22
Helping Inspire Students Creative Academy	75
Home Joy of Grand Rapids	40
Homes Giving Hope	60
Howard Christensen Nature Center	69
Ivy Rehab Physical Therapy	23
Junk Mules	29
Kellermeier Plumbing	45
Kent County Sheriff Mounted Unit	7
Kent County Youth Fair Royal Court	74
Krause Memorial Library	13
Locavana	27
Michigan Horse Driving School	16
Michigan Nature Co.	51
MVP Athletic Club, Rockford	25
Nap Industrial Group	63
North Kent Connect	17
NorthEast Kent Democrats	11

**2025 Start of Summer
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Entry #	Business
54	Upstream Landscape Maintenance and Design LLC
55	Rockford Odyssey of the Mind
56	Cedar Rock Barns
57	Rams Hockey Association
58	Rockford Baptist Church
59	Absolute Heating & Cooling
60	Homes Giving Hope
61	Rockford Family Eyecare
62	Scouting America-Pack 3228-Merritt Lamb Post 102
63	Nap Industrial Group
64	Rockford Rowing
65	Heeringa Electrical
66	Gordon Water Systems
67	Bier Distillery & Brewery
68	Assumption of the Blessed Virgin Mary School
69	Howard Christensen Nature Center
70	Northern Lights Marching Band
71	Bloomin' Blinds of Grand Rapids
72	Rockford Stars Vintage Baseball club
73	Rockford Lions
74	Kent County Youth Fair Royal Court
75	Helping Inspire Students Creative Academy
76	West Michigan Radon Removal LLC
77	Rockford Reformed Church
78	Boochie Bar
79	Sammy's Party on Wheels
80	Wee Folk Child Center
81	Evolve Dance Studio
82	Get it done guy handyman services
83	Community West Credit Union
84	Bell's Home Furnishings
85	Ryan's Towing
86	Ryan's Towing
87	Rockford Fire Dept
88	Rockford Ambulance
89	Cannon Twp. Fire Dept
90	Cannon Twp. Fire Dept
91	Courtland Twp. Fire
92	Plainfield Fire Dept

Business	Entry #
Northern Lights Marching Band	70
Our Lady of Consolation School	20
Pet Supplies Plus	35
Plainfield Fire Dept	92
Rams Hockey Association	57
Real Estate with Maghielse & Company	36
Reverence Dance Academy	33
Rockford Ambulance	88
Rockford American Legion, post 102	3
Rockford Baptist Church	58
Rockford Book Bus	43
Rockford Dance Company	41
Rockford Family Eyecare	61
Rockford Fire Dept	87
Rockford Footwear Depot	39
Rockford HS Marching Band	49
Rockford Lions	73
Rockford Odyssey of the Mind	55
Rockford Reformed Church	77
Rockford Riptide Swim Club	24
Rockford Rotary	10
Rockford Rowing	64
Rockford Speech Therapy	14
Rockford Stars Vintage Baseball club	72
Rockford Varsity Cheer Team	48
Rockfords Got Talent	30
Ryan's Towing	85
Ryan's Towing	86
Sammy's Party on Wheels	79
Scouting America-Pack 3228-Merritt Lamb Post 102	62
Soaring Suds Soap Co.	32
Sparta Celtic Festival	44
That ONE Team	18
University of Michigan Health West-Rockford	26
Upstream Landscape Maintenance and Design LLC	54
WCSG Radio	46
Wee Folk Child Center	80
West Michigan Radon Removal LLC	76
White & Associates	19