

*East Los Angeles  
Mexican Independence  
Day  
Parade & Festival*



*Presented by:*  
*Comité Mexicano Civico Patriótico*  
*Sunday, September 16<sup>th</sup>, 2018*

**INFORMACIÓN  
GENERAL**

# MANUAL



**EVENT:** East Los Angeles Mexican Independence Day Parade & Festival  
**DATE:** Sunday, September 16<sup>th</sup>, 2018  
**VIP HOURS:** 8:00am to 5:00pm  
**PARADE HOURS:** 10:00am to 1:00pm  
**FESTIVAL HOURS:** 1:00pm to 5:00pm  
**PRESENTED BY:** Comité Mexican Cívico Patriótico

## **OPERATIONS & LOGISTICS STAFF:**

Parade Director	Sergio Tinoco
Parade Assistant Director	José Duarte
VIP Program Manager	Eddie Domínguez
VIP Program Assistant Manager	Rafael Abdo
Parade Line up:	Eddie Domínguez
Event Operations Director:	Valerie García
Event Manager:	Jorge Lara
Festival Manager:	Matthew Mondragón
Event Security:	Adam Orozco

## **SALES & MARKETING**

Terra Marketing Platforms  
Sponsor Manager: Judy Roldan

## **COMITE MEXICANO CIVICO PATRIOTICO**

President:	Maria Elena Serrano
Parade Director:	Sergio Tinoco
Parade Assistant:	José Duarte

## **COUNTY of LOS ANGELES PARTNERS**

County of Los Angeles - Office of Supervisor Hilda Solis  
Los Angeles County Sheriff's Department  
Los Angeles County Fire Department  
Los Angeles County Department of Public Works  
Los Angeles County Department of Park & Recreation  
California Highway Patrol

## **PARADE & FESTIVAL TIME LINE of OPERATIONS**

### **SATURDAY, September 15<sup>th</sup>, 2018**

- 7:00pm Street Closers on Mednik Ave. between 1<sup>st</sup> St. & Cesar Chavez
- 7:15pm to 1:00am Festival Set-up located on Mednik Ave. between 1<sup>st</sup> St. & Cesar Chavez

### **SUNDAY, September 16<sup>th</sup>, 2017**

- 5:00am to 7:00am – Finish Festival Set up on Mednik Ave.
- 5:00am to 7:00am – Parade Set-up: Registration, VIP area, Bike Rack, banners, etc.
- 6:00am – Close Parade Route and staging areas. Vancouver Ave to Gage Ave. & Floral Ave to Cesar Chavez.
- 6:00am – Float Check-in. open. Corner of 1<sup>st</sup> St. and Mednik Ave.
- 7:00am to 9:00am – Parade Participant Check-in open. Corner of 1<sup>st</sup> St. and Mednik Ave.
- 7:00am to 9:00am – Sponsor/Client Festival Check-in open. Corner of 1<sup>st</sup> St. and Mednik Ave.
- 8:00am to 9:45am – VIP Reception & Program on Mednik, cross street Cesar Chavez.
- 9:00am to 10:00 am – CHP Parade Route Closure (see attached map)

- 10:00am to 12:30pm – PARADE SHOW TIME/ Live Broadcast by KABC 7 from 10:00am to 12:30pm
- 11:00am to 5:00pm - FESTIVAL OPEN  
12:30PM TO 2:00PM – CHP reopens Parade Route
- 12:00 pm to 1:30 pm – Parade Disbandment
- 5:00pm – Festival Closes and Strike begins

## **VIP RECEPTION AND PARADE**

### **VIP RECEPTION**

The VIP reception area opens at 8:00am. Program begins at approximately 8:55am. The program consists of a Protocol Ceremony with the United States and Mexico flags and anthem followed by speeches and remarks by Comité Mexican Civico Patriótico, Special Guests and Dignitaries.

### **VIP TIMELINE**

8:00am – VIP area opens with a continental breakfast and refreshment.

8:55am – VIP program starts

9:00am – Media / Photo opportunities

9:45am – Ribbon Cutting Ceremony and opening of Parade

### **PARADE**

This year there are 82 entries, approximately 184 units in the parade line-up. The estimated running time is two and a half hours (2 ½) from 10:00am to 12:30pm. There are entries from 12 Mexican State Federations in participation.

## PARADE ROUTE AND DISBANDMENT



### *East Los Angeles Mexican Independence Day Parade & Festival*

Sunday, September 16<sup>th</sup>, 2018

Parade 10:00am to 1:00pm

Festival 1:00pm to 5:00pm

**Starts at Cesar Chavez and Mednik Ave.**

**Ends at Cesar Chavez and Gage Ave.**

**Equestrian staging area located between Cesar Chavez and Floral Ave.**

**Parade Participants area located between Mednik Ave and Vancouver Ave.**

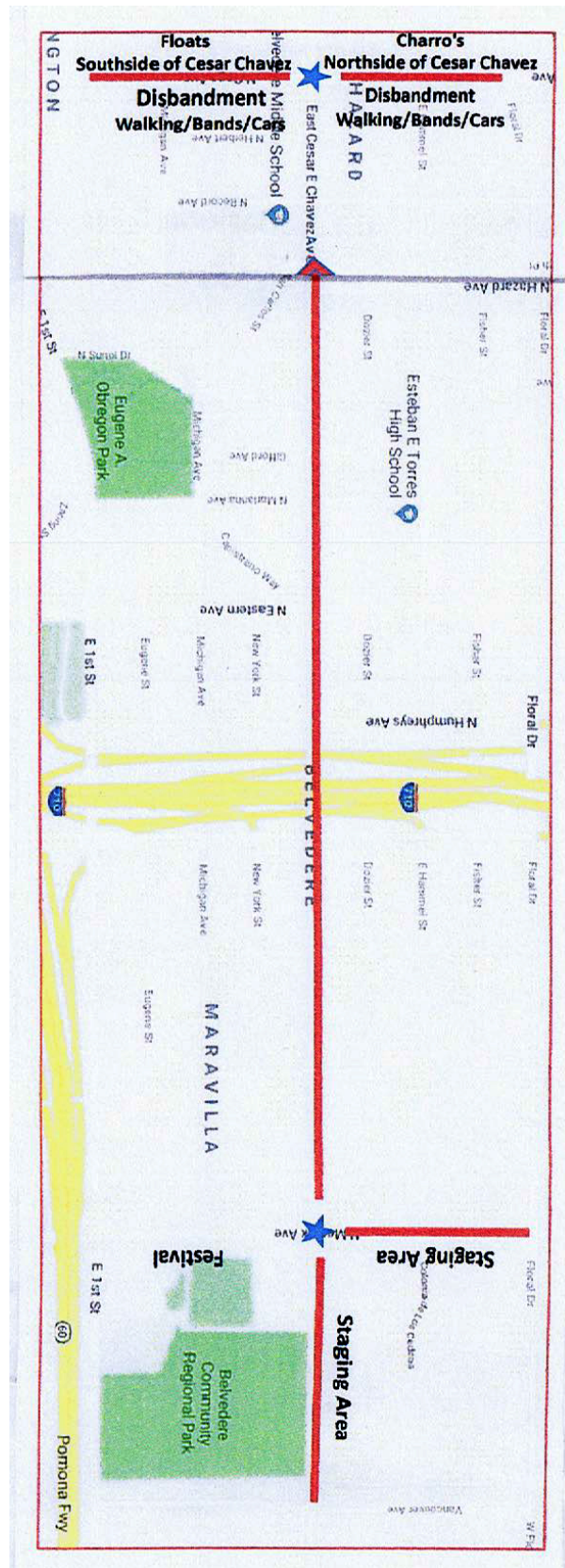
**Disbanding for Parade Participants North and South on Gage Ave. between 1<sup>st</sup> and Floral.**

**Disbanding for Equestrians North side of Cesar Chavez between Gage and Townsend.**

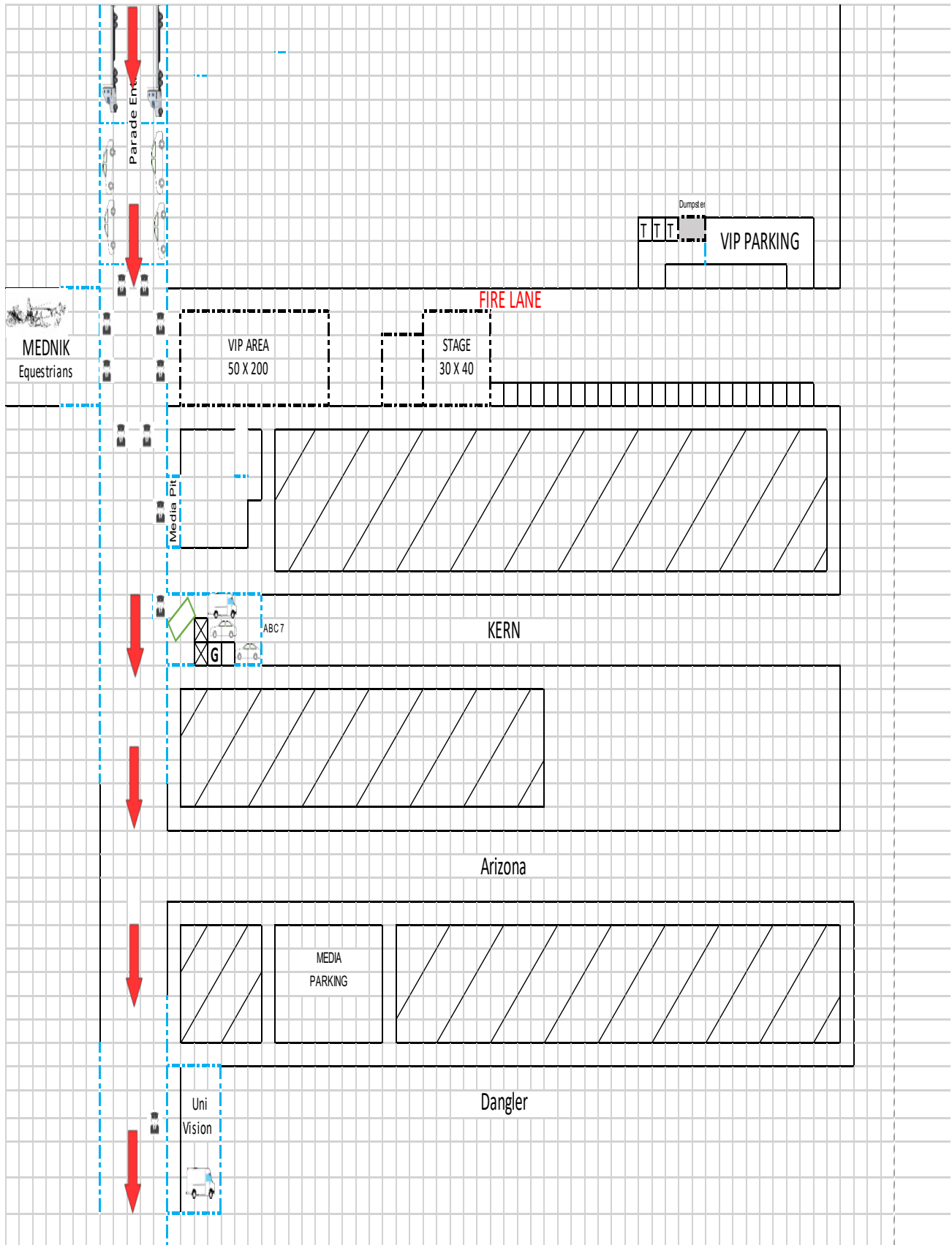
**Disbanding for Floats South Side of Cesar Chavez between Gage and Townsend.**



## PARADE MAP



# SITE MAP



## Security Deployment

SECURITY DEPLOYMENT						
EAST LA PARADE 2018						
SECURITY DEPLOYMENT						
SATURDAY	LOCATION	POSITION	START AND FINISH	NUMBER OF GUARDS	HRS. PER GUARD	TOTAL HOURS
Sept. 15, 2018	Festival - OVERNIGHT	Event Build Out - Street Closures and VIP	7:00pm to 7:00am	3	12	36
SUNDAY						
Sept. 16, 2018	PARADE	EVENT MANAGER	6am - 4pm	1	10	10
	Street Closure	1st and Mednik	6am - 5pm	1	11	11
	Street Closure	Floral and Mednik	6am - 2pm	1	8	8
	Street Closure	Chavez and Vancouver	6am - 2pm	1	8	8
	Festival	Mednik btwn 1st and Cesar Chavez	9am - 5pm	6	8	48
	Festival and VIP End of Street (Strike)	Festival Zone/VIP Area	4pm - 10pm	5	6	30
	Start Zone	Mednk and Cesar Chavez	6am - 1:30pm	6	7.5	45
	Partipation Zone	Cesar Chavez - Float Entarance	6am - 1:30pm	2	7.5	15
	VIP	VIP Reception and Check In	7am - 4pm	5	9	45
	Stage	Stage/Festival Area	9am - 5pm	3	8	24
	TV Zone ABC #1	Crosswalk in front of TV zone	9am - 1:30pm	2	4.5	9
	TV Zone UNI #2	Croswalk in front of TV zone	9am - 1:30pm	2	4.5	9
	Parade Route - Parade Movers	Btwn Dangler and Gage	9am - 1:30pm	4	4.5	18
	Parade Route - McDonnell	Stationed at Stree Closure on north & south side of street (make sure no cars cross barricades)	9am - 1:30pm	2	4.5	9
	Parade Route - Ford	Stationed at Stree Closure on north & south side of street (make sure no cars cross barricades)	9am - 1:30pm	2	4.5	9
	Parde Route - Huphreys	Stationed at Stree Closure on north & south side of street (make sure no cars cross barricades)	9am - 1:30pm	2	4.5	9
	Parade Route - Estern	Stationed at Stree Closure on north & south side of street (make sure no cars cross barricades)	9am - 1:30pm	2	4.5	9
	End of Parade Route	Chavez and Gage	9am - 2pm	5	5	25
			TOTAL	55	131.5	377
WRISTBANDS WILL BE REQUIRED TO ENTER EVENT ZONE AT THE INTERSECTION OF MEDNIK AND CESAR CHAVEZ AS WELL AS FLOAT ENTRANCE. ALL PARADE PARTICIPANTS MUST HAVE A WRISTBAND TO WALK/RIDE IN THE PARADE. A SECOND WRISTBANK (IF APPLICABLE) WILL BE USED TO ENTER VIP AREA.						
CREDENTIALS TO BE ISSUED ARE: ALL ACCESS. MEDIA. COMITE STAFF.						



## **PARTICIPANT DROP OFF**

Participant drop off will be located on Mednik cross street 1<sup>st</sup> Street. Drop off  
only **NO PARKING.**

## **PARKING**

All parade participants and sponsors are advised to park at the E. LA Civic Center.  
Located at 4801 E. 3<sup>rd</sup> Street. Enter from 3<sup>rd</sup> Street at Civic Center Way.

## **Parking Pass Sample**



**2018**  
*East Los Angeles*  
*Mexican Independence Day*  
*Parade & Festival*  
Presented by:  
Comité Mexicano Cívico Patriótico



*Valid only on:*  
***Sunday, September 16<sup>th</sup>, 2018***

**OFFICIAL PARKING PASS**



Parking located at:  
East Los Angeles Civic Center  
4801 East 3<sup>rd</sup> Street  
Los Angeles, Ca 90022



*Please fill out the following information and display PASS on dashboard.*

**GROUP NAME**\_\_\_\_\_ **Contact:**\_\_\_\_\_ **Cell#**\_\_\_\_\_

## **Emergency Procedures**

**Emergency Crisis Plan** – In the event of a major crisis, meeting location will be in the Civic Center Parking Lot.

**EMT's** – There will be an EMT (First Aid) Booth located in the Festival area next to the VIP Tent with a stationary EMT. There will also be 2 EMT's on a Medical cart on Parade Route. EMT's on site will be on radio. Water and ice will be provided.

**Lost Child** – if you find a lost child please reassure them that everything will be alright. Take a minute to walk around the immediate are with the child to look for his/her parents. If you are unsuccessful, please exercise the following steps:  
Notify the nearest Sheriff or security officer and provide the proper information which includes a description and the location of where the child was lost. Give child's name as well as parent's name if child knows them. Alert your supervisor, and then walk the child to the **Lost Children's Center, which is located at the EMT Tent in Festival Area located directly next to VIP Tent.** If anyone has inquiries about the lost child, direct them to the Lost Children's Center

In case of a major emergency, CMCP and Staff will defer to Sheriff's Department and CHP for direction. Radios will be distributed to designated Sheriff and CHP personnel at the parade check-in tent with specific radio channels.

## Event Day Contacts

Event Operations Director	Valerie Garcia	951-591-3859
Parade Director (CMCP)	Sergio Tinoco	322-816-8819
Assistant Parade Director	Jose Duarte	323-273-4354
Parade Line up	Eddie Dominguez	Mexico#011521(322)1567430
Parade Participant Manager	Jorge Lara	323-313-5267
VIP Manager	Eddie Dominquez	Mexico#011521(322)1567430
VIP Assistant Manager	Raphael Abdo	323-702-4003
Festival Manager	Mathew Mondragon	424-373-0479
Sponsor Manager (TMP)	Judy Roland	562-682-0030
Media Relations (Vespar PR)	Mariluz Gonzalez	818-667-6403
Security Director (Comm. Enforcement)	Adam Orozco	323-702-0607
Office of Supervisor Hilda Solis	Bertha Velasquez	213-359-1681
Office of Supervisor Hilda Solis	Joseph Martinez	213-308-6690
LA County Fire	Cpt. Robert Harmon	213-760-9293
Medical Lead	Maren Steiner	818-723-5757
LA County Sheriff's Dept.	Daniel Reyes	323-981-5029
California Highway Patrol	Cpt. Paul Medeiros	323-980-4600
LA County Dept. of Public Works	Stephen Lee	562-322-1204





**SRE**

CONSULADO GENERAL DE MÉXICO  
EN LOS ANGELES