



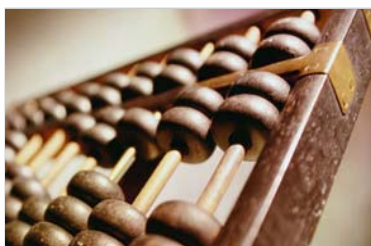
UMASS DONAHUE INSTITUTE



**Economic Contribution Analysis of the
2011 Holyoke St. Patrick's Parade**

February 2012

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Executive Summary

Every March, the Holyoke St. Patrick's Parade attracts hundreds of thousands of honorary guests, participants, visitors and spectators to the City of Holyoke and the region to participate in the festivities and celebrate Irish heritage. In 2011, 335 diverse groups, organizations, local businesses, musical acts and honorary guests marched in the parade that attracted over 400,000 spectators. From the expenditures of the committees on floats and parade coordination, to events like the Grand Colleen Pageant and the road race; and the spending of spectators and visitors in hotels, restaurants, pubs and other concessions, the parade makes significant contributions to the regional economy each year.

This economic contribution analysis, conducted by the UMass Donahue Institute (UMDI), confirms that the Holyoke St. Patrick's Parade contributes considerably to the local economy in a variety of ways. In 2011, committees from over half a dozen towns in Hampden and Hampshire Counties fundraised and spent well over a half million dollars to produce the parade, which in turn, along with the spending of spectators, generated a total contribution of \$20,507,149 in local economic activity.

- The Holyoke St. Patrick's Parade Committees spent \$574,389 on fundraising and promotional events leading up to the parade.
- In 2011, this includes spending by sixteen groups who designed and built floats for the parade at an estimated average cost of \$3,475 per float.
- Parade committees spent nearly \$58,000 to sponsor thirty-six local and world renowned bands to perform at the parade.
- In 2011 nearly 140 Holyoke Police and Western Massachusetts Auxiliary Police officers worked on parade day. The Road Race alone utilized an additional 73 officers, for a combined total of nearly \$86 thousand worth of in-kind support by local cities and towns.
- On average, an estimated 400,000 spectators attend the Holyoke St. Patrick's Parade each year.
- Spectators to the Holyoke St. Patrick's Parade spent an estimated total of \$12,174,083 or an average of \$39 per adult spectator on the day of the parade.
- The direct spending of parade committees and spectators generated more than \$7.7 million in additional indirect economic activity by businesses and households in the Hampden and Hampshire County region.

- Businesses who benefit from spectator spending include an estimated 246 businesses located along a one-block radius of the parade route, including 27 restaurant and beverage establishments.
- Parade committee and spectator spending also contribute to employment in the region. An estimated 254 jobs in the Hampden and Hampshire County region were supported by the spending associated with the parade.

Methodology

This study's objective is to measure the baseline economic contributions and spectator and visitor spending of the Holyoke St. Patrick's Parade in the surrounding region; specifically Hampshire and Hampden Counties in Western Massachusetts.

Economic Contributions: Parade Committee Spending

Financial data provided by the Holyoke Parade Committee and their affiliated town committees comprised detailed revenues and expenditures of events during and leading up to the Holyoke Parade. The time period of the analysis is the 2011 Parade Calendar Season (starting in August 2010 through March 2011, per the 2010 – 2011 Calendar of Events). Due to data constraints, some committees provided only a summary total of revenues and expenditures. In these situations, the detailed revenue and expenditures proportions from other committees were used to evenly distribute the summary figures across expenditure categories. To measure the economic contributions, the detailed expenditures from the parade were coded by industry sector and then inputted into the IMPLAN¹ model.

Economic Contributions: Spectator Spending

The parameters of the project did not include surveying visitors to the parade to be able to gauge actual spending patterns of parade-goers; therefore spending was modeled using information on spectator spending patterns at recent events similar to the Holyoke Parade. The study derived its visitor spending model from two special event studies, the Irish Fair of Minnesota (Ofstedal & Schneider, 2011) and the Maine Folk Festival (Bernardia,

¹ IMPLAN is the modeling system used to estimate economic effects of spending, described in more detail later in this methodology. MIG, Inc., IMPLAN System (2008 data and Version 2 software), 1725 Tower Drive West, Suite 140, Stillwater, MN 55082, www.implan.com, 1997.

Marilynne, & Daniel, 2010). UMDI used these studies to help approximate visitor and spectator spending at the Holyoke Parade.

Once estimates of visitor and spectator spending were derived from the two studies, they were applied to estimates of the numbers of visitors and spectators to the Holyoke Parade. Local news estimated that roughly 400,000 spectators attended the 2011 Holyoke Parade.² By taking the 400,000 spectators at the parade and applying estimates of expenditures to them, spectator expenditures were calculated. Survey respondents from both studies were of adults who were 18 and over. In order to reflect this in our study, we used the 2010 Decennial Census to calculate the percentage of residents who are 18 and over in Hampshire and Hampden County. We estimated that 312,061 spectators were over the age of 18 and applied the spending assumptions onto that subset of the spectators.

Gauging the number of visitors from outside the region who would not normally spend money in the area is an important component for economic analysis. To measure the percentage of visitors from outside the region, this study used data of registered participants from the 2011 Holyoke St. Patrick's Road Race, assuming that road race participants from far outside the study region would be overnight visitors. We excluded participants who did not include a state in their address and participants who lived in the New England states. Over 5,600 people participated in the road race from all over the country. Although the road race is an important component of the celebrations, when modeling expenditures, the analysis did not include spending by spectators to the road race. We assume that many of the road race spectators would later attend the parade and so this approach avoids the double-counting of spectators.

The estimates of the percentage of spectators who spent money during the Holyoke Parade were taken from the Minnesota Irish Fair study, except for the percentage of spectators spending on 'grocery convenience' items,

² "Record Field for St. Patrick's Road Race". *The Holyoke Sun*. March 25, 2011 – March 31, 2011, p. 11.

which came from the Maine Folk Festival. Spending per adult spectator for all other expenditures was estimated using similar categories from either or both studies.

Lodging

Using estimates from the Massachusetts Office of Travel and Tourism,³ in March 2011, the average cost of lodging in Massachusetts was \$120 per night. In order to estimate the number of spectators to the parade that stayed overnight in hotels or motels, the percentage of participant runners in the road race hailing from outside of New England was used as a proxy. Of the over 5,600 runners on the day of the 2011 road race, 3.56 percent of participants resided in states outside of New England.

Economic Contribution Analysis Model

The goal of an economic contribution analysis is to estimate the total contribution of an organization's or event's (i.e. the Holyoke Parade) various economic activities in a regional or state economy. The basic premise is that an initial investment (direct effect) in one sector of an economy (i.e. recreation, or food and beverage) spurs additional economic activity (indirect effect) in other sectors as the money is re-spent within the region or state. The total economic contribution of the investment is estimated by tracing the flow of money between industries and households until all of the initial investment eventually leaves the region or state through foreign or domestic trade, or is collected as a tax.

The IMPLAN modeling system, a widely used proprietary software, combines the U.S. Bureau of Economic Analysis' Input-Output Benchmarks with regional employment and wage data to construct quantitative models of the flow of goods and services among businesses that purchase materials and services from one another and from employees who use their increased earnings to purchase additional goods and services from local businesses.

³ Massachusetts Office of Travel & Tourism TravelStats Newsletter (April 2011).
<http://www.massvacation.com/research/newsletter/april11.PDF>.

The IMPLAN software and data package for Hampden and Hampshire Counties was used to model the later rounds of local spending that follow. The model is specifically tailored to reflect the expenditure patterns and industry mix of the two county regions, including information about when expenditures leave the region due to foreign and domestic trade and taxes. Finally, all rounds of spending are added together to produce the total contribution estimate.

For Future Research

A survey of spectators at the parade could yield customized information on spending by locals and visitors, length of visit to the area, and other information that could give a more detailed portrait of the economic impact of the parade. As indicated earlier in the methodology, studies of comparable recent events were used to estimate the likely spending of spectators to the Holyoke St. Patrick's Parade. Additionally, a survey of local businesses could also help give more detailed information about the specific financial and other impacts they experience on the parade weekend compared to other weekends during that season.

Contributions of the Holyoke St. Patrick's Parade

Touted as the second largest St. Patrick's Day parade on the East Coast,⁴ 2011 marked the 60th anniversary of the Holyoke St. Patrick's Parade. In 2011, 335 diverse groups, organizations, local businesses, musical acts and honorary guests marched in the parade that attracted over 400,000 spectators, not including the considerable television viewing audience. Local television stations claim that the numbers generally match the size of the audience for a New England Patriots football game.⁵ Local police departments are heavily involved in staffing the parade. In 2011 nearly 140 Holyoke Police and Western Massachusetts Auxiliary Police officers worked on parade day. The Road Race alone utilized an additional 73 officers, for nearly \$86 thousand worth of in-kind support by local cities and towns.⁶ From the expenditures of the committee on floats and parade coordination to events like the Grand Colleen Pageant and the road race; and the spending of spectators and visitors in hotels, restaurants, pubs and other concessions, the parade makes significant contributions to the regional economy each year.

Parade Committees Spending

The Holyoke St. Patrick's Parade is produced through the collaborative efforts and fundraising initiatives of six Parade Committees across Hampshire and Hamden counties, spearheaded by the Holyoke St. Patrick's Parade Committee based in Holyoke.

Parade Committees Spending Over Time

The Holyoke St. Patrick's Parade had its sixtieth anniversary year in 2011, spending more for that parade season than the previous two. Table 1 shows the parade committees increased spending over the past three parade seasons. Since 2009, spending has increased nearly 16 percent.

⁴ "Proclamation Marks St. Patrick's Day." The Associated Press. (March 18, 1984 , Sunday, AM cycle): 350 words. LexisNexis Academic. Web. Date Accessed: 2012/01/20.

⁵ WGBY-TV

⁶ Holyoke Police Department and Western Massachusetts Auxiliary Police Association estimates

Table 1: Parade Committees Spending from 2009-2011

2009	2010	2011	% Change 2009 - 2011
\$495,556.50	\$538,186.41	\$574,389.55	15.9%

Source: Holyoke Parade Committee (Converted to 2011 Dollars)

While Parade Committee spending crosses a wide variety of spending categories, some unique aspects of their spending are discussed below.

Music

In 2011, thirty-six bands hailing from near and far participated in the parade. The bands ranged from those at local schools in Holyoke and surrounding communities to amateur and professional musicians from the region and beyond. In 2011, in addition to local and regional favorites, musical groups from Boston, New York, New Jersey, Connecticut and Pennsylvania performed during the parade. In 2011, committees collectively spent nearly \$58,000 on these performances, almost \$10,000 more than they spent in 2009.

Table 2: Marching Bands Participating in 2011

1. AQUA STRING BAND- CHERRY HILL, NJ
2. HOLYOKE CALEDONIAN PIPE BAND - HOLYOKE, MA
3. HOT TAMALES BRASS BAND - SOMERVILLE, MA
4. 7TH REGIMENT DRUM & BUGLE CORPS - NEW LONDON, CT
5. HOLYOKE HIGH SCHOOL BAND – HOLYOKE, MA
6. HOLYOKE PUBLIC SCHOOLS “STRING INSTRUMENTS”
7. FUSION CORE DRUM & BUGLE CORPS - LAKE HOPTEUNG, NJ
8. WAREHOUSE POINT ANCIENTS - WINDSOR, CT
9. WORCESTER KILTIE BAND – WORCESTER, MA
10. CONNECTICUT HURRICANES DRUM & BUGLE – ANSONIA, CT
11. WEST SPRINGFIELD HIGH SCHOOL MARCHING BAND – WEST SPRINGFIELD, MA
12. ST PETER'S DRUM CORP - NEW HARTFORD, CT
13. HAWTHORNE CABELLERS - WAYNE, NJ
14. WESTFIELD HIGH SCHOOL MARCHING BAND - WESTFIELD, MA
15. MOODUS DRUM & FIFE - MOODUS, CT
16. AVALON STRING BAND – PHILADELPHIA, PA
17. AGAWAM HIGH SCHOOL BAND – AGAWAM, MA
18. BUSHWACKERS DRUM & BUGLE CORPS – NORWALK, CT
19. CHICOPEE COMP HIGH SCHOOL BAND - CHICOPEE, MA
20. LONG ISLAND SUNRISERS DRUM & BUGLE CORP – BROOKLYN, NY
21. FILARMONICA SANTO ANTONIO – CAMBRIDGE, MA
22. QUABOG HIGHLANDERS PIPE & DRUMS – MONSON, MA
23. 10 TH MASSACHUSETTS VOLUNTEERS REGIMENT - FLORENCE, MA
24. NORTHAMPTON HIGH SCHOOL BAND – NORTHAMPTON, MA
25. GREATER KENSINGTON STRING BAND – PHILADELPHIA, PA
26. EASTHAMPTON HIGH SCHOOL BAND - EASTHAMPTON, MA
27. SOUTH HADLEY HIGH SCHOOL BAND - SOUTH HADLEY, MA

28. BELCHERTOWN HIGH SCHOOL BAND – BELCHERTOWN, MA
29. CATHEDRAL HIGH SCHOOL BAND – SPRINGFIELD, MA
30. SPRINGFIELD KILTIE BAND - SPRINGFIELD, MA
31. WESTBROOK FIFE & DRUM – WESTBROOK, CT
32. PIONEER VALLEY REGIONAL HIGH SCHOOL BAND - NORTHFIELD, MA
33. EXCELSIOR DRUM & BUGLE CORPS – CLIFTON PARK, NY
34. MELHA TEMPLE MILITARY BAND - SPRINGFIELD, MA
35. MELHA TEMPLE ORIENTAL BAND - SPRINGFIELD, MA
36. MELHA TEMPLE DRUM CORPS

Source: 2011 Holyoke St. Patrick's Parade Line of March, MassLive.com

Floats

It takes hours of painstaking work to create the floats for each parade. In 2011, sixteen groups created floats for the parade at an estimated average cost of \$3,475 per float.⁷

Table 3: Float Participants in 2011

1. HOLYOKE ST. PATRICK'S PARADE COMMITTEE--GRAND COLLEEN FLOAT
2. 1920'S HOLYOKE MEDICAL CENTER FLOAT
3. A.O.H. FLOAT WITH DANCERS AND MUSIC
4. WEST SPRINGFIELD COLLEEN FLOAT
5. WESTFIELD COLLEEN FLOAT
6. AGAWAM COLLEEN FLOAT AND COURT
7. CHICOPEE COLLEEN FLOAT
8. SMITH VOCATIONAL HIGH SCHOOL FLOAT
9. SOUTH HADLEY ST. PATRICK'S COMMITTEE FLOAT
10. SPRINGFIELD COLLEEN FLOAT
11. JOHN BOYLE O'REILLY CLUB FLOAT
12. SPRINGFIELD LODGE OF ELKS FLOAT
13. MELHA DIRECTORS FLOAT
14. MELHA CLOWNS FLOAT
15. MELHA HIGHLANDERS FLOAT
16. MELHA DAZZLE BALLOON FLOAT

Source: 2011 Holyoke St. Patrick's Parade Line of March, MassLive.com

Events

The Parade Committees host 14 fundraising events leading up to and following the parade. These events include the Grand Colleen Pageant, the road race, raffles, and other events and fundraisers. In 2011, the road race attracted more than 5,600 registrants, making it the largest turnout for a road race in the history of Western Massachusetts.⁸

⁷ Estimated and averaged by using data provided by town-level parade committee members.

Parade Committees Spending Economic Contributions

In total in 2011, the Holyoke Parade Committees spent over \$574 thousand, which in turn generated an additional \$318 thousand of indirect economic activity among businesses and households in the Hampshire and Hampden Counties of Massachusetts. The indirect effect measures the additional rounds of spending generated within the regional supply chain through business purchases and employee household spending. The Parade Committees' spending also had an impact on employment. The committees' spending directly supported six jobs within the region. This spending indirectly supported another two jobs within the region for a total of eight jobs supported by committee spending.

Table 4: Holyoke St. Patrick's Parade Committees Spending FY2011

	Direct Effects	Indirect Effects	Total
Committee Spending Effects	\$574,389	\$318,032	\$892,422
Employment Effects	6	2	8

Source: Data from Holyoke St. Patrick's Day Parade Committees, UMDI Analysis, IMPLAN

Spectator Spending Economic Contributions

Of the 400,000 parade spectators of the Parade, we estimate that 312,061 spectators were over the age of 18. We estimate that, throughout the course of the Parade, these adult spectators spend significant amounts at local businesses within the region in a variety of ways. Spectators who have traveled from out of town pay for lodging in hotels, motels and bed and breakfast facilities. Parade attendees spend on food and beverages throughout the day in places like restaurants, convenience stores and bars and pubs. They may also spend in other ways, including for the purchase of souvenir items and other items or services at recreational or entertainment venues.

Table 5: Estimates of Expenditures by Adult Spectators during the Holyoke St. Patrick's Parade

Holyoke Expenditures	Amount	Percentage of Spectators	Expenditure Total
Lodging	\$120.09	3.56%	\$1,334,812.91
Gifts And Souvenirs	\$22.08	29.90%	\$2,059,794.31
Food And Beverage	\$34.10	77.10%	\$8,204,420.37
Grocery Convenience	\$3.56	8.40%	\$93,296.56
Other Shopping	\$11.43	6.20%	\$221,102.48
Recreation/Entertainment	\$13.47	6.20%	\$260,656.91
		Total	\$12,174,083.53

Source: Bernardia, Marilynne, & Daniel, 2010, Oftedal & Schneider, 2011, Massachusetts Office of Travel & Tourism, UMDI Calculations

Using approximations derived from similar events, UMDI estimates \$12.2 million was spent directly by spectators to the Holyoke St. Patrick's Parade in 2011, including \$1.3 million by overnight visitors (see Table 1). Spectator spending generated an additional \$7.4 million in indirect economic activity in the Hampshire and Hampden Counties of Massachusetts. This spending directly supported 192 jobs in local retail and food service industries and indirectly supported 54 jobs in other industries in the immediate and surrounding region. In total, spectators to the parade contributed \$19.6 million to the area.

Table 6: Spectator Spending Economic Contributions

	Direct Effects	Indirect Effects	Total
Spectator Spending Effects	\$12,174,083	\$7,440,644	\$19,614,728
Employment Effects	192	54	246

Source: Data from Holyoke St. Patrick's Parade Committees, Bernardia, Marilynne, & Daniel, 2010, Oftedal & Schneider, 2011, 2010 Decennial Census, UMDI Analysis, IMPLAN

Total Economic Contribution

The total economic contribution of the Holyoke St. Patrick's Parade, including spending by the parade committees and spectators was more than \$20.5 million dollars in the Hampden and Hampshire Counties. This economic activity supported more than 250 jobs throughout the region in 2011.

Table 7: Total Economic Contributions of 2011 Holyoke St. Patrick's Parade

	Direct Effects	Indirect Effects	Total
Total Economic Effects	\$12,748,473	\$7,758,676	\$20,507,149
Total Employment Effects	198	56	254

Source: Data from Holyoke St. Patrick's Parade Committees, Bernardia, Marilynne, & Daniel, 2010, Oftedal & Schneider, 2011, 2010 Decennial Census, UMDI Analysis, IMPLAN

2011 Parade Route

Figure 1: Route of the Holyoke St. Patrick's Parade through Downtown Holyoke



Source: MassGIS, Holyoke Planning Department, Holyoke Parade Committee

Figure 2: Businesses along the parade route

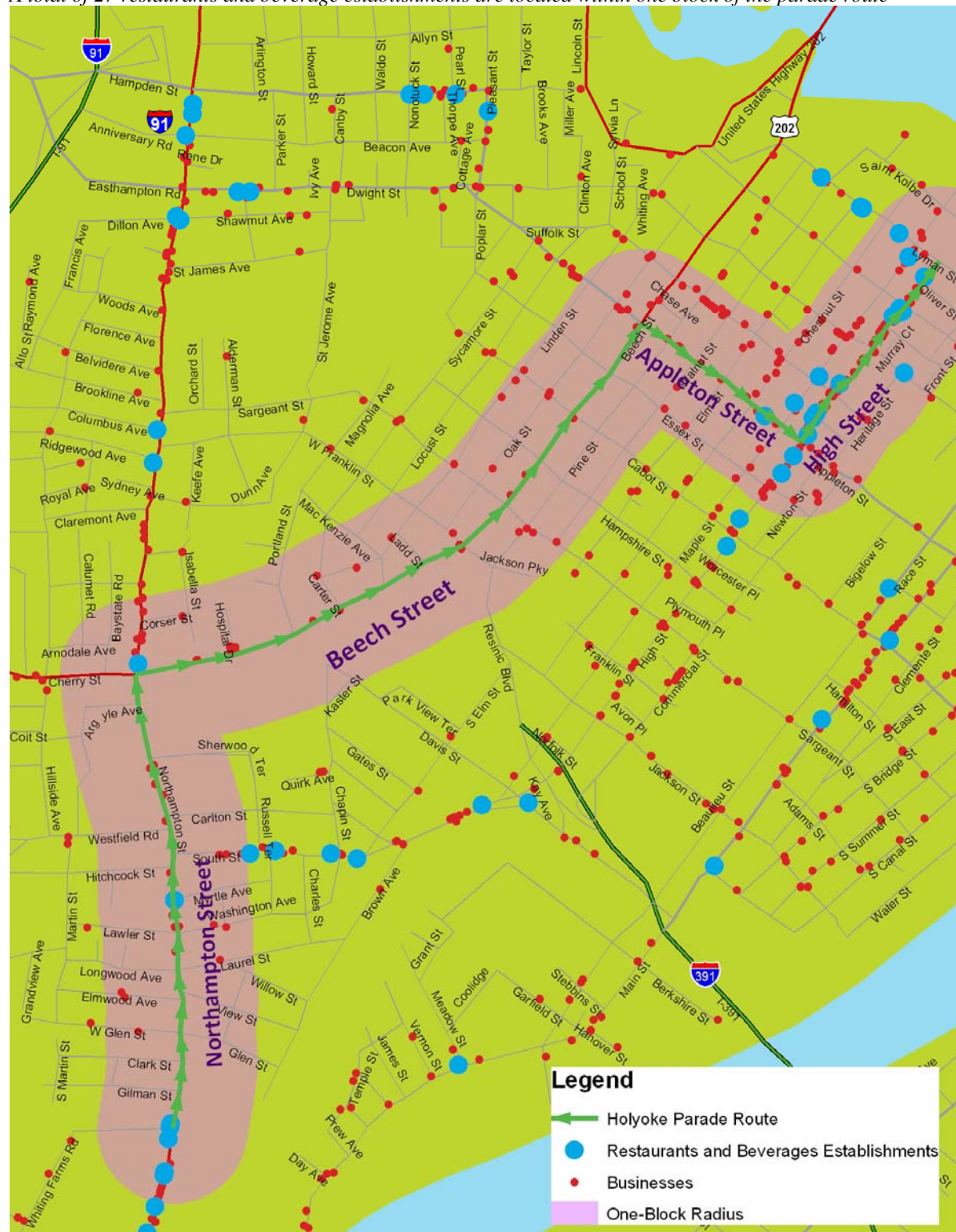
A total of 246 businesses are located within one block of the Holyoke St. Patrick's Parade route



Source: MassGIS, Holyoke Planning Department, Holyoke Parade Committee, ReferenceUSA

Figure 3: Restaurants and beverage establishments within a one-block radius of the parade route

A total of 27 restaurants and beverage establishments are located within one block of the parade route



Source: MassGIS, Holyoke Planning Department, Holyoke Parade Committee, ReferenceUSA

2011 Parade Line Up

DIVISION A

HOLYOKE ST. PATRICK'S PARADE COMMITTEE

- • Town Crier Sign
- • Parade Program Books- Holyoke Catholic Performing Arts
- • Town Crier Truck - Joe Griffin
- • Holyoke Police Vehicles (2 vans, kabota, pick-up)
- 1. **AQUA STRING BAND- CHERRY HILL, N.J.**
- • Holyoke Police Cruiser
- • Holyoke Police Chief Anthony Scott
- • Holyoke Police Department Marching Unit
- • Holyoke Auxiliary Police Guard
- • Mass State Police Mounted Unit
- • Mass State Police Cruisers & Motorcycles
- • Mass State Police Marine Unit and Antique Car
- 2. **HOLYOKE CALEDONIAN PIPE BAND - HOLYOKE, MA**
- • Grand Marshal Sign
- • Grand Marshal – Gerald Healy, Linda Healy, Erin Healy,
Todd Healy, Bethaney Healy, Bridget Healy and Sarah Healy
- • Past Grand Marshals (car-1)
- • J.F.K. National Award Winner Sign
- • J.F.K. National Award Winner David McCullough ,Rosalee McCullough (car)
- • J.F.K. National Award Winner Aide – Raymond Feyre, Susan Feyre
- • Past J.F.K. National Award Winner
- • Holyoke St. Patrick's Parade Committee Banner, Flags, and Color Guard
– Carried by American Legion Post #185

- Holyoke St. Patrick's Parade Committee
- 3. **HOT TAMALES BRASS BAND - SOMERVILLE, MASS**
- • Parade President – Kathleen Lynch, Michael Lynch, Kate Lynch, Meghan Lynch,
(Car) Justin Lynch, Rebecca Lynch, Jack Lynch,
Ed Sullivan, Sandee Sullivan, Jim Sullivan, Kelly Sullivan
Brian Sullivan, Brenda Sullivan, Ann Marie Lynch, Claire Lynch
- • Rohan Award Winner –Jane Coughlin Chevalier, Tom Chevalier, Brynn Chevalier
Kaela Chevalier, Ellen Powers and Molly Powers
- • O'Connell Award Winner – Kathryn M. Dulchinos, George Dulchinos, Nicholle Proulx,
Dean Proulx, Lisa Walker, Jenna Duchinos
- • Gallivan Award Winner –Rita G. Moore, Leslie Moore Jr. (car)
- • Past Presidents and Past Award Winners (car)

(A) HOLYOKE ST. PATRICK'S PARADE COMMITTEE

GRAND COLLEEN FLOAT –“FLOATS AND MUSIC MAKE A PARADE” MEAGHAN A. LEAHY AND HER COURT

- • Miss Congeniality- Melissa Ann Meon (car)
- • Holyoke Past Grand Colleens and Courts

**(A-1) PAST GRAND COLLEENS AND COURTS TRANSPORT
JR SWEEPER #1**

- • Deluxe Limo

4. 7TH REGIMENT DRUM & BUGLE CORPS - NEW LONDON, CT

- • 2011 Ambassador Award – Loretta Brennan Glucksman, John Cooney Kate Cooney Picco (car)
- • Past Ambassador Award Winners
- Republic of Ireland Consul General – Michael Lonergan
- • Republic of Ireland Consul General – Michael Lonergan
- • Republic of Ireland Officials
- 2011 Citizenship Award – Thomas P. Moriarty, Jr Register of Hampden County, Sandy Moriarty
- • Past Citizenship Award Winners
- • St. Patrick's Parade Chaplin- Rev. Anthony F. Cullen
- • 4th Degree Knights of Columbus Color Corps
- • Archbishop William Assembly

- · Fr. Doyle Assembly
- · Bishop Conaty Assembly
- · Fairview Assembly
- · 3rd Degree Knights of Columbus Marching Unit
- · K of C Clowns

DIVISION B

CITY OF HOLYOKE

5. HOLYOKE HIGH SCHOOL BAND – HOLYOKE, MA

- · Holyoke Mayor – Elaine Pluta, Teddy Pluta (car)
- · Mayors Peace Initiative Committee
- · Holyoke Cultural Council (sign only)
- · Holyoke City Council (car)
- · Holyoke School Committee
- · Holyoke Fire Department Banner
- · Holyoke Fire Department Color Guard Unit
- · Holyoke Fire Department Marching Unit
- · Holyoke Fire Apparatus Ladder 9
- · Holyoke Fire Antique Truck 3 Retires and children

(B) HOLYOKE PUBLIC SCHOOLS “STRING INSTRUMENTS”

- · Federal Dignitaries
- · Congressmen John Olver
- · National Association of Letter Carriers – Branch 46
- · State Representative Michael F. Kane
- · State Dignitaries
- · State Treasurer Steve Grossman
- · Sheriff Michael J. Ashe and Marching Unit
- · County Dignitaries/ City Dignitaries

- Hampden County District Attorney- Attorney Mark G. Mastroianni

(C) 1920'S HOLYOKE MEDICAL CENTER FLOAT

- Holyoke Medical Center Marching Unit

6. FUSION CORE DRUM & BUGLE CORPS - LAKE HOPTEUNG, NJ

- Holyoke VNA
- Mater Dolorosa Marching Unit
- Blessed Sacrament Marching Unit
- Holyoke Youth Football League
- Holyoke/Chicopee/Springfield Headstart Marching Unit
- Alex Morse

7. WAREHOUSE POINT ANCIENTS - WINDSOR, CT

(D) LOG CABIN CAR

- New Leaf Marching Unit (sign)
- William J. Dean AF ROTC Marching Unit
- Ware 250th Parade Committee

(E) A.O.H. FLOAT WITH DANCERS AND MUSIC

- AOH Man of The Year Jay Driscoll
- LAOH Women of The Year Noranne Duquette
- AOH Marching Unit

(E-1) HOLYOKE COMMUNITY COLLEGE BUS "LAGIAGIA"

- Holyoke Community College Marching Unit

(E-2) HOLYOKE BLUE SOX BASEBALL TEAM GOLF CART

DIVISION C

Military

- 82nd Airborne Division Association Color Guard

8. WORCESTER KILTIE BAND – WORCESTER, MASS

- IRAQ and Afghanistan Returning Veterans
- Barnes Air National Guard Unit-Vehicles
- Pearl Harbor Attack Veterans Marching Unit (car)

- • Western Mass Chapter Korean War Veterans Marching Unit
- • Vietnam Veterans of America Westfield Chapter #219 Marching Unit
- • State Senator Michael Knapik and Family

9. CONNECTICUT HURRICANES DRUM & BUGLE – ANSONIA, CT

- • American Legion Post 338 Southwick, Mass Color Guard and Motorcycles

(F) HOLYOKE SOLDIERS HOME VAN

- • Holyoke Soldiers Home Marching Unit (2)
- • American Red Cross (1 van)

DIVISION D **WEST SPRINGFIELD**

- • Division Sponsor Sign
- • West Springfield Banner
- • West Springfield Town Marshal – Edward Shea (car)
- • West Springfield Past Marshals (car)
- • Ray Destefano Citizenship Award – Al Howard
- • Past Citizenship Award Winners
- • Olde Mitteneague Award – Formal Attire Kevin Koush
- • Olde Mitteneague Past Award Winners
- • Jinx Powers Award Winner – Nancy McLean(car)
- • Jinx Powers Past Award Winners

(G) WEST SPRINGFIELD COLLEEN FLOAT

- • West Springfield Parade Committee
- • West Springfield Varsity Cheerleaders
- • Wingate Health Care Inc. Marching Unit

11. WEST SPRINGFIELD HIGH SCHOOL MARCHING BAND – WEST SPRINGFIELD, MA

- • State Senator James Welch
- • State Representative Michael Finn
- • West Springfield Mayor Edward Gibson

- • West Springfield Town Council
- • West Springfield School Committee

11-A. ST PETER'S DRUM CORP - NEW HARTFORD, CT

- • West Springfield Police Department
- • West Springfield Fire Department
- • Big Y Marching Unit

12. HAWTHORNE CABELLERS - WAYNE, NJ**DIVISION E**
WESTFIELD

- • Division Sponsor Sign
- • Westfield Banner
- • American Legion Post #124 Color Guard
- • Westfield Parade Marshal – Richard K. Sullivan, Secretary of Energy and Environmental Affairs
- • Westfield Mayor – Daniel Knapik
- • Westfield City Officials
- • State Representative Donald Humason
- • Westfield Police Department – Chief John Camerota
- • Westfield Fire Department – Chief Mary Regan
- • Westfield on Weekends - Queen Victoria and her court

13. WESTFIELD HIGH SCHOOL MARCHING BAND - WESTFIELD, MA

- • Western Mass Hospital Marching Unit
- • Noble Hospital Marching Unit
- • ABC 40 & FOX 6 Marching Unit and Van

(G-1) ABC 40 & FOX 6 VAN**14. MOODUS DRUM & FIFE - MOODUS, CT**

- Westfield State University Marching Unit
- Thomas M. Kane Irish Man of the Year Ed Tymeson
- Dorothy Griffin Irish Women of the Year Maryalyce Pearce Morrissey
- Sons of Erin Marching Unit – Jim Boland

- Sons of Erin Women's Auxiliary Marching Unit- President Reggie Lavery

(H) WESTFIELD COLLEEN FLOAT

15. AVALON STRING BAND – PHILADELPHIA, PA

(I) RONALD MCDONALD VAN

DIVISION F

AGAWAM

- • Division Sponsor Sign
- • Agawam 2011 Parade Marshal – Jude O'Hare
- • Agawam 2011 Ann Sullivan Award Recipient – Betsy Breen Sardella
- • Agawam 2011 Citizenship Award Recipient – John" Jack" Sarat, Jr.
- • Agawam St. Patrick's Parade Committee (car)

(J) AGAWAM COLLEEN FLOAT AND COURT

16. AGAWAM HIGH SCHOOL BAND – AGAWAM, MA

- • State Representative Nicholas Baldyga
- • Agawam Town Banner
- • Agawam Mayor – Richard Cohen
- • Agawam City Officials
- • Agawam Fire Chief – Steven Martin
- • Agawam Fire Department
- • Agawam Senior Citizens Shuttle (Mini Bus)

(K) SIX FLAGS CHARACTERS

(K-1) SIX FLAGS AMBULANCE

17. BUSHWACKERS DRUM & BUGLE CORPS – NORWALK, CT

- • Western Massachusetts Trades Unions Marching Unit

(L) CABALLOS DE-PASO HORSES

- • JR Sweepers #2

DIVISION G

CHICOPEE

- • Division Sponsor Sign
- • Chicopee Banner
- • Chicopee Marshal – Susan Conlon-Phillips

- • Past Parade Marshals

18. CHICOPEE COMP HIGH SCHOOL BAND - CHICOPEE, MA

- • 2011 Chicopee Parade Committee President – Thomas A. Conroy
- • 2011 Woods Award Winner – John J. Kelly
- • 2011 Atkinson Award Winners- Health New England
- • 2011 Bill Meara Award Winner- Sabrina McCullough (car)
- • Chicopee Parade Committee

(M) CHICOPEE COLLEEN FLOAT

- • Chicopee Past Colleens and Award Winners
- • State Representative- Joseph Wagner
- • Bellamy Middle School Drill Team
- • Chicopee Mayor – Michael Bissonette (Car)
- • Chicopee City Council and Elected Officials
- • Chicopee Police Department-Chief John R. Ferraro, Jr. (car, 2 Motorcycles)

19. LONG ISLAND SUNRISERS DRUM & BUGLE CORP – BROOLYN, NY

(N) BUDDY BRIGHT

- • Chicopee Electric Light- Jeffery Cady, Manager
- • Chicopee Fire Department -Chief Stephen S. Burkott

(O) TEDDY BEAR POOL'S VW BUG

(P) MOOSE LODGE TRUCK WITH MOOSE

- Moose Family Center #1849 Officers Marching Unit
- Moose Family Center Marching Unit
- Moose Family Center Cars (2)
- Elms College Irish Cultural Center Marching Unit
- WWLP Channel 22 Television Station Marching Unit

(Q) WWLP CHANNELL 22 VAN

20. FILARMONICA SANTO ANTONIO – CAMBRIDGE, MASS

- Chicopee Comp State Volleyball Champions
- Chicopee Youth Football Association and Cheerleaders
- Korean War Vets #2000 Delfo Barabani (car)

21. QUABOG HIGHLANDERS PIPE & DRUMS – MONSON, MASS

(S) INTERSTATE TOWING VEHICLES (3)

DIVISION H **NORTHAMPTON**

- • Division Sponsor Banner
- • Northampton Banner

22. 10TH MASSACHUSETTS VOLUNTEERS REGIMENT - FLORENCE, MA

- • Northampton Marshal Banner
- • Northampton Parade Marshal- Tom Dunphy
- • Northampton Past Marshal- Jack and Mary Dunphy Antique Car
- • Northampton Mayor – Mary Clare Higgins (car)
- • Northampton City Councilors: Council President David Narkewicz

23. NORTHAMPTON HIGH SCHOOL BAND – NORTHAMPTON, MA

- • Florence Saving Bank Marching Unit

(T) ACRO FITNESS CENTER- SIMSBURY, CT

- • Northampton St. Patrick's Association Banner
- • James Brennan Award Recipient- Sue Doran
- • Joan Tobin Citizenship Award Winner – Jackson Findlay
- • William F. O'Connor Shanachie Award Winner- Johanna Fleming
- • Saint Patrick: Bill Metzger
- • Northampton St. Patrick's Association Members (1 car)

(U) SMITH VOCATIONAL HIGH SCHOOL FLOAT

24. GREATER KENSINGTON STRING BAND – PHILADELPHIA, PA

- • Hampshire County Sheriff's Triad Division – (Vehicle)
- • Calvin Coolidge Nursing Home and Rehabilitation Facility Marching Unit

DIVISION I
EASTHAMPTON/SOUTH HADLEY
AMHERST/BELCHERTOWN

- • Division Sponsor Sign : Easthampton Savings Bank
- • Easthampton Police Color Guard- Allen Schadel, Rick Rogalski, Robert Puska
- • Easthampton Police Cruiser
- • Easthampton Fire Department-Chief David Mottor, Captain Wayne Henneman
- • Easthampton Parade Committee Banner
- • Easthampton Parade Marshal 2011- Michael O'Brien
- • Gallagher/Walker Award – Recipient: Michael O'Neil
- • Easthampton Past Parade Marshals (car)
- • Easthampton Chamber of Commerce
- • Easthampton Mayor – Michael Tautznik
- • Easthampton City Officials & City Council
- • Tri-County School-Northeast Center For Youth and Families

(V) “EASTHAMPTON SPIRIT FIREWORKS EXTRAVAGANZA”

- • Greater Easthampton Junior Miss Shaelyn Berube and her Court

25. EASTHAMPTON HIGH SCHOOL BAND - EASTHAMPTON, MA

- • Division Sponsor Sign
- • South Hadley Banner
- • South Hadley Parade Marshal - Lynn Pasquerella , President of Mount Holyoke College
- • South Hadley Irish Knights Award – South Hadley and Granby Chamber of Commerce

(X) SOUTH HADLEY ST. PATRICK'S COMMITTEE FLOAT

- • South Hadley Police Contingent
- • South Hadley Fire District # 1 Fire Chief Robert Authier
- • South Hadley Fire District # 2 Fire Chief David Keefe
- • South Hadley Town Officials & Board of Selectman

- . South Hadley School Committee
- . State Representative John Scibak

26. SOUTH HADLEY HIGH SCHOOL BAND - SOUTH HADLEY, MA

- . South Hadley High School Football Team and Cheerleaders
- . Miss Massachusetts Teen USA 2011- Kay Tetreault
- . Welcome Town of Amherst - Sign
- . Amherst Police Department
- . Amherst Fire Department

27. BELCHERTOWN HIGH SCHOOL BAND – BELCHERTOWN, MASS (Y) LEPRACHAUN PLUNGE

DIVISION J SPRINGFIELD

- . Division Sponsor Sign
- . Springfield Banner
- . Springfield Parade Marshal - Sister Joyce Wise
- . John & Agnes Burke Award – Thomas Ryan
- . Paul G. Caron Award – Nancy Lefebvre
- . Appreciation Award- Mary Crowley
- . Springfield St. Patrick's Day Parade Committee Banner & Marching Unit
- . Cathedral High School Cheerleaders

28. CATHEDRAL HIGH SCHOOL BAND – SPRINGFIELD, MASS

- . SABIS International Cheerleaders

(Z) SPRINGFIELD COLLEEN FLOAT “BLARNEY”

29. SPRINGFIELD KILTIE BAND - SPRINGFIELD, MA

- . John Boyle O'Reilly Club “Irish Person of the Year” – Patrick Doyle
- . John Boyle O'Reilly Club Marching Unit and Antique Cars (2)

(AA)JOHN BOYLE O'REILLY CLUB FLOAT

- . Springfield Mayor Domenic Sarno
- . Springfield Police Commissioner – William Fitchet

- • Springfield City Council
- • Springfield School Committee
- • Springfield State Reps & State Senator
- • Springfield Police Department Honor Guard
- • Springfield Police Marching Unit- Vehicles (1)
- • Springfield Fire Department Marching Unit

30. WESTBROOK FIFE & DRUM – WESTBROOK, CT

- • Springfield Rugby Team Marching Unit
- • Springfield Lodge of Elks # 61 - “Irish Elk of Year” – Thomas E. Fitzgerald Jr.
- • Springfield Lodge of Elks # 61 Marching Unit

(BB) SPRINGFIELD LODGE OF ELKS FLOAT

- • Ms. Senior Massachusetts 2011 Lorraine Gorham (car)

31. PIONEER VALLEY REGIONAL HIGH SCHOOL BAND - NORTHFIELD, MASS

(CC) BAYSTATE AMBULANCE

- • Baystate Health Systems Marching Unit
- • Life Choice Donor Services

32. EXCELSIOR DRUM & BUGLE CORPS – CLIFTON PARK, NY

DIVISION K

MELHA SHRINERS

- • L.O.S.N.A.
- • Rainbow Girls
- • Parade Marshal – Gary Block
- • Melha Banner - Color Guard - Legion of Honor
- • Illustrious Potentate – Gardner Whitney
- • Divan
- • Chief Rabban- Russ Mitchell
- • Asst. Rabban- Ed Griffin

- · Past Potentates

33. MELHA TEMPLE MILITARY BAND - SPRINGFIELD, MA

- · Legion Van
- · Trustees
- · Administrators
- · Aides and Ambassadors
- · Directors- Float
- · Directors Van- Mel Balloon on Trailer
- · Past Masters
- · Mini Scooters
- · Shrine Club: K-9
- Burns Brigade
- Berkshire Shrine Club

CLOWNS FLOAT

Melha Shriners

- · Rider's Mini- Choppers
- · Flyers- Trailer

HIGHLANDERS-FLOAT

- · Vintage Autos

DAZZLE BALLOON FLOAT

34. MELHA TEMPLE ORIENTAL BAND - SPRINGFIELD, MA

- · Mariners
- · Melha Riders
- · Hadji: Dune Buggy, Mustang, Mini-Bikes, Big Rig's Plus, Rattlers, Model T's
- Monster Trucks, Go Carts, Dune Buggy.
- · Jeeps
- · Trykes

35. MELHA TEMPLE DRUM CORPS

MELHA BUS

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