

Advertising Report 2021



Thank you for your support

Advertising Report 2021



SEMINOLE Hard Rock WINTERFEST
BOAT PARADE

50
"50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

WINTERFEST CELEBRATIONS
WHITE HOT LAUNCH PARTY | OCTOBER 23
NIFTY FIFTY PARTY | NOVEMBER 6
FAMILY FUN DAY | NOVEMBER 21
BLACK TIE BALL | DECEMBER 4
GRAND MARSHAL RECEPTION | DECEMBER 10
SEMINOLE HARD ROCK
WINTERFEST® BOAT PARADE | DECEMBER 11

THE TRADITION CONTINUES...
DECEMBER 11, 2021

ftibeach VISIT LAUDERDALE **Ford**



50
"50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

THE TRADITION CONTINUES...

FAMILY FUN DAY
NOV. 21ST

WINTERFEST
BOAT PARADE

PARADE VIEWING AREA

DECEMBER 4
BLACK TIE BALL
LIMITED NUMBER OF TICKETS AVAILABLE
BROWARD HEALTH CHLOE 13 1885

DECEMBER 11TH
TICKETS ARE ONLY
\$25 ADULT
\$15 CHILDREN

954-767-0686 | WINTERFESTPARADE.COM | #WF50



SEMINOLE Hard Rock WINTERFEST
BOAT PARADE

THE TRADITION CONTINUES...
DECEMBER 11, 2021

50
"50 YEARS OF HARD ROCKIN' FUN"

Winterfest 2021

WINTERFEST CELEBRATIONS
WHITE HOT LAUNCH PARTY | OCTOBER 23
NIFTY FIFTY PARTY | NOVEMBER 6
FAMILY FUN DAY | NOVEMBER 21
BLACK TIE BALL | DECEMBER 4
GRAND MARSHAL RECEPTION | DECEMBER 10
SEMINOLE HARD ROCK
WINTERFEST® BOAT PARADE | DECEMBER 11

954-767-0686 | WINTERFESTPARADE.COM | #WF50



Plan the Perfect Family Vacation with WINTERFEST
Enjoy everything Fort Lauderdale and Broward County has to offer
Sun, Fun and tickets to the Best Show on H2O.

SEMINOLE Hard Rock WINTERFEST
BOAT PARADE
DECEMBER 11, 2021

WEEKEND GET-A-WAYS
are just a scan from your phone
or click on the website.

ftibeach VISIT LAUDERDALE **spirit** **Waterfront Times**

954-767-0686 | WinterfestParade.com | #WF50

11 MAGAZINE ISSUES
Min. circulation: 775,000
Burrelles Reports our PRINT
impressions from magazines and
newsprint from Oct-Dec as
139,364,539

INCLUSION IN THE FOLLOWING MAGAZINES:

Fort Lauderdale Illustrated (1x), Lifestyle (3x), GoRiverwalk (1x), Palm Beach Illustrated (1x), TravelHost (1x), Waterfront Times (1x), Rio Vista (1x), Venice (1x), Yellow Cab (1x)

Magazine Ad Samples Aug.-Dec.

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BOAT PARADE

DATES TO REMEMBER

OCT 21 - GRAY HORNBOOM, P.A. WINTERFEST - WHITE RITE LAUNCH PARTY
9:00 PM to 12:00 AM. Located at Harbortown Market Place Boat House & Spa. Details from
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

NOVEMBER 16 - WHITE RITE LAUNCH PARTY presented by Dave Saver
in association with The Florida Group
The event is the 10th annual White Rite Launch Party. Details from 12:00 AM to 1:00 AM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

NOV 22 - THE EMERALD COAST CHILDREN'S HOSPITAL WINTERFEST -
FAMILY FUN DAY
12:00 PM to 1:00 PM. Details from 12:00 PM to 1:00 PM. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 4 - SEMINOLE HARD ROCK WINTERFEST - BLACK TIE BALL
PRESENTED BY BROADWAY HEALTH
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 7 - CAPTAIN'S MEETING PRESENTED BY KARMA BROWARD
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 10 - SEMINOLE HARD ROCK WINTERFEST - GRAND MARSHALL
RECEPTION PRESENTED BY UNIVERSITY OF MIAMI SYLVESTER
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 11 - BAPTIST HEALTH PARADE VIEWING AREA
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 11 - HIP VIEWING AREA PRESENTED BY WINTERFEST COMMUNICATIONS
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

DEC 11 - SEMINOLE HARD ROCK WINTERFEST - BOAT PARADE
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST TELEVISION SPECIAL FIRST JAZZ DECEMBER 24
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

SANTA SIGHTINGS, CONTESTS, SANTA TRACKING, MAILBOXES,
HOLIDAY CRUISES, HIP, BROADWAY, REUNIONS AND MORE
Look forward to the 10th annual White Rite Launch Party. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

SPREAD THE WINTERFEST WITH WINTERFEST
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - JR. CAPTAIN CONTEST
PRESENTED BY THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

NOW ON TV - WINTERFEST - FANTASY FOOTBALL STUDENT ART
CONTEST PRESENTED BY POMP, SNOW & CROQUETMAN
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

WINTERFEST - THE FLORIDA GROUP
In association with The Florida Group. Details from 12:00 PM to 1:00 PM.
Seminole Entertainment and Casino. And featuring their Christmas Party.
Harbortown Market Place. (Hollywood, Florida, 33131, and carrying from 12:00
to 1:00 AM. Details from 12:00 AM to 1:00 AM.
Became a Sponsor - Get it right!

OFFICIAL BANK OF WINTERFEST

FIFTH THIRD BANK

WFSN

100

WFSN

WFSN

20,000 Winterfest Brochures and 10,000 Rack Cards were separately distributed to Visitor Locations along I-95 and turnpike thru Visit Florida

Marketing Materials



WINTERFEST

BOAT PARADE



PARADE VIEWING AREA

in association with  and 

**NEW LOCATION: Las Olas Intracoastal Promenade Park
80 Las Olas Circle, Fort Lauderdale, FL 33316**

Culinary Courtyard presented by 

Enjoy an up close and personal view of the Parade from this location. A festival atmosphere will include live bands on the City of Fort Lauderdale Stage, food and your favorite Coke products will be available for purchase in the Stella Artois Culinary Courtyard. Interactive games and fun for the whole family, including a sampling from our friends at LaCroix. Ford vehicles will be on display; spin the wheel to win prizes. A Big City Dogs Band concert will kick off the afternoon and after the Parade, the Shane Duncan Band will be in concert. Sit back and relax and enjoy all this area has to offer. Our MC for the day is Frankie P from Y100 and Parade commentary will be provided by Drew from Y100.



The gates open at 4pm and the Parade is expected to arrive at 7pm in the area (Parade starts at 6:30 in downtown along the Riverwalk).



Tickets are \$15 for children 10 and younger, and \$25 for adults.

Parking is available at the City Garage, Bahia Mar, Beach Place (and other locations TBA) Rideshare is encouraged.

PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions. No pets, cans, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.



Make it a Winterfest® weekend with discounted hotel packages at winterfestparade.com.







WINTERFEST

BOAT PARADE

VOL. 27 | ISSUE 1 | NOVEMBER 2021

Call 954-767-0686 or visit WinterfestParade.com



The Tradition Continues... WINTERFEST® 2021

Winterfest® is BACK for our 50th Anniversary Celebration. The 12-mile Holiday Block Party along the Parade Route will be Saturday, December 11th. We are inviting our community, visitors, television, and online audiences to enjoy this year's Seminole Hard Rock Winterfest® Boat Parade. Fort Lauderdale's Downtown, New River and Intracoastal Waterway will turn into a Floating Anniversary Party. Families, friends, and community partners will come together to celebrate the magic of Winterfest®.



Paddleboarders, kayakers and boats 20' and under – be a part of the Parade's pre-show excitement! Fishing boats (20'+), pontoons, barges, and mega yachts can enter their privately-owned vessel for only \$35. Enter your vessel today and bring the holiday season to life!



Don't own a boat?
You can still join the celebration!



Sit back, relax and get tickets to view the Parade

"The World's Most Watched Boat Parade" captivates over 1 million spectators annually. We are so excited to celebrate this milestone with you. Be a part of it! Don't miss out! Enter your boat, purchase tickets or become a partner.

Happy Holidays!
See you at the Parade.

Mark Swenson
Chairman of the Board

Lisa Scott-Founds
President & CEO



Call 954-767-0686 or visit WinterfestParade.com | #WinterfestFL #WF50 | Like us on Facebook

Winterfest Souvenir Journal 158,000 circulation in Lifestyle Magazine
10,000 and sent out digitally to over 100,000. The Parade Viewing Page was printed separately (5,000 flyers) for print circulation in Broward County Public Schools. This flyer was also sent out digitally.

MAILING - Residences INSIDE and OUTSIDE the County

- Winterfest Boat Parade was featured on the front cover of RSVP's Broward Winter Edition of our Luxury Card Pack. This was mailed to 50,000 of the most affluent homeowners in Central to North Broward. These are the top 16% of homes in the area based on assessed home value, income and credit scores. Average home value of \$ 725,650.



**Circulation 50,000 @ 5.0 cents or
With RSVP \$2,500
Winterfest had two mailing = \$5,000**



- Winterfest Boat Parade was featured on the Informed Delivery email sent out by the USPS a week before the mailing arrived in the homes. This lets the homeowners know what will be arriving in their mailboxes.



Print & Mailing Samples – out of area targeting

MAILING - Residences outside of County

- Winterfest Boat Parade / Winterfest Weekend Packages was the first card in RSVP's Palm Beach Winter Edition. This was mailed to 100,000 of the most affluent homeowners in Palm Beach County (Boca Raton to Jupiter). These are the top 15% of homes in Palm Beach County based on assessed home value, income, and credit scores. Average home value of \$852,000



Circulation 100,000 @ 4.5 cents
or with RSVP \$1,500

MAILING TO HOMEOWNERS PALM BEACH COUNTY



Print & Mailing Samples – out of area targeting

CLINGS Promoting to Stay for the weekend



WINTERFEST BOAT PARADE



Buy your "Party in the Park"
Parade Viewing Tickets Now!

12.11.21

winterfestparade.com
954-767-0686



WINTERFEST BOAT PARADE



Buy your "Party in the Park"
Parade Viewing Tickets Now!

12.11.21

winterfestparade.com
954-767-0686

DIGITAL Promotions 2021



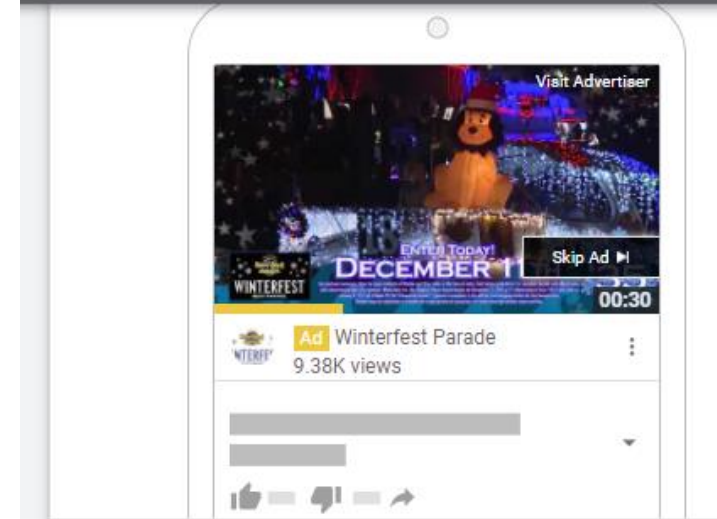
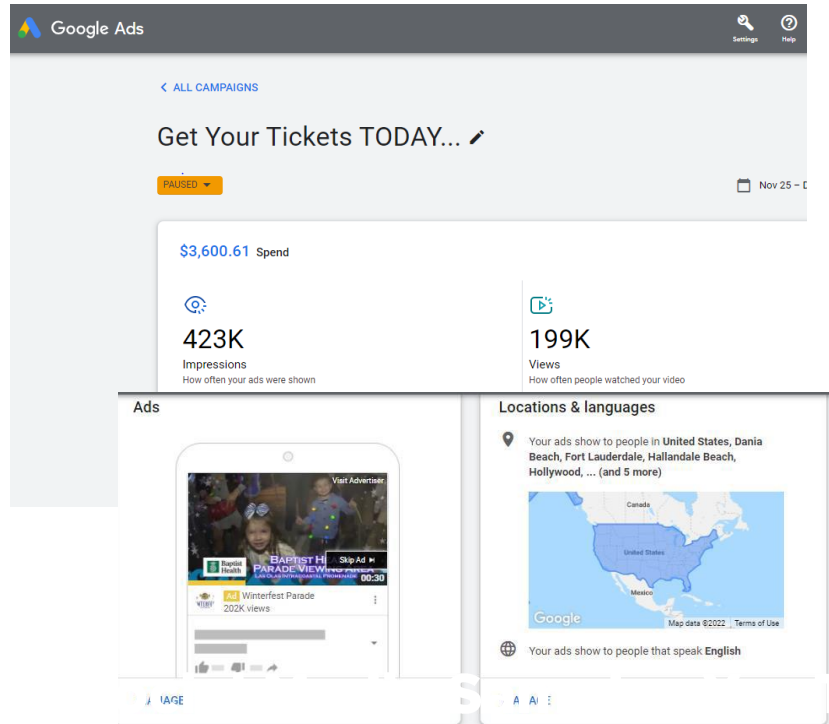
ONLINE PROMOTIONAL SAMPLES targeting to outside of the county (Google, Facebook, YouTube)

- Vacation with Winterfest **14.5K Impressions / 2.36K Engagement / 1.16K intent to visit - action**
- Get tickets to see Parade with a Spend the weekend tag **423K Impressions / 199K Engagement**
- and see Santa in Fort Lauderdale (not a direct promo to vacation) **7.3K Impressions / 1.1K Engagement**

Digital Samples:

GOOGLE ADS / Vacation Promotion

FACEBOOK / INSTAGRAM – Vacation Promotion



Impressions

14.5K

How often your ads were shown



Clicks

2.36K

Actions on your ads



Location actions

1.16K

Actions showing intent to visit

Google Vacation Ads: 423K Impressions / 199K Engagement

Video Ads: 14.5K Impressions / 2.36K Engagement / 1.16K intent to visit - action

Digital Samples:

Winterfest Boat Parade

THE EAT BEAT NEWSLETTER

New restaurants | Let's Go to Sea Salt Fish Market | Pagoda Kitchen | Sprouts opens in Dania Beach | Coming up: Caribbean Food and Rum Festival

Deployment Date:
12/2

Emails Sent:
9,221

Open rate: Performed 44% above email industry average of 15%

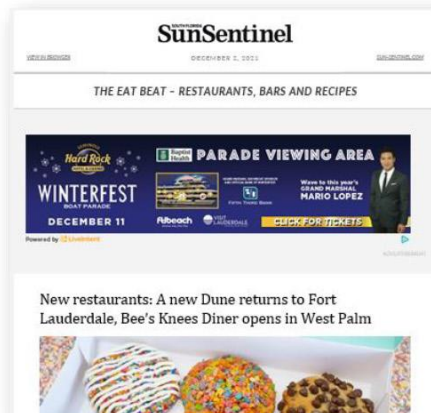
Email Opens:
1,987 (21.55%)

Click rate: Performed 347% above email industry average of 1.5%

Clicks:
619 (6.71%)

Ad Unit Click Rate: Performed 143% above industry average of display ads of 0.07%

Ad Unit Clicks:
16 (0.17%)



SunSentinel
MEDIA GROUP

SunSentinel Eblast of our Newsletter with Links to the Hotel Package Page and Parade Viewing
95,095 email address

Winterfest does separate eblasts via mailchimp and Blacktie SouthFlorida to over 58,000

Winterfest Boat Parade

FAMILIES AND SAVINGS NEWSLETTER

Holiday edition: Boat parades, toy drives, events and season's streamings

Deployment Date:
12/8

Emails Sent:
11,031

Open rate: Performed 21% above email industry average of 15%

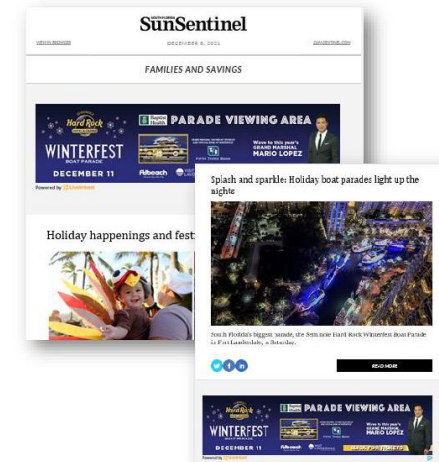
Email Opens:
2,008 (18.20%)

Click rate: Performed 584% above email industry average of 1.5%

Clicks:
206 (10.26%)

Ad Unit Click Rate: Performed 200% above industry average of display ads of 0.07%

Ad Unit Clicks:
23 (0.21%)



SunSentinel
MEDIA GROUP

Winterfest Boat Parade

SUNSENTINEL.COM ADMAIL

Don't miss the best show on H2O

Deployment Date:
12/1

Emails Sent:
74,843

Email Opens:
6,554 (8.76%)

Open rate: The industry average is 15%

Clicks:
752 (1.00%)

Click rate: The email industry average is 2%



SunSentinel
MEDIA GROUP

Digital Samples:

FOR MORE INFORMATION PLEASE CALL US AT 954-241-7938 or [EMAIL US](#).
Ticketing Powered by Complete Ticket Solutions.

Santa is in the Winterfest Family Fun Day house - checking out his new ride! @fifththirdbank @ford @joedimaggio @publix #family #freefun #winterfestf #WF50



Save \$5 on each ticket for the Winterfest Boat Parade Viewing Area with code WF502021
#promo @visitlauderdale #visitlauderdale #winterfest #50years

*Save \$5 on Each Ticket
For the Best Show on H2O*

DECEMBER 11, 2021



Culinary Courtyard presented by



Enjoy an up-close and personal view of the Parade from this location. A festival atmosphere will include live bands on the City of Fort Lauderdale Stage, food and your favorite Coke products will be available for purchase in the Stella Artois Culinary Courtyard. Interactive games and fun for the whole family, including a sampling from our friends at LaCroix. Ford vehicles will be on display; spin the wheel to win prizes. A Big City Dogs Band concert will kick off the afternoon and after the Parade, the Shane Durcan Band will be in concert. Sit back and relax and enjoy all this area has to offer. Our MC for the day is Frankie P from Y100 and Parade commentary will be provided by Drew from Y100.

The gates open at 4pm and the Parade is expected to arrive at 7pm in the area (Parade starts at 6:30 in downtown along the Riverwalk).

Tickets are \$15 for children 10 and younger, and \$25 for adults.

<https://winterfestparade.com/events/parade-viewing-area>

Parking is available at the City Garage, Bahia Mar, Beach Place (and other locations TBA). Rideshare is encouraged.

PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions. No pets, cars, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.

SAVE \$5

USE PROMO CODE: WF502021



Las Olas Intracoastal Promenade Park 80 Las Olas Circle Fort Lauderdale, FL 33316

[CLICK HERE](#) for Additional details.



City of Fort Lauderdale

December 6 at 4:26 PM

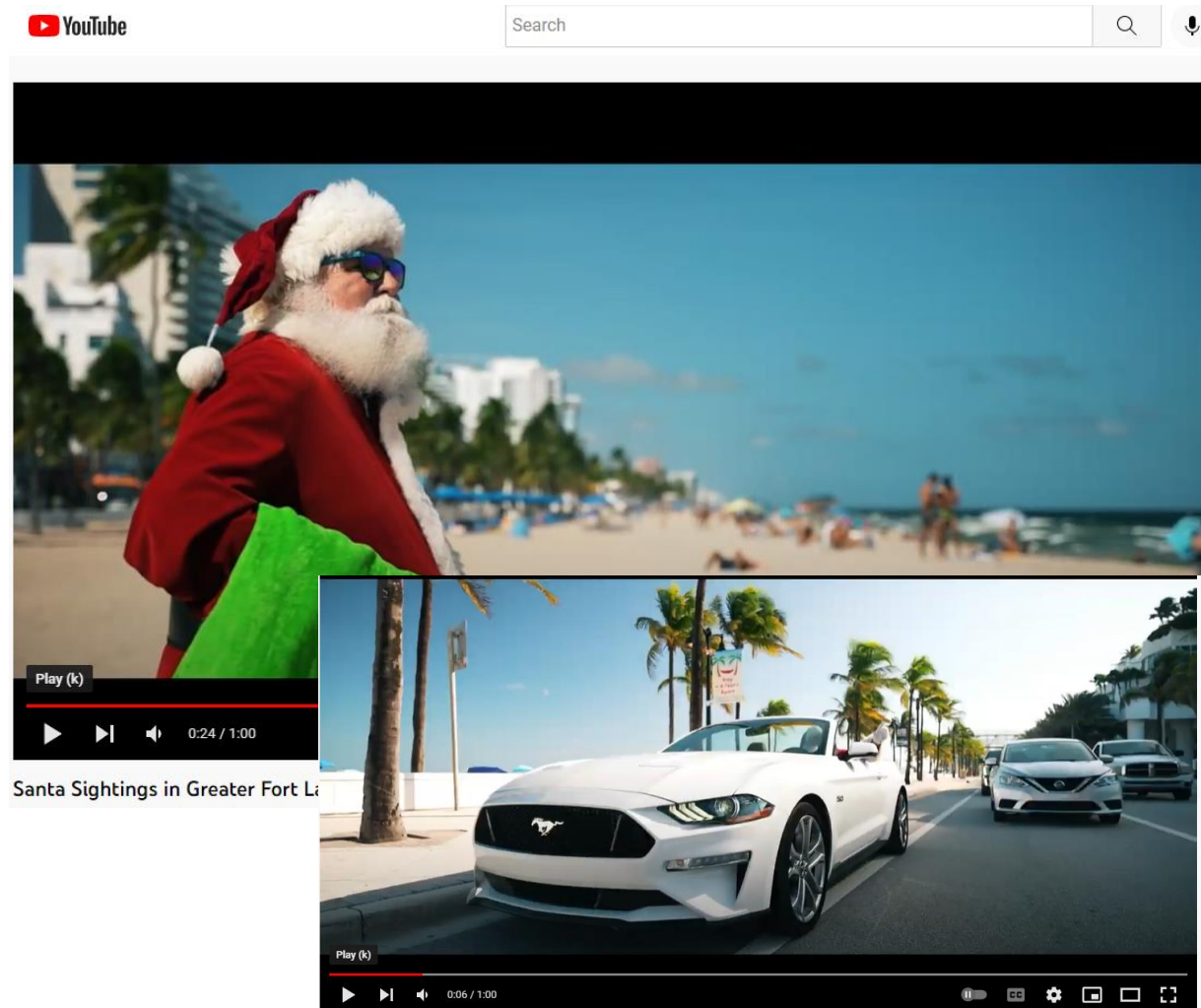
The 50th Annual Seminole Hard Rock Hotel & Casino - Hollywood, FL Winterfest Boat Parade is coming up this weekend!

Las Olas Intracoastal Promenade... See more

Winterfest social media samples promoting the Santa in the area, new parade viewing area and video links to the Winterfest weekend – Promotions from October – December 5.



FACEBOOK ADS – targeting families - promoting Santa in the Greater Fort Lauderdale with photos and video images primarily along A1A



Winterfest Boat Parade
Sponsored · 🌐

The first 100 families that register will receive the book *Pomp Snow & Cirqueumstance* in the mail - special thank you to Joe ...See more

Storytime with Santa

Winterfest

Joe DiMaggio Children's Hospital

First 100 Registered viewers will receive the book

UBS The South Florida Trust

SAT, DEC 18, 2021

Storytime with Santa - presented by Joe DiMaggio...

INTERESTED

Television Report 2021

WSVN

Bally
SPORTS

WHDH

CW 56
LVI

Hotwire
COMMUNICATIONS

fision
Fiber Optics by Hotwire

Celebrate all weekend
STAY . PLAY . FUN

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

CHECK OUT OUR
WINTERFEST WEEKEND
PACKAGES

Local market with WSVN Channel 7

Throughout the State of Florida with Bally Sports

Weekend packages to encourage visitors outside tri-county markets with Hotwire Communications

Television 2021

Local Market, State of Florida Airing, Boston Markets, and WSVN Social Streams

WSVN PROMOTIONS of WEEKEND WIITH WINTERFEST / LOGO PLACEMENT

directly targeting to Attend the Parade / Spend the Weekend

of Spots

Parade Viewing

combination of :30 :15 spots

100

Deco Drive give-away contest (Promoting vacationing in the Area)

10



LOGO PLACEMENT IN THE FOLLOWING:

Seminole Hard Rock Winterfest Boat Parade One-Hour Special (Airings)

Miami/Fort Lauderdale Market

5 Airings

Boston Market

WHDH

Sunday, 12/26/21 5:00-6:00PM

WLVI

Saturday, 1/1/22 3:00-4:00PM

2 Airings



Throughout the State of Florida

Bally's Sports (Regional Sports Network – Airings in the State of Florida)

9 Airings

Saturday, 12/25/2021 12:00 PM, 7:00 PM, and 11:00 PM

Sunday, 12/26/2021 10:00 AM, and 6:00 PM

Monday, 12/27/2021 12:00 AM

Thursday, 12/30/2021 8:00 AM

Saturday, 1/01/2022 6:00 AM

Monday, 1/03/2022 5:00 AM



Digital WSVN promotions



Parade Viewing Commercial with Vacation:

<https://youtu.be/ejmbEGpYM2I>

(online commercial hosted 201,569 views)

Family Fun Day and Parade Viewing (logo placement in Show):

<https://www.youtube.com/watch?v=jSckhU-hmHI>

WSVN Television Special Uploaded on YouTube:

<https://www.youtube.com/watch?v=mfT0VIGCaww>

Television Viewership

Facebook: Livestream of the Parade

Watched by 78,900 people Parade Night 1.8k likes, 452 shares

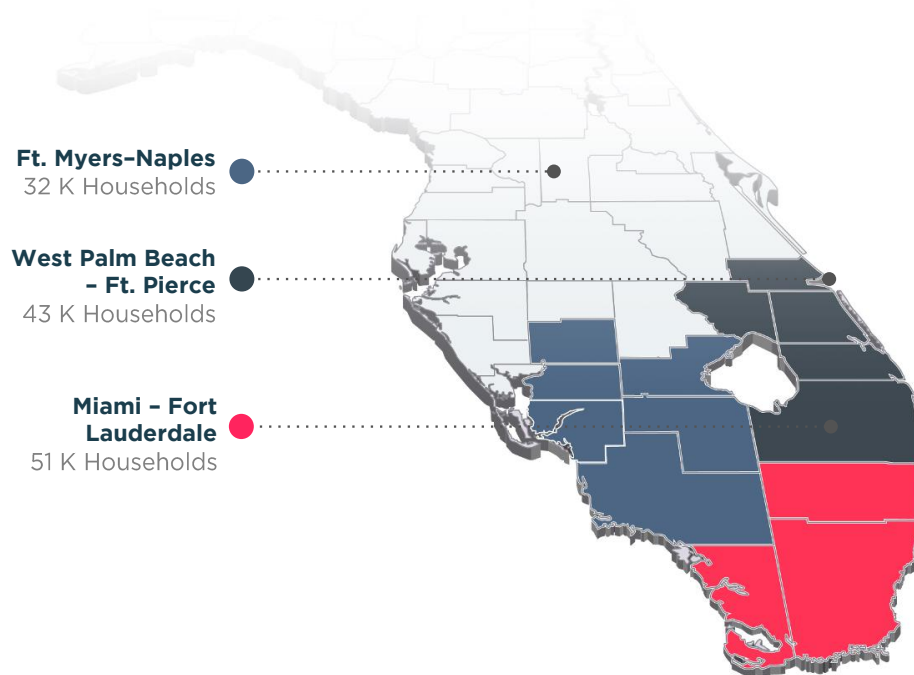
Twitter: 4,520 viewers

Vacation / Parade Ticket WSVN commercial hosted 201,569 online

Advertising Report 2021

Hotwire
COMMUNICATIONS

fision
Fiber Optics by Hotwire



ADVERTISING LOCAL MARKET (tri-county): \$38,373 in advertising on 25 of Hotwire's most viewed networks in entertainment, news and movies; focusing the market message here in **South Florida**.

ADVERTISING ADDITIONAL MARKETS: In addition to the tri-county campaign, Winterfest purchased a schedule to increase awareness in other markets (**Naples-Fort Meyers & WPB-Ft Pierce**). Hotwire matched Winterfest's investment and included additional in-kind advertising in both of those DMAs for a total of **\$14,871** in added value.

VIDEO LINKS OF THE AD CAMPAIGNS:

[Vacation with Winterfest Creative](#)

[Winterfest Parade Viewing Creative](#)

Parade Viewing and Vacationing in the Greater Fort Lauderdale Area

Hotwire's Platforms and Networks



FLIGHT

November 2nd – December 11th 2021



TARGET

3 DMAs: High Viewability
Entertainment | News | Movies



CREATIVE

(2) :30 Spots
Vacation with Winterfest
Winterfest Grandstand Creatives



SPOTS

3,985
(1,067) Naples-Ft Myers
(1,461) Miami-FTL
(1,457) WPB-Ft Pierce



Advertising Report 2021



Winterfest 2021

Outside County Commercial



Tri-County Commercial



RADIO

Parade Viewing with Vacation Tag in local market: 90 radio spots
Fort Myers and Naples Market – 361 radio spots
And 62,500 streaming commercials promoting vacation packages

Hotel Connecting Report 2021



Rooms directly booked by Winterfest

List of all hotels and restaurants promoted during the Winterfest weekend

<https://winterfestparade.com/hotels-and-transportation-for-winterfest-events>

Hotels & Restaurants For Winterfest Weekend



REMEMBER TO CHECK OUT OUR CONTESTS: [GET-AWAY](#) (text ROCKSTAR to 1-844-675-0705) or [DECO](#) and enter

HOTEL PARTNERS WITH PARADE VIEWING, TICKET PACKAGES, OR SPECIALS:



ROOMS WITH PARADE VIEWING

BAHIA MAR FORT LAUDERDALE A DOUBLETREE BY HILTON

801 Seabreeze Boulevard
Fort Lauderdale, FL 33316
954-764-2233

[Bahia Mar Winterfest Booking Link](#)



INCLUDES PARADE VIEWING TICKETS PACKAGE

HILTON FORT LAUDERDALE BEACH RESORT

505 North Fort Lauderdale Beach
Boulevard Fort Lauderdale, FL 33304
[VISIT OUR WEBSITE](#)

includes two (2) tickets for the Parade Viewing



SPECIAL ROOM RATE CLOSEST TO THE PARADE VIEWING AREA

COURTYARD BY MARRIOTT FORT LAUDERDALE BEACH

Courtyard by Marriott Fort Lauderdale Beach starting at \$249 USD per night, a "Winterfest Welcome Cocktail" and NO RESORT FEE

[Book your special rate on the Courtyard Booking Link for Boat Parade](#)

Hotel Promotions on the Winterfest Website – this page was targeted by our weekend promotions.



ROOMS WITH PARADE VIEWING

HOTEL MAREN FORT LAUDERDALE BEACH Curio Collection by Hilton

525 S Fort Lauderdale Beach Blvd, Ft. Lauderdale, FL 33316

(954) 524-9595

Discount rate package: with dinner, champagne, etc.

<https://group.curiocollection.com/bpfsup>

Group Name: Winterfest Boat Parade
Special Rate Group Code: WINTER



SPECIAL ROOM RATE

FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA

3030 Holiday Drive, Fort Lauderdale, FL 33316

9545254000

[https://promos.marriott.com/FLLSB/winterfest-getaway?](https://promos.marriott.com/FLLSB/winterfest-getaway?web=1&wdLOR=cB172D08E-4652-4CCD-BC1E-5A0B143EF203)
[web=1&wdLOR=cB172D08E-4652-4CCD-BC1E-5A0B143EF203](https://promos.marriott.com/FLLSB/winterfest-getaway?web=1&wdLOR=cB172D08E-4652-4CCD-BC1E-5A0B143EF203)

PROMO CODE | D3Q



SPECIAL ROOM RATE

PLUNGE BEACH RESORT

4660 El Mar Drive,
Lauderdale-By-The-Sea, FL 33308

(754) 312-5775

<https://www.plungebeachresort.com>
<https://reservations.travelclick.com/99124>

Use promo code: WF50 to receive a 20% discount on our Best Flexible Rate with a complimentary "Winterfest Cocktail" at our Backflip Beach Bar & Kitchen

HOTELS AND RESTAURANTS ON THE PARADE ROUTE ON THE INTRACOASTAL and NEW RIVER

NEW RIVER VIEWING LOCATIONS

BOATHOUSE AT RIVERSIDE

620 Southeast 4th Street
Fort Lauderdale, Florida 33301

954-377-5494

DOWNTOWNER

408 South Andrews Avenue
Fort Lauderdale, Florida 33301

954-463-9800

(STAGE VIEWING located west of the Parade start)

RIVERSIDE HOTEL

620 East Las Olas Boulevard
Fort Lauderdale, FL 33301

954-467-0671

Winterfest Event Report 2021

Event Name / Location

Attendees

Winterfest Launch Media Party / Fort Lauderdale Harbor Beach Marriott

536

Family Fun Day / Huizenga Plaza

7,000

Black Tie Ball / Seminole Hard Rock Hotel & Casino

1,074

Grand Marshal Reception / Seminole Hard Rock Hotel & Casino

185

Volunteer Party / Salt7

104

NON-PARADE EVENT TOTAL 8,899

Parade Day - Event Name / Location

VIP Parade Viewing Area / Laura Ward Park

500

Parade Viewing Area / Las Olas Intracoastal Park

3,000

PARADE DAY TOTAL 3,500



Attendees at select events

Charter Boats in the Parade

Charter Vessel / Corporate Connection

Attendees

Carrie B – TWO MEN AND A TRUCK and FPL	125
Catalina - Republic National Distributing Company	305
Caprice – Celsius	300
Grand Princes – Omega Psi Phi	350
Musette	65
South Beach Princess – FPI Security Services	100
SunDream – Twin Peaks Restaurant	100
Water Taxi Island Discovery – Catholic Health Services	27
Water Taxi – Beatles Entry	10
Water Taxi – Turquoise Takeover	10
Summerwind – MIA SF	20
Jungle Queen – West Marine and representatives from Broward County NonProfits	190
Venetian Lady – WSVN Channel 7	120
South Beach Lady – Grand Marshal Showboat	
Seminole Hard Rock Hotel & Casino / Fifth Third Bank	350

TOTAL 2,072

Attendees on Vessels with Corporate Connections
Many from out of the county and state





Survey Period:
Saturday, December 11, 2021
Parade Viewing Area

Survey conducted by:
Lanie Shapiro
TouchPoll South Florida
*On Site Surveys, Feedback,
Economic Impact Studies*
954-675-0181
www.touchpollsofla.com
lanie@touchpollsofla.com



Summary Of those surveyed...

- 84% were first time Winterfest Viewing Area attendees
- 31% were out-of-county visitors**
- Of those from out of county, 84% traveled to Broward County especially for Winterfest
- Of those who parked, 50% parked in the Las Olas Garage
- Of those who parked, 90% rated their parking experience "Excellent" or "Good"
- 32% of out-of-county visitors stayed in a hotel in Broward County**
- 5% of out-of-county visitors added this event as part of a cruise vacation
- 28% downloaded the Winterfest app
- Of those who were able to rate their overall experience, 93% rated the event "Excellent" or "Good"



Winterfest 2021

**Survey Period:
Saturday, December 11, 2021
Parade Viewing Area**

Survey conducted by:
Lanie Shapiro
TouchPoll South Florida
*On Site Surveys, Feedback,
Economic Impact Studies*
954-675-0181
www.touchpollsofla.com
lanie@touchpollsofla.com

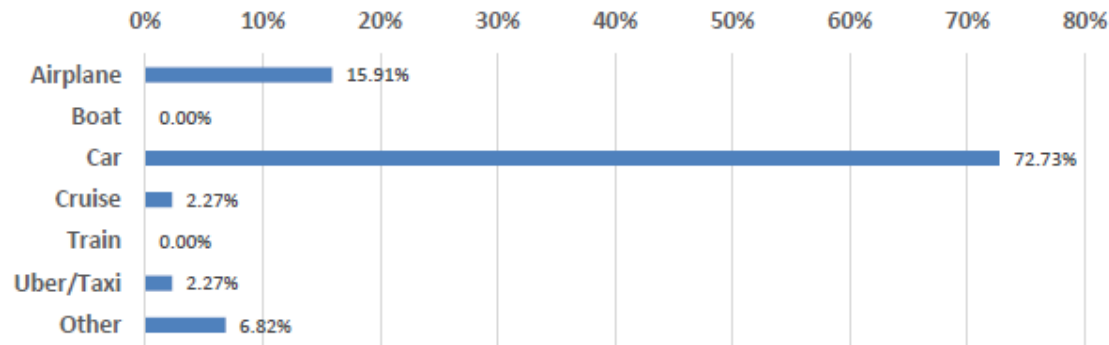
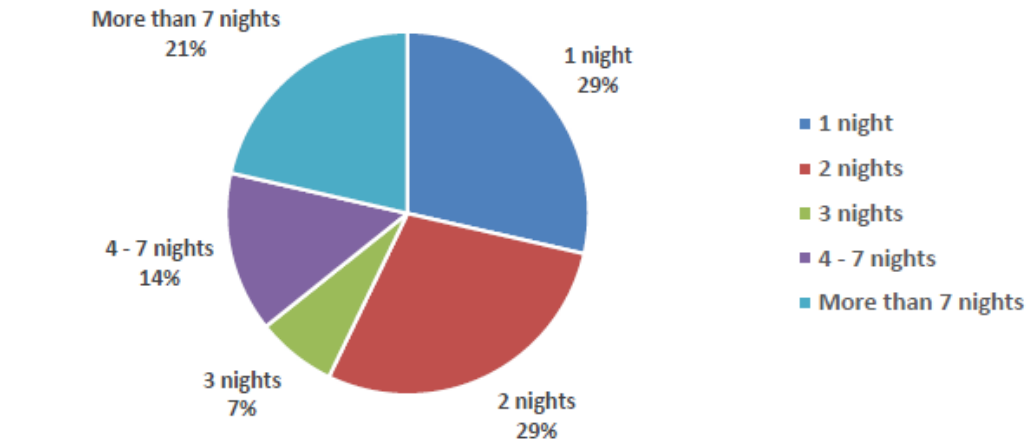


Out of County:

<u>Zip</u>	<u>CityAliasName</u>	<u>CountyName</u>	<u>State</u>
1949	MIDDLETON	ESSEX	MA
2130	BOSTON	SUFFOLK	MA
7080	S PLAINFIELD	MIDDLESEX	NJ
12054	BETHLEHEM	ALBANY	NY
12472	ROSENDALE	ULSTER	NY
29715	FORT MILL	YORK	SC
32114	DAYTONA BEACH	VOLUSIA	FL
32128	PT ORANGE	VOLUSIA	FL
32137	PALM COAST	FLAGLER	FL
32812	BELLE ISLE	ORANGE	FL
33167	MIAMI	MIAMI-DADE	FL
33031	HOMESTEAD	MIAMI-DADE	FL
33034	HOMESTEAD	MIAMI-DADE	FL
33135	MIAMI	MIAMI-DADE	FL
33160	NORTH MIAMI BEACH	MIAMI-DADE	FL
33162	MIAMI	MIAMI-DADE	FL
33169	MIAMI	MIAMI-DADE	FL
33174	MIAMI	MIAMI-DADE	FL
33178	MIAMI	MIAMI-DADE	FL
33179	MIAMI GARDENS	MIAMI-DADE	FL
33419	RIVIERA BEACH	PALM BEACH	FL
33421	ROYAL PALM BEACH	PALM BEACH	FL
33424	BOYNTON BEACH	PALM BEACH	FL
33433	BOCA RATON	PALM BEACH	FL
33436	BOYNTON BEACH	PALM BEACH	FL
33469	JUPITER INLET	PALM BEACH	FL
33498	BOCA RATON	PALM BEACH	FL
33619	TAMPA	HILLSBOROUGH	FL
33903	NO FT MYERS	LEE	FL
34990	PALM CITY	MARTIN	FL
53228	GREENFIELD	MILWAUKEE	WI
55357	MEDINA	HENNEPIN	MN

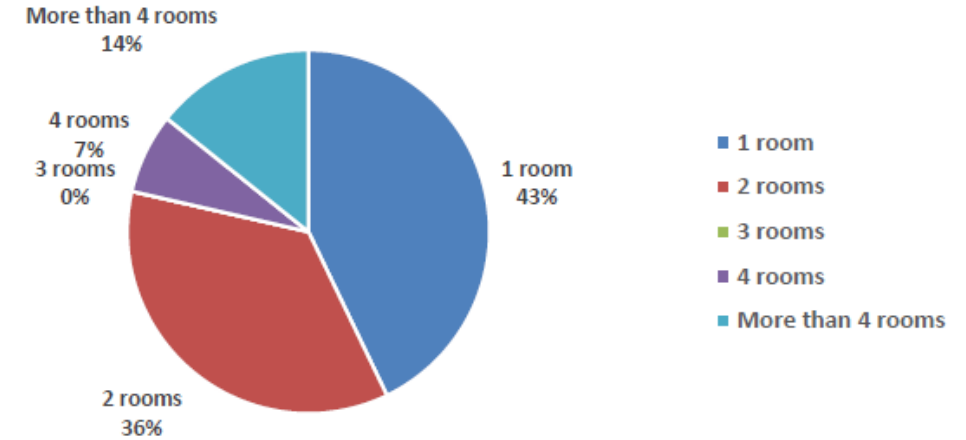
Out-of-County Visitors:

Q12: How many nights are you staying in the hotel?

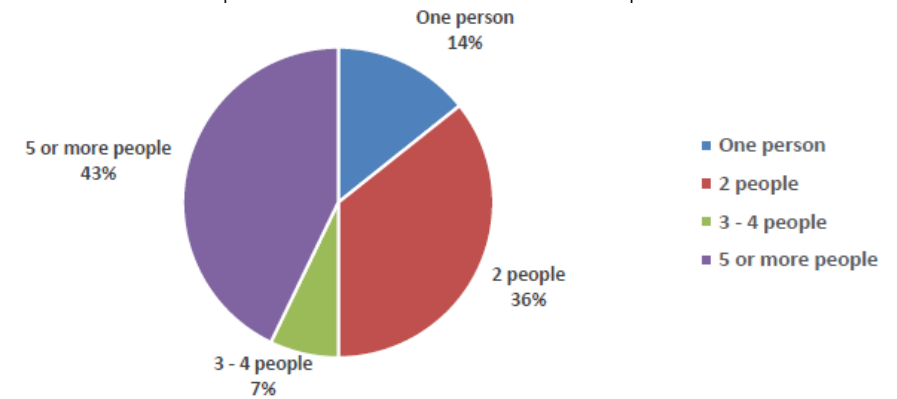


Out-of-County Visitors:

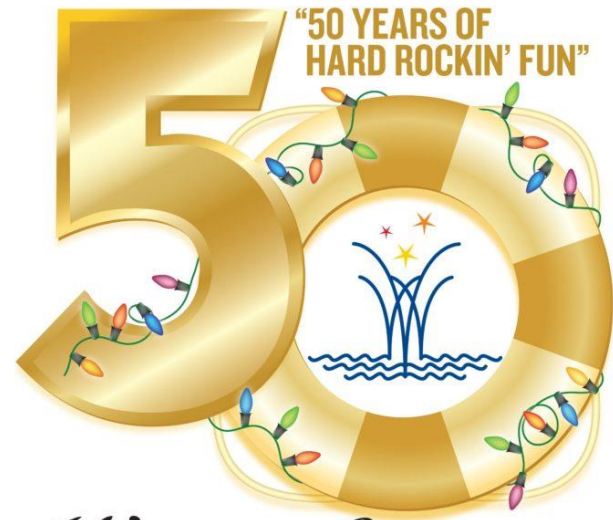
Q13: How many rooms are you occupying at the hotel?



Q14: How many people are in your party at the hotel?



Survey of the Out of County Visitors: Number of nights in a hotel?
Survey taken in the Parade Viewing Area hosting 3,000 in attendance:
21% surveyed stayed 7+ nights / 14% stayed 4+ nights / 58% stayed 1-2 nights



Winterfest 2021



Discover. Stay. Dine. Play.

Thank you for your Support



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

1. Legal Name of Applicant (First Name, Last Name)

Lisa Scott-Founds

2. Registered Business Name and Form of Business Entity (A-C)

A. Registered Business Name

Winterfest, Inc.

B. Is the company doing business under another name?

If yes, please list the name below.

C. What is the business structure of your company?

Please mark an X next to the appropriate selection below.

- ☐ Sole proprietorship
- ☐ Partnership
- ☒ Corporation
- ☐ S-Corp
- ☐ Limited Liability Corporation (LLC)



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

3. Name and title of individual authorized to sign a Grant Participation Agreement with the City, on behalf of the stated business above. If person signing the agreement on behalf of the company is not listed as authorized signor, a Corporate Resolution will be needed with the executed agreement.

Lisa Scott-Founds, President & CEO

4. State the name of the event and whether this is an inaugural event or has been held in prior years. If it's been held before, please list event years and locations.

Seminole Hard Rock Winterfest Boat Parade Viewing Area.
1991-1997 Las Olas and the Intracoastal
1997-2019 Hugh Taylor Birch State Park
2021- Las Olas Intracoastal Promenade Park

5. Location of Event

Provide description and location map or site plan.

Las Olas Intracoastal Promenade Park. 2021 Site Plan attached

6. List all dates associated with this event

- a. Set-Up Date: 12/08/2022
- b. Event Date: 12/10/2022
- c. Breakdown Date: 12/12/2022

7. Hours of Operation: 4pm -10pm

8. Projected Attendance: 3000

9. Cost to Attendees: \$20-\$25

10. Total Cost of Event: \$150K

Page 2 of 8



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

11. Amount Requested from the BBID: \$25,000

12. Indicate what the requested amount will be used for:

Fencing, security, restrooms, sanitation, cleanup, promotions, brochures, marketing, logistics, police detail, Fire/EMS, Television, newspaper, magazines, social media, Entertainment, power, lighting, tents/tables/chairs, barricades, traffic signage

13. List other revenue sources, other than the amount requested from the BBID. If requesting funds elsewhere, indicate the organization name, amount requested, and status of requested funds.

Corporate sponsorship- amounts vary, ongoing effort. As of 8/30/22- commitments from Lacroix \$5,000, Stella Artois, \$10,000, Florida Panthers \$10,000, Baptist Health \$50,000 and we are still seeking sponsors

14. Please list proposed activities planned.

Attach a narrative, if necessary.

Live Music, food and beverages for purchase, sponsor activations, sampling, vendor booths, children's activities, Boat Parade viewing, live commentary of parade, festival atmosphere

15. BBID event sponsorship, if approved, shall only be "seed" money, with contributions reduced in subsequent years unless otherwise approved by the BBID. Provide a business plan detailing how the proposed event will become self-sustaining within three to five years. Attach a narrative, if necessary.

The Parade is a 51 year old event and viewing locations have been a big part of the celebration. The change of venue in 2021 with adjacent parking was a tremendous appeal to our audience and will make access to the event inclusive. This area is the largest organized viewing area along the 12 mile parade route.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

- 16. Explain in detail the positive economic impact the proposed event/project/proposal will have for the BBID and the businesses located within its boundaries. Indicate how it is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04 (A)(2), by increasing the number of visitors to the BBID.**

Winterfest as a whole has an economic impact of 50 million dollars to the Greater Fort Lauderdale Economy annually. We will incorporate this area and appropriate language to include the BBID and the area in a 3 million dollar advertising campaign from October-December. This will bring attention to the area and promote the BBID

- 17. Discuss how these impacts will be measured and reported to the BBID Committee upon completion of the event. Attach a narrative, if necessary.**

The event will be ticketed, we will have reporting on actual attendees and where they are from. We will again hire Touchpoll (professional polling company) to survey guests, professional photographs of the area will be taken and we will provide a recap of the campaign elements related to this particular event/location.

- 18. Explain in detail how the proposed event will aid in the BBID's efforts to brand Fort Lauderdale Beach as a world-class tourist destination. Attach a narrative, if necessary.**

We will promote with the Advertising campaign as indicated above, this location will also be included in our 1 hour television special that is produced in cooperation with WSVN Channel 7, aired 5 times locally and also in Boston. Additionally, picked up by Bally (formerly Fox Sports) and aired in 35 additional markets.

- 19. Provide a detailed marketing plan that explains how the proposed event will be marketed and advertised. Attach a narrative, if necessary.**

Television spots promoting the area for ticket purchase on WSVN Channel 7, spots on iHeart radio, magazine ads and distributed heavily thru social media in addition to 100,000 brochures, newsletters/souvenir journals direct mailed and also sent digitally to 150,000. All will include the Promenade Park viewing location.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION **BID SPONSORSHIP TERMS**

20. Describe how the BBID sponsorship will be included in advertising and marketing plans for the event; provide proof where applicable; and mark an X next to the term, if you agree.

- ☒ **A. BBID LOGO:** Will be included in all advertising and marketing efforts for the event in locations and in proportion with other sponsors at similar sponsorship levels including radio, TV, print, online, and on-site via banners, stage announcements, etc.
- ☒ **B. BBID MANAGER REVIEW AND APPROVAL:** Of associated media, marketing, and advertising to ensure accuracy.
- ☒ **C. OPPORTUNITY FOR A 10' x 10' ACTIVATION AREA AT THE EVENT.** For those receiving more than \$50,000 in annual funding. BBID is responsible for providing all décor and staffing.

21. Applicant shall mark an [X] to acknowledge agreements with the following terms:

- ☒ I will request the BBID logo in the appropriate format for marketing purposes. BBID Manager will provide logo and manage usage.
- ☒ I will provide a PowerPoint presentation detailing the event or project to the BBID Committee 90 days prior to the proposed event or project.
- ☒ I have completed a new vendor application form with the City of Fort Lauderdale.
- ☒ I have completed a W-9 form and submitted it to the City of Fort Lauderdale.
- ☒ If the BBID Committee recommends approval of funding, I will attend the scheduled City Commission meeting at which this item will be reviewed to answer questions the commission may have.
- ☒ If the BBID Committee recommends approval of funding, I will submit an executed Grant Participation Agreement with the City of Fort Lauderdale and mail, or hand-deliver (2) original copies to the City Attorney's Office. Address follows on the next page.



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

City of Fort Lauderdale
City Hall
C/O Lynn Solomon, Assistant City Attorney
100 North Andrews Avenue
Fort Lauderdale, FL 33301

Please also submit electronic copies via e-mail to:

- Tasha Cunningham, BBID Manager:
tasha@thebrandadvocates.com
- Ingrid Kindbom, City of Ft. Lauderdale:
ikindbom@fortlauderdale.gov
- Sonia Sierra, Senior Legal Assistant, City of Ft. Lauderdale:
ssierra@fortlauderdale.gov

☒ I understand that sponsorship dollars are treated as reimbursement and as such if approved, I will provide a final invoice at the end of the event or project, along with supporting documents for expenses detailed in Question 12.

☒ If the City Commission approves BBID funding, and after the event or project is complete, I will provide a post-event financial overview PowerPoint presentation to the BBID Committee, no later than 60 days after the event.

☒ I understand that within ninety (90) days of the close of the applicant's fiscal year, a financial statement, including a detailed profit and loss statement, must be prepared, in accordance with generally accepted accounting principles, and submitted to:

City Manager's Office - Nighttime Economy Division
Attention: Ingrid Kindbom
300 SW 2nd Street, Ste 5
Fort Lauderdale, FL 33312
ikindbom@fortlauderdale.gov



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION
BID SPONSORSHIP TERMS

When does your fiscal year end?

01/31

22. Describe the sponsorship levels you offer and indicate which level this request aligns with.

\$50,000 Title Sponsorship
\$25,000 partnership
\$10,000 associate
\$5,000 corporate booth space



Discover. Stay. Dine. Play.

Fort Lauderdale Beach Business Improvement District (BBID)

GRANT APPLICATION

APPLICANT'S CONTACT INFORMATION

Name, Physical Address, Office Number, Cell Number and E-Mail Address

Lisa Scott-Founds
512 NE 3rd Avenue, Fort Lauderdale FL 33301
954-767-0686, 954-562-7021 c
Lisa@winterfestparade.com/Dawn@winterfestparade.com

**Prior to signing this application,
please check the following to
acknowledge completion:**

- ☐ LEGAL NAME AND
PLACE OF BUSINESS
MATCH SUNBIZ.ORG
- ☐ LOCATION OR SITE MAP
IS ATTACHED TO THE
APPLICATION
- ☐ PROOFS OF HOW THE
BBID LOGO WILL BE
USED ARE ATTACHED
- ☐ AS THE APPLICANT, I AM
THE AUTHORIZED
REPRESENTATIVE TO
SIGN BID APPLICATION
AND CITY AGREEMENT
- or
- ☐ NOT AUTHORIZED TO
SIGN AGREEMENT

BBID FUNDING HISTORY (For BBID Staff Use Only)

2021: \$25,000

Lisa Scott-Founds

APPLICANT FULL NAME (PRINT)

Lisa Scott-Founds
Pres & CEO

APPLICANT SIGNATURE

MANAGER:

Winterfest, Inc

COMPANY NAME AND TITLE

09/09/2022

DATE SIGNED

NOTE: Only the authorized representative of the company applying for grant funds may sign this application. If the applicant does not have the authority to sign a binding agreement, applicant shall provide the name and title of the individual authorized to sign a grant participation agreement on behalf of the company, with the City of Fort Lauderdale.

Page 8 of 8

Winterfest Boat Parade Viewing Area sponsored by Baptist Health



#	Company	#	Company	#	Company	#	Company
1	Baptist Health 10x20	13	Judy's Jewelz Creations	25	Kang's Italian Ice	37	
2	BJ Events	14	LaCroix	26	Friends of Our Florida Reefs	38	
3	Budweiser 2 tables	15	New Era Culture & Education Table 2 chairs	27	Twin Peaks 20x30 set	39	
4	Stella Artois Trailer 1 table	16	Orange Bowl Committee Table	28	Bahamas Paradise Cruise Lines Table	40	
5	Coca Cola	17	Ricky's Arepas	29	For Paul 10x10 table 2 chairs	41	
6	Coco Bongos	18	Santa 10x10 table	30	County Line Chiropractic	42	
7	Elegant Eatz	19	South Florida Ford	31	Sprouts Farmers Market	43	
8	Florida Panthers	20	Visit Lauderdale	32	Stoked on Salt Walkway	44	
9	Face Painter	21	Touch Poll **10x10** 1T 2C Back Wall	33	Dan Marino Foundation Table	45	
10	Incredible Kettle Corn	22	Wine Cart	34	Catabella Express	46	
11	Island Grille Tent	23	Winterfest Headquarters 10x20 8 tables 6 chairs	35	Sea Turtle OP		Tents:
12	Island Grille Food Truck	24	Mr. Cobb's BBQ	36			Tents:

**WINTERFEST OCTOBER-DECEMBER 2022 MARKETING FOR THE PARADE
VIEWING AREA:**

PRINT:

150,000 Newsletters: 12-Page Newsletter which will be distributed within the following magazines via direct mail (Dade, Broward and Boca/Delray Lifestyle residents.) in October and November:

1. Las Olas – Fort Lauderdale, Laud By The Sea, LHP, Pompano, Deerfield, Hillsboro
2. Boca/Delray
3. Coral Springs/Parkland
4. Weston/SW Ranches
5. West Broward – Plantation, Davie, Cooper City, West Miramar, Pembroke Pines
6. Aventura / Doral
7. Pinecrest/Coral Gables

100,000 Brochures: 20-page brochure distributed throughout the tri-county within businesses such but not limited to the Seminole Hard Rock Hotel & Casino, select Publix Supermarkets, local hotels, restaurants, festivals, fairs, Fort Lauderdale International Boat Show as well as Visitor Welcome Centers on the Turnpike.

TELEVISION:

A minimum of forty (40) :15 / :30 promotional spots on WSVN Channel 7 (FOX)

RADIO:

A minimum of (20) Fifty :15 / :30 promotional *radio spots* and give-a-ways promoting the area in the tri-county area.

DIGITAL:

EBLASTS & E-NEWSLETTERS: Lifestyle Magazine targeted Eblast to 150K 30 year old + Florida resident database

MAGAZINE DIGITAL VIEWERSHIP (from Lifestyle Magazine): Digital Viewership is estimated at 560K in November and December.

HANDSHAKE and other CROSS PROMOTIONS with Parade Supporters on Facebook and other Social Platforms.

FACEBOOK: Event Page created for the Viewing Area. Promoting our sponsors.

STAY AND PLAY: A minimum of eight (8) Digital Promotions Posts on multiple social media platforms promoting to Stay in BID Area Hotels, enjoy restaurants in the areas and watch the Parade.

STAY AND PLAY: A minimum of four (4) Digital Promotions Posts on multiple social media platforms promoting to Stay after the Parade for the Concert and enjoy a night at a local BID Area Hotels.