Winterfest

2019 Report
Best Show on H2O

Winterfest, best known for its one-of-a-kind Boat Parade, brings together our community and visitors from around the world. In 1988, community leaders decided to build upon the popularity of the Boat Parade and create a non-profit organization that would make the Parade and all of its surrounding events into a world-class community extravaganza. Broward County also benefits, thanks to Winterfest’s economic impact on the community of more than $50 million per year.

Winterfest encourages and promotes diversity among all Fort Lauderdale cultures, races and religions. Winterfest has a huge base of 300+ volunteers, supporters, and sponsors led by its Board of Directors. Since most Winterfest events are free to the public, sponsorships from local and national corporations and organizations provide the “fuel” to help run all Winterfest festivities. Our sponsors ensure the continued success and future growth of the Winterfest Celebration.

The International Festival and Events Association has named Winterfest to its top 20 Parades in the World. With more than 50,000 parades in the United States alone, this is a huge international honor that places Winterfest in the prestigious company of the Macy’s, Mardi Gras, Rose Bowl and Disney Parades.
2019 Parade by the Numbers

The Seminole Hard Rock Winterfest Boat Parade has made a $51,438,341 economic impact on Broward County.

Marketing and Promotion

furtel News Dash tallied 287,627,373 impressions which does not include paid advertising and online media on Winterfest’s social platforms

Burrelles News Dash valued 2019 Media at $31,958,289
Which does not include paid advertising and online media on Winterfest’s platforms
Bitner Group valued advertising campaign (minus TV and Radio commercials) as Media value as $610,288.61 and impressions at 3,900,939

WEBSITE / SOCIAL MEDIA
1 million+ visits from 750,000+ unique visitors
Winterfest Twitter- 50,000 Impressions
Winterfest Facebook Events average 15,000 to 216,000 views. Average posts view 82,000. Weekly viewership during advertising campaign 188,000. Photo view 34,000 with the Facebook Live clip Parade night 188,000.
Winterfest Snapchat- 3,000 views.
Winterfest Instagram- 50,000 Impressions with an average of 650 photo impression
Numbers during 3 month campaign

Earned Media and Publicity Coverage

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TV MEDIA
WSVN values their Winterfest Promotions at $228,500. The one-hour television special aired five times in the local market and two airings in Boston. Potential audience in the United States is 7.5 million with Fox Sun Sports (satellite/cable outlets are 1.5 million households) with 10 airings.

LIVE STREAM
Live Stream reached an international audience of 416,807 with EyeOnSouthFlorida and a potential audience of 4.3 billion with all videos.

RADIO MEDIA
Reached is primarily South Florida Market
Reaching an audience of 1 million people with a value of $3 million

Visitors

HOTEL
34% Of out-of-area visitors stayed in a hotel in Broward County with an average stay of 4.6 nights

CRUISE
3% Of the out-of-area visitors added Winterfest as part of a cruise vacation

AIRLINES
31% Of out-of-area visitors flew to Broward County. 39% of the air travelers used Southwest Airlines.
Awards, Honors and Accolades

The Seminole Hard Rock Winterfest Boat Parade received numerous industry awards for excellence.

USA Today 10Best Readers’ Choice Travel Award Contest for Best Holiday Parade - #3 Seminole Hard Rock Winterfest Boat Parade

2019 Florida Festivals and Events Association SUNsational
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1st PLACE:
• Radio Promotions
• Community Outreach Program
• Promotional Poster
• Tickets and Invitations

2nd PLACE:
• Social Media – Twitter
• Tickets and Invitations
• Promotional Mailer
• Social Media - Instagram

3rd PLACE:
• Annual Report
• Television Program

2019 International Festivals and Events Association Pinnacle Awards
The International Festival and Events Association has named Winterfest to its top 20 Parades in the World. With more than 50,000 parades in the United States alone, this is a huge international honor that places Winterfest in the prestigious company of the Macy’s, Mardi Gras, Rose Bowl and Disney Parades. 12 AWARDS

GOLD:
• Best Sponsor Gift
• Best Other Merchandise

SILVER:
• Best Event Invitation
• Best Giveaway Item
• Best Festival/Event Mobile

BRONZE:
• Best Invitation
• Best Promotional Brochure
• Best Digital/Social Ad Series
• Best Event Video Promotions

Additional Honors
BizBash has announced its 2019 list of Top 100 Events in Miami/South Florida and has named Seminole Hard Rock Winterfest Boat Parade to this exclusive list.

USA Today 10Best has also recognized Winterfest as one of the Best Festivals.
2019 ECONOMIC IMPACT on BROWARD COUNTY FLORIDA

$51,438,341

plus $35,797,077+

Advertising and Public Relations Value
POLL RESULTS

Room Nights: 14,031

34% Of out-of-area visitors stayed in a hotel in Broward County with an average stay of 4.6 nights.

1.8 nights is the average night stay in December 2018.

47% Out-of-County traveled to Broward in Grandstands with 67% solely for Winterfest.

$6,221,800 Food & Beverage Parade Day spending.

3% Of the out-of-area visitors added Winterfest as part of a cruise vacation.

31% Travelled flew with 39% of them using Southwest Airlines.

$150 Average per person dinner price at restaurants along Parade route.

90% Grandstand Viewers rated the Parade Good or Excellent.

Grandstand Area
Winterfest White Party
Presented by: Gray Robinson Attorneys at Law
An Invitation only event

The kickoff for the Winterfest celebration! Fort Lauderdale Marriott Harbor Beach Resort & Spa hosted the Gray Robinson, P.A. Winterfest® White Party featuring Piazza Italia Restaurant. This exclusive party commenced the Winterfest® 2019 season. Over 500 Guests experienced a Welcome Reception sponsored by Bahamas Paradise. The event focused on the parade’s media campaign and the unveiling of the poster in a spectacularly decorated room bathed in white with a “Mist of Amethyst.”


https://youtu.be/Y2GoNoh-D04
**Winterfest Family Fun Day**

Supporters: Joe DiMaggio Children’s Hospital, Publix, Cathy & Larry Danielle Pet Rescue Row
Free Event

2019 Family Fun Day in association with Ocean Conservation Awareness Day. The event hosted Inflatables, Trackless Train, face painting, sampling, massages, and activities from our partners: Museum of Discovery & Science, iHeart media, Southwest Airlines, Florida Renaissance Festival Pirate Ship, prize wheel with South Florida Ford, Photo Opps with mascots and Santa; to name a few. Free bicycle helmets from the Epilepsy Foundation and La Croix and Gogo Squeeze Gogurtz sampling. Live entertainment by Bonn E. Maiy and Shane Duncan Band.

Live Entertainment and so much more entertained the over 7,000 people in attendance!

Seminole Hard Rock Winterfest Black Tie Ball

Presented by Ford

Seminole Hard Rock Winterfest Black Tie Ball presented by Ford, in Association with Republic National Distributing Co. set the surrealistic mood for an enchanted evening. “Aladdin” theme decor and a special performance direct from the Broadway Production (Special thank you to Broadway Across America). Attendees enjoyed beverages featuring Brugal Rum, Three Olives Vodka, Jose Cuervo and 1888, while dressed in formal wear. Over 1000 danced and were entertained throughout the night. Tagged as the largest Broward County holiday gala, the ball is the most elegant of our festivities and the highlight of Fort Lauderdale’s social season. 2019 VIDEO: https://youtu.be/c655AyhH0H0
Grand Marshal Reception

Alfa Romeo of Fort Lauderdale Celebrity Lounge

This Winterfest Celebration welcomed our Grand Marshals with dignitaries and celebrities at the Seminole Hard Rock Hotel & Casino. This fabulous reception is the prelude to the Parade. Over 500 people were in attendance with a VIP Experience by Sylvester Comprehensive Cancer Center.

Grand Marshal Bret Michaels.

2019 VIDEO: https://youtu.be/kQKdkcG07xA?t=118
Seminole Hard Rock Winterfest Boat Parade

An internationally recognized event that reaches a live audience in excess of 1,000,000 people in one day along the 12 mile parade route while reaching millions more on television. In addition to the evening of the parade itself, we produce a one hour television special in cooperation with WSVN Channel 7 (South Florida FOX Affiliate with 1.5 million household viewers).

The Grandstand Viewing Area is the prime location for a “front row seat” to view the parade, located inside Hugh Taylor Birch State Park. The Grandstand Area is the largest organized viewing area on the 12-mile parade route. All seats are RESERVED and assigned with 3,500+ seating capacity. Approximately 3,000 additional guests pay a general admission fee to enter the park, utilize the Fun Zone and other activities at no charge. The Grandstand Viewing Area is a festival within the event with an assortment of interactive games, hospitality, vendors, food and beverages for purchase. A stage with live entertainment and Santa Claus will be on hand for photos!

The Grandstand Area will also host members of the media and “The Village,” where corporate and private parties are available to view the parade and entertain guests.

2019 VIDEO: https://youtu.be/gyQGtcjIQ6M
The most prestigious location to watch the Winterfest Boat Parade is the VIP Parade Viewing Area! In recent years, approximately 500 community leaders, dignitaries and Winterfest Sponsors have gathered to enjoy the Parade from the best viewing location in town. Located in the heart of downtown Fort Lauderdale, viewers see the parade close to its start location. This festive event at Laura Ward Park and the beautiful Stranahan House, includes an open bar and a magnificent buffet catered by our host hotel – The Riverside Hotel and area restaurants. Parade participants pull out all the action aboard their entries since this area is host to television and parade judges.
Volunteer Party

This celebratory event honors the people who play a huge role in the success of Winterfest® – our volunteers! Carolyn McLaughlin Spirit of Volunteerism Award winner is announced during the event. The 2019 winner was Volunteer with Scott and Jeanie Welty.

Carolyn McLaughlin was the voice of Winterfest who dedicated decades serving this event.

Scott and Jeanie Welty – Control Boaters of the Parade
Local artist and gallery owner, Brooke Trace, was selected to create the poster for the 49th Seminole Hard Rock Winterfest Boat Parade. Trace’s showcases this year’s theme for the Parade — “Lights, Camera, Action .. Movies on Parade.”
Winterfest Student Art Contest – Winterfest Foundation

The Winterfest Fantasy Boat Student Art Contest is for Broward County Students in 3rd-5th grade attending public, private or home schools. The contest runs September - December. We promote the contest in our advertising campaign on radio, newspaper, social media and flyers. The contest has great residual as the gallery display and reception takes place in March. The reception includes each participant’s artwork on display at the Museum of Discovery & Science with awards given to the top students. The event has boasted up to 1,800 pieces of artwork from 45 schools with over 500 RSVPs to the reception.
Jr. Captain

Every Year Winterfest chooses one lucky nominee/organization to win the Jr. Captain title. Their name along with the non-profits name are put in lights! They ride aboard the FPL Jr. Captain showboat in the Seminole Hard Rock Winterfest Boat Parade with 25 family members and guests.

2019 Jr. Captain Winner
Emma Sorensen –
Make a Wish South Florida
Sanctioned events

Coral Springs Holiday Parade – The City of Coral Springs will host more than 60 entries. The parade includes local high school bands, as well as themed floats, mascots, and of course, Santa!

Travel back in time to the 16th Century at the Annual Florida Renaissance Festival

Celebrate Fort Lauderdale’s pirate history at the Fort Lauderdale Pirate Festival, brought to you by the Rotary Club of Fort Lauderdale.

Hope Floats Benefiting Tomorrow’s Rainbow is a memorial celebration for the entire family.

The South Florida Fair features 17 days of themed parades, highlighting a famous parade from around the world each day!
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TITLE SPONSOR
Seminole Hard Rock Hotel & Casino

OFFICIAL SPONSORS
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WSVN Channel Sun Sentinel Media Group
WSVN Channel 7

MEDIA PARTNERS
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Marine Industries Association of South Florida
REALTORS® of Broward, Palm Beaches & Port St. Lucie

EVENT SPONSORS
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The Galleria at Fort Lauderdale
Water Taxi

CONTRIBUTING SPONSORS
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Zola Keller

OPERATION ASSISTANCE
Broward Amateur Radio Club
Broward County Board of County Commissioners
BSO Marine Unit
City of Fort Lauderdale Dockmaster
City of Fort Lauderdale Parks and Recreation
Florida Department of Transportation
Florida Fish and Wildlife Conservation Commission
Fort Lauderdale Police Marine Unit
Fort Lauderdale Police Department
United States Coast Guard

WINTERFEST BOARD AND ADVISORY
A list can be found on https://winterfestparade.com/new-board-and-advisory-page

STAFF
Lisa Scott-Found, President and CEO
Dawn Read, Event Director
Kathy Kiefer, Marketing and Parade Director
ADDITIONAL MEDIA LINKS

TELEVISION SHOW VIGNETTES:

WHITE PARTY; https://youtu.be/rSrNR6-5UHE

FAMILY FUN DAY and GRAND MARSHAL RECEPTION; https://youtu.be/kQKdkcG07xA

BLACK TIE BALL https://youtu.be/c655AyH0H0

SHOW STOPPERS: https://youtu.be/1UPIDs623P4

GRANDSTAND VIEWING AREA: https://youtu.be/gyQGtcjIQ6M

LIVE TELEVISION SHOW (streamed live on WSVN, City of Fort Lauderdale Channel and is on EyeOnChannel.com)

SAMPLE STORIES:


PRE-PARADE:
• Participants Show Off Designs: https://wsvn.com/entertainment/winterfest-boat-parade-participants-show-off-boat-designs/
• Margaritaville-Themes Entry: https://wsvn.com/entertainment/local-boat-owner-preps-margaritaville-themed-float-for-winterfest-parade/
• Owners go all out: https://wsvn.com/entertainment/local-boat-owners-go-all-out-to-enter-winterfest-boat-parade/


GRAND MARSHAL ANNOUNCEMENT:
2019 PROMOTIONS OF WINTERFEST

EYEON SOUTH FLORIDA

AUDIENCE:


https://eyeonchannel.com/eye-on-south-florida/featured-sfl/winterfest-blacktie-ball-extravaganza/

2019 Dinning Divas Coverage

WHITE PARTY: https://youtu.be/Y2GoNoh-DO4

BLACK TIE GALA: https://youtu.be/uexl87zEASc

GRAND MARSHAL RECEPTION: https://youtu.be/NfkwCwq8kTw

GRAND MARSHAL SHOWBOAT: https://youtu.be/IJWRBLT2Op4
Looking Ahead...

- 2020 Parade: December 12th
  Theme: “Masquerade on Parade”
  Dance and Song All Night Long

- 50th Anniversary
  1971 - 2021

- Winterfest Foundation
  501C3 organization

QUESTIONS?

Contact Lisa Scott-Founds, President & CEO
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lisa@winterfestparade.com