

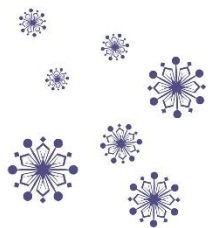


2019 Report



WINTERFEST

BOAT PARADE



“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

PROMOTIONAL ADVERTISING

Reached a United States

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

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

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 2019

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

The Florida 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. **10 AWARDS**

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

WINNER
24 times



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**



\$51,438,341

plus \$35,797,077+

**Advertising and
Public Relations Value**

14,031
Room Nights

POLL RESULTS

TouchPoll™
FEEDBACK...WHEN IT REALLY COUNTS!
Grandstand Area

34%

Of out-of-area visitors stayed in a hotel in Broward County with an average stay of

4.6 nights

Heads
In
Beds

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





Winterfest White Party

Presented by: Gray Robinson Attorneys at Law
An Invitation only event



<https://youtu.be/Y2GoNoh-DO4>

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."

2019 video: WSVN <https://youtu.be/rSrNR6-5UHE> and EyeOnSouthFlorida <https://eyeonchannel.com/eye-on-south-florida/featured-sfl/winterfest-white-party-2019/>





17, 2019 - June 30, 2020





Winterfest Family Fun Day

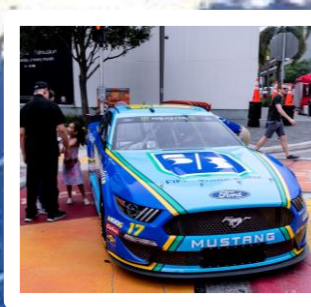
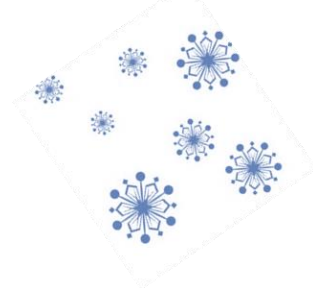
Supporters: Joe DiMaggio Children's Hospital, Publix, Cathy & Larry Danielle Pet Rescue Row Free Event

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 Squeegee Gogurtz sampling. Live entertainment by Bonn E. Maiy and Shane Duncan Band.

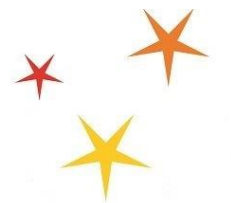
Live Entertainment and so much more entertained the over 7,000 people in attendance!

2019 VIDEO:

<https://wsvn.com/entertainment/winterfest-kicks-off-holiday-fun-with-family-fun-day/>







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/c6S5AyhHOH0>





WINTERFEST
BOAT PARADE

Band Marshal

A.P. R. P.

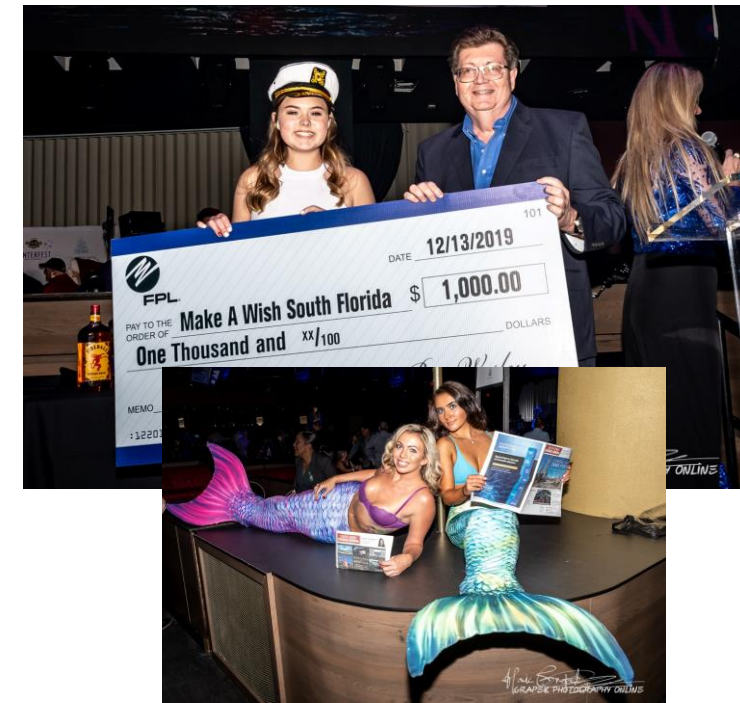
Grand Marshal Reception

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>





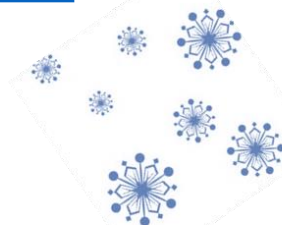
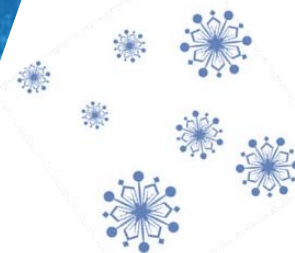


Seminole Hard Rock Winterfest Boat Parade

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).

2019 TELEVISION LIVE LINK:

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>







Broward Health Grandstands

Presented by Florida Panthers

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>



Winterfest VIP Viewing Party

Presented by Hotwire Communications
with Nova Southeastern University and
Holy Cross Hospital featuring Savor
Cinema

Media Fam Area presented by Visit
Lauderdale

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



Winterfest Poster Artist

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!



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.



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



The South Florida Fair features 17 days of themed parades, highlighting a famous parade from around the world each day!

SPONSORS

TITLE SPONSOR

Seminole Hard Rock Hotel & Casino

OFFICIAL SPONSORS

Fifth Third Bank, South Florida

iHeartMedia, Inc.

939MIA

Y100

BIG 1059

NewsRadio610 WIOD

Paul Castronovo Show

Republic National Distributing Company

Riverside Hotel

Southwest Airlines®

Brooke Trace, Poster Artist

WSVN-Channel Sun Sentinel Media Group

WSVN-Channel 7

MEDIA PARTNERS

Blacktie-South Florida

Blue Truck Media, Inc.

City & Shore Magazine

Deco Drive

EyeOnSouthFlorida.com

Fort Lauderdale Media Associates, Inc.

FOX Sports Florida

Go Riverwalk Magazine

Gold Coast Magazine

Lifestyle Media Group

Luxury PR

South Florida Business Journal

SunSentinel Media Group

THINK Magazine

Travelhost Magazine of Greater Fort Lauderdale

Visit Lauderdale

Yellow Cab Magazine

FOUNDING SPONSORS

City of Fort Lauderdale

Greater Fort Lauderdale Chamber of Commerce

Marine Industries Association of South Florida

REALTORS® of Broward, Palm Beaches & Port St. Lucie

EVENT SPONSORS

1888 Rum

Alfa Romeo of Fort Lauderdale

Bahamas Paradise Cruise Line

Broadway Across America

Broward College

Broward Health

DEX Imaging, Inc.

Ferrari of Fort Lauderdale

Fidelity Investments

Florida Panthers

Fort Lauderdale Marriott Harbor Beach Resort & Spa

Gray Robinson Attorneys at Law

Greater Fort Lauderdale Convention & Visitors Bureau

Hilton Fort Lauderdale Marina

Holy Cross Hospital

Hotwire Communications

Hugh Taylor Birch State Park

Joe DiMaggio Children's Hospital La Croix

Maestro Dobel Tequila

Maserati of Fort Lauderdale

Nova Southeastern University

Panta Interactive

Piazza Italia Restaurant

Pink Sands Resort

Publix Super Markets, Inc.

South Florida Ford

Stella Artois

Savor Cinema

Supreme Lending

Sylvester Comprehensive Cancer Center

Timpano

UBS Financial Services - The Garvin

Financial Team

Ultimate Software

Universal Property & Casualty Insurance

BOAT PARADE SPONSORS

AARP South Florida

ACR Electronics, Inc.

Aqua Flight

Bahamas Ministry of Tourism & Aviation

Bahia Mar Fort Lauderdale Beach

Bon's Barricades

BB&T

Catholic Health Services

Chevron U.S.A., Inc.

City of Dania Beach

Dania Pointe

Dynamic Effects & Fireworks Co.

FPL

HP Enterprise

Image 360 – Lauderdale

The Galleria at Fort Lauderdale

Water Taxi

CONTRIBUTING SPONSORS

All My Sons Moving & Storage

Bokampers

Cape Ann Towing

Carr Workplaces

Carroll's Jewelers

Cathy & Larry Danielle

Chrisley Productions, Inc.

Crazy About Costumes

Crown Wine & Spirits

Deco Productions

Downtown Saloon

Fireball Cinnamon Whisky

GPO Photography

Gutta, Sharfi and Co. CPAs, Inc.

Harbor Nails & Blowdry

ILOV-ITT Events LLC.

King Intelligence and Security Services, Inc.

Light F/X Pros

Museum of Discovery & Science

P at Anderson, Artist

MedCoding Expert.com

Northwestern Mutual

Pepsico

PfefferSnaps

ProMotion Sports & Entertainment, LLC

Rémy Martin

Riverwalk Fort Lauderdale, Inc.

Rock with U Entertainment

S.MARK Graphics

Seminole Tribe of Florida

Sixth Star Entertainment & Marketing, Inc.

Stephen's Distributing Company

Stiles Corporation

The Botanist Gin

The Las Olas Company

Three Olives Vodka

Total Wine & More

Two Men and a Truck

Van Dee Fulfillment

Yelp Fort Lauderdale

Zeidel & Co.

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

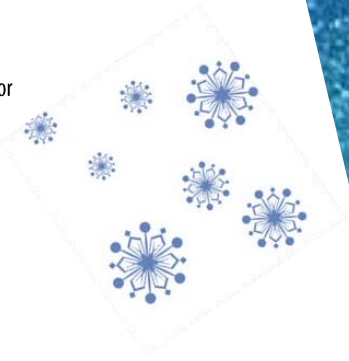
<https://winterfestparade.com/new-board-and-advisory-page>

STAFF

Lisa Scott- Founds, President and CEO

Dawn Read, Event Director

Kathy Keleher, 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/c6S5AyhH0H0>

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

GRANDSTAND VIEWING AREA: <https://youtu.be/gvQGtcilQ6M>

LIVE TELEVISION SHOW (streamed live on WSVN, City of Fort Lauderdale Channel and is on EyeOnChannel.com)
<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>

SAMPLE STORIES:

PARADE DAY: Festival Route: <https://wsvn.com/entertainment/2019-winterfest-boat-parade-charts-festive-route-up-intracoastal/>
PRE-PARADE:

- Participants Show Off Designs: <https://wsvn.com/entertainment/winterfest-boat-parade-participants-show-off-boat-designs/>
- Preparations Underway: <https://wsvn.com/news/local/preparations-underway-ahead-of-winterfest-boat-parade-in-fort-lauderdale/>
- 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/>

BALL: <https://wsvn.com/entertainment/black-tie-ball-at-seminole-hard-rock-hotel-casino-kicks-off-winterfest-2019/>

FAMILY FUN DAY: <https://wsvn.com/entertainment/winterfest-kicks-off-holiday-fun-with-family-fun-day/>

GRAND MARSHAL ANNOUNCEMENT:

<https://wsvn.com/entertainment/poison-singer-bret-michaels-named-grand-marshal-of-2019-winterfest-boat-parade/>





BUSINESS & NEWS-SFL

Winterfest Boat Parade takes Fort Lauderdale Waterway

<https://eyeonchannel.com/eye-on-south-florida/business-and-news/winterfest-boat-parade-takes-fort-lauderdale-waterway/>



CELEBRITIES & DIGNITARIES-SFL

Winterfest Grand Marshal Experience

<https://eyeonchannel.com/eye-on-south-florida/celebrities-and-dignitaries/winterfest-grand-marshal-experience/>



CELEBRITIES & DIGNITARIES-SFL,
FEATURED SFL

Bret Michaels rocks Winterfest Boat Parade as Grand Marshal

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/bret-michaels-rocks-winterfest-boat-parade-as-grand-marshal/>



ENTERTAINMENT & LIFESTYLE-SFL,
FEATURED SFL

Watch Winterfest Boat Parade HERE

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>



ENTERTAINMENT & LIFESTYLE-SFL,
FEATURED SFL

Winterfest Blacktie Ball Extravaganza

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



ENTERTAINMENT & LIFESTYLE-SFL,
FEATURED SFL

WINTERFEST WHITE PARTY 2019

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/winterfest-white-party-2019/>



2019 PROMOTIONS OF WINTERFEST



2019 DINING DIVAS COVERAGE

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

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

GRAND MARSHAL RECEPTION: <https://youtu.be/NflwCwq8kTw>

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
Winterfest, Inc. 954-767-0686
lisa@winterfestparade.com

