

Report 2021



The organizers of the Seminole Hard Rock Winterfest Boat Parade and Winterfest Celebrations are proud of our partnerships.

This year, Winterfest expanded our Stay the Weekend Package promotions along with ticket purchases to watch the Parade at the Las Olas Intracoastal Park. Promotions expanded in the Naples, Fort Myers, Palm Beach and Miami markets.

Please enjoy the following media and public relations recap for 2021.

RECAP HIGHLIGHTING:

ADVERTISING:

- Magazine
- Mailing
- Print Samples
- Digital Samples
- Television Advertising
 - Bally Sports
 - WSVN Channel 7
 - Hotwire
- Radio

AUDIENCE

- Event Numbers
- Charters and Hotel Sample
- Parade Viewing Survey Highlights

PR REPORTS and SAMPLES

- Burrelles
- Bitner Group
- Durée & Company



PRINT - Magazines



Magazine Samples during August and September 2021





Lifestyle, Waterfront Times, Venice magazines

Magazine Samples September 2021



Magazine Samples during October 2021



GO RIVERWALK

Date: Wednesday, December 01, 2021 Location: FORT LAUDERDALE, FL Circulation (DMA): 12,500 (N/A) Type (Frequency): Magazine (12Y) Papel 34,35 Section: Main Seminole Hard Rock Winterfest Boat Parade Keyword:

FOND FAMILY MEMORIES

THE DRIVING FORCE BEHIND THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE REMINISCES

the many people, Lisa Scott-Founds holds ford memories to its former glory while of the Seminole Hard Rock Winterfest Boat Parade. Now the president and CEO of Winterfest. Scott-Founds grew up watching the parade with her family.

"I was the youngest with an older brother and two sisters. The difference in our ages kept us from doing a int of activities together. Winterfest was a tradition see all enjoyed. I remember picnic baskets, blankets, Jawn chairs, Frisbees, lots of laughter, and overall amiles on the shore waiting and watching Winterfest.

"I reflect on these memories when I talk about Winterfest Watching the lights of the parade in a child's eyes tells you why I have the best career. I am surrounded by community leaders committed to continuing the magic."

Scott-Founds has a long history with the event. She joined the parade as a volunteer on the ball committeein 1987. Later, she was hired as the community relations manager for Winterfest in 1994. 'T was with Winterfest for approximately a year when the position opened to be event director. A few members of the board encouraged me to take the position. Talk about old school," she said. "I found my resume minutes before the deadline. I

didn't realize anactly what I was sealking into, with this cole. A few years carlier, the

MARIO LOPEZ

WINTERFEST BOAT PARADE

Winterfest Boat Parade on Dec. 11.

Access Hollywood heat Marie Loper will

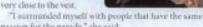
Lopis will appear onboard the Fifth Third

parade route as it sails along the New River,



ensuring the organization's funding was healthy.

As Lisa's job title changes from community relations. manager to executive director to president and CEO, she picked her. imployees and volunteers.



passion for the parade," she said.

She brought back Dawn Diehl who had taken a few years off after maternity leave as event director and logistics for the showboats. Another Florida native, Amy Tate, was already an employee when Lisa was hired. This team of three reached out personally to family, friends, and locals to expand the volunteer base to more than 300 parade loving fans. In 2001, Amy moved to Georgia.

"As fate would have it, I received a phone call by the director of the Pompano Parade. We talked about me losing a staff member and she responded, 'why don't you' hire me!' Kathy Keleher was added a month later."

Today, Wasterfest continues as a family-affair with Lisa's husband, brother, sisters, nieces, nephews; Duwn and Kathy's children; children of board members and the neturn of past interns as volumeers for events, dock wulkers, and viewing area volunteers.

*My live of Winterfest is still the driving force in metoday. Under my leadership with chair Mark Swenson, our board of directors and advisers have created subcommittees such as Parade Enhancement to bring new ideas for Wow Entries while encouraging our local boaters to join the parade and create their traditions with family and friends.

"We may be internationally recognized as 'The World's Most Watched Boat Parade,' but its heart are the family entries such as Mr. Bobh, Firmini Twist, Mooncusser, 26 Sailfish, Jenny II, 4 SeaSuns, Felicity, Millie and so many more.

"This year, Winterfest's celebrates 50 years, and we want the entire community to celebrate with us. Boaters' are part of our family. Spectators, our close friends. This year, we have something for everyone including our new viewing area at Las Ofas and the Intracoastal. For more information, visit us online at



SEMINOLE HARD ROCK WINTERFEST **GRAND MARSHAL RECEPTION**

DECEMBER 10TH PRESENTED BY SYLVESTER





NOVEMBER 6 – NIFTY FIFTY PEP RALLY presented by Steve Savor

in association with The Umbrella Group Time travel to the 50s with multiple bands, retro DJs thru the decades, solo acts, diner fare and entertainment. Limited tickets available \$100 per person / \$150 for 2 tickets (save \$50). Ride share encouraged, Livestream of the entertainment by AARP.

NOV. 21 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST* FAMILY FUN DAY

FUN DAY - FREE fun for kids of all ages! Polar Express, face painting, sampling, Pet Rescue Row, Stoked On Salt Conservation Village and much more. Photo opportunities with Santa. Free giveaways and live entertainment at Huizenga Plaza.

DEC. 4 - SEMINOLE HARD ROCK WINTERFEST® BLACK TIE BALL

PRESENTED BY BROWARD HEALTH Spirits from Republic National Distributing, Co. Fidelity Investments Silent Auction and DEX Imaging Entertainment with special performances from the Broadway Musical, Disney's FROZEN. Tables of 10 start at \$3,000.

DEC. 7 - CAPTAIN'S MEETING PRESENTED BY KARMA AUTOMOTIVE In association with Frank & Jimmie's Prop Shop and FB Marine Group. Goodie bag and dinner for our Parade Captains following the meeting. Enter your Boat today to receive boater swag, invitations, and updates.

DEC. 10 - SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL RECEPTION PRESENTED BY UNIVERSITY OF MIAMI SYLVESTER **IENSIVE CANCER CENTER**

Honoring the Parade's Grand Marshal, child ambassador, Jr. Captain, and celebrity guests, Become a Sponsor - Get Invited!

DEC. 11 - BAPTIST HEALTH PARADE VIEWING AREA In association with the Beach Business Improvement District and Florida Panthers. "Party in the Park" - Stella Artois Culinary Courtyard, Live entertainment, and festival atmosphere. Tickets are \$15 child / \$25 for adult which includes a concert following the Parade, NEW LOCATION: Las Olas Intracoastal Promenade Park, 80 Las Olas Circle, Fort Lauderdale, FL 33316



DEC. 11 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HEALTH, NOVA DUTHEASTERN UNIVERSITY and HOTWIRE COMMUN Hosted by the Riverside Hotel - featured cuisine The Club and area restaurants. Approximately 500 guests experience an intimate view of the Parade start. Become a Sponsor - Get Invited!

DEC. 11 - 50th ANNIVERSARY SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE

with the theme 50 Years of Hard Rockin' Fun ... Winterfest 2021 Highlights: Fifth Third Bank Grand Marshal Showboat featuring our host city - City of Fort Lauderdale. South Florida Ford Fireworks, showstopper entries sponsored by WSVN, Republic National Distributing, Co., AARP, Live Nativity by Catholic Health Services, and more. Vote for your favorite entry on the Winterfest App to win Spirit Airlines!

WINTERFEST TELEVISION SPECIAL FIRST AIRS DECEMBER 18 On WSVN CHANNEL 7 followed by airing on BALLY SPORTS FLORIDA.

SANTA SIGHTINGS, CONTESTS, SANTA TRACKING, MAILBOXES HOLIDAY CRUISES, DIY ORNAMENTS, RECIPES AND MORE

Look on our website or app for Santa Sightings and Santa mailboxes with Broward Health. Enjoy the holidays out and about or from the comfort of your home

SPEND THE WEEKEND WITH WINTERFEST Enjoy all the excitement of Fort Lauderdale and the Parade -visit Winterfest for weekend hotel packages.



EVENT & TICKET INFORMATION

954-767-0686 WinterfestParade.com

BECOME A SPONSOR - GET INVITED! Contact Lisa@WinterfestParade.com #WinterfestFL #WF50

DOWNLOAD THE WINTERFEST APP

GET EVENT UPDATES • VOTE for YOUR FAV BOAT • WIN PRIZES USA Today's Readers' Choice 10 Best - Holiday Festival

SEMINOLE HARD ROCK WINTERFEST'S CELEBRATES 50TH **ANNIVERSARY**





TO COMMEMORATE ITS 50TH ANNIVERSARY, SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE WILL FEATURE A SPECTACULAR LINEUP OF EVENTS COUNTING DOWN TO THIS YEAR'S HISTORICAL BOAT PARADE TAKING PLACE ON DEC. 11.

WINTERFESTPARADE.COM

he extensive Christmas cookie decorating and timeline, showcasing ornament making classes, and "50 Years of Hard more will be just one click away Rockin' Fun," will on Winterfestparade.com. Visitors be featured on will also have the opportunity the Winterfest to purchase an ornament or website, highlighting charm commemorating the Flashback Fridays and other 50th anniversary. The website will historical moments promoting the include a link to the online auction organizer's milestones. In 2021, Winterfest will be hosting its signature annual inperson events along with some

digital messages from Santa,

which will be active to bid on starting mid-October. "We are pleased to host many unique and interactive fun holiday happenings for the events, in person to bring the entire family to enjoy. Storytime, community together to celebrate the 50th anniversary of Winterfest

and the holiday season," said Lisa Scott-Founds, President and CEO. The December 2021 in-person lineup includes: Seminole Hard Rock Winterfest Black Tie Ball Presented by Broward Health on December 4th; Captain's Meeting Presented by Karma Automotive on December 2nd (for parade participants only); Seminole Hard Rock Winterfest® Grand Marshal Reception Presented by University of Miami Sylvester Comprehensive Cancer Center on December 10th; and the

50th Anniversary Seminole Hard

Rock Winterfest* Boat Parade on December 11th: VIP Viewing Area Presented by Holy Cross Health, Nova Southeastern University and Hotwire Communications on December 11th; Parade Viewing Area presented by Baptist Health on December 11th.

Winterfest is a Florida notfor-profit organization based in Broward County that produces a variety of events including the free public event known as the Winterfest Boat Parade - "The World's Most Watched Boat Parade."







Febeach

🕤 WSVN



DECEMBER 4

LIMITED NUMBER OF TICKETS AVAILABLE

CHLOE

BROWARD



THE TRADITION CONTINUES...



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

spirit

OFFICIAL BANK OF WINTERFEST

5/3

FIFTH THIRD BANK

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

888





Lifestyle, Waterfront Times, TravelHost, Venice and local magazines such as Rio Vista, Go Riverwalk, Las Olas and Fort Lauderdale Illustrated

Magazine Samples during November 2021



Lifestyle, Las Olas Boulevard Venice Rio Vista





Seminole Hard Rock Hotel & Casino PROUDLY PRODUCES THE

IN ASSOCIATION WITH

RNDC

PRESENTED BY

Magazine Ad Samples during November 2021



Magazine Covers 2021



The official magazine of the Las Olas Association | November 2021 A City of Fort Lauderdale recognized business association. 2021 SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

FORT LAUDERDALE'S CATY MAGAZINE

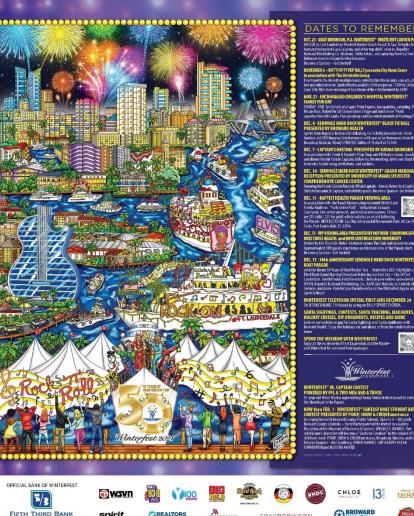


PRINT – Winterfest Promotional Materials

2021 Marketing Materials







5,000 Winterfest Poster, 100,000 Brochures

EVENT & TICKET INFORMATION online: WinterfestParade.com or 954-767-0686 😨 /winterfestine 📓 /winterfest.parade #winterfestFL #WF50 2021 OFFICIAL POSTER ARTIST: CHARLES FAZZINO | GRAPHICS: S.MARK GRAPHICS | PRINTED BY: DESTIN

Marketing Materials



VOL. 27 | ISSUE 1 | NOVEMBER 2021

Call 954-767-0686 or visit WinterfestParade.com

Baptist Health PARADE VIEWING AREA in association with Felbeach 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 indude 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).

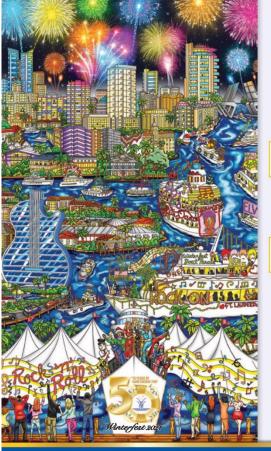
Tickets are \$15 for children 10 and younger, and \$25 for adults.

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.

Water Jean JEEVZ brightline



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 milestones 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 & Œ0



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

Winterfest Souvenir Journal / 10,000 mailed and included in Lifestyle Magazine - mailed and sent out digitally 158,000

Marketing Materials





Winterfest Brochures / Rack Cards distributed to Visitor Locations along I-95 and turnpike thru Visit Florida





PRINT – Mailing to Residences outside of County



SOUTH FLORIDA

Print & Mailing Samples – out of area targeting

RSVP® WINTERFEST CASE STUDY

 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.



MAILING TO HOMEOWNER BROWARD COUNTY

 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.





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

www.RSVPsfla.com

RSVP® WINTERFEST CASE STUDY

MAILING TO HOMEOWNERS PALM BEACH 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







DISPLAYS and ONLINE CONTESTS

CLINGS Promoting to Stay for the weekend













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

12.11.21

winterfestparade.com 954-767-0686

POS Displays & Contests 2021



In Harmony with Winterfest

Various Online Contests with

- Visit Lauderdale and • the Guitar Hotel
- **People's Choice with Spirit Airlines**
- **Decorating Contest** • with **REALTORS**



Winterfest Under the Sun Sweepstakes



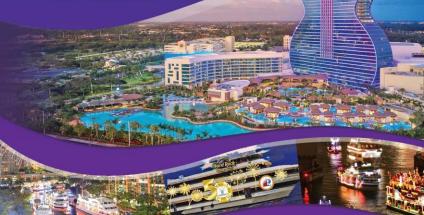




WINTERFEST "Party Like & Rock Sta







For more information visit www.WinterfestParade.com 🔹 By Phone: 954-767-0686

By Mail: Winterfest, Inc., 512 Northeast 3rd Avenue, Fort Lauderdale, FL 33301

GRAND PRIZE (ONE WINNER)

PARTY LIKE A ROCK STAR BASKET: ectric Guitar Autographed by 2019 Grand Marshal Bret Michaels tions for a Two (2) Night stay in the iconic Guitar Hotel (\$800 max value (2) Dinners for two at either Council Oak Steaks and Seafood, Cipresso (Italian) staurant (\$150 max value, each One day Bera Bora Cabana Experience for up to 10 Guests includ ndtrip air travel for winner and one (1) guest on Spirit Airlines@ 1 Seat - subject to Air Travel B ons set in the Terms an ons of Spirit Airlines - Approximately \$4 150 00



MARIO LOPEZ

Sweepstakes



OFFICIAL GAME OF MINISTERFEST AND IND MARSHAL SHEDWEIGHT SPOREGRE

People's Choice Award

One Random Voter will win Roundtrip air travel for winner and one (1) guest on Spirit Airlines



Vote once a day until January 12, 202,

You can see the Parade on WSVN Channel 7 and Bally Sun Sports - click here for airing dates or watch the parade on Facebook: https://bit.lv/3snNgO1

50th Anniversary Winterfest Boat Parade Participants

POS DISPLAYS At Crown with support at select Publix and other sponsors with brochures in their locations.



Banners and Outside Billboards2021





Mobile Mike Video Display trucks that promoted Entering the Parade 339 Route in September – November 2021. December 2021 – 339 Routes street banners throughout the City of Fort Lauderdale's Main streets.



DIGITAL SAMPLES

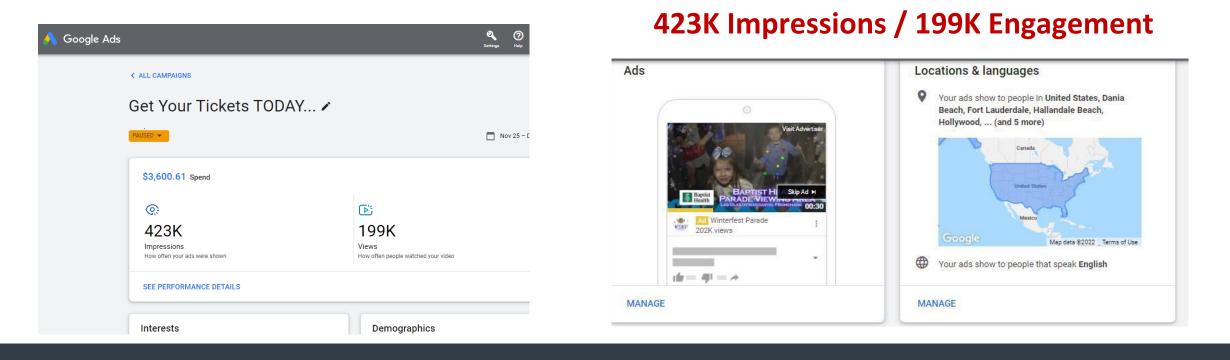
Sample Digital Promotions 2021



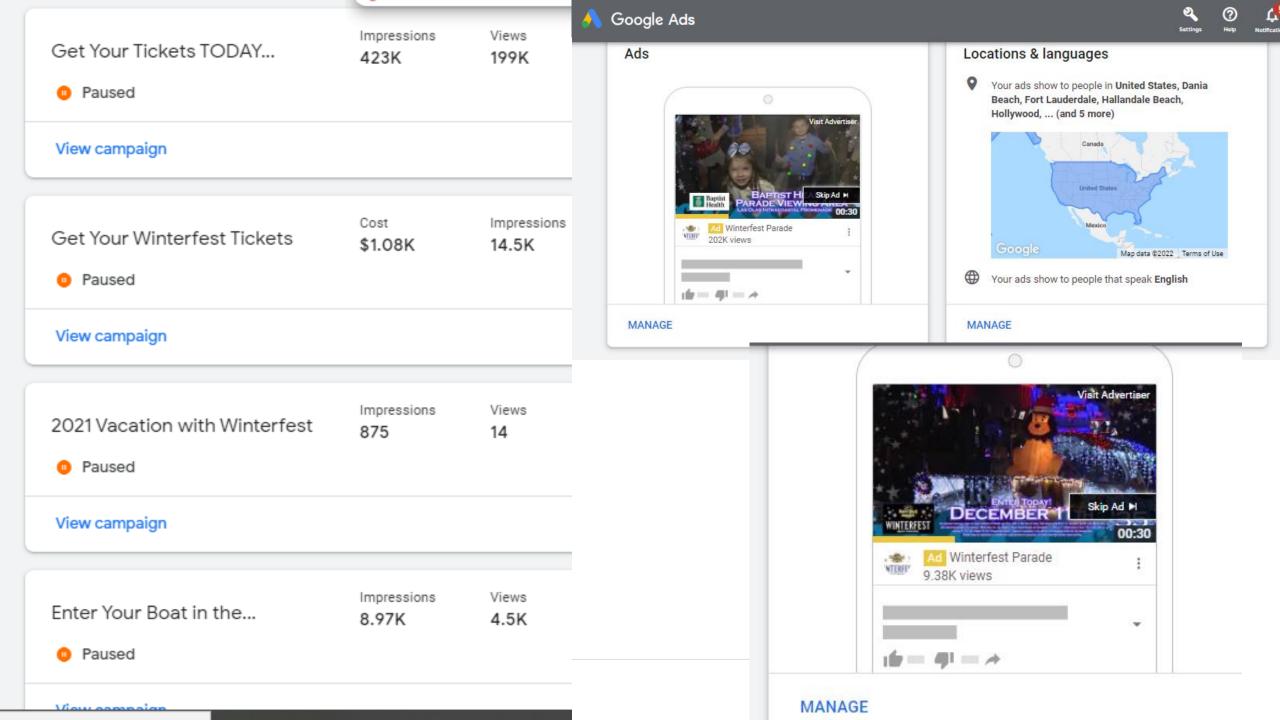
ONLINE PROMOTIONAL SAMPLES targeting to outside of the county to

- Vacation
- get tickets to events
- and see Santa in Fort Lauderdale

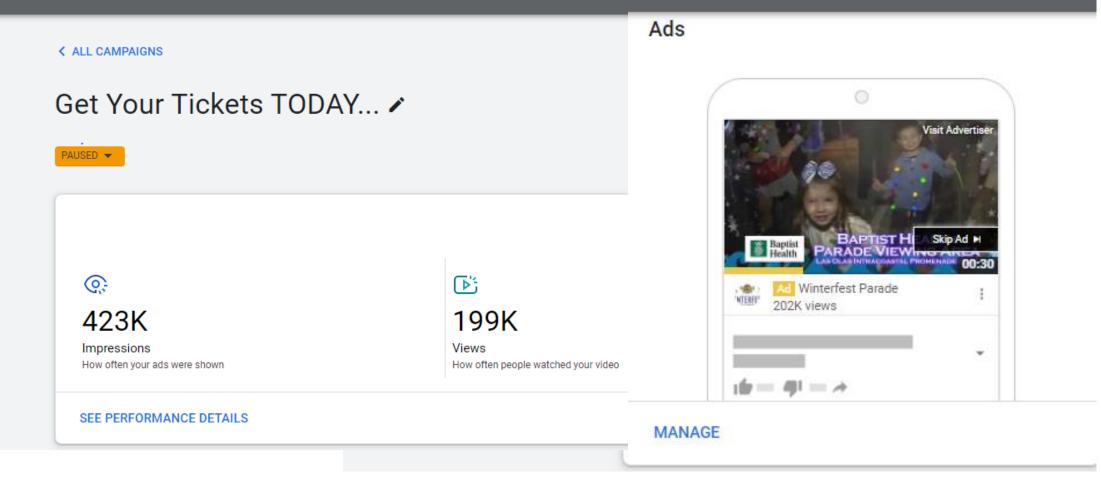
GOOGLE ADS / Vacation Promotion FACEBOOK / INSTAGRAM – Vacation Promotion \$4,678.93 \$3,600.61

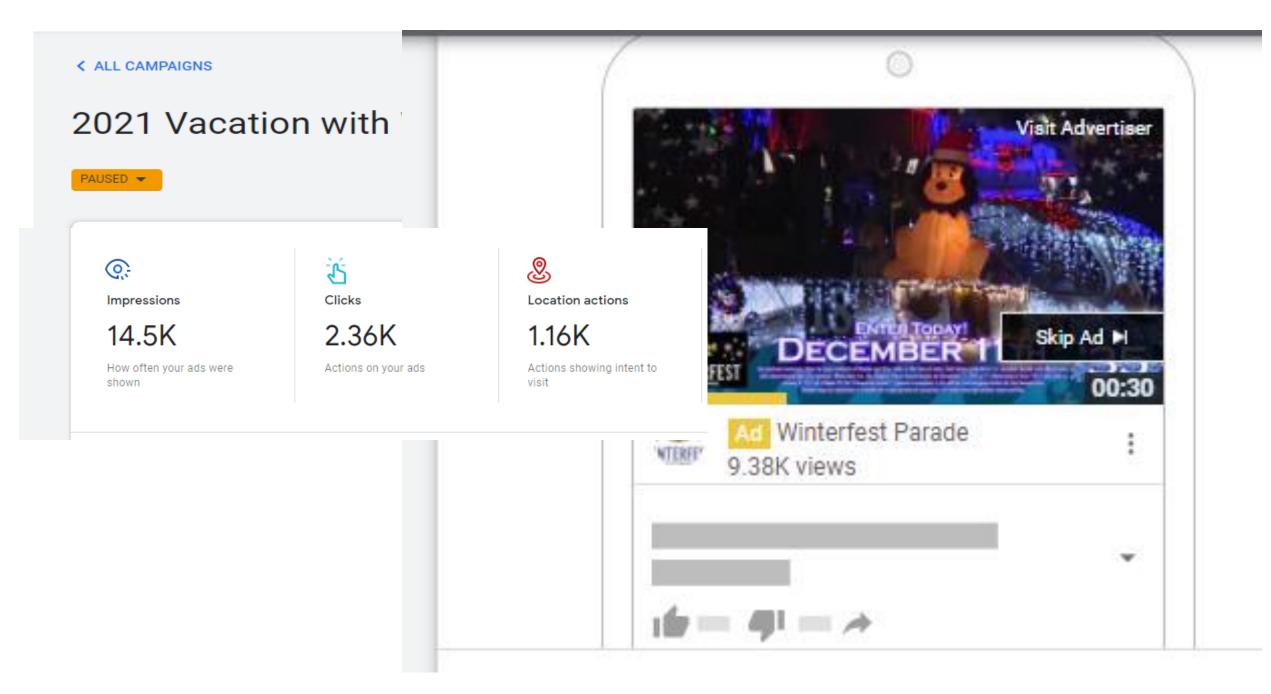


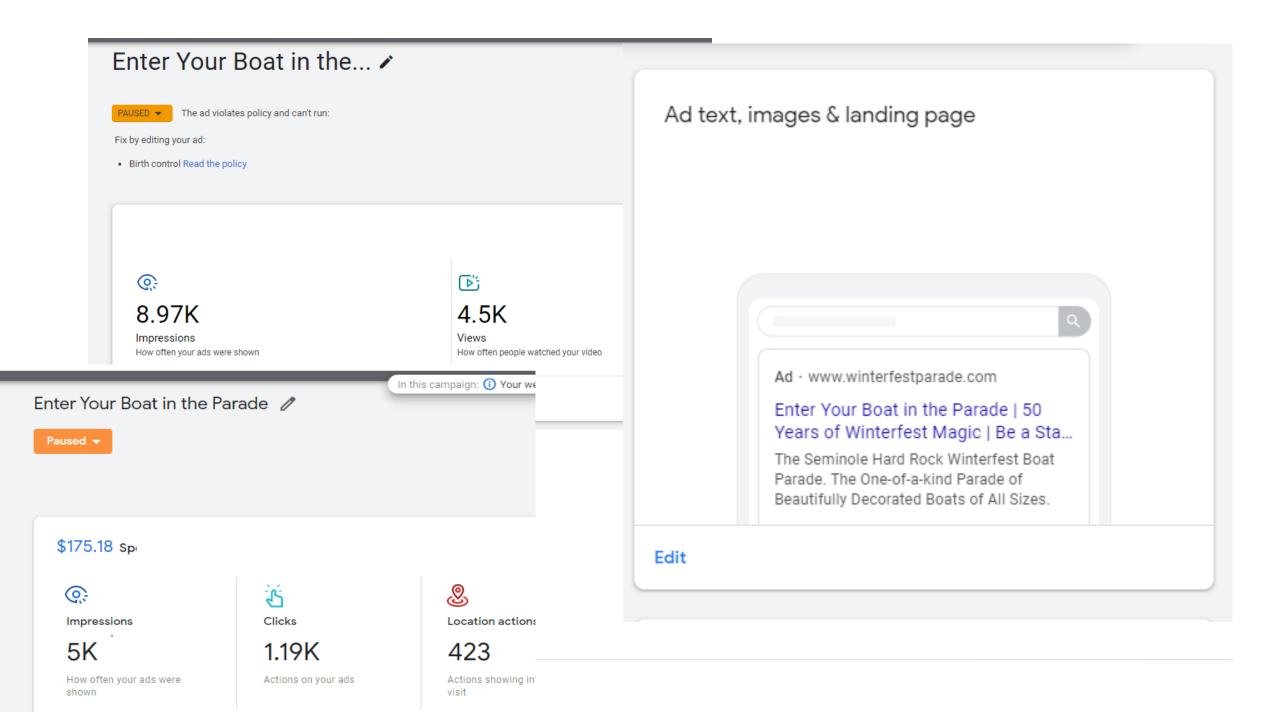
Social Media Samples – out of area promotions



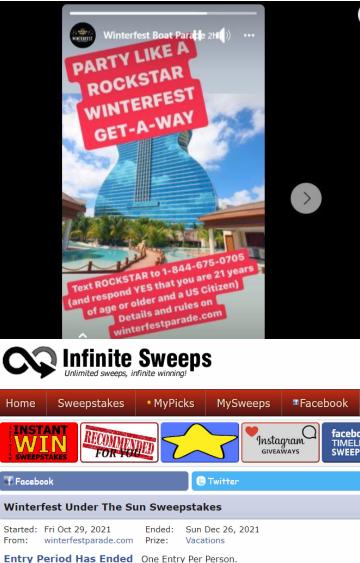


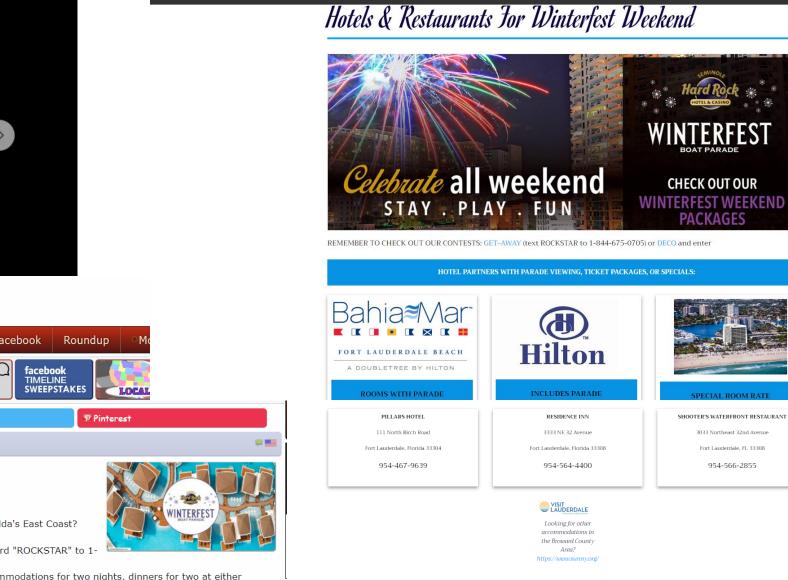












Events 🗸

Apps 🥱 New River Raft Rac... 📓 Seminole Hard Roc... 👩 Welcome to Publix... ★ Bookmarks 🔇 Timeline/S Embed... 🐞 Manage your Apple... 🗯 Apple ID - Apple D... 🔇 New Tab 🔇 Santa Chats » Posta... 📲 Halloween Candy 📖 🐧 Microsoft O

→ C
winterfestparade.com/hotels-and-transportation-for-winterfest-events

Login to keep track of your entries. Are you looking for a getaway with a little Fun in the Sun on Florida's East Coast? Winterfest has your answer!

Now through November 26th at 3 PM EST, sign up or text the word "ROCKSTAR" to 1-844-675-0705 and get ready to party like a rockstar.

You could win a Winterfest trip for two that includes deluxe accommodations for two nights, dinners for two at either Council Oak Steaks and Seafood, Cipresso or Kuro valued up to \$150 and more.

....

The trip includes round-trip flights on Spirit Airlines for a total value of \$1,900.

Standard data/messaging rates may apply.

FAMILIES AND SAVINGS NEWSLETTER

SunSentinel

DECEMBER 8, 2021

FAMILIES AND SAVINGS

OLALIZATIVELCON

READ MORE

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

Deployment Date:

12/8

11,031

Clicks:



VEW IN SECURES



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%)

Clicks: 752 (1.00%) **Open rate:** The industry average is 15%

Click rate: The email industry average is 2%





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

Clicks:

619 (6.71%)

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

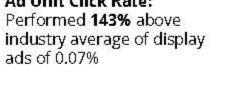
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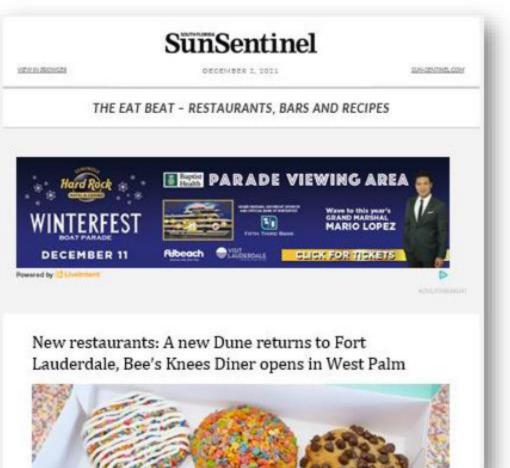
1,987 (21.55%)

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

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

Ad Unit Clicks: 16 (0.17%)









FAMILIES AND SAVINGS NEWSLETTER

SunSentinel

DECEMBER 8, 2021

FAMILIES AND SAVINGS

OLALIZATIVELCON

READ MORE

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

Deployment Date:

12/8

11,031

Clicks:



VEW IN SECURES



FACEBOOK HANDSHAKE

Run Date:

11/1 - 11/20

Reach:

21,491

Impressions: 137,393

Clicks: 3,751 Strong engagement with South Florida audience

CTR performance: 2.73%

Post engagement:

221 reactions, 24 comments, 65 shares

Click rate: Performed 203% above email industry average of display ads of 0.90% for Facebook ads



South Florida Sun Sentinel with Winterfest Boat Parade Paid Partnership : ③

PAID FOST From a free family fun day, elegant black-tie ball, a new viewing area to watch the boat parade decked out in lights and holiday cheer and weekend getaways, Winterfest 2021 has something for everyone.

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NATIVE ARTICLE

Run Date: 11/1 - 11/20

Average time spent on article: 64 seconds

Page views: 1,462

CTA clicks (on links/ads within the article page): 69

CTA rate: 4.72%

Click rate: Performed 424% above industry standard CTR of 0.90% for native ads



The 2001 Seminole Hard Rock Winterfert Beer Parade is calebrating its 50th anniversary on Saharkay, Dec. 11, 2021. The tableau signature event of South Handa will provide a right of lights, must and this for locals, outlies and evenyous else, whether young or age or young at hant. The mode-anticipated toot parade premises a magical night as boars decided out in heliday flab light up the waterways from downsom. Port Landerdale to Late fairty Barbara in Dompana Heerb.





Seminal Hard Rock Hote & Casino - Hoteywood, F. Winterfelt Board Panade Mere Info on classes here: https://ticiny.info/winterfest Promenade Pani, Bio Las Olas Circles, Port Dablo: Viewing area: Las Olas Intracoastal Promenade Pani, Bio Las Olas Circles, Port Oladies cene al 400 p.m. Trickets: mt125 - Adult antibis - children (10 & under) @chylorfortuladerdale @visiladerdale

travelhostftl Be aware of bridge and waterway closings this Saturday due to the 50th annual

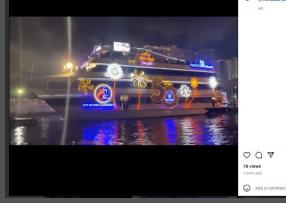
travelhostftl

Travelhostftl

R.



travelhostftl @winterfestboatparade #wf60 @visitiauderdale #boats #lights #holidays



Videos, Photos Social Media highlights





travelhostftl #wf50 #visitlauderdale #boatshow
 4d

FOR MORE INFORMATION PLEASE CALL US AT 954-241-7938 or <u>EMAIL US</u>. Ticketing Powered by Complete Ticket Solutions.



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

CLICK HERE for Additional details.





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



Culinary Courtyard. Interactive games and fun for the whole and \$25 for adults family, including a sampling from our friends at LaCroix. Ford om/events/parade-viewing-area 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 Parking is available at the City Garage, Bahia Mar, Beach Place (and other Parade, the Shane Duncan Band will be in concert. Sit back and locations TBA) Rideshare is encouraged elax and enjoy all this area has to offer. Our MC for the day is

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PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions to pets, cans, drones, chairs, or coolers are permitted inside the gated arade Viewing area. SAVE \$5

USE PROMO CODE: WF502021

Published by CoSchedule App 🔮 - December 31, 2021 at 1:55 PM

Vote for your favorite boat and catch the magic on WSVN Channel 7 and Bally Sun Sports on January 1st. Complete television airings and voting on winterfestparade.com #Vote #PeoplesChoice #SpiritAirlines

#2 WINTERFEST FIREWORKS PRESENTED BY SOUTH FLORIDA FORD

...

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



Winterfest Boat Parade Sponsored · 🚱

The Best Show on H2O - World's Most Watched Boat Parade, 50th Anniversary Parade Date: 12-11-2021



Mario Lopez - 2021 Winterfest Grand Marshal There is still time to get your tickets to watch the B...

Videos, Photos Social Media highlights





Photos by Jason Leidy

December 4, 2021, Winterfest event at the Seminole Hard Rock Hotel & Casino was pure magic as the SHR Team transformed the Event Center into a Winterfest Wonderland as a nod to the Broadway Music Disney FROZEN. Presenting Sponsor - Broward Health in Association with Republic National Distributing Company. Other Sponsors included: DEX Imaging, Karma Broward, Fidelity Investments, South Florida Ford, and Carroll's Jewelers. WSVN Channel 7 was there to cap... See more — with Karla Joan Nelson-Thatcher and Hotwire Communications.



Mayor Dean Trantalis is at Huizenga Plaza. November 17, 2021 · Fort Lauderdale · ③

...

The countdown to the 50th Winterfest Boat Parade continues with #FamilyFunDay, this Sunday at Huizenga Plaza! From giant holiday slides to live music, activities with the Florida Panthers, and the Museum of Discovery and Science, there will be fun for all happening in downtown Fort Lauderdale. More details at: https://winterfestparade.com/events/family-fun-day





FAMILY FUN DAY 21 SUNDAY, NOVEMBER 21, 2021 AT 10 AM - 3 PM Winterfest Family Fun Day- Free Event III Insights About Discussion Details Insights 2.6K people responded Last 7 Days: Jan 26 - Feb 2 Event by Winterfest Boat Parade, Riverwalk Fort Lauderdale and * 4 others Huizenga Plaza People Reached Responses Duration: 5 hr 22,133 2,558 Public · Anyone on or off Facebook +2 last 7 days +0 last 7 days Joe DiMaggio Children's Hospital Winterfest Family Fun Day presented by Publix Super Markets / Publix Greenwise Market brings you a Free ⊜ Family Event with the SOS Ocean Conservation Village! Audience Track ticket sales FREE fun for kids of all ages! Look for the giant Alpine Woods Tubing Slide and activities from our partners: iHeart media, Broward College, Track ticket sales on Women 35-44 Broadway Across America, Trackless Train, face painting, sampling, and your next event by 35% of total responses adding a ticket link much more. Pet Rescue Row with a Puppy Kissing Booth, South Florida Ford, Photo Opps with Florida Panthers mascot, SOS Shark Mascot

Videos, Photos, Social Media highlights







Visit Lauderdale 🥝

Ahhhh memories - I cannot wait til Santa is back in town!

What are you doing on December 4th? Register for the auction today and get your tickets - we have over 500 RSVPs and have not sent out an invitation!!!!! https://home.winterfest.gtego.net/ Join our Partners: 😆 Seminole Hard Rock Hotel & Casino - Hollywood, FL Broward Health... See more





Anter

In association with Republic National Distributing Company

DECEMBER 4, 2021

Social Media images promoting Parade Entry, Flashbacks and Auction



Winterfest 2021



Winterfest Flashback Friday brought to you by UKG - Ultimate Kronos Group! Kids In Distress Boat from 2011. Show up and show out and get excited for our Seminole Hard Rock Winterfest Boat Parade on December 11th! Celebrate with us for our 50 years of Winterfest!



Winterfest Boat Parade December 10, 2021 · 🕥

Winterfest Flashback Friday brought to you by UKG - Ultimate Kronos Group! Look at Step Up from 2007. Show up and show out and get excited for our Seminole Hard Rock Winterfest Boat Parade on December 11th! Celebrate with us for our 50 years of Winterfest!

...



Hard Rock WINTERFEST 12-11-21







BID



winterfest.home.qtego.net



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



Winterfest Boat Parade

Sponsored · 🙆

...

Thank you to our partners Visit Lauderdale for filming Santa! Storytime with Santa was a big hit - a select group was able to seeSee more





5 Shares



Winterfest Boat Parade Sponsored · @

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



SAT, DEC 18, 2021 Storytime with Santa presented by Joe DiMaggio...



FACEBOOK ADS – promoting purchasing tickets to the event with additional links to vacation packages



Winterfest Boat Parade

...

Book now

The Best Show on H2O - World's Most Watched Boat Parade. 50th Anniversary Parade Date: 12-11-2021



HTTPS://WINTERFESTPARADE.COM/EVENTS/PARADE-VIE...

Mario Lopez - 2021 Winterfest Grand Marshal

There is still time to get your tickets to watch the B...



Winterfest Boat Parade Sponsored · 🕲

The Best Show on H2O - World's Most Watched Boat Parade. 50th Anniversary Parade Date: 12-11-2021



HTTPS://WINTERFESTPARADE.COM/EVENTS/PARADE-VIE...

Mario Lopez - 2021 Winterfest Grand Marshal There is still time to get your tickets to watch the B... Book now



Winterfest Family Fun Day is SUNDAY 11/21! Huizenga Plaza | 10-3 PM | winterfestparade.com

*Music by Shane Duncan Band / All Access Band *Storytime with Pomp Snow & Cirqueumstance... See more



Videos, Photos, Social Media highlights from WSVN-TV, Riverwalk and UKG

PARTNER SOCIAL SHARE



....

The Seminole Hard Rock Winterfest Boat Parade is THIS SATURDAY! Do you know where you're viewing yet???

Information about viewing areas, parking, and more available at winterfestparade.com. City of Fort Lauderdale Visit Lauderdale #event #fortlauderdale #WF50 #everyoneunderthesun #visitlauderdale







The Greatest Show on H2O is back for its 50th anniversary! Winterfest Boat Parade live from Fort Lauderdale.



U	Kenee Korbei Quinn, I	rs 348 Comments	348 Comments 442 Shares			
	🖒 Like	💭 Comment	🖒 Share	🧶 -		

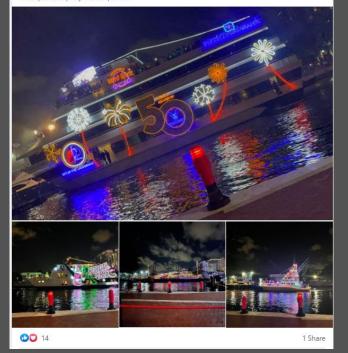
Honored to celebrate 50 years of the Winterfest Boat Parade at the Seminole Hard Rock Hotel and Casino.

Pictured here is Angela Posillico, CEO for Ms. International World and AI Posillico, President of Ms. International World!



Hotwire Communications

A picture-perfect view from the Winterfest Boat Parade VIP viewing area - sponsored by Hotwire Communications! Thank you to Winterfest for an incredible evening of holiday lights and fun on the water at the 50th annual Winterfest Boat Parade! #Winterfest #HotwireCommunications #boatparade #party #fun #sponsor



 Filinion
 Hotwire Communications

 October 25, 2021
 Image: Communication in the second second



That's one homy #Stang. * #PunIntended

SFLFord is at Hugh Birch State Park - At Winterfest Boat Parade.

December 31, 2021 · Fort Lauderdale · 🚱

SFLFord January 12 - 🔇

••••

Thank you all for attending the Winterfest Boat Parade and making this an event to remember.

Danny Marks is $\frac{1}{2}$ feeling festive with Savannah Hetzel and 3 others at Winterfest Boat Parade, Intracoastal Waterway, Fort Lauderdale, Florida.

Winterfest Boat Parade, #Ford #fordmustang #WinterFest2021 #boatparade

December 11, 2021 · Fort Lauderdale · 🕲

We can't wait to see you all again soon, but in the meantime click the link below to find your favorite #Ford cars near you. https://www.buyfordnow.com/

Videos, Photos, Social Media highlights from partners – South Florida Ford and Hotwire Communications

PARTNER SOCIAL SHARE







Learn more



Winterfest Boat Parade Grand Marshall reception at Seminole Hard Rock Hotel & Casino - Hollywood, FL! Visit Lauderdale



Videos, Photos, Social Media highlights from TravelHost

PARTNER SOCIAL SHARE







TravelHostFTL Published by Sabrina Saada O · December 10 at 8:11 PM · O #HardrockHolly #GrandMarshallReception #visitlauderdale







TravelHostFTL was live. Published by Ina Lee ♥ - December 10 at 7:29 PM - ♥

...



TravelHostFTL is with Ina Lee. Published by Sabrina Saada • - December 4 at 8:35 PM - • Winterfest Boat Parade Signature Black Tie Ball! Seminole Hard Rock Hotel & Casino - Hollywood, FL







Videos, Photos, Social Media highlights from TravelHost

PARTNER SOCIAL SHARE



50 YEARS OF

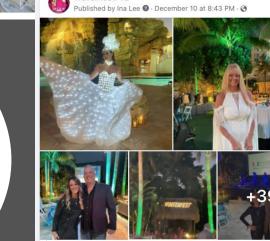
Winterfest 2021

...

Published by Sabrina Saada 🙆 · December 11 at 7:30 PM · 🔇

Winterfest's 50th Anniversary ! #wf50 #boatparade Visit Lauderdale Seminole Hard Rock Hotel & Casino - Hollywood, FL





Ina Lee is with Stacy Ritter and 29 others at Seminole Hard Rock Hotel and Casino Hollywood Guitar Hotel. December 10 at 8:34 PM - Winterfest Boat Parade Grand Marshall Reception #travelhostftl Published by Ina Lee **9** - December 11 at 11:08 AM - S



...

Winterfest Boat Parade December 11 at 10:02 AM · ♂ The day we have all been waiting for is here... It's parade day! ♀ 12 miles of parade route and fun! Take a look at our website; www.winterfestparade.com to vi... See more

> TravelHostFTL Published by Sabrina Saada • - December 11 at 9:46 PM - • • #Winterfestboatparade #wf50 Riverside Hotel



TravelHostFTL Published by Sabrina Saada 🔕 · December 9 at 9:06 AM · 😋

TravelHostFTL was live.

Published by Ina Lee 🙆 · December 10 at 7:00 PM · 🚱



TravelHostFTL is with Ina Lee. December 9, 2011 · 🚱 Ina Lee, creator of the first Winterfest Black Tie Ball, Marriot Harbor Beach, 1986

Videos, Photos, Social Media highlights from TravelHost



...

TravelHostFTL Published by Sabrina Saada 🛽 · December 7 at 11:32 AM · 🕄



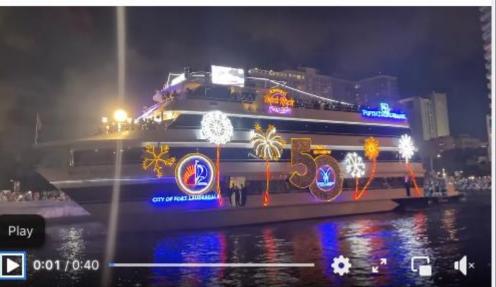
City of Fort Lauderdale 🥝 December 6 at 4:26 PM · 🚱

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

Las Olas Intracoastal Promenade... See more



TravelHostFTL Published by Sabrina Saada 😰 · December 11 at 7:33 PM · 🔇



as the largest spectator event in the state and 7th in the country! https://www.sun-sentinel.com/.../fl-et-winterfest-boat...



...

...

SUN-SENTINEL.COM Kardashian through the snow: Try our Winterfest trivia quiz as 50th annual boat parade returns on Saturday

With the second Published by Ina Lee @ - December 9 at 9:01 AM - 🕤 TravelHostFTL Owner Ina Lee helped create Winterfest Boat Parade

PARTNER SOCIAL SHARE

Advertising Report 2021



TELEVISION

Television Report 2021

Celebrate all weekend STAY . PLAY . FUN

CHECK OUT OUR WINTERFEST WEEKEND PACKAGES

WINTERFEST

BOAT PARADE

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

Advertising Report 2021



Winterfest Promotions / Sample of Commercials on https://winterfestparade.com/videos with additional links at the end of this segment.

Television 2021





WSVN PROMOTIONS	# of Spots					
Entry	combination of :30 :15 spots	150				
	:05 ID spot					
Grandstand	combination of :30 :15 spots	100				
	:05 ID Spot					
Grand Marshal	combination of :30 and :15 spots	60				
Deco Drive give-away	eco Drive give-away contest (Promoting vacationing in the Area)					
One Hour Special	combination of :15 &:05	50				
Snipes	scroll across the screen during a	22				
•	Program					
TOTAL SPOTS includ		392				
Seminole Hard Rock	Winterfest Boat Parade One-Hour Special (Airings)					
Miami/Fort Lauderdale	Market	5 Airings				

Tri-County Markets SAMPLE (not all the advertising promotions on WSVN)

Television 2021





2 Airings

Boston Market

WHDHSunday, 12/26/21 5:00-6:00PMWLVISaturday, 1/1/22 3:00-4:00PM

Throughout the State of Florida

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

 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

Social Engagement

Facebook: Livestream of the Parade Watched by 78,900 people Parade Night 1.8k likes, 452 shares Twitter: 4,520 viewers

9 Airings

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

Advertising Report 2021

News Veather Sports Entertainment Live	74° 📣
Watch Live: Winterfest Boat Parade	e
🗯 App Store 🚆 🛱 Google Play	Share f 🎔 🖾
	100
	and the second

Facebook: Livestream of the Parade Watched by 78,900 people Parade Night 1.8k likes, 452 shares Twitter: 4,520 viewers

Digital Samples

Report 2021



VIDEO LINKS:

COMMERCIALS ON HOTWIRE COMMUNICATIONS TELEVISION NETWORKS

- Vacation with Winterfest Creative
- <u>Winterfest Parade Viewing Creative</u>

COMMERCIALS ON WSVN 7 and ONLINE:

• <u>Vacation: Parade Viewing and Vacation</u> (online commercial hosts 201,569 views)

2021 LINKS FROM THE WSVN TELEVISION SPECIAL:

- FAMILY FUN DAY: <u>https://youtu.be/jSckhU-hmHI</u>
- PARADE VIEWING: <u>https://youtu.be/jSckhU-hmHI?t=110</u>
- SHOWSTOPPERS: <u>https://youtu.be/EJwqh9EyHa0</u>
 - o Including an interview of the Winterfest Foundation Jr. Captain
- WHITE HOT LAUNCH PARTY: <u>https://youtu.be/H-fgfr73rGU</u>
- GRAND MARSHAL RECEPTION with SPIRIT BOW CAM: https://www.youtube.com/watch?v=xi97HOrGfz4
- BLACK TIE BALL: <u>https://youtu.be/O6fwLB5x-ws</u>
- ONE HOUR SPECIAL: <u>https://youtu.be/mfT0VIGCaww</u>

2021 Live Television Show: <u>https://eyeonchannel.com/winterfest-boat-parade/?fbclid=lwAR2mC9eTkKgwx0d7IEPB10KJePf5Gu5UezpfTL2vaNAHV_x07T6</u> wd7Vu53s

Report 2021

VIDEO LINKS:

NEWS

https://wsvn.com/entertainment/50th-seminole-hard-rock-winterfest-boat-parade-cruises-downnew-river-intracoastal-after-pandemic-pause/

https://wsvn.com/news/local/boat-decorator-comes-out-of-retirement-for-50th-winterfest-boatparade/

https://wsvn.com/entertainment/winterfest-boat-parade-sails-into-the-holiday-season-in-fortlauderdale/

https://wsvn.com/news/local/several-bridge-closures-taking-place-saturday-night-for-winterfestboat-parade-in-fort-lauderdale/

https://wsvn.com/entertainment/deco-drive/winterfest-makes-a-splash-with-black-tie-gala-aheadof-50th-parade/

2021 Links – EyeOnChannel

- **Grand Marshal Reception** with Mario Lopez and celebrity interviews: Joey Fatone, Ryan Cabrera, Captain Lee, and Santa <u>https://eyeonchannel.com/eye-on-south-florida/featured-sfl/the-</u> <u>seminole-hard-rock-grand-marshal-reception/</u>
- Strategic Planning for 50th Anniversary: <u>https://www.facebook.com/watch/?v=491341718799267</u>
- White Hot Launch Party with Andrew Robinson (Robinson's Jewelers), Tom Loffredo (Gray Robinson), Stacy Ritter (Visit Lauderdale), Captain Lee (Below Deck), Mark Swenson (Winterfest Chairman), Mayor Dean Trantalis (City of Fort Lauderdale), Paul Castronovo (Paul Castronovo Show), and Sheriann Namer (EyeOnSouthFlorida) https://www.facebook.com/watch/?v=3066650840259112
- VIP Area with Fort Lauderdale Commissioner Steven Glassman, Broward County Mayor Michael Udine, Visit Lauderdale Stacy Ritter, TravelHost's Ina Lee, VIP Chairwoman Lisa Duke, Harry K Moon, MD, Representative from the USS Fort Lauderdale, Riverside Hotel's Heiko Dobrikow, Winterfest's Lisa Scott-Founds, : <u>https://www.facebook.com/watch/?v=3066650840259112</u>
- Live Streaming of the Nifty Fifty Pep Rally Party thank you to the Umbrella Group, Steve Savor and AARP. Interviews at the end with Doug Jones with Karla Thatcher (Hotwire Communications), David Boothe (Republic National Distributing Company), Lisa Scott-Founds (Winterfest, Inc.). Captain Lee (Bravo's Below Deck), Susan Renneisen (Seminole Hard Rock Hotel & Casino), Pinky (Happy Days), Otis Day https://fb.watch/b2mSkFF-67/

2021 Link - Dining Divas:

• Dining Divas at the Winterfest Launch Party: <u>https://www.youtube.com/watch?v=ic4XHQ8oKe4</u>

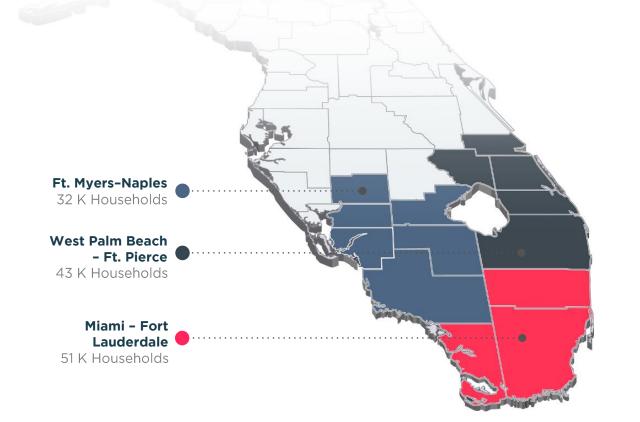
Advertising Report 2021

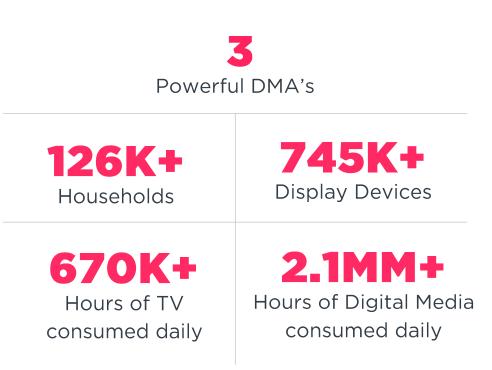
Hotwire[®] fision[®] COMMUNICATIONS

Fiber Optics by Hotwire

Parade Viewing and Vacationing in the Greater Fort Lauderdale Area

Where Winterfest was promoted with Hotwire Communications







Promotion Value

2021 Winterfest Sponsorship & Paid Advertising Schedules

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





Target Market

The "Tech-Savvy Super-Spender"

Meet your new consumer: tech-savvy spenders living in high-end, luxury properties. Tap into business decision-makers and influencers who rely on their devices to stay informed and connected; acquiring the latest communication and entertainment technology to equip their homes with high-performance internet access, for work *and* play.



Average HHI



\$768K

Average Home Value





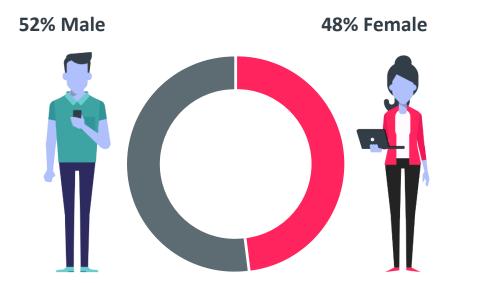




745

U.S. Average Credit Score 673

400





Advertising on Hotwire's Platforms



FLIGHT

November 2nd – December 11th 2021



TARGET

3 DMAs: High Viewability Entertainment | News | Movies

▶

CREATIVE

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



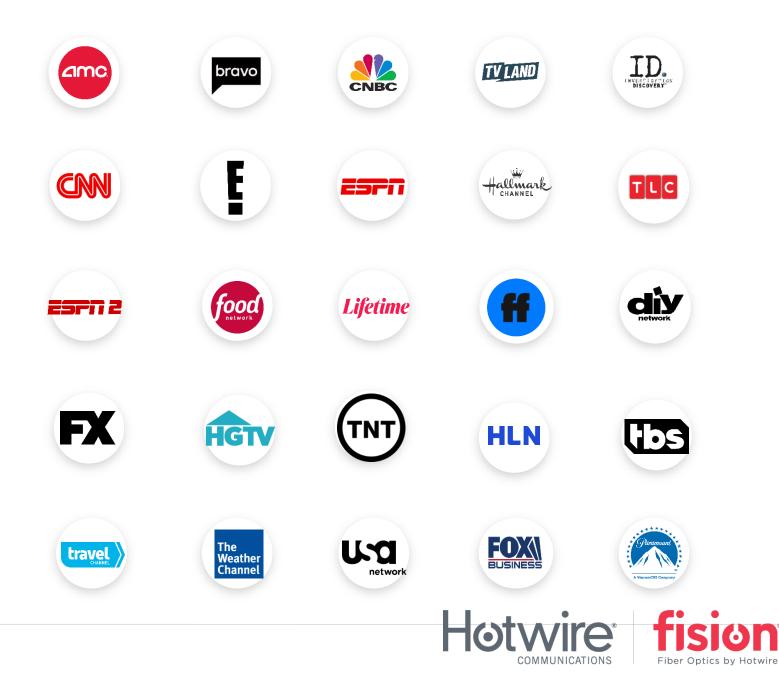
SPOTS

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

Networks

25 Top Rated Networks





Advertising Report 2021



RADIO

Radio Report 2021

Celebrate all weekend STAY. PLAY. FUN

Radio Campaign Sampling – local and outside markets



WINTERFEST

BOAT PARADE

CHECK OUT OUR

PACKAGES

FEST WEE

Radio Promotions Report 2021



Radio Spot Promoting in local market:

Launch Party	167
Enter Your Boat	536
Black Tie Ball	265
Parade Viewing Area	90
Seminole Hard Rock	
Winterfest Boat Parade	13
Bridge	26

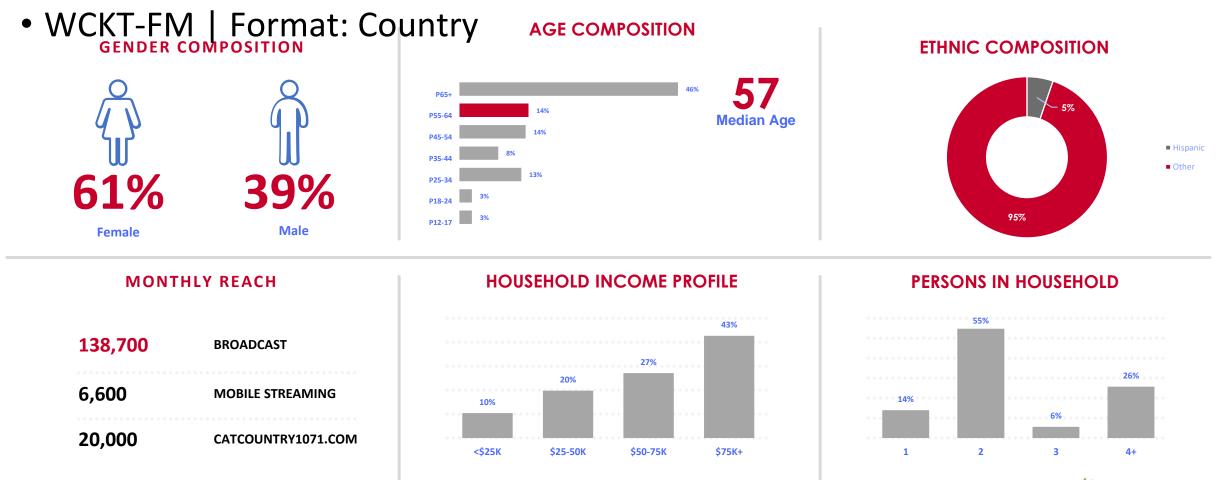
Promotions in the Tri-County Markets



MEDIA PLAN – OUTSIDE MARKETS WINTERFEST BOAT PARADE FT MYERS/NAPLES November 1-November 21



Market	Station	Format	Daypart	Notes	Total S	pots A	vg Wkly Rate	Total Cost	Spot length	Avg Spots/Wk
TOTAL RADIO						188		\$5,000.00		63
FORT MYERS-FL	WCKT-FM	Country - Mainstream				80		\$2,915.00		27
FORT MYERS-FL	WCKT-FM	Country - Mainstream	Mo-Fr 10a-3p			15	\$55.00	\$825.00	30	5
FORT MYERS-FL	WCKT-FM	Country - Mainstream	Mo-Fr 7p-12a			0	\$20.00	\$0.00	30	0
FORT MYERS-FL	WCKT-FM	Country - Mainstream	Mo-Su 6a-12a	Pre-Emptible AV	,	15	\$0.00	\$0.00	30	5
FORT MYERS-FL	WOLZ-FM	Adult Hits - 80s	Mo-Fr 6a-10a			15	\$25.00	\$375.00	30	5
FORT MYERS-FL	WOLZ-FM	Adult Hits - 80s	Mo-Fr 3p-7p			30	\$20.00	\$600.00	30	10
FORT MYERS-FL	WOLZ-FM	Adult Hits - 80s	Sa-Su 6a-7p			18	\$20.00	\$360.00	30	6
ASSE	Г	SIZE	LOCATION	FLIGHT	IMPRESSIONS	NET CPA	A NET COST		NOTES/TACT	ïICS
	BRANDED MEDIA - MMP activation Required									
iHeartRadio S Audi	-	(:15/:30/:60) Audio Spot	Live, Custom & Artist Station on Desktop & Mobile App - Auto, Smart Speakers & Oth Connected Devices	+ 11/1/2021-	62,500	\$16.00	\$1,000.00		Targeted to Ft. Myers/N A 25+	Naples DMA
				PROGRAM TOTAL:	62,500	\$ 16.0	0 \$ 1,000	.00		

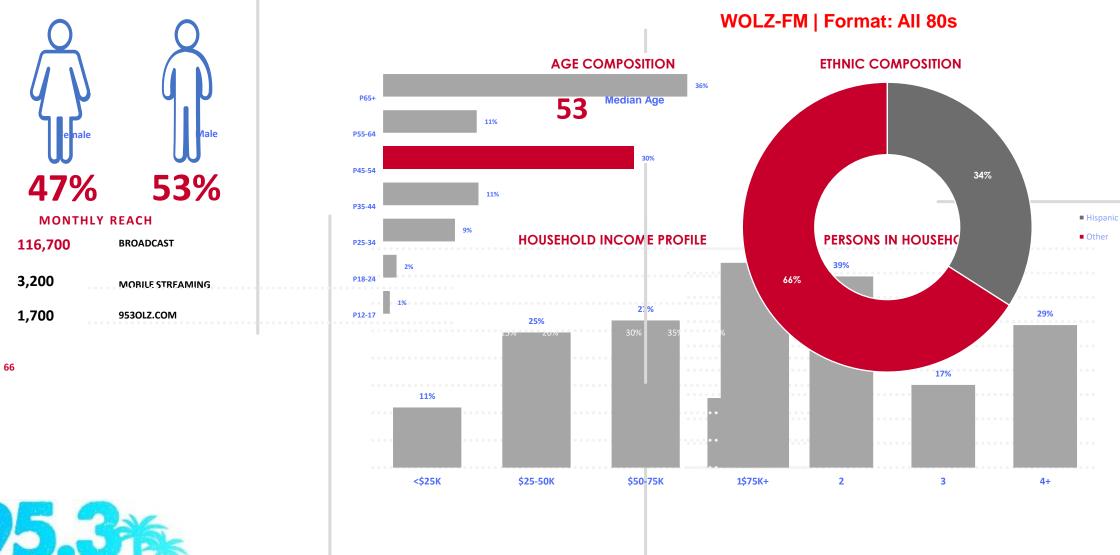




Source: Nielsen Audio/Act 1 4-Week Broadcast Reach, composition by AQH, Ft. Myers-Naples Metro, Mar-May21; Omniture, internal data, JUN21, mobile figures do not include streaming on desktop/other platforms



STATION SNAPSHOT 95.3 THE BEACH - FT. MYERS



Source: Nielsen Audio/Act 1 4-Week Broadcast Reach, composition by AQH, Ft. Myers-Naples Metro, Mar-May21; Omniture, internal data, JUN21, mobile figures do not include streaming on desktop/other platforms

GENDER COMPOSITION

80'S & MORE

Audience Sample 2021



Event Numbers, Charters, Hotel Sampling

Attendance Report 2021

Celebrate all weekend STAY. PLAY. FUN

CHECK OUT OUR WINTERFEST WEEKEND PACKAGES

WINTERFEST

BOAT PARADE

Sampling of Attendance during Celebration

Winterfest Event Report 2021

Event Name / Location	Attendees
Winterfest Launch Media Party / Fort Lauderdale Harbor Beach Marriott	536
Family Fun Day / Huizenga Plaza	5,000
Black Tie Ball / Seminole Hard Rock Hotel & Casino	1,074
Grand Marshal Reception / Seminole Hard Rock Hotel & Casino	515
Volunteer Party / Salt7	204

NON-PARADE EVENT TOTAL 7,119

Parade Day - Event Name / Location

VIP Parade Viewing Area / Laura Ward Park Parade Viewing Area / Las Olas Intracoastal Park

500 3,000 PARADE DAY TOTAL 3,500



Attendees at select events

Parade Entries Report 2021



Attendees on Vessels

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 – MIASF	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

Hotel Connecting Report 2021

Celebrate all weekend STAY. PLAY. FUN

CHECK OUT OUR WINTERFEST WEEKEND PACKAGES

WINTERFEST

BOAT PARADE

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:



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.

PT. LAUDERDALE BEACH	MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH	
by Hilton ROOMS WITH PARADE VIEWING	FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA	SPECIAL ROOM RATE
VIEWING		PLUNGE BEACH RESORT
	3030 Holiday Drive, Fort Lauderdale, FL	
HOTEL MAREN FORT LAUDERDALE	33316	4660 El Mar Drive,
BEACH		Lauderdale-By-The-Sea, FL 33308
Curio Collection by Hilton	9545254000	
		(754) 312-5775
525 S Fort Lauderdale Beach Blvd, Ft. Lauderdale, FL 33316	https://promos.marriott.com/FLLSB/wint erfest-getaway? web=1&wdLOR=cB172D08E-4652-4CCD-	https://www.plungebeachresort.com https://reservations.travelclick.com/99124
(954) 524-9595	BC1E-5A0B143EF203	
Discount rate package with dinner, champagne, etc.	PROMO CODE D3Q	Use promo code: WF50 to receive a 20% discount on ou Best Flexible Rate with a complimentary "Winterfest Cocktail" at our Backflip Beach Bar & Kitchen
https://group.curiocollection.com/bpfxqv		
Group Name: WinterFest Boat Parade Special Rate Group Code: WINTER		
HOTELS AND RESTAU	RANTS ON THE PARADE ROUTE ON THE INTRACO	ASTAL and NEW RIVER
	NEW RIVER VIEWING LOCATIONS	

BOATHOUSE AT RIVERSID

620 Southeast 4th Street

Fort Lauderdale, Florida 33301

954-377-5494

DOWNTOWNER 408 South Andrews Avenue

Fort Lauderdale, Florida 33301

(STAGE VIEWING located west of the Parade start)

RIVERSIDE HOTEL

620 East Las Olas Boulevard

Fort Lauderdale, FL 33301

954-467-0671

954-463-9800

Winterfest 2021

PARADE VIEWING Survey Sample



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 Ianie@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

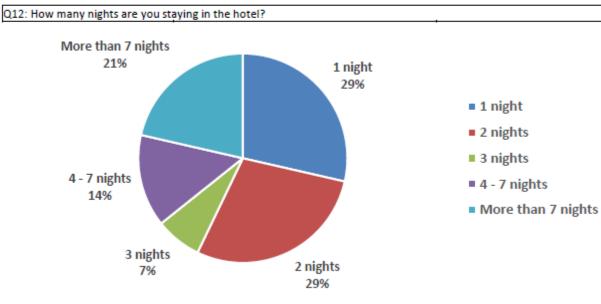
Survey conducted by: Lanie Shapiro TouchPoll South Florida On Site Surveys, Feedback, Economic Impact Studies 954-675-0181 www.touchpollsofla.com lanie@touchpollsofla.com



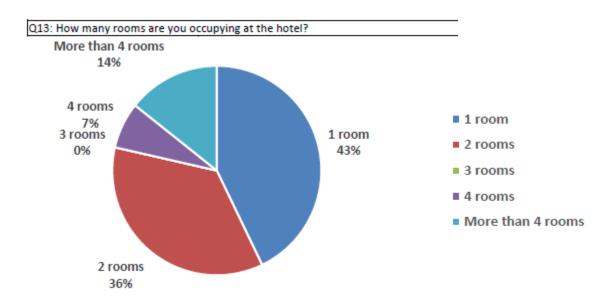
Out of County:

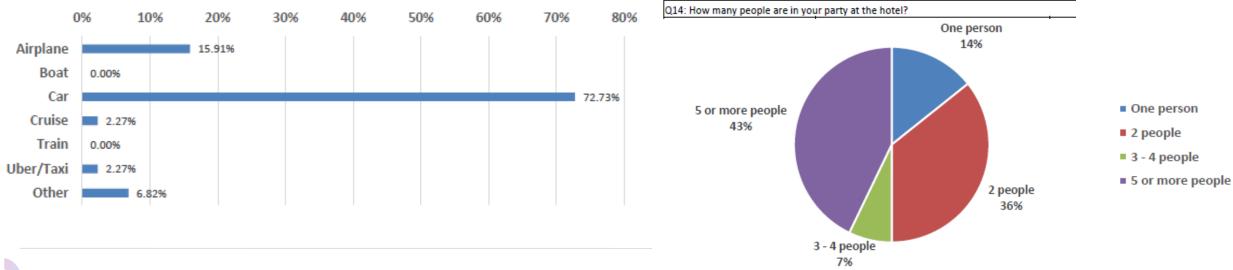
Zip	<u>CityAliasName</u>	CountyName	State
1949	MIDDLETON	ESSEX	MA
2130	BOSTON	SUFFOLK	MA
7080	S PLAINFIELD	MIDDLESEX	NJ
12054	BETHLEHEM	ALBANY	NY
12472	ROSENDALE	ULSTER	NY
29715	FORT MILL	YORK	SC
32114	DAYTONA BEACH	VOLUSIA	FL
32128	PT ORANGE	VOLUSIA	FL
32137	PALM COAST	FLAGLER	FL
32812	BELLE ISLE	ORANGE	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:

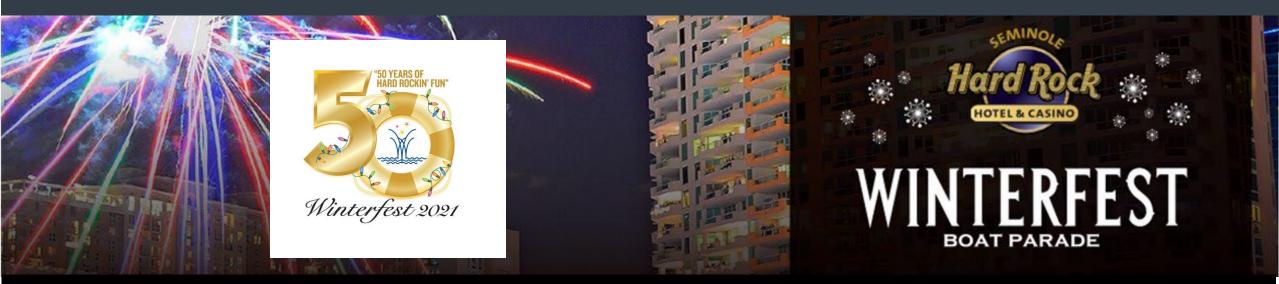


Out-of-County Visitors:





2021 PR SAMPLE / IMPRESSIONS REPORT



TWO SAMPLING REPORTS

BURRELLES REPORT

Impressions: 139,364,539

Total Stories: 56

Print and Web Value \$8,020,192

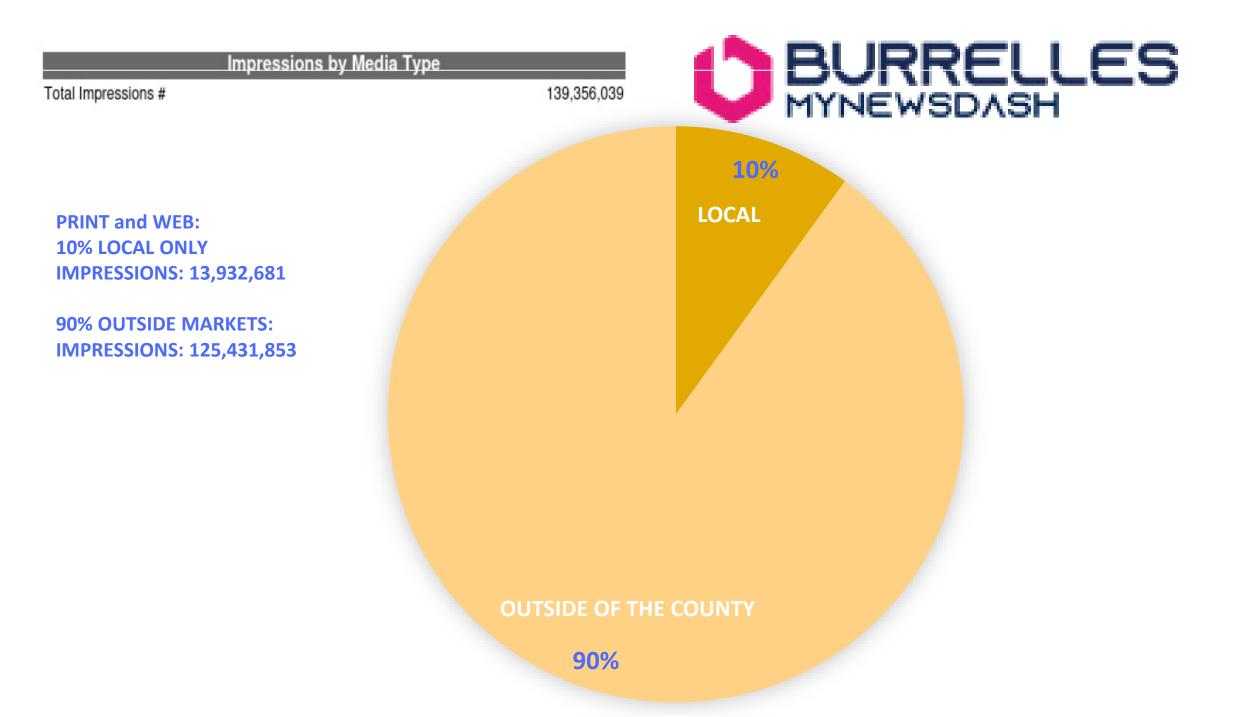
BITNER GROUP REPORT

Impressions: 397,461,519

Total Stories: 102

Print, TV and Web Value \$3,676,519.06

The totals and values do not include Magazines such as GoRiverwalk, THINK, Waterfront Times, Paid Advertorials, and additional Clips of stories successfully pitched by Durée and Company





No	Posted Date	Media Type	Headline	Outlet			Impressions	Media Cost
1	12-30-2021	- Print	<u>Holiday Cheer</u>	SOUTHERN BOATING	FORT LAUDERDALE	Florida	36,335 \$8,302	\$8,302
2	12-28-2021	- Print	<u>Hard Rockin' on</u> <u>the River</u>	CITY & SHORE	FORT LAUDERDALE	Florida	46,220 \$10,187	\$10,187
3	12-28-2021	- Print	Decking the Hulls	CITY & SHORE	FORT LAUDERDALE	Florida	46,220 \$6,537	\$6,537
4	12-27-2021	- Web	<u>Florida Christmas</u> <u>Boat Parade '</u>	NEWSWEEK INTERNATIONAL	NEW YORK	New York	6,082,709 \$114,952 –	\$114,952
5	12-20-2021	- Web	South Florida 100: DeSantis announces budget and crackdown on wokeness	SOUTH FLORIDA SUN-SENTINEL	FORT LAUDERDALE	Florida	843,323 \$273,054 –	\$273,054



Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
12-11-2021	- Print	Lopez to marshall Winterfest	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$1,694
12-10-2021	- Print	<u>Six tips for enjoying fun, safe</u> <u>holiday boat parade</u>	NEWS-PRESS	FORT MYERS	Florida	24,908	\$840
12-10-2021	- Print	<u>Try our Winterfest trivia quiz as</u> 50th annual boat parade returns	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$3,619
12-10-2021	- Print	<u>'50 Years of Hard Rocking Fun'</u>	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906 x	\$3,619
12-09-2021	- Web	<u>Winterfest Boat Parade Makes</u> <u>Waves</u>	GOLD COAST	FORT LAUDERDALE	Florida	1,343 –	\$305

No	Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
40	11-27-2021	- Print	<u>Holiday boat parades are ready to light up</u> <u>the nights</u>	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$2,387
41	11-25-2021	- Print	<u>Holiday happenings and festive seasonal</u> <u>events</u>	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$7,469
42	11-24-2021	- Web	<u>The Best Christmas and Holiday Events in</u> <u>Miami 2021</u>	MIAMI NEW TIMES	MIAMI	Florida	55,796	\$1,958
43	11-24-2021	- Web	<u>The Best Christmas and Holiday Events in</u> <u>Miami 2021</u>	NEW TIMES-BROWARD/PALM BEACH	FORT LAUDERDALE	Florida	7,180	\$230
44	11-22-2021	- Web	<u>The 6 Best Holiday Lights Displays In</u> <u>Miami</u>	OCEAN DRIVE MAGAZINE	MIAMI BEACH	Florida	698	\$24



No	Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
6	12-20-2021	- Print	<u>Season's Greetings</u>	FORT LAUDERDALE ILLUSTRATED	FORT LAUDERDALE	Florida	10,974	\$1,738
7	12-16-2021	- Print	FOND FAMILY MEMORIES	GO RIVERWALK	FORT LAUDERDALE	Florida	12,500	\$5,230
8	12-13-2021	- Web	<u>Watch Live: Winterfest Boat</u> <u>Parade a " WSVN 7News - Miami</u> <u>News, Weather, Sports - Fort</u> <u>Lauderdale Skip to content</u> <u>WSVN 7News - Miami News,</u> <u>Weather, Sports - Fort</u> <u>Lauderdale News</u>	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 _	\$152
9	12-13-2021	- Web	<u>The host with the most:</u> <u>Winterfest grand marshal Mario</u> <u>Lopez on juggling career and</u> <u>family</u>	SOUTH FLORIDA SUN- SENTINEL	FORT LAUDERDALE	Florida	843,323 –	\$5,283
10	12-13-2021	- Web	<u>Nations Longest Running Boat</u> <u>Show Sets Sail Out Of South</u> <u>Florida Tonight</u>	WIOD-RADIO 610 AM	MIAMI	Florida	7,369,494 _	\$33,555



No	Posted Date	Media Type	Headline	Outlet	City	State	Impressions	Media Cost
11	12-13-2021	- Web	Nations Longest Running Boat Show Sets Sail Out Of South Florida Tonight	WJNO-AM RADIO	WEST PALM BEACH	Florida	7,369,494 –	\$44,169
12	12-13-2021	- Web	50th Seminole Hard Rock Winterfest Boat Parade takes over Intracoastal after pandemic pause a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News -	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 _	\$471
13	12-13-2021	- Web	<u>Ft. Lauderdale's Winterfest Boat</u> <u>Parade Returns For 50th</u> <u>Anniversary</u>	WIOD-RADIO 610 AM	MIAMI	Florida	7,369,494 –	\$38,871
14	12-13-2021	- Web	Several bridge closures taking place Saturday night for Winterfest Boat Parade in Fort Lauderdale a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 –	\$338
15	12-13-2021	- Web	<u>50th Annual Winterfest Boat</u> <u>Parade in Fort Lauderdale -</u> <u>PHOTOS</u>	SOUTH FLORIDA SUN- SENTINEL	FORT LAUDERDALE	Florida	843,323 _	\$2,067



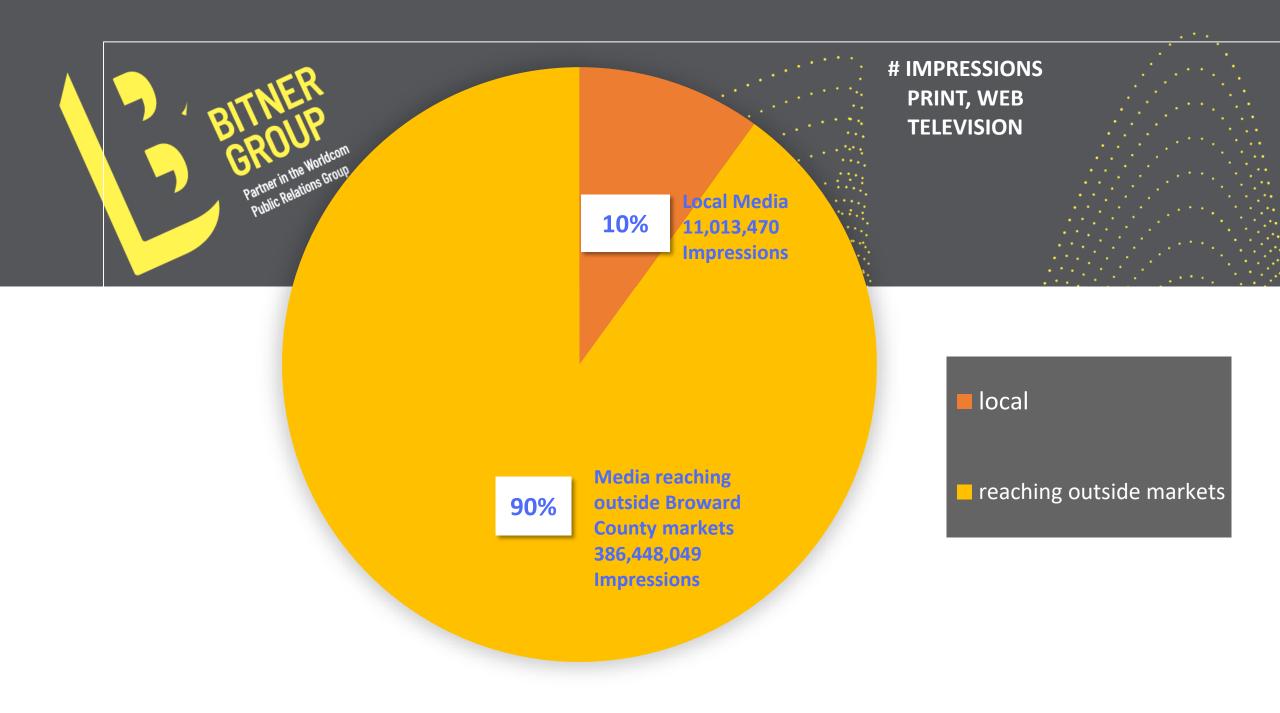
No								Media Cost
16	12-13-2021	- Web	WARM DECEMBER SO FAR a "WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale News Local Miami-	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 –	\$639
17	12-13-2021	- Web	<u>Winterfest Boat Parade celebrates 50th</u> <u>anniversary on Saturday night a "WSVN</u> <u>7News - Miami News, Weather, Sports -</u> <u>Fort Lauderdale Skip to content WSVN</u> <u>7News - Miami News, Weather, S</u>	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 _	\$303
18	12-13-2021	- Web	Marking a milestone as past participants come together for 50th annual Winterfest boat parade; Bridge closures a " WSVN <u>7News - Miami News, Weather, Sports -</u> <u>Fort Lauderdale Skip to content</u>	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 –	\$646
19	12-13-2021	- Print	HOLIDAY HAPPENINGS AND FESTIVE SEASONAL EVENTS	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$5,082
20	12-13-2021	- Print	<u>Winterfest Boat Parade returns</u>	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906 \$1,771	20



No	Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
26	12-09-2021	- Web	<u>Winterfest Boat Parade sails into</u> <u>the holiday season in Fort</u> <u>Lauderdale a " WSVN 7News -</u> <u>Miami News, Weather, Sports -</u> <u>Fort Lauderdale Skip to content</u> <u>WSVN 7News - Miami News,</u> <u>Weather</u>	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184	\$722 _
27	12-09-2021	- Web	Winterfest makes a splash with black-tie gala ahead of 50th parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Spo	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184	\$595 —
28	12-09-2021	- Web	Boat decorator comes out of retirement for 50th Winterfest Boat Parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather,	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184	\$649 _
29	12-09-2021	- Web	<u>Kardashian through the snow: Try our</u> <u>Winterfest trivia quiz as 50th annual boat</u> <u>parade returns on Saturday</u>	SOUTH FLORIDA SUN- SENTINEL	FORT LAUDERDALE	Florida	843,323	\$35,835 –
30	12-09-2021	- Web	<u>The Week Ahead: TWO Boat Parades,</u> <u>Winterfest, Cookies w/ Santa, Parents</u> <u>Night Out, Shop N Drop & More! -</u> <u>Hulafrog Martin County-Port St Lucie, FL</u>	HULAFROG	WEB SITE	New Jersey	18,578	\$288 _

No	Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
31	12-09-2021	- Web	<u>Boat Parade Safety</u>	MSN NEWS	NEW YORK	New York	50,583,436 \$3,185,577	31
32	12-09-2021	- Web	Seminole Hard Rock kicks off 50th Winterfest festivities with black-tie ball a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, We	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 \$343	32
33	12-06-2021	- Web	Seminole Hard Rock kicks off Winterfest Boat Parade with ball on Saturday night a "WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News,	WSVN-TV CHANNEL 7	MIAMI	Florida	121,184 \$317	33
34	12-06-2021	- Web	<u>My 8 Favorite Places In Florida To</u> <u>Experience Christmas Lights</u>	TRAVEL AWAITS	SCOTTSDA LE	Arizona	136,350 \$3,503	34
35	12-06-2021	- Web	<u>Water Sports Foundation Suggests Six</u> <u>Top Tips for a Fun & Safe Holiday Boat</u> <u>Parade</u>	PONTOON & DECK BOAT	IDAHO FALLS	Idaho	649 \$7,540	35

No	Posted Date	Media Type		Outlet	City	State	Impressions	Media Cost
36	12-03-2021	- Print	<u>Calendar of Events</u>	PALM BEACH POST	WEST PALM BEACH	Florida	42,788	\$2,387
37	12-01-2021	- Web	<u>Ft. Myers's Most Festive Event Of The</u> <u>Season Happens This Saturday</u>	TRAVEL AWAITS	SCOTTSDALE	Arizona	136,350	\$1,589
38	12-01-2021	- Web	<u>A Guide to the Best Holiday Boat Parades</u> <u>in Florida</u>	MSN NEWS	NEW YORK	New York	50,583,436	\$3,880,886
39	11-29-2021	- Web	<u>Splash and sparkle: Holiday boat parades</u> are ready to light up the nights	SOUTH FLORIDA SUN-SENTINEL	FORT LAUDERDALE	Florida	843,323	\$18,569
40	11-27-2021	- Print	<u>Holiday boat parades are ready to light</u> <u>up the nights</u>	SOUTH FLORIDA SUN SENTINEL	FORT LAUDERDALE	Florida	83,906	\$2,387



Impressions: 397,461,519

BITNER GROUP

5

Print, TV and Web ValueTotal Stories:\$3,676,519.06102

Date	Publication	Title	Impressions	Link
		Winterfest to Light the Waterways this Holiday for 50th		https://infomarine.net/maritime-news/85-maritime-executive/192123-winterfest-to-light-the-
10/4/21	Infomarine On-Line	Anniversary		waterways-this-holiday-for-50th-anniversary.html
10/10/21	Prime Magazine	Calendar	17,865	http://digitaledition.qwinc.com/publication/?m=24202&i=723416&p=34⪯=1&ver=html5
		South Florida 100: As COVID rates drop, festivals, boat show		https://www.sun-sentinel.com/opinion/south-florida-100/fl-op-sf100-boat-show-coronavirus-
10/15/21	Sun Sentinel	and more are coming back	2,572,338	20211015-7euosnx2fzaozlf7h36gencj4m-story.html
		Winterfest to Light the Waterways this Holiday for 50th		https://www.maritime-executive.com/corporate/winterfest-to-light-the-waterways-this-
10/20/21	The Maritime Executive	Anniversary	328,549	holiday-for-50th-anniversary
		22 Photos of Birthday Girl Kim Kardashian That You Definitely		
10/21/21	PEOPLE	Forgot Existed	34,625,343	https://people.com/tv/kim-kardashian-west-throwback-photos/
11/1/21	Las Olas Lifestyle	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106979#page/68
11/1/21	Las Olas Lifestyle	Winterfest Turns 50	1,426	https://go.epublish4me.com/ebook/html/10106979#page/143
11/1/21	West Broward Lifestyle	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106978#page/68
11/1/21	West Broward Lifestyle	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106978#page/142
11/1/21	Parkland Coral Springs	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106977#page/68
11/1/21	Parkland Coral Springs	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106977#page/143
11/1/21	inWeston	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106976#page/142
11/1/21	Doral Lifestyle	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106975#page/68
11/1/21	Doral Lifestyle	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106975#page/143
11/1/21	Boca Delray Lifestyle	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106974#page/68
11/1/21	Boca Delray Lifestyle	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106974#page/143
11/1/21	Aventura Magazine	MEET THE TEAM	1,426	https://go.epublish4me.com/ebook/html/10106973#page/68
11/1/21	Aventura Magazine	WINTERFEST TURNS 50	1,426	https://go.epublish4me.com/ebook/html/10106973#page/142
11/9/21	City & Shore Magazine	Mario Lopez grand marshal for Winterfest 50		http://www.cityandshore.com/departments/mario-lopez-grand-marshal-for-winterfests-50th/
				https://www.10best.com/interests/festivals-events/best-things-to-do-holidays-christmas-2021-
11/10/21	10Best	What are the best things to do for the holidays this year?		vote-now/
		Winterfest Boat Parade announces Mario Lopez as celebrity		https://wsvn.com/entertainment/winterfest-boat-parade-announces-mario-lopez-as-celebrity-
11/11/21	WSVN-TV	grand marshal for 50th annual parade	829,593	grand-marshal-for-50th-annual-parade/
		Mario López será el gran mariscal de celebridades para el 50 °		https://miamidiario.com/mario-lopez-sera-el-gran-mariscal-de-celebridades-para-el-50-desfile-
	MiamiDiario.com	desfile Winterfest Boat Parade	,	winterfest-boat-parade/
11/11/21	Yahoo news	Holiday happenings and festive seasonal events	66,005,446	https://news.yahoo.com/holiday-happenings-festive-seasonal-events-012500300.html



44/44/04	Que Quette al	La Balancia and an and facetion and an and a second	https://www.sun-sentinel.com/entertainment/events/fl-et-holiday-events-winter-2021-20211115-
11/11/Z1	Sun Sentinel	Holiday happenings and festive seasonal events	2,108,822 <mark>f64pesosavga5fihki2ztnwggi-story.html</mark>
44/44/04			https://www.msn.com/en-us/travel/tripideas/holiday-happenings-and-festive-seasonal-events/ar-
11/11/21	MSN.com	Holiday happenings and festive seasonal events	133,608AAQByM9?ocid=hplocalnews
		Winterfest Boat Parade Announces Mario Lopez as the Celebrity Grand	https://www.citybiz.co/article/173996/winterfest-boat-parade-announces-mario-lopez-as-the-celebrity-grand-
11/11/21		Marshal of the 50th Annual Parade	37,886 <mark>marshal-of-the-50th-annual-parade/</mark>
	Red Amsterdam	Seminole hard-rock hotel and casino hollywood occasions	0http://www.red-amsterdam.nl/2021/11/14/seminole-hard-rock-hotel-and-casino-hollywood/
	Federal Register - Powered by	Special Local Regulation: Seminole Hard Rock Winterfest Holiday Boat	
	Dow Jones	Parade	13,963djp:publicid:FREG:FREG000020211118ehbi0000a
	Department of Homeland Securit	у	
	Documents - Powered by Dow	Special Local Regulation: Seminole Hard Rock Winterfest Holiday Boat	
11/17/21	Jones	Parade	5,049,377djp:publicid:DOHDOC:DOHDOC0020211118ehbi00001
			https://enewspaper.sun-sentinel.com/html5/desktop/production/default.aspx?edid=29f24727-7b4a-44aa-bc62-
11/17/21	The Forum	EVENTS	35,160 <mark>ed3b63247c23</mark>
		Special Local Regulation: Seminole Hard Rock Winterfest Holiday Boat	https://www.federalregister.gov/documents/2021/11/18/2021-25149/special-local-regulation-seminole-hard-rock-
11/18/21	Federal Register	Parade	1,053,297winterfest-holiday-boat-parade
11/22/21	MiamiDiario.com	El Winterfest Family Fun Day regresó al centro de Fort Lauderdale	343,866https://miamidiario.com/el-winterfest-family-fun-day-regreso-al-centro-de-fort-lauderdale/
		Winterfest Family Fun Day brings snow mountain, games and Santa to	https://wsvn.com/news/local/broward/winterfest-family-fun-day-brings-snow-mountain-games-and-santa-to-
11/22/21	WSVN-TV	Huizenga Park	829,593huizenga-park/
11/24/21	New Pelican	Winterfest Boat Parade Fort Lauderdale	27,159https://www.newpelican.com/pageview/viewer/2021-11-24#page=10
11/26/21	Nebraska Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/nebraska/across-ne/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
			https://patch.com/massachusetts/across-ma/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-
11/26/21	Massachusetts Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	176,443trees
	Illinois Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	532,929 https://patch.com/illinois/across-il/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Florida Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	89,357https://patch.com/florida/gulfport/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Oregon Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/oregon/across-or/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/20/21		r E Onnstinas Traditions. Sunnig Santas, Sinnip Doats, Sana Trees	
11/26/21	Missouri Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/missouri/across-mo/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	California Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	433,347 https://patch.com/california/across-ca/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
	Idaho Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/idaho/across-id/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/20/21	Colorado Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/colorado/across-co/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Michigan Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/michigan/across-mi/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Minnesota Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	46,192https://patch.com/minnesota/across-mn/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees



			https://patch.com/west-virginia/across-wv/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-
11/26/21	West Virginia Patch	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	1,135 <u>trees</u>
11/26/21	New York Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	284,165https://patch.com/new-york/across-ny/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Tennessee Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/tennessee/across-tn/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	South Carolina Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	https://patch.com/south-carolina/across-sc/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand- 14,460,105 <mark>trees</mark>
11/26/21	Connecticut Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	215,065https://patch.com/connecticut/across-ct/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	New Jersey Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	347,586 https://patch.com/new-jersey/across-nj/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	New Hampshire Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	https://patch.com/new-hampshire/across-nh/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand- 49,221 trees
11/26/21	Hawaii Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/hawaii/across-hi/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Maryland Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	88,600 https://patch.com/maryland/across-md/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Kansas Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/kansas/across-ks/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Louisiana Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/louisiana/across-la/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	New Mexico Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	https://patch.com/new-mexico/across-nm/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand- 14,460,105 <mark>trees</mark>
11/26/21	Virginia Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	95,036 https://patch.com/virginia/across-va/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Maine Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/maine/across-me/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Kentucky Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 https://patch.com/kentucky/across-ky/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Pennsylvania Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	https://patch.com/pennsylvania/across-pa/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand- 174,739trees
11/26/21	Texas Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	9,087 https://patch.com/texas/across-tx/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees



44/00/04			https://patch.com/north-carolina/across-nc/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-
11/26/21	North Carolina Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105 <u>trees</u>
11/26/21	Wisconsin Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	32,183 https://patch.com/wisconsin/across-wi/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Iowa Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/iowa/across-ia/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Arkansas patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/arkansas/across-ar/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Ohio Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	14,460,105https://patch.com/ohio/across-oh/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Washington Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	21,013 https://patch.com/washington/across-wa/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Rhode Island Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	8,329 https://patch.com/rhode-island/across-ri/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
11/26/21	Arizona Patch.com	FL Christmas Traditions: Surfing Santas, Shrimp Boats, Sand Trees	11,169https://patch.com/arizona/across-az/s/hygu4/fl-christmas-traditions-surfing-santas-shrimp-boats-sand-trees
12/1/21	TravelAwaits	Ft. Myers's Most Festive Event Of The Season Happens This Saturday	3,589,122https://www.travelawaits.com/2713274/ft-myers-beach-boat-parade-2021/
	Venice Magazine	WINTERFEST TURNS 50	169 <u>https://www.veniceftldigital.com/i/1437330-winter-2021/111?</u>
	American Towns Gowrie and Naugatuck	Winterfest Boat Parade 2021	433,745https://www.americantowns.com/news/winterfest-boat-parade-2021-31249768-fort-lauderdale-fl.html
12/2/21	New Pelican	Winterfest Boat Parade Fort Lauderdale	27,159 <u>https://www.newpelican.com/pageview/viewer/2021-12-02#page=10</u>
12/3/21	Hotspots Magazine	What's Hot South Florida: Dec. 9 – 23	12,936 https://www.hotspotsmagazine.com/2021/12/03/whats-hot-south-florida-dec-9-23/
12/5/21	WSVN-TV	Seminole Hard Rock kicks off 50th Winterfest festivities with black-tie ball	829,593 https://wsvn.com/entertainment/seminole-hard-rock-kicks-off-50th-winterfest-festivities-with-black-tie-ball/
12/5/21	WSVN-TV	Seminole Hard Rock kicks off Winterfest Boat Parade with ball on Saturday night	829,593 https://wsvn.com/news/local/seminole-hard-rock-kicks-off-winterfest-boat-parade-with-ball-on-saturday-night/
	WSVN-TV	Winterfest makes a splash with black-tie gala ahead of 50th parade	https://wsvn.com/entertainment/deco-drive/winterfest-makes-a-splash-with-black-tie-gala-ahead-of-50th- 829,593parade/
12/6/21	LePetitJournal.com	À Miami, les fêtes de Noël s'annoncent sous les palmiers	852,588 https://lepetitjournal.com/miami/a-voir-a-faire/miami-fetes-noel-palmiers-326771
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12/7/21	WSVN-TV	Boat decorator comes out of retirement for 50th Winterfest Boat Parade	673,229 https://wsvn.com/news/local/boat-decorator-comes-out-of-retirement-for-50th-winterfest-boat-parade/
12/7/21	Hotspots Magazine	What's Hot South Florida: Dec. 9 – 23	6,714 https://www.hotspotsmagazine.com/2021/12/07/whats-hot-south-florida-dec-9-23/



		Kardashian through the snow: Try our Winterfest trivia quiz as 50th	https://www.sun-sentinel.com/entertainment/events/go-guide-blog/fl-et-winterfest-boat-parade-2021-fort-
12/8/21	Sun Sentinel	annual boat parade returns on Saturday	1,932,924 auderdale-trivia-quiz-20211208-lu5wsgtgezeafgnop6sbivco4m-story.html
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12/8/21	Riverside Times	Splash and sparkle	29,961 3df9b2cbafba
			https://enewspaper.sun-sentinel.com/html5/desktop/production/default.aspx?edid=44025dc7-7cf9-44bc-8ee3-
12/8/21	Pier Review	Splash and sparkle	30,119 <mark>f3a46459a3c2</mark>
12/8/21	New Pelican	New Pelican Weekender	6,091 https://www.newpelican.com/pageview/viewer/2021-12-09#page=11
12/8/21	Thrillist	9 Actually Fun Things to Do in Miami This Weekend	1,474 https://www.thrillist.com/events/miami/things-to-do-in-miami-this-weekend
		Weekend things to do: Winterfest, SantaCon, Holly Blue, Holly	https://www.sun-sentinel.com/entertainment/events/go-guide-blog/fl-et-go-guide-south-florida-
12/9/21	Sun Sentinel	Jolly Hollywood	1,932,924 weekend-things-to-do-dec-10-12-20211209-erkorsq4bzgzjesnazb56sk74e-story.html
		Marking a milestone as past participants come together for 50th annual	https://wsvn.com/news/local/marking-a-milestone-as-past-participants-come-together-for-50th-annual-
12/9/21	WSVN-TV	Winterfest boat parade; Bridge closures	673,229winterfest-boat-parade-bridge-closures/
12/10/21	MiamiDiario.com	Ships are ready to parade at the Seminole Hard Rock Winterfest	215,978 https://miamidiario.com/ships-are-ready-to-parade-at-the-seminole-hard-rock-winterfest/
12/10/21	MiamiDiario.com	Barcos están listos para desfilar en el Seminole Hard Rock Winterfest	215,978 https://miamidiario.com/barcos-estan-listos-para-desfilar-en-el-seminole-hard-rock-winterfest/
12/10/21	WFTL-AM	Holiday Boat Parade Schedule for South Florida	38,017 https://www.850wftl.com/holiday-boat-parade-schedule-for-south-florida/
		The host with the most: Winterfest grand marshal Mario Lopez on	https://www.sun-sentinel.com/entertainment/fl-et-mario-lopez-winterfest-boat-parade-grand-marshal-2021-
12/10/21	Sun Sentinel	juggling career and family	1,932,92420211210-fvskdmigwrcnxmscfnbmrmhrc4-story.html
12/10/21	WSVN-TV	Winterfest Boat Parade celebrates 50th anniversary on Saturday night	673,229 https://wsvn.com/entertainment/winterfest-boat-parade-celebrates-50th-anniversary-on-saturday-night/
12/10/21	WSVN-TV	Winterfest Boat Parade celebrates 50th anniversary on Saturday night	673,229 https://wsvn.com/news/local/winterfest-boat-parade-celebrates-50th-anniversary-on-saturday-night/
		50th Seminole Hard Rock Winterfest Boat Parade takes over	
		Intracoastal after pandemic pause – WSVN 7News Miami News,	https://us.newschant.com/us-news/miami/50th-seminole-hard-rock-winterfest-boat-parade-takes-over-
12/11/21	News Chant	Weather, Sports	349,002 intracoastal-after-pandemic-pause-wsvn-7 news-miami-news-weather-sports/
		50th Seminole Hard Rock Winterfest Boat Parade cruises down New	https://wsvn.com/entertainment/50th-seminole-hard-rock-winterfest-boat-parade-cruises-down-new-river-
12/11/21	WSVN-TV	River, Intracoastal after pandemic pause	673,229 <mark>intracoastal-after-pandemic-pause/</mark>
40/44/04		50th Seminole Hard Rock Winterfest Boat Parade takes over	https://wsvn.com/entertainment/50th-seminole-hard-rock-winterfest-boat-parade-takes-over-intracoastal-after
	WSVN-TV	Intracoastal after pandemic pause	673,229 - pandemic-pause/
12/15/21	City and Shore	Decking the Hulls	16,801 http://digitaledition.qwinc.com/publication/?m=24202&i=729018&p=50&ver=html5
10/04/04		Florida Christmas Boat Parade Under Fire as Some Use Displays to	
	Projin News	Slam Biden: 'Very Sad'	0https://projin.co.kr/florida-christmas-boat-parade-under-fire-as-some-use-displays-to-slam-biden-very-sad/
Totals			397,461,519

BITNER GROUP Impressions: 397,461,519

Print, TV and Web ValueTotal Stories:\$3,676,519.06102

76° 🧥

Winterfest Boat Parade sails into the holiday season in Fort Lauderdale

BY SHIREEN SANDOVAL, MATTHEW AUERBACH DECEMBER 8, 2021

Share f 🎽



The Winterfest Boat Parade sets sail Saturday night. There's no better way to kick off the South Florida holiday season than to watch all the fabulous-ness float by.

We know of a few watch parties up in Fort Lauderdale, where the views, the food and the drinks are just perfect.

If you want to feel like you're really a part of the Winterfest Boat parade, make it over to Shooter's Waterfront.

Peter Lopez (he's a striaght shooter): "It is the place to be 'cause we've got 340 feet of dock space, so you're gonna get to see the boats the ships move right beside you."

VISIT SITE

View Available Puppies

He's not kidding! You're so close to the boats, you're almost in the water.

Shooter's knows how to throw a parade party. They've been at it a while!

Peter Lopez: "Shooter's has been around 39 years, and we've been fortunate enough to grow with the Fort Lauderdale Winterfest Boat Parade."

The parade is a feast for your eyes and ears, but don't worry, you won't go hungry or thirsty.

Peter Lopez: "Not only can you have our famous seafood tower Norme de Mar with stone crabs, shrimp, lobster, oysters, you're also gonna be treated to some filet mignon with crab, with lobster, and it's a beautiful dish to pair with that night with some great wine and champagne. It's the best party in Fort Lauderdale."

When it comes to Winterfest, maybe you'd like to be above it all, no problem.

The Kimpton Goodland Hotel Fort Lauderdale Beach has a special spot picked out just for you.

Trish Pederson (up on the door): "So for the Winterfest Boat parade, they're celebrating their 50th anniversary this year, and we are having a viewing event on our beautiful rooftop."

SAMPLE STORIES

Seminole Hard Rock kicks off 50th Winterfest festivities with black-tie ball

BY 7 NEWS WSVN DECEMBER 5, 2021

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75° 🧥



HOLLYWOOD, FLA. (WSVN) - Winterfest kicked off with a night of fun on Saturday.

Seminole Hard Rock Hotel and Casino celebrated its 50th anniversary for its famous boat parade with a black-tie ball.

The casino was transformed into a winter wonderland as guests got to enjoy special performances.

"We're here to celebrate the holidays. We are kicking off an amazing 50th anniversary for the Seminole Hard Rock Winterfest Boat Parade, and we've got about 1,200 people that are coming out, and they're ready to celebrate," said Lisa Scott-Founds, President and CEO of Winterfest. "What better way to celebrate than with the largest boat parade in the world, the largest one-day live spectator event in the entire state of Florida?"

⊳×

Saturday's ball featured musical performers from Disney's Broadway musical "Frozen" and several New York bands.

The entertainment was sponsored by the print company Dex Imaging.

The 50th Winterfest Boat Parade is scheduled to set sail on Saturday beginning at 6:30 p.m. For more information and tickets, click here.

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News V Weather Sports Entertainment Live

50th Seminole Hard Rock Winterfest Boat Parade cruises down New River, Intracoastal after pandemic pause





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74°

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FORT LAUDERDALE, FLA. (WSVN) - Following a pandemic pause, the greatest show on H2O made a remarkable return, just in time to mark a big birthday.

The 50th Seminole Hard Rock Winterfest Boat Parade brought in a wave of dazzling decorations to the Intracoastal Waterway this weekend after missing a year due to COVID.

Jennifer Ducan was among the spectators getting ready to watch the festive vessels cruised by in downtown Fort Lauderdale, Saturday evening.

"Everybody is happy that they can be outside and enjoy each other's company, and it's a great start to the holiday season," she said.



Kardashian through the snow: Try our Winterfest trivia quiz as 50th annual boat parade returns on Saturday

Just a few years after its debut, Fort Lauderdale's wholesome new holiday celebration called Winterfest was flickering in the homes of 42 million viewers as the setting for Bob Hope's celebrity-packed 1987 NBC Christmas special, its star strolling a <u>snowy Las</u> <u>Olas Boulevard</u> singing "Silver Bells" with Reba McEntire.

GO GUIDE

EVENTS

GOING OUT

It was a tourism coup for a city eager to extinguish its rowdy Spring Break reputation. But like many important chapters in Fort Lauderdale history, it can thank beer.



76° 🧥

Winterfest makes a splash with black-tie gala ahead of 50th parade

BY LYNN MARTINEZ DECEMBER 6, 2021

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Deco's Lynn Martinez got to attend one of the coolest events in Soflo. Winterfest is back, baby, and it's bigger and better than before the pandemic.

Lynn hosted the event's black tie gala over the weekend, and it was frozen fun.

One thing Winterfest enthusiasts know how to do is have a good time.

At this years Winterfest black tie gala — the fanciest of shmanciest Winterfest events at the Seminole Hard Rock Hotel — the theme was from Disney's "Frozen," transforming this gorgeous ballroom into a winter wonderland complete with ice skaters, Ice sculptures and fur.

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Lynn Martinez: "What inspired you for this outfit?"

Lisa Scott-Founds, CEO of Winterfest: "Well, the theme was winter wonderland, and I think I did it."

Lynn Martinez: "You did, girl. Spin around!"

The event is a glamorous prelude to the Winterfest Boat Parade on Fort Lauderdale's Intracoastal Waterway, also known as "the biggest show on H2O."

And it's celebrating a big birthday!

Lisa Scott-Founds: "We are kicking off an amazing 50th anniversary for the Seminole Hard Rock Winterfest Boat Parade. We've got about 1,200 people that are coming out, and they are ready to celebrate. What better way to celebrate than with the largest boat parade in the world?"

Celebrating with lots of cold bubbly, everyone also got to do a little shopping at the silent auction.

Susan Renneisen, Seminole Hard Rock Hotel & Casino: "So excited to have everyone back here. This is the first time in our very new ballroom, our beautiful chandeliers. We are always very lucky with our themes with Winterfest."

Local designer Zola Keller made her gown to highlight the feather trend.

Zola Keller: "Velvet and feathers, so 'in' right now on the runway, feathers and velvet, so I said, 'I'm gonna make one,' and so I did."

She also made my gorgeous beaded dress.

Topping off all this glam: a "Frozen" performance by Broadway Across America.

The Seminole Hard Rock Winterfest Boat Parade returns Saturday at 6:30 p.m.

If you'd like to enter your boat or buy tickets, click here.

The Seminole Hard Rock Winterfest Boat Parade Saturday, Dec. 11. 6:30 p.m. – 8:30 p.m. 512 NE 3rd Ave. Fort Lauderdale, FL 33301

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December 6, 2021





76° 📣

Boat decorator comes out of retirement for 50th Winterfest Boat Parade

BY VANESSA MEDINA DECEMBER 7, 2021

NEWS



A 48-foot sea ride is getting all dressed up for the holidays, as a self-described "Winterfest maniac" gets the vessel ready to set sail this weekend on a special anniversary.

Speaking with 7News on Tuesday, boat decorator Cookie Marovich pointed out the significance of this year's Seminole Hard Rick Winterfest Boat Parade.

"It's the 50th anniversary for the Hard Rock, and it's the 50th anniversary for Winterfest, so it's the golden anniversary, so hence, our boat has a lot of gold on it," she said.

This boat's theme is "We Will Rock You." It's pretty difficult to miss.

Inshore Marine Specialties - Located in Oakland Park, FL



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Once finished, the vessel will have 30,000 lights, over 100 lights on each note alone.

"[I look forward to] seeing the crowds go crazy over your boat when your boat goes by, and you've got a great siren song, and you can raise everybody off their feet on the sidelines," she said. "Winterfest is the biggest event in Florida, and the parade is magnificent."

Marovich is a boat decorating professional.

"This was 'Christmas Under the Sea,' and I had bubble machines, I had mermaids. This was my last boat that I did; our theme song was 'It's Raining Men,'" she said. "I had gingerbread men on light synchronizers falling from the tuna tower."

She decorated and competed for years, then went into retirement for 18 years.

That was, until her friend Victor Bruzzone asked for help as a first-time participant.

"It was always a dream to be in it. I didn't even know that there was a competition, I just found out now," said Bruzzone, "so now were hoping to win, but for me it's all about being in it."

"It's something I've really missed. I went into mourning for 18 years over the boat parade. Watching it broke my heart," said Marovich, "so now I'm back in it and happy again."



Date: Location: Circulation (DMA): Type (Frequency): Page: Section: Keyword:

Saturday, November 27, 2021 FORT LAUDERDALE, FL 83,905 (18) y): Newspaper (0) 3A /A Main Seminole Hard Rock Winterfest Boat Parade

Holiday boat parades are ready to light up the nights

By Arlene Borenstein-Zuluaga South Florida Sun Sentinel

The rite of holiday passage, when hundreds of extravagantly lighted boats and yachts set sail through South Florida's charming waterways, is almost upon us.

There is plenty to celebrate in 2021 with Seminole Hard Rock's Winterfest Boat Parade turning 50 and, in general, cheering on all the holiday events that are back this year.

For the best spots to see the pomp and circumstance, or where to avoid driving because you can't get over drawbridges, check out our list below. Delray Beach and Boynton Beach Holiday Boat Parade, Dec. 10

Costumed captains and 35 holiday themed boats will take part in the 49th annual Boynton Beach and Delray Beach holiday boat parade.

The event begins at 6:30 p.m. at the Ocean Avenue Bridge in Lantana and travels south to the area of the Linton Boulevard Bridge in Delray Beach.

The Boynton Harbor Marina, located at 735 Casa Loma Blvd., serves as the official watch location Celebrating 50 years of Hard Rockin' fun is the theme this year of Broward County's biggest boat parade. Holiday-loving spectators will watch as show boats, private boats and mega yachts dazzle a 12-mile span of South Florida waterways.

The parade starts at Stranahan House in Fort Lauderdale, traveling east along the New River to the Intracoastal Waterway and continuing north to Lake Santa Barbara in Pompano Beach. The parade takes approximately 2 ½ hours. A

pre-show of non-motorized

SunSentinel

Date: Ti Location: Fe Circulation (DMA): & Type (Frequency): N Page: 10 Section: M Keyword: SS

Thursday, November 25, 2021 FORT LAUDERDALE, FL 83,906 (18) Newspaper (D) 10A,12A Main Seminole Hard Rock Winterfest Boat Parade

Seacrest Blvd. Get tickets at bit.ly/3q7NSR5. \$10.

The Bell, an adaptation of the Polar Express, Palm Beach Gardens, 7-8:30 p.m. Dec. 11. Enjoy a live performance by Dance Theater of Florida. Eissey Campus Theatre, 11051 Campus Drive. 561-627-9708. dancetheaterofflorida.com. Call 561-627-9797 for tickets. \$25.

Winterfest <u>Boat Parade</u>, Fort Lauderdale, Dec. 11. This 50th anniversary is sponsored by Seminole Hard Rock and includes in-person events along with some fun holiday happenings for the entire family, just a click away at: winterfestparade.com

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Broward Center for the Performing Arts, 201 SW Fifth Ave. 954-462-0222. browardcenter. org/events. \$29-\$69.

Christmas with the Countess, Fort Lauderdale, 8 p.m. Dec. 26. Luann de Lesseps (a.k.a. Countess Luann) is a reality television star, author, actress, singer and mother. Lillian S. Wells Hall at The Parker, 707 NE Eighth St. 954-462-0222. browardcenter.org/events. \$43-\$148.

Ring in the Holidays with a Symphony in Lights, Hallandale Beach, 6-11 p.m. through Dec. 31. Gulfstream Park Village at Gulfstream Park & Casino, 901 S. Federal Highway. 954-454-7000. Free. gulfstream-







THINGS TO DO

The Best Holiday Events in South Florida

LUIS GOMEZ | NOVEMBER 22. 2021 | 8:00AM

Winterfest Boat Parade

There might not be a bigger holiday event in the area than this 12-mile boat parade in South Florida, which is said to draw around a million spectators each year. The selfproclaimed "Greatest Show on H2O" features private boats, showboats, and mega yachts decorated with lights and Christmas decor. Some of the more prime viewing points are available via tickets or hotel and restaurant packages, but you can still score a good spot for free if you're willing to show up early. 6:30 to 8:30 p.m. Saturday, December 11, from the New River to the Intracoastal Waterway in Fort Lauderdale and Lake Santa Barbara in Pompano Beach; 954-767-0686; winterfestparade.com. Admission is free, but seats in the grandstand viewing area are \$25 for adults and \$15 for children 10 years or younger.

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The 6 Best Holiday Lights Displays In Miami

By Rob Vazquez | November 11, 2021 | Lifestyle Feature Holiday

Fort Lauderdale Winterfest Boat Parade

When it comes to the Winterfest Boat Parade in Fort Lauderdale, there's only two criteria: can you put lights on it and can it float? If both answers are yes, chances are you will see it amongst the armada of decked-out holiday watercraft as they cruise the intracoastal. In its 50th year, the Boat Parade has become a South Florida staple as guests eagerly await the illumination of Fort Lauderdale's scenic waterways. *Intracoastal Waterway from Fort Lauderdale to Pompano Beach, @winterfestboatparade* winterfestboatparade 885 followers



View profile



SunSentinel

Saturday, December 11, 2021 Location: FORT LAUDERDALE, FL Circulation (DMA): 83,905 (18) Type (Frequency): Newspaper (D) AB.AC Section: Main Keyword: Seminole Hard Rock Winterfest Boat Parade

Lopez to marshall Winterfest

Multitalented star shares insights on family, career

By Arlene Borenstein-Zuluaga South Florida Sun Sentinel

For some of us, dazzling mega yachts dressed in neon holiday lights are no competition for the twinkling smile and money-mak-

ing dimples of this year's grand marshal of the Seminole Hard Rock Winterfest Boat Parade. Mario Lopez.

The two-time Emmy-winning television host has paved a path of success from his days as

A.C. Slater on "Saved by Lopez the Bell" with a you-name-

it-he's-done-it list of accomplishments from Broadway, to the big screen, books, merchandise lines and YouTube - to skim the surface. These days he can be seen weekdays co-hosting the syndicated "Access Hollywood," is reprising his role as a grown-up A.C. on a "Saved By the Bell" reboot and has a new holiday movie debuting Friday on Lifetime.

His gig this weekend will help celebrate a milestone in South Florida, the 50th anniversary of the parade that lights up Fort Lauderdale's charming waterways for the holidays.

Here's what he had to say about coming to South Florida, his career and being a dad.

Q: Tell us about coming to South Florida as grand marshal for the Seminole Hard Rock Winterfest Boat Parade's 50th year.

Turn to Lopez, Page 8

A. "I was familiar with the narada I know that radition

Q. Where are you going to eat while you are here? A. "The last thing I want to get is tacos because I eat that all the time here in L.A. When I am in Fort Lauderdale I always go to my boy

about as good as it gets."

Steve Matarano's place, Cafe Matarano, which is the best Italian food, I love it, and I love that he DJs and cooks at the same time. It's such a fun atmosphere ... I order everything"

Q. You've paved an incredible path for yourself since "Saved by the Bell." What is your strat-

egy? A. "I think my approach has always been that there are no rules in the entertainment industry so why not host and act and sing and dance and produce and do Broadway ... I wanted to always try to keep as busy as possible to create more opportunities for myself, for my family, for my friends, for Latinos."

Q. Tell us about your holiday movie out now?

A. "It's called 'Holiday in Santa Fe' ... on Lifetime. Our daughter steals the film, she's the real star there, Gia. She's 10 years old, and she did a great, great job. It's got a lot of warmth about this family. It's an all Latino cast, which is great, but we

are not hitting you over the head with a tortilla, as I like to say. It focuses on Santa Fe, New Mexico, where it takes place. Not your typical New England sort of town. It's a

nightlife. South Florida is career and family? A. "You've got to really make your priorities clear. For me, my family is No. 1, and that's the reason I work so hard. I'm really lucky I got an incredible wife and she holds down the fort and is very understanding of my fluid schedule. She's a great mom and does a great job with my kids. I think,

no matter what, you've got to always keep in mind what you are doing it for ... I'm lucky enough to have breakfast with my kids and come home in time to have dinner."

Q. What type of work do you like the most?

"I like them all, but hosting comes the most natural just because I like to make sure people have a good time and I get to be myself." The Seminole Hard Rock Winterfest Boat Parade launches at 6:30 p.m. Saturday on the New River in downtown Fort Lauderdale. A new ticketed viewing area is at Las Olas Intracoastal Promenade Park, on the south side of the East Las Olas Boulevard bridge. Gates open at 4 p.m. The viewing area includes family activities (no pets allowed), live entertainment, and food and drink for purchase. Tickets cost \$25, \$15 ages 10 and younger. Seating is first come, first served.

For more information, visit WinterfestParade.com.

FORT MYERS EDITION **NEWS-PRESS**

Circulation (DMA): 24,908 (54) Newspaper (D) Type (Frequency): GoCoastal

Thursday, December 09, 2021 FORT MYERS, FL Seminole Hard Rock Winterfest Boat Parade

Six tips for enjoying fun, safe holiday boat parade

Date

Location:

Section:

Kayword:

Special to Fort Myers News-Press

USA TODAY NETWORK - FLORIDA

Whether you're a spectator or a participant, nighttime boat parades featuring festive lights and creative boat and yacht displays can be one of the most fun and memorable traditions of the entire holiday season. From the Fort Lauderdale, Florida Winterfest Boat Parade, to Cape Coral's Holiday Boat-A-Long, scores of cities and towns light up the skies with dazzling Christmas-themed, floating showstoppers. Spectators can find a state-by state listing of local boat show dates and times by visiting the Discover Boating website at https:// www.discoverboating.com/resources/holidayboat-parades/calendar.

For parade participants, however, evening boat outings require special safety considerations. The Water Sports Foundation encourages boaters to plan ahead to stay safe as they participate in holiday boat parades by following these six safety tips.

1 Suit Up Like Santa: Wear Your Life Jacket! Drowning is the cause of death in 79 percent of fatal boating accidents where the cause of death was known; 86 percent of those drowning victims were not wearing life jackets. With parade participants often actively engaged in onboard movement and dance step routines, it's important to be well prepared and suited up for safety. Boaters should all don U.S. Coast Guard approved life jackets that are sized to fit: Choosing the Right Life Jacket - Water Sports Foundation. The great news is that there are many attractive styles and more streamlined designs now available for boating activities including new lightweight inflatables. Check your state law for mandates regarding life jacket usage and age requirements for children: NASBLA Life Jacket Requirements by State and Age.

2 Gear Up! Make sure all required boating safety gear is ready, functional and easily accessible. While signaling devices may already be tucked into your gear bag, consider a small, waterproof clip-on strobe light available from most marine stores that can be attached to your life

ber, children lose body heat faster than adults, so bring extra layers of clothing in a waterproof dry bag, along with towels and blankets in case they are needed.

4 Always Designate a Sober Skipper. When it comes to holiday cheer, boaters need to be extra vigilant and understand the serious dangers and consequences associated with drinking and driving, which is compounded when navigating at night. The Water Sports Foundation recommends that boaters avoid impairment. If drinking is allowed by parade organizers, however, every boat should designate a sober skipper, a trained and experienced captain who agrees not to imbibe while operating the craft. Crew should be cautioned to avoid or at the least, minimize alcohol consumption to keep their wits about them while underway and onboard.

5 Learn the Parade Route in Advance. Most boat parade organizers provide a map of the parade route. Review the dock area along with the route and if possible, run your boat through the course in the daylight to spot any obstacles or challenges that may be harder to see with limited visibility.

6 Charge Your Batteries. Holiday boat parades mean colorful lights, music and lots of potential drain to your batteries. Make sure your boat batteries are fully charged and capable of handling the extra power demand associated with accessories like lights and stereo. Consider using LED decorative lights which use less electrical power, or a longer-lasting lithium-ion battery that is separate from your engine starting battery.

"We love holiday boat parades ... they historically are great fun and extremely popular in boating communities across the nation," said Water Sports Foundation Executive Director Jim Emmons. "By ensuring all your safety gear is aboard and in working order and adhering to a few simple boating safety practices, participants can maximize their boating fun and enjoy a great tradition with family and friends."

35 ()

SunSentinel

Friday, December 10, 2021 FORT LAUDERDALE, FL Location: Circulation (DMA): 83,906 (18) ype (Frequency): Newspaper (D) 3A.4A Main Seminole Hard Rock Winterfest Boat Parade

weatherman

Try our Winterfest trivia quiz as 50th annual boat parade returns

Section:

Kawword

By Ben Crandell South Florida Sun Sentinel

Just a few years after its debut. Fort Lauderdale's wholesome new holiday celebration called Winterfest was flickering in the homes of 42 million viewers as the setting for Bob Hope's celebrity-packed 1987 NBC Christmas special, its star strolling a snowy Las Olas Boulevard singing "Silver Bells" with Reba McEntire.

It was a tourism coup for a city eager to extinguish its rowdy Spring Break reputation. But like many important chapters in Fort Lauderdale history, it can thank beer.

On Saturday, the Seminole Hard

Rock Winterfest Boat Parade returns from 2020%s virtual version with a 50th anniversary celebration of the event that started it all in 1971, more than a decade before Winterfest even existed: Fort Lauderdale's first official boat parade. Which may be a charitable way to describe its maiden voyage.

"A bunch of guys got out, drank a lot of beer, put up a few lights, and that was the boat parade, OK?" says Winterfest veteran Ina Lee of the group led by Kaye Pearson, future architect of the Fort Lauderdale International Boat Show, "Over time it kind of grew,"

This weekend's parade of wildly decorated watercraft will feature 125 official entrants of all shapes and sizes, set to begin moving on the New River in downtown Fort Lauderdale toward the Intracoastal Waterway at about 6:30 p.m. The grand marshal of this year's parade is Mario Lopez, the former "Saved by the Bell" star currently seen as a host of "Access Hollywood."

Lee created Winterfest in 1983 as an umbrella organization for rants along the route, and it is free to enjoy for anyone who can put down a blanket by the water. "My favorite thing about the

boat parade? It makes people happy," Lee says.

There is a ticketed viewing area for the parade, and one major change for this year's event is the move of those spectator bleachers from Hugh Taylor Birch State Park to Las Olas Intracoastal Promenade Park, at 80 Las Olas Circle. on the south side of the East Las Olas Boulevard bridge.

Gates open at 4 p.m. Saturday, with the parade beginning to arrive at the park about 7 p.m. The viewing area includes family activities (no pets allowed), live entertainment, and food and drink for purchase. Tickets cost \$25, \$15 ages 10 and younger. Seating is first come, first served. Visit WinterfestParade.com.

To honor 50 years of Fort Lauderdale boat parades, as well as the celebration's return to in-person viewing, we'd like to test your knowledge of Winterfest trivia with the 21 questions below.

One question not included: Was the snow Bob Hope and Reba McEntire traipsed through on Las Olas the real thing? Lee and Kathy Keleher, Winterfest marketing and parade director, say yes, Probably,

"I don't know what the mechanics were that made it happen, but

Turn to Ouiz, Page 4

it sure looked like snow." Lee says.

"Twe been told it was real snow. You have to remember that there were people with a heck of lot of money around here back then and they did some crazy things," Keleher says.

Here are 21 trivia questions to get you in the

A. Al Roker B. Willard Scott C. Bryan Norcross D. Tex Antoine 2. True or false: 2021 grand marshal Mario Lopez taking second on Season 3 of "Dancing With the Stars" in 2006 is the best finish on the show for any boat parade participant.

3. Which one of these captains was the first to appear in the parade? A. Capt. Lee Rosbach of

"Below Deck" B. Capt. Merrill Stubing (Gavin MacLeod) of "The Love Boat"

C. Capt. James T. Kirk (William Shatner) of the USS Enterprise

D. Capt. Kangaroo (Bob Keeshan) 4. True or false:

Miami Heat icon Alonzo Mourning, who led the parade in 2009, is not the tallest grand marshal in the history of the event.

5. Which one of these performers had five Billboard Top 10 hits from a single album, the most for any single release by a Winterfest grand marshal?

A. Pitbull B. Huev Lewis C. Barry Gibb of the Bee

Gees D. Bret Michaels of

Poison 6. True or false: Donald Trump is the only billionaire to serve as Winterfest grand marshal. 7. When Trump was grand marshal in 2001, he was accompanied by ...?

A T-----

SunSentinel

Location: Girculation (DMA): Type (Frequency): Section: Main Keyword:

Friday, December 10, 2021 FORT LAUDERDALE, FL 83,905 (18) Newspaper (D) Seminole Hard Rock Winterfest Boat Parade

'50 Years of Hard Rocking Fun'



AMY BETH BENNETT/SOUTH FLORIDA SUN SENTINEL

Todd Fisher hands a mirrored ball up to Joe Balistreri while readying the Advanced Roofing entry for Saturday's Seminole Hard Rock Winterfest Boat Parade as boat captain Rob Kornahrens, dressed as Elvis Presley, looks on in Pompano Beach on Thursday. It's a big weekend for waterway spectacles with bost parades Friday night in Deerfield Beach and Boynton Beach serving as a warm-up for Fort Lauderdale's big parade on Saturday. In the meantime, let's see how much you know about the iconic event with our Winterfest trivia guiz on Page 3.

FORT LAUDERDALE

FOOD & DRINKS	PARTIES	FLI LIFE 🛛	THINGS TO DO	DIRECTORIES D	TRAVEL	MA
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Things To Do Around Town

Winterfest Boat Parade Makes Waves

Lisa Scott Founds, president and CEO of Winterfest, catches us up on the December 11 boat parade's return to the waterways

By Melissa Puppo - December 9, 2021



Lisa Scott Founds

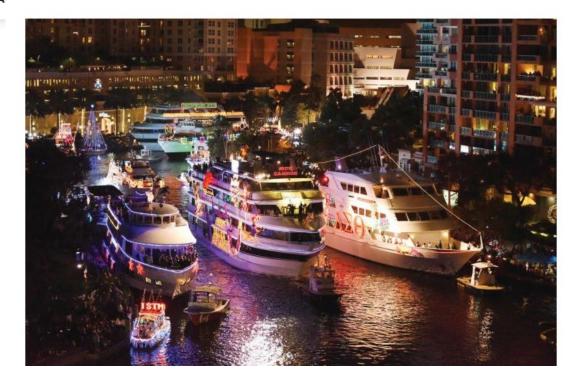
After a year's hiatus due to the pandemic, the Seminole Hard Rock Winterfest Boat Parade makes its return this December 11, promising a dynamic program and new surprises. In honor of the "Best Show on H2O" and its fiftieth anniversary, *FLI* caught up with Lisa Scott Founds, who has helmed the organization for 25 years, to discuss her favorite moments and what to expect this year.

FLI: What's your earliest memory of the parade?

Scott Founds: I can remember attending the first one going down and taking a blanket [with family]. We would go every year following. We'd watch all the decorated boats. It wasn't like a parade back in the day, more just a gathering

Tell us about this year's theme.

The theme is "50 years of Hardrockin' Fun." We're focusing on breaking it out into decades and the significant visuals or thoughts that identify with a certain decade. It can be anything fun: a band, a play, a singer, a movie—anything that really stuck out to that person who's putting together the boat.



What's one boat to look out for?

The octopus boat. We're doing some techy things we've never done before. Part of our board of 50 has encouraged Winterfest to enhance boats in the parade. We're going to transform a water taxi into an under-the-sea environment, so the octopus is giving the boat a gigantic hug with dancing starfish, [and there will be] a giant clam that's going to have a singer very similar to an Ariel. Probably one of the most vibrant entries we'll have because it's neon in color.



SHOWTIME

Season's Greetings

After a year's hiatus due to the pandemic the Seminole Hard Rock Winterfest Boat Parade makes its return this December 11. promising a dynamic program and new surprises. In honor of the "Best Show on H2O" and its fiftieth anniversary, FLI caught up with Lisa Scott Founds, who has belied the organization for 25 years, to discuss her favorite moments and what to expect this year. (winter/estparade.com)

FLI: What's your earliest memory of the parade?

Scott Founds: I can remember attending the first one-going down and taking a blanket livith family]. We would go every year following. We'd watch all the decorated boats. It wasn't like a panade back in the day, more pat a gathering and very organic.

Tell us about this year's theme.

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THIS YEAR'S WINTERFEST BOAT PARADE WILL CREASHATE SO YEARS AS THE "BEST SHOW ON HOO" WITH A VARIATY OF PESTIVAL EVENTS.







Fort Lauderdale Illustrated

What's one boat to look under-the-and invironment, zoout for? The octopus boat. We're doing some techy things we've never done before. Part of our board of 50 has encouroged

the octopus is giving the boot a gigantic hug with dancing starlish, and there will be a giant clam that's going to have a singer very similar to to enhance boots an Ariel, Probably one of the in the parade. We're going to most vibrant entries we'll have transform a water taxi into an becauze it's neon in color.



POETRY SLAM

Poet Shay Richardson (aka Eccentrich) founded the Pompano Beach Exit 36 Slam Poetry Festival in 2018. Taking place December 9-11 at various cultural venues including the Pompano Beach Cultural Center, the event will welcome poets from across the country. Actor and poet Malcolm-Jamal Warner (of The Cosby Show and current hit The Resident) will be a quest judge and will also perform and deliver an artist talk. "I was born and raised here, so it was very important to me that I leave something with my city," says Richardson. "[Slam poetry] is important because everybody deserves to tell their story and experiences, and spoken word allows one to do so without judgment or refute." (pompanobeacharts.org/exit36)

ON THE TOWN FOR THE HOUDAYS

ELF THE MUSICAL 12/10-11

WHERE: The Broward Center WHEN: 7:30pm (12/10-11), 2pm (12/10 HOW MUCH: \$20 NORE INFORMATION: browardcanter.org

The Performance Project Theater Company and School of the Arts stages the musical version of the popular Christmas film.

THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE 12/11

WHERE: Along the New River and Intracoastal WHER: 6:30pm-8:30pm HOW MUCH: Free, although various paid VIP seating is available along the route NORE INFORMATION winterfestparade.com

The granddeddy of Fort Lauderdale holiday events is back for a 50th year. Running from the Stranahan House in downtown to Lake Santa Barbara in Pompano Beach, the parade will feature everything from mega-yachts to family boats, all decked out for the season. There's also a downtown pre-show featuring non-motorized vessels at 6cm.



HOLLY DOLLY CHRISTMAS

WHERE: The Rose and Alfred Miniaci Performing Arts Center on the Nova Southeastern University campus WHEN: for HOW MUCH: \$30-\$45

12/11

MORE INFORMATION: browardcentet.org Dolly Parton and Kenny Rogers tribute

artists Becca Braxion and Tim Sells lead a holiday show full of well-known hits, holiday fovorites and surprises.

DARLENE LOVE 12/12

WHERE: The Parker WHEN: 7pm HOW MUCH: \$3750-\$6750 MORE INFORMATION: parkerplayhouse.com

The Rock n' Roll Hall of Fame member sings her hits and holiday classics in her Love for the Holidays tour.







WHERE: Las Olas Oceanfront Park

MOVIES BY MOONLIGHT:

BELIEVE

WHEN: 6:30om

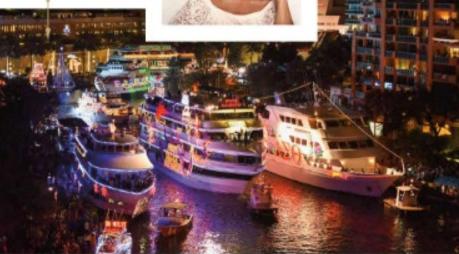
12/16



12/17 - 19WHERE: The Parker WHEN: 7:30pm (12/17), 7pm (12/18), 3pm (12/19) HOW MUCH: \$26.75-\$46.75 MORE INFORMATION:

parkerplayhouse.com Ballot Master Viadimir Issaev

choreographs and directs the classic.



Newsweek

u.s. Florida <u>Chr</u>istmas Boat Parade

BY DANIEL VILLARREAL ON 12/24/21 AT 6:41 PM EST



At a Florida Christmas boat parade, some participants used their displays to slam President Joe Biden. Above, boats decked out with holiday decorations travel along the New River while participating in the 47th annual Seminole Hard Rock Winterfest Boat Parade on Dec. 15, 2018, in Fort Lauderdale, Florida.

JOE RAEDLE/GETTY

The Palm Beach Post

Date: Friday, December 03, 2021 Location: WEST PALM BEACH, FL Groutation (DMA): 42,788 (39) Type (Frequency): Newspager (0) Page: T7,78 Section: TGIF Section: TGIF Service: Seminole Hard Rock Winterfest Boat Parade

DESTINATIONS

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DESTINATION

ACTIVITIES & INTERESTS TYPES OF TRAVEL NEWS & TIPS INSPIRE RETIRE

Sandi the Holiday Tree

The 35-foot "tree" of sand will be lighted through Dec. 31. The city's Centennial Fountain will be synchronized to nightly music and light shows on the quarterhour from 6 to 10 p.m.. When: Through Dec. 31 Where: Great Lawn, 100 N. Clematis St., West Palm Beach Info: wpb.org

Boynton Beach Tree Lighting & Holiday Parade

The 2021 holiday season in this city starts this weekend.

Tonight's tree-lighting event includes holiday music from local performers, food, children's activities and more. Saturday's Annual Holiday Parade, the 50th, will begin at 4 p.m. with a hoped-for 50 entries, including walking groups, bands, dance teams and businesses. Bring a lawn chair, but leave the pets at home.

Tree-lighting: 5-8 p.m. tonight at Boynton Beach Amphitheater, 120 E. Ocean Ave.

Parade: 4-6 pm. Saturday, along Federal Highway. Free parking available at local lots

Information:

boynton-beach.org/concerts; www.boynton-beach.org/2021-holidayparade

Palm Beach Gardens Tree Lighting

Music, children's activities, refreshments for purchase, a special visit from Mr. and Mrs. Claus, and more will kick off this city's holiday season. When: 6-8 p.m. tonight Where: Burns Road Community Center, 4404 Burns Road Information: pbgfl.com/747/Annual-Tree-Lighting

Paim Beach Outlets

Santa's Holiday Celebration

dren's electric vehicles. When: 12-3 p.m. Saturday Where: 1751 Palm Beach Lakes Blvd., West Palm Beach Information: www.facebook.com/ events/971410926773220/

Palm Beach Holiday Boat Parade and Toy Drive

The 27th annual parade, which benefits Toys for Tots and Little Smiles, spreads cheer with small boats, sailboats, and mega yachts, all decked out from top to bottom with holiday lights illuminating the waterways.

When: 6 to 8 p.m. Saturday Where: Starting in North Palm Beach and finishing at the Jupiter Inlet Lighthouse

See EVENTS, Page 8T

Information: marinepbc.org

Flagler Museum Tree Lighting

Each year during the winter holiday season, Whitehall's first floor brings late 19th century holiday celebrations to life

with historically accurate greenery, trimmings, and ribbons. The

focal point is a 16-foot-tall Christmas Tree in the Grand Hall, adorned with colored electrical "fairy" lights and traditional Gilded Age-style ornaments.

The official tree lighting will be Sunday, but the festivities will last all month, including holiday-themed tea in the Café Des Beaux-Arts and an onsite toy drive. When: noon to 5 p.m. Sunday

Where: Henry Morrison Flagler Museum, One Whitehall Way, Palm Beach Cost: Museum entrance is \$18 for

adults, \$10 ages 13-17, \$3 ages 6-12, free for members and ages 5 and younger. Information: www.flaglermuseum. us/visiting/visiting, 561-655-2833 More Florida Holiday Boat Parades

https://www.travelawaits.com/2713274/ft-mvers-beach-boat-parade-2021/

Florida is blessed with an abundance of waterways, including a gulf, y numerous bays and rivers, canals and inlets, and lakes. In short, there is ample space to stage a holiday boat parade, large or small. One of ര the biggest in Florida is held in Fort Lauderdale and this year, The Ø Seminole Hard Rock Winterfest will be celebrating its 50th anniversary. Known as "The Best Show On H2O," the 12-mile parade route will feature Mario Lopez as the Grand Marshall and begin at 6:30 p.m., lasting around 2 hours and 30 minutes. The festival will ē feature private boats, giant showboats, and corporate megayachts \simeq adorned with hundreds of thousands of lights, music, entertainment, decorations, celebrities, musical groups, beauty gueens, and many other exciting entries that are expected to be viewed by over 1 million spectators.

For a list of other Florida parades, see this *TravelAwaits* article from 2020, and also visit FloridaByWater.com.

For more experiences near Florida's Siesta Isles, check out these stories:

Merry in Mizner

Boca Raton's Mizner Park transforms

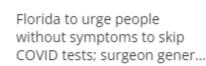
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Jumble Daily & Crosswore

Play Now

The host with the most: Winterfest grand marshal Mario Lopez on

juggling career and family

By ARLENE BORENSTEIN-ZULUAGA

SOUTH FLORIDA SUN SENTINEL | DEC 10, 2021 AT 11:35 AM



Mario Lopez is grand marshal of the 2021 Seminole Hard Rock Winterfest Boat Parade, (Charles Krupa/AP)

isten to this article

For some of us, dazzling mega yachts dressed in neon holiday lights are no competition for the twinkling smile and money-making dimples of this year's grand marshal of the Seminole Hard Rock Winterfest Boat Parade, Mario Lopez.

The two-time Emmy-winning television host of has paved a path of success from his days as A.C. Slater on "Saved by the Bell" with a you-name-it-he's-done-it list of accomplishments from Broadway, to the big screen, books, merchandise lines and YouTube - to skim the surface. These days he can be seen weekdays co-hosting the syndicated "Access Hollywood," is reprising his role as a grown-up A.C. on a "Saved By the Bell" reboot and has a new holiday movie debuting Friday on Lifetime.



Q: Tell us about coming to South Florida as grand marshal for the Seminole Hard Rock Winterfest Boat Parade's 50th year.

A. "I was familiar with the parade. I know the tradition. I'm honored and flattered that I got asked to be a part of it ... part of history so that's why I said yes. I love all the culture and the different flavors and ethnicities that are there, the music, the nightlife. South Florida is about as good as it gets."

The Seminole Hard Rock Winterfest Boat Parade launches at 6:30 p.m. Saturday on the New River in downtown Fort Lauderdale. A new ticketed viewing area is at Las Olas Intracoastal Promenade Park, on the south side of the East Las Olas Boulevard bridge. Gates open at 4 p.m. The viewing area includes family activities (no pets allowed), live entertainment, and food and drink for purchase. Tickets cost \$25, \$15 ages 10 and younger. Seating is first come, first served. For more information, visit Winterfest Parade.com

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Landmark resort reopens as The Boca Raton, a blend of 1920s glamour and 21st...



Florida to urge people without symptoms to skip COVID tests; surgeon gener..



SOUTH FLORIDA SUN SENTINEL | DEC 18, 2021 AT 8:00 AM



Marty Kiar, property appraiser, Broward County Last week: The "Best Show on H2O" was held this past weekend. Dating back to 1955, the boat parade is synonymous with the holiday season in South Florida. With over 1 million spectators along the 12-

mile route, the Winterfest Boat Parade is the largest, one-day, live audience event in Florida. This unique event has an annual economic impact on Broward County of more than \$50 million. Actor Mario Lopez was this year's grand marshal, and the parade was a stellar success, highlighting our waterways, beautiful weather, and our incredible Broward County community.



Dean Trantalis, mayor, Fort Lauderdale

Last week: Time Magazine has named Elon Musk as its 2021 Person of the Year. Musk was selected from a group of global luminaries due to his visionary thinking to advance humankind.

Some notable feats include making space exploration cheaper through SpaceX, harnessing the power of renewable energy with Tesla electric vehicles, and The Boring Company, his latest venture, is revolutionizing how cities can solve their traffic tie-ups. We hope to bring his innovation of the Boring Co.'s tunnels to bear for our traffic issues. We can't solve tomorrow's problems using the old methods of the past.

Looking ahead: On behalf of the Fort Lauderdale City Commission, I want to wish you and yours a very Merry Christmas and a Happy New Year! After last year's pause from the usual Fort Lauderdale holiday traditions due to the pandemic, this holiday season was packed with events for all of Fort Lauderdale to enjoy. From our six city-wide "Holiday Light Ups" to the 50th anniversary of Winterfest, along with the many toy drives and grocery giveaways, the unity of the Fort Lauderdale community has never been stronger. I especially want to acknowledge the valiant work of our first responders, EMS, police, fire and doctors and nurses. Thank you for your dedicated service each day.

ESCAPE TO PARADISE



Dreaming of a private, white sand beach? Look no further than Fort Lauderdale Marriott Harbor Beach Resort and Spa. Located on South Florida's largest private beach, truly escape and rejuvenate in pure seaside bliss.

FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA 3030 HOLIDAY DRIVE FORT LAUDERDALE, FL 33316 954-525-4000 MARRIOTTHARBORBEACH.COM

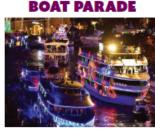
MARRIOTT RESORT FORT LAUDERDALE THE REAL OF MARCHINE DOWNEY



WHERE THE LOCALS GO.

Our world class cuisine and romantic Mediterranean ambiance make it a favored and anticipated destination Indoor & outdoor ocean view dining.

954.764.3500 · CasablancaCafeOnline.com Fort Lauderdale Beach Blvd (at Alhambra St. between Las Olas & Sunrise Blvd)



SEMINOLE

HARD ROCK

WINTERFEST

The "Best Show on H20." Seminole Hard Rock Winterfest Boat Parade, is the traditional kickoff to the holiday season in South Florida. Tourists and residents alike can enjoy the beauty of Fort Lauderdale's waterway on December 11. The Parade title sponsor, the Seminole Hard Rock Hotel and Casino, promises to dazzle and entertain intracoastal crowds with elaborate holiday light displays on one hundred vessels. The event will be celebrating 50 years with the theme "50 Years of Hard Rockin' Fun ... Winterfest 2021." Brightly decorated private boats, showboats, and mega yachts bring music, entertainment, celebrities, musical groups, and beauty queens.

The Parade will embark the 12-mile route at 6:30pm with staging in the Downtown area west of Stranahan House traveling east and will follow the route on the New River and Intracoastal in Fort Lauderdale as it travels north to Lake Santa Barbara in Pompano Beach.

Winterfest is excited to announce a NEW VIEWING location with a festival atmosphere and live entertainment before and after the Parade. Tickets to this gated area on Las Olas and the Intracoastal are \$25 for adults and \$15 for children. This new viewing area sponsored by Baptist Health opens at 4pm with the Parade in this area at 7pm and will close after a concert by the Shane Duncan Band at 11pm. Parking is available in the area but rideshare is encouraged. winterfestparade.com/ events/parade-viewing-area

WHAT'S HAPPENING

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The Seminole Hard Rock Winterfest Boat Parade

TRAVELHOST

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The Winterfest Posocle embories the 13 mile toute of 5:00 p.m. with stoping in the Downtown area west of the Strandhan House moveling Past and will follow the predetermined parade route on the few River and intracrostal in Fort Laudenable as it travels north to Lake Santa Ratbara in Pompiono Beach. The Postade takes approximately 2 hours to view hore ane location



Ninterfect is eached to announce a NEW VIP/NIND location with a Network and size entertoproven before and other the Farade. Takets to this agreed area on at Las Obs and the intracontrol is \$25 for adults and \$15 for children with many of the hotels along the beach. hotting weekend pockoper with tickets to worch the Porocle. This new viewing creat spontosed The Constant Lightly ongoing one of more well the Destoring in this course of Them, and will close other or concert by the Shore Duncon Rond of Equit Position is qualitable in the creatibut ideathore is encouraged. Tickets are just a click roway https://wintertextparade.com/events/paradeviewing-area

How you divoys deathed of being a statil fact ascent con-enter their phytowip mimed checolated vessel for \$25. Fiver if you don't own a boat and warr to be in the parade visit illeventeet's wahring for ticker information to be on a chargesel wereal.

Other viewing create include bidgest and various texts sorre bones done the more Settidence. Inn. Gollery One - Doublettee Guites by Hilton Hotel and Bohin Alor Search Fester & Vochting





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

www.travelhost.com

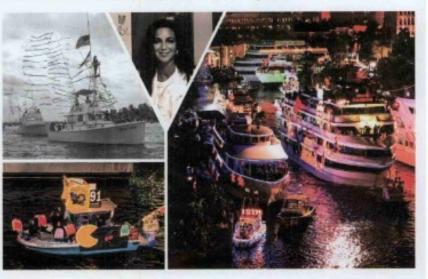
SOUTHERN BOATING

Wednesday, December 01, 2021 FORT LAUDERDALE, FL Location: Circulation (DMA): 36.335 (N/A) Type (Frequency): Magazine (M) Page: Section: Main Seminole Hard Rock Winterfest Boat Parade Keyword:

THEN AND NOW By Steve Davis

Holiday Cheer

The Winterfest Boat Parade celebrates 50 years.



Clockwise from top left: The parade's roots storted as a group of friends; Ina Lee; the stort line in 2015; Pac-Manthemed boot

he "Best Show on H2O" has been lighting up the waterways of South Florida for years, and 2021 celebrates the Winterfest Boat Parade's 50th anniversary. The Fort Lauderdale Christmas Boat Parade was started in 1971 by Kaye Pearson (a force behind the Fort Lauderdale International Boat Show) based on a group of friends that had their own parade to kickoff the holiday season. The event was, undoubtedly, a lot of fun in those early days because it continued on and became an annual tradition.

In 1982, Broward's Tourist Development Council provided \$8,000 to fund the parade, and Ina Lee, owner of TravelHost Magazine, became the first president, CEO, and chairperson of Winterfest. Under Lee's leadership, Winterfest expanded with more events to extend the holiday

Today Show meteorologist Willard Scott was the parade's first "official" Grand Marshal. The Winterfest Black Tie Ball joined the celebratory events in 1985 at the Fort Lauderdale Marriott Harbor Beach Resort & Spa.

The parade continued to rise in popularity, and grandstands were installed at Birch State Park that held 3,000 attendees. By 1986, 50 events were on the Winterfest calendar. From pop/soul groups like the Commodores and the Four Tops to a who's who of Grand Marshals, such as Dan Marino, Regis and Kathie Lee, Donald Trump, Shaquille O'Neal, and Pitbull, to corporate sponsorship, Winterfest was named the 20th Best Parade in the World in 1999 and 10° in 2015. Continental Airlines was the first title sponsor of the parade in 1994, and since 2004, it has been sponsored by the Seminole Hard Rock Hotel & Casino.

CITY & SHORE

Location: **Circulation (DMA):** 46.220 (N/A) Type (Frequency): Magazine (10Y) 37,38,39 Page: Section: Main Keyword:

Wednesday, December 01, 2021 FORT LAUDERDALE, FL Seminole Hard Rock Winterfest Boat Parada



Hard Rockin' on the River

For the Boat Parade, it's been half a century of lighting up Lauderdale's waterways - and image

By Greg Carannante

Tifty Christmases ago, when a little caravan of beaters decorated their boats and set off up the Intracoustal, they couldn't have known they were hautching an annual holiday tradition that would eventually become "the world's most-watched boat parade" - as well as the family-friendly counterbalance to Fort Landerdale's reputation as the capital of Spring Break debauchery.

Beginning near the 17th Street Causeway and cruising up to Las Olas Boulevard, that little cruise has of course, grown into the Seminoli Hard Rock Winterfest Boat Parade, one of the largest one-day outdoor events in the country: After last year's Covid cancellation,

Lise Scott-Founds

on Dec. 11 the parade will once again have the New River and Intracoastal shimmering with over 100 wessels from sailboats to showboats and kayaks to megapachts, all done up in radiant holiday regalia and viewed by about a million people along a 12-mile route from downtown Lauderdale to Pompuno Beach.

Scott-Founds, who turns 58 in December, was 8 years old when she saw her first boat parade. "My mom found out about it through her friends. I remember taking the blanket to the end of one of the streets in Rio Vista and making little sandwiches and getting ready for something that weld never done before. It was a highlight of my young childhood and ever since then I made sure to watch every parade. It was such a tradition for us. It brought our family together."

What she remembers most from those early parades is "the beauty of the camaraderic, the beauty of celebrating and the ave of the decorations, Back then it was all about Christmas. Here we lived

CITY & SHORE

Date: Wi Location: FC Circulation (DMA): 46 Type (Frequency): Ma Page: 50 Section: Ma Keyword: Se

Wednesday, December 01, 2021 FORT LAUDERDALE, FL 46,220 (N/A) Magazine (10Y) 50,51 Main Seminole Hard Rock Winterlest Boat Parade

CITY & SHORE

Date: Location: Circulation (DMA): Type (Frequency): Page: Section: Keyword: Wednesday, December 01, 2021 FORT LAUDERDALE, FL 46,220 (N/A) Magazine (10Y) 50,51 Main Seminole Hard Rock Winterlest Boat Parade

Point to Green Bridge, along Palmetto and Bradenton, holidayboatparade.org.

Seminole Hard Rock Winterfest Boat Parade,

6:30 p.m. Dec. 11, New River and Intracoastal Waterway from Fort Lauderdale to Pompano Beach, winterfestparade.com.

Martin County Christmas Boat Parade,

6:30 p.m. Dec. 11, Intracoastal Waterway from Jensen Beach to Port Salerno, miatc.com.

St. Lucie County Christmas Boat Parade, 6:30 p.m. Dec. 11, Intracoastal Waterway

in Fort Pierce, miatc.com.

Christmas Boat Parade,

6:15 p.m. Dec. 11, Naples Bay, miacc.org/event/ christmas-boat-parade-on-naples-bay/.

Indian River County Christmas Boat Parade, 6:30 p.m. Dec. 18, Intracoastal Waterway and residential canals in Vero Beach, miatc.com.

Boca Raton Boat Parade,

6:30 p.m. Dec. 18, Intracoastal Waterway, myboca.us/1464/Holiday-Boat-Parade.

North Florida

Tarpon Springs Illuminated Boat Parade, Dec. 3, Anclote River, ctsfl.us/recreationdepartment/recreation-events.

Treasure Island Holiday Boat Parade, Dec. 4, Boca Ciega Bay, mytreasureisland.org.

Dunedin Holiday Boat Parade, 6 p.m. Dec. 4, Saint Joseph Sound, dunedinboatclub.org.

Daytona Beach Christmas Boat Parade, 6 p.m. Dec. 4, Halifax River, daytonabeach.com/ event/daytona-beach-christmas-boat-parade/43531/.

DATEBOOK IN DETAIL

Decking the Hulls

Whether enjoying the spectacle from on shore or partying onboard, there's a floating holiday parade to ring in the season.

By Patti Roth

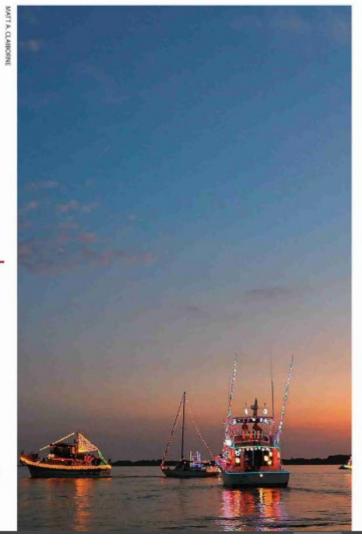
South Florida

Palm Beach Holiday Boat Parade, 6 p.m. Dec. 4, Intracoastal Waterway from North Palm Beach to Jupiter, marinepbc.org/boat-parade.

Venice Christmas Boat Parade, 6 p.m. Dec. 4, Intracoastal Waterway, venicechristmasboatparade.com.

Fort Myers Beach Boat Parade, Dec. 4, Matanzas Pass, fortmyersbeach. org/events/christmas-boat-parade.

Pompano Beach Holiday Boat Parade: Pompano, Lighthouse Point and Deerfield Beach, Dec. 10, Intracoastal Waterway from Lake Santa Barbara north to Sullivan Park, 954-941-2940, pompanobeachchamber.com.





FORT LAUDERDALE ILLUSTRATED

Wednesday, December 01, 2021 FORT LAUDERDALE, FL Circulation (DMA): 10,974 (N/A) Type (Frequency): Magazine (11Y) 24 Main Seminole Hard Rock Winterfest Boat Parade

24/SEVEN

SHOWTIME

Season's Greetings

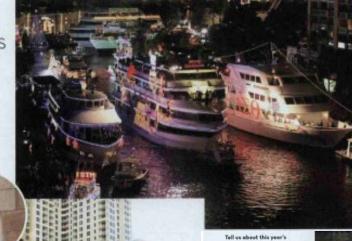
After a year's hiatus due to the pandemic, the Seminole Hard Rock Winterfest Boat Parade makes its return this December 11, promising a dynamic program and new surprises. In honor of the "Best Show on H2O" and its fiftieth anniversary, FLI caught up with Lisa Scott Founds, who has helmed the organization for 25 years, to discuss her favorite moments and what to expect this year. (winterfestparade.com)

FLI: What's your earliest memory of the parade?

Scott Founds: I can remember ottending the first one-going down and taking a blanket [with family]. We would go every year following. We'd watch all the decorated boats. It wasn't like a parade back in the day, more just a gathering and very organic.

Tell us about this year's theme.

The theme is "50 years of Hardrockin' Fun." We're focusing on breaking it out into decades and the significant visuals or thoughts that identify with a certain decade. It can be anything fun- a band, a play, a singer, a movie-prything that really stuck out to that person who's putting together the boat.





under the sea environment, so

Date:

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What's one boat to look out for?

the octopus is giving the boot The octopus boat. We're doa gigantic hug with dancing ing some techy things we've starfish, [and there will be] never done before. Part of our a giant clam that's going to board of 50 has encouraged have a singer very similar to Winterfest to enhance boots on Ariel. Probably one of the in the parade. We're going to most vibrant entries we'll have transform a water taxi into an because it's nean in color

theme

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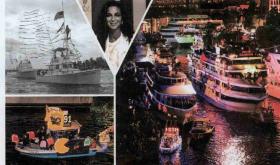
Center, the event will welcome poets from across the country. Actor and poet Malcolm-Jamal

SOUTHERN BOATING

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Today Show meteorologist Willard Scott was the parade's first "official" Grand Marshal. The Winterfest Black Tie Ball joined the celebratory events in 1985 at the Fort Lauderdale Marriott Harbor Beach Resort & Spa.

The parade continued to rise in popularity, and grandstands were installed at Birch State Park that held 3,000 attendees. By 1986, 50 events were on the Winterfest calendar. From pop/soul groups like the Commodores and the Four Tops to a who's who of Grand Marshals, such as Dan Marino, Regis and Kathie Lee, Donald Trump, Shaquille O'Neal, and Pitbull, to corporate sponsorship, Winterfest was named the 20th Best Parade in the World in 1999 and 10th in 2015. Continental Airlines was the first title sponsor of the parade in 1994, and since 2004, it has been sponsored by the Seminole Hard Rock Hotel & Casino.

There is so much history with the parade over the last 50 years, but it all comes from one thing: hard work from dedicated people with the holiday spirit. Even if you only make it along the parade route to watch the boats, it's just enough to encourage a smile or two and, hopefully, give a sense of joy to all who see those beautifully lighted boats float by, winterfestparade.com 2

Page 1 of 1

Account: 1183AN (17) For reprints or rights, please contact the publish

most vibrant entries well have in the parade. We're going to transform a water taxi into an because it's neon in color.



2018. Taking place December 9-11 have a singer very similar to on Ariel. Probably one of the

POETRY SLAM Poet Shay Richardson (aka Eccentrich) founded the Pompone Beach

at various cultural venues including the Pompano Beach Cultural Center, the event will welcome poets from across the country. Actor and noet Malcolm-Jamal Warner (of The Coshy Show and current hit The Resident) will be a guest judge and will also perform and deliver on ortist talk. 7 was born and raised here, so it was very important to me that I leave something with my city," says Richardson. "[Slam poetry] is important because everybody deserves to tell their story and experiences, and spoken word allows one to do so without judgment or refute." mpanobeacharts.org/exit.36)

GO RIVERWALK

Dates Wednesday, December 01, 2021 Location: FORT LAUDERDALE, FL Circulation (DMA): 12,500 (N/A) Type (Frequency): Magazine (12Y) Page: 34,35 Section: Main Seminole Hard Pock Winterfest Boat Parade Keyword:

FOND FAMILY MEMORIES

THE DRIVING FORCE BEHIND THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE REMINISCES

ike many people, Lisa Scott-Founds holds fond memories to its former glory while of the Seminole Hard Rock Winterfest Boat Parade. Now the president and CEO of Winterfest, Scott-

Founds grew up watching the parade with her family. "I was the youngest with an older brother and two sisters. The difference in our ages kept us from doing a lot of activities together, Winterfest was a tradition we all enjoyed. I remember picnic baskets, blankets, laten chairs, Frisbees, lots of laughter, and overall smiles on the shore

waiting and watching Winterfest. "I reflect on these memories when I talk about Winterfest. Watching the lights of the parade in a child's eyes tells you why I have the best career. I am surrounded by community leaders committed to continuing the magic."

Scott-Founds has a long history with the event. She joined the parade as a volunteer on the ball committee in 1987. Later, she was hired as the community relations manager for Winterfest in 1994. "I was with Winterfest for approximately a year when the position opened to be event director. A few members of the board encouraged me to take the position. Talk about old school," she said. "I faxed my resume minutes before the deadline. I

didn't realize exactly what I was walking into, with this role. A few years earlier, the

MARIO LOPEZ

2021 GRAND MARSHAL

SEMINOLE HARD ROCK

WINTERFEST BOAT PARADE

Winterfest Boat Parade on Dec. 11.

Access Hollywood host Mario Lopez will

serve as grand marshal for the 50th annual

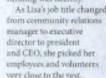
Lopez will appear onboard the Fifth Third

parade route as it sails along the New River,

Bank Grand Marshal Showboat, waving and greating spectators along the 12-mile



ensuring the organization's funding was healthy.





"I surrounded myself with people that have the same passion for the parade," she said.

She brought back Dawn Diehl who had taken a few years off after maternity leave as event director and logistics for the showboats. Another Florida native, Amy Tate, was already an employee when Lisa was hired. This team of three reached out personally to family, friends, and locals to expand the volunteer base to more than 300 parade loving fans. In 2001, Amy moved to Georgia.

"As fate would have it, I received a phone call by the director of the Pompano Parade. We talked about me losing a staff member and she responded, 'why don't you hire me?' Kathy Keleher was added a month later."

Today, Winterfest continues as a family-affair with Lisa's husband, brother, sisters, nieces, nephews; Duwn and Kathy's children; children of board members and the return of past interns as volunteers for events, dock walkers, and viewing area volunteers.

"My love of Winterfest is still the driving force in me today. Under my leadership with chair Mark Swenson. our board of directors and advisers have created subcommittees such as Parade Enhancement to bring new ideas for Wow Entries while encouraging our local boaters to join the parade and create their traditions with family and friends.

"We may be internationally recognized as 'The World's Most Watched Boat Parade,' but its heart are the family entries such as Mr. Bobh, Birnini Twist, Mooncusser, 26 Sailfish, Jenny II, 4 SeaSuns, Felicity, Millie and so many more.

"This year, Winterfest's celebrates 50 years, and we want the entire community to celebrate with us. Boaters are part of our family. Spectators, our close friends. This year, we have something for everyone including our new viewing area at Las Olas and the Intracoustal. For more information, visit us online at



Joe DiMaggio Children's Hospital

DECEMBER 4 LIMITED NUMBER OF TICKETS AVAILABLE CHLOE 3 1888

PRESENTED BY ROWARD HEALTH

SEMINOLE HARD ROCK WINTERFEST **GRAND MARSHAL RECEPTION**





DATES TO REMEMBER

NOVEMBER 6 – NIFTY FIFTY PEP RALLY presented by Steve Savor

Time travel to the 50s with multiple bands, retro DJs thru the decades, solo acts, diner fare and entertainment. Limited tickets available \$100 per person / \$150 for 2 tickets (save \$50). Ride share encouraged. Livestream of the entertainment by AARP.

NOV. 21 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST* **FAMILY FUN DAY**

FUN DAY - FREE fun for kids of all ages! Polar Express, face painting, sampling, Pet Rescue Row, Stoked On Salt Conservation Village and much more. Photo opportunities with Santa. Free giveaways and live entertainment at Huizenga Plaza.

DEC. 4 - SEMINOLE HARD ROCK WINTERFEST® BLACK TIE BALL

PRESENTED BY BROWARD HEALTH Spirits from Republic National Distributing, Co. Fidelity Investments Silent Auction and DEX Imaging Entertainment with special performances from the Distribution that the CONTROL TAIL of the matches of the Control of Broadway Musical, Disney's FROZEN. Tables of 10 start at \$3,000.

DEC. 7 - CAPTAIN'S MEETING PRESENTED BY KARMA AUTOMOTIVE In association with Frank & Jimmie's Prop Shop and FB Marine Group, Goodie bag and dinner for our Parade Captains following the meeting. Enter your Boat today to receive boater swag, invitations, and updates

DEC. 10 - SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL **RECEPTION PRESENTED BY UNIVERSITY OF MIAMI SYLVESTER** HENSIVE CANCER CENTER

Honoring the Parade's Grand Marshal, child ambassador, Jr. Captain, and celebrity guests. Become a Sponsor - Get Invited!

DEC. 11 - BAPTIST HEALTH PARADE VIEWING AREA In association with the Beach Business Improvement District and Florida Panthers. "Party in the Park" - Stella Artois Culinary Courtyard, Live entertainment, and festival atmosphere. Tickets are \$15 child / \$25 for adult which includes a concert following the Parade, NEW LOCATION: Las Olas Intracoastal Promenade Park, 80 Las Olas



Circle, Fort Lauderdale, FL 33316 DEC. 11 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HEALTH, NOVA SOUTHEASTERN UNIVERSITY and HOTWIRE COMMUNICATIONS Hosted by the Riverside Hotel - featured cuisine The Club and area restaurants.

Approximately 500 guests experience an intimate view of the Parade start. Become a Sponsor - Get Invited!

DEC. 11 - 50th ANNIVERSARY SEMINOLE HARD ROCK WINTERFEST* BOAT PARADE with the theme 50 Years of Hard Rockin' Fun ... Winterfest 2021 Highlights: Fifth Third

Bank Grand Marshal Showboat featuring our host city - City of Fort Lauderdale. South Florida Ford Fireworks, showstopper entries sponsored by WSVN, Republic National Distributing, Co., AARP, Live Nativity by Catholic Health Services, and more. Vote for your favorite entry on the Winterfest App to win Spirit Airlines!

WINTERFEST TELEVISION SPECIAL FIRST AIRS DECEMBER 18 On WSVN CHANNEL 7 followed by airing on BALLY SPORTS FLORIDA.

SANTA SIGHTINGS, CONTESTS, SANTA TRACKING, MAILBOXES HOLIDAY CRUISES, DIY ORNAMENTS, RECIPES AND MORE

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SPEND THE WEEKEND WITH WINTERFEST Enjoy all the excitement of Fort Lauderdale and the Parade -visit Winterfest for weekend hotel packages.



EVENT & TICKET INFORMATION

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GET EVENT UPDATES • VOTE for YOUR FAV BOAT • WIN PRIZES USA Today's Readers' Choice 10 Best - Holiday Festival



"FIFTY YEARS AGO. A BUNCH OF GUYS GOT TOGETHER, STRUNG A FEW LIGHTS, DRANK A LOT OF BEER, AND THE BOAT PARADE WAS BORN." -INA LEE

inter in South Florida may not be what most people think and watched a small collection of boats in 1971 turn into an event of when it comes to celebrating the holidays, but for a viewed by millions on television sub-tropical location like Fort Lauderdale, this town is

running and most iconic, of course, is Winterfest.

Ina Lee, the unoffic

breathing for Florida's largest live, one-night event, the Winterfest Boat stepped in to fund the event. Lee was the first chairperson of Winterfest, Parade. The president and CEO relies on her small but mighty team, taking the event to the next level by adding the Black Tie Ball during the as well as hundreds of board members and volunteers to bring Fort booming '80s when corporations sponsored yachts, determined to out-Lauderdale's 'best show on H20' to life. And with its milestone 50th anniversary taking place after last

"Fifty years ago, a bunch of guys got together, strung a few lights, surprisingly steeped in winter traditions, the longest- drank a lot of beer, and the boat parade was born," she laughs.

It started as a small affair in a notoriously raucous Spring Break Lisa Scott-Founds spends 364 days a year living and town. That is, until 1982, when Broward's Tourist Development Council do one another.

But Lee wanted to go national. Her board, including publicists Jack

year's pandemic related cancella bigger than ever. "I'm really excited about thi

Scott-Founds says. "It's just an put their heart and soul into ma of the best. It takes a village. Like many, Scott-Founds gre million economic impact for the when business is slow. She star she joined the company as its p became executive director, and and CEO. Today, Winterfest has

an advisory board of 55, and 35 For her, the day of Winter the weather and water currents. sure every boat captain knows Coast Guard checks for manate needs to get to his show boat. years, and she's prepared for an clouds creeping over downtown, just never know what you're going rain or shine."

But Winterfest is more that October, a slew of activities have I annual poster debut, family fun da Meeting, and Grand Marshal Rece

"It filled hotel rooms, it brough it helped change the image of who round, beautiful destination," say Media Group and the unofficial "g As the founder of the Winterfe

112 venicemagfti.com Winter 2021/2022

turning the piece into 3D limited edition prints with Swarovski crystals and glitter. "I really wanted this to feel like a celebration," Fazzino explained.

like a rebirth of the parade." Winterfest has had its share of growing pains and in 1991, the then that businessman and entrepreneur, Wayne Huizenga challenged able to bring the parade into people's homes." the community to save Winterfest, offering to match up to \$100,000 breathing life back into Winterfest

brainstormed the creation of a television retrospective.

Lily Pardo, Channel 7's director of public relations "Last year was tough display for a lot of people; this one-hour show brought light and holiday cheer and remembrance "

A Winterfest board member, Pardo got her first taste of broadcasting like watching your child grow up beyond your wildest dreams."

viewers. A one-hour special airs a week later, then again on Christmas and New Year's Day, including on the airwaves of two sister stations in Boston. For 2020, Channel 7 created a special program following the "The last year for everybody has been a huge catastrophone...it's almost theme "Home for the Holidays," showing the best boats from over the years, surprises from organizers, and decorating contests.

"The parade is synonymous with the holidays in South Florida and lights were almost permanently extinguished due to bankruptcy. It was being on the water, it's unique, right?" Pardo says. "It's wonderful to be

Winterfest is a far cry from what it was in 1971 - today yachts and center console boats are decked out in LED lights, families choose Then came 2020 and the parade was canceled for the very first a theme, corporate yachts float down the New River, and live bands time since its inception. With so many of Fort Lauderdale's traditions perform aboard vessels. This year, almost half of the boat captains being shuttered or moving to an online platform, the team at Channel 7 are newcomers and sign-ups to participate are ahead of schedule. The return of Fort Lauderdale's signature event is serving as a reunion of "Just because the event wasn't going on doesn't mean you can't sorts, with ladies headed back to Zola Keller to pick up their gala gowns, continue to be top of mind with supporters and the community," says as they have for years, and boat captains planning the perfect light And for Lee, it's a moment to see her first grandbaby, the Winterfest

Boat Parade, make it to 50 years through thick and thin. Says Lee "It's

https://venicemagftl.com/winterfest-turns-50/ Winter 2021/2022 venicemagiti.com 113

with rock bands performing and fireworks exploding over the party. the annual boat parade when she worked at Channel 7 after college His detailed works take months, from a pencil sketch to the approved Typically, the team covers the events leading up to Winterfest, and design being covered with acrylics and markers, and his 50-person team reporters camp out at the Stranahan House to share the parade for

SEMINOLE HARD ROCK WINTERFEST'S CELEBRATES 50TH **ANNIVERSARY**





TO COMMEMORATE ITS 50TH ANNIVERSARY, SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE WILL FEATURE A SPECTACULAR LINEUP OF EVENTS COUNTING DOWN TO THIS YEAR'S HISTORICAL BOAT PARADE TAKING PLACE ON DEC. 11.

and the holiday season," said Lisa

Scott-Founds, President and CEO.

lineup includes: Seminole Hard

Rock Winterfest Black Tie Ball

Presented by Broward Health on

December 4th; Captain's Meeting

Presented by Karma Automotive

on December 2nd (for parade

participants only); Seminole

Hard Rock Winterfest® Grand

Marshal Reception Presented by

University of Miami Sylvester

Comprehensive Cancer Center

on December 10th: and the

The December 2021 in-person

WINTERFESTPARADE.COM

he extensive Christmas cookie decorating and timeline, showcasing ornament making classes, and "50 Years of Hard Rockin' Fun," will be featured on the Winterfest website, highlighting Flashback Fridays and other historical moments promoting the organizer's milestones.

In 2021, Winterfest will be hosting its signature annual inperson events along with some fun holiday happenings for the entire family to enjoy. Storytime, digital messages from Santa,

more will be just one click away on Winterfestparade.com. Visitors will also have the opportunity to purchase an ornament or charm commemorating the 50th anniversary. The website will include a link to the online auction which will be active to bid on starting mid-October.

"We are pleased to host many unique and interactive events, in person to bring the community together to celebrate the 50th anniversary of Winterfest

Rock Winterfest® Boat Parade on December 11th; VIP Viewing Area Presented by Holy Cross Health, Nova Southeastern University and Hotwire Communications on December 11th; Parade Viewing Area presented by Baptist Health on December 11th.

Winterfest is a Florida notfor-profit organization based in Broward County that produces a variety of events including the free public event known as the Winterfest Boat Parade - "The World's Most Watched Boat 50th Anniversary Seminole Hard Parade."



Winterfest 2021





DECEMBER 4

LIMITED NUMBER OF TICKETS AVAILABLE

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THE TRADITION CONTINUES...



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

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BEYOND BASE





BROWARD GLIDE IN A GONDOLA

Take advantage of Fort Lauderdale's waterways with the Riverfront Gondola Tours. But before you hop on board, order your dinner from Casa Sensei and enjoy a decadent meal while you cruine. 1200 E. Las Olas Blud., Fort Laudendale; 954.616.7699; riterfrompouldation com

TEQUILA AND TUNES

Warm up your vocal cords and head to Bodega Taqueria y Tequila every Tuesday night for Music Bingo from 7 to 9 p.m. Plus, Taco Tuesday promotions include discounted tacos, margaritas, beers and tequila. 21 W. Lee Olee Blod., Fars Laudendale: 954.945.5545; bodepataqueria.com



PALM BEACH

FOODIE JOURNEY

To discover-or rediscover-West Palm Beach, the West Palm Beach Food Tours offer a selection of options like the historic neighborhood tour and downtown food tour. 561.408.9614; swspalmleachfoolner.com

HOLLY JOLLY SPIRIT

- · An annual tradition, drive through winding Tradewinds Park for Holiday Fantasy of Lights in Coconut Creek, Further north, gaze in ane at the 100-foot Christmas tree in downtown Delray Beach
- · In true Florida fashion, meet Sandi Land, the 35-foot holiday sand tree with a nightly music and light show in West Palm Beach, or take a peek at the Palm Beach Marriott Singer Island's life-sized gingerbread house.
- · Even the animals are in the mood for the holidays, thanks to Zoo Lights at Palm Beach Zoo. You can also take in the lights at Hoffman's Chocolate Winter Wonderland (and eat some chocolate tool)
- · Get your cocktail on! The most highly anticipated holiday pop-up is back at Death or Glory's Miracle Bar, with a entire menu of holiday-themed cocktails. If you want to make your own, make your way to Eau Palm Beach Resort & Spa for its holiday cocktail classes.



SAY HELLO TO 2022

There's plenty of ways to ring in the New Year! Head to Clematis Street to watch the fireworks light up the sky over West Palm Beach. Plan a staycation at the new The Ray on Delray Beach's Atlantic Avenue, The Dalmar in Fort Lauderdale or The Ben in West Palm Beach-all of which have incredible rooftops for views of the fireworks! If you want to toast the arrival of 2022 at home, pop into Fort Liquordale and Primos Liquors in Fort Lauderdale or Wine Shop Social in Deiray Beach to pick up a bottle of bubbly

For more New Year's Eve ideas, subscribe to our neveletter at luxuryquideusa.com/subscribe.

MARK YOUR CALENDAR

DECEMBER

Palm Beach Holiday Boat Parade

Bring out the whole family to enjoy this festival of lights on the Intracoastal Waterway that raises funds for local charities. marinesic ary

Dec. 9-10 **Truffles Galore**

The swarky French brasserie Café Boulud hosts a six-course dinner on the 9th and a four-course lunch on the 10th, both featuring a decadent truffle-focused menu, og/ihmlad antipulmhack

Dec. 9.12 Palm Beach Food & Wine Festival

Renowned chefs descend onto Palm Beach for the annual culinary festival that's filled with dinners, wine tastings and cooking demonstrations. philadetachos can

Dec. 11. Seminole Hard Rock V

t Boat Parade Watch shimmening boats glowing with Christmas lights cruise down Fort Lauderdale's waterways. penale are

Yoga Fun Day

This family-friendly wellness and fitness event is hosted by the Village at Gullstream Park, pullimanpark ann

JANUARY

Florida Panthers vs. Calgary Flames

Head to the newly renamed FLA Live Arena to catch all the excitement on the ice. (Edimonicane

Jun. 21-23

Seaglass The Fort Lauderdale Rosé Experience

Rose lovers rejoice! This beachside festival celebrates all things. rose, and international vineyards will be on the sands pouring their favorite wines paired with cuisine from celebrated chefs. weglescoperies a con-

Jan. 23. The Holy Rocka Rollaz

Travel back to the '50s with this trio singing tunes by musical legends like Buddy Holly, Chuck Berry and Johnny Cash at the Arts Garage. angeograg

Jan. 29 Pegasus World Cup

The annual event is back at Gulfstream Park where you can bet on your favorite horse while sipping on a coditail or two. population of the population o

FEBRUARY

Kristin Chenoweth For the Girls

The Broadway star hits the Kravis Center stage to sing some of her most famous songs. Avenuer

Alton Brown Live: Beyond the Eats

The celebrity chef takes over the Coral Springs Center for the Arts. with his culmary variety show, elwesters can

Feb. 17 MONSTAX: World Tour

The South Korean boy band finally arrives to South Florida after a postponed show followmu.com



For more South Florida happenings or to submit your event to our calendar, visit LuxuryGuideUSA.com/happenings.



BOCA/DELRAY FOLLOW THE FOOD

If you've looking for a VIP culinary adventure, reserve a spot on a Graft Food Tours excursion. The Delray-based company offers weekly tours with behind the scenes access to restaurants and bars in both Delray and Fort Lauderdale. 103 NW Thod Am., Delvay Boack: 954.559.8456; mafifeedman.com

JAM PACKED FUN

The Arts Garage has a slew of events to discover, like an Open Mic Night on the second Tuesday of the month, Poetry Night on the third Monday and a lively Jam Session on the last Monday of the month. 94 NE Second Ane., Dubay Beach: 561.450.6357; antiganage org

20 LUNDRY CODE

JetASAP





Several bridge closures taking place Saturday night for Winterfest Boat Parade in Fort Lauderdale

	Di Si
Start Download	
3 Steps: 1. Click The Button 2. Start Download 3. Start Browsing	
Wave Browser Download	

AUDERDALE, FLA. (WSVN) - The highly-anticipated Winterfest Boat Parade will set sail on y night.

e parade, however, will come bridge closures in Fort Lauderdale.

Olas Boulevard bridge will be closed from 7 p.m. to 9 p.m.

Share f 🎔 🖾

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trise Boulevard bridge will be closed from 7:30 p.m. to 9:30 p.m.

kland Park Boulevard bridge will be closed from 8 p.m. to 10 p.m.

nmercial Boulevard bridge will be closed from 8:30 p.m. to 11 p.m.

*i*ll also be several closures along the New River including Seventh Avenue from 6 p.m. to n. and the FEC Railroad from 6 p.m. to 8 p.m.

s Avenue will be shut down from 6 p.m. to 8:30 p.m., East Las Olas Boulevard will be shut om 7 p.m. to 9 p.m. and the Third Avenue bridge will be closed from 6 p.m. to 8:30 p.m.

e information on the Winterfest Boat parade, click here.

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7:56 AM · Dec 11, 2021 · SocialNewsDesk

The start of the weekend promises no major change as South Florida will continue to experience unseasonably warm conditions. After starting off with some fog, we can expect a mix of sun and clouds this afternoon while our afternoon high temperatures remain in the 80s. Other than a spotty shower or two, today should be mainly dry across south Florida. Perfect conditions continue into this evening just in time for the Winterfest Boat Parade!

...



Erika Delgado @ErikaDelgadoWx

Perfect conditions across South Florida for the Winterfest Boat Parade later today @wsvn



8:05 AM · Dec 11, 2021 · SocialNewsDesk



Winterfest Boat Parade celebrates 50th anniversary on Saturday night

BY VIVIAN GONZALEZ, FRANKLIN WHITE DECEMBER 10, 2021

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A boat carrying angels in memory of those lost during the shooting at Marjory Stoneman Douglas High School travels along the New River during the 2018 Seminole Hard Rock Winterfest Boat Parade in Fort Lauderdale. (Photo by Joe Raedle/Getty Images)

Boat Parades

There's no shortage of holiday boat parades throughout the state. Some standouts are the <u>Regatta of Lights</u> Dec. 11 in St. Augustine, the <u>Winterfest Boat Parade</u> on Dec. 11 in Fort Lauderdale and the <u>Daytona Beach Christmas Boat Parade</u> on https://wsvn.com/news/local/marking-a-milestone-as-past-participants-come-together-for-50th-annual-w... Θ



News v Weather v Sports v Entertainment v ••• • Live

75° 🧥 Q

Marking a milestone as past participants come together for 50th annual Winterfest boat parade; Bridge closures



POMPANO BEACH, FLA. (WSVN) - Nothing says 50 years better than a pink Cadillac, rock and roll music blaring from a 54-foot meter boat, and of course, the king himself.



"I'm Elvis, and we're here celebrating our 50th Winterfest." said Rob Kornahrens of Advanced Roofing Teams.

The Seminole Hard Rock Winterfest Boat Parade is in full prep mode, as boats prepare for the greatest show on H2O.

"We've got the top trusses, going over 30 feet across the top, another 12 feet out in front of the barge. The legs are about 16-, 17-feet long and those are about 12-inch, 12 by 12 trusses," said Joe Balisteri.

1. Several COVID-positive Silversea cruise passengers wait hours to be put up in hotels

2. 911 calls released from Wilton Manors hit-and-run crash killing 2 children, injuring 4 others

SunSentinel

Location: Circulation (DMA): vpe (Frequency) Section Kawwood

Monday, December 13, 2021 FORT LAUDERDALE, FL 83,906 (18) Newspaper (D) Main Seminole Hard Rock Winterfest Boat Parade



MICHAEL LAUGHLIN/SOUTH FLORIDA SUN SENTINEL

Winterfest Boat Parade returns

Thousands of people gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock Winterfest Boat Parade on Saturday.

Seminole Hard Rock kicks off 50th Winterfest festivities with black-tie ball

BY 7 NEWS WSVN DECEMBER 5, 2021

Share f 🎔 🖻

75° 🧥



HOLLYWOOD, FLA. (WSVN) - Winterfest kicked off with a night of fun on Saturday.

Seminole Hard Rock Hotel and Casino celebrated its 50th anniversary for its famous boat parade with a black-tie ball.

The casino was transformed into a winter wonderland as guests got to enjoy special performances.

"We're here to celebrate the holidays. We are kicking off an amazing 50th anniversary for the Seminole Hard Rock Winterfest Boat Parade, and we've got about 1,200 people that are coming out, and they're ready to celebrate," said Lisa Scott-Founds, President and CEO of Winterfest. "What better way to celebrate than with the largest boat parade in the world, the largest one-day live spectator event in the entire state of Florida?"

⊳×

Saturday's ball featured musical performers from Disney's Broadway musical "Frozen" and several New York bands.

The entertainment was sponsored by the print company Dex Imaging.

The 50th Winterfest Boat Parade is scheduled to set sail on Saturday beginning at 6:30 p.m. For more information and tickets, click here.

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50th Annual Winterfest Boat Parade in Fort Lauderdale | PHOTOS





The 2021 Seminole Hard Rock Winterfest Boat Parade marks the 50th anniversary of the historic on the water parade.



DON'T MISS



2021 NFL mock draft: Three-round projections



UPDATED: South Florida restaurants that permanently closed during coronavirus pandemic PHOTOS

Say hello to Ivanka Trump's new neighbors: Tom Brady and Gisele Bündchen



1/47 9 8

Trump supporters prepare to greet the outgoing president in Palm Beach | PHOTOS

(Michael Laughlin)



DESTINATIONS > UNITED STATES > FLORIDA

My 8 Favorite Places In Florida To Experience Christmas Lights

8. Christmas Boat Parades

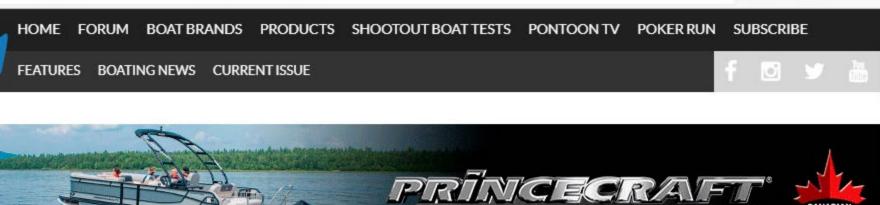
It's exhilarating watching a slow parade of boats, all decked out in twinkling lights and decorations, make their way down any waterway. The lights reflecting off the water, Santa and his elves waving ... for water lovers across the globe, the holidays signal the time-honored tradition of a Christmas boat parade!

In Florida, the mack daddy of all Christmas boat parades is in Fort Lauderdale. Appropriately named the Venice of America, Fort Lauderdale has almost as many waterways as it does roads. The Fort Lauderdale Winterfest Boat Parade draws all types and categories of watercraft, from small private boats to mega-yachts. Some vessels will have music, lights, entertainment, decorations, musical groups, and celebrities.

This year, the Fort Lauderdale Winterfest Boat Parade's route begins at the Stranahan House, then heads east down the New River to the Intracoastal Waterway. From there, it heads north to Lake Santa Barbara in Pompano Beach.

Pro Tip: Drawbridges close to traffic for hours to allow boats to pass. If you need to cross a bridge, you need a plan. Also, this year's event is estimated to have over one million spectators.

With so many choices of fantastic Christmas light displays throughout the Sunshine State, you'll find yourself returning year after year to celebrate the holidays with a tropical vibe. Florida is a fabulous destination choice for multigenerational families who are looking for options for the entire family during the Christmas holiday season.

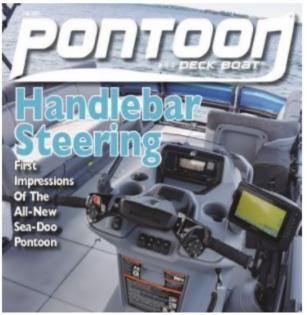




Water Sports Foundation Suggests Six Top Tips for a Fun & Safe Holiday Boat Parade

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DECEMBER 2021 / FEATURE / WATER SPORTS FOUNDATION



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A Guide to the Best Holiday Boat Parades in Florida

Brooke Morton · 12/1/2021

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Ft. Lauderdale's Winterfest is always a favorite for locals and visitors alike. Visit Ft. Lauderdale

Do you even have to ask? Of course, our most beloved holiday tradition is the boat parade, bringing together a host of our favorite things: floating tiki bars, light-up palm trees, steel drum music, megayachts, and a whole lot more.

Oak & Luna Jewelry - Quality Custom Pieces

Here are our top picks for getting in on the *nauti* action this winter.



C Provided by Florida Travel + Life Ft. Lauderdale's Winterfest

С ഹ https://www.sun-sentinel.com/entertainment/fl-et-boat-parades-south-florida-2021-20211126-mtndwcnearg... Ē. Jumble Daily & Crossword SunSentinel SECTIONS Q SEARCH Play Now LEARN MORE ABOUT SUBSCRIPTIONS Ex-lover and informant in VID-19 update: Florida Omar Kelly: Can we stop Hollywood moving company ports 51,644 new cases; pretending Dolphins' Tua Dalia Dippolito case found ordered to pay \$13 million)re than one out of six... Tagovailoa has been set up... dead in Florida, police say for misleading customers

GOING OUT

Splash and sparkle: Holiday boat parades are ready to light up the nights

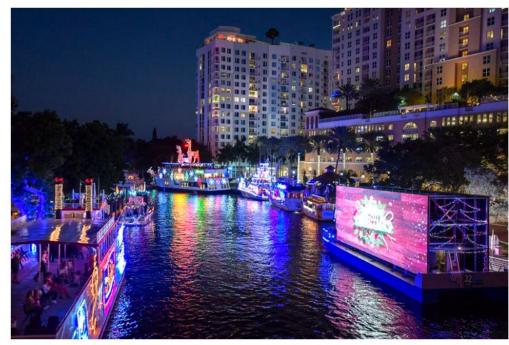
By ARLENE BORENSTEIN-ZULUAGA SOUTH FLORIDA SUN SENTINEL | NOV 26, 2021 AT 7:00 AM

The rite of holiday passage, when hundreds of extravagantly lighted boats and yachts set sail through South Florida's charming waterways, is almost upon us.

There is plenty to celebrate in 2021 with Seminole Hard Rock's Winterfest Boat Parade turning 50 and, in general, cheering on all the holiday events that are back this year.

People celebrate the holidays during the Delray Beach Holiday Boat Parade in 2018. (Michael Laughlin / Sun Sentinel)





The last Winterfest Boat Parade in Fort Lauderdale was in 2019, after being canceled last year. (Michael Laughlin/South Florida Sun Sentinel)

Seminole Hard Rock Winterfest Boat Parade, Dec. 11

Celebrating 50 years of Hard Rockin' fun is the theme this year of Broward County's biggest boat parade. Holiday-loving spectators will watch as show boats, private boats and mega yachts dazzle a 12-mile span of South Florida waterways.

The parade starts at Stranahan House in Fort Lauderdale, traveling east along the New River to the Intracoastal Waterway and continuing north to Lake Santa Barbara in Pompano Beach. The parade takes approximately 2 1/2 hours. A pre-show of non-motorized vessels start at 6 p.m. while the larger holiday-lit vessels kick off at 6:30 p.m.



The Weekender - South Florida Events Newsletter Weekly

Get a roundup of the best events and things to do in South Florida so you can make it an epic weekend.

>

ENTER YOUR EMAIL ADDRESS

Winterfest's official parade viewing area is at Las Olas Intracoastal Promenade Park. Gates open at 4 p.m. with live entertainment. Tickets are \$25 for adults and \$15 for children.

For more information on other viewing locations and drawbridge closures at **winterfestparade.com**.

Florida News

Nations Longest Running Boat Show Sets Sail Out Of South Florida Tonight

By Wendi Grossman Dec 10, 2021

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The nation's longest running boat parade sets sail out of South Florida tonight. The 59th annual Pompano Beach Holiday Boat Parade began with a handful of vessels, tonight at least 50 will set off from Lake Santa Barbara north to Sullivan Park decked out in holiday lights and decorations. Chamber Ceo Jean McIntyre says they didn't cancel the parade because of the pandemic last year but they did

Winterfest Parade

Countdown to this Saturday's Seminole Hard Rock Winterfest Boat Parade -

Cookie Marovich comes out of retirement for the Parade's 50th Anniversary with the theme "We Will Rock You."











Florida News

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The nation's longest running boat parade sets sail out of South Florida tonight. The 59th annual Pompano Beach Holiday Boat Parade began with a handful of vessels, tonight at least 50 will set off from Lake Santa Barbara north to Sullivan Park decked out in holiday lights and decorations. Chamber Ceo Jean McIntyre says they didn't cancel the parade because of the pandemic last year but they did livestream it and they will continue to do so this year. Saturday marks the return of Ft. Lauderdale's Winterfest Boat Parade, celebrating it's 50th anniversary after going virtual last year. NEWSRADIO WJNO 1290/95.5HD2

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Winterfest Parade @WinterfestInc

Countdown to this Saturday's Seminole Hard Rock Winterfest Boat Parade -Cookie Marovich comes out of retirement for the Parade's 50th Anniversary with the theme "We Will Rock You."



Boat decorator comes out of retirement for 50th Winterfest Boat Parade A 48-foot sea ride is getting all dressed up for the holidays, as a selfdescribed "Winterfest maniac" gets the vessel ready to set sail this... & wsvn.com

10:28 AM · Dec 8, 2021

O 3 O Reply ,↑, Share this Tweet



Florida News

Ft. Lauderdale's Winterfest Boat Parade Returns For 50th Anniversary

By Wendi Grossman Dec 10, 2021

It's beginning to look a lot like Christmas in Ft. Lauderdale. A million spectators expected to be on hand to watch the Hard Rock Winterfest Boat Parade returning to Ft. Lauderdale for it's 50th anniversary Saturday. Mayor Dean Trantalis says it's especially special this year-since the parade went viral in the pandemic last year. and he says parade goers need to remember new normal guidelines. Private boats to the giant showboats and corporate mega yachts will be decked out with hundreds of thousands of lights and decorations. The Parade starts at Stranahan House traveling East along the New River to the Intracoastal Waterway as it continues North to Lake Santa Barbara in Pompano Beach.

Winterfest Parade @WinterfestInc

MONDAY MEMORIES What's your favorite parade memory? 5 more days until the 50th Anniversary!





FUN FAMILY FESTIVALS Good cheer is in the air, everywhere!

New coffee with the perfic segmentation before standing as cost

FREE WESTON TOWN CENTER EVENTS

VARIOUS WESTON Wiston Jones Contro (NGS Market Struct) provents a Craft and falser Show on 1275 Jones more to Gpue, a neurie réglet un 11/22 fison 8-10 p.m.; and more: Vint www.Vision.2016 and action activity.

FREE DRIVE-THRU NATIVITY

12/3-4 | WESTON 3: Ped Latieves Cherch and Catello School (200 Sellan Teuro) will feature lies animals in their drive-three nativity sever from 6.1 p.m. each night. All are enformed

FREE LIGHT UP GOOPER CITY 12/3 (COOPER CITY Memoral Park (69:5% SDk Pan, sent to for Community Centry) light spyrith chere from 6:30 % 80 pan, at this anazing annual event. Soayy smale, food, loadin, Sent, and thousands of lights.

FREE ROCK THE PARK CONCERT SERIES 12/3 | PLANTATION Trenders preferens Billy see from 7.10 p.m. at Central Park (9151 NW 2nd Store). Fred works-open at 6 p.m.

FREE DANCE FEVER THROUGH THE DECADES 12/4 WESTON In Wiston Even Creater from 3-3 p.m. Daning lan for the whole family with mark from the 70 of Interactly toda.

FREE HOLIDAY LIGHTING OF THE GREENS 12/4 DAVIE One of David agazine events, now in a new locatool Viet a deploy of

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thomands of lights and enjoy holiday masic and link activities at the Banford Sports Gongless (100) S. Pate Island Board) from 6-29 p.m. Of concret. Santa will be these, too.

FREE CANDY CANE PARADE

12/4 HOLLYWOOD BEACH Ose of the largest running holiday parales in the anastry feature drama of lighted flustrand which with parale participant towing out analy. The parale larges at 7 pm on the Broadwall at forst thour and load work to Harrison Storet.

WESTON ROTARY RUN FOR TOMORROW & HEALTH FEST 12/5 WESTON Rase funds for a survey of local cases by participating in a range of rank?

wells events. Microwards, the Fiscalth and Pitacos Posteral Estatess results: booths, lash activities, and more from 9 a.m. to more. Visit www.WestenRotacyEan.com.

GRAND CHANUKAH FESTIVAL

12/6 DAVIE "Let it nan choostator" during the gelt drop, part of Chahad of West Davie's olderation at Plannings Road Narsery (1633.5. Plannings Road) starting at 4.30 p.m.

FREE HOLIDAY MOVIE IN THE PARK 12/10 COOPERCITY What nonsel/It provides the constrained that (0000 W 50h Phone, next to the Constanting Center).

FREE MOONLIGHT MOVIE IN THE PARK 12/10 | WESTON 'space jan' starts at 7.30 p.m. at the event stage in Neston Regional Park (2020) Sudde Club Bd.) Bring chares, Shadors, etc. Nic alcohol.

FREE SUMRISE ARTS & CRAFTS FEST

12/11 SUNRISE 10 a.m. to 8 p.m. at the Samin Sportsplex (90.9 NW 506 Boost). Hanhande arts and codes, anique retail stress, and tarty treats. Kide 12 and order one superiorae more play holding games, and unret Sami from 11 a.m. to 2 p.m. for \$5.

FREE 20TH ANNUAL OLD DAVIE CHRISTMAS 12/11 DAVIE 11 am 1n 2 pm at the CM Dave School Historical Mascem (MAR Golfin Rady) Vair with Sata, petting non, cookies it suffi, and even presents for leafs (while applies har): Fins. In pre-requirements in segment Visit www Gildbackshool cog.

FREE WESTON'S 25TH ANNIVERSARY CELEBRATION

12/11 WESTON 5-9 p.m. in Weston Regional Park (2020) Saddle Club Rd. 1 Prior 5-7 p.m. etpsy a utilitable games fulficon treaters, articula artest, core hole, and noire. On stage instructaneous throughous the evangia includes a OJ with line music and the Pare Energy Diacers. The Athenparty Band performs from 7-9 p.m..

FREE SOTH ANNUAL WINTERFEST BOAT PARADE 12/11 FFL LAUDERDALE The brack starts at translaw taxeting that along the New New in Tort Ladenbit to the hitsenaid Witerree as it certaines with.

CAREBRAN FOOD & RUN FESTIVAL 12/12 HOLLYWOOD Stark Throk's larger solutions of Cardinan-American Institute, with found durins, TablyTile, and his professionens, Yant www.audifeasetEge.set.

CYPRESS BAY H.S. HOLIDAY CONCERT

12/16-16 WESTON At 7 p.m. such sight in the school auftration. The Ogersis, hay High School Chorus and the Just and Convert Bands will perform. Techers at www.Cyprodlap?Sorus.com. 110 general abroadom, 115 performed sorting.

BRUNCH WITH SANTA 12/18 COOPER CITY Caper City readents sale .0x 10 a.m., Santa will be expering

Insuch with landles with labs in the grade or youngers in the Cooper City IES Colores, Tallers are \$127 abilit, \$147 lad and can be particuled at the Cooper City Community Contex.

DRWMAG.COM

MERRY CHRISTMAS, EVERYONE! 12/26 EVERYWHERE Appreciate what you have, and help these is need

HAPPY KWANZAA 12/26-1/1 ACROSS THE U.S.A.

#392 • DECEMBER 2021 • HAPPY HOLIDAYS!

NEW YEAR'S EVE

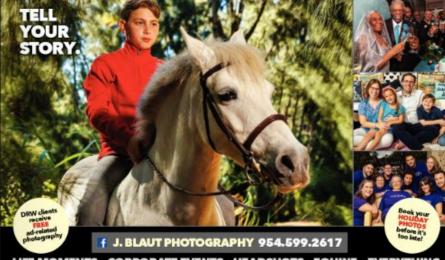
12/31 EVERYWHERE Gooffree to another many year, and helle 2022



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TO COMMEMORATE ITS 50TH ANNIVERSARY, SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE WILL FEATURE A SPECTACULAR LINEUP OF EVENTS COUNTING DOWN TO THIS YEAR'S HISTORICAL BOAT PARADE TAKING PLACE ON DEC. 11.

WINTERFESTPARADE.COM

he extensive	Christmas cookie decorating and	and the holiday season," said Lisa	Rock Winterfest* Boat Parade on
timeline, showcasing	ornament making classes, and	Scott-Founds, President and CEO.	December 11th; VIP Viewing Are
"50 Years of Hard	more will be just one click away	The December 2021 in-person	Presented by Holy Cross Health,
Rockin' Fun," will	on Winterfestparade.com. Visitors	lineup includes: Seminole Hard	Nova Southeastern University
be featured on	will also have the opportunity	Rock Winterfest Black Tie Ball	and Hotwire Communications on
the Winterfest	to purchase an ornament or	Presented by Broward Health on	December 11th; Parade Viewing
website, highlighting	charm commemorating the	December 4th; Captain's Meeting	Area presented by Baptist Health
Flashback Fridays and other	50th anniversary. The website will	Presented by Karma Automotive	on December 11th.
historical moments promoting the	include a link to the online auction	on December 2nd (for parade	Winterfest is a Florida not-
organizer's milestones.	which will be active to bid on	participants only); Seminole	for-profit organization based in
In 2021, Winterfest will be	starting mid-October.	Hard Rock Winterfest* Grand	Broward County that produces
hosting its signature annual in-	"We are pleased to host	Marshal Reception Presented by	a variety of events including the
person events along with some	many unique and interactive	University of Miami Sylvester	free public event known as the
fun holiday happenings for the	events, in person to bring the	Comprehensive Cancer Center	Winterfest Boat Parade - "The
entire family to enjoy. Storytime,	community together to celebrate	on December 10th; and the	World's Most Watched Boat
digital messages from Santa,	the 50th anniversary of Winterfest	50th Anniversary Seminole Hard	Parade."



19 Actually Cool Things to Do in Miami This Winter



WINTERFEST BOAT PARADI

Wave at the Winterfest Boat Parade

Intracoastal Waterway

The Seminole Hard Rock Winterfest Boat Parade turns 50 this year, but like most 50-year-olds in Ft. Lauderdale, it's acting half its age. This year's edition launches on December 11 at 6:30 pm, promising a rock and roll tribute with floating performance stages, dozens of boats tricked out for the holidays, and Grand Marshall Mario Lopez. You can watch anywhere along the 12-mile route, but the official viewing area will be at Las Olas Intracoastal Promenade Park. Vote for your favorite boat on the Winterfest app and you can win two tickets on Spirit Airlines (<u>"win" might be a stretch</u> here).







Celebrating 50 Years: The Winterfest® Boat Parade Is Back



The World's Most Watched Boat Parade" will take place on Saturday, December 11th, 2021

Seminole Hard Rock Winterfest® Boat Parade revealed two-time Emmy-Winning Television Host, Nationwide HeartHeals Radio Host, Author and YouTube Superstar, Moric Lopez, as the Gand Marshal of the 70m annual Parade taking place on Saturday, December 11th, 2021. Lopez is one of the most konic faces of television and best known from his early days on "Saved by the Bell" and dancing on the hit show, "Dancing with the Sars."

"We are excited to have Mario Lopez as the celebrity Grand Marshal to commemorate the 50th anniversary of Writerfest and the holiday season," said Lisa Scott-Founds, President and Co2. Topez have non many hearts with his mesmerizing charm and charismatic presence on TV and Broadway."

Lopez will appear oreboard the Fifth Third Bank Grand Marshal Showboat in the Seminole Hark Rock Winferdel). Boat Panade on December 11th, 2021. He will be waving and greeting the spectators along the 12-mile Panade route as it sails along the New River, Intracoastal and the Panade Public Viewing Areas presented by Baptist Health towards Pompano Beach.

Morio Lopez nil alioo appear at the ginvites Wheterfestiß Grand Manhal Reception persented by University of Manni Sylveter Comprehension Cancer Cartee on Triaty, December 1007, 2021. The reception will inora Lopez, the Wheterfest Foundation's Logitan Votet Hanni Tom the Friods Young Votestra, the Linveskiy of Hanni Sylvester Comprehensive Cancer Conter: Child Antiasaddo Jordan Levy and other clientify guests. The evening unit Incide a section performance by Votimits Stree AL, colethry appearances by Kounding member of NSYNC Jeep Fatore and Bravis Below Deck Captan Lee.

Lopez recently joined "Access Hollywood" and has signed a development deal with NBC/Inversal. He also hosts the Nationnide HeartHedia Radio Shows, "On with Maric Loper" and "HieraRhadio Countrolow with Mario Loper". Lopez has also launched a 'you'Tube channel called "The Lopez Family" featuring his wife Countrey, their two children and their two dogs.

He has recently appended on the NBC hit dama "This is tur" and the CV series "Jame her Virgin". Logen has also appeared on "Brookin" and series the Rockia" and series of a security oucce on "Elena of Awato" with his daughter Gai. He played Tur. Hike Hamoul' on F/K network's popular show "NegTruck". Loge perviously zamed in the highest-rated program in ABC Family history. "Holding in Handcuff" and also stared opposite Mark Consults is in tenade-for Vir movie, "Huised for Virgin."

Lope has also appeared on the FOX and FOX Sports Networks on the shows The X Factor, LA Fight Cub as well as DCTRA TV. Lopex's releasing were exist between the the bindled his love of sports, sportLaily boxing. Threes and clean exiting. As a best-selling author, Nario has expanded beyond autoiographies and ruliter's boxies to healthy eating quides for the entire finally and fitters books.

Parade enthusiasts are invited to show their love for the Seminole Hard Rock. Winterfest® Boat Parade by veting in USA Today 10 Best Readers' Choice for the favorite hidding yound in North America. Parade-goers are allowed to vote once a day until December 6th, 2021 at 12 p.m. by visiting: https://www.10best.ond/wards/Texel/Vest-hidding-parade-2021/.

For more information on the Seminole Hard Rock Winterfest® Boat Parade, how to win tickets to the exclusive Winterfest® Grand Marshal Reception or purchase tickets to watch the parade, visit: www.WinterfestParade.com Or call: (954) 767-0686.

Wheterless, obserbaring 50 years 197-2021. Wheterless this a Follow observation based in Broward County that produces a winky of events including the free pablic event (trooms as the Seminoli that Block Whiterless Bloc Planeds - The Works Yook Watchad Dea Dea Handa''. Div a bycical year, more than one million spectators view the Paneda long the 12-mile minumational and international and international and international recognition to South Florida. Whaterless Jaio hosts a writery of annual ventoris to schwart Denicoumuly's image and provide unique, whelevene family entertainment. For more information, with them online at: www.interlesspatiance. Block them on Instagram At: Whiterfestive, Join the conversation: #WSP VenterlessT.







Winterfest Turns 50

The beloved boat parade in Fort Lauderdale embarks on a golden anniversary season.

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MARK YOUR CALENDAR

DECEMBER

Dec. 11

Seminole Hard Rock Winterfest Boat Parade

Watch shimmering boats glowing with Christmas lights cruise down Fort Lauderdale's waterways. *winterfestparade.com*



Winterfest Turns 50

The beloved boat parade in Fort Lauderdale embarks on a golden anniversary season



It's been more than 26 years since Lisa Scott-Founds (pictured, below) stepped into her first board meeting as president and CEO of Winterfest. Though the boat parade and its surrounding festivities had become a staple of the holiday season in and around Broward County, the event didn't seem to be making the kinds of waves that the Fort Lauderdale native felt it could and should.

True, there had been noteworthy associations over the years.

Weatherman Willard Scott, the first official grand marshal in 1984, chatted up Winterfest on NBC's Today show. Bob Hope hosted a Christmas special from Winterfest in 1987, with guest stars Tony Randall and Brooke Shields, that drew an estimated TV audience of 42 million. And in 1990 (and for a few years to come), the event aligned itself with a postseason college football game—the Blockbuster Bowl, later the Carquest Bowl. It even changed its name to the Sunshine Festival around that time for a blink-and-you'll-miss-it period.

Along the way, celebrities including Joan Rivers, Regis Philbin, George Hamilton, and Mickey and Minnie Mouse all served as grand marshals. But even with star sightings and bowl buzz in the air, something was missing on the ground."I remember walking into that first board meeting, and only 23 people showed up out of 50 board members," Scott-Founds says. "I thought that was pretty sad. That year, we had like 43 boats [the parade accommodates more than twice as many]. It all felt small.

"We decided then to go back and focus on the parade, our signature event. We also started focusing on those who cared to make a difference, who had real passion for this event that brings together so many people."



A quarter-century later, that groundwork continues to pay dividends. Despite the choppy waters created by the COVID-19 pandemic, Winterfest is sailing into its 50th anniversary year with the full embrace of the community and its institutions—not to mention some 100 wildly decorated showboats and yachts along the parade route.

It's estimated that the parade and the series of events that precede it (which started in late October) contribute more than \$50 million to the area economy. A local newspaper story once noted that certain Publix stores around the viewing areas enjoy their biggest deli sales of the year on parade night, even more than on Thanksgiving or Christmas.

In addition to the longtime contributions of fellow full-timers Dawn Read Diehl (event director) and Kathleen Keleher (marketing and parade director)—who have been with Winterfest for 30 years and 20 years, respectively—Scott-Founds relies on more than 350 volunteers to bring the various festivities to life. Not to mention a decade-long association with board member Lee Rosbach, the official captain of Winterfest and star of Bravo's Below Deck. "And, we still have our 50 board members," Scott-Founds says, "but all 50 are so involved. Plus, we have another 40 advisory board members that provide input and [serve as] ambassadors."

Asked about when and how Winterfest reached the next-level status it occupies now, Scott-Founds points to the chairman of Hard Rock International, Jim Allen, and the decision of Seminole Hard Rock Hotel & Casino to become title sponsor.

"He's such a visionary," Scott-Founds says of Allen and the Hard Rock's nearly two-decade association with Winterfest. "From the beginning, Hard Rock has put their heart and soul into Winterfest."

Scott-Founds credits Allen with helping Winterfest navigate the logistics of moving the boat parade's route in 2007; after starting for decades in Port Everglades, the "Best Show on H20" began launching that year at Stranahan House, traveling east along the New River for 12 miles. More recently, the launch of the Guitar Hotel at Seminole Hard Rock in Hollywood, and all the excitement surrounding the brand, has been a perfect complement to Winterfest's own glitz, glarn, and emphasis on entertainment.

"To be able to survive 50 years, and continue to grow, it's incredible," Scott-Founds says. "We've had a chance the past two years to learn more about the history by talking to people who were sponsors and participants in the beginning. You realize that Winterfest has a life of its own. I always say we're like the Macy's [Thanksgiving] Day Parade—on water.

"We're so fortunate to be able to bring this event to South Florida."

50th Anniversary Seminole Hard Rock Winterfest Boat Parade (Dec. 11): Upward of 100 brightly decorated yachts will sail along a 12-mile route that starts in downtown Fort Lauderdale and winds its way through the Intracoastal Waterway. Expect celebrities, beauty queens, floating entertainment stages—and sights and sounds that play into the theme, "50 Years of Hard Rockin' Fun." Spoiler alert: Rumors are that one boat will be engulfed by a mega, LED-lit octopus. (starting at 6:30 p.m.)







THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE 12/11

WHERE: Along the New River and Intracoastal WHEN: 6:30pm-8:30pm HOW MUCH: Free, although various paid VIP seating is available along the route MORE INFORMATION: winterfestparade.com

The granddaddy of Fort Lauderdale holiday events is back for a 50th year. Running from the Stranahan House in downtown to Lake Santa Barbara in Pompano Beach, the parade will feature everything from mega-yachts to family boats, all decked out for the season. There's also a downtown pre-show featuring non-motorized vessels at 6pm.







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FORTAUDERDALE

On the Town for the Holidays



12/11

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24/SEVEN

SHOWTIME

Season's Greetings

After a year's hiatus due to the pandemic the Seminole Hard Rock Winterfest Boat Parade makes its return this December 11, promising a dynamic program and new surprises. In honor of the "Best Show on H2O" and its fiftieth anniversary, FLI caught up with Lisa Scott Founds, who has helmed the organization for 25 years, to discuss her favorite moments and what to expect this year. (winterfestparade.com)

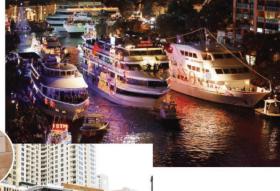
FLI: What's your earliest memory of the parade? Scott Founds: I can remember attending the first one-going down and taking a blanket [with family]. We would go every year following. We'd watch all the decorated boats. It wasn't like a parade back in the day, more just a gathering and very organic.

Tell us about this year's theme.

The theme is "50 years of Hardrockin' Fun." We're focusing on breaking it out into decades and the significant visuals or thoughts that identify with a certain decade. It can be anything fun: a band, a play, a singer, a movie-anything that really stuck out to that person who's putting together the boat.

What's one boat to look out for? The octopus boat. We're doing some techy things we've never done before. Part of ou board of 50 has encouraged Winterfest to enhance boats in the parade. We're going to







under-the-sea environment, so the octopus is giving the boat a gigantic hug with dancing starfish, [and there will be] a giant clam that's going to have a singer very similar to an Ariel. Probably one of the most vibrant entries we'll have transform a water taxi into an because it's neon in color



THE "BEST SHOW ON H2O" WITH A VARIETY OF FESTIVAL EVEN

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