



Reflections Afloat





Ticket 1 of 1 10301864

Guest Ticket holder: Gabby Test Purchased on Sep 21, 2023, 2:23pm Payment Method:

Value: \$0.

ъ т

Sat Oct 14, 2023, 7:00PM

Winterfest Launch Party presented by Gray Robinson

Fort Lauderdale Marriott Harbor Beach Resort & Spa (Grand Ballroom) 3030 Holiday Dr, Fort Lauderdale, FL 33316, USA







Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

THIS IS AN INVITATION ONLY EVENT. THERE WILL NO ENTRY WITHOUT THIS DIGITAL TICKET. MUST BE 21 YEARS OR OLDER.



BOOK YOUR HOTEL: Stay the Night Call to reserve a room 954-525-4000 or 1-800-222-6543.

























YOU ARE INVITED TO THE GRAND MARSHAL RECEPTION ON DECEMBER 15





WELCOME THE 2023 SEMINOLE HARD ROCK GRAND MARSHALS

BOYZ II MEN DECEMBER 15, 2023 7:00 PM - 10:00 PM

SEMINOLE HARD ROCK HOTEL & CASINO (INSIDE GRAND BALLROOM) 1 SEMINOLE WAY, HOLLYWOOD, FL 33314 MUST BE 21 YEARS OR OLDER. COCKTAILS & HORS D'OEURVES

SPECIAL GUESTS

COCKTAIL ATTIRE



JOEY FATONE & CHRIS KIRKPATRICK Celebrities on the Republic National Distributing Company Showboat



ALEXANDER STAR + THE GOLDEN PEOPLE Performing the debut of Visit Lauderdale Anthem "Laudy Dayo"



2023 Winterfest, Inc. producers of the Seminole Hard Rock Winterfest Boat Parade 512 Northeast 3rd Avenue, Fort Lauderdale, Florida 33301

954-767-0686 winterfestparade.com



Ticket 1 of 1 11044392

Ticket holder: Katherine Phillips

Purchased on Dec 06, 2023, 1:57pm Payment Method: Added

Value: \$0.00

Fri Dec 15, 2023, 7:00PM

Winterfest Grand Marshal Reception

presented by Jetlinx

Seminole Hard Rock Hotel & Casino Grand Ballroom

1 Seminole Way, Hollywood, FL 33314, USA





IMPORTANT INFORMATION

Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN Unauthorized duplication or sale of this ticket may prevent your admittance to the event

DECEMBER 15, 2023 • 7:00PM - 10:00PM SEMINOLE HARD ROCK HOTEL & CASINO (INSIDE GRAND BALLROOM) 1 SEMINOLE WAY, HOLLYWOOD, FL 33314

THIS IS AN INVITATION ONLY EVENT. THERE WILL NO ENTRY WITHOUT THIS DIGITAL TICKET. MUST BE 21 YEARS OR OLDER.

Ticket Policy:

https://winterlestparade.com/ticket-policy

Parking: Self-Parking Winners Way Garage

COCKTAILS & HORS D'OEUVRES COCKTAIL ATTIRE

Upload your Photos using: #WinterfestFL #VisitLauderdale









Ticket 1 of 1 10869652 VIP Viewing Area Ticket holder: Evan Test Purchased on Nov 30, 2023, 4:36pm

Value: \$0.00

Sat Dec 16, 2023, 6:00PM

Winterfest VIP Parade Viewing Area presented by

In association with Holy Cross Health - Nova Southeastern University - Moss Con... Tunnel Top Park & Stranahan House

335 SE 6th Ave. Fort Lauderdale, FL 33301, USA







IMPORTANT INFORMATION

Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

DECEMBER 16, 2023

Please plan on being at Stranahan House by 5:45 PM Preshow (which is judged with the USCG Helicopter,

Kayaks, Paddleboarders, etc.): 6 PM

Parade Start: 6:30 PM

The parade is approximately 2 hours. THIS IS AN INVITATION ONLY EVENT. THERE WILL NO ENTRY WITHOUT THIS DIGITAL TICKET. MUST BE 21 YEARS OR OLDER.

https://winterfestparade.com/ticket-policy

COCKTAILS & HORS D'OEURVES

Upload your Photos using:

#WinterfestFL #VisitLauderdale 2023 Events with community partners and Winterfest marketing support





2023 Events with community partners and Winterfest marketing support



WEBSITE – Las Olas Association



WEBSITE – Winterfest



Saturday, July 22, 2023 On Las Olas Boulevard





Join Us for Christmas in July!

Why wait for the winter to participate in your favorite holiday festivities?

Good ol' Saint Nick is taking a vacation to Fort Lauderdale this summer and you are invited to take part in the Christmas Day Fun on July 22, 2023!

Daytime: Family Fun with Santa & the "Nice List" Gang

Nighttime: The Elves Go Rogue with "Jingle Bells and Naughty List" Elves

Christmas in July / Summer Savings

Jul 17, 2023 - Jul 23, 2023





2:15 PM Santa Visits for a Coskie

2:20-2:30 PM Bakery Treats for Guests WATER TAXI HOLIDAY CRUISES

2:20 PM Santa visits the Water Taxi Stop at Stranahan House / Tunnel Top Park

2:30 PM Family / "Nice List" Cruise <u>click to purchase tickets</u> (Look for lunch / dinner savings with your pre-purchased Water Taxi Ticket <u>Cruise and Save — Water Taxi</u>

CHRISTMAS IN JULY DAYTIME

Las Olas Yoga - Enjoy a class with the studio decorated for the holidays. Classes are from 9 am - 1 pm. Holiday savings on retail as well as discounts on our new student expectals and memberships.

Robinson's Jewelers - One of Santa's stops! Ask about their July specials!

Warby Parker - Festive staff members all day lon

Ya Mas Taverna - Hosting a "Barbie" brunch! The most popular toy comes alive at Ya Mas on 7/

YETI - Ask them about their Christmas In July specials on holiday themed inver-

Zola Keller - Shop for your Winterfest Black Tie Ball Gown EARLY and SAVE! Click to view this special and more (click to our hotel page)

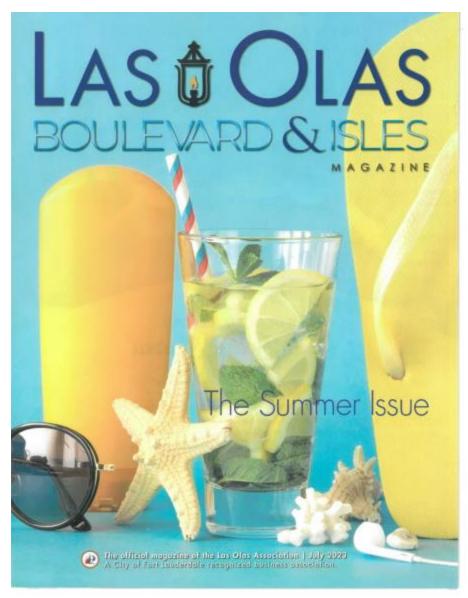
July 19-22, 2023 Clicks on Christmas in July Postviews

Months

Years

lasolasboulevard.com ~	52
watertaxi.com 🗸	49
riversidehotel.com	10
funclick.vbooth.me/booth/4Gm5vBGl	10
jinglebellsandnaughtyelves.com	8

Printed Materials to Support Campaign





Las Olas Blvd. Magazine

Secured by Las Olas Association 12,500 Copies Printed / 11,000+ mailed.

Supported with Social Media

Other Printed Materials:

- Santa Stops Here Flyers
- Flyers for every stop with the location's logo
- Generic flyers
- Square Business Cards for the Elf Yourself Contest and the Calendar for the day.

E-Blast – Winterfest Lists

- 24,003 via Black-tie America / 3818 opened the email twice
- 5,153 via Mail Chimp / 3236 opened the email / 2293 clicked on a link





















Send Status: Of the total 24033 messages:

Sent messages: 24033

Unsent messages: 0

Delivery Status: Of the total 24033 sent messages:

Opened messages: 3831



Completed Campaign • Jul 18

Winterfest Wave -July 2023

5153 Recipients

Successful Deliveries	4669
Total Opens	3236
Successful Deliveries	4669
Total Opens	3236
Total Clicks	2293



E-Blast – via Las Olas Association

Las Olas - 7/22 Christmas In July Event



(i) If there are problems with how this message is displayed, click here to view it in a web browser.





Approx. 5,000 emails



Some Holiday Fun & Festivities in July!



We're promoting our CHRISTMAS IN JULY event this Saturday 7/22 - We have events scheduled all day long!

"Nice" list- family friendly Santa Golf Cart (& Moke) Brigade with holiday golf carts and a couple of Moke Electric Vehicles, Letters to Santa, Photos with Santa at the Riverside Hotel, a teen bake-off at New River Cafe & Bakery and a family friendly holiday themed cruise with the Fort Lauderdale Water Taxi.









E-Blast – Water Taxi

FW: Water Taxi Insider



Sent

Water Taxi Insider Christmas in July Edition

Сору

Share on Social

Details

Reporting

Heat Map

Email Performance

See how your emails are doing with your audience. Compare your results to the industry average.

39284

Open Rate
41.7%

Click Rate (i)

0.3%

Opens	16297	Clicks	114
Sent	39284	Did Not Open	22786
Bounces	201	Unsubscribed	172
Successful Deliveries	39083	Spam Reports	13
Desktop Open Percentage	98.1%	Mobile Open Percentage	1.9%

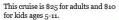


Join Us for Christmas in July! July 22

Why wait for the winter to participate in your favorite holiday festivities?

Good ol' Saint Nick is taking a vacation to Fort Lauderdale this summer and you are invited to take part in the Christmas fun!

Join us for a family-friendly Christmas in July cruise! Say hi to Santa as you embark and enjoy the best views of Fort Lauderdale. You'll also receive a baked treat from the New River Cafe & Bakery!



Where: Boarding from Stop 1, 335 SE 6th Ave

Time of amiles are DM . DM





The fun doesn't stop there! If you're looking for some nighttime fun, join us on our "Jingle Bells and Naughty Elves" cruise! Enjoy festive drinks, Holiday tunes from our live DJ, and gorgeous waterway views.

gorgeous waterway views.
You'll also get to indulge in special
alcohol-infused treats from New
River Cafe & Bakery!

This cruise is \$45 and is 21+ only.

Your ticket includes one free drink.

Where: Boarding from Stop 1, 335 SE 6th Ave

Time of cruise: 6:30 PM - 8 PM

Click here for tickets!

PRE-PURCHASE IS REQUIRED

We won't be the only ones celebrating, Winterfest and the Las Olas Association are joining in on the fun! Click here for a full timeline of events for July 22nd!













E-Blast – Water Taxi

FW: Water Taxi Insider



Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

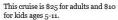
Link	Unique Clicks	Distribution
https://watertaxi.com/christmas-in-july/	65	34.8%
https://winterfestparade.com/events/christmas-in-july	47	25.1%
https://watertaxi.com/tickets/	35	18.7%
https://www.tripadvisor.com/AttractionProductReview-g34227-d12086332-Fort_Lauderdale_Water_Taxi_Hop_On_Hop_Off-Fort_Lauderdale_Broward_County_Florida.html	17	9.1%
http://www.facebook.com/fortlauderdalewatertaxi	12	6.4%
http://www.instagram.com/fortlauderdalewatertaxi	11	5.9%
Total Click-throughs	187	100%



Join Us for Christmas in July! July 22

Why wait for the winter to participate in your favorite holiday festivities? Good ol' Saint Nick is taking a vacation to Fort Lauderdale this summer and you are invited to take part in the Christmas fun!

Join us for a family-friendly Christmas in July cruise! Say hi to Santa as you embark and enjoy the best views of Fort Lauderdale. You'll also receive a baked treat from the New River Cafe & Bakery!



Where: Boarding from Stop 1, 335 SE 6th Ave







The fun doesn't stop there! If you're looking for some nighttime fun, join us on our "Jingle Bells and Naughty Elves" cruise! Enjoy festive drinks, Holiday tunes from our live DJ, and gorgeous waterway views. You'll also get to indulge in special alcohol-infused treats from New River Cafe & Bakery!

This cruise is \$45 and is 21+ only. Your ticket includes one free

Where: Boarding from Stop 1, 335 SE 6th Ave

Time of cruise: 6:30 PM - 8 PM

Click here for tickets!

PRE-PURCHASE IS REQUIRED

We won't be the only ones celebrating, Winterfest and the Las Olas Association are joining in on the fun! Click here for a full timeline of events for July











Eblast sent out from Hospitality Liaison Services

HLS - Christmas on Las Olas - TODAY



John <john@hospitalityliaisonservices.com>

To ODawn Diehl; OKathy Keleher; OLisa Scott-Founds

Cc O 'Kelly Sullivan'

Hello Ladies,

This went out to all the hotels earlier this morning...

MERRY CHRISTMAS IN JULY!

Holiday Family Fun is taking place on Las Olas Boulevard TODAY starting at 10am!

- · Golf Cart Parade
- Santa Stops
- Restaurant Christmas Specials
- · Water Taxi Christmas Ride
- · Naughty Elf Rampage

For complete information to share with your guests visit:

https://winterfestparade.com/events/christmas-in-july

https://lasolasboulevard.com/event/christmas-in-july-on-las-olas/





Why wait for the winter to participate in your favorite holiday festivities?

Good ol' Saint Nick is taking a vacation to Fort Lauderdale this summer and you are invited to take part in the Christmas Day Fun on July 22, 2023!

Daytime: Family Fun with Santa & the "Nice List" Gang

Nighttime: The Elves Go Rogue with "Jingle Bells and Naughty List" Elves

Christmas in July / Summer Savings

Social Media Post - TravelHost





WSVN - Channel 7



LAS OLAS ASSOCIATION:

Ad closed by Google

Jodi Tanner, vice president, Las Olas Association: "The Las Olas Association is putting on Christmas in July. We are putting on an event that can bring everyone to the boulevard and celebrate Christmas, celebrate July and celebrate everything beautiful that we have to offer on Las Olas."









B-SQUARE:

John Lunghi: "The food specials are gonna be our burger sliders, and for drinks, we're gonna have different sangrias that you can choose from at discounted prices. Later on in the night, we'll also have a DJ that starts at 9 o'clock.

LAS OLAS YOGA STUDIO

Keely Hubbard: "For anyone who spends \$50 here in our boutique, you'll get a gift. We have a 12-class card that we'll be offering for the cost of our 10-class card, and we'll also be offering 10% off our six-month and our annual memberships."

RIVERSIDE HOTEL:

Carol Tracz, director of sales and marketing, Riverside Hotel: "Christmas in July at the Riverside Hotel is having Santa, cookies, cocktails, a bakeoff." Plus, there's a 25% discount on all rooms. Huh, wonder if Santa had a hand in that.

WINTERFEST:

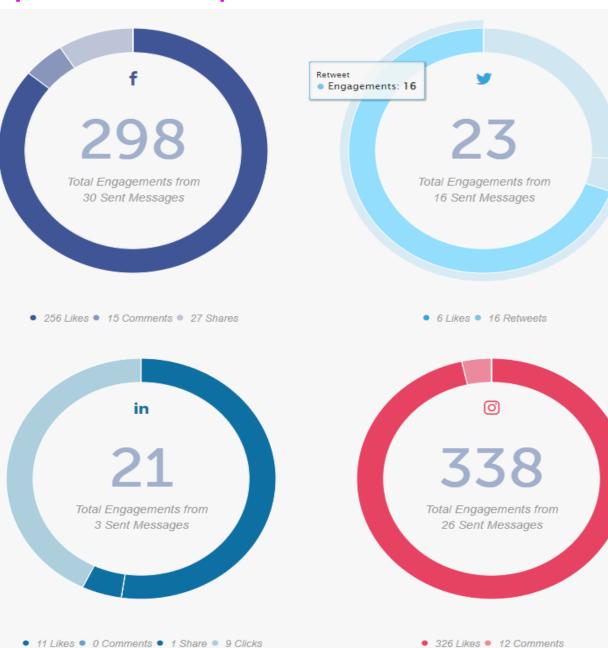
Anchors:

If you miss Santa on Saturday, he will be back for the Seminole Hard Rock Winterfest Boat Parade on Dec. 16.

https://wsvn.com/entertainment/deco-drive/summer-yuletide-santa-heads-to-soflo-for-las-olas-annual-christmas-in-july-celebration

Social – Views and Engagement samples from a post





1,482 viewsJULY 10

Social – Witerfest Facebook Engagement

_	The state of the s
- 100.	
200	PER \$19040
	ELVES
	AND DESCRIPTION OF THE PERSON NAMED IN
-	

Sat. Jul 15

Page overview

Discovery

Post reach

Post engagement

New Page likes

New Page Followers

Tue, Jul 18

Are you a naughty elf? Dress Up and Head to Las Olas to take over the Blvd. While Santa is away - the elves will play! July 22 Click the link for more details:...

Post reach Engagement

Last 28 days

18,402

4,193

12

35

	122	11000
77	E	-
á		100

Sat. Jul 15

Fri. Jul 14

Are you naughty or nice? Pick the cruise that best fits your personality on July 22. Sat. Jul 15

Looking for a room for December 16th? Book now and save-

Post reach Engagement

Post reach Engagement

31

1.485



Post reach Engagement

408

227

1,558

Post reach Engagement

37

Please stop by and support - Event Link: Post reach Engagement https://www.facebook.com/events/654483256546399 253 15



Want to win tickets onboard Water Taxi? A \$50 restaurant gift card or a stay at the Riverside Hotel? ELF YOURSELF today - post Post reach Engagement photo on Instagram /Twitter using our #, & u will be...

Apply to be Santa's new elf - enter the Elf Yourself Contest on

Riverside Hotel! https://funclick.vbooth.me/booth/4Gm5vBGI...

Instagram / Twitter Contest TODAY - you could win a hotel stay at Post reach Engagement



Tickets are going FASTER than Santa's sleigh for the "Nice List" family Cruise and the "Jingle Bells and Naughty Elves" Cruise on July 22nd. Enjoy all the fun on Las Olas before and after the...



Get ready for the Golf Cart Brigade on July 22 - look for details on winterfestparade.com Here comes Santa 😇 to Las Olas!



Christmas In July (July 22nd) on Las Olas

Post reach Engagement

Create a post

1 More Day til Santa - He will be brigading in his golf cart tomorrow on Las Olas Boulevard...Don't miss him!

Congratulations to our first winner of the Elf Yourself Contest.

with the hashtags - you might be our next winner!

YAY, Amy! She won \$40 in gift cards. Get your photos uploaded

Post reach Engagement 749 24

Post reach Engagement

88

1.571

Winterfest Boat Parade added 118 new photos to the album: Christmas in July - Riverside Hotel w/ Winterfest Santa 2023 — at Post reach Engagement Riverside Hotel.

1.833

Did You Miss Santa? No worries - the North Pole Postal Service is open for business til end of day!



It's the most wonderful time of the year... Christmas in July on Las Olas! Today is the LAST DAY to upload your best elfie from https://funclick.vbooth.me/booth/4Gm5vBGI on to Instagram o...

Post reach Engagement

Post reach Engagement 797

Post reach Engagement

24

Mark your calendars for July 22nd! The Winterfest Santa is coming to Fort Lauderdale's Las Olas! Don't forget to sign up for Fort Lauderdale Water Taxi and enjoy a complimentary cookie o...

Catch him before he takes the milk and cookies!



1 More Day til Santa - He will be brigading in his golf cart tomorrow on Las Olas Boulevard...Don't miss him!

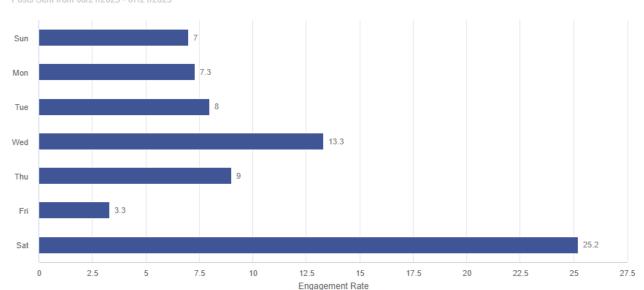
Post reach Engagement 749

0 1	Fri, Jul 21	143	
	Santa heads to Broward County and Christmas in July on Las Olas - thank you WSVN-TV Deco Drive for the coverage! #christmasinjulyonlasolas #WInterfestFL #VisitLauderdale Thu, Jul 20	Post reach 649	Engagemen 22
incipior Aday	North Pole Postal Service is open for business this weekend! Locations to drop: Kilwin's - Robinson's Jewelers - Riverside Hotel Thu, Jul 20	Post reach 579	Engagemen 1
SE SE	It's giving slay, but in a Christmas in July kind of way Elves, snap your best elfie with https://funclick.vbooth.me/booth/4Gm5vBGI and upload it to Instagram or Twitter using Thu, Jul 20	Post reach 1,000	Engagemen 27
Contractor July	3 More Days til Santa - Look out for him as he stops through Las Olas Boulevard #ChristmasInJulyOnLasOlas	Post reach	Engagemen

	Christm We wan Fri, Jul 14 Gifting https://	Giveaway! Christmas in July starts NOW! Using this link: funclick.vbooth.me/booth/4Gm5vBGI, upload your elfie e) to Instagram or Twitter with	1,121	Engagement 24 Engagement 13		George in Mc	et n v on
	OLASELPI CASCALPI CAS	Let's see you sleigh with Santa by uploading your elfie to Instagram or Twitter! Just click https://funclick.vbooth.me/booth/4Gm5vBGI and use Tue, Jul 18	Post reach 1,049	Engagement 65	1	Control of the Contro	W
	Christian to Asign was a second at the secon	You Better Watch Out You Better Not Cry Cuz Santa is Coming to Las Olas Blvd. on July 22nd! #ChristmasinJulyOnLasOlas Mon, Jul 17	Post reach 603	Engagement 7	1	Christian of Alle	Riv Sur Dir
		Santa needed a break from the frigid North PoleHelp him celebrate his vacation in Broward County when he visits Las Olas! #ChristmasinJulyOnLasOlas Sun, Jul 16	Post reach 1,365	Engagement 24		LAT CAL for a bad	Saf Oli htt
*	EP OLAGELFI TORREST TO	ACT FAST, we'll be picking a winner from now until July 22nd for a chance to win tickets onboard Water Taxi, a FREE weekend stay at the Riverside Hotel, OR a \$50 restaurant gift card! How to Sun, Jul 16	Post reach	Engagement 18		Christins in July	Ca Sat
P. Control of the Con	Anguint a Alg	The Golf Cart Brigade with Santa 😇 is one week away! Look for great specials with Riverside Hotel, Piazza Italia, and Water Taxi to cool you down during Christmas in July on Las Olas - July 22 Sat, Jul 15	Post reach 1,295	Engagement 58			Ma co Fo Fri,
	YOURSELF 3 YESSELF	Apply to be Santa's new elf - enter the Instagram / Twitter Contest TODAY - you could win a hotel stay at Riverside Hotel! https://funclick.vbooth.me/booth/4Gm5vBGI Sat, Jul 15	Post reach 628	Engagement 14		16	1 N to

Social – Winterfest Facebook Engagement

Engagement Rate by Day of Week



Engagement per Post Type

	Tot	al	29
*	()	Other	6
	8	Link	3
	III 4	Video	6
		Image	14
	T	Text	0
	Post Ty	pe	Total Posts Sent

◄ Messages

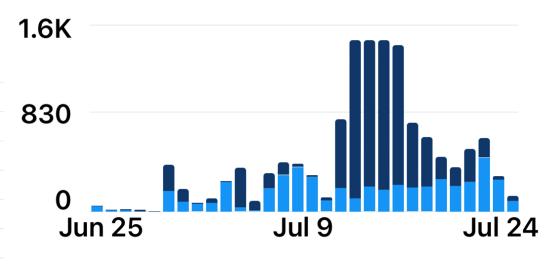
Professional dashboard

Account insights

See all

7,721 accounts reached in the last 30 days

6,555 are non-followers



Followers

Non-Followers

Social – Winterfest Instagram Post Engagements



Content You Shared



Total followers





See all

3,177

+0.2%

Accounts reached

Last 30 Days

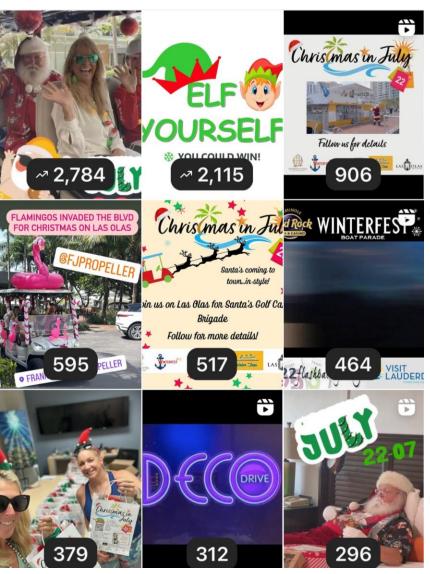




Social – Winterfest Instagram Analytics

Accounts reached







July 22 at 9:29 AM

•		7	
36	1	1	1

Overview ①

Accounts reached	595
Accounts engaged	37
Profile activity	3



Social – Woobox: Three Week Contest on Social Media paid by Winterfest

UGC Contest

Overview

ELF YOURSELF with WINTERFEST!

Submissions

https://woobox.com/wbskr2

Design

Status Published

Starts on:

Jul 6th, 2023 9:25am

Ends on:

Jul 25th, 2023 9:25am

Sharing

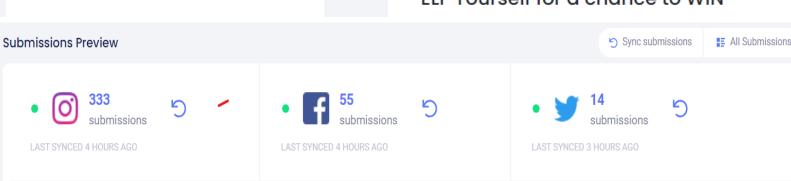
Participants

Contest Winners



Settings

ELF Yourself for a chance to WIN







Juan Carlos Rodriguez
Hotel Stay Certificate



Susan Wallace
Water Taxi Gift Certificate





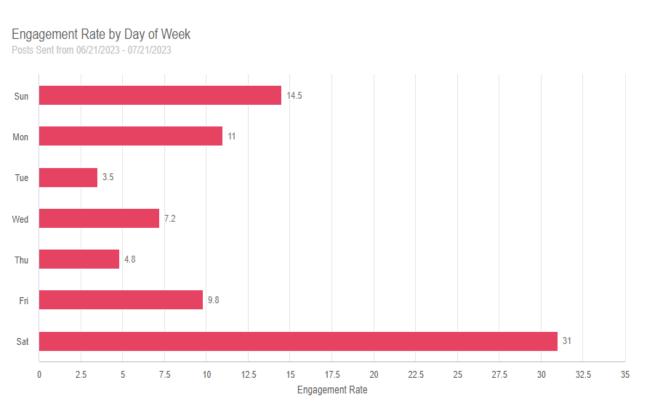
Nancy Block
Restaurant Gift Certificate





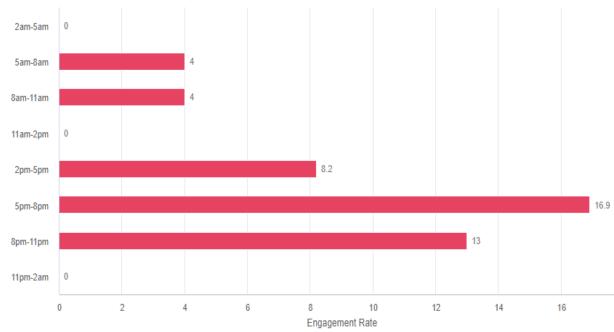
Amy Maddox
Gas Gift Certificate

Social – Woobox: Three Week Contest



Engagement Rate by Time of Day

Posts Sent from 06/21/2023 - 07/21/2023



Engagement per Post Type

F	ost type	Iotal Posts Sent	Iotal Engagements	Engagement Rate per Post
*		26	222	8.5
	■ Video	11	93	8.5
	Other	4	32	8.0
	Total	41	347	8.5

Woobox – Poll Engagement – One Week Contest ends Aug. 4th

Take Our Survey! One Random Participant Will Win A \$50 Gift Card!



CHRISTMAS IN JULY ON LAS OLAS DID YOU ATTEND? Tell Us Why!



Possible reason for the low votes

– having to submit an email address

Event – In-person Promotions



Delivery Week of Event: Headbands, Flyers, & Business Cards by Las Olas Association



Mailboxes July 19 – July 26

Set-up of 3 Mailboxes by Winterfest at Kilwin's, Robinson's Jewelers, & Riverside Hotel

Event Day – In-person Promotions Santa on the Boulevard













Event Day – In-person Promotions Santa Stops at 14 locations



Christmas in July on Las Olas w/Winterfest Santa@Ann's Florist 23 16 Items



Christmas in July on Las Olas - Winterfest Santa at B-Square 2023 9 Items



Christmas in July Las Olas -Winterfest Santa @Cafe Europa 2023 12 Items



Christmas in July on Las Olas w/Winterfest Santa @Carroll's 2023 25 Items



Christmas in July -Riverside Hotel w/ Winterfest Santa 2023



Christmas in July -Winterfest Santa at Piazza Italia 2023 11 Items



Christmas in July -Robinson's Jewelers w/Winterfest Santa 2023 21 Items



118 Items



Christmas in July on Las Olas-Winterfest Santa w/Zola Keller 2023



Christmas In July on Las Olas - Water Taxi 2023 22 Items



Christmas in July on Las Olas - Winterfest Santa at ElCamino 23 9 Items



Christmas in July on Las Olas - Winterfest Santa @GuyHarvey 23

3 Items



Christmas in July on Las Olas - @Winterfest Santa at Kilwins 2023 21 Items



Christmas in July on Las Olas - Louie Bossi w/Winterfest Santa 23 30 Items



Christmas In July on Las Olas-Stranahan House w/Winterfest Santa 4 Items



Christmas in July on Las Olas -Winterfest Santa @New River Bakery 54 Items

Event Day – Ticket Recap

On July 22, 2023:

- 44 tickets for the Day Cruise
- 66 tickets for the Evening Cruise









2023 Events with community partners and Winterfest marketing support



FORT LAUDERDALE INTERNATIONAL BOAT SHOW

OCTOBER 25 - 29, 2023





FORT LAUDERDALE INTERNATIONAL BOAT SHOW

OCTOBER 25 - 29, 2023



WINTERFEST **SANTA** at the CONVENTION CENTER

FREE PHOTOS

SUNDAY 12-3 PM

Photos courtesy of















WINTERFEST SANTA at the CONVENTION CENTER

FREE PHOTOS

SATURDAY & SUNDAY 12-3 PM



MEGAPEND





WINTERFEST SANTA at the CONVENTION CENTER

FREE PHOTOS

SATURDAY & SUNDAY 12-3 PM





















Santa and the Photographer visited the Fishing Clinic and other exhibitors at the Convention Center





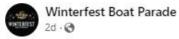
Winterfest Boat Parade is at Fort Lauderdale International Boat Show.

1d · Fort Lauderdale · 🚱

Santa 🧑 is in the Convention Center at @FLIBS

Photos with Santa at the Boat Show compliments of MegaFend #BoatShow #WinterfestFL #FLIBS





Don't forget to bring the kids to the @flibsofficial Sunday for FREE photos with Santa. It's the perfect way to create cherished memories.

Sun. 10/29 12-3 PM

Stop by the Convention Center for a photo courtesy of Winterfest and MegaFend Mooring Products.

See you at the Show @fortlauderdalewatertaxi... See more

FORT LAUDERDALE INTERNATIONAL BOAT SHOW OCTOBER 25 - 29, 2023



WINTERFEST **SANTA** at the CONVENTION CENTER

FREE PHOTOS

SATURDAY & SUNDAY 12-3 PM

Photos courtesy of







2023 Events and Attendance



EVENTS

Reflections Afloat









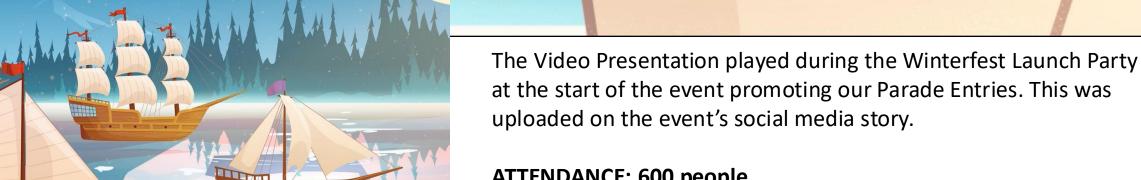


ON SCREEN PROMOTION OF YOUR BRAND DURING EVENT



VIDEO PRESENTATION DURING EVENT:





ATTENDANCE: 600 people

2023 MAIN Events and Attendance



EVENTS











Seminole Hard Rock Winterfest Boat Parade

Published by Kathleen Keleher . November 22, 2023 .

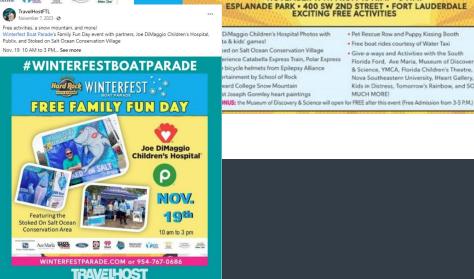
2023 Winterfest Family Fun Day with Joe DiMaggio Children's Hospital and Publix Supermarkets. Other supporters included Stoked on Salt, Ave Maria Community, Water Taxi, Broward College, TWO MEN & A TRUCK, Fifth Third Bank, South Florida Ford, Broward College, and many more. Approximately 6,000 were in attendance photos by Tom Serio

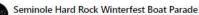






1,448 1,779





Published by CoSchedule App

○ November 19, 2023 · ③

Free Family Fun Day is TODAY!

Join us Nov19th | 10 am-3 pm | Esplanade Park Fun for the whole family:

- Joe DiMaggio Children's Hospital Photos with Santa
- Stoked on Salt Ocean Conservation Village
- Ride Catabella Express Train
- Free bicycle helmets from Epilepsy Alliance
- Publix Ice Cream
- School of Rock
- Broward College Snow Mountain
- ← Free Water Taxi boat rides, Fort Lauderdale of fire boat, watch Ellie Smart dive onto the New River from an AquaFlight Flyboard
- Free toy cars by Chevron
- Soccer Collies, Pet Rescue Row, and activities by Ave Maria, South Florida Ford and more! After 3 pm Free admission into MODS





Winterfest Boat Parade's Family Fun Day event with partners, Joe DiMaggio Children's Hospital,

TravelHostFTL November 7, 2023 - 3

Free activities, a snow mountain, and more!



Shared by Friends of Hugh Taylor Birch State Park, Go Riverwalk, Water Taxi, TravelHost, Museum of Discovery and Science



o br 4, 2023 · 3

Winterfest Boat Parade Free Family Fun Day is three days away!

Sunday, November 19th | 10 am-3 pm | Esplanade Park winterfestparade.com... See more

& Science, YMCA, Florida Children's Theat

WINTERFESTPARADE.COM or 954-767-0686



Distribution of Winterfest materials at highly attended events such as

WINTERFEST FAMILY FUN DAY 11/21/23 ATTENDANCE: 5,000+

FORT LAUDERDALE INTERNATIONAL BOAT SHOW





2023 MAIN Events and Attendance



EVENTS







SKIPPER'S MEETING 12.12.23

Attendance: 150 representing 100 parade entries and marine patrol personal at Coral Ridge Yacht Club

> 1971-2023 **52** YEARS



SKIPPER'S MEETING
Attendance: 150
representing 100 parade
entries and marine patrol
personal at Coral Ridge
Yacht Club











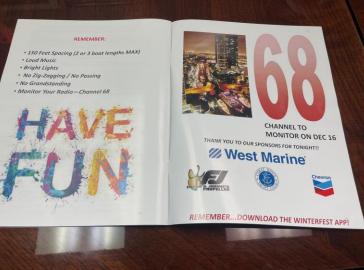


















COMMUNICATIONS MEETING: 12.13.23

Attendance: approx. 90 people representing control boaters, ham operators and dock walkers







1971-2023





SKIP the wait for #BlackFriday and save today! Check out their savings for gifts for family, friends, or yourself today! Check out West Marine's best deals of the season and grab gifts for everyone on your list! Visit their website today

https://bit.ly/3SZ2XDj

West Marine



SOCIAL MEDIA:

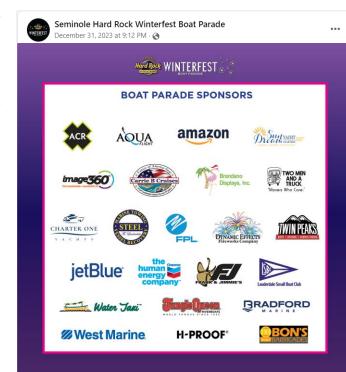
Few samples related to West Marine more details in the February/March Recap



Seminole Hard Rock Winterfest Boat Parade vember 23, 2023 - 🚱 SKIP the wait for #BlackFriday and save all month long. Start bidding on fabulous items today and register for the Winterfest Online Auction presented by Robinson's Jewelers featuring West Marine PRU-3 inflatable.









SKIP the wait for #BlackFriday and save all month long. Start bidding on fabulous items today and register for the Winterfest Online Auction presented by Robinson's Jewelers featuring West Marine PRU-3 inflatable.

https://qtego.us/qlink/winterfest/E0F704



2023 MAIN Events and Attendance



EVENTS

#WinterfestFL



GRAND MARSHAL RECEPTION



JETLINX

DECEMBER 15, 2023



The Video Presentation played during the event as a loop with logos and other images of entries prior to the Grand Marshals taking the stage.

ATTENDANCE: 550 people





ON SCREEN PROMOTION OF YOUR ENTRY DURING EVENT







2023 MAIN Events and Attendance



EVENTS



WINTERFEST BOAT PARADE



DECEMBER 16, 2023



HOLLYWOOD, FL

#WinterfestFL



VIP (PIVOTED) EVENT ON DECEMBER 16, 2023: The Video

Presentation played during the event parade night as a loop with supporters logos graced the screens. Your logo as well as a banner with your logo was part of this event **ATTENDANCE**: **350+ people** This logo loop was also part of the Grand Marshal event the night before with over **500+ in attendance**.





ON SCREEN & STAGE PROMOTION OF YOUR SUPPORT

DURING VIP PIVOT EVENT







ON SCREEN PROMOTION OF YOUR SUPPORT DURING EVENT





These images will be used during our January and February Flashbacks and Memories

Banner at Display at the event at the Seminole Hard Rock when the Parade was cancelled.



ON SCREEN PROMOTION OF YOUR SUPPORT DURING EVENT

EVENT SPONSORS























































































2023 Foundation



PROMOTIONS





DIGITAL



Google Alerts <googlealerts-noreply@google.com> To O Kathy Keleher

(i) If there are problems with how this message is displayed, click here to view it in a web browser.

Fort Lauderdale looked like that? See the old stores and restaurants along Las

Fort Lauderdale looked like that? See the old stores and restaurants along Las Ola. ×

yahoo!news

f

Places change. And the Las Olas area of Fort Lauderdale certainly has through the years.

The business district is now dotted with outdoor cafes. High-rise towers glisten in the distance. There's a lot more traffic. And construction. Lots of construction.

Let's take a look at how Las Olas looked decades ago through the photo archives of the Miami Herald:

KNOW MORE: It's open? It's closed? What drivers can expect during Fort Lauderdale tunnel repairs

Las Olas bars and restaurants in Fort Lauderdale



Diners at Mark's Las Olas restaurant in 1999.



as Olas Art Festival in Buhier Park, across from the Museum of Art in 1992



In 1987, crowds gather at the Winterfest activities that include Bob Hope appearance at Las Olas and A1A.





Google Alert - Winterfest



Google Alerts <googlealerts-noreply@google.com>

To Kathy Keleher

i If there are problems with how this message is displayed, click here to view it in a web browser.

2022 The Seminole Hard Rock Winterfest Boat Parade - Eye On Channel

Eye On Channel

Cinema Mode. The 51st Seminole Hard Rock Winterfest Boat Parade. Next Winterfest Black Tie Ball 2022.



Flag as irrelevant

2022 The Seminole Hard Rock Winterfest Boat Parade

The 51st Seminole Hard Rock Winterfest Boat Parade.

Winterfest Black Tie Ball 2022



Celebrating a milestone this year? Celebrate with Winterfest Boat Parade! On December 16, join us and celebrate 20 years with the Seminole Hard Rock Hotel & Casino - Hollywood, FL - theme: "Reflections Afloat."

Join the ultimate 12-mile floating block party today!... See more

#WINTERFESTBOATPARADE



ENTER & CELEBRATE IN PARADE

WINTERFEST is celebrating 20 years with our title sponsor - highlight YOUR milestones!

Ride the Wave in the Parade

- Graduations / Anniversaries / Birthdays
- Promote a pre-approved charity
- Enjoy a night as stars on your boat family & friends

Make Memories December 16th TRAVELHOST

FOLLOW US









2023 Media – OVERALL CAMPAIGN



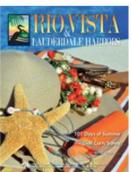


2023 Media – OVERALL CAMPAIGN

FortLauderdale Media

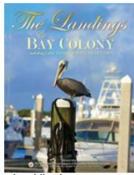
Official Neighborhood & Community Publications











click on the above covers to view the latest issues in digital magazine format and for complete information on each publication program

SEPTEMBER ISSUE:

LAS OLAS ASSOCIATION & LAS OLAS ISLES: 11,00+ MAILED via USPS

RIO VISTA & LAUDERDALE HARBORS: 3,700 Mailed via USPS





DECORATE YOUR HOME

Host a Party - Tell Winterfest - Get A **Shout-Out from our Grand Marshal**

There is a chance your Party could be seen on our Karaoke "Mistle Toe" Camera



PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS



AUNCH PARTY OCTOBER 14













FAMILY FUN DAY NOVEMBER 19



DECEMBER 16















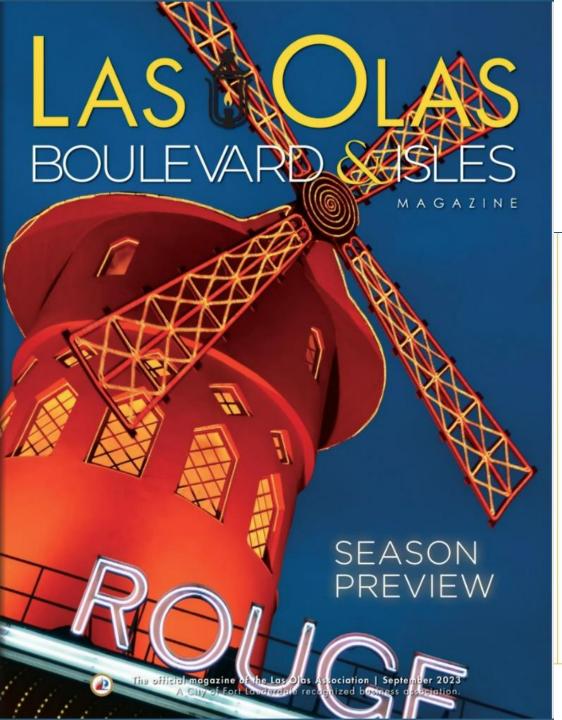












MAGAZINE SPONSORS

The Las Olas Company The Las Olas Association DDA Fort Lauderdale Visit Lauderdale

CONTRIBUTORS

Caroline Carrara Chelsea Casaarande Jana Soeldner Danaer Kathy Keleher Audrey Korshoff Ann Mihaiu Jenni Morejon Jolie Hudson-O'Brien Stacy Ritter Alex Saiz Matthew Schnu Nila Do Simon Ken Stiles Jodi Tanner Ornella Verano Greg Von Hausch

PUBLISHED BY Fort Lauderdale Media Associates, Inc.

401 E. Las Olas Blvd., Ste. 130 Fort Lauderdale, FL 33301 www.fortlauderdalemedia.com publisher@fortlauderdalemedia.com

George Mihaiu

ASSOCIATE DUBLISHED Ann Mihair

ART & DESIGN James Polo

NEW & TRENDING Caroline Carrara

FLMA Graphics



LAS OLAS BOULEVARD &

ISLES MAGAZINE is the official bimonthly magazine of the Las Ola Association serving local and businesses in the La Olas Boulevard corridor with relevant news, civic issues updates and event focused on our Las Olas Downtown, Boulevard and Isles community. Th magazine is published bimonthly and mailed to ALL residential and business addresses in ou downtown, E. Las Olas Blvd. and Las Olas Isles corridor. Additional free distribution is via our advertisers and selected businesses, real estate. professional offices and hotels throughout the city For advertising rates and information, please contact publisher. For Las Olas Association membership information, please contact:

The Las Olas Association, Inc P.O. Box 30013 Fort Lauderdale, FL 33303 www.lasalasbaulevard.com



FROM THE PUBLISHER

The Point ... After





George Mihaiu President/Publisher Fort Lauderdale Media Associates, Inc. fortlauderdalemedia.com

About our annual Season Preview issue...

or those who may have viewed our cover shot of this issue and wondered 'What the heck is a picture of a place in Paris doing on the cover of this Las Olas magazine?'... let me just say that it is exactly because of that kind of reaction that we create and publish our annual 'Season Preview' issue.

What those folks don't know is that Fort Lauderdale's Broward Center for the Performing Arts will be hosting the Broadway smash hit, 'Moulin Rouge! The Musical' in March of 2024 as one of their featured Broadway shows for the season. As a huge fan of the 2001 film by Baz Luhrman, and having read the reviews and heard personally about the Broadway version from friends, I can't wait to see it onstage right here in Fort Lauderdale.

And it gets even better. For those of you who have had the good fortune of attending The Seminole Hard Rock Winterfest Boat Parade's annual Black Tie Ball, easily one of the most fun and amazing gala events of the entire year here, you'll recall that Winterfest and Broadway Across America have teamed up over the years to provide the Black Tie Ball with a theme from one of BCPA's featured Broadway shows and a performance from the show by the show's cast. It's always spectacular and, as you may have guessed by now if you don't already know, this year's Black Tie Ball theme is 'Moulin Rouge! The Musical' and will feature a special performance by the cast. Which explains our choice of a Moulin Rouge scene for the cover of our Season Preview issue.

My advice? Get your tickets now...to the Winterfest Black Tie Ball in December and to 'Moulin Rouge! The Musical' at Broward Center in March.

Speaking of the shows at Broward Center, Jana Danger's Season Preview article highlights more of their Broadway shows along with a wide range of events and happenings upcoming throughout our Fort Lauderdale Arts and Entertainment sector. She has researched and pulled together an impressive compilation of major events from September 2023 through May 2024 that you'll want to keep for reference and to save the dates in your calendar. There's also a preview of coming attractions in film from our friends at Fort Lauderdale International Film Festival for the FLIFF38 season. The list and previews were provided by Fort Lauderdale's own film impresario, Gregory von Hausch, President & CEO of FLIFF, who assures us they have some great films coming up this season, as you'll see from the previews.

Our Season Preview issue is always a great reference resource highlighting the major events that make our Fort Lauderdale fall, winter and spring season so special. We obviously do have to make some choices as to what we consider major events to be listed simply due to space considerations. But having to make those choices among so many fabulous events going on here during our season is a blessing and speaks volumes about how fortunate we are to live in such a vibrant and dynamic city as Fort Lauderdale. We hope you find this issue useful in planning your calendar of events for what promises to be yet another outstanding events season ahead. 🔥



Jodi Tanner Vice President Las Olas Association

OFFICERS

Luke Moorman President

Jodi Jeffreys-Tanner Vice President

> Dave Bell Secretary

Caroline Carrara Treasurer

DIRECTORS

Genia Duncan Ellis John Gattuso Alice Harry Oualid Iaouadi Charlie Ladd

Tracy Robinson William Walker

Pam Zirkle

EXECUTIVE DIRECTOR

Audrey Korshoff director@lasolasboulevard.com

LOA Update

Sizzlin' Summer & Christmas in July On Las Olas Boulevard

Got an egg? Maybe some bacon? Add a sidewalk and we can cook breakfast...!

Yes, it's HOT on the boulevard, but people are finding ways to keep cool during the summer months. During the day, visitors and locals alike are enjoying indoor dining and shopping and the boulevard is staying busy.

The good news is that the night air seems to be cooling off a bit and we're seeing more people starting to trickle outside to indulge in and enjoy the ever-popular al fresco dining on the sidewalks of Las Olas Boulevard. On top of that, many of our restaurants still offer amazing summer breakfast, lunch, dinner and drinks specials and shoppers can still find great summer bargains at many of our local merchants.

In other summer news,...HoHoHoI Did you see Santa on the Boulevard? Yes, indeed! The Winterfest Boat Parade team made sure the Big Man was here on Saturday, July 22nd to help us celebrate Christmas in July on Las Olas! He started his day with a festive golf cart & Moke parade which traveled up and down Las Olas with Christmas tunes and horns blaring, and his Elves happily spreading Christmas cheer. Santa made numerous stops at Las Olas shops to take photos with kids and adults alike who were absolutely delighted to see him. There were Santa mailboxes where the kids could deposit their letters to Santa and Christmas wish lists while receiving treats from the Riverside Hotel, Robinson's Jewelers, Kilwins and Carrol's Jewelers, just to name a few. Following the parade, Santa and crew headed to the Riverside Hotel lobby (by the fireplace, of course) to take even more Christmas photos with kids and families.

Next, just before the families boarded the fun-filled Christmas Cruise on the Water Taxi, everyone was invited to attend the Junior baking competition at the newly-opened New River Café and Bakery at Laura Ward Park. There were tons of yummy treats and Santa definitely got his fill of cookies!

After the beautiful cruise, it was on to the next fun-filled part of the day during Christmas in July on Las Olas where it was all about Jingle Bells and Naughty Elves







Photos by Tom Serio courtesy of Winterfest

LOA Update continued

for the 21 and over crowd. The elves showed up at the Christmas-decorated Historic Stranahan House in full elf regalia. The Water Taxi was festive and filled with VIPs for the Adult cruise with Captain Elf at the helm and his Elf Mates in tow. Christmas cheer was provided by Tito's and the fun carried on. After the Christmas cruise, las Olas was filled with Santa's Elves (naughty & nicel) who strolled down the boulevard to numerous venues hosting little Christmas parties, from American Social to B-Square. There were festive Christmas cocktails and snickity snacks everywhere you went. And yes, it turns out that you can be both nice and naughty at the same time!

Great fun was had by all at Christmas in July on Las Olas and we look forward to celebrating the upcoming holiday season, as well. It's not far off, so start planning now for your family events, office parties, gallery visits and shopping trips on our beautiful Las Olas Boulevard.

And speaking of events planning, here are a few key events you'll definitely want to plan ahead for:

- The Las Olas Art Fair Saturday & Sunday, October 14th and 15th
- The 61st Annual Christmas on Las Olas Tuesday, November 28th
- Seminole Hard Rock Winterfest Boat Parade Saturday, December 16th
- And, of course, you'll find many more events you won't want to miss in the following pages of our annual Season Preview issue of LAS OLAS BOULEVARD & ISLES Magazine.

Welcome back from summer everyone and we look forward to seeing your smiling faces on the boulevard.

Las Olas Loves you! #

Jodi Tanner

Vice President, Las Olas Association









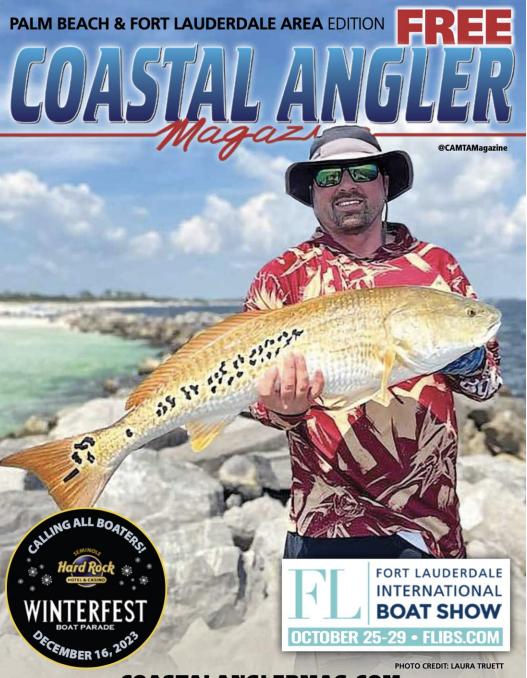
as by Tom Seria courtesy of Winterlest





OCTOBER/NOVEMBER 2023







REFLECTIONS AFLOAT

DECEMBER 16

ENTER YOUR BOAT TODAY!

OWN A BOAT? - BE A STAR IN OUR PARADE!

Entry fees start at ONLY \$35.

Be a part of this floating parade celebration with the theme "Reflections Afloat" that is the signature event of the Holiday Season.

You could be on TV! Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun.

Livestream in cooperation with EyeOnSouthFlorida and WSVN Channel 7.



YOUR ENTRY WILL AUTOMATICALLY BE ENTERED INTO OUR PEOPLE'S CHOICE CONTEST!

ARE YOU A CURRENT PARADE PARTICIPANT?



Contact our office about Our Boaters Rewards Program.

Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:



LAUNCH PARTY

Invitation Only Event.



Individual tickets and tables of ten (IO) are available for purchase.

GRAND MARSHAL RECEPTION

Pre-Parade Exclusive Event with our Grand Marshal.



JOIN TODAY

simply scan to submit your application



















We print 10-12,000 hard copies per month that are distributed to ocean access homes from Fort Lauderdale to Lighthouse Point, along with rack distribution at marine stores, boat yards, marinas, restaurants, etc. in Dade, Broward and Palm Beach.

ADS IN NOVEMBER & DECEMBER ISSUES:

Our web traffic at www.waterfronttimes.com was as follows:

Total unique visitors: 18,602 Total Pages Viewed: 131,073

Email blasts: 1,000 boaters and related industries

Best regards, Jennifer Heit Waterfront Times Advertising





DECEMBER 16



JOIN THE PARADE

Decorate your boat, bring your family and friends and be a part of the Parade. It is only \$35 entry fee for a privately owned vessel. Invitations to Happy Hours and other events during the season.

Scan to enter your boat in the parade

PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS











BLACK TIE BALL

DECEMBER 9

NOVEMBER 19



GRAND MARSHA Reception December 15



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE DECEMBER 16

Scan for ticket and event detail





















EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com

Season Preview continued

Turkey Trot

Nov. 23: 12th Annual 5K run along Fort Lauderdale Beach Boulevard. Benefits Leadership Broward & Big Brothers Big Sisters of Broward. TurkeyTrafftl.com

Christmas on Las Olas

Nov. 28, 5-10 pm: 61st Annual Christmas on Las Olas celebration attracting tens of thousands of locals and vistors to kick off the holidays. The street becomes a winter wonderland with entertainment for kids and adults alike, LasOlasBoulevard.com

Riptide Music Festival

Dec. 2 & 3: It's BACK! The sands on Fort Lauderdale beach will be rocking again with the return of the popular Riptide Festival in early December. Two days of fun and two stages with great Alternative and Classic hits music. Riptidemusiclestival.com

Menorah Lighting

Dec. 7, 6 pm: Celebrate the beginning of the Festival of Lights with a menorah lighting at Las Olas Oceanside Park on the first night of the holiday. Expect music, traditional treats and an evening of fun. Parks. FortLauderdale.gov/special-events/specialevents/light-up-the-holidays



Winterfest

Event dates appear below: The centerpiece is The Seminole Hard Rock Winterfest Boat Parade (Dec. 16). A waterways parade featuring boats of all sizes bedecked in thousands of holiday lights travel a 12-mile route from Downtown Fort Lauderdale to Lauderdale by the Sea along the Intracoastal Waterway. Tickets are available for a viewing area at Promenade Park. But Fort Lauderdale's Winterfest celebration includes a number of other exceptional events. The elegant

Winterfest Black Tie Ball (Dec. 9, Seminole Hard Rock), often a sold-out affair, draws attendees from all over Broward. This year, the gala will capture the romance and glamour of turn-of-the century Paris in an evening of cocktails, exquisite dining, dancing and entertainment. Special performances from Broadway Across America's "Moulin Rouge" will highlight the night. There's also a Family Fun Day (Nov. 19 Esplanade Park) with balloon art, face painting and more. WinterfestParade.com

Florida Beach Bowl

Dec. 23-28: This brand new event includes a golf tournament (Dec.23), 5K run (Dec. 24), concert (Dec. 25), coaches dinner (Dec. 26), prayer breakfast (Dec. 27), and game (Dec. 28) DRV PINK Stadium). FloridaBeachBowl.com

Orange Bowl

Dec. 30: A South Florida tradition. Game at Hard Rock Stadium, 4 p.m. For surrounding events and game information: OrangeBowl.com

Downtown Countdown NYE Celebration

Dec. 31: Touted as one of the best New Year's Eve celebrations in Florida, the Fort Lauderdale Orange Bowl Downtown Countdown is a free street festival full of fun and excitement for children and adults. Each year revelers pack downtown to ring in the New Year and see the magnificent lighted drop at midnight. See the City's Parks & Rec website at Parks. FortLauderdale. aov.



Visit Lauderdale Food & Wine Festival

Jan.8-14: Munch and sip your way through this popular showcase of seasoned and emerging chefs, restaurateurs and mixologists. Benefits Joe DiMaggio Children's Hospital. VLFoodWine.com



DECEMBER 16



DECORATE YOUR HOME

Host a Party - Tell Winterfest - Get A Shout-Out from our Grand Marshal

There is a chance your Party could be seen on our Karaoke "Mistle Toe" Camera in the Parade!



PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS







SAVOR THE **SEASON PARTY** IOVEMBER 4



BLACK TIE BALL DECEMBER 9



RECEPTION **DECEMBER 15**



FAMILY FUN DAY NOVEMBER 19



SEMINOLE HARD ROCK VINTERFEST **BOAT PARADE DECEMBER 16**



























TRAVELHOST

NOVEMBER 2023

jetBlue

FIFTH THIRD BANK

VISIT LAUDERDALE





OCTOBER/NOVEMBER 2023





BE



SPIRED VOLVED CLUDED

VITED to join, partner, and participate in the nation's most honored holiday tradition, with exciting events starting in October





- · Be a Part of the Shoreline Extravaganza Parade Backdrop
- · Opportunities for a Grand Marshal Shout-out of your Party during the Parade
- · Sing along with the Karaoke Boat & see your Party on the screens
- Vote for your favorite decorated home/business and Parade entry for the chance to win prizes

Visit https://winterfestparade.com/shoreline for details.



10% off on Custom Home Designs with commitment by October 30, 2023





REFLECTIONS AFLOAT

JOIN OUR CELEBRATIONS!



Dec. 16- Seminole Hard Rock Winterfest® BOAT PARADE Spend the Weeken

Nov. 4 - Savor the Season **GATSBY PARTY**

Steven Savor opens his private mansion for this fun event, benefiting Winterfest and Fort Lauderdale International Film Festival Tickets \$150



Fun for kids of all ages! Families will enjoy "The Polar Express," face painting, food and beverages, Snow

Mountain, Pet Rescue Row, Stoked on Salt Conservation Village, photo opportunities with Santa, free giveaways, sampling by LaCroix, activities by Fifth Third Bank, Ave Maria, South Florida Ford, Amazon, and Publix. Live entertainment, Free Entry to Museum of Discovery and Science and so much more. FREE EVENT





The Seminole Hard Rock Hotel & Casino will transform the Seminole Ballroom into a scene from "Moulin Rouge." Welcome Reception by FUSION - Hotwire Communications will have spirits and wines from Republic National Distributing Co. Guests will enjoy special performances from the Broadway Musical "Moulin Rouge"and music from the "Private Stock" 12-piece band sponsored by DEX Imaging. Bid on amazing items in the Robinson's Jewelers silent and live auction featuring items from US Brick and Block, Ocean Manor Beach Resort, Pink Sands, Dr. Lisa Learn and more. Tables f ten start at \$4000

Dec. 12 - SKIPPER'S MEETING

Hosted by Coral Ridge Yacht Club In association with Frank & Jimmie's Propeller, and West Marine. Parade captains will enjoy dinner following the mandatory meeting. Goodie bags will be provided to each boater by West Marine with Chevron gift cards.



Dec. 15 - Seminole Hard Rock Winterfest® GRAND MARSHAL RECEPTION

The Reception will hono the Seminole Hard Rock Winterfest® Boat Parade Grand Marshal, Jr. Captain, and celebrity quests. Sponsorship is



Dec. 16 - VIP VIEWING AREA Presented by Holy Cross Health, Nova Southeastern University and Moss Construction

prestigious location to watch the Parade. close to 500



community leaders, dianitaries, and Winterfest® Sponsors will enjoy the ambiance and prestige of attending the private function between the Riverside Hotel and Stranghan House, directly located at the Parade start on the New River. This event includes great food from the Riverside Hotel and area restaurants, along with cocktail creations with Republic National Distributing Co. Stella Artois and sampling by LaCroix. The area is also host to various media and exclusive filming of the WSVN television show, and livestreaming. Sponsorship is your ticket.

Dec. 16 - Baptist Health PARADE VIEWING AREA presented by Florida Panthers

The largest organized public Parade Viewing Area is located at Las Olas Intracoastal Promenade Park. Guests will enjoy a festival atmosphere with live entertainment before and after the Parade (no pets



allowed). You don't want to miss this extraordinary holiday event. so visit www.winterfestparade,com to get your tickets online!

Individual adult tickets - \$30 Children 10 & younger - \$25

The Parade goes on rain or shine. The countdown begins now!

YOU CAN BE A PART OF THE MAGIC - it is ONLY \$35 to enter your decorated vessel in the PARADE (privately-owned).

Scan for ticket



OFFICIAL BANK OF WINTERFEST



























REFLECTIONS AFLOAT

DECEMBER 16



JOIN THE PARADE

Decorate your boat, bring your family and friends and be a part of the Parade. It is only \$35 entry fee for a privately owned vessel. Invitations to Happy Hours and other events during the season. Scan to enter your boat in the parade

PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS











FAMILY FUN DAY NOVEMBER 19



BLACK TIE BALL DECEMBER 9



GRAND MARSHAL RECEPTION **DECEMBER 15**



HARD ROCK DECEMBER 16

Scan for ticket and event details











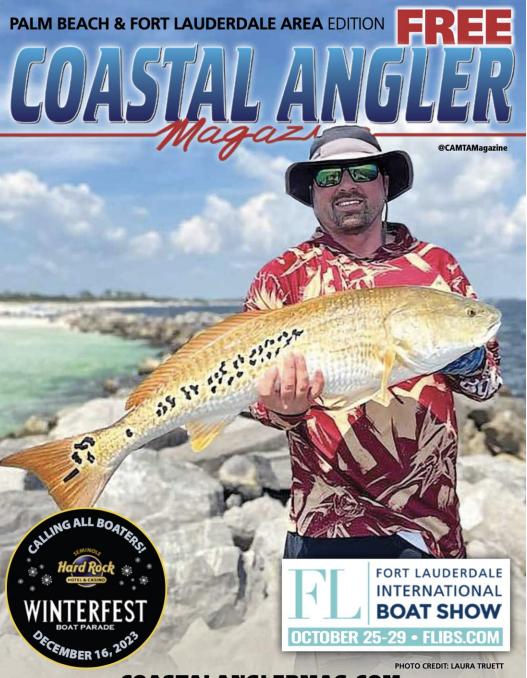














REFLECTIONS AFLOAT

DECEMBER 16

ENTER YOUR BOAT TODAY!

OWN A BOAT? - BE A STAR IN OUR PARADE!

Entry fees start at ONLY \$35.

Be a part of this floating parade celebration with the theme "Reflections Afloat" that is the signature event of the Holiday Season.

You could be on TV! Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun.

Livestream in cooperation with EyeOnSouthFlorida and WSVN Channel 7.



YOUR ENTRY WILL AUTOMATICALLY BE ENTERED INTO OUR PEOPLE'S CHOICE CONTEST!

ARE YOU A CURRENT PARADE PARTICIPANT?



Contact our office about Our Boaters Rewards Program.

Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:



LAUNCH PARTY

Invitation Only Event.



Individual tickets and tables of ten (IO) are available for purchase.

GRAND MARSHAL RECEPTION

Pre-Parade Exclusive Event with our Grand Marshal.



JOIN TODAY

simply scan to submit your application











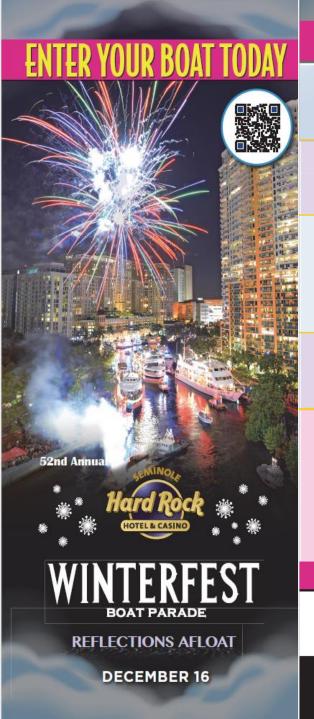












2023 WINTERFEST DATES

HAPPY HOURS • BOATERS YOU ARE INVITED

Celebrate Winterfest with Happy Hours at locations such as House on the River, The Historic Downtowner, Bokampers Sports Bar & Grill, and YOT. Visit our website and social media for updates.

Join the Parade early to receive Parade perks and specials tor our Boaters.

SKIPPER'S MEETING • DECEMBER 12

Everything you need to know about Parade Night with a map of your docking location along the New River, where the cameras are located and large viewing areas. Each Parade Entry receives a well-stocked Goodie Bag at this appreciation dinner located at the Coral Ridge Yacht Club.



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE **DECEMBER 16**

OWN A BOAT? BE A STAR IN OUR PARADE! Entry fees start at ONLY \$35.

Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun. Livestream in cooperation with EveOnSouthFlorida and WSVN Channel 7.



CAPTAINS' CUP • FEBRUARY 28, 2024

After the Parade and the Holidays, Winterfest hosts a thank you awards party. A representative from every boat receives a copy of the WSVN Television Special as an added thank you.



ARE YOU A CURRENT PARADE PARTICIPANT?

Contact our office about Our Boaters Rewards Program. Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:



LAUNCH PARTY - OCTOBER 14

Invitation Only Event.



BLACK TIE BALL • DECEMBER 9

Individual tickets and tables of ten (10) are available for purchase.

GRAND MARSHAL RECEPTION - DECEMBER 15

Pre-Parade Exclusive Event with our Grand Marshal.



JOIN TODAY - simply scan to submit your application













Celebrate with the "World's Most Watched Boat Parade" Winterfestparade.com | 954-767-0686



2023 CELEBRATIONS

LAUNCH PARTY OCTOBER 14

Kick-off celebration to the Winterfest Celebration with media, sponsors, and community leaders. Find out how to get a ticket to this exclusive event.



SAVOR THE SEASON PARTY NOVEMBER 4

Winterfest Celebration Soiree Individual tickets available for purchase.



FAMILY FUN DAY NOVEMBER 19

Free Event in downtown Fort Lauderdale. There is something for everyone with live entertainment and activities - even a pet rescue row.



BLACK TIE BALL DECEMBER 9

Social event of the holiday season with entertainment from Broadway Across America. Individual tickets and tables of ten (10) are available.



GRAND MARSHAL RECEPTION DECEMBER 15

Pre-Parade Exclusive Event with our Grand Marshal. Sponsorship is your ticket in – find out how to be a part of the celebration.



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE **DECEMBER 16**

PARADE VIEWING AREA – GET TICKETS OWN A BOAT? BE A STAR IN OUR PARADE! Entry fees start at ONLY \$35.

Be a Part of the "Best Show on H20" celebrating 52 years of Holiday Magic.



Visit our website for a list of locations in the Fort Lauderdale Visit Lauderdale area. Special rates during the 2023 season.





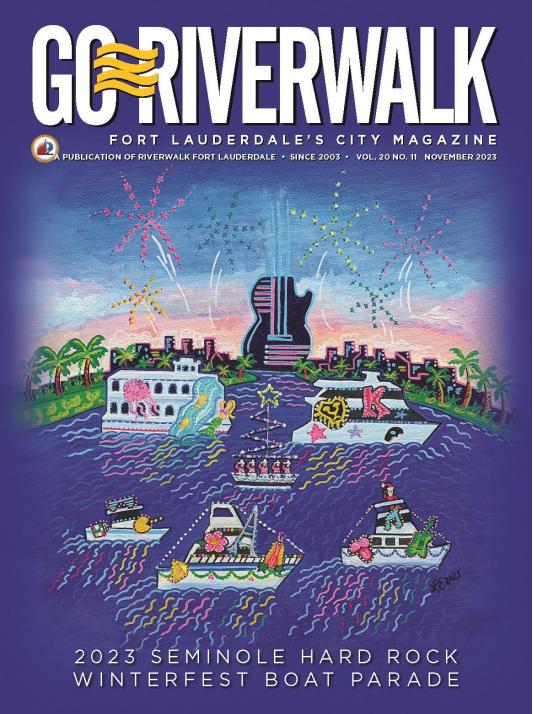






Celebrate with the "World's Most Watched Boat Parade"

Winterfestparade.com 954-767-0686



CELEBRATE ALL WEEKEND

DISCOVER . STAY . DINE . PLAY



CHECK OUT OUR WINTERFEST WEEKEND **PACKAGES**

> **Get Away Today to** Fort Lauderdale, Florida





















EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com





Google Alerts

Winterfest

Weekly update September 1, 2023

WEB

Winterfest Sailboat Bracelet | The Seminole Hard Rock Winterfest Boat Parade Winterfest Boat Parade

12.16.23 · The Winterfest Commemorative Charm in Silver color ...





Flag as irrelevant

Seminole Hard Rock Winterfest Boat Parade - Florida Festivals and Events Association

Florida Festivals and Events Association

Best Show on H2O - 12-mile parade route - Winterfest Celebration including the Parade - Launch Party -Free Family Fun Day - Grand Marshal ...





Flag as irrelevant

Winterfest Boat Parade 2023 Fort Lauderdale - Canton Fair

Canton Fair

Boemo ba sekepe sa Winterfest ... Seminole Hard Rock Winterfest Boat Parade ea 2022 e kene libukeng tsa nalane! Litefiso tsa ho kena ka sekepeng ...

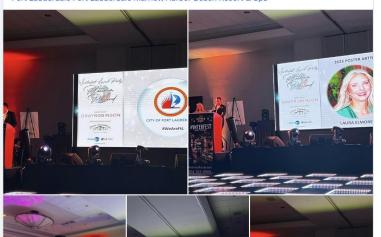


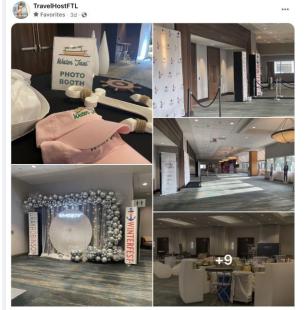


Flag as irrelevant



Some of the incredible sponsors and contributors to the event! Winterfest Boat Parade City of Fort Lauderdale Fort Lauderdale Marriott Harbor Beach Resort & Spa







Are you ready for tonight?

The Winterfest Launch Party presented by GrayRobinson is here! FutureTech / LG Experience ... Grand Marshal Announcement and More!!!

Th... See more







The Winterfest Foundation

Sep 30th, 2023

Exciting news! The 2023 Winterfest Jr. Captain Contest is here! Powered by FPL and delivered by TWO MEN AND A TRUCK, this contest showcases the incredible stories of nominees aged 7-16. Vote for your favorite non-profit representative. Help create a magical moment in a child's life.

VOTING LINK: https://woobox.com/868jaa #WinterfestJrCaptain #WinterfestFL





"Movers Who Care."

MEET the NOMINEES - READ their STORIES

















A Share











HOLLYWOOD, FL



















Joe DiMaggio Children's Hospital®





NOVEMBER 19TH FROM 10 A.M. - 3 P.M. **ESPLANADE PARK • 400 SW 2ND STREET • FORT LAUDERDALE EXCITING FREE ACTIVITIES**

- Joe DiMaggio Children's Hospital Photos with Santa & kids' games!
- Stoked on Salt Ocean Conservation Village
- Experience Catabella Express Train, Polar Express
- Free bicycle helmets from Epilepsy Alliance
- Entertainment provided by School of Rock
- Broward College Snow Mountain
- Artist Joseph Gormley heart paintings

- Y-100 to MC
- Pet Rescue Row and Puppy Kissing Booth
- Free boat rides courtesy of Water Taxi
- Give-a-ways and Activities with the South Florida Ford, Ave Maria, Museum of Discovery & Science, YMCA, Florida Children's Theatre, Nova Southeastern University, West Marine Fishing Clinic, and SO MUCH MORE!

BONUS: the Museum of Discovery & Science will open for FREE after this event (Free Admission from 3-5 P.M.)



































WINTERFESTPARADE.COM or 954-767-0686

Google Alert - Daily Digest



Google Alerts <googlealerts-noreply@google.com>



(i) If there are problems with how this message is displayed, click here to view it in a web browser.



Flag as irrelevant

See more results | Edit this alert

Winterfest Parade

NEWS.

Launch party held for 52nd Winterfest Boat Parade; Boyz II Men announced as grand marshals

WSVN

A launch party for the 52nd Seminole Hard Rock Winterfest Boat Parade was held Saturday night to kick off the festivities. The celebration took place ...





Flag as irrelevant

The linked image cannot be displayed. The file may have been moved, renamed, o...

Launch party held for 52nd Winterfest Boat Parade; Boyz II Men announced as grand marshals

Spot On Florida

The countdown is on for the return of the best show on H2O. A launch party for the 52nd Seminole Hard Rock Winterfest Boat Parade.





Flag as irrelevant



Launch party held for 52nd Winterfest Boat Parade; Boyz II Men announced as grand marshals - WSVN 7News | MiamiNews, Weather, Sports | Fort Lauderdale wsvn.com















2023 Events and Attendance







DESTINATIONS V

ENGINES V MAINTENANCE V

Home > Boating Log > Boat Parades

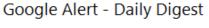
Boat Parades – Dec 2023

2023 Boat Parades

October 23, 2023 in Boat Parades, Boating Log









Google Alerts <googlealerts-noreply@google.com>

To V Kathy Keleher

(i) If there are problems with how this message is displayed, click here to view it in a web browser.

Google Alerts

Winterfest

NEWS

SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

6:30PM, New River and ICW

Fort Lauderdale, FL

(954) 767-0686

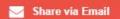
winterfestparade.com



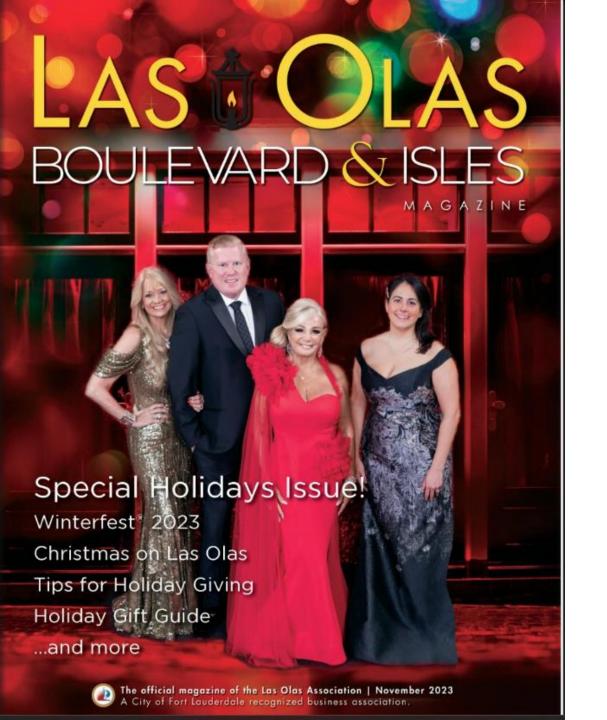


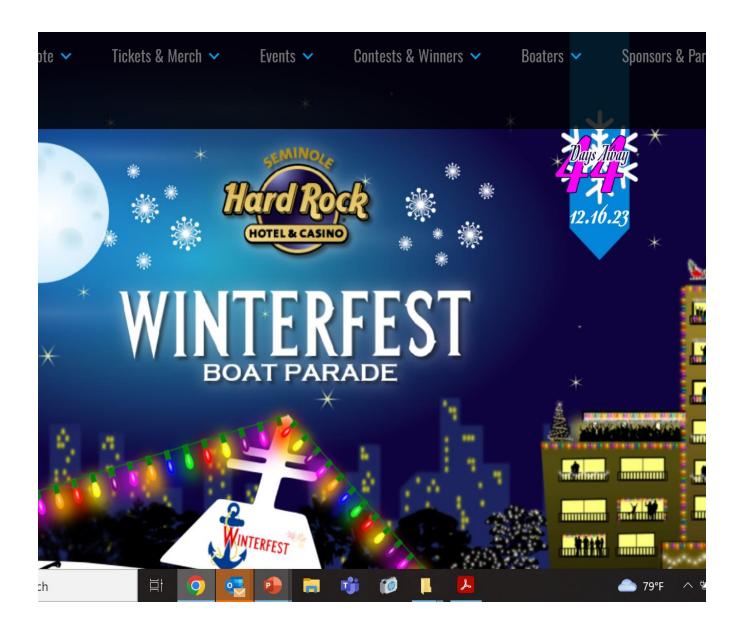














A 2023 Proposal
For Orlando Residents
To Enter to Win A Trip to
See the Winterfest Boat
Parade

WMGF-FM (AC - Mainstream)

Station/Daypart	Spots		S	pot [Distr	ibuti	on		Rate	Length	Gross Cost
STATION TOTALS / AVERAGES	54	М	т	w	т	F	s	s	\$75.98		\$4,008.00
11/06/23 - 11/12/23 - 1 week											
Total per week	32								\$66.50		\$2,128.00
Mo-Fr 6a-7p	6	X	X	X	X	X	-	-	\$150.00	30	\$900.00
Sa-Su 10a-7p	4	-	-	-	-	-	X	X	\$35.00	30	\$140.00
Mo-Su 12a-12a	3	X	X	X	X	X	X	X	\$0.00	30	\$0.00
Daypart Notes:	Bonus, t	o be	aire	d as	avail	able					
Mo-Fr 6a-7p	10	X	X	X	X	X	-	-	\$98.00	15	\$980.00
Sa-Su 10a-7p	6	-	-	-	-	-	X	X	\$18.00	15	\$108.00
Mo-Su 12a-12a	3	X	X	X	X	X	X	X	\$0.00	15	\$0.00
Daypart Notes:	Bonus, t	o be	аіге	d as	avail	able					
11/13/23 - 11/17/2	3 - 1 w	/ee	k								
Total per week	22								\$85.45		\$1,880.00
Mo-Fr 6a-7p	6	X	X	X	X	X	-	-	\$150.00	30	\$900.00
Mo-Fr 12a-12a	3	X	X	X	X	X	-	-	\$0.00	30	\$0.00
Daypart Notes:	Bonus, t	o be	aire	d as	avail	able					
Mo-Fr 6a-7p	10	X	X	X	X	X	-	-	\$98.00	15	\$980.00
Mo-Fr 12a-12a	3	X	X	X	X	X	-	-	\$0.00	15	\$0.00
Daypart Notes:	Bonus, t	o be	aire	d as	avail	able					



WINTERFEST BOAT PARADE/ORLANDO

Schedule to air 11/6-11/17

of spots: 54

of Impressions: 168,400

Total Investment: \$4,008

:15-second and :30-second commercials directing listeners to register to win the contest to see this year's Winterfest Boat Parade.

WINTERFEST 2023 DIGITAL MEDIA PLAN - ORLANDO



iHM Digital Media Plan

Date Prepared:	Wednesday, November 1, 2023
Client:	Winterfest Inc
Flight Dates:	11/06/2023-11/17/2023

FLIGHT NAME	FLIGHT	IMPRESSIONS	NET CPM	NET COST	TACTICS
Orlando Display Networks Campaign	11/06/2023 - 11/17/2023	166,667	\$12.00	\$2,000.00	Geo:DMA: Orlando-Daytona Beach-Melbourne FL Targeting (Extended Display Networks): TARGETING: Travel Enthusiasts, Boating Enthusiasts
	PROGRAM TOTALS:	166,667	\$12.00	\$2,000.00	

Please provide the following graphics: 300x250, 320x50 and 728x90

This Plan delivers 166,667 Impressions

Over-delivery of impressions at no additional charge

Campaign reporting included

TOTAL \$2,000 Net

THINGS TO DO

Seminole Hard Rock Winterfest Black Tie Ball Honors Community Leaders

The theme will focus on timeless elegance with a flair of Broadway's Moulin Rouge.

October 30, 2023 | Lifestyle Staff







FEATURED

Four Seasons Orlando Offers A World-Class Luxury Retreat

Nov 1, 2023



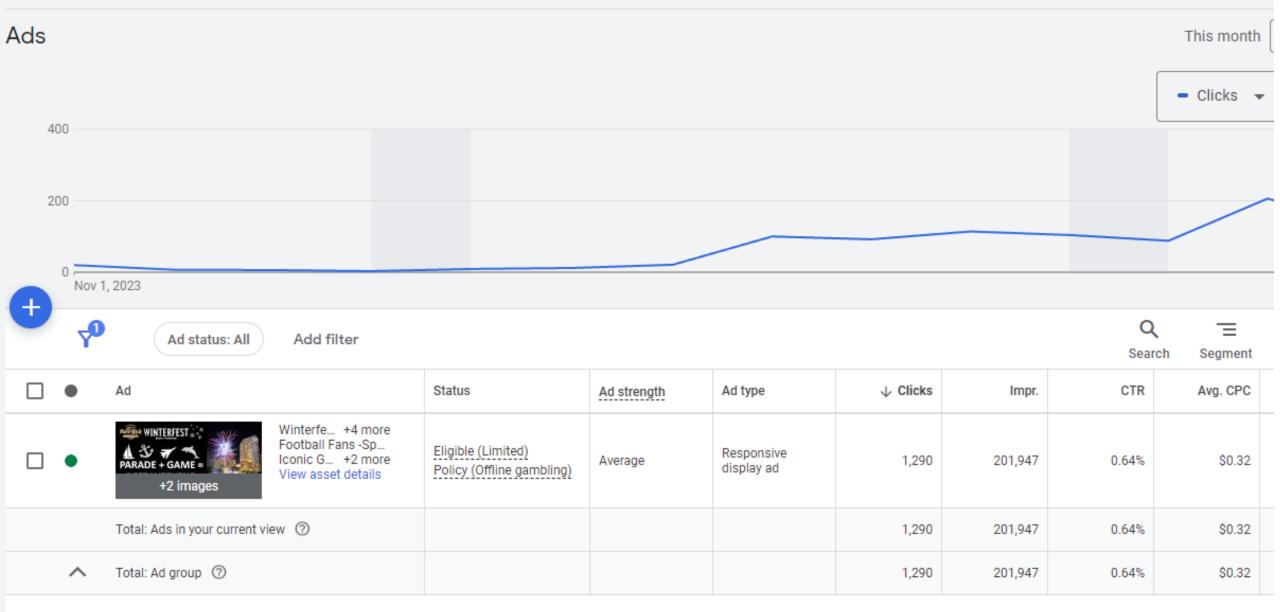
City of Dreams Oct 30, 2023



Foodie News: The Latest Buzz From the South Florida Restaurant and Spirits Scenes

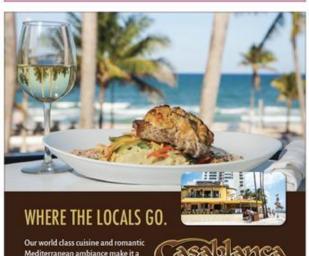


A&E SPOTLIGHT



NEW JERSEY MARKET 201,947 impressions / 1290 clicks to hotels on Winterfestparade.com



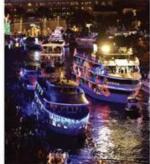


Fort Lauderdale Beach Blvd (at Alhambra St. between Las Olas & Sunrise Blvd)

favored and anticipated destination.

Indoor & outdoor ocean view dining.

954.764.3500 · CasablancaCafeOnline.com



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

DECEMBER 16

Get ready for the highly anticipated Seminole Hard Rock Winterfest Boat Parade on December 16, 2023! This iconic South Florida event, now in its 52nd year, promises to be the most spectacular ever. Boats will light up the night, celebrating 20 years of Seminole Hard Rock sponsorship. Boaters will be able to decorate using one of the past themes since the casino's first year as title sponsor in 2004. The Parade will feature a floating concert showboat with Alexander Starr + The Golden People courtesy of Visit Lauderdale.

Showboats of all sizes are welcome to participate and there will even be a Karaoke Ballyhoo entry. This 12-mile route offers multiple viewing locations for attendees to enjoy the spectacle. Families, friends, and visitors are invited to line the shore, bridges, or enjoy easy viewing at the parade's largest public viewing area at Las Olas Intracoastal Park sponsored by Baptist Health to immerse themselves in the magic of the Parade as it illuminates the night sky. The organized viewing area also hosts live entertainment, food and drink vendors and convenient parking. Make it a weekend getaway with hotel and restaurant discounts. Join us for this heartwarming holiday tradition! For more info, call 954.767.0686 or visit winterfestparade.com.



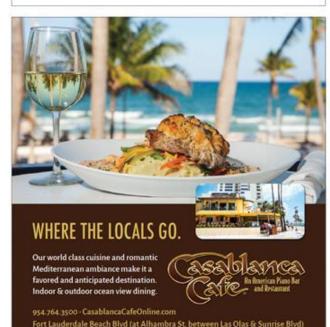
AC HOTELS

18 OCTOBER/NOVEMBER 2023

AC Hotel Fort Lauderdale Beach

is your sanctuary in one of the world's most celebrated destinations endlessly sophisticated, emphatically indulgent and unquestionably welcoming.

> 3029 Alhambra St, Fort Lauderdale, FL 33304 954.356.7900 \ @achotelfortlauderdalebeach





SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

DECEMBER 16

Get ready for the highly anticipated Seminole Hard Rock Winterfest Boat Parade on December 16, 2023! This iconic South Florida event, now in its 52nd year, promises to be the most spectacular ever. Boats will light up the night, celebrating 20 years of Seminole Hard Rock sponsorship. Boaters will be able to decorate using one of the past themes since the casino's first year as title sponsor in 2004. The Parade will feature a floating concert showboat with Alexander Starr + The Golden People courtesy of Visit Lauderdale.

Showboats of all sizes are welcome to participate and there will even be a Karaoke Ballyhoo entry. This 12-mile route offers multiple viewing locations for attendees to enjoy the spectacle. Families, friends, and visitors are invited to line the shore, bridges, or enjoy easy viewing at the parade's largest public viewing area at Las Olas Intracoastal Park sponsored by Baptist Health to immerse themselves in the magic of the Parade as it illuminates the night sky. The organized viewing area also hosts live entertainment, food and drink vendors and convenient parking. Make it a weekend getaway with hotel and restaurant discounts. Join us for this heartwarming holiday tradition! For more info. call 954,767,0686 or visit winterfestparade.com.

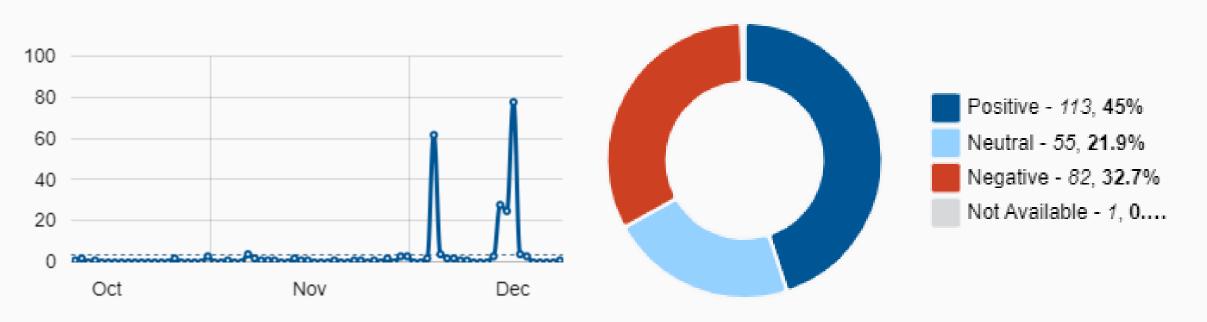


28 DECEMBER/JANUARY 2024 WWw.fraveIhost.co



Total Mentions
251
Impressions
395.3M

AVE(USD)
39.8M





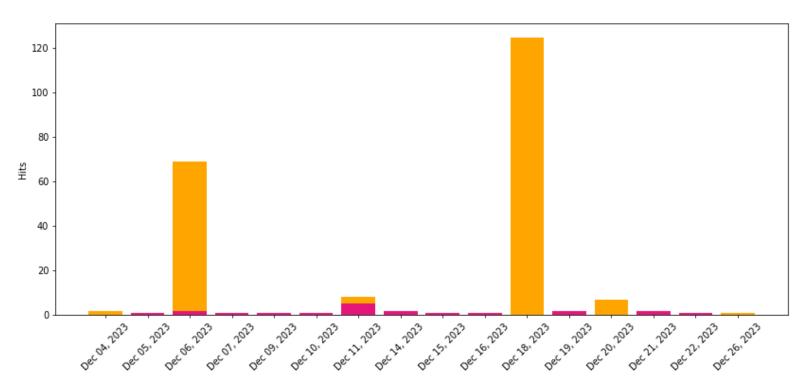
Coverage Totals

Media Type	Hits	Impressions	AVE
Web	205	378,502,368	\$38,975,913
Print	20	698,847	\$110,194
Totals:	225	379,201,215	\$39,086,107

Total Hits: 225

Total Impressions: 379,201,21

Total AVE: \$39,086,107





MEDIA COVERAGE BRIEFING

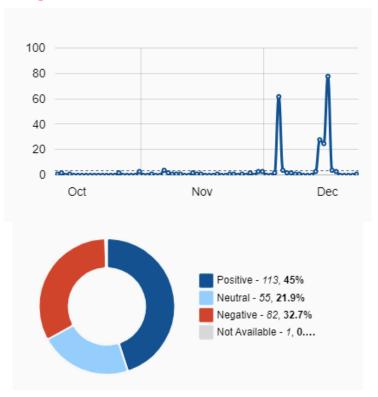
January 02, 2024 <u>View in Browser</u>

Winterfest Final Report Metrics

Total Mentions

Impressions 395.3M

AVE(USD) 39.8M





MEDIA COVERAGE BRIEFING

December 22, 2023

View in Browser

Media Mentions

Heavy rain, gusty winds wasli out weel(end for South Florida

The Columbian FREIDA FRISARO and MIKE SCHNEIDER December 16, 2023

Impressions: 14,213 AVE: \$1,524.00

Heavy rain, gusty winds wash out weekend for South Florida System expected to move up East Coast as holidays approach By FREIDA FRISARO and MIKE SCHNEIDER Associated Press FORT LAUDERDALE, Fla. - It's beginning to look at lot like hurricane season - at lea ...

With rain, wind, Fla. weather turns frightful

Las Vegas Review-Journal Freida Frisaro and Mike Schneider December 16, 2023

Impressions: 90,238 AVE: \$5,804.00

With rain, wind, Fla. weather turns frightful 'Washout' in forecast, to move up East Coast By Freida Frisaro and Mike Schneider The Associated Press FORT LAUDERDALE, Fla. - It's beginning to look at lot like... hurricane season - at least across much of So ...



Powered by







2023 Placement Report

No.	Media Type	Outlet	Headline	Posted Date	Impressions	AVE
1€	Web	Travel Host	Video - travelhost.com	6-Nov-23	15,133	\$379
€	- Web	Travel Host	Seminole Hard Rock Winterfest Boat Parade - Boats - travelhost.com	6-Nov-23	15,133	\$36
	<u>)</u> - Web	Travel Host	The Seminole Hard Rock Winterfest Boat Parade - Fort Lauderdale - travelhost.com	8-Nov-23	15,133	\$63
	D - Web	Travel Host	2023 Seminole Hard Rock Winterfest Boat Parade - Fort Lauderdale - travelhost.com	8-Nov-23	15,133	\$59
	- Web	Hotspots!	<u>Visit Lauderdale Announces Winterfest Boat</u> <u>Parade</u>	8-Nov-23	17,077	\$229
	• Web	CityBiz	Children's Harbor Winterfest Viewing Party A Great Opportunity To Share Holiday Joy	8-Nov-23	0	\$0
7	- Web	Soul Of Miami	Childrens Harbor Winterfest Viewing Party a Great Opportunity to Share Holiday Joy 12/16/23	8-Nov-23	0	\$0
	🕽 - Web	South Florida Business & Wealth	Seminole Hard Rock Winterfest Black Tie Ball Set to Honor Community Leaders	13-Nov-23	511	\$1,080
9	D - Web	CityBiz	Visit Lauderdale Rounds-up Festive Events to Celebrate the Holiday Season Throughout Greater Fort Lauderdale	13-Nov-23	0	\$0
10	- Web	Travel Host	Top Events Coming to Fort Lauderdale This Year	13-Nov-23	15,133	\$194

(Childrens Harbor Winterfest Viewing Party a			
11 - Web	Soul of Miami	Great Opportunity to Share Holiday Joy	13-Nov-23	0	\$103
		12/16/23			
12 - Web	Pride Journeys	Visit Lauderdale Rounds-up Festive Events to	15-Nov-23	0	\$74,104
(A)	,	Celebrate the Holiday Season			
13 - Web	Pensacola News Journal.com	Surfing Santas and lighted boat parades:	15-Nov-23	27,515	\$2,955
is - web	Perisacola News Journal.com	How Florida holiday traditions differ from the norm	13-1104-23	21,515	\$2,955
(11)		the norm			
		Miami Events Holidays Presented By Capital			
14 - Web	Thrillist	One Celebrate the Season Miami-Style at	20-Nov-23	1,172,414	\$399,972
		These Cool Holiday Events			
15 Wab	Delegious Food	The calendar for November 2023 and	20 Nev 22	0	¢o
15 - Web	Delecious Food	beyond a " Sun Sentinel	20-Nov-23	0	\$0
16 Print	FLORIDA TIMES-UNION	Holidays in Florida	22-Nov-23	42,548	\$6,013
17 - Print	PALM BEACH POST	From surfing Santas to eating outside,	23-Nov-23	24,893	\$1,342
_		<u>traditions differ in Fla.</u>	25 110 25	24,033	
18 Print	NEWS-PRESS		28-Nov-23	17,922	\$2,952
19 - Web	Passport Magazine	Celebrate the Holiday Season Throughout	29-Nov-23	330	\$83
_		Greater Fort Lauderdale			- • • • • • • • • • • • • • • • • • • •
20 Print	Naples Daily News	HOLIDAYS in Florida	30-Nov-23	38,415	\$5,607

\$495,171



No.	Media	Outlet	Headline	Clip Received	Impressions	AVE
L	o de fecto en escolo (1890 por esc			•		
1 €	Web	ArtsCalendar.com	All Saints Episcopal Church Boat Parade	4-Dec-23	316	\$396
2	🗎 Web	CityBiz	Alexander Star Collaborates with Visit	4-Dec-23	0	\$0
3	Print	PENSACOLA NEWS JOURNAL	How Florida holiday traditions dififer from	5-Dec-23	7,403	\$3,603
4	Print	GO RIVERWALK	EVENTS CONNECTION	6-Dec-23	12,500	\$7,246
	Print	GO RIVERWALK	THE ARTIST BEHIND THE WINTERFEST	6-Dec-23	12,500	\$4,599
6 🖣	Web	Insider Travel Report	Visit Fort Lauderdale Campaign Debuts With	6-Dec-23	0	\$0
	Web	WSVN-TV Channel 7	Broward students bring holiday harmony to	6-Dec-23	36,791	\$202
	D Web	MyTwinTiers.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	1,526	\$10
9	D Web	FourStatesHomepage	ALL MY SONS MOVING AND STORAGE	6-Dec-23	3,536	\$20
	Web 🖳	WCBD-TV Channel 2	ALL MY SONS MOVING AND STORAGE	6-Dec-23	6,895	\$127
	🗓 Web	WDTN-TV Channel 2	ALL MY SONS MOVING AND STORAGE	6-Dec-23	5,028	\$71
12	D Web	WWLP-TV Channel 22	ALL MY SONS MOVING AND STORAGE	6-Dec-23	43,626	\$1,028
	D Web	LocalSYR.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	11,898	\$212
14	D Web	KFOR-TV Channel 4	ALL MY SONS MOVING AND STORAGE	6-Dec-23	53,749	\$757
15€	Deb Web	KOIN-TV Channel 6000	ALL MY SONS MOVING AND STORAGE	6-Dec-23	87,999	\$3,698
	Deb Web	KSNT News	ALL MY SONS MOVING AND STORAGE	6-Dec-23	22,382	\$119
17≝	Deb Web	KHON-TV Channel 2	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,883	\$71
2000-200	Deb Web	OzarksFirst	ALL MY SONS MOVING AND STORAGE	6-Dec-23	16,025	\$84
34970000	D Web	WFRV-TV Channel 5	ALL MY SONS MOVING AND STORAGE	6-Dec-23	12,955	\$63
20	Deb Web	WSAV-TV Channel 3	ALL MY SONS MOVING AND STORAGE	6-Dec-23	13,167	\$95
	Web	WBRE-TV Channel 28	ALL MY SONS MOVING AND STORAGE	6-Dec-23	55,113	\$876
	Deb Web	News Channel 11	ALL MY SONS MOVING AND STORAGE	6-Dec-23	16,033	\$215
	Web Web	World Post Reporter	ALL MY SONS MOVING AND STORAGE	6-Dec-23	0	\$0
	Deb Web	US Times Gazette	ALL MY SONS MOVING AND STORAGE	6-Dec-23	0	\$0
	Deb Web	WYTV-TV Channel 33	ALL MY SONS MOVING AND STORAGE	6-Dec-23	223	\$0
26	Deb Web	WJBF-TV Channel 6	ALL MY SONS MOVING AND STORAGE	6-Dec-23	22,749	\$159
27	[®] Web	WBTW-TV Channel 13	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,493	\$135
	Web 🗎	KIAH-TV Channel 39	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,877	\$47
29	Web	KETK.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	40,143	\$200

30 [®] Web	WSPA-TV Channel 7	ALL MY SONS MOVING AND STORAGE	6-Dec-23	177	\$0	
31 [@] Web	WHNT-TV Channel 19	ALL MY SONS MOVING AND STORAGE	6-Dec-23	24,306	\$316	
32 [@] Web	KXAN-TV Channel 36	ALL MY SONS MOVING AND STORAGE	6-Dec-23	177,753	\$18,768	
33 [@] Web	FOX59	ALL MY SONS MOVING AND STORAGE	6-Dec-23	100,898	\$1,945	
34 [@] Web	WGHP-TV Channel 8	ALL MY SONS MOVING AND STORAGE	6-Dec-23	174,895	\$20,414	
35 [@] Web	CBS4 Indy	ALL MY SONS MOVING AND STORAGE	6-Dec-23	1,265	\$20	
36 [@] Web	KXNet.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	13,941	\$182	
37 [@] Web	CBS 42	ALL MY SONS MOVING AND STORAGE	6-Dec-23	26,271	\$465	
38 [@] Web	MyHighPlains.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	14,440	\$141	
39 [@] Web	Big Country	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,762	\$70	
40 [@] Web	WNTZ-TV	ALL MY SONS MOVING AND STORAGE	6-Dec-23	0	\$ 0	
41 [@] Web	WTEN-TV Channel 10	ALL MY SONS MOVING AND STORAGE	6-Dec-23	25,233	\$1,100	
42 [@] Web	MyChamplainValley.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	7,077	\$47	
43 [@] Web	WI Proud	ALL MY SONS MOVING AND STORAGE	6-Dec-23	1,959	\$10	
44 [@] Web	KLRT-TV Channel 16	ALL MY SONS MOVING AND STORAGE	6-Dec-23	56,448	\$414	
45 ⁽¹¹⁾ Web	WTNH-TV Channel 8	ALL MY SONS MOVING AND STORAGE	6-Dec-23	127,770	\$2,771	
46 [@] Web	WPHL-TV Channel 17	ALL MY SONS MOVING AND STORAGE	6-Dec-23	614	\$10	
47 [@] Web	WCIA.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	19,118	\$151	
48 [@] Web	Texomas Homepage	ALL MY SONS MOVING AND STORAGE	6-Dec-23	319	\$ 0	
49 [@] Web	MyPanhandle.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	4,136	\$30	
50 [@] Web	CBS17.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	149,066	\$1,456	
51 [@] Web	BR Proud	ALL MY SONS MOVING AND STORAGE	6-Dec-23	15,725	\$77	
52 [@] Web	8 News Now	ALL MY SONS MOVING AND STORAGE	6-Dec-23	191,601	\$3,438	
53 [@] Web	WesternSlopeNow.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	2,768	\$55	
54 [@] Web	FOX2now KTVI	ALL MY SONS MOVING AND STORAGE	6-Dec-23	44,269	\$1,041	
55 [@] Web	WVNS-TV	ALL MY SONS MOVING AND STORAGE	6-Dec-23	5,164	\$50	
56 [@] Web	MyWabashValley.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	22,875	\$354	
57 [@] Web	RochesterFirst.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	4,919	\$205	
58 [@] Web	WBOY 12	ALL MY SONS MOVING AND STORAGE	6-Dec-23	306	\$10	
59 [@] Web	KNWA-TV	ALL MY SONS MOVING AND STORAGE	6-Dec-23	4,101	\$61	
60 [©] Web	KRQE-TV Channel 13	ALL MY SONS MOVING AND STORAGE	6-Dec-23	97,892	\$2,417	
61 [@] Web	WKRN-TV Channel 2	ALL MY SONS MOVING AND STORAGE	6-Dec-23	33,691	\$748	
62 [®] Web	WKRG News 5	ALL MY SONS MOVING AND STORAGE	6-Dec-23	13,358	\$162	
63 [®] Web	CW33 (The)	ALL MY SONS MOVING AND STORAGE	6-Dec-23	1,538	\$7	
e section and the contract and the	AN HANGE CONSISTENCY TO A PRANCIPACION CONTRACTOR			NOTE OF THE PROPERTY AND THE PROPERTY OF THE P	25*38408	

64 [®] Web	KARK-TV	ALL MY SONS MOVING AND STORAGE	6-Dec-23	75,921	\$556	
65 [®] Web	CI Proud.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,712	\$60	
66 [®] Web	KGET.com	ALL MY SONS MOVING AND STORAGE	6-Dec-23	5,274	\$87	
67 [®] Web	News Channel 34	ALL MY SONS MOVING AND STORAGE	6-Dec-23	2,157	\$10	
68 [®] Web	WHTM-TV Channel 27	ALL MY SONS MOVING AND STORAGE	6-Dec-23	23,173	\$505	
69 [®] Web	FOX 8 Cleveland	ALL MY SONS MOVING AND STORAGE	6-Dec-23	32,059	\$558	
70 [®] Web	KELO-TV Channel 11	ALL MY SONS MOVING AND STORAGE	6-Dec-23	26,458	\$11,526	
71 [@] Web	KTAL News	ALL MY SONS MOVING AND STORAGE	6-Dec-23	9,085	\$60	
72 [@] Web	Lifestyle Media Group	The Ingredients of Timeless Tunes	6-Dec-23	399	\$0	
73🗎 Print	TALLAHASSEE DEMOCRAT	SEASONAL GLOW	7-Dec-23	8,980	\$14,799	
74🗎 Print	SOUTH FLORIDA SUN	Water wonders	9-Dec-23	83,906	\$6,314	
75🗎 Print	PALM BEACH POST	SALTY SANTAS & SANDY SNOWMEN	10-Dec-23	30,740	\$26,103	
76🗎 Print	GO RIVERWALK	RIVERWALK MEMBERSHIP	11-Dec-23	12,500	\$2,142	
77🗎 Print	GO RIVERWALK	WINTERFEST LEGACY VOLUNTEERS fe	11-Dec-23	12,500	\$2,016	
78🗎 Print	GO RIVERWALK	EVENTS CONNECTION	11-Dec-23	12,500	\$6,111	
79🗎 Print	NEWS-PRESS	BEST THINGS TO DO THIS WEEK IN SW EL	11-Dec-23	14,006	\$4,140	
80🗎 Print	TALLAHASSEE DEMOCRAT	'Title town USA': Joint celebration of FSU,	11-Dec-23	8,980	\$3,171	
81 [®] Web	EIN Presswire	ALL MY SONS MOVING AND STORAGE	11-Dec-23	21,013	\$168	
82 [®] Web	CityBiz	Broward Performing Arts Foundation	11-Dec-23	0	\$0	
83 [®] Web	News Break	Broward Performing Arts Foundation	11-Dec-23	1,037,390	\$30,962	
84🗎 Print	SOUTH FLORIDA SUN	Region under flood watch	14-Dec-23	83,906	\$4,004	
85🗎 Print	SOUTH FLORIDA SUN	<u>GO GUIDE</u>	14-Dec-23	83,906	\$7,238	
86🗎 Print	SOUTH FLORIDA SUN	Rainy weather continues	15-Dec-23	83,906	\$5,236	
87 Print	SOUTH FLORIDA SUN	Winterfest joins list of canceled parades	16-Dec-23	83,906	\$4,697	
88 [®] Web	WIOD-Radio 610 AM	Weather Alerts Across South Florida As	18-Dec-23	5,261,470	\$35,526	
89 [®] Web	SocialMiami.com	Children's Harbor Winterfest Viewing Party a	18-Dec-23	539	\$0	
90 Web	WPLG-TV Channel 10	Annual Fort Lauderdale boat parade in	18-Dec-23	83,046	\$1,844	
91 🕮 Web	WPLG-TV Channel 10	Weather alert in South Florida: High wind,	18-Dec-23	83,046	\$6,909	
92 Web	WJNO-AM Radio	Winterfest Boat Parade Will Set Sail Rain Or	18-Dec-23	5,261,470	\$53,436	
93 [@] Web	WIOD-Radio 610 AM	Winterfest Boat Parade Will Set Sail Rain Or	18-Dec-23	5,261,470	\$38,352	
94 Web	Lifestyle Media Group	How Boyz Become Men	18-Dec-23	399	\$ 0	
95 [@] Web	South Florida Sun-Sentinel	Boca Raton's Holiday Boat Parade canceled,	18-Dec-23	164,297	\$2,378	
96 Web	South Florida Sun-Sentinel	South Florida's holiday boat parades 2023:	18-Dec-23	164,297	\$1,517	
97 [@] Web	WSVN-TV Channel 7	Seminole Hard Rock Winterfest Boat Parade	18-Dec-23	36,791	\$261	

98 [®] Web	AP	Rain, gusty winds bring weekend washout to	18-Dec-23	0	\$81,912
99 [@] Web	Aspen Times	Rain, gusty winds bring weekend washout to	18-Dec-23	3,422	\$42
100 [®] Web	Time Out Miami	Here's what's cancelled in Miami this	18-Dec-23	1,551,176	\$23,157
101 Web	Citizens' Voice	Rain, Gusty Winds Bring Weekend Washout	18-Dec-23	9,488	\$759
102 [@] Web	Lawton Constitution	Rain, gusty winds bring weekend washout to	18-Dec-23	2,720	\$36
103 [®] Web	National Post	Rain, gusty winds bring weekend washout to	18-Dec-23	44,450	\$761
104 [@] Web	Opelika-Auburn News	Rain, gusty winds bring weekend washout to	18-Dec-23	12,074	\$187
105 Web	Hotspots!	Fort Lauderdale Shines Bright: Seminole	18-Dec-23	17,077	\$614
106 [®] Web	WLRN-TV	Rain, gusty winds bring weekend washout to	18-Dec-23	157,359	\$1,657
107 Web	WSVN-TV Channel 7	Rain, gusty winds bring weekend washout to	18-Dec-23	36,791	\$673
108 [®] Web	Travel Host	Winterfest Boat Parade	18-Dec-23	322	\$0
109 [@] Web	Peninsula Daily News	Rain, gusty winds bring weekend washout to	18-Dec-23	1,489	\$22
110 [®] Web	News8000.com	Rain, gusty winds bring weekend washout to	18-Dec-23	3,668	\$179
111 [®] Web	NBC 6 South Florida	Winterfest Boat Parade canceled and	18-Dec-23	57,456	\$1,664
112 [@] Web	WFLX-TV Channel 29	Events canceled, beaches closed due to	18-Dec-23	39,074	\$1,019
113 [@] Web	Temple Daily Telegram	Rain, gusty winds bring weekend washout to	18-Dec-23	9,601	\$191
114 [@] Web	Citizen(The)	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	1,238	\$0
115 Web	KTVN-TV Channel 2	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	2,334	\$1
116 Web	Crossroads Today	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	1,496	\$1
117 🕮 Web	Channel 3000-WISC-TV	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	34,168	\$124
118 🕮 Web	Social Miami.com	All Saints Episcopal Church Boat Parade	18-Dec-23	539	\$0
119 Web	AppleValleyNewsNow.com	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	0	\$0
120 Web	Lee News Central	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	225	\$0
121 🕮 Web	Miami New Times	Winterfest Boat Parade, Outdoor Events	18-Dec-23	303,797	\$6,906
122 Web	Columbian	Heavy rain, gusty winds wash out weekend	18-Dec-23	13,474	\$53
123 🕮 Web	WFMZ-TV Channel 69	FL: WEEKEND WASHOUT CANCELS BOAT	18-Dec-23	44,213	\$353
124 [@] Web	Arkansas Democrat Gazette	Holiday plans go awry as wild weather	18-Dec-23	83,043	\$108,244
125 🕮 Web	Arkansas Democrat Gazette	Holiday plans go awry as wild weather	18-Dec-23	83,043	\$108,244
126 [@] Web	Northwest Arkansas	Holiday plans go awry as wild weather	18-Dec-23	1,277	\$15
127 🕮 Web	Tripatini	Christmas Travel Deals with Reeling Offers	18-Dec-23	189	\$0
128 Web	WPLG-TV Channel 10	South Florida braces for a wet, windy	18-Dec-23	83,046	\$3,535
129 Web	WPLG-TV Channel 10	High winds, wet weather put damper on	18-Dec-23	83,046	\$2,390
130 Web	HuffPost	Gusty Storms Batter Florida Before System	18-Dec-23	2,862,957	\$706,177
131 Web	Yahoo! New Zealand	Gusty Storms Batter Florida Before System	18-Dec-23	112,063,257	\$11,416,181

132 [®] Web	Yahoo! News UK & Ireland	Gusty Storms Batter Florida Before System	18-Dec-23	119,981,107	\$12,947,880
133 [®] Web	Yahoo! News Singapore	Gusty Storms Batter Florida Before System	18-Dec-23	119,981,107	\$13,278,533
134 [®] Web	WWAY-TV Channel 3	Rain, gusty winds bring weekend washout to	18-Dec-23	231	\$0
135 [®] Web	WRAL-TV Channel 5	Rain, gusty winds bring weekend washout to	18-Dec-23	35,281	\$2,570
136 [®] Web	WSVN-TV Channel 7	Storm system brings heavy downpours and	18-Dec-23	36,791	\$573
137 [®] Web	WSVN-TV Channel 7	Saturday soaker brings downpours, whipping	18-Dec-23	36,791	\$945
138 [®] Web	ABC 15 Arizona	Massive storm system drenches East Coast	18-Dec-23	143,088	\$2,493
139 [®] Web	KRIS-TV Channel 6	Massive storm system drenches East Coast	18-Dec-23	6,700	\$40
140 [®] Web	KSBY-TV Channel 6	Massive storm system drenches East Coast	18-Dec-23	1,442	\$10
141 Web	23ABC News	Massive storm system drenches East Coast	18-Dec-23	6,038	\$105
142 [®] Web	KJRH-TV Channel 2	Massive storm system drenches East Coast	18-Dec-23	7,750	\$32
143 [®] Web	WCPO-TV Channel 9	Massive storm system drenches East Coast	18-Dec-23	53,509	\$1,975
144 [@] Web	KZTV-TV Channel 10	Massive storm system drenches East Coast	18-Dec-23	272	\$0
145 [@] Web	What's On	Jingle into Joy: Christmas Festivals Around	18-Dec-23	0	\$0
146 [®] Web	WTXL-TV Channel 27	Massive storm system drenches East Coast	18-Dec-23	476	\$0
147 Web	KPAX-TV Channel 8	Massive storm system drenches East Coast	18-Dec-23	13,753	\$142
148 [@] Web	Central Texas News Now	Massive storm system drenches East Coast	18-Dec-23	11,337	\$84
149 [@] Web	MyFox Utah	Massive storm system drenches East Coast	18-Dec-23	55,102	\$1,495
150 [@] Web	KGUN-TV Channel 9	Massive storm system drenches East Coast	18-Dec-23	2,430	\$32
151 [®] Web	KTNV-TV Channel 13	Massive storm system drenches East Coast	18-Dec-23	16,591	\$86
152 [®] Web	GulfLive	Rain, gusty winds bring weekend washout to	18-Dec-23	188,505	\$2,310
153 [®] Web	WMAR-TV Channel 2	Massive storm system drenches East Coast	18-Dec-23	1,000	\$77
154 [®] Web	NewsChannel 5 Network	Massive storm system drenches East Coast	18-Dec-23	19,817	\$115
155 [®] Web	KXLF-TV Channel 4	Massive storm system drenches East Coast	18-Dec-23	3,886	\$16
156 [®] Web	Today's TMJ4	Massive storm system drenches East Coast	18-Dec-23	24,363	\$722
157 [®] Web	WMYD-TV	Massive storm system drenches East Coast	18-Dec-23	0	\$0
158 [®] Web	WTKR-TV Channel 3	Massive storm system drenches East Coast	18-Dec-23	63,593	\$1,990
159 [®] Web	WXYZ-TV Channel7	Massive storm system drenches East Coast	18-Dec-23	46,190	\$3,989
160 [@] Web	KTVQ.com	Massive storm system drenches East Coast	18-Dec-23	8,549	\$44
161 [®] Web	KRTV-TV Channel 3	Massive storm system drenches East Coast	18-Dec-23	176,680	\$5,224
162 [®] Web	KBZK.com	Massive storm system drenches East Coast	18-Dec-23	49,632	\$321
163 Web	Scripps News	Massive storm system drenches East Coast	18-Dec-23	19,866	\$112
164 [@] Web	KXLH.com Channel 9	Massive storm system drenches East Coast	18-Dec-23	8,861	\$40
165 Web	KTVH-TV NBC	Massive storm system drenches East Coast	18-Dec-23	1,923	\$9

166 [@] Web	WSFL-TV 39 South Florida	Massive storm system drenches East Coast	18-Dec-23	442	\$0
167 [@] Web	WKBW-TV Channel 7	Massive storm system drenches East Coast	18-Dec-23	17,111	\$333
168 [@] Web	Jamaica Observer	Rain, gusty winds bring weekend washout to	18-Dec-23	18,299	\$500
169 [@] Web	Star (The)	Massive storm system drenches East Coast	18-Dec-23	1,605	\$67
170 [®] Web	Indiana Gazette	Massive storm system drenches East Coast	18-Dec-23	354	\$10
171 [@] Web	Times Tribune	Massive storm system drenches East Coast	18-Dec-23	8,930	\$112
172 [®] Web	Times-Republican	Massive storm system drenches East Coast	18-Dec-23	0	\$0
173 Web	Press Banner	Massive storm system drenches East Coast	18-Dec-23	7,032	\$30
174 [@] Web	News On The Neck	Massive storm system drenches East Coast	18-Dec-23	46	\$5
175 Web	Elk Valley Times	Massive storm system drenches East Coast	18-Dec-23	849	\$8
176 Web	St. Joseph News-Press	Massive storm system drenches East Coast	18-Dec-23	3,585	\$8
177 🕮 Web	Citizen Tribune	Massive storm system drenches East Coast	18-Dec-23	5,465	\$88
178 Web	KULR-TV Channel 8	Massive storm system drenches East Coast	18-Dec-23	4,499	\$32
179 Web	Bellevue Herald-Leader	Massive storm system drenches East Coast	18-Dec-23	0	\$0
180 Web	Impact601	Massive storm system drenches East Coast	18-Dec-23	0	\$0
181 🕮 Web	Paintsville Herald	Massive storm system drenches East Coast	18-Dec-23	554	\$0
182 Web	Montana Right Now	Massive storm system drenches East Coast	18-Dec-23	12,771	\$65
183 Web	NE Iowa	Massive storm system drenches East Coast	18-Dec-23	2,362	\$16
184 [®] Web	Georgetown News-Graphic	Massive storm system drenches East Coast	18-Dec-23	971	\$8
185 Web	Albia Newspapers	Massive storm system drenches East Coast	18-Dec-23	4,903	\$111
186 Web	Ashley County Ledger	Massive storm system drenches East Coast	18-Dec-23	916	\$8
187 Web	Leader Publications	Massive storm system drenches East Coast	18-Dec-23	845	\$8
188 Web	Mount Carmel Register	Massive storm system drenches East Coast	18-Dec-23	1,675	\$17
189 Web	Vermont Community	Massive storm system drenches East Coast	18-Dec-23	6,855	\$27
190 Web	InsideNoVa.com	Massive storm system drenches East Coast	18-Dec-23	69,019	\$548
191 🕮 Web	Courier Tribune	Massive storm system drenches East Coast	18-Dec-23	11,795	\$62
192 Web	Appalachian News Express	Massive storm system drenches East Coast	18-Dec-23	483	\$0
193 Web	Chariton Newspapers	Massive storm system drenches East Coast	18-Dec-23	1,000	\$73
194 Web	Purdue Exponent	Massive storm system drenches East Coast	18-Dec-23	10,135	\$79
195 Web	Carolina Panorama	Massive storm system drenches East Coast	18-Dec-23	0	\$0
196 Web	Miami County Republic	Massive storm system drenches East Coast	18-Dec-23	6,612	\$422
197 Web	Prime Publishers	Massive storm system drenches East Coast	18-Dec-23	0	\$0
198 Web	HomeNewsHere.com	Massive storm system drenches East Coast	18-Dec-23	80,165	\$454
199 Web	Standard (The)	Massive storm system drenches East Coast	18-Dec-23	2,407	\$8

-					
200 Web	Fairfield Sun Times	Massive storm system drenches East Coast	18-Dec-23	2,833	\$368
201 Web	Longview News Journal	Massive storm system drenches East Coast	18-Dec-23	3,839	\$17
202 [®] Web	Voice of Alexandria	Massive storm system drenches East Coast	18-Dec-23	0	\$419
203 [®] Web	Pacific Daily News	Massive storm system drenches East Coast	18-Dec-23	10,632	\$254
204 [®] Web	Douglas Budget	Massive storm system drenches East Coast	18-Dec-23	2,571	\$16
205 Web	Hazard Herald	Massive storm system drenches East Coast	18-Dec-23	6,153	\$34
206 [®] Web	Rogersville Review	Massive storm system drenches East Coast	18-Dec-23	5,465	\$180
207 [@] Web	Derby Weekly Informer (The)	Massive storm system drenches East Coast	18-Dec-23	886	\$7
208 [®] Web	East Oregonian	Massive storm system drenches East Coast	18-Dec-23	9,659	\$41
209 [@] Web	Fort Bend Herald and Texas	Massive storm system drenches East Coast	18-Dec-23	1,632	\$8
210 [®] Web	Franklin Favorite	Massive storm system drenches East Coast	18-Dec-23	1,390	\$8
211 [®] Web	WSVN-TV Channel 7	Clear skies, drier conditions across South	18-Dec-23	36,791	\$766
212 [@] Web	NBC 6 South Florida	Flights delayed, events canceled due to	18-Dec-23	57,456	\$2,462
213 Print	EDWARDSVILLE	Rain, gusty winds bring weekend washout to	19-Dec-23	3,918	\$634
214 Print	RECORD-ARGUS	Rain, gusty winds bring weekend washout to	19-Dec-23	5,044	\$96
215 [®] Web	DUK News	Christmas travel is under threat for millions	20-Dec-23	0	\$0
216 [®] Web	Cape Coral Daily Breeze	Rain, gusty winds bring weekend washout to	20-Dec-23	3,551	\$42
217 [@] Web	Insurance Journal-National	Hurricane Season May be Over, but High	20-Dec-23	15,829	\$302
218 [®] Web	Claims Journal	Rain, Gusty Winds Bring Weekend Washout	20-Dec-23	2,383	\$153
219 [@] Web	DUK News	December storm leaves four people dead	20-Dec-23	0	\$0
220 [@] Web	Good Lifestyle	The 13 American cities with the best	20-Dec-23	0	\$0
221 [®] Web	Gettysburg Times	Rain, gusty winds bring weekend washout to	20-Dec-23	124	\$0
222 Print	LAS VEGAS REVIEW-	With rain, wind, Fla. weather turns frightful	21-Dec-23	90,238	\$5,804
223 Print	COLUMBIAN	Heavy rain, gusty winds wasli out weel(end	21-Dec-23	14,213	\$1,524
224 Print	REPUBLICAN-AMERICAN	Rain, gusty winds bring weekend washout	22-Dec-23	33,295	\$717
225 [@] Web	WSVN-TV Channel 7	After Winterfest's cancellation, Holtz	26-Dec-23	36,791	\$441



EIN Presswire | Newsmatics

ALL MY SONS MOVING AND STORAGE NAMED CONTRIBUTING SPONSOR OF 52ND ANNUAL SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

NEWS PROVIDED BY EIN Presswire Dec 05, 2023, 4:00 PM ET

FORT LAUDERDALE, FL, UNITED STATES, December 5, 2023 /EINPresswire.com/ -- All My Sons Moving & Storage (AMS), the nation's largest privately held moving and storage company with locations throughout South Florida, has been named a contributing sponsor of the 52nd Annual Seminole Hard Rock Winterfest Boat Parade. The main event takes place on December 16th along 12 miles of the Intracoastal Waterway in Fort Lauderdale.

"We are very proud to be a part of this much anticipated world-class holiday event, and to support an organization that brings tremendous joy to the community," said Katharine Voyles Mobley, Chief Marketing Officer for All My Sons.

Known as the "Best Show on the H20," the Seminole Hard Rock Winterfest Boat Parade showcases private boats, giant showboats and corporate megayachts adorned with hundreds of thousands of lights, music, entertainment, decorations, celebrities, musical groups, beauty queens and many other exciting entries expected to be viewed by more than one million spectators.



News

Freida Frisaro and Mike Schneider / AP

16 December 2023 · 3-min read



 \sim

FORT LAUDERDALE, Fla. (AP) — It's beginning to look at lot like ... hurricane season — at least across much of South Florida, where it's been windy and rainy for two days and the forecast predicts more of the same this busy holiday season weekend.

With Saturday expected to be stormy over most of the state, outdoor holiday parties have been canceled and outside decorations that aren't battened down might just blow away.

And that's not all. The mass of wind and rain is expected to head up the East Coast of the United States just in time for the start of the holiday travel season.

"Saturday looks like a complete washout as this disturbance moves over," said George Rizzuto, a meteorologist at the National Weather Service in Miami. "The northern part of Florida will be at risk for some pretty heavy rainfall tomorrow basically through the entire day on Saturday."

Holiday events across the state were canceled, such as the Christmas boat parade in Indian Rocks Beach along the Gulf Coast. "See you next year," the town website said. At least five boat parades were canceled or postponed in South Florida, including the Seminole Hard Rock Winterfest Boat Parade in Fort Lauderdale.

ArtsCalendar.com (Fort Lauderdale,FL)
11/30/2023
"All Saints Episcopal Church Boat Parade Festival"

Audience: 316

Source Website: www.artscalendar.com

Presented by All Saints Episcopal Church at All Saints Episcopal Church, Fort Lauderdale FL

Dec 16 2023

Looking for a spot to watch this year's **Seminole Hard Rock Winterfest Boat Parade**? Enjoy the best views of the New River and see the boats up close at All Saints Episcopal Church in Fort Lauderdale. Guests and their pets are invited to enjoy this festive viewing party from the All Saints Episcopal Church park directly on the New River.

Festivities include kids' games for all ages, face painting, and food trucks onsite. Food and beverage options will be available for purchase (Food Trucks, ...view more

Looking for a spot to watch this year's **Seminole Hard Rock Winterfest Boat Parade**? Enjoy the best views of the New River and see the boats up close at All Saints Episcopal Church in Fort Lauderdale. Guests and their pets are invited to enjoy this festive viewing party from the All Saints Episcopal Church park directly on the New River.

Festivities include kids' games for all ages, face painting, and food trucks onsite. Food and beverage options will be available for purchase (Food Trucks, beer, wine, and soda). Attendees are asked to please bring their own chairs, blankets, and umbrellas. Pets are welcome and must be leashed.

Tickets are \$20/Person in advance; and \$25 at the gate. Children 9 & Under Free. Limited parking will be available for \$10 at the gate. Parking is first-come, first-serve.

Tickets may be purchased online at https://bit.ly/BoatParade2023.

CityBiz (New York,NY)

11/30/2023 "Alexander Star Collab

"Alexander Star Collaborates with Visit Lauderdale to Debut New Greater Fort Lauderdale Anthem titled 'Laudy Dayo' on Streaming Platforms"

Source Website: www.citybiz.co

South Florida General Business

Alexander Star Collaborates with Visit Lauderdale to Debut New Greater Fort Lauderdale Anthem titled "Laudy Dayo" on Streaming Platforms

November 30, 2023

Local EmmyA(R)-nominated songwriter, performer, and impact artist Alexander Star has partnered with Visit Lauderdale, the official destination marketing organization for Greater Fort Lauderdale, to debut a new destination anthem titled "Laudy Dayo" on Saturday, December 2, 2023. The song will be available for digital download via streaming platforms.

This melodic anthem is set to make big waves and bring positive vibes to its listeners. Combined with Star's signature style and the vibrant culture of Greater Fort Lauderdale, "Laudy Dayo" is a celebration of the diverse community, picturesque landscapes, and dynamic energy. The anthem is poised to become a timeless representation of Greater Fort Lauderdale's identity, leaving a lasting impression on everyone under the sun.

"Having extremely talented and local artist Alexander Star create, compose and perform a song that showcases our destination in a unique and extraordinary way is yet another first for Visit Lauderdale as we continue to promote our destination. This brand new and original anthem speaks to the diversity of Greater Fort Lauderdale and paints its beauty in a song" said Stacy Ritter, president and CEO of Visit Lauderdale.

Listeners can expect an immersive musical journey as "Laudy Dayo" weaves together catchy beats, soulful lyrics, and Star's distinctive vocals. The anthem reflects the artist's deep connection to the destination and commitment to showcasing its unparalleled beauty.

This anthem has the power to inspire hope and emphasizes the importance of inclusivity and fostering a sense of unity among those who call Greater Fort Lauderdale home and those who are discovering its magic for the first time. In an effort to share "Laudy Dayo" with the local community, Alexander Star will be performing alongside his dynamic 5-piece live band, The Golden People, at the following events:

Sunday, December 3, 2023a "Watch Alexander Star perform live on the Ford Beach House stage starting at 6:30 p.m. during this year's Riptide Music Festival which is returning to Fort Lauderdale Beach.

Saturday, December 16, 2023a " Alexander Star will perform on Visit Lauderdale's Double Decker Water Taxi during this year's *Seminole Hard Rock* WinterfestA(R) *Boat Parade*. The best show on H2O will begin at 6:30 p.m. so make sure to find a spot along the New River to enjoy this unique *boat parade*!



Date: Location: Circulation (DMA): Type (Frequency): Page: Section: Keyword: Tuesday, November 28, 2023 PENSACOLA, FL 7,403 (57) Newspaper (D) 3,6 Main

Seminole Hard Rock Winterfest Boat Parade

Beach, however. Throughout Florida, you're sure to find a beach chair or two "decked" to the nines in holiday decor.

Frosty the sandman?

Snow is a luxury typically only seen in the Florida Panhandle every handful of years. So, in lieu of building snowmen, you might stumble upon a sandy homage to everyone's favorite frozen friend with a sand sculpture. But sandmen aren't the only things found on the beach. Sand sculptures can be found of Christmas trees and other holiday-themed concepts.

Going to the beach instead of the movies on Christmas

Going to see a new movie on Christmas is a popular holiday tradition that is also observed by Floridians, but many others choose another destination to visit once they're done unwrapping presents: The beach.

With temperatures around Christmas still hovering in the mid-60s to the high-70s, spending an hour or two unwinding at the beach before heading to a chaotic family dinner could be just what the doctor needed for many. It's also a great time to check out some of the other fun Florida holiday traditions listed here.

Having to intentionally buy an ugly sweater for your ugly

Christmas sweater office party

While many Floridians tend to be transplants given the state's number of armed service members and retirees living in the state, most natives likely don't have an "ugly" Christmas sweater unless it was purchased specifically for a themed party. The reality is that Floridians just don't have an many opportunities to wear those ugly sweaters outside of those fleeting moments of fun.

Lighted boat parades

While many states light up parade floats, Florida lights up parade boats. That's right, lighted boat parades are a special holiday parade that can be found in many coastal communities. These festivities include everything you might think: Fleets of boats adorned in holiday decorations and lights that cruise along the coast.

Many of these parades had other events attached to them where people celebrate with parties before or after the parade launch with parties and other festivities. Some of the largest examples of lighted boat parades can be found at Walt Disney World, the Newport Beach Christmas Boat Parade and the Seminole Hard Rock Winterfest Boat Parade at Fort Lauderdale, though many smaller communities organize their own.

Wednesday, November 01, 2023 FORT LAUDERDALE, FL 12,500 (N/A) Magazine (12Y) 44,45,46,47 Main

Seminole Hard Rock Winterfest Boat Parade

12th Annual Magnolia Luncheon

United Way of Broward County

www.unitedwaybroward.org

Bill Mays Jazz Ensemble Gold Coast Jazz Society.

www.browardcenter.org

night of Hanukkah

City of Fort Lauderdale

Las Olas Oceanside Park 954-828-5568

www.parks.fortlauderdale.gov

www.parkerplayhouse.com

With special guest Artimus Pyle of

roward Center for the Performing Arts

DECEMBER 748

Fourteen-time Grammy Award-winner

Seminole Hard Rock Hotel & Casino

www.seminolehardrockhollywood.com

DECEMBER 8

One of the Top 100 greatest stand-up

A CONTRACTOR OF THE PARTY OF TH

954-866-3890 I www.massdistrict.com

Free, outdoor concert series featuring local

The Outlaws

Sward Skymund

954-462-0222

954-797-5531

The Parker

54-462-0222

Jazz Brunch

musicians on 3 stages

City of Fort Lauderdale

Esplanade Park & Riverwalk

www.parks.fortlauderdalle.gov

Local vendors offer their goods

History Fort Lauderdale

New River Open Air Market

First Sunday

954-828-5365

First Sunday

954-463-4431

www.browardcenter.org

comedians of all time

www.parkerplayhouse.com

DECEMBER 7 Menorah Lighting Celebration

and perseverance

954-462-4850

Recognizing women of dignity, strength

Seminole Hard Rock Hotel & Casino

roward Center for the Performing Arts

Menorah Lighting Celebration on the first

The Cracked Lens + A Missing String Tour

THE GREATER FORT LAUDERDALE EVENTS CALENDAR www.goriverwalk.com/events/greater-fort-lauderdale-event-calendar

Welcome to Night Vale

Twice-monthly padcast in the style of community updates Broward Center for the Performing Arts 954-462-0222

www.browardcenter.org



Special Family Day events for the whole family Bonnet House Museum & Gardens 954-563-5393 www.bonnethouse.org

Uptown 5K on the Runway Celebrating avaison, the Uptown community

and compassion lowards others Trustbridge Hospice Foundation ort Laudercale Executive Amont 954-319-6789 www.trustondoe.com/event/uptowr5kftl

Hugs & Kisses Totally 80's Paw-ty Benefiting Abandoned Pet Rescue The Sanctuary Church 954-728-9010

www.abendonecpetrescue.org

Matt Mathews When That Thang Get Ta' Thangn Tour 954-462-0222 www.parkerplayhouse.com

Ben Brainard

Comedian originally from Daytona Beach Broward Center for the Performing Arts

www.browardcenter.org



Winterfest Family Fun Day clinities, and live music

www.winterfestparade.com Arts Ballet Theatre of Florida The Parker

954-462-0222 www.parkerplayhouse.com DECEMBER 16



The Best Show on H2O

www.winterfestparade.com

Featuring some of the finest local, regional and global dance talent The Inter-American Choreographic

Man Who Dance

Broward Center for the Performing Arts www.browardoenter.org



eaturing a complete set of classics by is late father Jim Croce

www.parkerplayhouse.com **NOVEMBER 27**

The Grammy-hominated singer songwriter, actor and TV producer Broward Center for the Performing Arts 954-462-0222

www.browardcenter.org

NOVEMBER 28 Darren Criss: A Very Darren Crissmas Celebrate the holidays with the awardwinning actor, singer and songwitter

www.perkerplayhouse.com

61st Annual Christmas on Las Olas

Celebrating our urban Winter Wonderland The Las Clas Association East Las Olas Blvd 954-258-8382

www.lasnlashouleuam.com

Pioneer of Latin American music Seminole Hard Rock Hotel & Casino 954-797-5531 www.seminolehardrockhollywood.com

Light Up the Galt

Holiday celebration and free lighting paremony City of Fort Lauderdale North Beach Shoppes and Restaurants 954-828-5568 www.parks.fortfauderdale.gov

www.mods.org

Cosmic Mirrors

Through February 4, 2024 Haitian Art Highlights from the Collection NSU Art Museum 954-525-5500 www.nsuartmuseum org

ONGOING

BROWARD LIBRARD

Programming for all ages: Arts and crafts · Book club and storytime Education, literacy and writing

Light Up Sistrunk Holiday celebration, toy giveaway and tree lighting City of Fort Lauderdale Historic sistrunk Boulevard

954-828-5568

www.parks.forflauderdale.gov

Levi Kreis - Home for The Holidays Tour A seamless blend of jazz, gospel, country and rocksoily Broward Center for the Performing Arts 954-462-0222 www.browardcenter.org

The Fab Four - The Ultimate Tribute Performing uncarny, note-for-note live renditions of Beatles' classics The Parker

954-462-0222 www.parkerplayhouse.com

DECEMBER 2

Handel's holiday tradition with vocalists accompanying the orchestra South Florida Symphony Orchestra 954.522.8445 www.parkerplayhouse.com

Namastel 2023

A grand Indian art and food fissival Namaste FL Pompano Beach Amphitheater www.namasteFL.com

DECEMBER 28 Riptide Music Festival Good vibes are on the horizon

Audacy Fort Lauderdale Beach www.riptidemusicfestival.com

DECEMBER 3

Historic Stranahan House Museum 954-524-4736 www.stranahanhouse.org

Yoga at Tarpon River Brewing

All ages and abilities yoga at the brewers Ales and Asanas www.alesandasanas.com/classes

Friday Night Sound Waves Select Fridays Featuring local artists Las Olas Oceanside Park www.theloopflb.com

Book Sale

GO RIVERWALK

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

Keyword

Wednesday, November 01, 2023 FORT LAUDERDALE, FL 12,500 (N/A) Magazine (12Y) -02,40Seminole Hard Rock Winterfest Boat Parade

THE ARTIST BEHIND THE WINTERFEST POSTER

LAURA BRILL ELMORE SHINES AS THIS YEAR'S WINTERFEST ARTIST

WRITER MADELAINE K. BOYER



Ith the holidays right around the corner that means the eagerly anticipated Winterfest Boat Parade is also on the horizon. Every year, locals flock to the Riverwalk to watch numerous boats decked out in holiday décor make their way down the river.

Aside from the anticipation of the event itself, however, one detail of this annual affair that is always a welcome surprise is the reveal of the Winterfest poster. The poster's theme and design are often kept under strict lock and key until right before the big event so being chosen as the artist tasked with bringing the poster to life each year is a great honor.

Local, longtime artist and designer Laura Brill Elmore has been selected for the honor this year. For Elmore, her passion for art was never questioned seeing as she grew up in an artistically inclined family.

"I was introduced to art at a very early age. My mother was a retired art teacher and my father's mother was creative in almost every form of art," she said.

For the budding artist, most weekends were spent with her grandmother where she was given the opportunity to explore her creativity and was first introduced to her favorite art medium, watercolor.

Eventually, her talents were not only recognized by her peers and teachers but also fostered by those around her especially during her formative years.

"I was lucky while I was in school to have been given the opportunity to hone my artistic abilities and find my confidence through art. As early as elementary school, I was given special permission to work on art projects and by the age of 11, I was being showcased in the Miami Herald art shows and Plantation's Promenade in the Park." she said.

For Elmore, having a successful career as an artist always seemed somewhat out of reach. "I never wanted to be the starving artist," she explains.

After graduating in 2000, however, her dreams were realized as she secured a job as designer for Stiles Corporation in Fort Lauderdale which gave her the much needed experience and connections in the community that she needed to go on to start her own company, 954Design, in May of 2003.

Today, her art and designs can be seen all throughout Fort Lauderdale which certainly played a part in the Winterfest team's decision to choose her as this year's artist.

"Winterfest chose Laura Elmore as this year's poster artist because of her exceptional talent, and a deep understanding of the spirit of the Seminole Hard Rock Winterfest Boat Parade," said Lisa Scott-Founds, president and CEO of Winterfest Inc.

"Her creativity captured the whimsical and festive vibes this event brings to South Florida. We believe her artwork will inspire everyone to join in this joyful celebration where floats really float."

Elmore shared that her inspiration for the design of the 2023 poster came from looking back at past Winterfest themes while incorporating her signature color scheme that can be seen in her Las Olas series of paintings.

"This year's theme is reflections and so going in they knew they wanted to have flashbacks to previous year's themes. With that in mind, I had a lot of fun incorporating details from the past years while also putting my spin on it. Overall, the entire experience was so much fun, and it was such an honor to be chosen especially as someone who has been going to the boat parade since I was a little girl," said Elmore. @

SunSentinel

Date: Location:

Circulation (DMA): Type (Frequency):

Page: Section: Keyword: Saturday, December 09, 2023 FORT LAUDERDALE, FL

83,906 (18) Newspaper (D)

1A,8A Main

Seminole Hard Rock Winterfest Boat Parade

naded by passing flotillas bedecked in lights and tinsel, but this year's 52nd annual <u>Seminole Hard Rock</u> <u>Winterfest Boat Parade</u> on Dec. 16 adds the R&B majesty of Boyz II Men as grand marshals. The parade gets going at 6:30 p.m.

The best family-friendly perch is the Parade Viewing Area at Las Olas Intracoastal Promenade Park (300 Las Olas Circle), which costs \$30 for adults and \$25 for children 10 and younger. Chairs will be provided, along with more musical serenades from Fort Lauderdale's own Alexander Star, plus The Shane Duncan Band and Southern Blood. The parade will be streamed live via Winterfest's Facebook page.

A week later, it's set to be broadcast at 7 p.m. on Dec. 22 on WSVN-Ch. 7. Call 954-241-7938 or go to WinterfestParade.com. Routes: Stretching from Stranahan House in downtown Fort Lauderdale north to Lake Santa Barbara in Pompano Beach, the 12-mile route will feature by far South Florida's biggest fleet of yachts and boats decked out with holiday decorations.

Traffic: Schedules for all eight bridge closings (from 6-8:30 p.m.) are listed on the Winterfest Boat Parade website.

Miami

What: At least 75 boats decked out in dancing Santas, twinkling lights and garlands will light up Biscayne Bay during Miami Outboard Club's 25th annual Holiday Boat Parade starting at 7 p.m. on Dec. 16. The procession benefits Centro Hispano Catolico Child Care Center and Centro Mater Foundation, and visitors can donate unwrapped toys at the club (1099 MacArthur Causeway).

Call 305-668-6176 or go to MocMiami.com.

Routes: Motorboats will blanket the bay along the Bayfront Park shoreline before the procession hangs north, passing under the MacArthur Causeway, and weaves around Star, Palm and Hibiscus islands before looping back to Bayfront.

Traffic: We're talking about Miami here, but try the metered spaces and parking garages sprinkled around Bayside Marketplace (401 Biscayne Blvd.), Bayfront Park and Brickell, which is where you'll find the best viewing areas.

SunSentinel

FORT LAUDERDALE, FL

Location:
Circulation (DMA):
Type (Frequency):
Page:
Section:
Keyword: 83,906 (18)

Newspaper (D) 1A,8A Main Seminole Hard Rock Winterfest Boat Parade



Thousands are expected to gather along the New River and Intracoastal Waterway to view the Seminole Hard Rock Winterfest Boat Parade on Dec. 16.

The Palm Beach Post

Date: Location: Circulation (DMA)

Circulation (DMA): 30,7 Type (Frequency): New

Page: Section: Keyword: Sunday, December 10, 2023 WEST PALM BEACH, FL

30,740 (39) Newspaper (S) F1,F2

Accent

Seminole Hard Rock Winterfest Boat Parade



It's time to pull that ugly Christmas sweater out of the mothballs for its once-a-year wearing. TARGET

cruise along the coast, often with hoiday music blasting from the vessels.

Many of these parades have adjacent events, where people celebrate with parties before or after the parade launch.

In Palm Beach County, the parades begin at the start of the month. This year, these include North Palm Beach on Dec. 2, the Boynton Beach parade Dec. 8, one on Lake Wellington on Dec. 9, and one in Boca Raton on Dec. 16. Of course, it's Florida, so boat parades cover the state. Some of the largest examples of lighted boat parades can be found at Walt Disney World, the Newport Beach Christmas Boat Parade and the <u>Seminole Hard Rock Winterfest Boat Parade</u> at Fort Lauderdale.

Let it (faux) snow!

Snow has actually fallen in Florida — the first documented account being in 1774. And snowfall in December? It's happened five times, the most recent falling on Dec. 23, 1989, when Jackson-ville recorded its first white Christmas.

But that doesn't stop Floridians from faking it. It has become holiday tradition at The Square in West Palm Beach to pipe out flurries nightly three times on the hour. Just don't look too closely—the flakes are more like bits of sudsy bubbles that melt when they lands. (If you want a for-real icy experience, you'll have to head for an ice skating rink, something West Palm Beach also has.)

Palm Beach Post editor Sonja Lovett contributed to this report.

GO RIVERWALK

Date: Location: Circulation (DM/

Friday, December 01, 2023 FORT LAUDERDALE, FL on (DMA): 12,500 (N/A)

Circulation (DMA): Type (Frequency): Page:

Magazine (12Y) 41

Section: Keyword:

Seminole Hard Rock Winterfest Boat Parade

WINTERFEST LEGACY VOLUNTEERS

VOLUNTEERS WHO HAVE BEEN INVOLVED THEIR WHOLE LIVES

WRITER MADELAINE K. BOYER

The Winterfest boat parade is without a doubt one of the most highly anticipated events of the year in Fort Lauderdale. A lot of the planning and organizing for the event itself begins months before Winterfest is even on people's radars. However, what might come as a surprise to most parade goers is that the event has also become a family affair for many volunteers and organizers. In fact, two of Winterfest's longtime volunteers have been involved with annual parade for a majority of their lives, Michael Keleher, 30 and Austen Read, 29.

For these two, they have been volunteering with Winterfest since they were children which is more than understandable seeing as both their mothers, Kathy Keleher and Dawn Read Diehl, are also longtime organizers and event directors for Winterfest.

"Both of our moms have been involved with Winterfest for us as long as I can remember. Michael and I always joke every year that we don't even want to count the hours that we're helping them," said Read, who has been volunteering with Winterfest for 16 years.

In that time, he has done everything from setting up for vendors and coordinating other volunteers to administrative work such as filing, answering phones and managing ticket sales before going digital.

Today he aversees parade viewing among many other tasks like





Florida News

Winterfest Boat Parade Will Set Sail Rain Or Shine Saturday

By Wendi Grossman Dec 15, 2023

The 52nd annual Seminole Hard Rock Winterfest Boat Parade will set sail rain or shine Saturday. Ft. Lauderdale Mayor Dean Trantalis says they prepare for this year round and they are ready to dazzle thousands with what is known as the "Greatest Show on H-2-O." Trantalis says the event is a testament to the city's maritime history and a demonstration of its festive spirit. Boyz II Men will serve as this year's Grand Marshals. The 61st annual Pompano Beach-Lighthouse Point Holiday Boat Parade sets sail tonight, rain or shine with a saltue to First Responders.



Florida News

Winterfest Boat Parade Will Set Sail Rain Or Shine Saturday

By Wendi Grossman Dec 15, 2023

The 52nd annual Seminole Hard Rock Winterfest Boat Parade will set sail rain or shine Saturday. Ft. Lauderdale Mayor Dean Trantalis says they prepare for this year round and they are ready to dazzle thousands with what is known as the "Greatest Show on H-2-O." Trantalis says the event is a testament to the city's maritime history and a demonstration of its festive spirit. Boyz II Men will serve as this year's Grand Marshals. The 61st annual Pompano Beach-Lighthouse Point Holiday Boat Parade sets sail tonight, rain or shine with a saltue to First Responders.

WPLG-TV Channel 10 (Pembroke Park,FL)

12/15/2023

"Weather alert in South Florida: High wind, waves hit coastal areas 72 o Sign In Search"

Audience: 83,046

Source Website: www.local10.com

Gusty winds could blow around unsecured objects, cause power outages

Betty Davis, Chief Certified Meteorologist

Brandon Orr, Meteorologist

Annaliese Garcia, Reporter

Ian Margol, Reporter

Published:December 13, 2023, 6:51 PM Updated:December 14, 2023, 11:11 PM

Tags:Florida, Miami-Dade County, **Broward County**, Severe Weather, Weather, Monroe County (Florida)

MIAMIa " Coastal wind gusts capable of blowing around objects, downing tree limbs, creating dangerous swimming and surfing conditions, and causing power outages will peak on Thursday and Friday in South Florida.

Children's Harbor Winterfest Viewing Party a Great Opportunity to Share Holiday Joy

CHARITY & SOCIAL EVENTS

DATE

Saturday, December 16, 2023, 6:00 pm

CATEGORIES

Charity & Social Events

PLACE

Shooter's Waterfront and The Grateful Palate

ADDRESS

3033 NE 32nd Ave., Fort Lauderdale, FL. 33308

PHONE

(954)252-3072

WEBSITE

https://childrensharbor.networkforgood.com/ewinterfest-boat-parade-watch-party

CONTACT EMAIL

echafin@childrensharbor.org

On Saturday, December 16, Children's Harbor will host its annual Winterfest Boat Parade watch party with a front-row seat to the Parade route along the Intracoastal from 6 p.m. to 10 p.m. at The Grateful Palate and Shooters, 3003 NE. 32nd Ave. in Fort Lauderdale. Tickets to the Children's Harbor Winterfest Viewing Party are \$250.

By LISA J. HURIASH | Ihuriash@sunsentinel.com | South Florida Sun Sentinel

BILL KEARNEY | Sun Sentinel

and JUAN ORTEGA | jortega@sunsentinel.com | South Florida Sun Sentinel

PUBLISHED: December 15, 2023 at 11:30 a.m. | UPDATED: December 15, 2023 at 6:30 p.m.

Organizers for the Seminole Hard Rock Winterfest Boat Parade said Friday that the event is canceled, citing perilous conditions for spectators and boaters. It's one of five boat parades that either were canceled or postponed across Palm Beach, Broward and Miami-Dade counties over public safety concerns. Lisa Scott-Founds, the president and CEO of Winterfest in Fort Lauderdale, announced the cancellation, her voice getting choked up as she made the statement. Stephen Gollan, Fort Lauderdale's fire chief, called the weather unusual for December and said having the boat parade would have been a "recipe for disaster." He said it would have been "nothing short of reckless" if it had been allowed to continue. Gollan hugged Scott-Founds, who was in tears. "It's the right thing to do," he assured her. An estimated 3,000 people who bought Winterfest tickets will get refunds. There were 97 boats scheduled to participate. And people had traveled from across the country to South Florida to be able to watch or be part of the event.

Bill Walker, chairman with the executive board of directors for Winterfest, called the cancellation "a decision we do not take lightly." He said they cannot postpone the event, either, because of the necessary permits and logistics, including the need for law enforcement. "It's an unprecedented weather event."



By PHILLIP VALYS | pvalys@sunsentinel.com | South Florida Sun Sentinel

PUBLISHED: December 15, 2023 at 11:00 a.m. | UPDATED: December 15, 2023 at 12:42 p.m.

NOTE TO READERS: With inclement weather likely to linger across South Florida through much of the weekend, consult websites that accompany these listings for the latest information on outdoor events. Some have already been postponed or canceled. See below.

This December, flotillas covered from bow to stern in Christmas elves and reindeer, festive tinsel and dancing Santa Clauses in palm-tree shirts have been decking our waterways during holiday boat parades across South Florida.

Here are events from Palm Beach to Fort Lauderdale to Miami to help keep your Christmas spirits afloat.

Lantana/Lake Worth Beach (POSTPONED UNTIL DEC. 22)

What: Parade brass reports that 50 to 60 vessels festooned in bright lights will cruise around the lake for the ninth annual Lake Osborne Holiday Boat Parade, starting at 7 p.m. Dec. 15. The parade, as usual, is funded by the Osborne Yacht Club and by donations from Lantana-area residents. Visit the parade's Facebook page.

Related Articles

Winterfest is one of three canceled boat parades in South Florida. Two others are now postponed. Routes: The two-hour counterclockwise procession will begin at The Hive Waterfront Restaurant and Tiki Bar (ex-Anchor Inn at 2412 Floral Road, Lantana) and motor north, hugging the eastern shoreline before turning around at Lake Worth Road and finishing back at The Hive. The prime vantage point is anywhere along the Lake Osborne Drive perimeter and the John Prince Park campground (2700 Sixth Ave. S., Lake Worth Beach), where food trucks will set up. Volunteers will collect unwrapped toys at The Hive. Traffic: Parking is plentiful at The Hive and along Lake Osbourne Drive.

Pompano Beach, Lighthouse Point and Deerfield Beach (POSTPONED UNTIL DEC. 21)

What: With a name as long as the route itself, the 61st annual CHAOS Greater Pompano Beach, Lighthouse Point, Deerfield Beach Holiday Boat Parade will chug along the Intracoastal from 7 to 9:30 p.m. Dec. 15. For this year's theme — "A Salute to our First Responders" — organizers named Pompano Beach Fire Rescue and Ely Fire Cadets as grand marshals. The free flotilla of 50-plus boats, sponsored by CHAOS Fishing, will be livestreamed on YouTube.com/@MyPompanoBeach, and cash prizes will be awarded to best-decorated boats. Call 954-941-2940 or go to Chambermaster. PompanoBeachChamber.com.

Routes: The route will set sail from Lake Santa Barbara and crawl north past the Hillsboro Boulevard bridge and halt around Sullivan Park (1633 Riverview Road, Deerfield

Beach). Among the live viewing areas are Sullivan Park (1633 Riverview Road, Deerfield Beach) and Alsdorf Park (2901 NE 14th St., Pompano Beach). Mitchell Moore Park (901 NW 10th St., Pompano Beach) will show it on a big screen; plan to provide your own chairs.

Traffic: Bridges on Atlantic Boulevard, 14th Street Causeway and Hillsboro Boulevard will be locked upright from 6 p.m. until the final boat passes by

Boca Raton (CANCELED)

What: The city's 49th annual Holiday Boat Parade will light up the Intracoastal from 6:30 to 8:30 p.m. Dec. 16, with \$1,000 in prizes heading to winners in three categories (vessels under 25 feet, 26 to 34 feet, over 35 feet). Call 561-393-7700 or go to MyBoca.us.

Routes: The procession will begin at the C-15 canal (on the Delray-Boca border) and travel south to the Hillsboro Boulevard bridge. Visitors may view the parade at free staging areas at Red Reef Park (1400 N. Ocean Blvd.), Wildflower Park (551 E. Palmetto Park Road) and from Silver Palm Park (600 E. Palmetto Park Road) Traffic: As the parade passes underneath, bridges will be upright at 6:50 p.m. at Spanish River, 7:20 p.m. at Palmetto Park and 7:30 p.m. at Camino Real. Parking is limited at Wildflower and Silver Palm Parks, but there should be plenty at Red Reef Park.

Fort Lauderdale (CANCELED)

What: It's enough to be serenaded by passing flotillas bedecked in lights and tinsel, but this year's 52nd annual Seminole Hard Rock Winterfest Boat Parade on Dec. 16 adds the R&B majesty of Boyz II Men as grand marshals. The parade gets going at 6:30 p.m. The best family-friendly perch is the Parade Viewing Area at Las Olas Intracoastal Promenade Park (300 Las Olas Circle), which costs \$30 for adults and \$25 for children 10 and younger. Chairs will be provided, along with more musical serenades from Fort Lauderdale's own Alexander Star, plus The Shane Duncan Band and Southern Blood. The parade will be streamed live via Winterfest's Facebook page. A week later, it's set to be broadcast at 7 p.m. Dec. 22 on WSVN-Ch. 7. Call 954-241-7938 or go to WinterfestParade.com.

Routes: Stretching from Stranahan House in downtown Fort Lauderdale north to Lake Santa Barbara in Pompano Beach, the 12-mile route will feature by far South Florida's biggest fleet of yachts and boats decked out with holiday decorations.

Traffic: Schedules for all eight bridge closings (from 6 to 8:30 p.m.) are listed on the Winterfest Boat Parade website

Miami (CANCELED)

What: At least 75 boats decked out in dancing Santas, twinkling lights and garlands will light up Biscayne Bay during Miami Outboard Club's 25th annual Holiday Boat Parade starting at 7 p.m. Dec. 16. The procession benefits Centro Hispano Catolico Child Care Center and Centro Mater Foundation, and visitors can donate unwrapped toys at the club (1099 MacArthur Causeway). Call 305-668-6176 or go to MocMiami.com.

Routes: Motorboats will blanket the bay along the Bayfront Park shoreline before the procession hangs north, passing under the MacArthur Causeway, and weaves around Star, Palm and Hibiscus islands before looping back to Bayfront.

Traffic: We're talking about Miami here, but try the metered spaces and parking garages sprinkled around Bayside Marketplace (401 Biscayne Blvd.), Bayfront Park and Brickell, which is where you'll find the best viewing areas.

Trending Nationally

Navy Federal Credit Union, largest in US, rejected more than half its Black mortgage applicants Texas men charged in Minnesota ATM 'hook and chain' heist, a growing problem across the nation Man gave up corporate insurance career to farm mushrooms described as 'a true work of art' Norwegian Cruise Line's latest ship caters to Gen-X crowd McLaren Formula 1 race car fuels holiday spirit in Newport Beach

Seminole Hard Rock Winterfest Boat Parade canceled due to inclement weather

BY BRANDON BEYER, PATRICK CHALVIRE, NICOLE LINSALATA, SAMANTHA SOSA

December 15, 2023

Credit: Winterfest Boat Parade

Related

Seminole Hard Rock Winterfest Boat Parade canceled due to inclement weather

Event updates due to inclement weather in South Florida

Traffic pattern change postponed due to weather

FORT LAUDERDALE, FLA. (WSVN) - In an unexpected turn of events, the Seminole Hard Rock Winterfest Boat Parade, hailed as the "Best Show on H2O," has been canceled this year due to inclement weather.

The annual event in Fort Lauderdale, known as the traditional kickoff to the South Florida Holiday Season, brings together the community and draws visitors from around the world.

Organizers decided to cancel this year's parade in the interest of safety as adverse weather conditions pose potential risks to participants and spectators.

"After dedicating 12 months of hard work, it's with profound sadness and disappointment that we have decided to cancel the 2023 Seminole Hard Rock Winterfest Boat Parade," said Lisa-Scott-Founds, WinterFest president and CEO. "Our decision to cancel the event was based on reports by the National Weather Service, which suggests perilous conditions exist that may threaten both the safety of boaters and spectators."

CURRENT CONDITIONS

Less than a half inch of rain has been recorded in Fort Lauderdale over the last 24 hours. The forecast now calls for up to eight inches of rain through this weekend

A Flood Watch and Wind Advisory are in effect until 7:00... pic.twitter.com/8kMX1LmXXN

— City of Fort Lauderdale (@FTLCityNews) December 14, 2023

GALE WARNING for South Florida local waters & HIGH SURF ADVISORY in effect for Coastal Broward & Miami-Dade. Rough marine conditions expected through Sunday. @wsvn #FLwx pic.twitter.com/Z7LclBA6db

- Vivian Gonzalez (@VivianGonzalez7) December 15, 2023

In its 52 years, only COVID-19 has forced the seventh largest parade in the world to cancel

Officials said that the weather made it too risky for the event to proceed.

"With the high rises and the wind gusts approaching 45 mph, there's just a recipe for a disaster putting any boats on the water in," said Fort Lauderdale Fire Rescue Chief Stephen Gollan. "These conditions would be nothing short of reckless."

For Willie Urbitta, he had his 82-foot yacht decorated and ready to go.

The weather has been so bad that he couldn't even turn it around on Thursday.

"I see the weather report, the weather is not changing," Urbitta said. "It's sad, but it's safety first."

The Historic Downtowner, located at 10 S. New River Dr E, had 150 tables reserved for people to eat and watch the parade float along the river. Now, workers spent the day on the phone letting people know that it's not happening.

"It's a huge disappointment, but we know that WinterFest does a phenomenal job of trying to coordinate this every year," said John Conlon, manager at The Historic Downtowner

The conditions on Friday were not the kind of weather anyone expected in December.

Beaches were empty and flood barriers were put in place to protect boarded up businesses that are usually filled with holiday crowds.

The one-of-a-kind parade showcases a display of beautifully decorated boats of all sizes along a 12-mile route. Organizers have said that the parade brings in over a million viewers in attendance and an economic impact of over \$50 million to Broward County.

Copyright 2023 Sunbeam Television Corp. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Join our Newsletter for the latest news right to your inbox

Arkansas Democrat Gazette (Little Rock, AR)

12/16/2023

"Holiday plans go awry as wild weather strikes - The Arkansas Democrat-Gazette - Arkansas' Best News Source"

Audience: 83,043

Source Website: www.arkansasonline.com

Aspen (CO) Times

12/15/2023

"Rain, gusty winds bring weekend washout to Florida before system heads up East Coast"

Audience: 3,422

Author: Freida Frisaro and Mike Schneider Source Website: www.aspentimes.com

AΡ

12/15/2023

"Rain, gusty winds bring weekend washout to Florida before system heads up East Coast"
Author: Freida Frisaro and Mike Schneider

Source Website: www.ap.org

By FREIDA FRISARO and MIKE SCHNEIDER

FORT LAUDERDALE, Fla. (AP) -- It's beginning to look at lot like ... hurricane season -- at least across much of South Florida, where it's been windy and rainy for two days and the forecast predicts more of the same this busy holiday season weekend.

With Saturday expected to be stormy over most of the state, outdoor holiday parties have been canceled and outside decorations that aren't battened down might just blow away.

And that's not all. The mass of wind and rain is expected to head up the East Coast of the United States just in time for the start of the holiday travel season.

"Saturday looks like a complete washout as this disturbance moves over," said George Rizzuto, a meteorologist at the National Weather Service in Miami. "The northern part of Florida will be at risk for some pretty heavy rainfall tomorrow basically through the entire day on Saturday."

Holiday events across the state were canceled, such as the Christmas **boat parade** in Indian Rocks Beach along the Gulf Coast. "See you next year," the town website said. At least five **boat parades** were canceled or postponed in South Florida, including the **Seminole Hard Rock Winterfest Boat Parade** in Fort Lauderdale.



Photography: Shutterstock | baileyc1

Here's what's cancelled in Miami due to windy, rainy weather

These winds are really blowing our holiday plans.



Written by Ashley BrozicFriday December 15 2023

ADVERTISING

Well, the weather blew it. This week's unprecedented patterns have really put a damper (ok, we'll stop) on this weekend's holiday festivities, forcing many of the most anticipated holiday happenings to be cancelled or postponed until the rain and winds subside

CBS4 is reporting that South Florida could see as high as 40mph winds on Friday as well as periods of mild to medium rains. And storms will likely pick up on Saturday; the Keyes are on flood watch and the rest of South Florida can expect strong winds and downpours. Sunday, we should be seeing some sunshine again.

So, what does this mean for our weekend plans, which includes tons of holiday events? Lots of cancellations and postponements. Safe to assume that anything outdoors is closed for the weekend; here's a list of what we know is not happening on December 15th, 16th and 17th.

Miami events closed or cancelled on due to weather

- Seminole Hard Rock Winterfest Boat Parade
- Christmas Wonderland at Tropical Park

010066 - Miami/Ft. Lauderdale



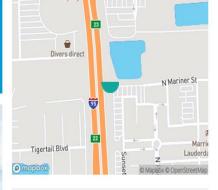
Description: I-95 ES 0.75mi N/O Stirling Rd F/N - 1

Geopath ID: 31015522 City: Dania Beach

Latitude: 26.055 Longitude: -80.162 Media Type: Digital

Display Dimensions: 14' x 48' Zip: 33004 Facing: N

Physical Dimensions: 14' x 48'



Weekly Impressions Miami-Ft. Lauderdale FL (DMA)

332,197

VERSION 11/20/2023 11.00.30 AW EST

010067 - Miami/Ft. Lauderdale

Clear Channel Outdoor

Longitude: -80.162





Weekly Impressions Miami-Ft, Lauderdale FL (DMA)



PROOF OF PERFORMANCE

ACCOUNT EXECUTIVE

CARLOS SALAS carlossalas@clearchannel.com **CLEAR CHANNEL OUTDOOR, LLC**

5800 NW 77th Court Miami, FL 33166

ORDER #1207326-MIA

Winterfest, Inc. - Panel #10067 and #10066

DIGITAL PROOF OF PERFORMANCE SUMMARY

Total Digital Displays: 2

Market	Spots Spots Guaranteed Deliver		Digital Achieved (Of Guaranteed Spots)	Minimum Impressions	Projected Impressions	Delivered Impressions
Miami/Ft. Lauderdale	35,000	39,433	112.67 %	In-Market 1,172,995 Total 1,440,028	In-Market 1,267,282 Total 1,555,779	In-Market 1,322,519 Total 1,623,355





MIA 10067



	Daily Spots Per Display	Weekly Spots Per Display	Total Spots for this POP Period
Spots Delivered	1,408	9,856	39,433
Spots Guaranteed	1,250	8,750	35,000
Variance	158	1,106	4,433
Variance %	12.64 %	12.64 %	12.67 %

Clear Channel Outdoor ACCOUNT EXECUTIVE CARLOS SALAS carlossalas@clearchannel.com CARLOS SALAS carlossalas@clearchannel.com CARLOS SALAS CARLOS

#010046 I-95 ES 0.5MI S/O STIRLING RD F/N - 1

Product Type	Geopath ID	Plays	Minimum Impressions	Projected Impressions	Delivered Impressions
Digital Bulletin	30664702	19,688	608,104	656,984	684,376

File Name	Start Date	Spots	Impressions	Creative	Install
2311 Billboard 72dpi.jpg	12/1/2023	19,688	684,376	WINTERFES BOATFARAGE DECEMBER 16, 2	

I-95 South of Stirling facing North

Start Date: 12/1/2023

of Spots: 19,688

of Impressions: 684,376

#010047 I-95 ES 0.5MI S/O STIRLING RD F/S - 2

Product Type	Geopath ID	Plays	Minimum Impressions	Projected Impressions	Delivered Impressions
Digital Bulletin	30664704	19,745	831,924	898,795	938,979

File Name	Start Date	Spots	Impressions	Creative	Install
2311 Billboard 72dpi.jpg	12/1/2023	19,745	938,979	WINTERFEST DECEMBER 16, 2023 MOST WATCHED ROAT PARADE GET YOUR TICKETS WNTERFEST/PARADECOM	E Min

I-95 South of Stirling facing South

Start Date: 12/1/2023

of Spots: 19,745

of Impressions: 938,979



EDITOR'S CHOICE * INDUSTRIES * FOOD & DRINK * PEOPLE PROFILES * EVENTS * LOCAL BUZZ * ASK THE EXI

LOCAL BUZZ

Winterfest Begins Preparations for 2024 Boat Parade The annual showcase aims to highlight the diversity and culture of South Florida.

January 3, 2024 | Sean d'Oliveira





After canceling the 2023 show due to severe weather, organizers for the annual Seminole Hard Rock Winterfest Boat Parade are gearing up for a fantastic show in 2024 on Dec. 14, which celebrates its 53rd year. Winterfest is renowned for hosting a unique boat parade that attracts people worldwide and brings together the local community. The parade gained so much popularity that community leaders established a nonprofit organization in 1988 to transform the show and all its associated events into a remarkable community extravaganza. Winterfest's economic impact on the community of Broward County is estimated at over \$50 million per year, which brings several benefits to the county.

The first board meeting of 2024 will take place from 5:30 p.m. to 6:30 p.m. on Monday, Jan. 8, at the Museum of Discovery and Science (401 SW 2nd St., Fort Lauderdale). The Winterfest board of directors and advisors is a group of community leaders who act as ambassadors for the South Florida signature event.

"The 2023-2024 Winterfest Board is excited to begin a new era as we celebrate our 52nd Anniversary," Lisa Scott-Founds says, Winterfest president and CEO. "We are always striving to be bigger and better year after year, and our board is committed now more than ever to bring the community the 'Best Show on H2O'."



DECEMBER 16

ENTER YOUR BOAT TODAY!

OWN A BOAT? - BE A STAR IN OUR PARADE!

Entry fees start at ONLY \$35.

Be a part of this floating parade celebration with the theme "Reflections Afloat" that is the signature event of the Holiday Season.

You could be on TV! Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun.

Livestream in cooperation with EyeOnSouthFlorida and WSVN Channel 7.

YOUR ENTRY WILL AUTOMATICALLY BE ENTERED INTO OUR PEOPLE'S CHOICE CONTEST!



ARE YOU A CURRENT PARADE PARTICIPANT?



Contact our office about Our Boaters Rewards Program.

Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:



Invitation Only Event.

Individual tickets and tables of ten (10) are available for purchase.

GRAND MARSHAL RECEPTION

Pre-Parade Exclusive Event with our Grand Marshal.



simply scan to submit your application























We print 10-12,000 hard copies per month that are distributed to ocean access homes from Fort Lauderdale to Lighthouse Point, along with rack distribution at marine stores, boat yards, marinas, restaurants, etc. in Dade, Broward and Palm Beach.

ADS IN NOVEMBER & DECEMBER ISSUES:

In December, our web traffic at www.waterfronttimes.com was as follows:

Total unique visitors: 18,602 Total Pages Viewed: 131,073

Email blasts:

Best regards, Jennifer Heit Waterfront Times Advertising



EXPERIENCE, BETTER, BUSINESS, **Greater Fort** Lauderdale





Leadership program nurtures professionals who will shape Fort Lauderdale's future **Digital Edition** Sponsored By FIRST BAPTIST

RANTRACKING

- 1-Fully integrated, meaning we are a one-stop shop for any camera, tracker, reporting device, or anti-theft device.
- 2-Customizable- we will customize your reports to fit your needs/pain points. It is the ultimate in visibility and insight from your desktop or phone.
- 3-24/7 live customer support.

RAN's platform is robust and reports on your asset in real-time. It is currently integrated with more than 2,800 models of GPS tracking devices, cameras, ELD devices, and more. Additionally, it can process data received from after-market sensors (weight, humidity, light, temperature, and others), cameras, tachographs, and other supplementary GPS hardware, connected to GPS trucking devices.



+1 954 586 4130 1100 Park Central Blvd S Pompano Beach FL 33064



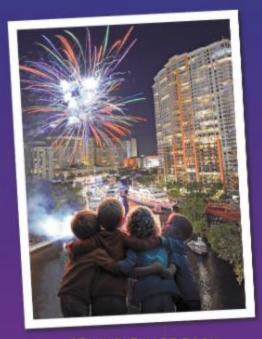
Greater Fort Lauderdale Chamber of Commerce

512 NE 3rd Ave., Fort Lauderdale, FL 33301

954-462-6000

IT'S EASY TO PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS





LAUNCH PARTY OCTOBER 14



SAVORTHE **SEASON PART**



FAMILY FUNDA NOVEMBER 19



BLACK TIE BALL DECEMBER 9



SEMINOLE HARD ROCK WINTERFEST BOAT PARADE DECEMBER 16

RECEPTION DECEMBER 15



BE A PART OF A VARIETY OF EVENTS LEADING UP TO THE PARADE









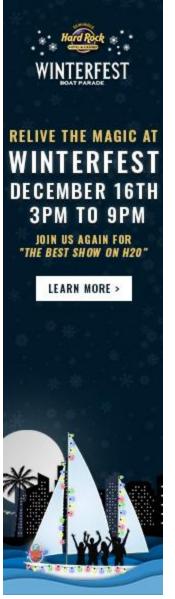






WinterfestParade.com | 954-767-0686













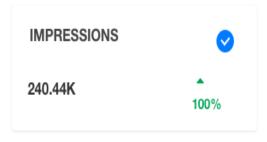


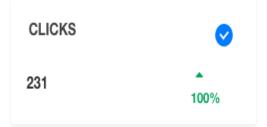
Winterfest Boat Parade Tourists

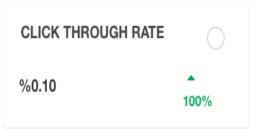
11/21/2023 - 11/30/2023

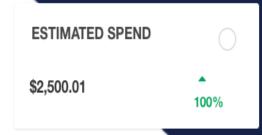


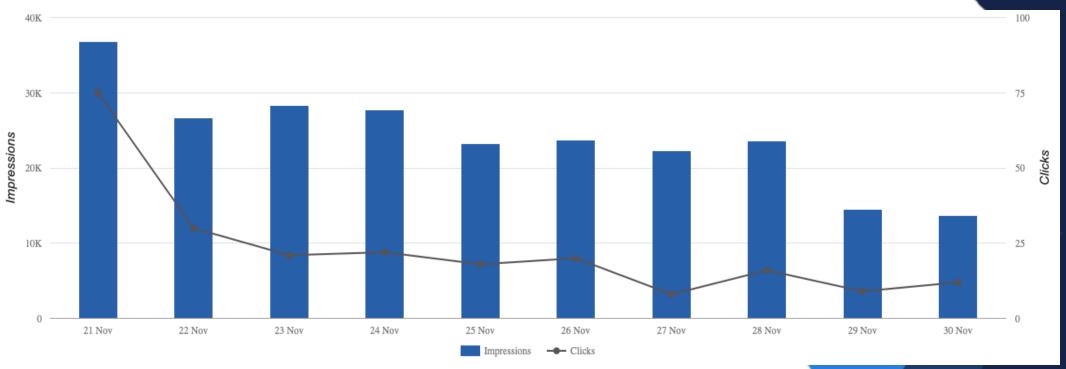
Campaign Delivery











Campaign Delivery

Booked Impressions

226,191

Impressions Delivered

240,435

Clicks CTR

231 0.10%



Display - IP Matching - Banners

Start Date 11/21/2023 **End Date** 11/30/2023

Booked Impressions 142,857

Amount \$1,000.00

Impressions Delivered 151,129

Clicks 170

CTR 0.11% **Best CTR Creative:**

Winterfest 6.jpg CTR: 2.42%

Display - IP Matching - Interstitials

Start Date 11/21/2023

End Date 11/30/2023

Booked Impressions 83,334

Amount \$1,000.01

Impressions Delivered 89,306

Clicks 61

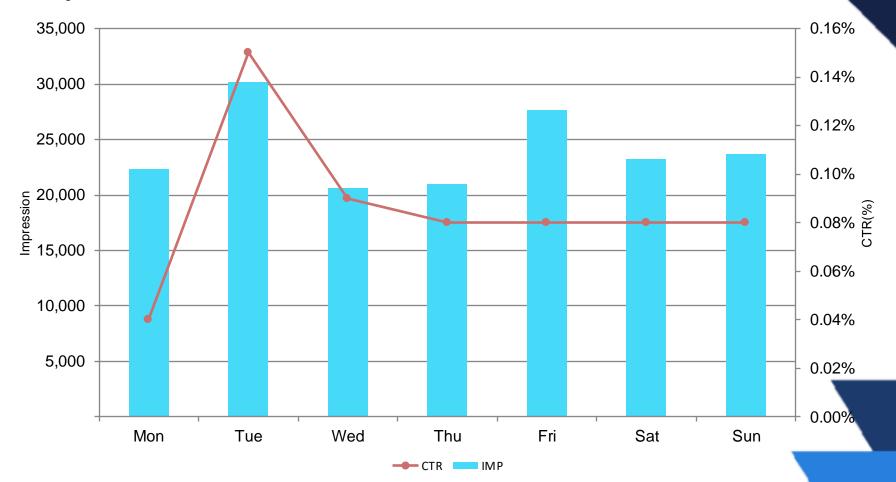
CTR

0.07%

Best CTR Creative: Winterfest 9.jpg CTR: 0.64%



Day of Week Performance



Highest CTR performing day was Tuesday, followed by Wednesday

30-day highlights Compared to previous 30 days











Jan		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
4.	7K	2.5K	2.5K	2.6K	2.5K	3.3K	2.0K	3	1.7K	32.8K	92.9K	219.6K	367,055
Coun	tries							Views					
	United States							71,498					
	Canada							1,155					
-								234					
	Denmark							169					
	United Kingdo	om						117					
	Germany							105					
	France							97					
•	Mexico							49					
施	Spain							49					
-	Colombia							46					
	Philippines							45					
	Bahamas							41					
	Sweden							39					
	Japan							32					
*								29					
	Ireland							27					
♦								23					
	Indonesia							22					
	Netherlands							21					
	Poland							21					
**	Australia							19	_				

United States	3,281,822	Belgium	830
Canada	39,757	Ecuador Ecuador	776
India	8,413	© Pakistan	763
United Kingdom	7,562	Bangladesh	759
Germany	7,398	Trinidad & Tobago	759
	3,334	Russia	748
France	2,593	Austria	744
Philippines	2,325	South Korea	704
Bahamas	2,283	Dominican Republic	680
Netherlands	2,152	Norway	648
Sweden	1,940	C. Turkey	647
- Argentina	1,746	Malaysia Malaysia	599
Australia Australia	1,603	Denmark	599
Mexico	1,532	★ Hong Kong SAR China	584
Puerto Rico	1,503	E Bermuda	580
■ Ireland	1,497	<u>→</u> Israel	575
Spain	1,485	venezuela Venezuela	547
■ Italy	1,475	● Japan	532
Colombia	1,385	▼ Jamaica	512
★ Switzerland	1,101	Costa Rica	496
∔ Finland	1,015	Chile	449

China

Views

875

Countries

2023 Events and Attendance



EVENTS

Distribution of Winterfest materials at highly attended events such as

WINTERFEST FAMILY FUN DAY 11/21/23 ATTENDANCE: 5,000+

FORT LAUDERDALE INTERNATIONAL BOAT SHOW













PROMOTION OF YOUR AUCTION ITEM CONNECTED TO EVENT

SKIP the wait for #BlackFriday and save today! Check out their savings for gifts for family, friends, or yourself today! Check out West Marine's best deals of the season and grab gifts for everyone on your list! Visit their website today https://bit.ly/3SZ2XDj

West Marine





Seminole Hard Rock Winterfest Boat Parade

November 23, 2023 · 🚱

SKIP the wait for #BlackFriday and save all month long. Start bidding on fabulous items today and register for the Winterfest Online Auction presented by Robinson's Jewelers featuring West Marine PRU-3 inflatable.

https://qtego.us/qlink/winterfest/E0F704









Seminole Hard Rock Winterfest Boat Parade

2 2023 . 🙉

SKIP the wait for #BlackFriday and save all month long. Start bidding on fabulous items today and register for the Winterfest Online Auction presented by Robinson's Jewelers featuring West Marine PRU-3 inflatable.

https://qtego.us/qlink/winterfest/E0F704



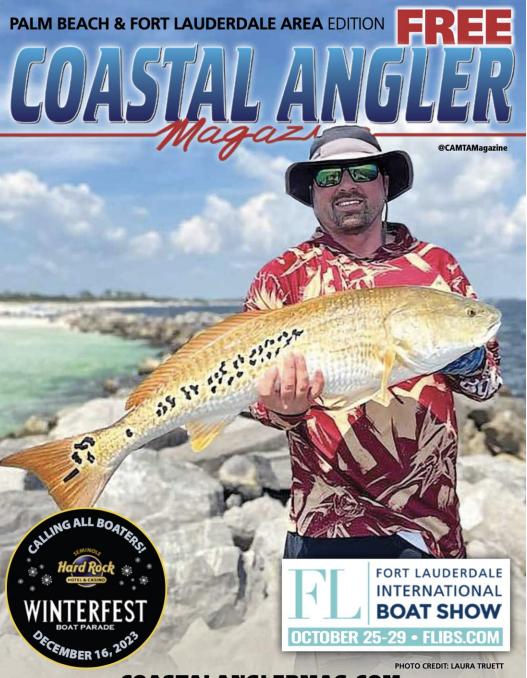
...





OCTOBER/NOVEMBER 2023







REFLECTIONS AFLOAT

DECEMBER 16

ENTER YOUR BOAT TODAY!

OWN A BOAT? - BE A STAR IN OUR PARADE!

Entry fees start at ONLY \$35.

Be a part of this floating parade celebration with the theme "Reflections Afloat" that is the signature event of the Holiday Season.

You could be on TV! Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun.

Livestream in cooperation with EyeOnSouthFlorida and WSVN Channel 7.



YOUR ENTRY WILL AUTOMATICALLY BE ENTERED INTO OUR PEOPLE'S CHOICE CONTEST!

ARE YOU A CURRENT PARADE PARTICIPANT?



Contact our office about Our Boaters Rewards Program.

Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:



LAUNCH PARTY

Invitation Only Event.



Individual tickets and tables of ten (IO) are available for purchase.

GRAND MARSHAL RECEPTION

Pre-Parade Exclusive Event with our Grand Marshal.



JOIN TODAY

simply scan to submit your application





















REFLECTIONS AFLOAT

JOIN OUR CELEBRATIONS!



Dec. 16- Seminole Hard Rock Winterfest® BOAT PARADE Spend the Weeken

Nov. 4 - Savor the Season **GATSBY PARTY**

Steven Savor opens his private mansion for this fun event, benefiting Winterfest and Fort Lauderdale International Film Festival Tickets \$150



Fun for kids of all ages! Families will enjoy "The Polar Express," face painting, food and beverages, Snow

Mountain, Pet Rescue Row, Stoked on Salt Conservation Village, photo opportunities with Santa, free giveaways, sampling by LaCroix, activities by Fifth Third Bank, Ave Maria, South Florida Ford, Amazon, and Publix. Live entertainment, Free Entry to Museum of Discovery and Science and so much more. FREE EVENT





The Seminole Hard Rock Hotel & Casino will transform the Seminole Ballroom into a scene from "Moulin Rouge." Welcome Reception by FUSION - Hotwire Communications will have spirits and wines from Republic National Distributing Co. Guests will enjoy special performances from the Broadway Musical "Moulin Rouge"and music from the "Private Stock" 12-piece band sponsored by DEX Imaging. Bid on amazing items in the Robinson's Jewelers silent and live auction featuring items from US Dec. 16 - Baptist Health PARADE VIEWING AREA Brick and Block, Ocean Manor Beach Resort, Pink Sands, Dr. Lisa Learn and more. Tables f ten start at \$4000

Dec. 12 - SKIPPER'S MEETING

Hosted by Coral Ridge Yacht Club In association with Frank & Jimmie's Propeller, and West Marine. Parade captains will enjoy dinner following the mandatory meeting. Goodie bags will be provided to each boater by West Marine with Chevron gift cards.



Dec. 15 - Seminole Hard Rock Winterfest® GRAND MARSHAL RECEPTION

The Reception will hono the Seminole Hard Rock Winterfest® Boat Parade Grand Marshal, Jr. Captain, and celebrity quests. Sponsorship is



Dec. 16 - VIP VIEWING AREA Presented by Holy Cross Health, Nova Southeastern University and Moss Construction

prestigious location to watch the Parade. close to 500



community leaders, dianitaries, and Winterfest® Sponsors will enjoy the ambiance and prestige of attending the private function between the Riverside Hotel and Stranghan House, directly located at the Parade start on the New River. This event includes great food from the Riverside Hotel and area restaurants, along with cocktail creations with Republic National Distributing Co. Stella Artois and sampling by LaCroix. The area is also host to various media and exclusive filming of the WSVN television show, and livestreaming. Sponsorship is your ticket.

presented by Florida Panthers

The largest organized public Parade Viewing Area is located at Las Olas Intracoastal Promenade Park. Guests will enjoy a festival atmosphere with live entertainment before and after the Parade (no pets



allowed). You don't want to miss this extraordinary holiday event. so visit www.winterfestparade,com to get your tickets online!

Individual adult tickets - \$30 Children 10 & younger - \$25

The Parade goes on rain or shine. The countdown begins now!

YOU CAN BE A PART OF THE MAGIC - it is ONLY \$35 to enter your decorated vessel in the PARADE (privately-owned).

Scan for ticket



OFFICIAL BANK OF WINTERFEST

























Rock WINTERFEST *

REFLECTIONS AFLOAT

DECEMBER 16



JOIN THE PARADE

Decorate your boat, bring your family and friends and be a part of the Parade. It is only \$35 entry fee for a privately owned vessel. Invitations to Happy Hours and other events during the season. Scan to enter your boat in the parade

PARTNER & PARTICIPATE IN OUR HOLIDAY CELEBRATIONS











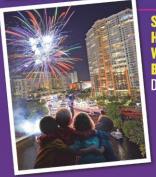
FAMILY FUN DAY NOVEMBER 19



BLACK TIE BALL DECEMBER 9



GRAND MARSHAL RECEPTION **DECEMBER 15**



HARD ROCK DECEMBER 16

Scan for ticket and event details













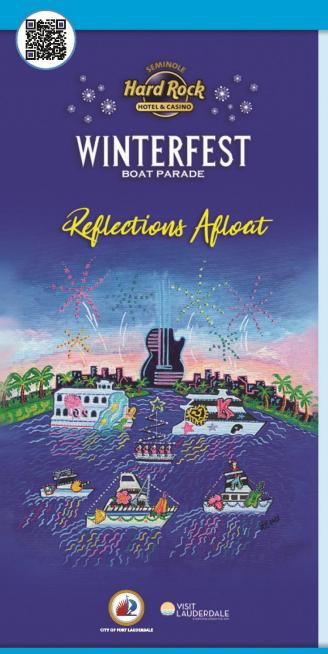












Experience Winterfest® and the Seminole Hard Rock Winterfest Boat Parade

Join us for the 12-mile Holiday Block Party on December 16th, celebrating the holidays in South Florida's unique style, with boats as the heart of the Parade and the participants the soul of its entertainment.

The Winterfest® organization celebrating 52 years will have added live entertainment including a Floating Concert Showboat and an Interactive Karaoke. The Seminole Hard Rock Winterfest® Boat Parade spans from Fort Lauderdale's Downtown to Pompano Beach, making it Broward County's largest holiday celebration. The theme "Reflections Afloat" embodies South Florida's nautical beauty and energy with a nod to the event's 20 years of title sponsorship with the Seminole Hard Rock Hotel & Casino. From paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts, this Parade has it all.

Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the Intracoastal. The event is also televised and on the web.

Don't miss out!

Enter your boat, purchase tickets, or become a partner.

Happy Holidays! See you at the Parade.

Winterfest Team



Karli Florence-Ramirez, Kathy Keleher, Dawn Diehl, Bill Walker and Lisa Scott-Founds



CALLING ALL BOAT OWNERS!

JOIN THE SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE AND SHOWCASE YOUR VESSEL ON TV

Get ready for the most exciting event of the year! The Seminole Hard Rock Winterfest* Boat Parade is back, and we want YOU to be a part of it. Whether you have a kayak, a yacht, a paddleboard, or a catamaran, all types of boats are welcome to join in on the fun. This year's theme is "Reflections Afloat," so let your creativity shine by decorating your boat. Plus, by participating, you'll have the chance to be featured on television and even compete in the "People's Choice Awards" sponsored by JetBlue. It's a fantastic way to support your community and spread holiday cheer.

The pre-show starts at 6 PM, and the parade kicks off at 6:30 PM on December 16th. Remember to ask your friends to vote for your boat. You will receive your number sponsored by Image360 Lauderhill.

ENTRYFEES: nonprofit (privately-owned vessel: \$30 / privately-owned vessel with no signage \$35 / Corporate Entries from \$250 and up



Reflections Afloat

BOATERS - SMILE FOR THE CAMERAS - WAVE TO THE JUDGES

Don't miss out on the opportunity to have your boat showcased on TVI. Well have camera crews from WSVN Channel 7 capturing the excitement from the Riverside Hotel on Las Olas Boulevard, Tunnel Top Park, and Stranshan House as well as various locations along the route. The footage will be broadcasted on the City of Fort Lauderdale's channel 78, and WSVN will also stream it globally, making the Seminole Hard Rock Winter fest 9 boat Parade a worldwide event.









BOATERS -WE NEED YOU TO BE CONTROL BOATS



We couldn't make this event possible without the help of our amazing volunteers, boating clubs, and Coast Guard Auxiliaries. They play a crucial role in coordinating our Official Control Boat Fleet, ensuring the safety and order of the Parade. If you'd like

to be a part of this incredible team and enjoy a fantastic view of the Parade, consider becoming a Control Boat. Contact the Winterfest" office at 954-767-0686 to sign up. As a thank-you, all Control Boats will receive a goodie bag, have a chance to wintraffler prizes, and be invited to our Volunteer Party on March 6 at Piazza Italia.

SKIPPER'S MEETING

DECEMBER 12, 5:30 - 8:00 PM

NA RIA

Before the Parade, we'll be hosting a mandatory Skipper's Meeting on December 12th from 5:30 PM to 8:00 PM. The meeting will be held at the Coral Ridge Yacht Club and is essential for all

Coral Midge Yacht Club and is essential for all Parade participants to attend. At the meeting, you'll receive a thorough review of the rules, regulations, and line-up information from the U.S. Coast Guard, Fort Lauderdale Marine Patrol, and Parade organizers. After the meeting, enjoy dinner and cocktails. Each parade entry will also receive a well-stocked goodie bag with Chevron gas cards; Items from West Marine and a souvenir

Don't wait any longer! Enter your boat today and be a star of the Seminole Hard Rock Winterfest® Boat Parade. It's an opportunity you don't want to miss!



burgee by Laura Elmore.

₩est Marine



BOAT PARADE SPONSORS









BRADFORD



H-PROOF



















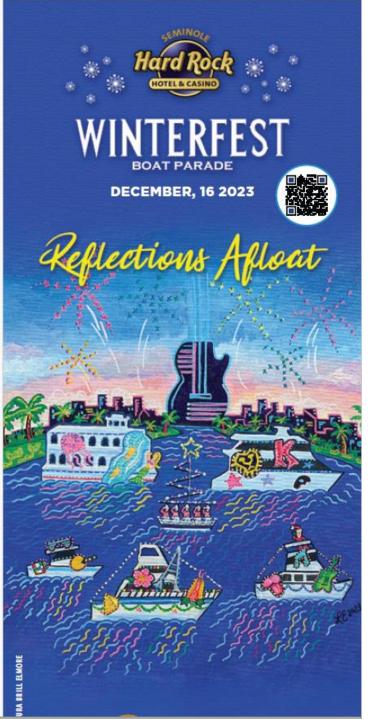












PARADE PARTICIPANTS AND VOLUNTEER EVENTS

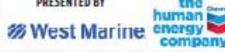
CALLING ALL CAPTAINS! SKIPPER'S MEETING

December 12, 5:30-7:30 PM

Skipper's Meeting presented by Frank & Jimmie's Propeller,
West Marine and Chevron. Coral Ridge Yacht Club will
host Parade captains for dinner following the mandatory
meeting. Chevron Gas Cards along with a souvenir burgee
by Laura Elmore and other items in West Marine goodie
bags will be provided for each Boater. Participants will receive their numbers
printed by Image360 and staging information.



PRESENTED BY



HOSTED BY



CAPTAIN'S CUP

February 28, 2024 7-10 PM

Join us in 2024 as we thank and congratulate the Seminole Hard Rock Winterfest* Boat Parade's winners, participants, and sponsors. Live entertainment, cocktails, full-course dinner and more!





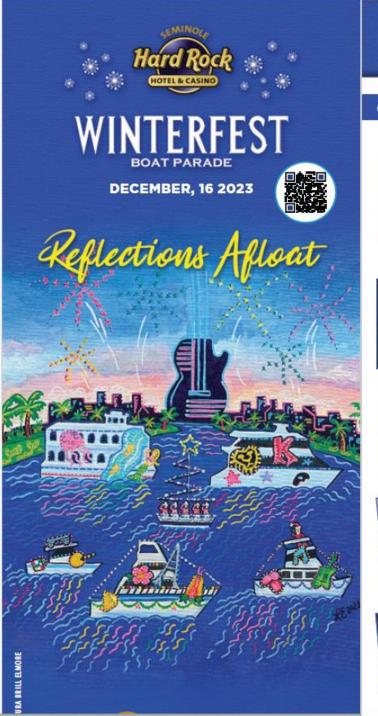
EVENT & TICKET INFORMATION online: WinterfestParade.com or 954-767-0686 (/winterfest.parade %) #winterfestline.
2023 OFFICIAL POSTER ARTIST: LAURA ELHORE | GRAPHICS: S.HARK GRAPHICS | PRINTED BY:







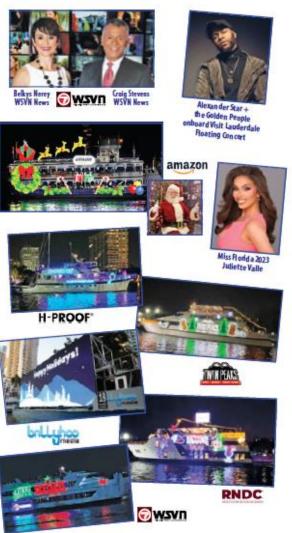




Reflections Afloat

CELEBRITIES AND CELEBRATIONS

More than 1 million people will be watching the "Best Show on H20!"

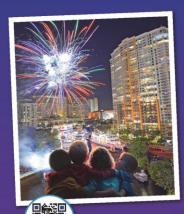


Page 7
WINTERFEST BROCHURE



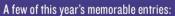
DECEMBER 16

DON'T MISS THE BOAT



Be a part of the "Best Show on H20"

Become a Partner - Brand & Entertain Clients with Winterfest!



- FLOATING CONCERT SHOWBOAT with ALEXANDER STAR + THE GOLDEN PEOPLE
- KARAOKE SING-ALONG entry and so many more.

Own a boat? Decorate and join this holiday tradition with your family and friends! Or ask about a Holiday Party Boat or Parade Viewing Package.







NOVEMBER 4



Free Event

Tickets on Sale NOW!



DECEMBER 9 Tables start at \$4,000



DECEMBER 15

























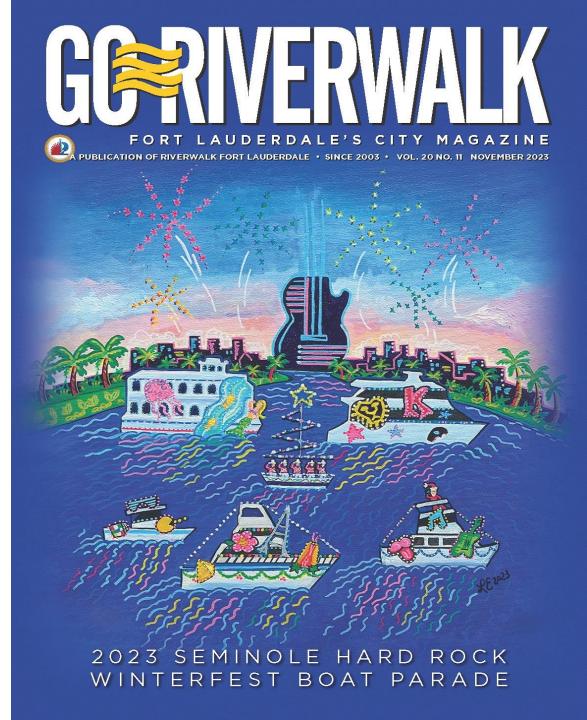
Baptist H-PROOF Eyeor

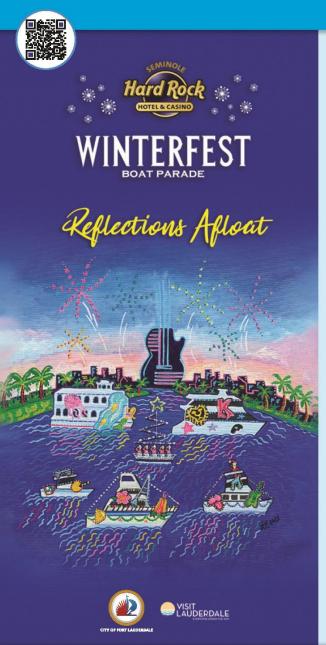






November **RIVERWALK MAGAZINE**





Experience Winterfest® and the **Seminole Hard Rock Winterfest Boat Parade**

Join us for the 12-mile Holiday Block Party on December 16th, celebrating the holidays in South Florida's unique style, with boats as the heart of the Parade and the participants the soul of its entertainment.

The Winterfest® organization celebrating 52 years will have added live entertainment including a Floating Concert Showboat and an Interactive Karaoke, The Seminole Hard Rock Winterfest® Boat Parade spans from Fort Lauderdale's Downtown to Pompano Beach, making it Broward County's largest holiday celebration. The theme "Reflections Afloat" embodies South Florida's nautical beauty and energy with a nod to the event's 20 years of title sponsorship with the Seminole Hard Rock Hotel & Casino, From paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts, this Parade has it all.

Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the Intracoastal. The event is also televised and on the web.

Don't miss out!

Enter your boat, purchase tickets, or become a partner.

Happy Holidays! See you at the Parade.

Winterfest Team



Karli Florence-Ramirez, Kathy Keleher, Dawn Diehl,

Bill Walker and Lisa Scott-Founds



"In its 52nd year, the Seminole Hardrock Winterfest Boat Parade remains a captivating tradition that reflects our diverse community. Anticipate an even grander spectacle this year, as we look forward to welcoming everyone to the

enchanting festivities that define the spirit of the season on the waterways of Greater Fort Lauderdale."

Stacy Ritter Stacy Ritter, President and CEO, Visit Lauderdale



"The Seminole Hard Rock Winterfest Boat Parade truly is the "Best Show on H20" and is the ultimate way to kick-off the Holiday Season with family and friends. This extraordinary event showcases the immense creativity and beauty

of our community and attracts visitors from around the world. The Seminole Hard Rock Winterfest Boat Parade is a cherished tradition in Broward County and a unique event that should not be missed! Happy Holidays to all and I hope to see you there"

Nan H. Rich Nan H. Rich **Broward County Mayor**



"The Seminole Hard Rock Winterfest Boat Parade is a wonderful start to the holiday season, a magical event that is fun for the entire family. For more than half a century, the Boat Parade has wowed millions of residents and visitors alike with

spectacular illumination, colorful pageantry and festively decorated boats all along Fort Lauderdale's amazing waterways. The Boat Parade showcases the best of our community to the world. Nowhere has a more unique holiday event than Fort Lauderdale's. Please join us on the water or along the shore to celebrate the holidays and be a part of this truly remarkable tradition."

Dean Trantalis Dean Trantalis. Mayor, City of Ft. Lauderdale

HERE ARE A FEW OF THE PARADE **SHOWSTOPPERS COMING TO SOUTH FLORIDA'S WATERWAYS ON DECEMBER 16, 2023**

And it starts with a BANG on board the Fireworks Barge.



amazon Santa Showboat



H-PROOF*



Toys For Tots

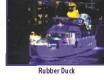


Winterfest® Neon Nightlife Under the Sea "Octopus" show float



RNDC









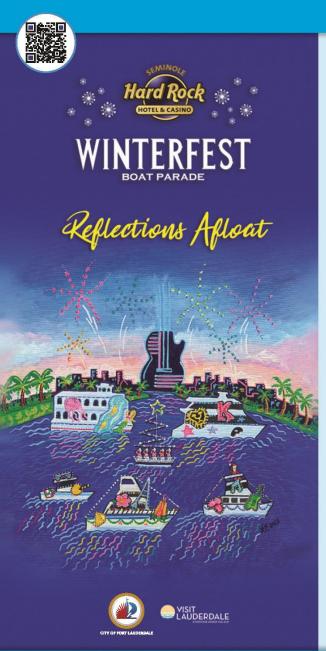
12 Dinghies of Christmas







VOL. 29 | ISSUE 1 NOVEMBER 2023



Experience Winterfest® and the **Seminole Hard Rock Winterfest Boat Parade**

Join us for the 12-mile Holiday Block Party on December 16th, celebrating the holidays in South Florida's unique style, with boats as the heart of the Parade and the participants the soul of its entertainment.

The Winterfest® organization celebrating 52 years will have added live entertainment including a Floating Concert Showboat and an Interactive Karaoke, The Seminole Hard Rock Winterfest® Boat Parade spans from Fort Lauderdale's Downtown to Pompano Beach, making it Broward County's largest holiday celebration. The theme "Reflections Afloat" embodies South Florida's nautical beauty and energy with a nod to the event's 20 years of title sponsorship with the Seminole Hard Rock Hotel & Casino, From paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts. this Parade has it all.

Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the Intracoastal. The event is also televised and on the web.

Don't miss out!

Enter your boat, purchase tickets, or become a partner.

Happy Holidays! See you at the Parade.

Winterfest Team



Karli Florence-Ramirez, Kathy Keleher, Dawn Diehl, Bill Walker and Lisa Scott-Founds

VOL. 29 | ISSUE 1 NOVEMBER 2023

SPONSORS: OU

EVENT SPONSORS

































































BOAT PARADE SPONSORS















































OPERATION ASSISTANCE

Broward Amateur Radio Club Broward County Board of County Commissioners Broward Sherriff's Office Marine Unit City of Fort Lauderdale Dockmaster

City of Fort Lauderdale Parks and Recreation Clear Path Alerts Security Company FDI Services Florida Department of Transportation

Fort Lauderdale Police Department Fort Lauderdale Police Marine Unit United States Coast Guard - Sector 7 United States Postal Service

PHOTOGRAPHERS

Al Evans - Downtown Photo Ginny Fujino - Black Tie South Florida

Howie Grapek - GPO Photography Jason Leidy - Middle River Arts Photography Tom Serio Photography









H-PROOF





#WinterfestFL



GRAND MARSHAL RECEPTION





SEMINOLE HARD ROCK WINTERFEST

In spite of weather canceling the Winterfest Boat Parade, several other events celebrated the season. Here are a few photos from Winterfest Family Fun Day, Seminole Hard Rock Winterfest Grand Marshal Reception, Seminole Hard Rock Winterfest Black Tie Ball



Fun Day with Joe DiMaggio and Publix on the Riverwalk

David Boothe with members of Boyz II Men along with Joey Fatone



Sgt. Travis M. O'Neal, CPO Raymond Coleman and PO1 Nicole Simpson at the 2023 Skippers Meeting





Bill Walker, Lisa Scott-Founds Ben Avalon with parents, Debra Frenkel, Robin Meagher, Bern Wesley and Britt Lanier



Belle of the Ball Karla Nelson-Thatcher,

Bill Walker and Lisa Scott-Founds

Ball chairs Susan Renneisen and Kathy Salerno at Seminole Hard Rock Winterfest Black Tie Ball



Shane Strum and Alex Miranda at the Seminole Hard Rock Winterfest Black Tie Ball



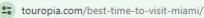
Moulin Rouge - The Musical performers



Alexander Star + The Golden People at the VIP event



Candice Robles, Kelly Frye, Belle of the Ball Karla Nelson-Thatcher, Emily Pellingra, Samantha Strum and Kyra Diaz



Seminole Hard Rock...

Welcome to Publix...

Bookmarks
TimelineJS Embed G...
Manage your Apple...

Miami in December



December is the absolute peak season in Miami when absolutely everywhere is packed and hotel prices are at their highest. Popular spots such as Ocean Drive, its Art Deco District and Little Havana are all heaving.

As temperatures average 75°F (24°C) and the weather is dry, the sunny days couldn't be better for enjoying its beaches and boardwalks. Many snowbirds arrive for winter with plenty of tourists also coming to spend Christmas in the warmth.

Besides trying out some exciting watersports and hitting up its trendy nightclubs, there are tons of events to attend too. Aside from Art Basel's interesting exhibitions, there are cheery Christmas markets to stroll around while the Winterfest Boat Parade takes place offshore.

At the end of the month, live music and fireworks displays are held at Bayfront Park for New Year's Eve with plenty of other parties popping up all around town.

TELEVISION



Reflections Afloat



WSVN Promotional Value 2023 Seminole Hard Rock Winterfest Boat Parade TV Spot Length # Aired

Entry combination of :30 :15 :10 100

Parade Viewing combination of :30 :15 76

Grand Marshal combination of :30:15 140

Deco Drive give-away contest 10

One Hour Special combination of :15 :05 51

TOTAL# OF SPOTS 377

TOTAL TV SPOT VALUE \$188,500

Seminole Hard Rock Winterfest Boat Parade One-Hour Show

Reflecting Back

WSVN/ Miami/Fort Lauderdale Market 5 Airings

Friday, December 22, 2023 @ 7:00p.m.-8:00p.m.

Monday, December 25, 2023 @ 5:00a.m.-6:00a.m.

Monday, December 25, 2023 @ 12:00p.m.-1:00p.m.

Monday, January 1, 2024 @ 5:00a.m.-6:00a.m.

Monday, January 1, 2024 @ 12:00p.m.-1:00p.m.

- Boston Market 2 Airings
- WHDH
- Monday, December 25, 2023 @ 12:00p.m.-1:00p.m.
- WLVI
- Sunday, December 31, 2023 @ 2:00p.m.-3:00p.m.
- News & Deco Drive Features
- Captain Awards January
- Student Poster Art April
- Launch Party October (Deco Drive)
- Family Fun Day-November
- Black Tie Gala December (Deco Drive)
- Boat Parade Cancelation -December



South Florida

Watch the Winterfest® Television Special on WSVN 7.

Air times on WSVN Channel 7:

Friday, December 22, 2023	7:00-8:00 PM
Monday, December 25, 2023	5:00-6:00 AM
Monday, December 25, 2023	12:00-1:00 PM
Monday, January 1, 2024	5:00-6:00 AM
Monday, January 1, 2024	12:00-1:00 PM

Boston

Sister stations will air the Parade in Boston:

WHDH (7 News)	Monday, December 25, 2023	12:00-1:00 PM
WLVI (CW 56)	Sunday, December 31, 2023	2:00-3:00 PM

Bally Sports Florida Sun

Florida	Sunday, December 24, 2023	6:00-7:00 PM
Florida	Monday, December 25, 2023	6:00-7:00 PM
Florida	Saturday, December 30, 2023	11:00 PM-12:00 AM





Bally ran 355 total spots from 11/16 through 12/15 across both our networks. Charges between \$100 - \$250 per :30 spot the value somewhere between \$35,500 - \$88,750

The one-hour special ran 11 times. Each airing is valued between \$12,000 - \$30,000.















Sun	12/24/2023	12:00 PM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Sun	12/24/2023	11:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Tue	12/26/2023	05:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Wed	12/27/2023	01:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Thu	12/28/2023	09:00 AM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Thu	12/28/2023	05:00 AM	SUN	1.00	(BOAT) Winterfest Boat Parade
Sat	12/30/2023	11:00 PM	Florida	1.00	(BOAT) Winterfest Boat Parade
Sun	12/31/2023	11:00 PM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Sun	12/31/2023	11:32 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Mon	01/01/2024	07:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Mon	01/01/2024	11:00 PM	SUN C	1.00	(BOAT) Winterfest Boat Parade

Television Airings included logo presence and an interview with Stacy Ritter.





2023 WINTERFEST SPECIAL:

VIGNETTES:

LAUNCH PARTY: https://youtu.be/XM-QKIcsGtU?si=xHQ1ylNo7RU774Dl&t=651

GRAND MARSHAL RECEPTION: https://youtu.be/XM-

QKlcsGtU?si=DTVf27_gLtWcobgD&t=210

BLACK TIE BALL: https://youtu.be/XM-QKIcsGtU?si=sZhC9ZwBv2jXS0Er&t=1354

FAMILY FUN DAY / PARADE VIEWING: https://youtu.be/XM-QKIcsGtU?si=MvDkDXOrf-ahKsVn&t=1865

LAUDY DAYO / 2023 BOATERS: https://youtu.be/XM-QKlcsGtU?si=1jKdOzfJdLl3TwK0&t=2606



WSV

2023 Seminole Hard Rock Winterfest Boat Parade Television Show

Television Airings which included the Song "Laudy Dayo" in support of the anthem song in our television show.







South Florida

Watch the Winterfest® Television Special on WSVN 7.

Air times on WSVN Channel 7:

Friday, December 22, 2023	7:00-8:00 PM
Monday, December 25, 2023	5:00-6:00 AM
Monday, December 25, 2023	12:00-1:00 PM
Monday, January 1, 2024	5:00-6:00 AM
Monday, January 1, 2024	12:00-1:00 PM

Boston

Sister stations will air the Parade in Boston:

WHDH (7 News)	Monday, December 25, 2023	12:00-1:00 PM	
WLVI (CW 56)	Sunday, December 31, 2023	2:00-3:00 PM	

Bally Sports Florida Sun

Florida	Sunday, December 24, 2023	6:00-7:00 PM
Florida	Monday, December 25, 2023	6:00-7:00 PM
Florida	Saturday, December 30, 2023	11:00 PM-12:00 AM

<u>Copy of the WSVN Television show – just uploaded on YouTube and will be promoted</u> https://youtu.be/XM-QKIcsGtU





SONG PLAYS OVER THE IMAGES:

((**LYNN**))

WOW .. SOME REAL CREATIVITY THERE ... YOU GUYS WOULD HAVE BEEN GREAT.

((**SHIREEN**))

THAT SONG YOU JUST HEARD IS THE NEW VISIT LAUDERDALE THEME ... CALLED LAUDY DAYO .

Viewership numbers will be included in the 2023 recap which will be available in February





Sun	12/24/2023	12:00 PM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Sun	12/24/2023	11:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Tue	12/26/2023	05:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Wed	12/27/2023	01:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Thu	12/28/2023	09:00 AM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Thu	12/28/2023	05:00 AM	SUN	1.00	(BOAT) Winterfest Boat Parade
Sat	12/30/2023	11:00 PM	Florida	1.00	(BOAT) Winterfest Boat Parade
Sun	12/31/2023	11:00 PM	SUN B	1.00	(BOAT) Winterfest Boat Parade
Sun	12/31/2023	11:32 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Mon	01/01/2024	07:00 PM	SUN	1.00	(BOAT) Winterfest Boat Parade
Mon	01/01/2024	11:00 PM	SUN C	1.00	(BOAT) Winterfest Boat Parade

Bally ran the one-hour special ran 11 times. Each airing is valued between \$12,000 - \$30,000.





WSVN Promotional Value 2023 Seminole Hard Rock Winterfest Boat Parade

Seminole Hard Rock Winterfest Boat Parade One-Hour Show – Reflecting Back

- WSVN/ Miami/Fort Lauderdale Market 5 Airings Friday, December 22, 2023 @ 7:00p.m.-8:00p.m. Monday, December 25, 2023 @ 5:00a.m.-6:00a.m. Monday, December 25, 2023 @ 12:00p.m.-1:00p.m. Monday, January 1, 2024 @ 5:00a.m.-6:00a.m. Monday, January 1, 2024 @ 12:00p.m.-1:00p.m.
- Boston Market 2 Airings WHDH - Monday, December 25, 2023 @ 12:00p.m.-1:00p.m.
- WLVI Sunday, December 31, 2023 @ 2:00p.m.-3:00p.m.

News & Deco Drive Features

• Family Fun Day-November



PSA Network Schedule













Our 2023 Winterfest Sponsorship included advertising on (25) of Hotwire's most viewed networks in Entertainment, News and Movies.











8,210 (:15) Spots - Day-Parted

(2) Creatives

Targeted Regions: 3 DMAs

Ft Lauderdale-Miami

WPB-Ft Pierce

Naples-Ft Myers

































