

28TH ANNUAL
XOIK
Marine Industries Association
Palm Beach Holiday Boat Parade
Presented by:
COMPASS



PERFORMANCE REPORT

On Saturday, December 3, 2022, the **Marine Industries Association of Palm Beach County (MIAPBC)** illuminated the waterways at the 28th Annual Palm Beach Holiday Boat Parade. Presented by Compass, the free, family-friendly event was led by a traveling fireworks display and featured 60 holiday-themed boats. Decked out with thousands of twinkling holiday lights, decorated small boats, sailboats, and mega yachts navigated up the Intracoastal Waterway from North Palm Beach to the Jupiter Inlet Lighthouse, and competed for cash and prizes in several categories. Thousands of toys were collected via the waterway along the parade route, filling several large box trucks. A total of \$8,500 in cash donations was used to purchase more toys for Little Smiles and Toys for Tots to support children in the local community.

THIS YEAR'S PARADE THEMES FEATURED ELF ON THE SHELF, PIRATES, THE GRISWOLDS, POLAR EXPRESS, AND SANTA CLAUS. SPONSORS AND LOCAL DIGNITARIES JUDGED THE FRIENDLY COMPETITION, WITH MORE THAN \$10,000 IN CASH AND PRIZES UP FOR GRABS.

The awards ceremony was held at Farmer's Table in North Palm Beach on Tuesday, December 6, 2022. The boat that won the categories of "Best of Parade" and "Fan Favorite," voted on by the public through Facebook, was *Nauti Kitty* from Jupiter. The 53-foot power catamaran brought a "white" Christmas to Florida without the frozen fingers and toes. The boat was decked out with thousands of white lights, snowflakes, spheres, icicles, snowfall, and a beautiful, white, animated tree. Guests on the boat were dressed in all-white attire dancing to music from a live DJ, while enjoying their Florida-style snowfall. The owners of *Nauti Kitty* generously donated their cash prize of \$1,500 to Little Smiles and Toys for Tots.

"This year's boat parade was one of the best yet! Not only did we have about a dozen more boats than last year, but many of the entries this year were new to the parade. They certainly got the message and did a great job decorating and bringing the energy," said Executive Director Alyssa Freeman.

THE FIRST PLACE WINNERS IN THE SIX CATEGORIES FOR THE 2022 PALM BEACH HOLIDAY BOAT PARADE COMPETITION ARE AS FOLLOWS:

BEST OF PARADE

Nauti Kitty (Boat #33)

FAN FAVORITE

Nauti Kitty (Boat #33)

UNDER 25 FEET

Suits Us Too (Boat #31)

25 FEET TO 35 FEET

Nailed It (Boat #37)

OVER 35 FEET

Madame Blue (Boat #55)

CORPORATE

Koala (The Twisted Tuna) (Boat #56)



14,229

Toys Collected in 2022
(An increase of 1,317 more toys than collected in 2021.)

EMAIL MARKETING



7,090

Distribution List



11

Number of Emails

December 8 Results: 46% Open Rate; 3% Click Rate

November 30 Results: 72% Open Rate; 1% Click Rate

November 30 Results: 78% Open Rate; 41% Click Rate

November 23 Results: 47% Open Rate; 1% Click Rate

November 18 Results: 66% Open Rate; 6% Click Rate

November 11 Results: 74% Open Rate; 21% Click Rate

November 4 Results: 51% Open Rate; 5% Click Rate

November 1 Results: 46% Open Rate; 1% Click Rate

October 21 Results: 53% Open Rate; 11% Click Rate

October 10 Results: 50% Open Rate; 13% Click Rate

October 3 Results: 44% Open Rate; 3% Click Rate

In addition, the Palm Beach Holiday Boat Parade Sponsor Board was included in boat parade event invites, reminders, and in the monthly MIAPBC *CrossCurrents* newsletter.



CROSSCURRENTS NEWSLETTER

Emailed October, November, and December.

5,000+ Recipients



SOCIAL MEDIA



Total Page Impressions: 83.9K

Likes: 6.2K

Total Traffic: 20.5K

Total Engagement: 6.9K

Post Impressions: 205K

Post Shares: 1,134

Post Comments: 849

Link Clicks: 515

Engaged Users: 6.9K

Fans: 6.4K



WE DOUBLED FROM LAST YEAR

Followers: 1,361

Engagement: 3.1K

Post Impressions: 8.5K



PALM BEACH COUNTY

@pbcgov20

@miapbc1135

@miapbctv3557

@wpbf



PRINT & DIGITAL ADVERTISING

MAGAZINE/NEWSPAPER

Coastal Angler Magazine Palm Beach Advertisements
 Palm Beach Florida Weekly Advertisements
 Rack Card/Flyer
 Palm Beach Holiday Boat Parade T-shirt
 VIP Viewing Party Invite (400 attendees)




SAVE THE DATE!
SATURDAY
DECEMBER 3 at 6PM
 28TH ANNUAL



Marine Industries Association
Palm Beach Holiday Boat Parade
 Presented by:
COMPASS
TAKING PALM BEACH COUNTY
BY LAND AND SEA TO HELP
LOCAL FAMILIES IN NEED!

DON'T MISS THE
Brightest Night
OF THE YEAR
palmbeachboatparade.com



Marine Industries Association
Palm Beach Holiday Boat Parade



★ SAVE THE DATE ★

 **3RD**  **AT 6:00 PM**
 DECEMBER - Saturday -

TAKING PALM BEACH BY LAND AND SEA
TO HELP LOCAL FAMILIES IN NEED!
 North Palm Beach to the Jupiter Inlet Lighthouse

Enter
 Your Boat.
 It's **FREE!**
\$10,000 IN CASH AND PRIZES!



 [pbboatparade](https://www.facebook.com/pbboatparade)
 [palmbeachboatparade](https://www.instagram.com/palmbeachboatparade)
 palmbeachboatparade.com

BENEFITING
 **Little Smiles**



28TH ANNUAL

Marine Industries Association
Palm Beach Holiday Boat Parade
 Presented by:
COMPASS
SAT • DEC 3 • 6PM

North Palm Beach to the Jupiter Inlet Lighthouse
BENEFITING
 **Little Smiles**
 Donate new, unwrapped gifts at toy boxes throughout Palm Beach County, or dockside the night of the parade.



COMPASS



VISIT THE PBHBP WEBSITE FOR A COMPLETE LIST OF VIEWING LOCATIONS.
 [pbboatparade](https://www.facebook.com/pbboatparade)  [palmbeachboatparade](https://www.instagram.com/palmbeachboatparade)  palmbeachboatparade.com



ATTENTION ALL BOATERS!



Marine Industries Association
Palm Beach Holiday Boat Parade
 Presented by:
COMPASS
SATURDAY
DECEMBER 3

FREE BOAT ENTRY!
 \$16,000 in CASH & PRIZES!

Brightest Night
 OF THE YEAR
 Register at the PBHBP website for more information.



28TH ANNUAL

Marine Industries Association
Palm Beach Holiday Boat Parade
 Presented by:
COMPASS
BENEFITING
 **Little Smiles**

THANK YOU SPONSORS



MEDIA/PRESS

PRESS RELASES DISTRIBUTED: 3

October 7 - December 6

Hits: 86 Value: \$235,835



245K+

Toys Collected in 27 Years

ATTENTION MEDICARE BENEFICIARIES

Sailing through a winter wonderland

Guide to holiday boat parades in South Florida

By Philby Volo
Illustration by David H. Johnson

South Florida will host a celebration of light and color as the holiday season approaches. The holiday season is a time of joy and celebration, and the holiday boat parades in South Florida are a highlight of the season. The parades are a celebration of the holiday season and a way to bring the community together. The parades are a celebration of the holiday season and a way to bring the community together. The parades are a celebration of the holiday season and a way to bring the community together.

North Palm Beach

What: The 20th annual Palm Beach Holiday Boat Parade, 1000 North, Jupiter

When: December 7, 2022, 7:00 PM - 10:00 PM

Where: 1000 North, Jupiter

Cost: Free

Details: The 20th annual Palm Beach Holiday Boat Parade is a celebration of the holiday season. The parade will feature a variety of boats, including sailboats, motorboats, and tugboats. The parade will also feature a variety of activities, including live music, food, and games. The parade will be a celebration of the holiday season and a way to bring the community together.

Boynton Beach and Delray Beach

What: The 20th annual Boynton Beach and Delray Beach Holiday Boat Parade, 1000 North, Jupiter

When: December 7, 2022, 7:00 PM - 10:00 PM

Where: 1000 North, Jupiter

Cost: Free

Details: The 20th annual Boynton Beach and Delray Beach Holiday Boat Parade is a celebration of the holiday season. The parade will feature a variety of boats, including sailboats, motorboats, and tugboats. The parade will also feature a variety of activities, including live music, food, and games. The parade will be a celebration of the holiday season and a way to bring the community together.

Fort Lauderdale

What: The 20th annual Fort Lauderdale Holiday Boat Parade, 1000 North, Jupiter

When: December 7, 2022, 7:00 PM - 10:00 PM

Where: 1000 North, Jupiter

Cost: Free

Details: The 20th annual Fort Lauderdale Holiday Boat Parade is a celebration of the holiday season. The parade will feature a variety of boats, including sailboats, motorboats, and tugboats. The parade will also feature a variety of activities, including live music, food, and games. The parade will be a celebration of the holiday season and a way to bring the community together.

Pompano Beach and Deerfield Beach

What: The 20th annual Pompano Beach and Deerfield Beach Holiday Boat Parade, 1000 North, Jupiter

When: December 7, 2022, 7:00 PM - 10:00 PM

Where: 1000 North, Jupiter

Cost: Free

Details: The 20th annual Pompano Beach and Deerfield Beach Holiday Boat Parade is a celebration of the holiday season. The parade will feature a variety of boats, including sailboats, motorboats, and tugboats. The parade will also feature a variety of activities, including live music, food, and games. The parade will be a celebration of the holiday season and a way to bring the community together.

Wellington

What: The 20th annual Wellington Holiday Boat Parade, 1000 North, Jupiter

When: December 7, 2022, 7:00 PM - 10:00 PM

Where: 1000 North, Jupiter

Cost: Free

Details: The 20th annual Wellington Holiday Boat Parade is a celebration of the holiday season. The parade will feature a variety of boats, including sailboats, motorboats, and tugboats. The parade will also feature a variety of activities, including live music, food, and games. The parade will be a celebration of the holiday season and a way to bring the community together.

THE ANNUAL ENROLLMENT PERIOD ENDS

DECEMBER 7

Simply call us today at 1.800.215.7968 / TTY: 711

simplyyourfuture.com



Watch a holiday boat parade.

Many big cities and small towns up and down the coasts of Florida put on holiday boat parades. This fun Christmastime activity includes hundreds of holiday-decorated boats parading along a waterway, usually in support of a good local cause. Some of the most popular boat parades in the state include the 12-mile Winterfest Boat Parade in Fort Lauderdale, the Palm Beach Holiday Boat Parade in Jupiter, and the Jacksonville Light Boat Parade along the St. Johns River on Thanksgiving weekend.

THE PALM BEACH POST

YULETIDE GUIDE

From boat brigades to Santa sightings, it's time to celebrate! Page 6T

FLORIDA BEACHES FLORIDA BEACHES

WEEK OF DECEMBER 5-7, 2022

ARTS & ENTERTAINMENT | A37

SOCIETY

Kickoff for the Palm Beach Holiday Boat Parade, 1000 North, Jupiter

1. John Ture, 2. John Ture, 3. John Ture, 4. John Ture, 5. John Ture, 6. John Ture, 7. John Ture, 8. John Ture, 9. John Ture, 10. John Ture

BROADWAY HITS ARE BACK!

NOV 29-DEC 18, 2022

JAN 10-19, 2023

FEB 12-26, 2023

MAR 14-APR 2, 2023

TICKETS ON SALE NOW!

JUPITERTHEATRE.ORG | (561) 575-2223

WPBF Channel 25



TELEVISION BROADCASTS

Online, Christmas Day, New Year's Eve



SOCIAL

19K Views



DIGITAL

Pageviews on
WPBF.com, Mobile Web,
and WPBF 25 News App

PROMOTION

Promotion for both the PBHBP Event and the Livestream, as well as television broadcasts, aired on WPBF 25, True Crime Network, Estrella TV West Palm Beach, WPBF 25 Facebook Page, WPBF 25 Twitter Page, WPBF 25 Instagram, WPBF.com, and WPBF 25 News App.

WEBSITE

PalmBeachBoatParade.com



RADIO

iHeart

Live/recorded promotional announcements between Nov. 25-Dec. 3, 2022 across Kool105.5, Gater 98.7, and Wild 95.5.

Inclusion on all iHeart Media Palm Beach stations' websites - Oct. 14-Dec. 3, 2022.

Social media posts tagging PBHBP.

Live interview with The Mo & Sally Morning Show on Kool 105.5.

Hubbard

Inclusion in PSAs in November and December on WRMF, WIRK, WEAT, WMBX, WRMF-HD4, WMEN, and WFTL. 5x per week, per station; a total of 140x.

Interview on the South Florida Sunday Show aired on WIRK, WRMF, WEAT, WFTL, WMEN, and WMBX.

10x live/recorded promotional announcements between Nov. 25-Dec. 3, 2022 on WRMF, WIRK, WEAT, WMBX, WRMF-HD4, WMEN, and WFTL.

Inclusion on Community Calendars with event information.

Inclusion on social media pages.



**Save the Date for this year's
29th Annual Palm Beach Holiday Boat Parade!
Saturday, December 2, 2023**