



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



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

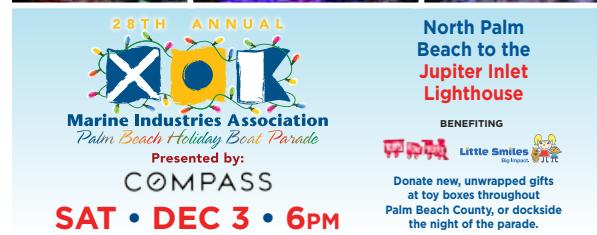
Coastal Angler Magazine Palm Beach Advertisements
 Palm Beach Florida Weekly Advertisements
 Rack Card/Flyer
 Palm Beach Holiday Boat Parade T-shirt
 VIP Viewing Party Invite (400 attendees)



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!



VISIT THE PBHBP WEBSITE FOR A COMPLETE LIST OF VIEWING LOCATIONS.
[fb/pbboatparade](#) [@palmbeachboatparade](#) [@palmbeachboatparade.com](#)



MEDIA/PRESS

PRESS RELEASES DISTRIBUTED: 3

October 7 - December 6
Hits: 86 Value: \$235,835



245K+
 Toys Collected in 27 Years

Sun Sentinel | Section 1 | Thursday, December 1, 2022 | 3

Simply healthcare

ATTENTION MEDICARE BENEFICIARIES

Sailing through a winter wonderland

THE ANNUAL ENROLLMENT PERIOD ENDS:

DECEMBER 7

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simplyenrollnow.com

South Florida will host a variety of boat parades this month, including the 15-mile Winterfest Boat Parade, featuring colorful lighting, and the 10-mile Longboat Key Christmas Boat Parade.

Have you seen the 800+ boats decorated for the holidays in Fort Lauderdale? It's time to join the fun!

North Palm Beach

What's new or old in the annual holiday boat parade? South Florida's most festive boat parade returns to the Intracoastal Waterway on Saturday, Dec. 3, with a few new twists. This year, the 15-mile boat parade will begin at the North Palm Beach Marina and end at the Intracoastal Waterway. There are more than 800 boats in the parade, including boats decorated with lights, inflatables, and more.

Routes: The parade's route starts at the North Palm Beach Marina and ends at the Intracoastal Waterway. The boat parade will begin at 10 a.m. and end at 2 p.m. The boat parade is free to attend and open to the public.

Boynton Beach

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Fort Lauderdale

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Miami

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Pompano Beach, Lighthouse Point, and Deerfield Beach

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Wellington

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DECEMBER 7

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One of many decorated boats that participated in the 2018 edition of the Longboat Key Christmas Boat Parade. This year's parade begins at 10 a.m. and ends at 2 p.m. on Saturday, Dec. 3. Call 941-743-2777 for details.

Watch a holiday boat parade.

Many big cities and small towns up and down the coast of Florida put on holiday boat parades. This fun Christmassy 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 15-mile Winterfest Boat Parade in Fort Lauderdale, the Palm Beach Holiday Boat Parade in Jupiter, and the Jacksonville Lights Boat Parade along the St. Johns River on Thanksgiving weekend.

PALM BEACH FLORIDA WEEKLY | www.FloridaWeekly.com

WEEK OF DECEMBER 1-7, 2022 | ARTS & ENTERTAINMENT | A37

SOCIETY

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

1. Metro-Burn and friends
2. Metro-Father and daughter
3. Metro-Luck and friends
4. Deanne and friends
5. John Scott and wife
6. Charlie Howard and wife
7. Debbie and friends
8. Sarah Loft and friends

PHOTO BY ANDREW SIEGMUND

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TGIF
The Palm Beach Post

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

PALM BEACH FLORIDA WEEKLY | www.FloridaWeekly.com

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PHOTO BY ANDREW SIEGMUND

PALM BEACH POST | FRIDAY, DECEMBER 2, 2022 | 17

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.





**THANK YOU
SPONSORS**



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