

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JANUARY 14, 2020 - 5:30 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
-

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

- 1. Administrative Report Memo
- 2. Arts and Seafood Celebration Planning Update

4. PRESENTATIONS

- 1. Rebranding Advertising and Marketing Final Report: Mad4Marketing

5. CONSENT AGENDA

- 1. Minutes:
 - Approve Minutes of December 12, 2019 CRA Board Meeting
 - Approve Minutes of December 23, 2019 CRA Board Special Meeting

2. Travel Requests: None

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

To: Chair, Vice Chair and Board of Directors
From: Kathleen Weekes, Acting Executive Director
CC: Rickelle Williams, Executive Director
Date: January 14, 2020
Re: **Administrative Report**

1. CRA partners with Dania Beach Clergy Alliance and OIC of South Florida for an Introductory Career Readiness Training Program

Dania Beach CRA is partnering with the Dania Beach Clergy Alliance and OIC of South Florida to facilitate the training sessions to interested participants age 14 and up. The trainings will consist of a 5-hour workshop designed to provide career-inspired, job seekers with the introductory/intermediate skills to interact and compete effectively in today's workforce. Topics include career assessments, communication, teamwork, networking, problem-solving, and business etiquette, as well as resume and interview tips. The first of three (3) career readiness training sessions through OIC of South Florida is scheduled for January 25, 2020. So far about 20 participants have signed up to attend this first session. See attached for program details.

2. Super Bowl Event at Dania After Dark– Touchdown Dania Beach

Dania Beach will pay tribute to the NFL's 54th Super Bowl game on Saturday, February 1, 2020 at Touchdown Dania Beach (TDB). The CRA has rescheduled its monthly Dania After Dark second Saturday event for the First Saturday to bring Touchdown Dania Beach to members of the local community and visitors in town for the Super Bowl. TDB will be an enhanced Dania After Dark with a larger stage, more music, youth/school performances appearances by NFL stars, children's activities, games and giveaways. The CRA is marketing the event on social media and our Touchdown Dania Beach.com website. This is being done in conjunction with our partners: City of Dania Beach, Dania Pointe, The Casino @ Dania Beach and the Dania Beach Chamber of Commerce. As part of Touchdown Dania Beach events, Dania Pointe will be hosting a football and basketball clinic Sports Pros @ the Pointe and a job fair along with the City of Dania Beach on January 18th (see attached flyer). The Casino @ Dania Beach will be hosting a special Super Saturday comedy show featuring Marvin Dixon on February 1st (see attached flyer).

3. Mold Remediation Impact

The CRA is working on an inventory/assessment of all the Arts and Seafood Celebration items that will need to be replaced because of mold contamination at City Hall. So far the inventory has revealed a loss of 247 signs. In addition to signs there has been a loss of t-shirts, decorative items, vases, small plant pots and nautical items which have been used over the years in the VIP/Hospitality lounge. These items are reused annually to save on event costs. We are still working on getting quotes from printers to determine

the costs of all the signs and will provide that information along with the costs of decorative items to the CRA Board at the February 11, 2020 Board meeting.

4. Broward County Broward Redevelopment Program (BRP) Grant– Trion Next Steps

The CRA applied for a BRP grant for public improvements supporting the Trion 300-unit mixed-use development slated for the corner of East Dania Beach Boulevard and Federal Highway. On March 5, 2019, the CRA was awarded the grant in the amount of \$1,000,000.00. An Interlocal Agreement for the grant was approved by the CRA Board on December 23, 2019. Four copies of the ILA will be executed by the Dania Beach CRA Board and then sent to the County for their execution. Trion developer, Merrimac Ventures submitted the Trion Plan to the City's Community Development Department and will be reviewed by the Development Review Committee in January 2020. The CRA will now draft an agreement to engage with Merrimac Ventures.

5. Broward County Redevelopment Capital Program –Loan to Grant Conversion: Parking Garage

A new loan agreement for the remaining loan balance of \$621,876 will be drafted by Broward County and submitted to the CRA Board for execution. This is estimated to occur in February 2020.

6. Creative Arts Council Advisory Board Dania Beach Atrium Art Show

The Creative Arts Council Advisory Board is displaying the artwork of over 20 artists including pieces from a 10-year-old artist and 16-year-old artist at Art in the Hall during the months of January and February. There are over 70 art pieces currently exhibited in the City Hall Atrium. Art in the Hall at Dania After Dark, will also include auxiliary artists on the main floor and a special musical performance. All artwork is available for purchase and price sheets are available at City Hall and the Dania Beach-Paul DeMaio Library.

7. Auditor's Report regarding Tax Increment Financing

HCT, the contracted auditor for the City of Dania Beach (and CRA) has received all requested documents from the City and the CRA. HCT will finalize a report and it will be provided to the CRA Board and appropriate staff.

8. City Center Project

CRA staff continue to participate in City Center negotiation meetings with Armada Hoffer/Capital Group.

9. At Home Dania Beach Program – Affordable Housing Development

The six (6) single family homes under construction are nearing 60 percent completion. The homes are estimated to be completed in February or early March.

10. At Home Dania Beach Program – Down-Payment Assistance

The CRA has seen a significant uptick in to the number of residents inquiring about qualifying to purchase a home. The homebuyer candidate pool will be finalized in February prior to the lottery.

11. Winterfest Advertising and Publicity

The Winterfest Boat Parade and other events allowed the CRA to facilitate City of Dania Beach brand awareness locally, regionally, nationally and beyond. Please see attached report demonstrating the reach that has been achieved through the first few weeks following the boat parade.

12. Community Foundation of Broward – Honor the Legacy Project

The CRA is working with the artist Gary Moore, to finalize the artistic concept of the historic markers. The CRA has also met with the Community Foundation of Broward to discuss an extension for the grant in order to give the artist the adequate time needed for fabrication. More details to follow in February 2020 once the artist has presented more information.

13. Rebranding Initiative

- **Tri-Rail Garage signs:** South Florida Regional Transportation Authority (SFRTA) has agreed to replace two (2) signs at the FLL Tri-Rail Station at Griffin Road at no cost to the City of Dania Beach. The project is currently being coordinated. SFRTA is proceeding with getting permits for the project.
- **Entranceway Signage:**
FDOT has approved all permit documents. Final step in the permitting process is for City to provide a surety check/restoration deposit in the amount of \$947.64. This is underway.
- **Park Monument Signs:**
Marking of the first phase of nine (9) park signs is completed. The hole-digging process is complete. Sign installation to begin at the end of next week.
- **Neighborhood Signs:**
All sixteen (16) neighborhood signs have been approved through the permitting process and the process of marking out the signs is completed. The hole-digging process is underway.

14. Upcoming Events:

1. The PATCH January Mobile Markets will be held at various locations in Broward County on January 9th, 15th, 22nd, and 29th.
2. PATCH 3rd Saturday Event: New Year New School Supplies – Saturday, January 18, 2020 from 9:00 am to 12:00 pm. Parents have a chance to obtain new supplies, pencils, note books, etc. as children are now back to school after the holidays (see attached flyer)
3. MLK Weekend Events: The Martin Luther King Jr. Renaissance Corporation is hosting a series of MLK events on January 18th and January 20th. (see attached flyer)
4. In conjunction with Touchdown Dania Beach, Dania Pointe will be hosting a Job Fair along with the City of Dania Beach on Saturday, January 18, 2020 from 12:00pm to 3:00pm (see attached flyer).
5. Arts and Seafood Celebration Booth at the 14th Annual Dania Beach Vintage Motorcycle Show: Saturday, January 25, 2020 from 10am to 5pm.

6. Temple Solel of Hollywood, Florida will host a Mitzvah Day at the Dania Beach PATCH: Sunday, January 26, 2020 from 9am to noon. This is a volunteer day for members of Temple Solel (see attached flyer)
7. Winterfest Captain's Cup: January 30th – CRA Staff to provide more details to CRA Board via email
8. Touchdown Dania Beach: Saturday, February 1, 2020 from 4:00pm to 10:00pm. This a Dania After Dark Super Bowl Event promises to be a great event for the local community and visitors to downtown Dania Beach.
9. PATCH First Saturday: Yoga will be held on Saturday, February 1, 2020, starting at 9:00 am.

SCHEDULE

COURSE

DATES/TIME

JANUARY 25, 2020 / 9AM – 2PM

FEBRUARY 27, 2020 / 1PM – 6PM

MARCH 21, 2020 / 9AM – 2PM

COURSE

OUTLINE

15 MINS INTRODUCTION

2 HRS

- Career Interests assessment with breakout sessions
- Students will explore likely career choices based on personal interests

SCHEDULED BREAK

2 HRS

Soft skills discussion with interactive activities:

- Communication Tips
- Resume Building
- Teamwork
- Networking
- Problem-Solving & Critical Thinking
- Professionalism & Business Etiquette

15 MINS

- Wrap up
- Questions & Answers

LOCATION

C. W. THOMAS PARK

800 NW 2nd St,
Dania Beach, FL 33004

WWW.OICSFL.ORG

CITY OF DANIA BEACH

OIC ON THE MOVE

Higher Learning, Equals Higher Earnings!

Career READINESS WORKSHOP

FREE TRAINING

COURSE OVERVIEW

This is a 5 hour workshop designed to provide career-inspired, job seekers with the introductory/intermediate personal attributes, habits and interpersonal skills to interact and compete effectively in today's workforce.

Topics include: career assessments, resume building, teamwork, networking, problem-solving, business etiquette, as well as tips to ace an interview.

REGISTRATION

Visit www.oicsfl.org or www.daniabeachcra.org
For more information, call (954) 563-3535

IN PARTNERSHIP WITH:

OIC
OF SOUTH FLORIDA

DANIA BEACH
CLERGY ALLIANCE


DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



DANIA POINTE

SPORTS PROS

@ the Pointe

JANUARY 18 • 10am-2pm

Meet former “BIG GAME” NFL PLAYERS AND ALUMNI

Including:

- Ray Sydnor
- Lamonte Coleman
- Eric Moore
- Yamon Figurs
- Jed Weaver

Along with BASKETBALL GREATS

- Coach Mike Jarvis
- Tamara James

And other special guests.

REGISTER NOW FOR FREE

football and basketball clinics
taught by the pros  @DANIAPOINTE.
Space is limited first come, first served.

Sports Pros @the Pointe is a proud partner of **TOUCHDOWN DANIA BEACH**, with the City of Dania Beach and The Casino @ Dania Beach. Visit Touchdowndaniabeach.com for details on upcoming BIG GAME events in Dania Beach.

RAY
SYDNOR
FOUNDATION

Tamara James
Foundation



START THE NEW YEAR WITH A NEW CAREER AT DANIA POINTE AND IN DANIA BEACH!

**Saturday,
January 18th from Noon - 3pm**

Pointe Drive, just north of the fountain.
Explore professional, full time, part time
and seasonal positions at
Dania Pointe and the City of Dania Beach.

**Dress to impress and
discover the possibilities!**



DANIA BEACH
SEA IT, LIVE IT, LOVE IT.



DANIA POINTE
DINE • SHOP • PLAY • LIVE • WORK • STAY

For more details,
visit  @daniapointe



 R  MY MARTIN®  THE CASINO @
DANIA BEACH

MARVIN DIXON

PRESENTS : 50 SHADES OF COMEDY

THE SUPER SATURDAY EDITION

FEBRUARY 1

TYLER CRAIG • JJ FROM THE SIP • DAMON WILLIAMS • BRANDI DENISE

CASINODANIABEACH.COM

DOORS @ 7PM | SHOW @ 8PM | 21+

2019 January Recap Winterfest, Inc. and City of Dania Beach





GRAYSON ZRELAK (2017)
DELIVER THE DREAM



THOMAS BOEGLER (2018)
THE SALAH FOUNDATION



DANIEL MORENO (2016)
ANN STORCK CENTER



MADISON SMITH (2015)
CURE SMA



ALEX CASAMENTO (2014)
ARTHRITIS FOUNDATION



LAUREN BENESKY
A PROM TO
REMEMBER (2013)



SYDNEY LISTER (2012)
S.I.D.E.S.



MARTINA BELLO (2011)
JAMES JR. FOUNDATION



FIRST JR. CAPTAIN
AMANDA BLAKE (2009)



ALISON MARCHESSAULT
STARLIGHT CHILDREN'S
FOUNDATION (2010)



Presents the
11th ANNUAL JUNIOR CAPTAIN PROGRAM
Attention Broward County Non Profits!
Share your Mission.

We are seeking eligible candidates:
Children between the ages of 7 & 16 that
best represent the services you provide.

ONE LUCKY NOMINEE/ORGANIZATION
will win the title. The nominee's name along with the
non-profit will be in lights, and will ride with 25 of their
guests aboard the FPL Jr. Captain Showboat in the
Seminole Hard Rock Winterfest Boat Parade.

SATURDAY, DECEMBER 14th

Program
powered by



The nonprofit will receive a check for \$1,000!

Details on how to submit your nominee by August 30th
prizes for all nominees, contest rules, etc. can be
found at winterfestfoundation.org or call
954.767.0686



ALL NOMINEES will be
invited to ride aboard the
Santa Showboat



Flyers promoting the Jr. Captain and the City of Dania Beach were printed
and distributed to the Non-Profit organizations associated with the
Fort Lauderdale Chamber of Commerce.

This flyer was an eblast through Black Tie South Florida to approximately
22,305 organizations and Winterfest friends.

Eblast #16

Detailed Report
View Message
Delete Blast

Winterfest
email
through
Blacktie
South
Florida

Submit your 22305
Nominees
for the 2019
Winterfest
Foundation
Jr. Captain
Created at
5:59 PM on
Tuesday,
September,
10 2019



The Winterfest Foundation

July 11, 2019 · 🌐

PLEASE SHARE: Non-Profits in Broward County - nominate a child to best represent your services in our Winterfest Jr. Captain Contest. One lucky winner will be in the [Winterfest Boat Parade](#) with their name and the organization's name in lights (special thank you to [FPL Connect](#)). All nominees will be invited to be aboard the Santa Showboat sponsored by Dania Pointe [Dania Beach](#)! [#WinterfestFL](#) [#WinterfestJrCaptain](#)



WINTERFESTFOUNDATION.ORG

JR. CAPTAIN – Winterfest Foundation

JR. CAPTAIN Attention Broward County Non-Profits! Share your Mission...

Social Media Promotions of the City of Dania Beach and Dania Pointe's involvement with the Jr. Captain Contest and the Santa Showboat started as early as July 2019



The Winterfest Foundation

Page · 349 like this · Nonprofit Organization · Alexis Crenshaw and 3 others lik...

Sep 30, 2019 · 🌐 · ...the Santa Showboat presented by Dania Pointe and Dania Beach. See you at the Parade on Dec. 14th!



Renée Korbel Quinn, Rose Wheatley and 87 others · 29 Comments · 64 Shares



The Winterfest Foundation

Page · 349 like this · Nonprofit Organization

Sep 14, 2019 · 🌐 · ...Other partners of this contest: Dania Beach, Dania Pointe and the Parade's title sponsor: Seminole Hard Rock Hotel & Casino - Hollywood, FL [#WinterfestFL](#) [#WFJrCaptain...](#)



Some of these social media posts were shared by 64 people on social media. Every Jr. Captain nominee and their non-profit organization was linked to a post promoting Winterfest's partners with the Santa Showboat.

Social Media Cross Promotions with the Winterfest Parade, Winterfest Foundation and a variety of non-profit organizations continued thru the end of September with links connecting to City of Dania Beach and Dania Pointe along with logo images placed in the promotions. Some of the posts had reaches of over 12,000 with over 2,000 people engaging in the posts.



Kelley Sorensen shared **The Winterfest Foundation's** post

Sep 30, 2019 · 🌐 · So proud of our village for making this happen. Thank you thank you thank you!



 102

9 Comments 7 Shares



Beth-Ann Fraser-Boegler shared **The Winterfest Foundation's** post

Kathleen Keleher liked this post

Sep 30, 2019 · 🌐 · Thank you #teamtommy for voting for #emmastrong!!! Congratulations Emma on winning Jr. Captain for the Winterfest Boat Parade!!! I am very excited that Emma and her family are going have this experience that Tommy still talks about!!! Thank you all again!!! 🙌💪💛



 84

17 Comments 1 Share



The Winterfest Foundation

Page · 349 like this · Nonprofit Organization

Sep 14, 2019 · 🌐 · ...Other partners of this contest: Dania Pointe, Dania Beach and the Parade's title sponsor: Seminole Hard Rock Hotel & Casino - Hollywood, FL #WinterfestFL #WFJrCaptain...





The Winterfest Foundation

September 30, 2019 · 🌐

Congratulations to Emma from Make-A-Wish Southern Florida - 2019 Jr. Captain for the Seminole Hard Rock Winterfest Boat Parade. Emma will be aboard the FPL Connect Showboat and all nominees will receive tickets to ride aboard the Santa Showboat presented by Dania Pointe and Dania Beach. See you at the Parade on Dec. 14th!



EMMA and 25 GUESTS (Family, Friends and representatives of the Non-Profit) will be aboard the JR. CAPTAIN SHOWBOAT Powered by  

ALL NOMINEES (and immediate family) will receive tickets to be aboard the SANTA SHOWBOAT  

12,886
People Reached

2,035
Engagements

Boost Post

 89

29 Comments 64 Shares



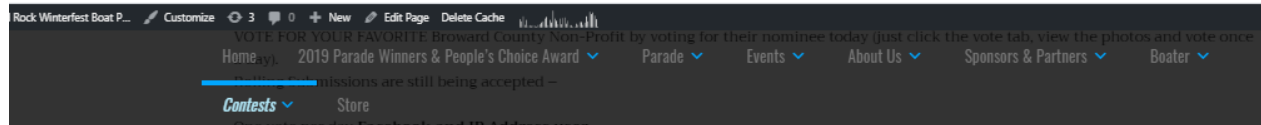
Home About Photo Gallery Jr. Captain Program
Student Art Contest Capt. Lee benefiting Hope4HopeTown

JR. CAPTAIN

The 2019 Winterfest Jr. Captain for the Seminole Hard Rock Winterfest Boat Parade.



City of Dania Beach and the other partners of the Jr. Captain Contest / Santa Showboat were promoted on the Winterfest Foundation website



PAST JR. PARADE CAPTAINS:

2019: Emma Sorensen, Make-A-Wish South Florida

2018: Thomas Boegler, The Salah Foundation Children's Hospital at Broward Health

2017: Grayson Zrelak representing Deliver The Dream

2016: Daniel Moreno representing the Ann Storck Center

2015: Madison Smith representing Cure SMA – Spinal Muscular Atrophy (SMA) type 2

2014: Alex Casamento representing the Arthritis Foundation, Florida Chapter, SE Region. He was diagnosed with Juvenile Idiopathic Arthritis (JIA) at the age of five and is one of 300,000 kids in the U.S. who suffers from this painful and incurable disease.

2013: Lauren Bendesky who was diagnosed with Stage IV Neuroblastoma. Her fight and optimistic attitude is the reason "A Prom to Remember" nominated as their representative in the Parade. Lauren was aboard the Jr. Captain Showboat powered by FPL.

2012: Sydney Lister diagnosed with a rare and aggressive form of bone cancer called Ewing's Sarcoma (Facebook winner with 927 votes).

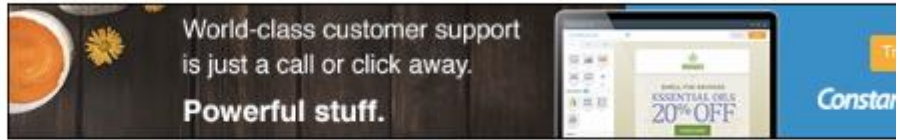
2011: Five year old Martina Bello diagnosed with Leukemia sponsored by the James Jr. Fund.

2010: Alison Marchessault – Born with the Recessive form of Polycystic Kidney Disease, Alison Marchessault has spent so much of her life in hospitals. She is an extremely bright, beautiful and happy young woman. Starlight Children's Foundation has been one of Alison's favorite organizations over the years and she participated in the parade on the Florida Marlin's Boat highlighted this charity.

2009: TheWinterfest® Jr. Captain was created as a legacy of 15-year-old Amanda Blake who battled osteosarcoma, a rare form of bone cancer.



Your logo was also on of the Parade's Jr. Captain history page on the Winterfestparade.com/jrcaptain page. This page hosts approximately 6,000 visitors prior to parade.



FLORIDA
MIAMI CON HIJOS

Qué hacer con los niños este fin de semana en Miami-Dade y Broward

13 de diciembre de 2019 - 11:12 - Por ANNE MARIE LEÓN

Luces, colores, brillo, ilusión, alegría, sonrisa... Así vivirán este fin de semana los más pequeños de la casa con los múltiples eventos que para celebrar la navidad en Miami-Dade y en Broward



Sample News stories promoting your involvement with Winterfest: Diario Las Americas

Diario Las Américas

PORTADA
LO ÚLTIMO
MÁS LEÍDAS
FLORIDA
A. LATINA
EEUU
MUNDO

Winterfest Boat Parade

Este sábado 14 de diciembre, a las 6:30 pm., decenas de embarcaciones decoradas con el tema “Lights, Camara, Action...Movies On Parade” serán las encargadas de realizar el desfile anual The Seminole Hard Rock Winterfest Boat Parade.

El recorrido de 12 millas, comenzará en el Fort Lauderdale’s Downtown y viajará hacia el este por el New River y el norte por el Intracoastak hasta el lago de Santa Barbara, en Pompano Beach.

La diversión comienza desde las 3:30 pm., en el Grandstand Viewing Area, con entretenimiento en vivo y juegos interactivos.

Para más información sobre el evento y l compra de tickets para las ubicaciones especiales, visita winterfestparade.com

Hugh Taylor Birch State Park, 3109 E Sunrise Blvd, Fort Lauderdale, FL 33304



dania.pointe

Seminole Hard Rock Winterfest Boat Parade

View Profile



South Florida Sun Sentinel

Kathleen

South Florida Sun Sentinel
@sunsentinel

Home
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Videos
Groups
Instagram
Photos

South Florida Sun Sentinel with Winterfest Boat Parade.
Paid Partnership

PAID POST: Lights, camera, action! Movies and music are afloat at your favorite holiday event.

SUNSENTINEL.COM/PAID-POSTS
[Paid Post] Don't miss the Seminole Hard Rock Winterfest® Boat Parade Dec. 14
[Learn More](#)

Don't miss the Seminole Hard Rock Winterfest® Boat Parade Dec. 14



Florida

South Floridians know the holidays are here with the arrival of the Seminole Hard Rock Winterfest® Boat Parade. Scheduled to set sail on Dec. 14, the parade will "rock" with Bret Michaels serving as this year's grand marshal. The Seminole Hard Rock Winterfest® Boat Parade will transform Fort Lauderdale's waterways into an illuminating floating stage, traveling 12 miles north on the Intracoastal to Lake Santa Barbara in Pompano Beach. The preshow kicks off with kayaks, paddleboarders and non-motorized vessels at 6 p.m. The parade starts at 6:30 p.m. along the New River in downtown Fort Lauderdale and ends with fireworks. Chairman of the board Susan Rensenisen and parade chair Mark Swenson, along with the Winterfest® team and board of directors, have worked all year to create this highly anticipated event.



Provided by Ginny Fujino. From left to right: Mark Swenson, Britt Lanier and Sgt. Todd Mills
Exciting boat parade highlights will include:

- The waterway transformed to look like a floating film strip with entries reflecting favorite movies
- The Underground Showboat featuring fashion, film, arts and entertainment
- Two Light FIX Pros barges featuring live music — Shane Duncan All Access Band and a surprise entry
- This year's junior captain, Emma Sorenson, representing Make-A-Wish South Florida will be aboard the Showboat powered by Florida Power and Light
- Santa's Showboat presented by Dania Pointe and the city of Dania Beach with all the nominees from the junior captain program including Braulio Hernandez as well as the Sylvester Comprehensive Cancer Center (limited tickets are available — see the Dania Pointe Facebook page for more information)
- Fireworks barge by HPE Intelligent Data
- Live nativity scene from Catholic Health Services
- WSVN Channel 7 Showboat
- Southwest Airlines To-the-Caribbean entry with Miss Florida USA Nicolette Jennings
- Renaissance Festival pirate ship
- Winterfest® Salute to the Military with South Florida Ford

Bret Michaels, musical guests and a waterway that looks like a filmstrip highlights of winter boat...

Lights, camera, action! Movies and music are afloat at your favorite holiday event. #paidpost

shared.sponsoredcontent.com

Nov 11, 2019 · 23 Shares

Handshake Online Story with the Sun Sentinel and Winterfest promoted on their website and all their social media platforms (viewing numbers will be available at a later time – waiting on SunSentinel recap)

Handshake Online Story with the Sun Sentinel and was shared on other online sites such as Nativo. Story mentions the Santa Showboat, partners and in a few links – an image of the showboat with logos.

https://www.sun-sentinel.com/paid-posts/?prx_t=JHAFaH2Q-AregPA&&ntv_fpc=4dc87d44-806f-4e8a-bb16-74c442781598&ntv_n

The Seminole Hard Rock Winterfest® Boat Parade Brings “Lights, Camera, Action ... Movies on Parade” Theme to the Waterways

South Floridians know the holidays are here with the arrival of the Seminole Hard Rock Winterfest® Boat Parade. Scheduled to set sail on Dec 14, the parade will “rock” with Bret Michaels serving as this year’s grand marshal.

The Seminole Hard Rock Winterfest® Boat Parade will transform Fort Lauderdale’s waterways into an illuminating floating stage, traveling 12 miles north on the Intracoastal to Lake Santa Barbara in Pompano Beach.

The preshow kicks off with kayaks, paddleboarders and non-motorized vessels at 6 p.m. The parade starts at 6:30 p.m. along the New River in downtown Fort Lauderdale and ends with fireworks.

Chairman of the board Susan Renneisen and parade chair Mark Swenson, along with the Winterfest® team and board of directors, have worked all year to create this highly anticipated event. g boat parade highlights will include:

- The waterway transformed to look like a floating film strip with entries reflecting favorite movies
- The Underground Showboat featuring fashion, film, arts and entertainment
- Two Light F/X Pros barges featuring live music — Shane Duncan All Access Band and a surprise entry
- This year’s junior captain, Emma Sorenson, representing Make-A-Wish South Florida will be aboard the Showboat powered by Florida Power and Light
- Santa’s Showboat presented by Dania Pointe and the city of Dania Beach** with all the nominees from the junior captain program including Braulio Hernandez as well as the Sylvester Comprehensive Cancer Center (limited tickets are available — see the Dania Pointe Facebook page for more information)
- Fireworks barge by HPE Intelligent Data
- Live nativity scene from Catholic Health Services
- WSVN Channel 7 Showboat
- Southwest Airlines’ To-the-Caribbean entry with Miss Florida USA Nicolette Jennings
- Renaissance Festival pirate ship
- Winterfest® Salute to the Military with South Florida Ford
- AARP South Florida’s highlighting a salute to Bahamas Tourism with a Junkanoo Band and Miss Teen Bahamas International World, Amora Robinson
- The Galleria Fort Lauderdale reindeer with Miss Florida Teen USA, Katia Gerry
- Republic National Distributing Company showboat hosting boy band members Joey Fatone and Chris Kirkpatrick
- Floral Explosion by Rafina featuring fashions by Lisle, fly boards with Aqua Flight and more

Don’t know where to watch? The Broward Health Grandstand Viewing Area presented by the Florida Panthers is the best spot to view the parade on land, with reserved and assigned seats. This festival atmosphere in Hugh Taylor Birch State Park will include live entertainment by Breeze. Ticket holders will enjoy parade commentary by iHeart Media talent, kids’ activities, and the Stella Artois Culinary Courtyard featuring food and drink for sale by a variety of vendors. You can save \$5 per adult on grandstand tickets by visiting select Publix locations.

Tickets are sold at select Crown Wine & Spirits locations, Total Wine & More, the Seminole Hard Rock Hotel & Casino in Hollywood or online at winterfestparade.com.

Remember to vote Download the Winterfest® app, vote, and you’ll be entered for a chance to win round-trip travel on Southwest Airlines. The app allows you to track the parade, keep tabs on Santa, upload photos and get parade updates.

*The People’s Choice Awards begin on Dec. 14, 2019, at 11:59 a.m. Eastern and end on Jan. 12, 2020, at 8 p.m. Eastern (the “Promotion Period”). Sponsor’s computer is the official time-keeping device for the Sweepstakes. Winner may not substitute or transfer all or any portion of any prizes. Air travel does not include taxes and fees from \$5.60 one-way.



Handshake Online Story with the Sun Sentinel and Winterfest promoted on their website and all their social media platforms (viewing numbers will be available at a later date – waiting on SunSentinel recap)

County's oldest city gets new nickname

More than 200 entries were submitted in the contest for Dania Beach's updated slogan

BY SUSANNAH BRYAN

Dania Beach now answers to a new nickname: "Small City of Big Possibilities."

Broward County's oldest city has billed itself as the "Antique Capital of the South" since the 1950s and was in dire need of a new nickname, says Vice Mayor Lauren Odman.

Commissioners chose the winner from more than 200 entries.

"There were a lot of witty and funny suggestions," Odman says. "But that one popped out at me. We were looking for something that captures the new energy in Dania Beach. We thought it was a perfect fit."

Odman came up with the idea for the nicknaming contest while perusing Google.

"I saw our nickname listed on Wikipedia and I thought, 'Huh.

That seems antiquated,'" she says. "Maybe it's time to update the nickname."

Dania officials appealed to the town's 33,000 residents to help them come up with a new slogan.

Dozens of entries poured into City Hall, including at least one submitted by an out-of-towner from Davie who inadvertently broke the residents-only rule.

Grayce Upshaw, who came up with "Welcome to Dania Beach, Famously Antique and Proudly Unique," didn't realize the contest was only open to Dania residents.

"I would have liked to win of course," she said. "But I do like the one they chose. It's very good."

Had the vote gone differently, the new slogan could have been one of these: Dania Mania; Drive To It Not Through It; Salty in More Ways Than One; Dania Beach, the Little Gem by the Sea; Broward's Oldest City Keeps Growing Younger; We're Shore You'll Love it Here; or Our Little Pocket of Paradise.

The woman who came up with

the winning slogan is a relative newcomer to Dania Beach.

Maria Guerrero, a marketing expert from Miami, moved into town in April.

"I just got a call from the mayor [with the news]," she said. "It's great!"

Aside from bragging rights, Guerrero will get two tickets to ride on the city's boat in the Winterfest Boat Parade. And on Jan. 12, she'll be honored at the city's 115th anniversary celebration at Tropical Acres.

The new slogan will be used at special events and in other "branding opportunities" but won't show up on the city seal or on "Welcome to Dania Beach" signs, Odman says.

This isn't the first time Dania has gone on the hunt for a new nickname. The town, incorporated in 1904, once billed itself as the "Tomato Capital of the World."

Susannah Bryan can be reached at sbryan@sunsentinel.com or 954-356-4554

MAGAZINE ADS: In the October and December issues of Lifestyle Magazine – logo and text noting your Parade Entry.

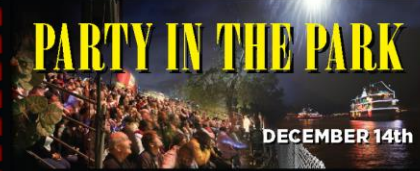


WINTERFEST WHITE PARTY

GRAY ROBINSON
ATTORNEYS AT LAW



OCTOBER 26th



OCTOBER



DECEMBER 14, 2018

DATES TO REMEMBER

OCT. 26 - GRAY ROBINSON, P.A. WINTERFEST® WHITE PARTY
hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa. Featuring delights from Piazza Italia and other top chef's choice. Poster Unveiling – Brooke Trace, artist – Bahamas Paradise Cruise Line Junkanoo Welcome. Become a Sponsor – Get Invited!

NOV. 24 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST® FAMILY FUN DAY PRESENTED BY PUBLIX
FREE fun for kids of all ages! Polar Express, face painting, sampling, massages, Cathy & Larry Danielle's Pet Rescue Row and much more. Photo opps with Santa. Free giveaways and Live Entertainment.

DEC. 7 - SEMINOLE HARD ROCK WINTERFEST® BLACK TIE BALL PRESENTED BY FORD
Spirits from Republic National Distributing, Co. and Magic Carpet Reception, Fidelity Investments Silent Auction and special performances from the Broadway Musical "Disney's Aladdin."

DEC. 10 - CAPTAIN'S MEETING PRESENTED BY INFORMA
hosted by Hilton Fort Lauderdale Marina. Raffle items for Parade participants.

DEC. 13 - SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL RECEPTION
Thira private reception to honor our Grand Marshal Bret Michaels. Sylvester Comprehensive Cancer Center Jr. Ambassador. Become a Sponsor – Get Invited! Concert Tickets are available to the public online at www.mylrl.com

DEC. 14 - GRANDSTAND VIEWING AREA
"Party in the Park" – Stella Artois Culinary Courtyard, Live Entertainment and activities. ALL SEATS RESERVED AND ASSIGNED at Hugh Taylor Birch State Park.

DEC. 14 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HOSPITAL
Hosted by the Riverside Hotel and Stranahan House. Become a Sponsor – Get Invited!

DEC. 14 - SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE
48th Annual Holiday Parade – "LIGHTS, CAMERA, ACTION... MOVIES ON PARADE" Highlights: Grand Marshal Showboat (Tickets on sale) featuring our host city – City of Fort Lauderdale. Showstopper entries sponsored by WSVN, Southwest Airlines™, Dania Pointe/City of Dania Beach, FPL, Republic National Distributing, Co., AARP, Live Nativity by Catholic Health Services, GFLCVB/ Underground and more. Vote for your favorite entry to win on the Winterfest App!

JAN. 30, 2020 - CAPTAIN'S CUP AWARDS RECEPTION
Hosted by the Greater Fort Lauderdale Broward County Convention Center.

MARCH 2020 - VOLUNTEER PARTY
Hosted by Timpano

(Sponsorships and event dates subject to change)

EVENT & TICKET INFORMATION

954-767-0686
WinterfestParade.com

Become a Sponsor – Get Invited!
Contact Lisa@WinterfestParade.com
#WinterfestFL19



DECEMBER



DATES TO REMEMBER

NOV. 24 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST® FAMILY FUN DAY PRESENTED BY PUBLIX
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Private reception to honor Grand Marshal Bret Michaels. Sylvester Comprehensive Cancer Center Jr. Ambassador. Alfa Romeo at Fort Lauderdale. VIP area. Become a Sponsor – Get Invited! Concert Tickets are available to the public online at www.mylrl.com

DEC. 14 - BROWARD HEALTH GRANDSTAND VIEWING AREA PRESENTED BY THE FLORIDA PANTHERS
"Party in the Park" – Stella Artois Culinary Courtyard, Live Entertainment and activities. ALL SEATS RESERVED AND ASSIGNED at Hugh Taylor Birch State Park.

DEC. 14 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HOSPITAL AND NOVA SOUTHEASTERN UNIVERSITY
Featuring Lights, Camera, Action – SAVOR CINEMA EXPERIENCE. Hosted by the Riverside Hotel and Stranahan House. Become a Sponsor – Get Invited!

DEC. 14 - SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE
48th Annual Holiday Parade – "LIGHTS, CAMERA, ACTION... MOVIES ON PARADE" Highlights: Grand Marshal Showboat (Tickets on sale) featuring our host city – City of Fort Lauderdale. Showstopper entries sponsored by WSVN, Southwest Airlines™, Dania Pointe/City of Dania Beach, FPL, Republic National Distributing, Co., AARP, Live Nativity by Catholic Health Services, Fort Salute to the Military, GFLCVB/ Underground and more. Vote for your favorite entry to win on the Winterfest App!

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EVENT & TICKET INFORMATION

954-767-0686
WinterfestParade.com

Become a Sponsor – Get Invited!
Contact Lisa@WinterfestParade.com
#WinterfestFL19



PRINT POSTERS:

WINTERFEST POSTER – 5,000 printed and distributed at Publix locations, Banks, Restaurants, Marinas and various other businesses throughout the tri-county.



DEC. 13 - SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL RECEPTION
Private reception to honor Grand Marshal Bret Michaels.
Sylvester Comprehensive Cancer Center Jr. Ambassador
Become a Sponsor - Get Invited!

Concert Tickets are available to the public: online at www.myhri.com

**DEC. 14 - BROWARD HEALTH GRANDSTAND VIEWING AREA
PRESENTED BY THE FLORIDA PANTHERS
FEATURING THE STELLA ARTOIS CULINARY COURTYARD**

"Party in the Park" - Stella Artois Culinary Courtyard, Live Entertainment and activities. ALL SEATS RESERVED AND ASSIGNED at Hugh Taylor Birch State Park.

**DEC. 14 - HOTWIRE COMMUNICATIONS VIP VIEWING AREA PRESENTED BY
HOLY CROSS HOSPITAL AND NOVA SOUTHEASTERN UNIVERSITY
FEATURING LIGHTS, CAMERA, ACTION - SAVOR CINEMA EXPERIENCE**
Hosted by the Riverside Hotel and Stranahan House.
Become a Sponsor - Get Invited!

DEC. 14 - SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE
48th Annual Holiday Parade - "LIGHTS, CAMERA, ACTION ... MOVIES ON PARADE"
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Danla Pointe/City of Danla Beach, FPL, Republic National Distributing, Live Nativity by Catholic Health Services, Ford Salute to the Military, Underground and more. Vote for your favorite entry to win on the W

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Hosted by the Greater Fort Lauderdale Broward County Convention

MARCH 2020 - VOLUNTEER PARTY Hosted by Timpano

(sponsorships and event dates subject to change)

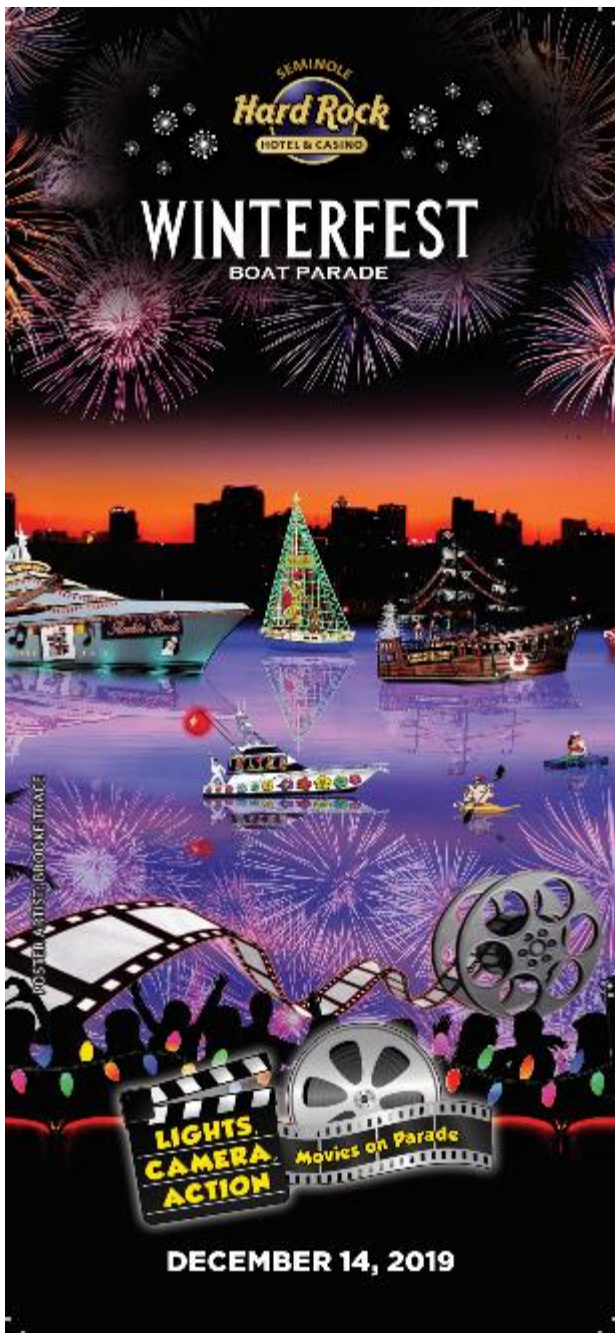
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Contact Info@WinterfestParade.com

SANCTIONED EVENTS/CELEBRATIONS

CORAL SPRINGS HOLIDAY PARADE • Dec. 11
SOUTH FLORIDA FAIR • Jan. 17- Feb. 2
FLORIDA RENAISSANCE FESTIVAL • Feb. 8 - March
FORT LAUDERDALE ST. PATRICK'S PARADE AND FESTIVAL
HOPE FLOATS BENEFITING TOMORROW'S RAINBOW •
FORT LAUDERDALE PIRATE FESTIVAL • April 11

(sponsorships and event dates subject to change)





ENTER YOUR BOAT STARTING AT \$35 (PRIVATE ENTRY)

December 14th – 6:30 p.m.

Staging / Start Location: New River – entries are docked from the Stranahan House west to the Broward Center for the Performing Arts.

Parade Route: Along the New River in Downtown Fort Lauderdale up the Intracoastal to Lake Santa Barbara in Pompano Beach. There are 12 miles of shoreline to catch the Parade from your favorite spot!

48 years as the Greatest Show on H₂O

Boat Categories: private, charter, commercial, showboat, barge, classic, nonprofit, sailboat and pre-show (paddle board, kayak, and gondola).

This year's Highlights in our host city



Limited tickets for sale on the Grand Marshal Showboat call 954-767-0686 order online: winterfestparade.com



2019 JR. CAPTAIN

EMMA SORENSON Aboard the FPL Showboat



The Winterfest Foundation is proud to announce 13-year-old Emma Sorenson nominated by Make-A-Wish Southern Florida as the 2019 Winterfest® Jr. Captain in the 48th annual Seminole Hard Rock Winterfest® Boat Parade. Nearly 65,000 social media views created awareness of Broward County charities that submitted nominees. The children nominees represented Boys and Girls Club of Broward County, Fort Lauderdale Jr. Sharks, JDRF - South Florida Chapter, Kids In Distress, Make-A-Wish Southern Florida, National MS Society, Soaring Butterflies for Turner, Home Inc, The Russel Education Foundation, Tomorrow's Rainbow, and United Community Options.

As Jr. Captain, Emma will have her name in lights aboard the Showboat which will be decorated with the Aladdin theme. Emma will be aboard the Showboat powered by FPL with 24 guests on the Carrie B. Make-A-Wish Southern Florida will receive a \$1,000 check from the Winterfest Foundation on behalf of FPL.

All nominees will receive tickets aboard the Santa Showboat sponsored by the City of Dania Beach and Dania Pointe.

The Winterfest® Jr. Captain was created as a legacy to 15-year-old Amanda Blake, who battled osteosarcoma, a rare form of bone cancer. This young Cancer Warrior was introduced to Winterfest® by the Wasie Foundation and the Jessica June Children's Cancer Foundation. Amanda became an angelic face of hope in the battle against all odds. This year marks the 11th annual Jr. Captain program.



PRINT BROCHURES:

WINTERFEST BROCHURES – 100,000 printed and distributed at Publix locations, Banks, Visitor locations along the interstates throughout Florida, Restaurants, Marinas and various other businesses throughout the tri-county. This brochure is also promoted online via eblasts and social media.



HAVE A BOAT But can't be in the Parade? Volunteer as a CONTROL BOAT.

PRINT / ONLINE PROMOTIONS:

WINTERFEST NEWSLETTER was mailed to approximately 10,000 with a digital blast sent via the Sun Sentinel to 150,000 (waiting on Sun Sentinel recap)

THANK YOU TO OUR SPONSORS:

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A CASUALTY INSURANCE COMPANY

Holy Cross
Hospital

BROADWAY
ACROSS AMERICA

HUGH TAYLOR BIRCH
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Alfa Romeo of Fort Lauderdale

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BAHAMARI
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CRUISE LINE

PINK SANDS
HARBOR ISLAND

LaCroix

STELLA ARTOIS
BELGIUM

1888 DOBEL
TEQUILA

GREATER
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BSO Marine Unit

City of Fort Lauderdale Dockmaster

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United States Coast Guard

WINTERFEST NEWSLETTER was mailed to approximately 10,000 with a digital blast sent via the Sun Sentinel to 150,000 (waiting on Sun Sentinel recap)



CAPTAIN'S MEETING

HOSTED BY

FORT LAUDERDALE MARINA

Mark Swenson,
Winterfest®
Boat Parade Chairman



DECEMBER 10, 5:30 - 8:00 P.M.
This meeting is mandatory for Parade participants to attend.

Meeting includes review of rules, regulations, and line-up information with U.S. Coast Guard, Fort Lauderdale Marine Patrol and Parade Organizers. Dinner and cocktails will be provided after the meeting.

Every Parade entry will receive a well-stocked goodie bag with a souvenir burgee, a gas card courtesy of Chevron and a watch from Carroll's.

In association with




ABOUT THE POSTER ARTIST BROOKE TRACE

Brooke Trace, best known for her natural landscape digital photography and owner of North Beach Art, has been selected as the poster artist for the 48th Annual Seminole Hard Rock Winterfest Boat Parade. Trace design has blended her photography and digital skills to create this year's poster.

Brooke's love of art, nature, and beauty - in all forms took root as a child. Her mother gifted Brooke with a point and shoot camera to capture images of her pet Newfoundland dogs. She posed them with sunglasses, hats, and bandanas. This created the foundation for what has evolved into a successful twenty-year career in the arts. Her love of digital photography has evolved beyond shooting as she creates her personal style through editing. She enjoys blending various art forms to extend her vision from photography to what was.



WINTERFEST® MERCHANDISE

Get an early jump on your holiday shopping by purchasing Winterfest® merchandise! Winterfest® merchandise is on sale and available by visiting winterfestparade.com or calling 954-767-0686. One of a kind items such as ornaments and Winterfest® charms are still available.

Winterfest® watch and charms are designed by Carroll's Jewelers

Winterfest® ornaments designed by Pat Anderson



SANTA (FROM THE BOAT)



Dania Pointe is in the holiday spirit and the place to be to win tickets to be on board the Santa Sleigh Showboat presented by Dania Pointe and the City of Dania Beach in the Seminole Hard Rock Winterfest® Boat Parade. Enjoy an evening filled with food, beverages and an abundance of holiday spirit.

Register for your chance to win a Family Four (4) Pack of tickets to ride in the Parade.

For more information, visit Dania Pointe during one of their following Events - no purchase necessary:

- Friday and Saturday, November 29th and 30th, Fill the Fire Truck with toy donations, hosted by Broward Professional Firefighters Local 4321
- December 2nd and 9th, Monday Mistletoe Movie Madness, free holiday movies under stars at Dania Pointe.

Don't want to Miss all the fun? Become a 2019 Winterfest Sponsor
Call 954-767-0686 today!



THE VOTES ARE IN! WINTERFEST FOUNDATION ANNOUNCES 2019 JR. CAPTAIN: EMMA SORENSON

After two weeks of tremendous support and a total of 19.3K votes, the Winterfest® Foundation is proud to announce 13-year-old Emma Sorenson nominated by Make-A-Wish Southern Florida as the 2019 Winterfest® Jr. Captain in the Seminole Hard Rock Winterfest® Boat Parade.

Diagnosed with brain cancer at age 12, Emma was nominated to enter the Winterfest® Jr. Captain campaign by Make-A-Wish Southern Florida. Emma's name will be in lights as she sails down the New River aboard the Winterfest® Jr. Captain Showboat themed Disney's "Aladdin". Emma along with 24 guests will be waving to the crowds from the Carrie B sponsored by FPL. One of her special guests will be another nominee, Sebastian representing JDRF (Junior Diabetes) South Florida since the voting was less than 200 votes between the two children.

Nearly 65,000 community members supported the 10 nominees by viewing and reposting their voting profiles through the social media campaign on Facebook.

As the charity associated with the winning child, Make-A-Wish Southern Florida will receive a \$1,000 check from the Winterfest® Foundation on behalf of FPL.

The Winterfest® Jr. Captain was created as a legacy to 15-year-old Amanda Blake who battled osteosarcoma, a rare form of bone cancer. This young Cancer Warrior was introduced to Winterfest® by the Wasie Foundation and the Jessica June Children's Cancer Foundation; she became an angelic face of hope in the battle against all odds. ["Amanda was one of those special stories that touched your soul," commented Wasie Foundation representative Jen Klaassens.].

This year marks the 11th annual Jr. Captain program.

Former Wasie Foundation representative, Jen Klaassens with Lisa Scott-Founds, President & CEO of Winterfest®, Inc. along with Event Director, Dawn Read, met Amanda prior to losing her battle. This monumental meeting changed the Parade's waterway tradition forever. Amanda's legacy continues as Winterfest® honors a child annually with the title: Winterfest® Jr. Captain of the Seminole Hard Rock Winterfest® Boat Parade.



The following nominated children will be awarded the opportunity to sail on our Santa Showboat sponsored by the City of Dania Beach and Dania Pointe, a Parade favorite boat.

 ANTHONY National MS Society	 AUSTIN United Community Options of Broward	 ERICKA Boys and Girls Club of Broward County
 GABRIELLA Russell Educational Foundation	 KADE Morrow's Rainbow	 RICHARD Fort Lauderdale Jr. Shark Wheelchair Basketball
 SETH Kids in Distress	 ZOE Soaring Butterflies for Turner Syndrome, Inc.	

Broward County Students in Grades 3-5 Get Your Pens, Crayons and Markers Out and Draw A Fantasy Boat FANTASY BOAT STUDENT ART CONTEST

Draw a fantasy boat for this year's student art contest. Working with the Broward County School System and Broward Education, Winterfest® is encouraging kids in grades 3 - 5 to participate by submitting an 8.5" x 11" original artwork of a fantasy boat they would like to see in the Parade. The students winning 1st, 2nd, and 3rd places will win awards and cash for their schools. • \$1,000. (Classroom of the 1st place winner) • \$750. (Classroom of the 2nd place winner) • \$500. (Classroom of the 3rd place winner)

Each participating student will have his/her artwork exhibited gallery showing and reception at the Museum of Discovery and Science.

Each participant will receive a free ticket to The South Florida Fair as well as a kids meal from PDQ, Bubba Gump, a participation certificate and an invitation to the Awards Reception supported by First Horizon Bank and BBX Capital Foundation.



CONTEST WINNERS (L to R)
1st Place - ARINA DENISENKO, McNab Elementary School
2nd Place - ALIYAH PATERSON, Village Elementary School
3rd Place - YIXUAN LIU, Embassy Creek Elementary School

DEADLINE FOR BROWARD COUNTY PUBLIC, PRIVATE AND HOME-SCHOOLED STUDENTS TO ENTER IS JANUARY 15th

WINTERFEST NEWSLETTER was mailed to approximately 10,000 with a digital blast sent via the Sun Sentinel to 150,000 (waiting on Sun Sentinel recap)



Distributed throughout the Broward County Elementary School System. This Flyer was also eblasted thru Black Tie South Florida



Grand Marshal Showboat



Belkys Nerey and Craig Stevens
WSVN News



HP
Hewlett Packard
Enterprise

Residents and businesses located along the Intracoastal Waterway and the New River can be a part of the Parade by decorating their property or dock on Parade Night, December 14. The cameras will be focused on the Parade boats AND the lights on shore. Decorate your property and be a backdrop for the award-winning Parade.

WSVN Channel 7 will feature the best of the best of decorated homes and businesses along the Parade route. Be sure to give your best wave to photographers, film crew aboard the Grand Marshal Showboat - the South Beach Lady on PARADE NIGHT.

Upload your photos with the hashtag #winterfestFL19 and your Parade images might be seen on our Social Media Boat.

**Fifth Third Bank
proudly supports
the 2019
Winterfest®
Parade.**



Fifth Third Bank Fifth Third Bank Member FDIC



The Winterfest Foundation

October 20, 2019 · 🌐

Get your tickets today for Seminole Hard Rock Winterfest Boat Parade on December 14th and see our Jr. Captain aboard the FPL Showboat and all the nominees aboard Santa with Dania Pointe and City of Dania Beach your \$30 TICKET includes:

PARKING - TRANSPORTATION to and from parking

FREE CONCERT "Breeze" - FESTIVAL ATMOSPHERE

RESERVED SEAT TO VIEW THE PARADE - (thank you to Broward Health and The Florida Panthers, and, of course Seminole Hard Rock Hotel & Casino - Hollywood, FL for sponsoring the area)

order today: winterfestparade.com



Winterfest Boat Parade ▶ Seminole Hard Rock Winterfest Boat Parade - Grandstand Seats

October 21, 2019 · 🌐

Before he gets on the Santa Showboat (sponsored by Dania Pointe and Dania Beach) to be in the Winterfest Boat Parade sponsored by Seminole Hard Rock Hotel & Casino - Hollywood, FL- The jolly ol' elf is saying hello to everyone at the Broward Health Grandstand Viewing Area presented by The Florida Panthers - just one of the highlights with your \$30 ticket! Seminole Hard Rock Winterfest Boat Parade - Grandstand Seats - THEE place to be December 14th!



Online promotions cross pollinated your involvement with Winterfest with the Parade's other supporters ie. Seminole Hard Rock Hotel & Casino, Broward Health and Florida Panthers.



Winterfest Boat Parade

November 1, 2019 · 🌐

Say hello to Santa - see him December 14 in the Parade. He will be aboard the Santa Showboat presented by the Dania Beach and Dania Pointe.



Zimmerman & Frachtman, P.A. ▸ 7th Annual "Light Up the Night" Winter Wonderland Holiday PARTY
October 31, 2019 · 🌐

👍 Like Page

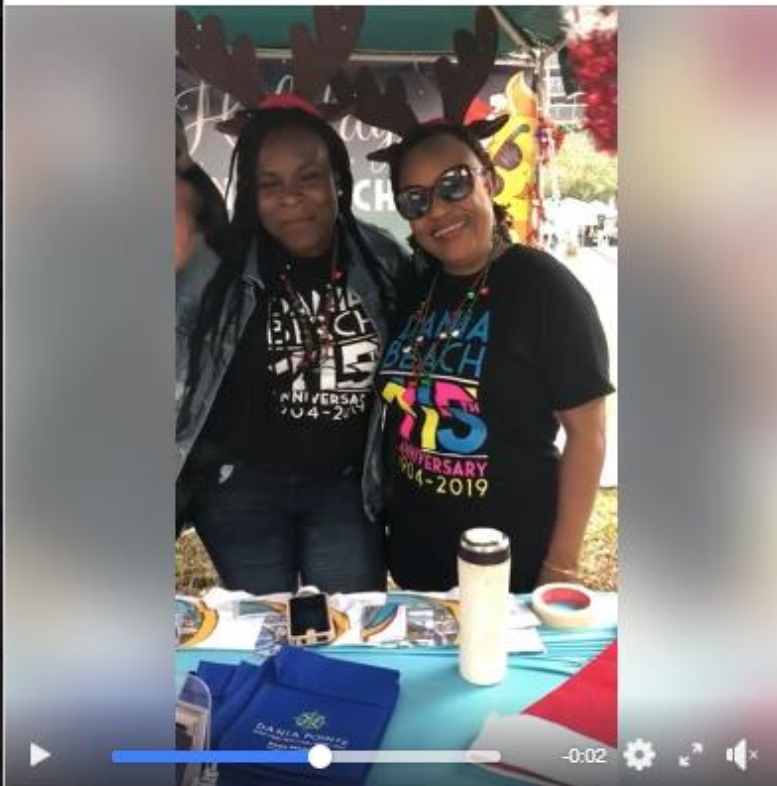
How do you say THANK YOU to Santa? Not only are we blessed to have one of the most authentic Santas we've ever seen anywhere at our LIGHT UP THE NIGHT Winter Wonderland Holiday Party, the man could not be nicer, could not be kinder or more generous. EVERYONE who posed with him, hugged him or had the pleasure of speaking with him fell instantly in love! Thank you Raymond Paul (by day Realtor extraordinaire) or to us ...SANTA CLAUS, for being you and giving such a beautiful piece of yourself to this magical night!



Winterfest Boat Parade is attending Winterfest Family Fun Day- Free Event.

November 24, 2019 · 🌐

Say Happy Holidays to the Dania Beach! They are hosting our Santa Showboat with Dania Pointe



244

People Reached

15

Engagements

Boost Post



The Winterfest Foundation

November 28, 2019 · 🌐

The Winterfest Foundation is excited to announce our Jr. Captain Nominees will be aboard the Santa Showboat sponsored by Dania Beach and Dania Pointe. Want to be on the showboat? You can win tickets at Dania Pointe during their Fill the Fire Truck Toy Drive this weekend. Look at their event pages for more more information.



Winterfest Boat Parade is at Winterfest.

November 28, 2019 · Fort Lauderdale · 🌐

After watching the Macy's Thanksgiving Day Parade - all we can say is ... "WE BELIEVE" - Countdown to the Parade on December 14th

Online promotions in November promoting the City of Dania Beach as a partner with Winterfest at Family Fun Day and connected Santa's social media with the City and Dania Pointe.



The Winterfest Foundation shared Winterfest Boat Parade's post

Page · 349 like this · Nonprofit Organization · Renée Korbel Quinn liked this post

Nov 28, 2019 · ...the Santa Showboat sponsored by Dania Beach and Dania Pointe. Want to be on the showboat? You can win tickets at Dania Pointe during their Fill the Fire Truck Toy Drive this weekend. Look at their event pages for more more...



Renée Korbel Quinn and 2 others



Dania Beach CRA

29K like this · Community Organization

Nov 24, 2019 · ...representing the City of Dania Beach today at Winterfest Boat Parade Family-Fun Day! Many guests were able to #SealtLiveltLovelt



17

1 Comment 1 Share

Online promotions in November and December were shared with individuals, Downtown Fort Lauderdale, Go Riverwalk and other platforms within the Parade Route. These cross pollinations promoted the City of Dania Beach involvement in Winterfest and the Santa Showboat.



Winterfest Boat Parade

Page · 40K like this · Performance & Event Venue · Heiko Dobrikow liked this ...

Nov 29, 2019 · ...Dania Pointe has a toy drive this weekend. Look for details on how to get Winterfest tickets.



Heiko Dobrikow and 3 others



Winterfest Boat Parade

Page · 40K like this · Performance & Event Venue · Heiko Dobrikow and Broo...

Nov 29, 2019 · ...for Santa on the City of Dania Beach / Dania Pointe showboat #100 and remember to vote for Santa for a chance to win airline travel with Southwest Airlines



Downtown Fort Lauderdale shared Winterfest Boat Parade's post

2.7K like this · Community Organization

Oct 21, 2019 · ...on the Santa Showboat (sponsored by Dania Pointe and Dania Beach) to be in the Winterfest Boat Parade sponsored by Seminole Hard Rock Hotel & Casino - Hollywood, FL- The jolly ol' elf is saying hello to everyone at the Broward Health Grandstand Viewing Area presented...



Lilli Rachel Schipper

Near Fort Lauderdale, Florida

Dec 14, 2019 · ...and I want to thank Dania Pointe and Dania Beach for having me on their boat!



SHARE

DECEMBER 13, 2019

Preparations underway ahead of Winterfest Boat Parade in Fort Lauderdale



TELEVISION:

FRIDAY, DECEMBER 13, 2019 MORNING NEWS: The partnership was promoted on WSVN Channel 7 multiple times with Winterfest's President Lisa Scott-Founds mentioning the Parade Entry and Kim Butler being interviewed later in the day:

7:45 AM Lisa Scott Founds <https://wsvn.com/news/local/preparations-underway-ahead-of-winterfest-boat-parade-in-fort-lauderdale/>

9:15 AM Kim Butler

Bitner Group / critical mention values these new pieces between \$7,500-\$9,300 each



WSVN CHANNEL 7 - MIAMI/FORT LAUDERDALE
Broadcast

Christmas Day (Wednesday, 25th) at 5 am and 12 noon

New Year's Day at 5 am and 12 noon

FOX SPORTS SUN Broadcast

Christmas Day (Wednesday, 25th) at 7 am and 9 pm

Thursday, December 26th, 1 pm

Saturday, December 28th, 3 pm

Tuesday, December 31, 3 pm

New Year's Day (January 1st), 10 pm

Thursday, January 2nd, 8 am

Friday, January 3rd, 3 pm

Saturday, January 4th, 10 am

Monday, January 6th, 10 pm

BOSTON Broadcast

WHDH Saturday, December 28th, 3 pm

WLVI Sunday, December 29th, 5 pm

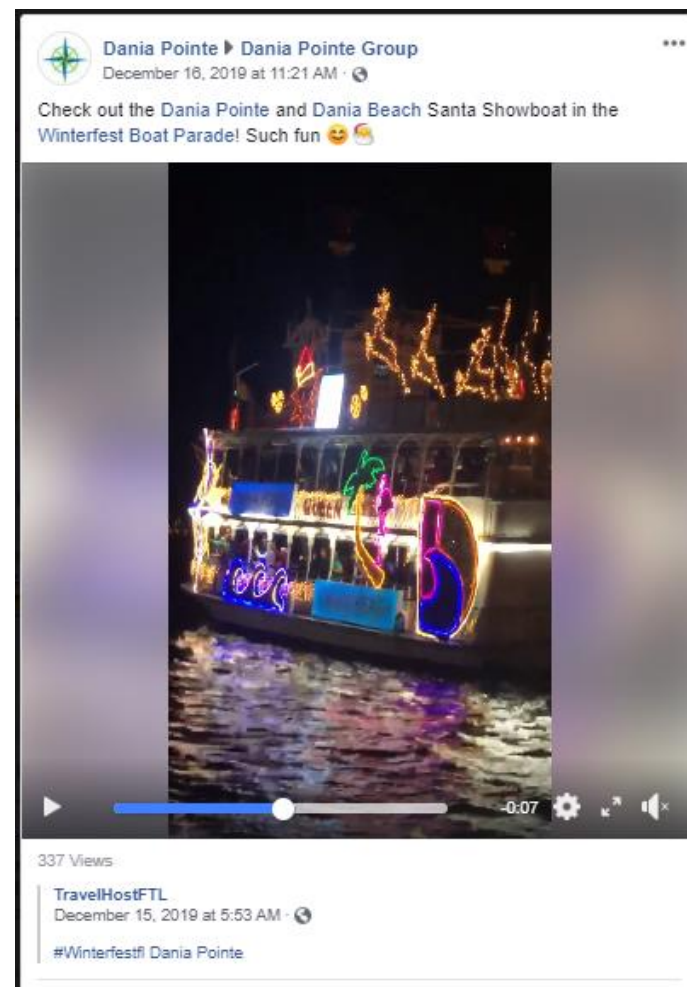
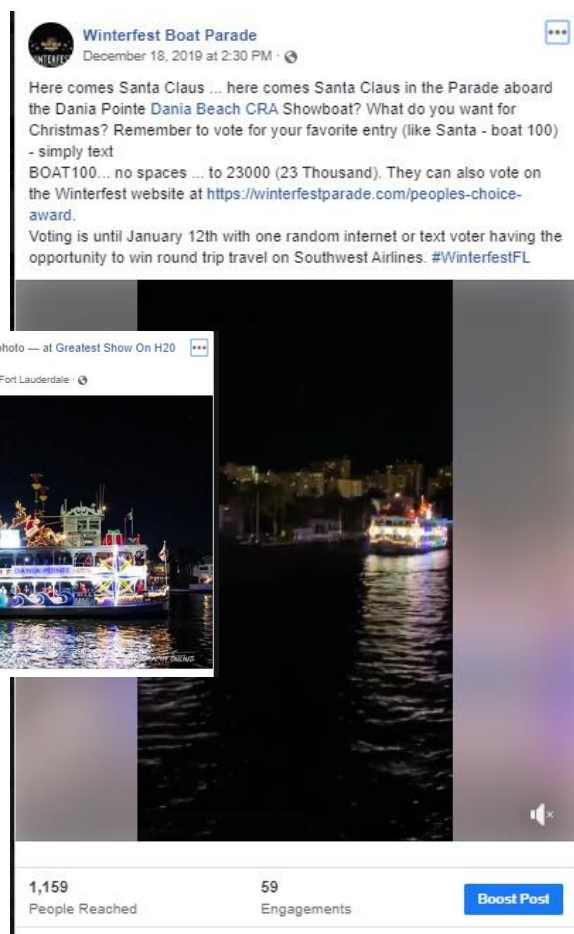
Watch the Parade on the Web

Visit [Eye on South Florida](https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/) (this link will take you directly to their website).

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

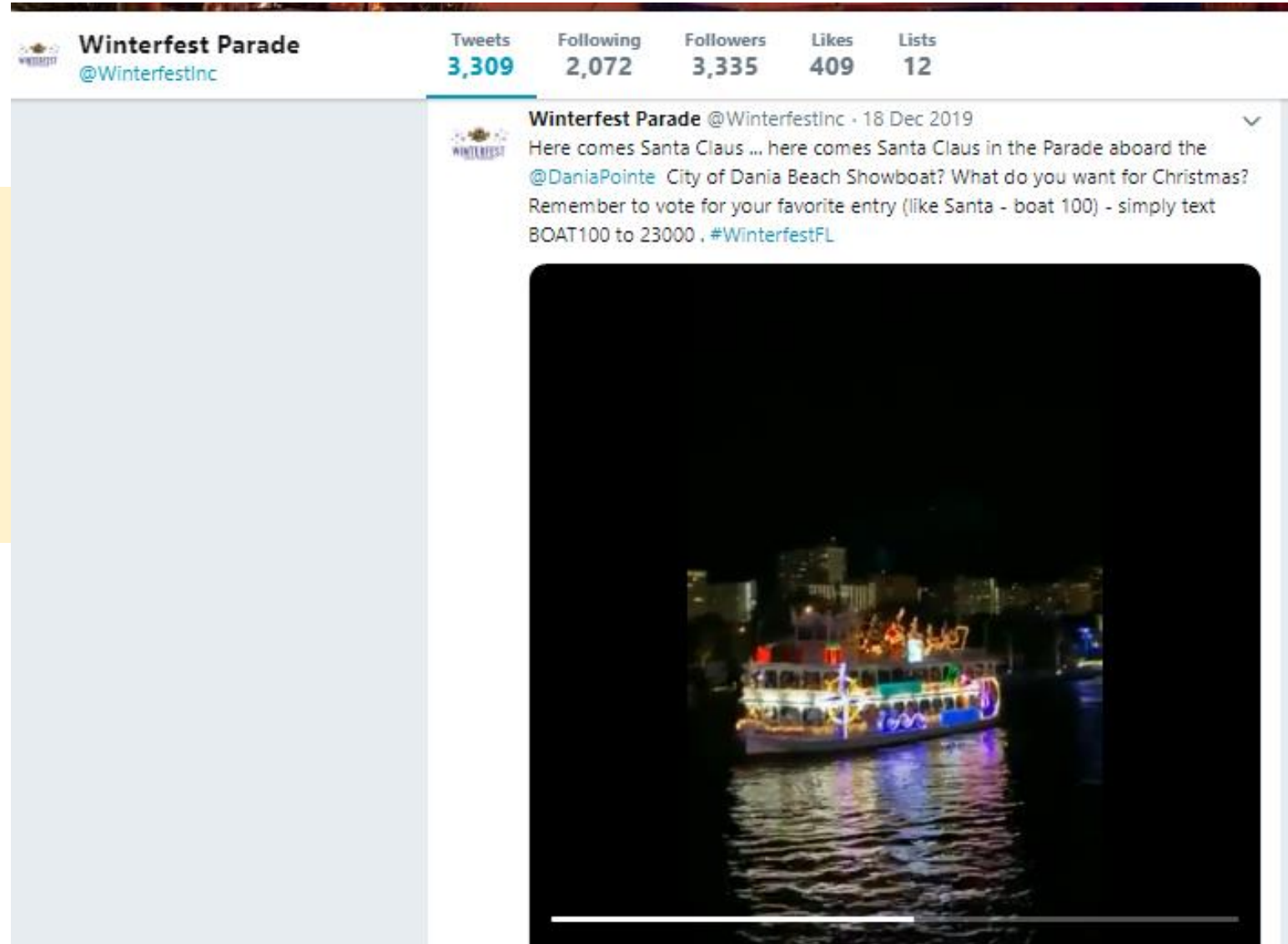
TELEVISION:

TELEVISION SHOW BROADCAST: The Current value of the television broadcasts for December ONLY for your sponsorship as \$192,464.00 (Bitner Group / Critical Mentions) this does not include the value of airings in Boston, January airings or Online streaming / posts.



VOTING CONTINUES:

WINTERFEST WILL BE CONTINUING TO PROMOTE and encourage people to vote for their favorite entry. One random voter will win travel on Southwest Airlines. Voting ends January 12th.



NEW YEAR NEW SUPPLIES



SATURDAY, JANUARY 18, 2020

10:00AM TO 1:00PM

*WHILE SUPPLIES LAST

JOIN US AT THE PATCH TO RENEW YOUR SCHOOL SUPPLIES FOR THE NEW YEAR.

MARKET SALES AVAILABLE AT 9:00 AM

SNAP BENEFIT RECEIVES 50% OFF FLORIDA-GROWN PRODUCE

THANK YOU TO THE KIWANIS CLUB DANIA BEACH



THE MARTIN LUTHER KING JR.
RENAISSANCE CORPORATION

IS HOSTING THE FOLLOWING MLK WEEKEND EVENTS

BUILDING BRIDGES FROM THE GROUND UP

SATURDAY, JANUARY 18, 2020 AT 6:00 PM

MASQUERADE BALL AT THE I.T. PARKER COMMUNITY CENTER

TICKETS \$40.00 TABLE \$320.00

.....
MONDAY, JANUARY 20, 2020

BREAKFAST: 7:00 AM - 9:00 AM

C.W. THOMAS PARK

PARADE: 9:00 AM - 10:30 AM

BEGINS AT C.W. THOMAS PARK

.....
CHURCH SERVICE: 10:30 AM TO 12:00 PM

ST JOSEPH METHODIST CHURCH

244 NORTHWEST 5TH AVENUE

DANIA BEACH, FL

MINISTER BARBARA LAWSON

GUEST SPEAKER

BISHOP G. EMERSON SCOTT

ST. RUTH MISSIONARY BAPTIST CHURCH

.....
PROGRESS IN THE PARK CELEBRATION

12:00 PM - 5:00 PM

C.W. THOMAS PARK

Please Contact

**FORMER MAYOR
BOBBIE H. GRACE**

☎ 954-396-0941

.....
IVEY CURE

☎ 954-558-2775

SPONSORED BY



in Association with





Temple Solel



2020 Mitzvah Day

January 26th, 9AM-Noon

Dania Beach Patch Garden

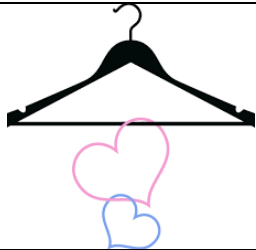
located at 1201 W. Dania Beach Blvd, Dania Beach

We will be gardening, painting tables, making toiletry bags for children in foster care*, making a snack for the homeless and sorting clothing.

Lots of great food, crafts, fun and music!

Volunteers are needed to lead each of the projects (no experience necessary), please contact Stephanie Jofe at shrinkmom@kidbones.com or (954)292-3030

Handicapped accessible garden beds are being planned for the future.



Mary Ann's Closet

Donation Wish List

New underwear-boys & girls
New socks-boys and girls

Diapers--newborn to pull ups
Baby wipes
Baby wash
Baby lotion

Kids shampoo/conditioner
(for Caucasian and African American hair)
Kids lotion
Kids bath toys
Kids fun bath soap
Kids brushes/combs

Makeup kits – teen girls
Nail kits – teens
Hair styling products – teens
Deodorant – teens

Mary Ann's Closet Mission: To provide foster parents and the children in their care with clothing, toys, furniture, and other necessities, since oftentimes the children come into care with little or nothing. Their website is www.maryannscloset.org .

We will also be collecting gently used children's items, as strollers, car seats, highchairs and children's clothing, Adult gently used clothing, shoes and eyeglasses and sample size toiletries will also be collected for the Jubilee Soup Kitchen we refurbished last year.

If you are able to help underwrite the cost of materials in any amount, please contact us.

Memorandum

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Executive Director
CC: Rickelle Williams, Executive Director
Date: January 14, 2020
Re: Arts and Seafood Celebration Update

The CRA is currently working on preparations for the 8th Annual Dania Beach Arts and Seafood Celebration (A&SC) taking place on Saturday, March 28, 2020 and Sunday, March 29, 2020 at Frost Park. The following is an update on the event:

Sponsorship

The CRA is pursuing sponsorship for the event through two resources, our in-house efforts and Festival Management Group (FMG) as a sponsorship consultant. Staff is working on securing sponsorship from returning sponsors who have been supporting the event throughout the years. FMG is currently seeking and negotiating sponsorship agreements with new and past sponsors. To date, the following sponsorships are confirmed:

Casino @ Dania Beach: \$5,000 and 600 parking spaces
Storm Tight Windows: \$2,500

Wrestling Show

Gangrels Wrestling Asylum is presenting a wrestling show at the 2020 Arts and Seafood Celebration. Wrestling shows inclusive of multiple matches will be held on each day of the event.

Performance Art

We plan to have four (4) artists for the event. They will be painting at different locations throughout the field. This year we are presenting murals on canvas using brush and spray paint.

Design

We have attached our Save the Date invitation for your information. The schedule for print and distribution is January and we will also be producing a postcard later this month with more event detail. Distribution for the post cards will include the Fort Lauderdale and Hollywood St. Patrick Day parades.

Poster Artist Contest

The Creative Arts Council Advisory Board (CACAB) has developed the Call to Artists for the 2020 Poster Art competition. The goal is to have the form published on the Arts and Seafood Celebration website in January. Deadline for submission of original art is February 8, 2020.

Art Show

The Art show is juried and interested artists and crafters must register through the Arts and Seafood Celebration website. We have opened online applications for artists and crafters to register. So far, twenty-six (26) artists have already registered. We anticipate more registrations now that the holiday season is over. Artists are charged the following fees:

Jury Fee	\$15
Street Booth single	\$250
Park Booth single	\$275
Double Street Booth	\$500
Double Park Booth	\$550
Additional fee for a corner booth	\$50

Artists Awards

A panel of judges will review all artists and crafters on the first day of the show to award \$1,500.00 in cash prizes as follows:

1 Best of Show	\$500
4 Honorable mentions	\$250 each
Total	\$1,500

Food and Beverage Concession

The Food and Beverage Concession agreement is with Professional Concessions, Inc. This company will handle all food and beverage vendors. The food vendor application will post on the website this month and interested vendors are welcome to apply. Professional Concessions, Inc. will pay the CRA a total of \$20,000.00 plus 10 percent of gross receipts collected from food vendors less sales tax. This is the same agreement as was successfully arranged for the 2019 event.

Chef Showcase

We are looking forward to welcoming back Chef Johnny Alarcon, of the Luxe Gourmet Buffet at the Casino at Dania Beach to be this year's lead Chef for our Showcase. We are also in discussions with other chefs and hope to have an expert in vegetarian cuisine for this year's event. We anticipate having four chefs including Chef Alarcon.

Promotion

We will be engaging a Public Relations consultant to work on communication and advertising for the event. They will promote the event to create and increase community and regional awareness of activities featured in the Arts

and Seafood Celebration through press releases and advisories, digital media, calendar listings, invitations, and paid media.

Our major Social Media postings and boosts will start forty-five (45) days before the event.

Live Music Entertainment

The musical line up is as follows (subject to change):

Saturday March 28, 2020:

School of Rock
Jimi Ruccolo
The Wolfepak
Kiss Alive Tribute Band

Sunday March 29, 2020:

School of Rock
Whipping Post
Mr. Nice Guy
Lazy Bonez

Kick Off Party

The A&SC event Kick-Off Party will take place at the Frost Park Recreational Center on Thursday, March 19, 2020 from 6:00pm to 8:00pm.

Live Music, Great Food and Artists



fb.DaniaBeachArtsAndSeafoodCelebration



DaniaBeachArtsAndSeafoodCelebration.com

You're Invited!

FREE Admission!

SATURDAY

MARCH 28, 2020

11AM - 8PM

SUNDAY

MARCH 29, 2020

11AM - 6PM

**FREE
PARKING**

FROST PARK | 300 NE 2ND ST
DANIA BEACH, FL 33004


DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY


DANIA BEACH
SEA IT. LIVE IT. LOVE IT.



Client: City of Dania Beach

Overall Objective: Increase awareness of Dania Beach's new branding through creative advertising campaigns, web presence, and social media initiatives. Drive traffic to the city for shopping, dining, leisure activities/vacations, and business.

Activities completed:

- **Strategic Planning/Campaign Development**
- **Concept Development**
- **Media Planning and Placement**
- **Creative Design and Production**
- **Search Engine Optimization (SEO)**
- **Social Media Support**
- **Account Services**

Mad 4 Marketing executed on the activities above and successfully introduced the city's new brand out into the community. Through print ads, out-of-home (buses and bus shelters, billboards), digital ads, etc. your new logo and tag line are now recognizable in the Greater Ft. Lauderdale area and beyond.

Below is the final media plan that was executed. This plan shows the 8-month timeline of the advertising, specific channels and media outlets, and costs associated with each media placement.

Media Plan 2019

									Pg. 1/2	
INITIATIVE/									TOTAL	TOTAL
MEDIA	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MEDIA	COST
General Public										
Sun-Sentinel								12/30	1 insertion	\$2,800
Showtime								1/2 Pg. 4/C	Vintage Motorcycle Show	
106,015 Circ.								\$2,800		
sunsentinel.com									97,000imps	N/C
Front Page News Strips	5/15 (Wed)	6/5 (Wed)	7/10(Wed)				11/16 (Wed)		4 insertions	\$7,336
Main News/135,230 Circ.	3"x10" 4/C	3"x10" 4/C	3"x10" 4/C				3"x10" 4/C		305,000imps	
sunsentinel.com	61M Imps	61M Imps	61M Imps				61M Imps		(Ent. Channel)	N/C
City & Shore Magazine					9/7		11/3	12/1	3 insertions	\$7,650
April & Nov = 130M Circ					"Food & Dining" Pg. 4/C		"Life After 50 & Arts" Pg. 4/C	"Holiday" Pg. 4/C	306,000 Circ.	
Dec-46M Circ (Gift Guide)					\$2,550		\$2,550	\$2,550		
								Total	Sun-Sentinel	\$17,786
	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEC/ JAN		
Travel Host		full Pg 4/C						Full Page 4/C	2 insertions	\$3,730
18,000 in-room @		\$1,840	JUN/JUL					DEC/JAN		
115 hotels + 96								\$1,890		
condos				half page 4/c					1 insertion	\$1,082
				\$1,082	Art Serve Co-op					\$4,812
Gold Coast/			July/Aug/ Sept Pg. 4/c			Oct Pg 4/C	Nov/ Dec Pg. 4/C		3 insertions	\$6,000
Ft. Lauderdale			"Going Places"			"Charity"	"Arts & Ent"			
25,000 Circ.										
"Insider's Guide"	1x	1x	1x	1x	1x	1x	1x	1x	8 Newsletters	\$1,600
E-Newsletter - 14,000	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	Thurs	140,000imps	
(Shared - Banner As)										
										\$7,600

Out-Of-Home	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		
Billboards - 12'x50'										
Griffin & SW 27 Ave #48848B			8 weeks starting 7/10							\$5,800
Stirling Rd. 160' E/O Phippen Rd. #9997 & #9998					8 weeks starting 9/2					includes production \$4,900
Bus Shelters										
#903880 Dania Beach Blvd/Fronton Blvd							starting 11/4		\$1,350 +\$225	\$1,575

INITIATIVE/									TOTAL	TOTAL
MEDIA	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	MEDIA	COST
General Public (Con'd)										
Bus Ads		routes 1, 4, and 6 will run at same time for 6 months- start June 24							24 Weeks 2,079,837 Adults 18+	\$18,448
3 Buses-"Ultra Super Kings" - 3 Routes 1, 4, 6 (Sterling, Federal and A1A)										includes production
(19' W x 8' H)										
									TOTAL O-O-H	\$30,723

									TOTAL GENERAL	
									PUBLIC	\$60,921
Small Businesses	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		
<u>South Florida</u>		"Biz of Pride Awards"			"Real Estate"	"Marine Industry"				
<u>Business Journal</u>		6/14			9/6	10/11			3 insertions	\$8,106
9,300 Circ		1/2 Pg/4/C			1/2 Pg/4/C				27,900 circ	
Morning E-mail		1x			1x	1x			3 Weeks	\$6,870
23,000 opt-ins		M-F			M-F	M-F			69,000 circ	
728x90		6/9			9/8	10/6			TOTAL B2B	\$14,976
Winterfest										\$5,000
									Geo- targeted campaign	\$5,000
Digital Advertising									TOTAL ALL	\$85,897

Creative Design, August - December

Ad design -

- We continued to develop additional creative based on the selected concepts for multiple media outlets
- Some of this creative is shown below



Gold Coast Magazine

Monthly circulation – 25,000

Monthly Print Readership – 278,000

Digital Edition page views – 34,900



BROWARD COUNTY
FLORIDA
Cultural Division

**SEA IT.
LIVE IT.
LOVE IT.**

From street paintings and galleries to food and music festivals, Dania Beach is the place to immerse yourself in the arts. Come enjoy the sights and sounds of local musicians, artists, poets and more.



DANIABEACHFL.GOV

DISCOVER DANIA BEACH



TravelHost – ArtServe Co-op

TravelHost Magazine

In 18,000+ hotel rooms, 96 prestigious condominium buildings and 11 marinas
Issue readership – 200,000



OPEN FOR BUSINESS

The City of Dania Beach loves welcoming new businesses and helping them thrive. We are attracting visitors from near and far with our freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.



DISCOVER DANIA BEACH

SEA IT. LIVE IT. LOVE IT.

DANIABEACHFL.GOV

South Florida Business Journal –

Paid Circulation – 9,891 affluent top business leaders



WELCOME ASHORE

Whether you come by land or sea, the City of Dania Beach is bustling with activity and fun things to do! We are attracting visitors from near and far with our many marinas, freshly restored beaches, fabulous shopping, new hotels, and a wide selection of restaurants to satisfy everyone's tastes. Come be a part of the excitement and discover why Dania Beach is a great place to work, live and play.

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV



DISCOVER DANIA BEACH

South Florida Business Journal –
Marine Industry Issue



COME FOR THE SAVORY BITES.



STAY FOR THE ROMANTIC NIGHTS.



DANIA BEACH

DISCOVER DANIA BEACH – Dania Beach is a place where you'll find people who are genuinely happy you're here and who are delighted to share all of our wonderful things to see and do. From our newly restored beaches, famous fishing pier and new shopping malls, to hotels, fun restaurants, outstanding casino gambling and first-rate entertainment, come discover why Dania Beach is a great destination to live, work and play.

SEA IT. LIVE IT. LOVE IT.
DANIABEACHFL.GOV

City & Shore Print Ad

- Digital advertisements – Sun Sentinel, Gold Coast Insider eNewsletter, SFBJ Morning email, Geo-targeted digital campaign (programmatic)



South Florida Business Journal –
Animated Digital Banner



Animated banner – City & Shore



Static banner – Sun Sentinel
61,000 impressions



Gold Coast Insider 14,000 subscribers

- Out of Home –Billboards, Bus Shelters, Ultra King Buses



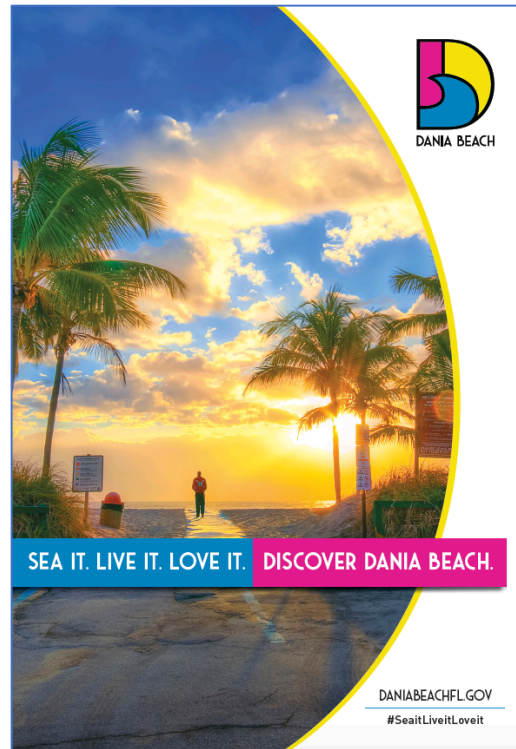
14' x 48' Billboard at Griffin Road and SW 27th Avenue – 8 weeks

Ultra King Bus Ads – 3 routes for 6 months each, estimated impressions 2,079,837 Adults 18+





Clear Channel Outdoor – Bus Shelter
Run dates 8/5 – 9/1



Clear Channel Outdoor – Bus Shelter
Run dates 11/4 – 12/1



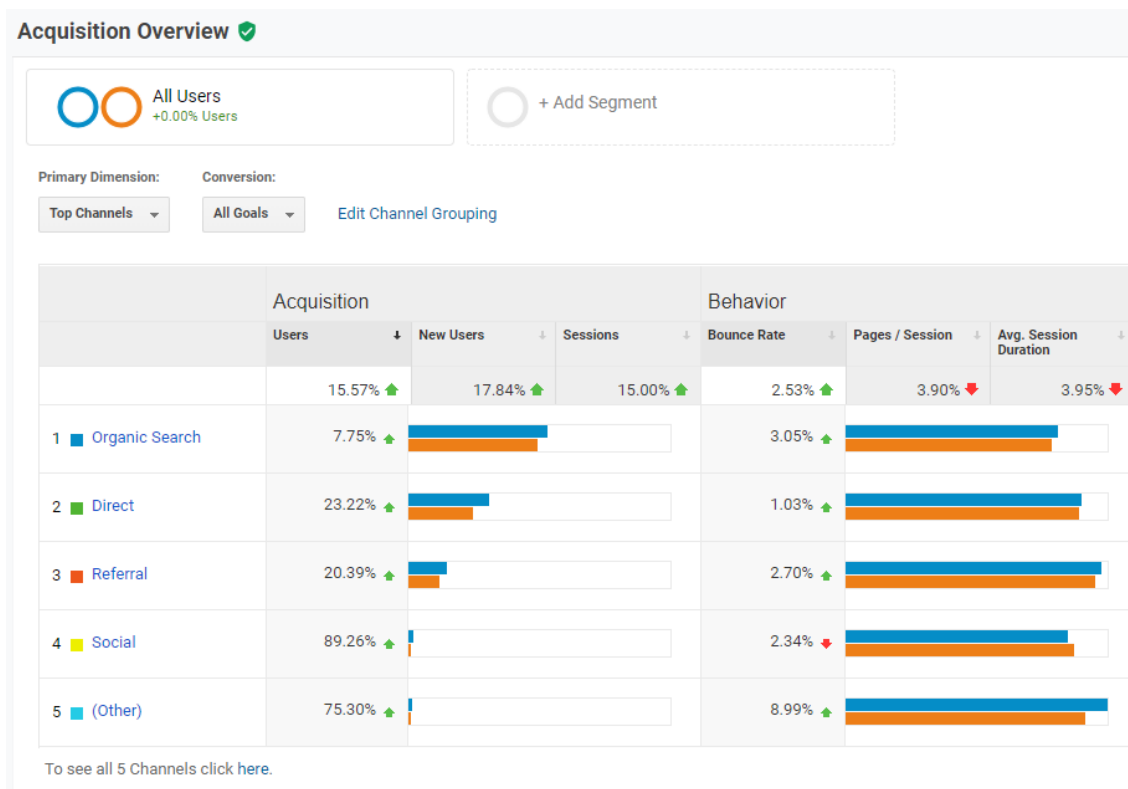
Programmatic Digital Banners

Search Engine Optimization (SEO)

The purpose of this initiative is to help the City of Dania Beach appear more often, and higher in the list of search results on Google and other search engines for various key search terms.

Overall Results:

- Traffic is up 25% for Users and 37% for New Users (Nov 2019 vs Nov 2018).
- The Beach Pier Webcam page - <https://daniabeachfl.gov/1640/BeachPier-WebCam> continues to be a primary search driver month over month with over 5714 clicks in November (~ 15% of traffic).
- Top search term remains the variations on “dania beach cam” (ie “pier”, “webcam”, “live cam” etc).
- **The BIG story of 2019** – search impression and clicks continue to be up dramatically for top pages and terms. November impressions are over 635,619 compared to 320,000 in May 2019.
- Organic Search traffic is the dominant form of traffic to the website from July 2019 – November 2019 (see below) – 7.75% increase over the same period in 2018. Referral traffic is also up as a result of digital ads we have run that link back to the website, and social visits have also seen an increase.



Social Media Support

Mad 4 Marketing supported the City of Dania Beach social media efforts until mid-September when our access was removed. We are unable to pull any data or insights without access but the numbers continued to look very positive up until this point.

Programmatic Digital Ad Campaign

Mad 4 Marketing ran a digital advertising campaign that used geo-targeting and device ID targeting to reach people who fall into one or both of these two categories:

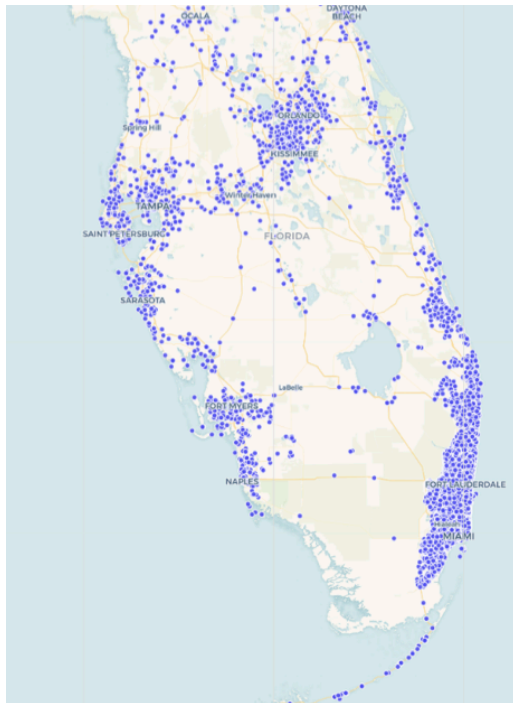
- Frequent vacation travelers - These individuals are frequently using travel apps, seen at airports, hotels and vacation destinations
- Casual diners - Individuals that are likely to go out to a restaurant for dinner within driving distance of Dania Beach

Dates: Oct 15 - Nov 15, 2019

Campaign: Discover Dania Beach

Mobile Device ID Targeting

Line Item Name	Booked Impressions	Impressions	% Served	Clicks	CTR	Estimated Spend
Vacation Travel Audience	500,000	501,066	100.21%	2,228	0.44%	\$3500.00
Casual Diner	214,286	214,698	100.19%	643	0.30%	\$1500.00
ADDED VALUE - Casual Diner	72,000	72,758	101.05%	188	0.26%	\$0.00
TOTAL	786,286	788,522		3,059	0.39%	\$5000.00



By looking at device ID data, we geo-targeted different areas for vacation travelers (Orlando, Naples, Fort Myers) and casual diners (Miami to North Broward near the coast) and served up ads accordingly.

This graphic shows where our visitors came from. These dots represent device IDs that traveled into our geo-targeted area during the month.

2,234 unique visitors

3,457 visits

Account Services

Mad 4 Marketing supported all of the above initiatives through the following activities:

- Regular communication with the CRA team
- Facilitating bi-weekly meetings (every other Friday) with the CRA and the City of Dania Beach Public Information Officer to review all activities and ongoing-results
- Reporting on campaigns and progress on all initiatives at each meeting
- Providing and getting approval on all creative and media expenditures
- Developing/participating in co-op relationships where applicable (i.e. Dania Pointe, Winterfest)
- Presentations to CRA Board and City Commission as needed

Thank you for your business!

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
THURSDAY, DECEMBER 12, 2019 – 4:00 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 4:11 p.m.

Present:

Chair:	Lori Lewellen
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte
	Bill Harris
	Tamara James
Acting Executive Director:	Kathleen Weekes
City Attorney:	Thomas Ansbro (via telephone until 4:24 p.m.)
CRA Secretary:	Thomas Schneider

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Administrative Report Memo

Acting Director Weekes reviewed the information included in the agenda packet. She showed a PBS South Florida video featuring the PATCH.

4. Presentations

4.1 Career Readiness Workshop presentation by Reverend Paul Wiggins, President, Dania Beach Clergy Alliance and Whitney Larmond, OIC South Florida

Reverend Wiggins and Ms. Larmond gave a presentation and answered questions on upcoming free career readiness training sessions for participants age 14 and up.

City Attorney Ansbro arrived at 4:24 p.m.

Chair Lewellen noted she would like to adjourn the meeting and put the remaining items on the January agenda due to the hard stop planned for 4:30 p.m.

After a brief discussion, Chair Lewellen proceeded with the meeting.

5. Consent Agenda

Items Added to Consent Agenda: #5.4

Items Removed from Consent Agenda: 5.3, #5.4

- 5.1 Minutes:
Approve Minutes of November 12, 2019 CRA Board Meeting

- 5.2 Travel Requests: None

Vice-Mayor Odman motioned to approve the Consent Agenda, with the addition of Item #5.4, and with the exception of Item #5.3 and #5.4; seconded by Board Member James. The motion carried unanimously.

Chair Lewellen noted she had not had time to review Item 5.4 and would like to continue it until the next meeting.

Board Member James questioned if this was needed before the next meeting.

Acting Director Weekes responded her understanding was that we needed to get this to the developer as soon as possible and to Broward County.

Chair Lewellen repeated she did not have time to read the item because the Board received it late.

Vice-Chair Odman recalled Director Williams had said Trion needed this for financing; she is okay with moving this to January, but does not want to hear that there was a consequence to it.

Acting Director Weekes said she was told the developer needed to have the signed agreement to be able to proceed with the project. Director Williams told her it was critical to get this on today's agenda.

Board Member James noted she talked to Director Williams today; it does not impact us but it may impact the developer in locking in the financing.

Chair Lewellen said she is fine with reconvening next week, but she wants time to read the item as it came in around 2:00 p.m. today.

Discussion ensued regarding reconvening the meeting the following week.

Acting Director Weekes noted she is not available next week, but would be the week after.

Chair Lewellen reiterated it is only fair and appropriate that all of the Board Members have an opportunity to review the item. There could be questions to ask of staff, as well as the Acting Director. She suggested we find out from the developer what their absolute drop-dead deadline is and if it is after the scheduled meeting in January, we can do this in January. If not, we will come up with dates we are available.

Board Member James suggested setting a tentative meeting date in case the first option does not work out.

Discussion ensued regarding a tentative meeting date.

The Board consensus was to set a tentative meeting on Monday, December 23, 2019 at 5:00 p.m. to take up this item if necessary.

5.3 RESOLUTION NO. 2019-CRA-025

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH REBUILDING TOGETHER BROWARD COUNTY, INC., A FLORIDA NOT FOR PROFIT CORPORATION, TO PROVIDE HOME REPAIR AND IMPROVEMENT SERVICES IN CONNECTION WITH THE AT HOME DANIA BEACH RESIDENTIAL REVITALIZATION PROGRAM IN AN AMOUNT NOT TO EXCEED EIGHTY THOUSAND DOLLARS (\$80,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Ansbro read the title of Resolution #2019-CRA-025.

Chair Lewellen noted we are not putting this out to bid, and asked if this was a sole source item.

Acting Director Weekes explained the CRA felt this contract should be renewed and not put out to bid because of the performance of Rebuilding Together Broward and what they brought to the project this year.

Chair Lewellen said she wants to make sure we are following procurement procedures; if we are not, based upon the amount of money involved, we need to put it out to bid.

City Attorney Ansbro noted the Board has the power to waive competitive bidding.

Chair Lewellen questioned why the contract ends in August and is not a full-year contract.

Acting Director Weekes responded this is a special project, not specifically for the fiscal year as much as the fact they were brought in at a certain time. They completed the work and staff wanted to renew the contract.

Robin Martin, Executive Director of Rebuilding Together Broward, explained they can finish the work by August and if there is a problem, they would request an extension. He felt the term was meant to be a continuation and they are fine with the dates.

Chair Lewellen asked how many homes were completed last year.

Mr. Martin said they completed the 45 that were required; they did just over 50 homes through a different program.

Chair Lewellen questioned if these are only homes in the CRA District.

Acting Director Weekes explained the CRA boundaries.

Chair Lewellen expressed concern that this is only for the CRA District. We have people in other parts of the City who need this program; there are homes all over the City that could use this. She is not sure this should just be strictly part of the CRA or if it should be something that is a bigger project.

Mr. Martin noted they work throughout Broward County; any people in need should contact him to be put on a list that is prioritized by need. His understanding is that because this funding is CRA, it is dedicated for homes in the CRA.

Chair Lewellen noted this is money that is coming out of the City's General Fund that is funding this program and is going into a particular area, which is a bit exclusive. She confirmed the City could reach out to Rebuilding Together Broward about individual homeowners who would also like this.

Board Member James recommended the Board look at the programs the CRA has and if the Board wants to mirror the programs for the City, the Commission should do so. This program is normal for the CRA to have. She does not want to harm the CRA with what they are doing because some people do not qualify for the program.

Chair Lewellen said if we do it in the City, she does not know that we need to outsource it; we could perhaps do it internally with our own staff.

Board Member Brandimarte noted her understanding is that any money allocated to the CRA is for the homes that are in the CRA area. She questioned whether CRA money would be used for homes referred to Mr. Martin that are outside the CRA area.

Mr. Martin clarified this money is allocated to the homes in the CRA; none of this funding would be taken to help people outside of the CRA.

Acting Director Weekes described the issues faced by the CRA before they signed on with Rebuilding Together Broward County and the benefits derived from using them.

Chair Lewellen noted her concerns with the procurement process and following the proper procedure and the law.

Board Member James confirmed waiving this bid is permissible.

Board Member James motioned to adopt Resolution #2019-CRA-025; seconded by Vice-Chair Odman. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chair Odman	Yes
Board Member Harris	Yes	Chair Lewellen	Yes
Board Member James	Yes		

Addendum

5.4 RESOLUTION NO. 2019-CRA-026

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF AN INTERLOCAL AGREEMENT WITH THE BOARD OF COUNTY COMMISSIONERS OF BROWARD COUNTY, FLORIDA, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA, TO RECEIVE GRANT FUNDS IN THE AMOUNT OF ONE MILLION DOLLARS (\$1,000,000.00) IN CONNECTION WITH THE BROWARD REDEVELOPMENT PROGRAM FOR THE TRION PROJECT LOCATED WITHIN THE DANIA BEACH COMMUNITY REDEVELOPMENT AREA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

This item was continued until the December 23, 2019 Special CRA Board meeting at 5:00 p.m.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 CRA Board meeting dates for 2020

Chair Lewellen noted the meeting dates would mirror the City Commission’s meeting dates on the second Tuesday of every month.

Board Secretary Schneider noted the Commission had cancelled their April 14, 2020 meeting due to the Passover holiday and Director Williams desired to change the CRA Board meeting for that date to April 28, 2020.

Board Member James motioned to approve the CRA Board meeting dates for 2020, to mirror the City Commission’s meeting dates on the second Tuesday of every month, with the exception of the April 14, 2020, which would be moved to April 28, 2020; seconded by Board Member Harris. The motion carried unanimously.

8. Board Member Comments

There were no comments at this meeting.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 5:06 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CHAIR – CRA

MINUTES OF SPECIAL MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
MONDAY, DECEMBER 23, 2019 – 5:00 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:00 p.m.

Present:

Chair:	Lori Lewellen
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte
	Bill Harris
	Tamara James
Acting Executive Director:	Kathleen Weekes
City Attorney:	Paul Gougelman
CRA Secretary:	Angel Lunkins

2. Discussion and Possible Action

2.1 RESOLUTION NO. 2019-CRA-026

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING EXECUTION OF AN INTERLOCAL AGREEMENT WITH THE BOARD OF COUNTY COMMISSIONERS OF BROWARD COUNTY, FLORIDA, A POLITICAL SUBDIVISION OF THE STATE OF FLORIDA, TO RECEIVE GRANT FUNDS IN THE AMOUNT OF ONE MILLION DOLLARS (\$1,000,000.00) IN CONNECTION WITH THE BROWARD REDEVELOPMENT PROGRAM FOR THE TRION PROJECT LOCATED WITHIN THE DANIA BEACH COMMUNITY REDEVELOPMENT AREA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Attorney Gougelman read the title of Resolution #2019-CRA-026.

Chair Lewellen questioned who would be maintaining the property.

Dev Motwani, Property Manager, 2415 Delmar Place, Fort Lauderdale, indicated the owner would be taking full responsibility of maintenance and operation costs of both the park and the plaza.

Acting CRA Director Weekes gave a brief overview of the project timeline from 2017 to present to bring the Board up to date on the history of the grant.

Board Member Harris asked about total square footage.

Mr. Motwani responded there would be 13,800 square feet designed for food service operations and retail. He added there would be a mix of one, two and three bedrooms.

Board Member Brandimarte commented on the developer decreasing the original square footage.

Mr. Motwani noted that is correct; the original amount was 20,000 square feet. The desirable component is the retail wrapped around the main corner of Federal Highway which would be maintained.

Board Member James motioned to adopt Resolution #2019-CRA-026; seconded by Vice-Chair Odman. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chair Odman	Yes
Board Member Harris	Yes	Chair Lewellen	Yes
Board Member James	Yes		

10. Adjournment

Chair Lewellen adjourned the meeting at 5:07 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CHAIR – CRA