



### 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)

**UNDER 25 FEET** 

Suits Us Too (Boat #31)

**OVER 35 FEET** 

Madame Blue (Boat #55)

**FAN FAVORITE** 

Nauti Kitty (Boat #33)

25 FEET TO 35 FEET

**Nailed It** (Boat #37)

**CORPORATE** 

Koala (The Twisted Tuna) (Boat #56)



(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.







Emailed October, November, and December. **5,000+** Recipients

### **SOCIAL MEDIA**

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**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

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WE DOUBLED FROM LAST YEAR

Followers: 1,361

**Engagement:** 3.1K

Post Impressions: 8.5K



PALM BEACH COUNTY

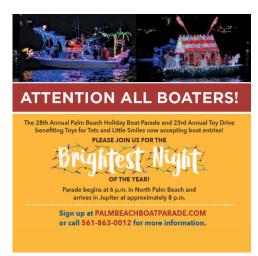
@pbcgov20

@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)













# MEDIA/PRESS

#### PRESS RELEASES DISTRIBUTED: 3

October 7 - December 6

Hits: 86 Value: \$235,835









# **WPBF Channel 25**



Online, Christmas Day, New Year's Eve





#### **DIGITAL**

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

#### **PROMOTION**

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

#### **WEBSITE**

PalmBeachBoatParade.com





### **RADIO**

#### **iHeart**

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

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

Social media posts tagging PBHBP.

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

#### **Hubbard**

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

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

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

Inclusion on Community Calendars with event information.

Inclusion on social media pages.







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