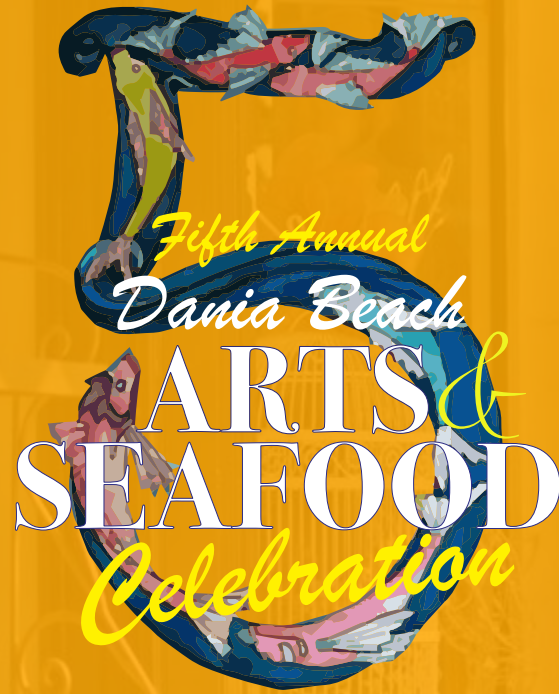




DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

2017
Awards



**5th Annual Dania Beach Arts
and Seafood Celebration**

**Florida Redevelopment Association
Roy F. Kenzie Awards
Promotion**

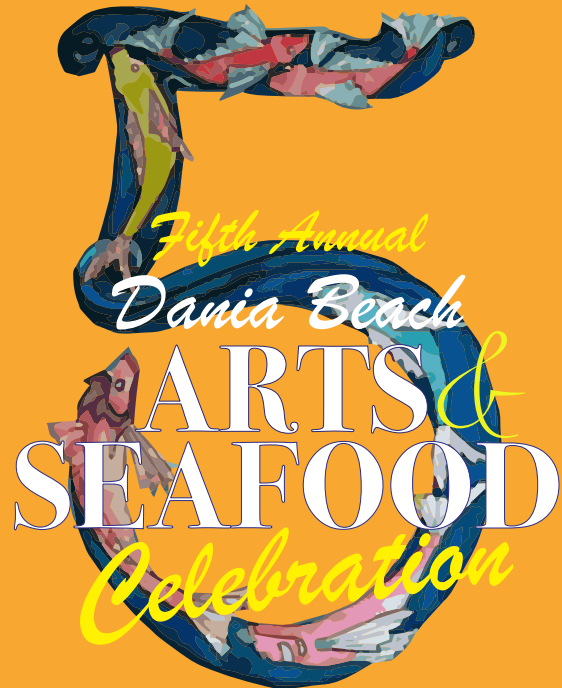


Frost Park in the Heart of the Downtown CRA BEFORE



AFTER – 5th Annual Dania Beach Arts and Seafood Celebration; brought awareness and over **25,000** attendees to the downtown CRA

Marketing Campaign Overview



12 PRINT ADS IN DIFFERENT PUBLICATIONS



10 PRESS RELEASES DISTRIBUTED TO MEDIA



3 DIFFERENT CHANNEL RADIO COMMERCIALS



10,000+ PIECES OF COLLATERAL



200+ SIGNS AND BANNERS



50+ EVENT CALENDAR LISTINGS



20+ TV NETWORK APPEARANCES



1107 TV AIRTIME APPEARANCES

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

Join us for the 5th Annual Award-Winning South Florida Event
FROST PARK
300 NE 2nd Street

FREE ADMISSION!
Facebook.com/DaniaBeachArtsSeafoodCelebration
DaniaBeachArtsSeafoodCelebration.com | 954-934-4881

SANTA BEACH, DANA BEACH, 100 YEARS, PNC, 7-Eleven, DANA BEACH, 100 YEARS, PNC, 7-Eleven, DANA BEACH, 100 YEARS, PNC, 7-Eleven

HEMMINGWAY'S
Summer Camp Registration

LIFESTYLES
Summer Camp Registration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FROST PARK
300 NE 2nd Street

FREE ADMISSION! | FREE PARKING!

Aventura Announces Travel Soccer Tryouts

Dania Beach ARTS SEAFOOD Celebration

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Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION | FREE PARKING!

FROST PARK
300 NE 2nd Street

National Headliner: Spin Doctors

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION | FREE PARKING!
FROST PARK | 300 NE 2ND ST

Live Music | Seafood & More | Performance Art | 100-Year Sand Sculpture | Kids Activities and Games | Art and Craft Vendors | Free Family Fun | and MORE!

Click here for more info >

National Headliner: Spin Doctors

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION! FREE PARKING!

FROST PARK
300 NE 2nd Street

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION & PARKING!

Featuring National Headliner: Spin Doctors

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION! FREE PARKING!

FROST PARK
300 NE 2nd Street

Dania Beach ARTS SEAFOOD Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION FREE PARKING!

FROST PARK 300 NE 2ND ST

National Headliner: Spin Doctors

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm

FREE ADMISSION & PARKING!

Spin Doctors

APRIL 8 & April 9
Saturday 11AM - 8PM & Sunday 11AM - 6PM

FREE ADMISSION | FREE PARKING!

Spin Doctors

Advertising Campaign

Fifth Annual
Dania Beach
ARTS & SEAFOOD
Celebration

APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm



National Headliner: **Spin Doctors**

FROST PARK 300 NE 2ND ST **FREE ADMISSION & PARKING**

Presenting Sponsor: **THE CASINO @ DANIA BEACH**

Sponsors:    

Fifth Annual
Dania Beach
ARTS & SEAFOOD
Celebration

Featuring the *Spin Doctors*
APRIL 8 & 9, 2017
Saturday 11am - 8pm & Sunday 11am - 6pm
FREE ADMISSION | FREE PARKING!
At the Casino or City Hall with FREE Shuttle Service

Facebook.com/DaniaBeachArtsandSeafoodCelebration
DaniaBeachArtsandSeafoodCelebration.com | 954-924-4801

Fifth Annual
Dania Beach
ARTS & SEAFOOD
Celebration

APRIL 8th 2017
SATURDAY 11AM - 8PM

APRIL 9th 2017
SUNDAY 11AM - 6PM

Free ADMISSION | Free PARKING
FROST PARK
300 NORTH EAST 2ND STREET
CITY CENTER PARKING SHUTTLE SERVICE AVAILABLE

100 TON SAND SCULPTURE
Culinary Showcase, Seafood & More
Over 100 Artists and Vendors

PRESENTED BY: The Dania Beach CRA



INCREDIBLE LIVE MUSIC | CHEF SHOWCASE | FINE ARTISTS
PERFORMANCE ART | SEAFOOD & MORE | KIDS ACTIVITIES

Music & Entertainment

SATURDAY 8th 11AM - 8PM
12:30-2:00 Sucker Punch
2:30-4:00 Brothers of Others
4:30-6:00 Purple Madness (Tribute to Prince)
6:30-8:00 Spin Doctors

SUNDAY 9th 11AM - 6PM
12:00-1:00 Josh Rowland & Pitbull of Blues Band
1:30-2:30 Speakerbox
3:00-4:00 Moska Project
4:30-6:00 Caribbean Chillers (Tribute to Jimmy Buffet)

FEATURING NATIONAL HEADLINE SPIN DOCTORS
SANDBAR STAGE SPONSORED BY: JIMMY TRIBUTE

Sponsors:   

FROST PARK
300 NE 2nd Street

DANIA BEACH
100 Ton Sand Sculpture
Performance Art | Seafood & More

Culinary Chef Showcase | Kids Activities
Over 100 Artist & Vendors | Live Music

Music & Entertainment Line-Up

Saturday April 8th 11AM - 8PM
12:30 Sucker Punch
2:30 Brothers of Others
4:30 Purple Madness, Tribute to Prince
4:30 Headliner - Spin Doctors

Sunday April 9th 11AM - 6PM
12:00 Josh Rowland & Pitbull of Blues
1:30 Speaker Box
3:00 Moska Project
4:30 Caribbean Chillers, Tribute to Jimmy Buffet

Sponsors:   

Printed Collateral

Fifth Annual
Dania Beach
ARTS & SEAFOOD
Celebration

APRIL 8th 2017
SATURDAY 11AM - 8PM

APRIL 9th 2017
SUNDAY 11AM - 6PM

FEATURING NATIONAL HEADLINE SPIN DOCTORS

Free ADMISSION | Free PARKING
FROST PARK
300 NORTH EAST 2ND STREET
CITY CENTER PARKING SHUTTLE SERVICE AVAILABLE

Sponsors:   

Street Promotions





Vintage Photos Campaign

Name the Lobster Event Mascot Campaign and Youth Art



HAD OVER 45 SUBMISSIONS



Comcast TV Campaign

ZONES

DAVIE 46
FT Laude
FT. LAUD
S Broward
S. BROWA

COUNT OF AIR TIME

268
123
283
121
312

NETWORK

APL
CNBC
DSE
ESP2
FBN
FS1
FSFL
FXNC
GALA
GOLF
HALL
HIST
MNBC
NGC
OWN
OXYG
SPK
TLC
TVL
TWC

COUNT OF AIR TIME

46
74
27
75
50
43
75
87
30
46
45
76
83
45
46
47
47
75
43
47

TOTAL:

1107

TV Network Appearances



Click below to play
the commercial



Radio Campaign



962,300 WEEKLY LISTENERS
CAMPAIGN FROM 3/31 - 4/8

Flight Dates : 3/29-3/31 (Wed – Fri)						
Daypart	Wednesday	Thursday	Friday			
3pm-7pm	2 x :30 second commercials	2 x :30 second commercials	2 x :30 second commercials			
ON-AIR Y100						
Flight Dates : 4/5-4/8 (Wed – Sat)						
Daypart	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6am-10am					3 x :30 second commercials	
10am-3pm Sat 10a-4p		2 x :30 second commercials	2 x :30 second commercials	2 x :30 second commercials	2 x :30 second commercials	4 x :30 second commercial
3pm-7pm		3 x :30 second commercials	3 x :30 second commercials	4 x :30 second commercials		

Campaign Summary

Total Commercials: 31 x :30 second commercials



495,400 IMPRESSIONS
241,900 NET REACH

Connecting your brand to our fans through...



Radio
1,331,400
monthly
listeners



Digital
82k
unique
visitors



Mobile
50k
streaming
listeners



Events
50+
events



Social
176k
followers



**1 DAY ONSITE
ACTIVATION**

**THE CASINO @
DANIA BEACH**

**THE CASINO SPONSORED :30 SPOTS ON BIG 105.9 AND
AN INTERVIEW WITH MANNY MUNOZ ON WIOD.**

**BIG
105.9**
MIAMI'S CLASSIC ROCK



**610
WIOD**
NewsRadio

Social Media

247.45% increase in fans
8,103 total likes



THIS YEAR OUR SOCIAL MEDIA, SPECIFICALLY FACEBOOK, SAW AN UNPRECEDENTED REACH AS WE BUILT OUR STRATEGY TO SPECIFICALLY FOCUS ON THE "IMAGE" OF DANIA BEACH AS A FUN, FAMILY-FRIENDLY, ARTS TOWN. WE HAD OVER **729,000** IMPRESSIONS ON OUR CONTENT, AND THE DANIA BEACH BRAND — UP **60%** FROM LAST YEAR — WITH OVER **23,000** ENGAGED USERS SHARING OUR POSTS AND TALKING ABOUT DANIA BEACH.



The campaign created a “buzz”, generating excitement and raising awareness of great happenings in downtown Dania Beach



2 days drew large
crowds...
over 25,000
attendees in the
heart of
Downtown Dania
Beach, with over
100,000 during the
whole event
series!

