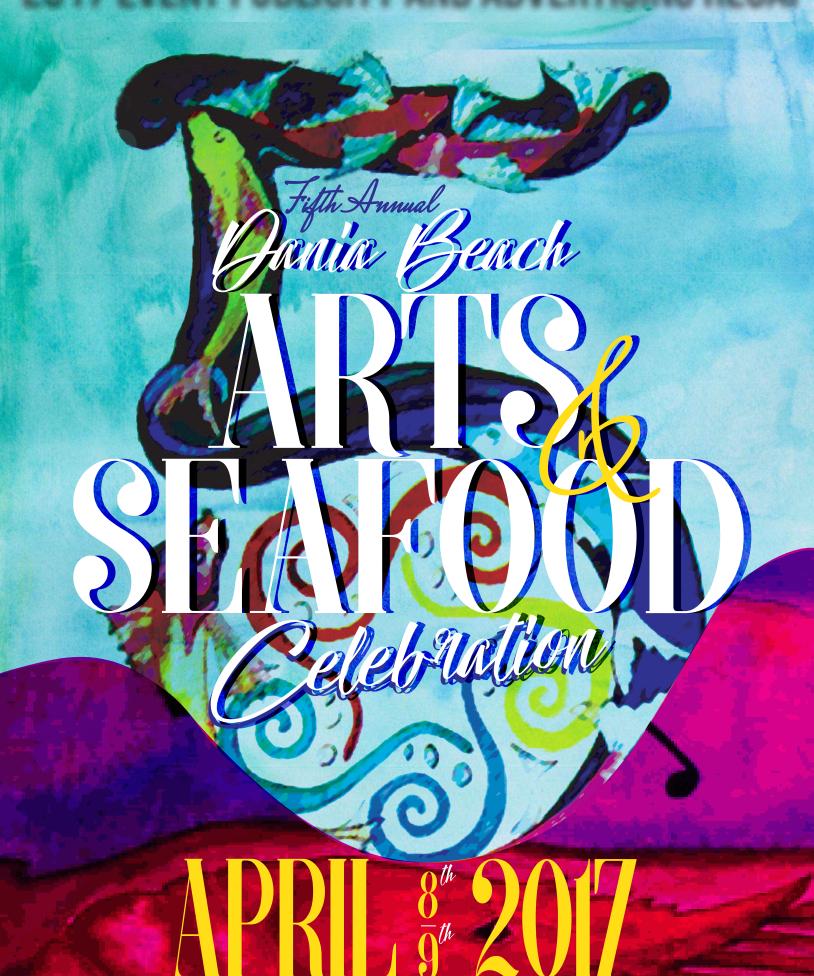
2017 EVENT PUBLICITY AND ADVERTISING RECAP



CAMPAIGN OVERVIEW



1107 TV AIRTIME APPEARANCES

MOTORCYCLE SHOW



ATTENDED THE 11TH ANNUAL DANIA BEACH VINTAGE MOTORCYCLE SHOW SATURDAY JANUARY 28, 2017 TO PROMOTE THE ARTS AND SEAFOOD CELEBRATION



POSTER UNVEILING



MARCH 14TH, 2017

YOU'RE INVITED TO THE DBCRA BOARD MEETING

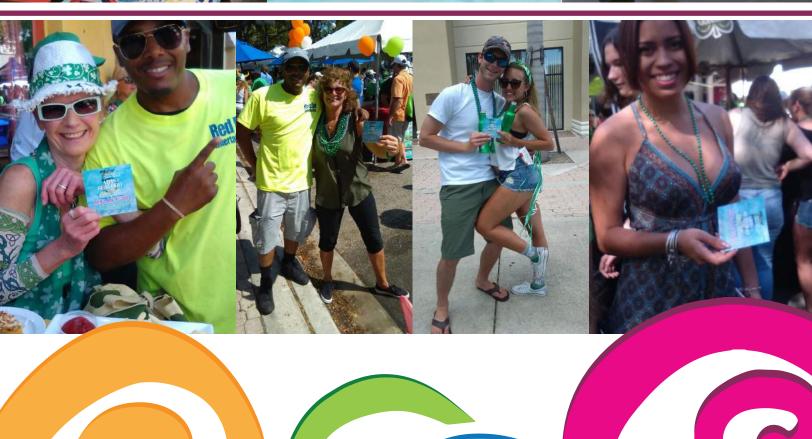
MARCH 14TH, 2017 | 6PM CITY HALL CHAMBERS 100 W DANIA BEACH BLVD



STREET PROMOTION

RED EYE ENTERTAINMENT STREET PROMOTIONS DURING THE HOLLYWOOD ST. PATRICK'S DAY PARADE & TO OVER 100 LOCAL HOTELS AND RESTAURANTS





EVENT KICK-OFF PARTY





75+ ATTENDEES

VOLUNTEER

Ask me about the Dania Beach Arts & Seafood Celebration



VINTAGE PHOTOS



them for a chance to be featured on the photo wall at the 5th Annual
Dania Beach Arts and Seafood Celebration!

Include: Name | Brief Description | How Long you've Lived in Dania |
The Approximate Year of the Photo

AD IN DANIA PRESS





THIS YEAR'S LIVE PERFORMANCE ART FEATURES 'ARTIST WALLS', WHICH WILL BE CREATED OVER THE TWO-DAY EVENT BY LOCAL ARTISTS CAPTURING THE ATMOSPHERIC VIBE, UNIQUE CHARM AND HISTORY OF DANIA BEACH. OVER THE LAST SEVERAL MONTHS, THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (DBCRA) HAS BEEN COLLECTING VINTAGE PHOTOGRAPHS FROM RESIDENTS OF PEOPLE AND PLACES AROUND THE CITY WHICH WILL BE ON DISPLAY DURING THE EVENT, IGNITING INSPIRATION FOR THE LIVE ARTISTS WALL WHILE GENERATING A NOSTALGIC AMBIANCE.



NAME THE MASCOT





















TRAVEL HOST





TravelHostFTL shared Dania Beach Arts & Seafood Celebration's video.

Published by Sabrina Saada [?] - March 20 at 12:30pm - @

The Dania Beach Arts & Seafood Celebration is right around the corner! Join us April 8th and 9th in Frost Park for live music, activities, artists, vendors and more! This is a FREE family friendly event! http://daniabeachartsandseafoodcelebration.com/



650 Views

Dania Beach Arts & Seafood Celebration March 19 at 5:02pm - @

The Dania Beach Arts & Seafood Celebration is right around the corner! Join us April 8th and 9th in Frost Park for live music, activities, artists, vendors and more! This is a FREE family friendly event!

http://daniabeachartsandseafoodcelebration.com/













BI-MONTHLY PUBLICATION CIRCULATION 16,292 READERSHIP 200,000+ 22,993 LIKES **E**



TravelHost FTL @TravelHostFTL · 19h

TravelHost FTL @TravelHostFIL-19n
Don't miss out on a FREE family fun-filled weekend at the 5th Anniversary Dania Beach Arts and Seafood Celebration on April 8 and





DANIA PRESS





















MONTHLY PUBLICATION CIRCULATION 30,000 READERSHIP 200,000



DANIA PRESS



Serving the City of Dania Beach and Neighboring Communities Since 1938

ARTS & SEAFOOD CELEBRATION WAS A HUGE SPLASH Event Brought Great Food, Art and Entertainment To Dania Beach

By Jessica Lizana

The 5th Annual Dania Beach Arts & Seafood Celebration filled Frost Park with fun and entertainment on April 8 and 9.

The highly anticipated celebration was presented by the Dania Beach Community Redevelopment Agency (DBCRA) in conjunction with the City of Dania Beach.

The event brought artists and culinary delights to the city, along with great local bands and national acts. The DBCRA also incorporates city-inspired activities that create new ways for residents to share their experiences of life in Dania Beach.

"The Arts & Seafood Celebration is a reflection of our town, our people and our hospitality," City of Dania Beach Mayor Tamara James said.

"With more than 100 community volunteers and support from local businesses, this event represents the best of what Dania Beach has to offer," she said.

The event mixed food venders with local businesses and organizations, which served up a variety of sea inspired dishes from calamari and conch fritter appetizers to full dishes of broiled or fried fish platters with Mahi Mahi, clam strips and lobster tails.

Spectators with a sweet-tooth stopped by the OG and Sassy Dessert booths for an assortment of cakes, tarts and

bread puddings. The Dania Beach Lions Club, led by President Jim Silvernale and event chairpersons Victoria Payne and Claudia Rimoli, teamed up with the Delaware Chicken Farm and sold out of 100-pounds of fish dip.

Artists with a wide variety of mediums had booths along the fields and lining the street between the park and the Casino @ Dania Beach. Pieces on sale ranged from handmade jewelry to 500-pound woodworks. Artists were judged in different categories, including crafts, painting, metalwork, leather or fiber, glass and mixed media.

Honorable mentions went to Raidel Caballoro and Libby Hodges for crafts, Michelle Oprisi for mixed media and Sean Gibson for photography. Mixed media artist, Kevin Remilard won the top prize of Best in Show.

The celebration brought back the youth art competition this year. Schools that participated were Embassy Creek Elementary, Hollywood Academy of Arts & Science, Deerfield Park Elementary, Stirling Elementary, Joseph C. Carter Park, and Flamingo Elementary.

The children took home cash prizes and the schools were awarded money to be spent on art program supplies.

Honorable mentions in the youth category included, Mia Palopli, Madison Saldana, Grace Jordan, Jacob Sampson, Michael Magnus, Arden Hazle, and Frances

First place youth competition prizes were awarded to Melisa Li, Amelia Zabaleta, Ann Moise, Andrea Whitfield, Maya Miller and Nicole Dale.

In addition to the art and food, the event gave local

businesses the opportunity to participate in the celebration.
"This event is such a great way to meet and introduce yourself to locals and talk about your business," said



Realtor® Jonathan Lorber, who sponsored a booth.

"They've really done a great job setting up the park and I'm meeting hundreds of people every hour that get to know my name, but it's also just a really fun event to be a part of," he said.

Sponsorship booths were located across from the Jimbo's Sandbar Stage, which featured performers like Continued On Page 2

FRONT PAGE MAY, 2017 EDITION



DANIA PRESS

Food And Entertainment Filled Arts & Seafood Celebration



Artist Libby Hodges won a certificate of recognition at the 2017 Arts & Seafood Celebration for her unique images comprised of bottle caps.



Team Sandtastic sculpted the 100-ton sand castle sponsored by The Place at Dania Beach over the course of the two-day event.



Artists Gman Cronier and Cathy Myers of Art for Your Heart/Gman Production had fun at their booth at the 5th Annual Arts & Seafood Celebration.



Henriette "Kitte" Arnold displayed her poster created for the Seafood Celebration.



Commissioner Chickie Brandimarte came out to support the Arts & Seafood Celebration,





Arts & Seafood Celebration Hospitality Coordinator Bo Donly, left, and volunteers welcomed Mayor Tamara James, right, to the event.



CAHOOTS



















QUARTERLY PUBLICATION
DISTRIBUTION OF 20,000 TO TOURISTS AND LOCALS
IN HOLLYWOOD BEACH, DOWNTOWN HOLLYWOOD,
DANIA BEACH AND MORE.

AVENTURA DIGEST







Summer Camp Registration

- Community Recreation Center, 3375 NE 188 Street Founders Park, 3105 NE 190 Street Waterways Park, 3301 NE 213 Street
- Summer camps fill quickly, so registration is limited and most be completed 13:00 PM on the Friday before car-selected week. An Early lift discount 15% will be applied to all camp weed paid for prior to April 15, 2017.

Campers ages 5-14 have the oppor-tunity to spend the summer participating in a variety of orsite activities, field trips, playing outdoor/incloor gurses, having fun, and making new friends. The City of

n daily field trips

Aventura Announces Travel Soccer Tryouts

MONTHLY PUBLICATION CIRCULATION OF 10,000



56% of all consumers trust print marketing more than any other advertising method.

-All Business Networks



HOLA LATINOS



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/DaniaBeachArtsandSeafoodCelebration DaniaBeachArtsandSeafoodCelebration.com | 954-924-6801













MONTHLY PUBLICATION CIRCULATION OF 42,000

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202 OLD FEDERAL HWY. 954-456-1300





SHARP SAVER



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

Join us for the 5th Annual **Award-Winning South Florida Event**

FROST PARK

FREE ADMISSION! FREE PARKING!

Facebook.com/DaniaBeachArtsandSeafoodCelebration DaniaBeachArtsandSeafoodCelebration.com | 954-924-6801







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DISTRIBUTED TO ZIP CODES: 33019, 33020, 33021, 33024



TIDBITS



BI-MONTHLY PUBLICATION

CIRCULATION 24,000



















MIAMI HERALD



Featuring National Headliner:

Spin Doctors

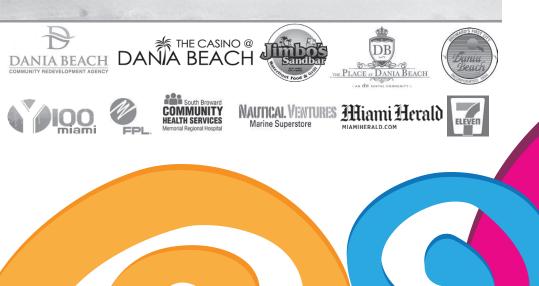
FROST PARK | 300 NE 2nd Street

FREE ADMISSION!

Facebook.com/DaniaBeachArtsandSeafoodCelebration DaniaBeachArtsandSeafoodCelebration.com | 954-924-6801

DAILY PUBLICATION

CIRCULATION OVER 190,000



SUNSENTINEL



APRIL 8 & 9, 2017

Saturday 11am - 8pm & Sunday 11am - 6pm

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



DAILY PUBLICATION

CIRCULATION OVER 190,000

FRONT PAGE STRIP
1/4 PAGE AD







BROWARD NEW TIMES









60,000 DIGITAL
IMPRESSIONS FROM 3/24 - 4/8





BIG MOUTH GIRLZ



FEATURED EVENT
UNIQUE VISITS: 10K - 15K
PAGE VIEWS: 15K - 20K

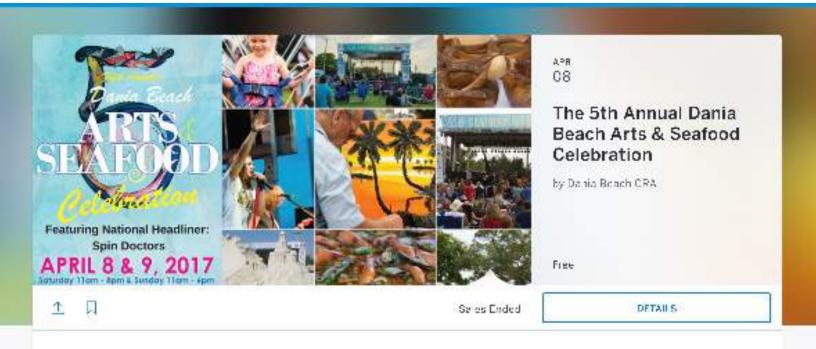
SOCIAL MEDIA TWITTER: 19K+ FACEBOOK: 2,000+ INSTAGRAM: 2,000+ GOOGLE+ VIEWS: 100K+





EVENTBRITE

OVER 242 ORDERS AND 642 IMPRESSIONS



CATEGORY	IMPRESSIONS
> Discovery	508
> Email	70
> Apps	37
> Distribution	27
TOTAL	642



FLORIDA TRAVEL LIFE





Dania Beach Arts & Seafood Celebration

April 8 - 9, 2017 in Dania Beach

By Staff March 21, 2017













Spend your weekend at one of the best free events in South Florida! Enjoy great music, terrific food, shopping and family activities out in Frost Park. Children will have a blast at the hands-on sand art station, while food lovers can dig into fresh oysters and plenty of grilled seafood! Bring some chairs and blankets to set up in front of the main stage where acts like, Brothers of Others kick it off, and headliners, The Spin Doctors, wrap up the first day. On Sunday, return for more fun and end the weekend with some classic Florida tunes by Caribbean Chillers, "Florida's FAVORITE Jimmy Buffett Tribute Show."

Dates:

April 8 - 9, 2017

Location:

Frost Park 300 NE 2nd St Dania Beach, FL 33004

SOUTH FLORIDA EVENTS







South Florida Events Calendar



Your Event Featured Here

For only \$35.00 a day

+ Learn More



The 5th Annual Dania Beach Arts and Seafood Celebration

Saturday, April 08, 2017 11:00 am - 8:00 pm Additional Dates



Frost Park

300 NE 2nd Street Dania Beach, FL. Directions

Price: Free

Free family fun-filled weekend at the 5th Anniversary Dania Beach Arts and Seafood Celebration - feast on an array of delicious seafood and specialty treats as you groove to live entertainment all weekend long.

















SUNSENTINEL DIGITAL



SunSentinel



FREE ADMISSION | FREE PARKING!





FEATURED EVENT ON SUNSENTINEL

FROST PARK 300 NE 2nd Street



TRAVELHOST DIGITAL

TRANSPORT TO THE END SHOW OF ATTACKS HERE LEVY CAUSAGE STREET AT AN ALL THE ATTACKS.







Dania Beach Arts & Seafood Celebration

AT BOOK

About

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Where Proc. Park 2006-7-2-4-5 Nation Water, Pages 1 - 4-4 Sept Septem

FEATURED EVENT ON TRAVELHOST WEBSITE



OTHER ONLINE CALENDAR LISTINGS/MENTIONS

http://bigmouthgirlz.com/dania-beach-arts-seafood-celebration-april-8th-9th-2017-2/

http://miami.carpediem.cd/events/2818790-dania-beach-arts-seafood-celebration-2017-at-frost-park/

https://www.myeventguru.com/events/41075/

http://www.artscalendar.com/event/5th-annual-dania-beach-arts-and-seafood-celebration/

https://www.eventbrite.com/e/the-5th-annual-dania-beach-arts-seafood-celebration-tickets-

 $32712039591? utm_source = eb_email\&utm_medium = email\&utm_campaign = new_event_email\&utm_ter-d$

m=viewmyevent_button

http://www.eventsnearhere.com/find-events/All-States/All-Cities/All/All/addetail/82639/The-5th-Annual-Dania-Beach-Arts-and-Seafood-Celebration/

http://weekendbroward.com/events/5th-annual-dania-beach-arts-seafood-celebration/

https://www.sunny.org/event/dania-beach-arts-and-seafood-celebration/22504/

http://www.southflorida.com/restaurants-and-bars/the-eat-beat/sf-pizza-doughnut-crawfish-festivals-eat-

beat-20170321-story.html

https://www.google.com/url?rct=j&sa=t&url=http://fortlauderdale.travelhost.com/event/da-

nia-beach-arts-sea food-celebration-58 cacc12 c93 a4. html &ct=ga&cd=CAEYACoTNzk3OTMONzlzOTAxODE5 Mzgw-line and line a

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https://allevents.in/dania%20beach/dania-beach-art-and-seafood-festival/1062499307229047¬

http://y100.iheart.com/contests/enter-online/win-tickets-to-the-dania-192744/

http://files.constantcontact.com/150d0d16201/f1ab2ce5-f86e-44cb-8a0e-f3d7dbc76f3a.pdf

http://events.miamiherald.com/performer.aspx?perf_id=2400535

http://www.eventdaddv.net/dania-beach/dania-beach-art-and-seafood-fest/

http://www.miamiherald.com/entertainment/article142634559.html

http://www.wherevent.com/detail/Moska-Project-Dania-Beach-Arts-Seafood-Celebration

http://www.browardpalmbeach.com/event/5th-anniversary-dania-beach-arts-and-seafood-celebra-

tion-8509006?utm source=Newsletters&utm medium=email

httns://hrowardontherocks.com/dania-heach-arts-seafood-celebration/

https://www.soflanights.com/archives/218797/dania-beach-arts-seafood-celebration-2017

http://www.lastminutelauderdale.com/41256/events/the-5th-annual-dania-beach-arts-seafood-celebration

http://floridafoodandfarm.com/event/5th-annual-dania-beach-arts-seafood-festival/

http://www.southfloridafinds.com/event/fl/broward/dania-beach/dania-beach-art-and-seafood-celebration.

http://www.waterfronttimes.com/april-9th-calendar-events

http://www.floridatravellife.com/dania-beach-arts-seafood-celebration











SAVE THE DATE CARDS









OVER 2,500 PIECES HANDED OUT AT VARIOUS EVENTS IN BROWARD COUNTY

RACK CARDS





1,000 RACK CARDS DISTRIBUTED TO LOCAL

BUSINESSES

PROMOTIONAL POSTERS



200 POSTERS DISTRIBUTED AND HUNG IN LOCAL BUSINESSES



























RESIDENT MAILER

TRAFFIC ADVISORY

Dear Dania Beach Resident,

The Dania Beach Community Redevelopment Agency (DBCRA) is presenting the Dania Beach Arts and Seafood Celebration on April 8th and April 9th 2017 at Frost Park (Next to The Casino at Dania Beach). The Dania Beach Arts & Seafood Celebration begins at 11:00 am and ends at 8:00 pm on Saturday April 8th. and 11:00 am to 6:00 pm on Sunday April 9th.

The following traffic restrictions will be in place for the Dania Beach Arts and Seafood Celebration during the weekend, from Friday April 7th, to Sunday April 9th 2017. Fronton Boulevard will be closed from NE 2nd Street to NE 1st Street at all times beginning on Friday April 7th. 2017 from 8:00 am and will re-open on Sunday, April 9th at 11:00 pm.

The city anticipates heavy traffic in the neighborhood on both days of the event April 8th and 9th 2017.

Thank you, City of Dania Beach Community Redevelopment Agency







DISTRIBUTED TO 10,000+ LOCAL RESIDENTS SURROUNDING FROST PARK



Four out of 5 customers say they read, or at least scan, the direct mail marketing materials they receive and act on them right away.



PROGRAM BOOKLET

3,500 DISTRIBUTED DURING THE EVENT **TOTAL OF 20 PAGES**



Rachel Bach, Executive Director

Kathleen Weekes

Dan Murphy Darni Heach CRA Economic Development Manage

Kisha Payen

Dania Beach CRA Administrative Coordinator

Event Consultant, Standing Ovations, H.C.

Al Huggins

Hospitality Coo

Sharon McCormick, Sarah Blake & Joseph Appools

Marketing and Graphic Design





















SITE MAP

2017 DANIA BEACH EVENT MAP



*For further assistance, please stop by the information booth.





1230-200 Sucker Punch 230-400 Brothers of Others 4:30-500 Purple Madness (Tribute to Prince) 6:30-800 Spin Doctors

11AM - 6PM

12:00-1:00 Josh Rowand & Pitbuil of Blues Band

<u>dania</u> Kids

ACTIVITIES & CRAFTS | LET'S PLAY IN THE SAND ART WALL AND MURALS | FACE PAINTING FUN RIDES | THE CHOO CHOO TRAIN AND

Stop by our 100-ton Sandcastle and snap a selfie! The masterpiece will be completed over the two day event by Team Sandtastic/ Use #DBASC2017!

WELCOME HELLO

WELCOME TO THE AWARD WINI DANIA BEACH ARTS & SEAFOOD CELEBRATION!

We are delighted you have joined us today to experience first hand the energy of revitalization in Downtown Dania Beach, City Center, Design District and Arts, Antique & Vintage District.

SHOP DINE DESIGN EXPLORE

Colebration, please join us in thanking the City of Dania Beach team that helped turn the vision of this event into a reality and continually works to turn the goal of Dania Beach redevelopment into reality!

A SPECIAL THANKS TO

The Dania Beach CRA Board Members and the following City of Dania Beach Departments and Services:

City Attorney
City Manager's Office
Community Development
Code Compliance
Linance
Lina

ARTISTS ARTISTS



NAML		CHY	CATERGORY	E-MAIL
Harie	Sundquat	Con Springs	awayers:	maundquut@belleouth.net
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Rese	hucher	Hollywood	January 17	Rbiggiock no Lcom



TV NETWORK APPEARANCES



















Brought to you by NBC Universal























TV NETWORK SCHEDULE

3/7/17	FT Laude	MNBC	Morning Jo
3/7/17		FSFL	NY Knicks@
3/7/17	S. BROWA		NY Knicks@
3/7/17	DAVIE 46	FSFL	NY Knicks@
3/7/17	S. BROWA	GOLF	Golf Centr
3/7/17	FT. LAUD	FSFL	NY Knicks@
3/7/17	FT. LAUD	APL	Dogs 101
3/7/17		FSFL	NY Knicks@
3/7/17		APL	Bad Dog!
3/7/17		FS1	NASCAR Rac
3/7/17		GOLF	Morning Dr
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FT. LAUD DSF

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La Rana De

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3/12/17

DAVIE 46 TWC

Highway Th

FT. LAUD OWN 3/12/17 T. D. Jake 3/12/17 S Browar GALA El Chavo A 3/12/17 S. BROWA HIST The Presid 3/12/17 FT LAUD OXYG Snapped The Golden 3/12/17 DAVIE 46 TVL 3/12/17 DAVIE 46 FBN Paid Progr 3/12/17 S. BROWA FBN Paid Progr 3/12/17 S. BROWA MNBC AM Joy 3/12/17 Three Days DAVIE 46 OXYG 3/12/17 FT. LAUD FBN Paid Progr 3/12/17 FT Laude FSFL Destinatio DAVIE 46 OXYG 3/12/17 Three Days S. BROWA TWC 3/12/17 Weekend Re 3/12/17 S Browar FXNC America 3/12/17 FT Laude FXNC America S. BROWA APL 3/12/17 Lone Star 3/12/17 FT. LAUD CNBC Paid Progr 3/12/17 FT. LAUD TVL The Golden 3/12/17 DAVIE 46 NGC Wicked Tun 3/12/17 S. BROWA TVI The Golden 3/12/17 S. BROWA NGC Wicked Tun 3/12/17 DAVIE 46 TVL The Golden 3/12/17 FT. LAUD FBN Paid Progr 3/12/17 DAVIE 46 TLC Long Lost 3/12/17 FT Laude HIST Making-Tru 3/12/17 FT. LAUD CNBC Paid Progr 3/12/17 FT. LAUD TVL The Golden 3/12/17 S. BROWA TVL The Golden 3/12/17 FT Laude GALA La Hora Pi 3/12/17 FT. LAUD DSE Locolab 3/12/17 DAVIE 46 NGC Wicked Tun 3/12/17 S. BROWA OXYG Snapped 3/12/17 S Browar HIST Pawn Stars FT Laude ESP2 3/12/17 College Ba 3/12/17 DAVIE 46 OXYG Snapped 3/12/17 S. BROWA MNBC Pulse of A 3/12/17 FT. LAUD NGC Wicked Tun 3/12/17 S Browar TLC Long Lost 3/12/17 S Browar FXNC America 3/12/17 FT. LAUD TLC Long Islan 3/12/17 DAVIE 46 SPK Bar Rescue 3/12/17 DAVIE 46 HIST Pawn Stars 3/12/17 S. BROWA HIST Pawn Stars 3/12/17 FT. LAUD HIST Pawn Stars 3/12/17 FT. LAUD OXYG Snapped 3/12/17 FT. LAUD NGC Wicked Tun 3/12/17 S. BROWA TVL Reba 3/12/17 FT. LAUD MNBC MSNBC Live 3/12/17 FT. LAUD TLC Long Islan 3/12/17 DAVIE 46 HIST Pawn Stars 3/12/17 S. BROWA OXYG Three Days 3/12/17 S. BROWA SPK Bar Rescue 3/12/17 FT. LAUD HIST Pawn Stars 3/12/17 FT Laude HIST Pawn Stars 3/12/17 DAVIE 46 TWC Strangest 3/12/17 S. BROWA NGC Wicked Tun 3/12/17 FT. LAUD NGC Wicked Tun 3/12/17 DAVIE 46 NGC Wicked Tun S. BROWA TLC 3/12/17 Long Islan 3/12/17 FT Laude FXNC America 3/12/17 FT Laude TLC Long Islan 3/12/17 S Browar TLC Long Islan 3/12/17 DAVIE 46 HIST Pawn Stars 3/12/17 FT. LAUD OXYG Snapped 3/12/17 FT Laude GALA Vecinos 3/12/17 FT Laude FXNC Judge Jean 3/12/17 S Browar TIC Who Do You 3/12/17 S Browar HIST Navy SEALs

TV NETWORK SCHEDULE

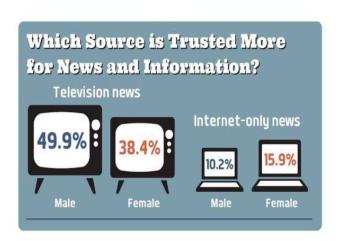
3/12/17	FT Laude TLC	Who Do You	3/15/17	FT. LAUD ESP2	Mike and M	3/17/17	FT. LAUD TLC	Hoarding:
3/12/17	S Browar GALA	Vecinos	3/15/17	FT. LAUD HIST	Paid Progr	3/17/17	FT Laude TLC	My 600-lb
3/12/17	S Browar FSFL	World Poke	3/15/17	FT. LAUD OWN	Dr. Phil	3/17/17	DAVIE 46 OWN	Dr. Phil
3/13/17	DAVIE 46 ESP2	Mike and M	3/15/17	DAVIE 46 HALL	I Love Luc	3/17/17	S. BROWA GOLF	Golf Centr
3/13/17	S. BROWA ESP2	Mike and M	3/15/17	S. BROWA TVL	Paid Progr	3/17/17	DAVIE 46 FS1	NASCAR Rac
3/13/17	DAVIE 46 FS1	NASCAR Rac	3/15/17	FT Laude TLC	Skin Tight	3/17/17	FT. LAUD GOLF	Golf Centr
3/13/17	FT. LAUD FS1	NASCAR Rac	3/15/17	DAVIE 46 ESP2	Mike and M	3/17/17	FT. LAUD ESP2	Women'
3/13/17	FT. LAUD SPK	Paid Progr	3/15/17	S. BROWA HALL	The Golden	3/17/17	FT Laude FSFL	Lunch with
3/13/17	FT. LAUD HALL	The Golden	3/15/17	FT. LAUD FS1	UEFA Champ	3/17/17	DAVIE 46 FS1	NASCAR Rac
3/13/17	DAVIE 46 GOLF	Morning Dr	3/15/17	FT. LAUD SPK	Paid Progr	3/17/17	S Browar FXNC	Your World
3/13/17	S. BROWA FS1	Skip/Shann	3/15/17 3/15/17	S. BROWA SPK DAVIE 46 SPK	Paid Progr	3/17/17 3/17/17	DAVIE 46 FSFL FT. LAUD FSFL	UEFA Champ
3/13/17 3/13/17	FT Laude CNBC FT. LAUD ESP2	Squawk on SportsCent	3/15/17	DAVIE 46 OWN	Paid Progr Dr. Phil	3/17/17	FT. LAUD FSFL FT. LAUD OWN	UEFA Champ 20/20 on O
3/13/17	S. BROWA GOLF	Morning Dr	3/15/17	FT Laude FXNC	America	3/17/17	S Browar FSFL	UFC Main E
3/13/17	DAVIE 46 MNBC	MSNBC Live	3/15/17	S. BROWA FS1	Skip/Shann	3/17/17	S. BROWA FSFL	Magic LIVE
3/13/17	DAVIE 46 FSFL	In the Spo	3/15/17	FT. LAUD HALL	Home & Fam	3/17/17	FT Laude MNBC	The Last W
3/13/17	S. BROWA FSFL	In the Spo	3/15/17	S Browar FSFL	Destinatio	3/18/17	S Browar MNBC	The Rachel
3/13/17	S Browar CNBC	Squawk All	3/15/17	S. BROWA ESP2	Dan Le Bat	3/18/17	S. BROWA HALL	I Love Luc
3/13/17	S. BROWA APL	Rugged Jus	3/15/17	S. BROWA MNBC	MSNBC Live	3/18/17	DAVIE 46 SPK	Paid Progr
3/13/17	FT. LAUD FSFL	NHRA Drag	3/15/17	DAVIE 46 FSFL	NHRA Drag	3/18/17	DAVIE 46 CNBC	Paid Progr
3/13/17	FT. LAUD GOLF	PGA Tour G	3/15/17	FT. LAUD FSFL	NHRA Drag	3/18/17	S. BROWA HALL	I Love Luc
3/13/17	FT Laude FSFL	Focused	3/15/17	FT. LAUD TVL	M*A*S*H	3/18/17	S Browar MNBC	MSNBC Live
3/13/17	FT Laude MNBC	Hardball M	3/15/17	DAVIE 46 GOLF	PGA Tour G	3/18/17	DAVIE 46 APL	Pit Bulls
3/13/17	FT. LAUD APL	Yukon Men	3/15/17	S. BROWA GOLF	PGA Tour G	3/18/17	S Browar CNBC	Paid Progr
3/13/17 3/14/17	DAVIE 46 NGC	ORIGINS It Takes a	3/15/17	DAVIE 46 TLC	My 600-lb Golf Life	3/18/17	FT LAUD MAND	Paid Progr
3/14/17	DAVIE 46 OXYG FT. LAUD OXYG	It Takes a It Takes a	3/15/17 3/15/17	S. BROWA FSFL FT. LAUD GOLF	PGA Tour G	3/18/17 3/18/17	FT. LAUD MNBC S. BROWA MNBC	MSNBC Live MSNBC Live
3/14/17	S. BROWA OXYG	House	3/15/17	FT Laude HIST	American P	3/18/17	S Browar ESP2	30 for 30
3/14/17	FT. LAUD FS1	NASCAR Rac	3/15/17	DAVIE 46 HALL	I Love Luc	3/18/17	FT Laude GALA	Aqui y Aho
3/14/17	FT. LAUD TWC	AMHQ	3/16/17	DAVIE 46 APL	Big Cat Di	3/18/17	FT. LAUD NGC	Alaska Sta
3/14/17	DAVIE 46 TWC	AMHQ	3/16/17	S. BROWA TWC	AMHQ	3/18/17	S. BROWA CNBC	Everton vs
3/14/17	S. BROWA TWC	AMHQ	3/16/17	DAVIE 46 OXYG	NCIS	3/18/17	FT. LAUD HIST	Swamp Peop
3/14/17	S. BROWA SPK	Paid Progr	3/16/17	FT. LAUD OXYG	NCIS	3/18/17	FT Laude HIST	Swamp Peop
3/14/17	FT. LAUD CNBC	Squawk Box	3/16/17	DAVIE 46 HALL	The Golden	3/18/17	S. BROWA NGC	Alaska Sta
3/14/17	FT Laude HIST	Modern Mar	3/16/17	FT. LAUD TWC	AMHQ	3/18/17	DAVIE 46 MNBC	MSNBC Live
3/14/17	DAVIE 46 SPK	Paid Progr	3/16/17	DAVIE 46 TWC	AMHQ	3/18/17	S. BROWA HIST	Swamp Peop
3/14/17	S Browar FXNC	Fox and Fr	3/16/17	S. BROWA APL	Pit Bulls	3/18/17	FT. LAUD OXYG	Snapped
3/14/17	FT. LAUD FBN	Maria Bart	3/16/17	S. BROWA APL	Pit Bulls	3/18/17	S. BROWA OXYG	Snapped
3/14/17 3/14/17	FT. LAUD TVL S. BROWA TLC	Paid Progr Hoarding:	3/16/17 3/16/17	S Browar FXNC S. BROWA OXYG	America NCIS	3/18/17 3/18/17	FT Laude ESP2 DAVIE 46 OXYG	Women' Snapped
3/14/17	DAVIE 46 HIST	To Be Anno	3/16/17	FT Laude ESP2	SportsCent	3/18/17	DAVIE 46 HIST	Counting C
3/14/17	FT. LAUD MNBC	Andrea Mit	3/16/17	DAVIE 46 NGC	National P	3/18/17	S. BROWA DSE	Los Cinco
3/14/17	DAVIE 46 CNBC	Fast Money	3/16/17	FT. LAUD CNBC	Power Lunc	3/18/17	FT. LAUD CNBC	Paid Progr
3/14/17	S Browar TLC	My 600-lb	3/16/17	DAVIE 46 HIST	Pawn Stars	3/18/17	DAVIE 46 FXNC	America
3/14/17	S. BROWA DSE	Los Archiv	3/16/17	S. BROWA TLC	My 600-lb	3/18/17	DAVIE 46 FBN	Paid Progr
3/14/17	FT. LAUD HIST	To Be Anno	3/16/17	FT. LAUD MNBC	MSNBC Live	3/18/17	FT. LAUD FBN	Paid Progr
3/14/17	S. BROWA FBN	Cavuto: Co	3/16/17	S Browar GALA	Cuidado co	3/18/17	S Browar GALA	La Hora Pi
3/14/17	DAVIE 46 FBN	Cavuto: Co	3/16/17	S. BROWA FBN	Intelligen	3/18/17	FT. LAUD NGC	Dead End E
3/14/17	FT. LAUD DSE	Desapareci	3/16/17	S. BROWA NGC	Wicked Tun	3/18/17	S. BROWA FBN	Paid Progr
3/14/17	S Browar ESP2	ESPN First	3/16/17	DAVIE 46 FBN	Intelligen	3/18/17	S. BROWA TLC	Say Yes to
3/14/17 3/14/17	FT. LAUD TLC S. BROWA MNBC	My 600-lb MSNBC Live	3/16/17 3/16/17	FT. LAUD FBN S. BROWA DSE	Intelligen Pareja Sal	3/18/17 3/18/17	FT Laude MNBC FT. LAUD TWC	Dateline E Extreme We
3/14/17	S. BROWA MINDC	Power Lunc	3/16/17	S. BROWA CNBC	Closing Be	3/18/17	FT. LAUD TWC	Mi Cuerpo
3/14/17	DAVIE 46 OWN	Haves/Have	3/16/17	DAVIE 46 TVL	M*A*S*H	3/18/17	FT Laude FXNC	Greg Gutfe
3/14/17	DAVIE 46 TVL	Gunsmoke	3/16/17	FT. LAUD DSE	Pareja Sal	3/18/17	S. BROWA TWC	Ten Ultima
3/14/17	DAVIE 46 MNBC	MSNBC Live	3/16/17	DAVIE 46 FXNC	The Five	3/18/17	FT. LAUD APL	The Zoo
3/14/17	DAVIE 46 TLC	Long Islan	3/16/17	S Browar ESP2	ATP Tennis	3/19/17	S. BROWA OWN	Dr. Phil
3/14/17	FT Laude GALA	Noticiero	3/16/17	FT Laude GALA	Vecinos	3/19/17	FT Laude FXNC	Fox and Fr
3/14/17	S. BROWA OWN	Haves/Have	3/16/17	S Browar HIST	Gangland U	3/19/17	S Browar TLC	Say Yes: A
3/14/17	S Browar HIST	Forged in	3/17/17	S Browar TLC	What Not t	3/19/17	FT Laude TLC	Say Yes: A
3/14/17	FT Laude ESP2	Dan Le Bat	3/17/17	FT. LAUD SPK	Paid Progr	3/19/17	S. BROWA OWN	T. D. Jake
3/14/17	S Browar CNBC	Fast Money	3/17/17	FT. LAUD HALL	I Love Luc	3/19/17	DAVIE 46 TWC	Weekend Re
3/14/17	FT Laude CNBC	Fast Money	3/17/17	S Browar HIST	Modern Mar	3/19/17	S. BROWA NGC	21st Centu
3/14/17 3/14/17	S. BROWA HIST	Forged in	3/17/17 3/17/17	DAVIE 46 TVL	Paid Progr	3/19/17 3/19/17	FT. LAUD NGC	Expedition Paid Progr
3/14/17 3/14/17	S. BROWA TVL FT. LAUD APL	Everybody, River Mons	3/17/17 3/17/17	S. BROWA SPK S. BROWA ESP2	Paid Progr Mike and M	3/19/17	DAVIE 46 CNBC S. BROWA FS1	Paid Progr NHRA Drag
3/14/17	DAVIE 46 APL	Big Cat Di	3/17/17	DAVIE 46 ESP2	Mike and M	3/19/17	FT Laude FSFL	Panthers L
3/15/17	FT. LAUD TLC	What Not t	3/17/17	DAVIE 46 GOLF	Morning Dr	3/19/17	DAVIE 46 FXNC	America
			3/17/17	S. BROWA TVL	Andy Griff	3/19/17	DAVIE 46 NGC	Edge of th
			3/17/17	FT. LAUD TVL	Andy Griff	3/19/17	FT. LAUD OWN	Undercover
			3/17/17	DAVIE 46 TLC	Hoarding:	3/10/17	S Browar ESEI	AS Monaco

TV NETWORK SCHEDULE

S Browar MNBC 3/19/17 Caught On S. BROWA HIST 3/19/17 Pawn Stars 3/19/17 S Browar GALA Vecinos DAVIE 46 CNBC Squawk Box 3/20/17 3/20/17 FT. LAUD OWN Dateline o DAVIE 46 GOLF Golf Centr 3/20/17 3/20/17 DAVIE 46 SPK Paid Progr 3/20/17 FT. LAUD SPK Paid Progr DAVIE 46 MNBC Morning Jo 3/20/17 3/20/17 DAVIE 46 ESP2 Mike and M 3/20/17 FT Laude FSFL FL Panther 3/20/17 S. BROWA SPK Paid Progr S. BROWA ESP2 3/20/17 Mike and M 3/20/17 FT. LAUD HALL The Golden 3/20/17 FT. LAUD FS1 Skip/Shann 3/20/17 S Browar HIST American P 3/20/17 FT. LAUD NGC Deadly Jou 3/20/17 FT Laude FXNC America 3/20/17 FT. LAUD DSE Pesadilla 3/20/17 FT. LAUD CNBC Squawk All 3/20/17 S. BROWA NGC Highway Th 3/20/17 S. BROWA CNBC Fast Money 3/20/17 FT. LAUD NGC The Strang FT. LAUD FSFL 3/20/17 Lunch Pant 3/20/17 S Browar ESP2 **ESPN First** FT. LAUD OXYG 3/20/17 Snapped S. BROWA TLC Long Islan 3/20/17 3/20/17 S. BROWA GOLF PGA Tour G Snowboardi 3/20/17 DAVIE 46 FSFL 3/20/17 FT Laude CNBC Closing Be S Browar CNBC 3/20/17 Closing Be 3/20/17 DAVIE 46 NGC The Real S 3/20/17 S Browar TLC Say Yes: A 3/20/17 S. BROWA MNBC MTP Daily 3/20/17 DAVIE 46 FS1 Speak for 3/20/17 DAVIE 46 OXYG Snapped 3/20/17 PGA Tour G FT. LAUD. GOLF DAVIE 46 OWN If Loving 3/20/17 3/20/17 FT Laude GALA El Chavo 3/20/17 FT. LAUD TVL Andy Griff 3/20/17 DAVIE 46 TVL Andy Griff FT Laude HIST American P 3/20/17 3/20/17 FT. LAUD TWC Weather Un 3/20/17 DAVIE 46 FBN Lou Dobbs Lou Dobbs 3/20/17 FT. LAUD FBN S. BROWA FBN Lou Dobbs 3/20/17 3/20/17 DAVIE 46 TLC Outdaughte 3/20/17 S. BROWA OXYG Snapped S. BROWA TWC 3/20/17 Secrets of FT. LAUD TLC 3/20/17 Counting O 3/20/17 S. BROWA TVL Everybody, 3/20/17 FT Laude ESP2 Women' 3/20/17 FT Laude HIST Pawn Stars 3/20/17 S Browar MNBC 11 Hour Br 3/20/17 FT Laude MNBC 11 Hour Br

NETWORK COUNT OF AIR TIME

APL	46
CNBC	74
DSE	27
ESP2	75
FBN	50
FS1	43
FSFL	75
FXNC	87
GALA	30
GOLF	46
HALL	45
HIST	76
MNBC	83
NGC	45
OWN	46
OXYG	47
SPK	47
TLC	75
TVL	43
TWC	47



TOTAL: 1107

ZONES COUNT OF AIR TIME

DAVIE 46 268
FT Laude 123
FT. LAUD 283
S Broward 121
S. BROWA 312















RADIO SCHEDULE



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

Flight Dates: 3/29-3/31 (Wed – Fri)								
Daypo	ırt	Wednesdo	Wednesday		Fr	iday		
3pm -7pm		2 x :30 seco commercia		x :30 second commercials		second mercials		
ON-AIR Y100 Flight Dates : 4/5-4/8 (Wed – Sat)								
Daypart	Monde	ay 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	6 x :30 second commercials		
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

Pre-recorded Call ins: 6 x:30 second

Onsite Event Activation: 2 hour

General Impressions: 495,400

Net Reach: 241,900

160,000 Y 100
LISTENERS
ATTENDED A
LOCAL ARTS OR
FOOD FESTIVAL
IN THE PAST 12
MONTHS





RADIO AUDIENCE



CORE AUDIENCE:
MULTI-GENERATIONAL
35 YEAR-OLD FEMALE
MARRIED WITH YOUNG KIDS
WORKING MOM
COLLEGE GRADUATE
HISPANIC COMPOSITION







93% of Americans listen to radio each week, a larger reach than that of TV! Radio advertising offers 6 times ROI.

-Advertising Age Study



RADIO STATISTICS



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



Radio is the second-most powerful medium in the United States, reaching 59 percent of the country's population each day.

-Advertising Age Study



CASINO PARTNERSHIP



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









Radio news listenership is distributed more evenly across age groups than reading a newspaper. For example, radio news has held on to 20% of 18-24 year olds – compared with just 10% of that age group who read a newspaper yesterday.

-State of the News Media











PRESS RELEASES DISTRIBUTED TO MEDIA

Dania Beach CRA Announces The Fifth Annual **Arts & Seafood Celebration**

Dania Beach, FL - The Dania Beach Community Redevelopment Agency (CRA) proudly announces its award winning, 5th Anniversary Dania Beach Arts and Seafood Celebration (DBASC). The DBASC will be held on Saturday and Sunday, April 8th and 9th, 2017 from 11:00. am to 8:00 pm on Saturday and 11:00 am to 6:00 pm on Sunday. The event will again take place at Frost Park, located at 300 NE 2nd Street in Dania Beach.

This year's event promises to be even bigger and better with the National Headliner American rock. band Spin Doctors, provided by the Casino at Dania Beach. Also performing on Saturday is Purple Madness, a Tribute to Prince, to celebrate the rich legacy of the remarkable musical genius who made pop music seem more exciting and enjoyable than it had ever been before. Groove and chill to the relaxing tropics: vibes of Sunday's Jimmy Buffet Tribute Band, Caribbean Chillers and the Island reggae rhythms of Moska Project.

In addition to a great musical line-up, this free event is filled with beautiful art, delicious seafood, exciting interactive creative experiences, the third annual Chef Showcase, kid's activities, a youth art competition, paint and sip, the all new 'Artist Walls' collaborative experience, appearances from Miami's number one hit music radio station Y100, and much more. The weekend's signature sculpture, sponsored by AHS of the Place at Dania Beach, will be created with over 100 tons of sand and will take three days to complete. You won't want to miss this exciting creative process with the finished masterpiece revealed on Sunday afternoon. Stop by the CRA booth for your chance at live show tickets courtesy of the Broward Center for Performing Arts along with freebles from the Dania Beach CRA.

Plan to stay for the day, patronize our artists and food vendors - bring your lawn chairs and blankets; relax and enjoy with your friends and family exciting entertainment and great food; and stroll through the Fine Arts Treasure Cove and Crafters Island. With activities for all ages, there will be something fun for everyone in the family. With over 80 art and artisan booths for you to discover, whether you're a collector of fine art or a new art lover you can expect to find something special that you will want to own and enjoy! So, please plan to join us to explore your own artistic side and much more.

For more information about volunteering, sponsoring or vending and to keep abreast of event details regarding the entertainment line-up, participating art and food vendors and sponsors, please visit www.banjaBeachArtsandSeafoodCelebration.com and follow us on Facebook at www.fb.com/DaniaBeachArtsandSeafoodCelebration.

Dania Beach Arts And Seafood Celebration Seeks Energetic Volunteers For 5th Anniversary Event

Dania Beach, FL- The Dania Beach Arts and Seafood Celebration (DBASC) is seeking volunteers for the special 5th anniversary event from April 8th and 9th 2017. This two- day celebration, held in the heart of downtown Dania Beach in Frost Park at 300 NE 2nd Street, will feature numerous local and regional artists showcasing their unique creations, mouth-watering food vendors, sand scuiptures, kids activities, live entertainment with a National act TBA, and much more.

"The DBASC is eagerly anticipated and has become a prominent "Spring Happening" for Dania Beach and South Florida calendars. With its growing success, the need for volunteers is increasing yearly and we are thrilled to produce an unforgettable family-filled celebrationi Volunteering is a great way to develop personal and professional skills including cultural awareness, creativity, problem solving and teamwork. Students also receive Community Service credit for volunteering at our event," states Rachel Bach, interim Executive Director for the Dania Beach Community Redevelopment Agency.

Perks include invitation to the DBASC pre-event volunteer social, at Frost Park on March 23rd, a one-of-a-kind Dania Beach Arts and Seafood Celebration Fifth Anniversary souvenir T-shirt and daily refreshments at the event. To volunteer your time and be involved in our community, RSVP for the March 23rd Kick-Off Party which will be held at 6:00PM at the Frost Park Recreation Center located at 300 NE 2nd Street by emailing Kisha Payen at kpayen@ci.dania-beach.fl.us or by calling 954-924-6601. Complimentary refreshments and snacks will be provided by Jimbo's Sandbar and volunteers can collect their souvenir shirt. Please visit

http://daniabeachartsandseafoodcelebration.com/ for more information about this event.

About the Dania Beach Arts and Seafood Celebration

The Dania Beach Community Redevelopment Agency proudly presents the award winning fifth anniversary spectacular Arts and Seefood Celebration on Saturday, April 8th, 2017 from 11AM – 8PM and Sunday, April 9th, 2017 from 11AM to 6PM. Experience two days of fun and excitament featuring fresh mouth-watering seafood, great live music, various culinary delights from top local restaurants, fine arts and crafts, local retailer booths, magnificent sand sculptures, family activities and much more. The main stage will come alive with a dazzling line-up of entertainers in a variety of scheduled performances. The Dania Kids Beach Party Fun Ville has activities for all ages, with something for everyone in the family to enjoy.





Calling All Artists And Craft Vendors: Be A Part Of The FIFTH Annual Dania Beach Arts And Seafood Celebration!

Dania Beach, FL- Creativity abounds in Dania Beach. The city's vision of a signature event that centers on artists and their creative expression has become a reality with the upcoming fifth annual Dania Beach Arts and Seafood Celebration. This festival will celebrate the diversity of local and regional artists, craft artists, specialty food vendors and handmade products by giving these artisan. small businesses the opportunity to exhibit and sell their wares.

The Dania Beach Community Redevelopment Agency (DBCRA) is proud to announce a call to artists and craft vendors interested in selling their work/edibles as part of the two-day delebration. To apply, please visit our critine application at daniabeachartsandseafoodcelebration.com. For additional information, please contact Stewart Auville at saawpb13@gmail.com.

Sam Molnnis, a South Florida native, is ecstatic to be an art vendor for the third year in a row. "I love supporting this festival and stand behind shopping local. It has been a magnificent experience participating in this event. Watching it grow over the years makes me overloyed to be a part of it. again this year." Molnnis was awarded Best Ceramics Artisan last year.

The DBCRA will be presenting the Dania Beach Arts and Seafood Celebration on Saturday April 8th, 2016 from 11AM to 8PM and Sunday April 9th, 2017 from 11AM to 6PM. The award-winning south Florida event will feature a variety of artists and artisans displaying their creativity in twelve art forms. The site of the show is Frost Park, 300 N. E. 2nd St. Convenient parking is located across the street in the Dania Jai Alai parking lot. This outdoor festival portrays the uniqueness of Broward's oldest city and reflects its artistic vibe.

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NEWS RELEASE: FOR IMMEDIATE RELEASE

Entertainment Line-Up: Spin Doctors Join The Dania Beach Arts And Seafood 5th Annual Celebration

Dania Beach, FL- Grammy Nominated, **Spin Doctors** will light up the stage on Saturday April 8, 2017 at the Dania Beach Arts and Seafood Celebration. Presented by the Casino at Dania Beach, **Spin Doctors** who are about to release a new album, headlines an electrifying cast of performers, including Prince and Jimmy Buffet tribute bands. Join the celebration on **Saturday and Sunday**, **April 8th & 9th 2017** from **11:00 am to 8:00 pm** on Saturday and 11:00 am to 8:00 pm on Sunday in Frost Park, located at 300 NE 2nd Street in Dania Beach.

The Spin Doctors are an American rock band formed in New York City, best known for their early 1990s hits, Two Princes and Little Miss Can't Be Wrong, which peaked on the Billboard Hot 100 chart at No. 7 and No. 17, respectively. You think you know the Spin Doctors. Think again. When the legendary New York quartet release their new album If The River Was Whiskey on May 14th, 2017 through Ruf Records, casual fans will discover the secret past the hardcore have never forgotten. To the wider world, the Doctors might be the multi-million-selling icons behind popular 1990s hits. But in 2013, Chris Barron (vocals), Aaron Comess (drums), Eric Schenkman (gultar) and Mark White (bass) reconnected with the flat-broke twenty-somethings who scraped for dollars at the sharp end of the Big Apple blues circuit. The Spin Doctors have come full-circle and their new album will be proof.

"We are beyond thrilled to announce Spin Doctors as the National Headliner for this year's celebration! In booking such tremendous artists to perform in a fun, energetic outdoor venue at one of the City's signature events it effectively adds yet another dimension to what Dania Beach offers to residents and visitors allke," states Rachel Bach, Executive Director for the Dania Beach Community Redevelopment Agency. "We are so excited to hear their new album and even more eager to have Dania Beach as one of the first places it will be performed LIVE!" The Doctors go on stage on Saturday at 6:30 p.m.

Also performing on Saturday is Purple Madness, Tribute to Prince. Dearly Beloved, "We are gathered here today to get through this thing called life......" What can we say about Prince? We miss him dearly and on Saturday April 8th we celebrate the rich legacy of this remarkable genius who made pop music seem more exciting and smarter than it had ever been before.

"Prince has always been a stand out individual who embraced his inner colors and expressed himself wholly from the inside out. His music appeals to a very wide audience and it is timeless" says Mitch Lautman of Stellar Entertainment Agency who represents the band.

Purple Madness is the ultimate celebration of the most widely beloved entertainer and profoundly influential artist of all time. Bobby Miller presents an electrifying performance that can best be described as high energy and a "must see" show.

Purple Madness hits the stage at 4:30 pm right before The Spin Doctors. If you are more into the island lifestyle come by on Sunday, April 9th to hear the reggae rhythms of the Moska Project and

PRESS RELEASE DANIA BI



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DANIABEACHCRA.ORG

FOR IMMEDIATE RELEASE:

Dania Beach Arts and Seafood Celebration Announces ARTIST WALLS 2017

Dania Beach, FL- This Year's Fifth Annual Dania Beach Arts and Seafood Celebration held on April 8th from 11AM - 8PM and April 9th from 11AM - 6PM, is the ultimate destination for people and families of all ages seeking live art entertainment. This year's live performance art features 'artist walls', which will be created over the two-day event by local artists capturing the atmospheric vibe, unique charm and history of Dania Beach. Over the last several months, the Dania Beach Community Redevelopment Agency (DBCRA) has been collecting vintage photographs from residents of people and places around the City which will be on display during the event, igniting inspiration for the artists while generating a nostalgic ambiance. There will be a total of 5 walls and guests of the festival can provide their support and input, and add their very own Dania Beach inspired artistic touches. After the event, these walls will be displayed in the Dania Beach City Hall Atrium's Art Gallery located at 100 West Dania Beach Blvd.

"Being the first City incorporated in Broward County, we really wanted to highlight the rich history and culture of Dania Beach, while staying consistent with the city's vision of a signature event that centers on artists and their creative expression," states Rachel Bach, Executive Director of the Dania Beach Community Redevelopment Agency.

This year's Artist Walls brings together five of the area's most well-known artists to showcase their artistic talent featuring Marco Conde, Will Simpson (who was responsible for the Chester Byrd Rededication artwork), Rebecca Pinto, Marilyn Montoto and Rob the Artist.

The Dania Beach Arts and Seafood Celebration takes place at Frost Park located at 300 NE 2nd Street in Dania Beach. To learn more information about the <u>artists</u> visit

daniabeachartsandseafoodcelebration.com/live-art-performance-artists/. For more info about the event including the National headliner Spin Doctors and full entertainment Lineup, the Chef Showcase, sponsors and more visit www.daniabeachartsandseafoodcelebration.com.

PRESS RELEASE



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FOR IMMEDIATE RELEASE:

Meet Henriette Kitte: This Year's Dania Beach Arts and Seafood Celebration's Center Stage Artist

Dania Beach, FL- Henriette Kitte has graciously contributed her time in creating the imaginative and animated art that is used for this year's Fifth Annual Dania Beach Arts and Seafood Celebration (DBASC), Her 2017 Dania Beach poster will be unveiled during the March 14th CRA Board meeting at 6pm in the Chamber Hall located at 100 West Dania Beach Blvd. The artwork will also be on display during the March 23th Event Kick-Off Party that takes place at 6PM in the Frost Park Recreation Hall. If am truly honored to be a part of this year's Celebration and showcase my art, "states Kitte. She is also active in promoting artists and their work in the Atrium Gallery as chair of the Dania Beach Creative Arts Council. The original painting, a full sheet, is valued at the starting price of \$ 1,000. An auction will be held, where all proceeds will be donated to complete the City Hall Atrium Art Gallery.

The youngest of seven children, Henriette "Kitte" Arnold was encouraged to perform to her maximum by her mother. Being exposed to extremely talented siblings, who were also urged to high standards, helped her to set goals early in life. Kitte's first recollection of drawing was at the age of four and, in her words, "I have never stopped practicing."

Educated in Haute Couture in 1955, Henriette began a forty-seven year career in fashion design. Her specialty was women's clothing, primarily evening and wedding dresses. Her creativity was exposed with successful design in theatrical costumes and Victorian era clothing. The Illinois Theatre Center, theatres in the city of Chicago, as well as suburban theatres, enjoyed her talents for over seven years. Accolades were many, but the plum was as an assistant designer for the Inspector General, at the Goodman Theatre of Chicago, which won the Jeffrey Award.

The Dania Beach Arts and Seafood Celebration on April 8th from 11:00AM to 8:00PM and April 9¹⁷ from 11:00AM – 6:00PM, and purchase shirt and poster versions that will remind you of the amazing celebration for years to come. The celebration takes place in Frost Park located at 300 NE 2nd Street in Dania Beach.

AROUND SOUTH FLORIDA CALENDAR ENTERTAINMENT SEASON OF THE ARTS

DANIA BEACH CALLS FOR ARTISTS AND VENDORS FOR CELEBRATION

























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.



88% of US marketers use social media to increase awareness about their events before they occur. -Freeman XP & Event Marketers Institute



FACEBOOK ORGANIC POSTS OVERVIEW



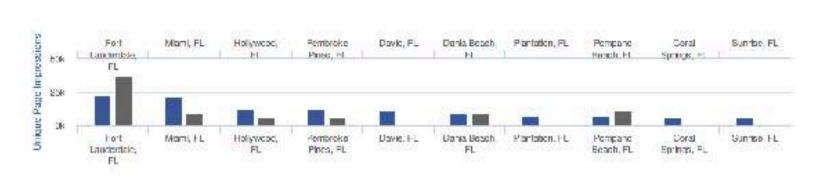
Page Post Impressions

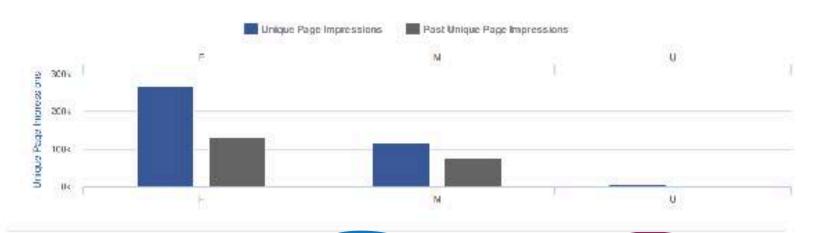


DEMOGRAPHIC PERFORMANCE

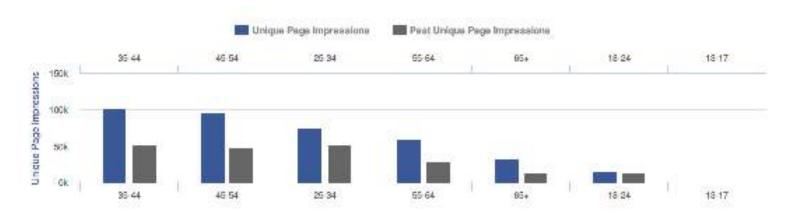
Past Unique Page Impressions

Unique Page Impressions





DEMOGRAPHIC PERFORMANCE



	Unique Page Impressions	
35-44	102,600	
45-54	96,742	
25-34	76,015	
55-64	60,467	
65+	32,574	
18-24	15,459	
13-17	732	

OUR REACH WAS SPECIFIC TO INDIVIDUALS WHO WILL SHOP, DINE, AND STAY IN DANIA BEACH! AS WE USE THIS EVENT TO INCREASE AWARENESS FOR THE OPPORTUNITIES WITHIN DANIA, WE ARE VERY SPECIFIC IN OUR TARGET AUDIENCE. THIS AUDIENCE IS THE 25+ INDIVIDUAL WHO LIVES WITHIN THE SURROUNDING AREA, EXACTLY WHO IS MOST INTERESTED IN THE DANIA BEACH ARTS & SEAFOOD CELEBRATION.



POSTS - PERFORMANCE

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	Likes	Comments	Shares	Post Engaged Users	Post Consumptions	Organic Post Impressions
	77	3	49	248	56	0
Live on stage with the best Prince Tribute hand around; purple	70	31	35	947	381	2345
New this year! Register NOW for the Red On Rouge Paint & Sip	67	5	18	163	116	800
Don't miss the Dania Beach Arte & Seafond Celebration, April 8th	54	1	24	220	219	2830
Live with spin doctors III #dbase2017	54	9	16	278	311	2158
Live behind the scenes at the 5th Annual DBASC 2017/II Let the	53	2	11	268	274	2152
Who is ready for the biggest party in Cania Beach? Dania Beach	48	ä	22	188	180	2493
The Danis Beach Arts & Sealood Celebration is right around the	48	2	30	204	202	2459
We can't well for all the detoous scalpod this weekend at the Dania	47	3	20	158	150	1724
Announcing the 2017 Dania Beach Arts & Seafood Celebration	29	9	20	145	123	1972

WHAT OUR FANS HAD TO SAY



Celestina Gangemi, Kay L. Lilly and Timothy Irwin

EVENT WEBSITE

SHOWCASING DANIA BEACH

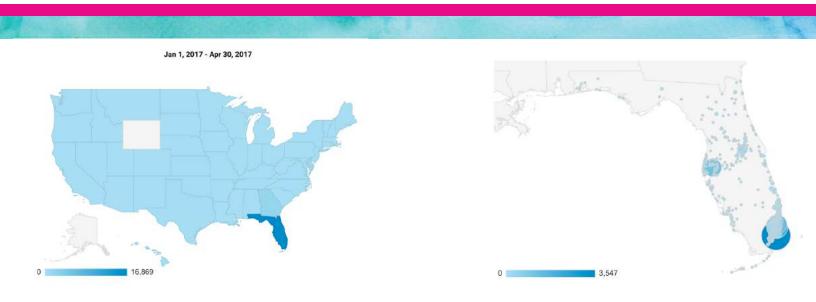


FREE PARK AND RIDE SHUTTLE SERVICE FROM THE CITY HALL PARKING GARAGE LOCATED AT 100 W. DANIA BEACH BLVD.

OVER 20,000 sessions with nearly 15K unique visitors to the website to learn more about dbasc and dania beach. This is over a 30% Increase from our traffic last year, in fact, the most traffic we have received any year so far.



EVENT WEBSITE



ALTHOUGH FLORIDA WAS OUR TOP MARKET, ALMOST 10% OF THESE VIEWS WERE FROM OTHER STATES ALONG THE EAST COAST, SHOWCASING DANIA BEACH AS A DESTINATION FOR TOURISTS. IN FACT THERE WAS ONLY 1 CONTINENTAL STATE WE DID NOT REACH. WITHIN FLORIDA, THE TOP MARKET FOR THOSE LEARNING MORE ABOUT THIS EVENT WAS ACTUALLY MIAMI, WITH 3,500 SESSIONS FROM THAT MARKET; HOLLYWOOD/DANIA WAS #2 - THEN FT LAUDERDALE, TAMPA, AND DAVIE AS THE TOP 5.



























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

FROST PARK | 300 NE 2ND ST

FREE ADMISSION FREE PARKING



























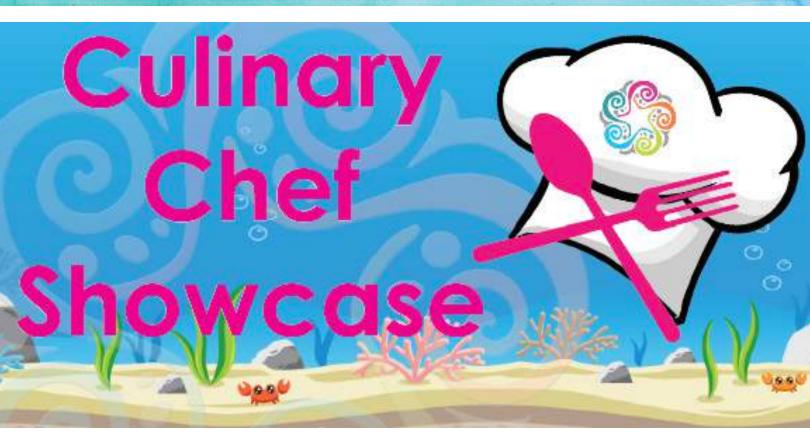




VINTAGE PHOTO MEMORY WALL COME IN & SHARE YOUR DANIA BEACH MEMORIES





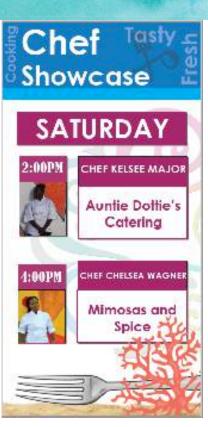






























MERCHANDISE







CAMPAIGN OVERVIEW



1107 TV AIRTIME APPEARANCES



