

**South Andrews Business Association
Presents
Holidays on the Avenue**

Event Summary

Holidays on the Avenue will be a one day event highlighting the growth and development of the South Andrews Business District. The event will focus on family friends and fun, while educating attendees to the future growth of the area. The Association will be taking an annual event and on its fifth anniversary upgrading it to a new venue. The event will focus on four aspects in 2005 while creating the platform for future growth over the next 3 to five years.

The venues include:

Holiday Land: This enchanted area will provide games and activities for the children of the South Andrews Area. It will be championed by members of the Ronald McDonald House Family. As is traditional at this time of year a visit from Santa will occur. To add to the excitement of the children Mrs. Claus and her brother Uncle Mistletoe will join the merriment.

Artist Village: this year visitors will have the opportunity to stroll down the avenue and marvel at the talents of local artists as they compete in the first annual chalk art contest. 10" x 10" squares will be marked off on the street with each being sponsored by a local merchant and designed by a local artist. Awards will be given that evening in the following categories: Best of Show, Children's Dream, Most Creative, and Best of Theme to name a few. The theme category will have two components: One for the theme of Holidays on the Avenue and Secondly for the Winterfest theme "Jewel of the Nile".

Classic Car Show: This fifth Anniversary event is the backbone of Holidays on the Avenue. Nationally recognized as the only winter auto show in the country, Antique cars, Classic Cars, Marquee Cars, and more create a stylish venue. Hosted by the Ft. Lauderdale Antique Automobile Club of America this portion of the event is sure to thrill all visitors. An expanded Motorcycle venue will give the event an international flare.

Worlds Largest Block Party: New this year an evening event will welcome the holiday season with top entertainment, food and beverages highlighting the finest in Broward County. What better way to enjoy family friends and visitors than having our own Jingle Bell Rock and the lights of Andrews Avenue.

South Side School/ Hardy Park: Also new this year is a whole family fun sports day at his venue. Volleyball, softball, croquet, tennis, arts and crafts as well as a Treasure Hunt And ice skating are all on the agenda at this site. We plan on utilizing the park to its fullest as well as showing the community what is in store for the South Side School. We have transportation provided in order to shuttle people back and forth.

In addition this year:

- Light up the Avenue: A decorating contest for local merchants to create an inviting atmosphere for young and old to enjoy.
- Vendor opportunities: Again the focus on the exciting things going on in the South Andrews business area.
- Winterfest Opportunities:
 - Promotional reach prior to event and day of event.
 - Banner on specialty vehicle.
 - Print Media for event
 - Radio Coverage potential
 - Flyers and posters
 - Website ad
 - Over 250,000 circulation in Automobile Publications announcing auto show, including Hemming, Auto Trader, and Auto Weekly.