

Fiscal Year Ending September 30, 2018

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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January 1, 2019

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-ninth annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2018. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During the tenth year of my chairmanship, the TDC made available approximately 9.1 million dollars for capital related projects. While enhancing our appeal to visitors, the availability of these capital funds lessens the tax burden on our residents and contributes to residents' quality of life. The TDC has continued to fund municipalities for beach maintenance and restoration, park improvements and museum restoration projects in all districts. Non-Profit organizations have received funding throughout the Keys for such projects as the Marine Lab Undersea Laboratory Museum, Coral Restoration, structural repairs and improvements to the Customs House and Oldest House Museums, Mel Fisher Maritime Heritage Society, Key West Botanical Gardens, Marathon Wild Bird Center, Pigeon Key, Dolphin Research Center, Anne's Beach, History of Diving Museum, Founders Park, Florida Keys History and Discovery Foundation, Reef Environmental Interpretive and Marine Conservation Center, History of Diving Museum and Island Dolphin Care.

The Keys suffered a direct hit from Hurricane Irma, a category 4 hurricane, on September 10th, 2017 initiating a mandatory evacuation of all visitors and residents. The month of September 2017 took a large economic hit which resulted in our revenue for the end of FY 17 being flat over the previous year, and with long term closures of properties throughout the Keys, this continued to affect our budget during FY 2018. Due to the decreased revenue stream we adjusted our budget and marketing plan accordingly. We endeavored to protect the winter season as this time period is the revenue generator for the fiscal year. Immediately following Hurricane Irma, the TDC requested permission of the Monroe County Board of County Commissioners to allocate up to one million dollars (\$1,000,000) in emergency capital resources to assist those tourist related attractions owned by non-profits and governmental agencies that sustained damage from the storm. A total of twenty three (23) entities with forty nine (49) projects submitted requests for a one hundred percent reimbursement of their hurricane related projects.

Our market research program included a revision of our visitor profile study post hurricane Irma. Questions to our study were added to evaluate visitor perception and gauge motivation for visitation. We also partnered with H2R Market Research to assess our summer visitor perception and current motivations to travel to the Florida Keys and Key West. A study in partnership with Visit Florida was also completed in which visitor perception both pre and post storm were assessed. In addition, an ongoing goal of the Research Department is to increase the scope and methods of data collection. We recently added AirDNA reporting which reports occupancy, ADR and RevPAR for active Airbnb vacations rentals. We discontinued our membership in the Destimetrics program as there were too few participants reporting and it was no longer statistically valid.

The Sales Department enhanced their normal fall activities with a “We’re Open for Business” visualization campaign. This campaign was implemented to counter the massive press coverage of debris and damage after Hurricane Irma. Staff supplied images to our social media outlets to support their efforts promoting the beauty of our destination. Sales managers were on the road meeting with consumers, travel agents and meeting planners. Staff used their long-standing business relationships to share positive images and stories of the progress being made. Every form of communication (webinars, phone calls, networking with travel trade) was used. Many of our travel trade partners offered value-added opportunities to support our campaign. These supportive gestures extended our reach without taxing our reduced budget. Even with the many limitations, staff hosted a German familiarization trip for inbound tour operators. These travel professionals spoke about how impressed they were with the progress being made. They shared that they were confident in promoting the destination. The travel industry response was unwavering and generously supportive to our visualization campaign to put the destination on the minds of their travelers.

In response to Hurricane Irma the TDC requested the Board of County Commissioners release one million dollars of our Emergency Advertising Resources which Tinsley Advertising added to their Fall 2017 Media Campaign to promote the destination. Later in the year with research showing an increase in multigenerational travel to the Keys, the agency produced a new video spot called “generation” to promote the destination.

Our Public Relations Agency, Newman PR worked on news clips for the recovery and re-opening of the Keys, and throughout the year continued to update the TDC on public relations coverage of Keys events and activities.

During each TDC meeting Floridakeys.com provides monthly status reports for the board to review. The agency worked alongside our advertising and public relations agency to promote a late summer Valucation promotion to encourage overnight visitors during the traditionally slow period between mid-August and late October. Our website provided the opportunity for tourist related businesses to provide an offer to visitors at no charge. These businesses were able to log in and manage their offers accordingly. The agency reported that over 12,000 offers were downloaded from the website.

In addition, the TDC reviewed the achievements of the FY 2018 marketing plan goals and continued to support and work with the Dive, Fishing and Cultural Umbrellas.

As part of our ongoing marketing strategy, TDC staff presented event funding workshops to assist the one hundred and eleven events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2017-2018 (10/1/2017 – 9/30/2018)
Monroe County Tourist Development Council

Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2018, and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/16 to 8/20

Reappointed by Neugent
District Appointment
District III

Mr. James Bernardin

Pine & Palms Resort.
80401 Old Highway
Islamorada, FL 33036
Term of Service: 1/16 to 2/20,
Classification: Tourist Accommodations

Reappointed by Rice
District Appointment
District IV

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/17 to 8/21
Classification: Tourist Related Industry

Reappointed by Murphy
Mayoral Appointment

Commissioner Danny Kolhage

Monroe County BOCC
530 Whitehead Street
Key West, FL 33040
Term of Service: Assigned per Ordinance 12/17

Appointed by Rice

Mr. Timothy Root

Keys Energy Services Utility Board
1410 Johnson Street
Key West, FL 33040
Term of Service: 2/18 to 2/21
Classification: Elected Official

BOCC Appointment

Ms. Diane Schmidt, Co-Treasurer

Margaritaville Resort & Marina
245 Front Street
Key West, FL 33040
Term of Service: 8/18 to 9/22

Appointed by Carruthers

Mr. Michael Shipley

Island Bay Resort
92530 Overseas Highway
Tavernier, FL 33070
Term of Service: 3/16 to 8/19
Classification: Tourist Related Industry

Appointed by Murphy
District Appointment
District V

Ms. Gayle Tippett

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043
Term of Service: 9/15 to 9/19
Classification: Tourist Related Industry

Appointed by Kolhage
District Appointment
District II

Commissioner Jimmy Weekley, Treasurer

City of Key West
519 Elizabeth Street
Key West, FL 33040
Term of Service: 10/17 to 9/21

BOCC Appointment

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Stacey Mitchell
Director

Maxine Pacini
Office Mgr.

Lynda Stuart
Corporate Mgr.

Jim De Keyrel
Dir. of Sales

Kelli Fountain
Dir. of Market Research

Chad Newman
Film Commissioner

Ammie Machan
Admin. Asst.

Sharon Anaka
Finance Asst.

Laura Hamm
Admin Secty.

Katrina Cool
Office Asst.

Jack Meier
Sales Mgr.

Sabine Pons-Chilton
Sales Mgr.

Liana Pyne
Sales Coordinator

Yves Vrielynck
Sales Mgr.

Guy A, Ross
Specialty Mkt. Sales

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:

Mr. John Underwood

Vice President – Account Management Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:

Mr. Andy Newman

Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:

Mr. Clinton Barras

Account Manager

FISCAL YEAR 2018

GENERIC TWO PENNY

Revenue	18,615,000
5% Reserve	<u>(930,750)</u>
Subtotal	17,684,250
Balance forward	<u>9,372,733</u>
Total Revenue available for appropriation	27,056,983

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	18,615,000
5% Reserve	<u>(930,750)</u>
Subtotal	17,684,250
Balance Forward	<u>13,883,742</u>
Total Revenue available for appropriation	31,567,992

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

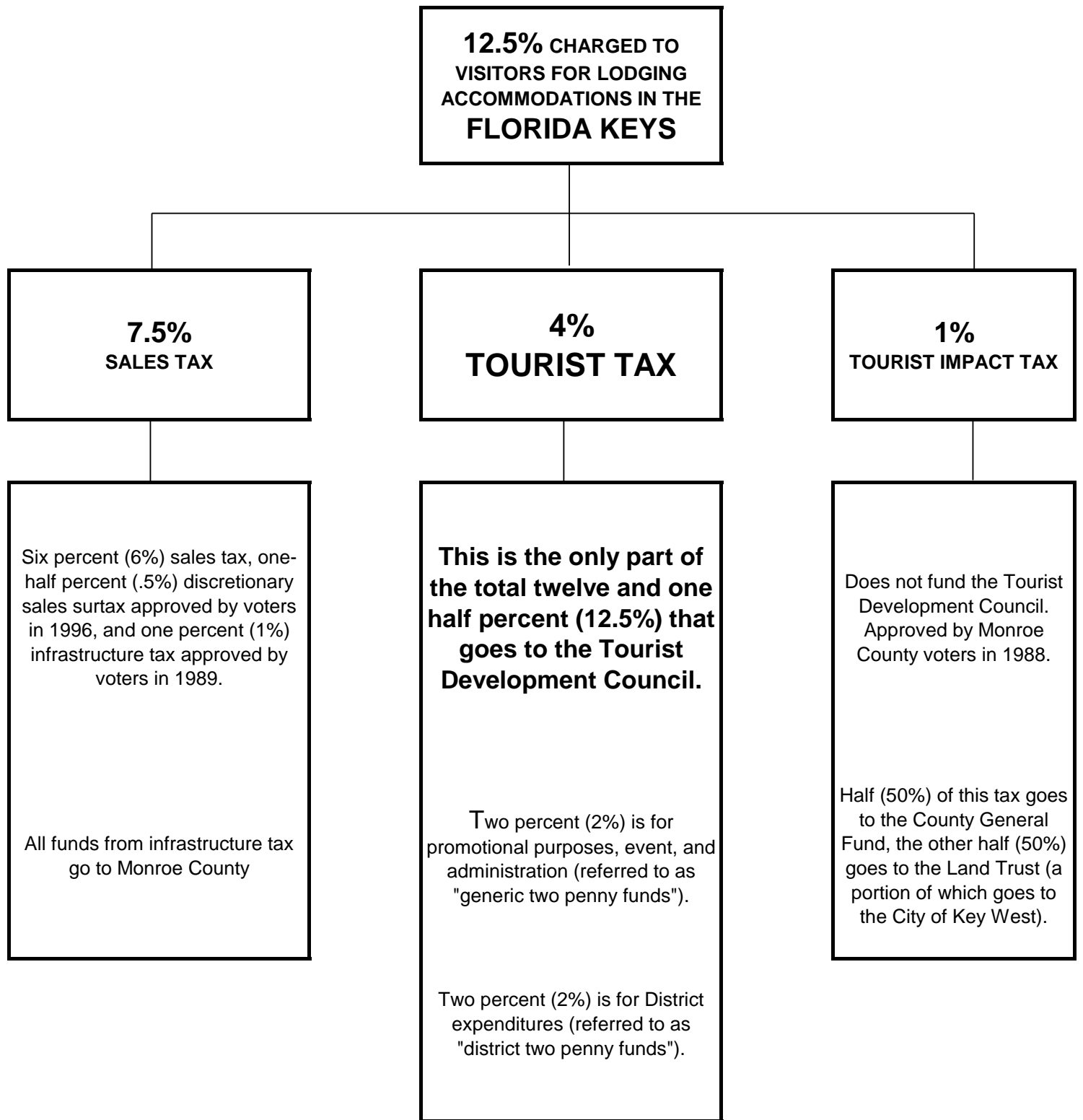
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

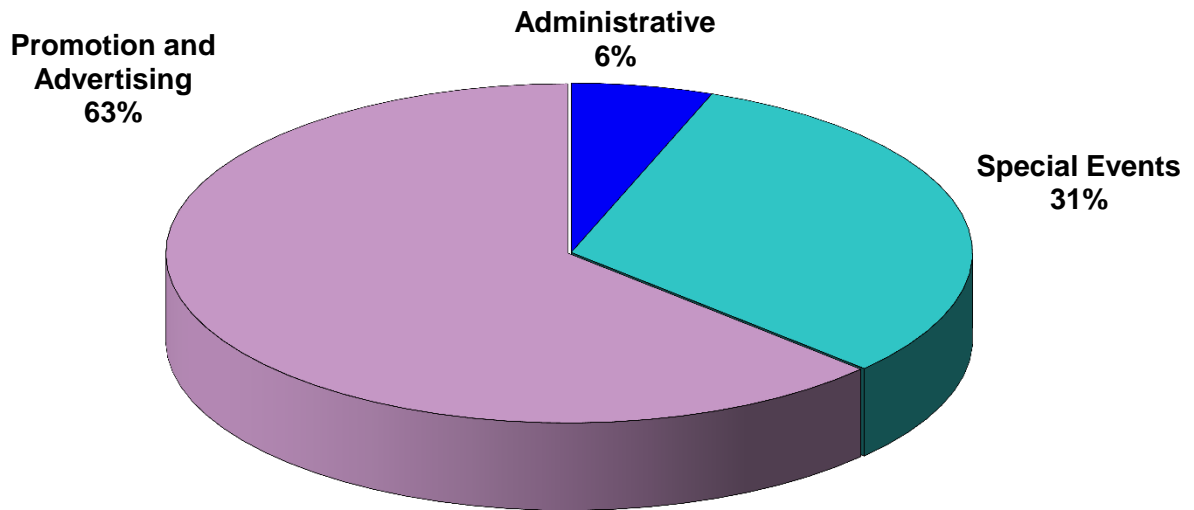
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total Generic Two Penny Expenditures FY 2018



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '17</u>	<u>FY '18</u>	<u>VARIANCE</u>
BED TAX REVENUE	12,141,000	12,555,817	414,817
5% RESERVES F.S.129.01	(607,050)	(627,791)	(20,741)
BALANCE FORWARD	<u>5,230,040</u>	<u>5,210,763</u>	<u>(19,277)</u>
TOTAL REVENUE	16,763,990	17,138,789	374,799

PROMOTIONAL

	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '18</u> <u>Appropriations</u>	<u>FY '18</u> <u>Expenditures</u>	<u>FY '18</u> <u>Carry-Over</u>
Advertising Resources	264,129	0	386,454	0	0
Fees & Commissions - Finance	60,000	27,741	60,000	0	0
Advertising	8,102,641	7,780,671	8,102,641	7,657,322	0
Mail Fulfillment (Trade)	25,000	5,078	25,000	4,995	0
Sales & Marketing	925,000	915,077	925,000	699,183	0
Website Related Expenses	165,000	67,604	165,000	42,947	0
Promotional Staffing	955,597	603,141	955,597	614,649	0
European Sales Agency	419,000	417,043	471,000	470,161	0
Monroe Council of the Arts	72,500	72,500	100,000	100,000	0
County Services	<u>39,610</u>	<u>0</u>	<u>39,610</u>	<u>39,610</u>	<u>0</u>
Total Promotional	11,028,477	9,888,854	11,230,302	9,628,867	0
GENERIC TWO PENNY					
PROMOTIONAL TOTAL	\$11,028,477	\$9,888,854	\$11,230,302	\$9,628,867	\$0

ADMINISTRATIVE

	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '18</u> <u>Appropriations</u>	<u>FY '18</u> <u>Expenditures</u>	<u>FY '18</u> <u>Carry-Over</u>
Salaries/Legal	17,410	11,709	80,647	75,881	0
Fees & Commissions - Finance	16,000	15,309	18,000	17,837	0
Administrative Advertising	17,000	7,222	18,000	12,175	0
Board & Admin Travel	30,000	12,624	26,000	24,790	0
Capital Outlay	4,820	1,060	10,000	1,510	0
Administrative Resources	138,757	0	206,283	0	0
Business Lease	150,660	111,154	165,000	110,576	0
Dues & Subscriptions	12,000	8,314	13,000	208	0
Communications	35,500	7,483	13,000	6,295	0
Equipment Rental & Leases	15,000	6,069	11,000	6,391	0
Visit Florida	12,000	6,000	12,000	6,000	0
Repair & Maint Services	<u>6,500</u>	<u>6,408</u>	<u>15,000</u>	<u>8,972</u>	<u>0</u>
Subtotal	455,647	193,352	587,930	270,635	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '17 <u>Appropriations</u>	FY '17 <u>Expenditures</u>	FY '18 <u>Appropriations</u>	FY '18 <u>Expenditures</u>	FY '18 <u>Carry-Over</u>
Operating Supplies	0	0	0	0	0
Office Supplies	14,000	8,808	20,000	10,460	0
Courier Service	2,000	10	3,000	279	0
Janitorial	7,500	5,750	9,500	5,400	0
Computer Software	1,500	0	3,000	0	0
Small Equipment	0	0	0	0	0
Administrative Services	<u>800,000</u>	<u>626,860</u>	<u>835,000</u>	<u>419,299</u>	<u>0</u>
Total Administrative	1,280,647	834,780	1,458,430	706,073	0
 SPECIAL PROJECTS					
Dist I Ad Campaign ¹	772,859	772,859	822,241	822,421	0
Dist II Ad Campaign ²	81,896	81,896	69,186	69,186	0
Dist III Ad Campaign ³	207,245	204,245	245,846	245,846	0
Dist IV Ad Campaign ⁴	147,690	147,690	154,619	154,619	0
Dist V Ad Campaign ⁵	<u>169,738</u>	<u>169,738</u>	<u>172,998</u>	<u>172,998</u>	<u>0</u>
Total Admin Special Projects	1,379,428	1,376,428	1,464,890	1,465,070	0
 RESERVES					
Emergency	426,982	0	426,982	0	426,982
Emergency	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>
Total Admin Emergency	2,272,167	0	2,272,167	0	2,272,167
 GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$4,932,242	\$2,211,208	\$5,195,487	\$2,171,143	\$2,272,167
 GENERIC TWO PENNY TOTAL					
	\$15,960,719	\$12,100,062	\$16,425,789	\$11,800,010	\$2,272,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

REVENUE:	FY '17	FY '18	VARIANCE
BED TAX REVENUE	5,859,000	6,059,183	200,183
5% RESERVE F.S. 129.01	(292,950)	(302,959)	(10,009)
BALANCE FORWARD	<u>5,019,367</u>	<u>4,161,970</u>	<u>(857,397)</u>
TOTAL REVENUE	10,585,417	9,918,194	(667,223)

	FY '17 <u>Appropriations</u>	FY '17 <u>Expenditures</u>	FY '18 <u>Appropriations</u>	FY '18 <u>Expenditures</u>	FY '18 <u>Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	0	0			0
Fees & Commissions - Finance	42,585	40,745	42,585	42,585	0
Mail Fulfillment (Consumer)	59,156	20,564	59,156	20,897	0
Events Resources	279,329	0	196,643	0	0
FL Keys & Key West Film Comm	300,000	156,625	300,000	155,703	0
Public Relations Fees	614,250	614,250	650,000	650,000	0
Public Relations Expenses	1,350,000	943,349	1,150,000	907,262	0
Market Research	708,500	320,503	608,500	269,157	0
County Services	<u>58,182</u>	<u>0</u>	<u>58,182</u>	<u>58,182</u>	<u>0</u>
Total Administrative	3,412,002	2,096,035	3,065,066	2,103,786	0
SPECIAL EVENTS					
Battle in the Bay	10,000	4,896	10,000	3,543	0
14th Annual Nautical Expo	10,000	9,211	7,500	5,668	0
Key Largo Brew On The Bay	0	0	15,000	0	0
Conch Life Scramble	5,419	5,419	0	0	0
Fantasy Fest	140,000	140,000	150,000	0	150,000
Florida Keys Island Fest	15,000	15,000	20,000	16,722	0
Marathon Seafood Festival	40,000	40,000	40,000	40,000	0
Heros Salute Weekend	30,000	26,487	30,000	25,926	4,074
Islamorada Swim for Alligator Lighthouse	50,000	50,000	25,000	22,050	2,950
Key West Brewfest	25,000	20,972	25,000	16,424	8,576
Key West Food and Wine	35,000	35,000	35,000	30,203	0
Key West Film Festival	0	0	17,000	0	17,000
20th Key West Marathon & 5K Run	0	0	5,000	5,000	0
Florida Keys Paddleboard Classic	17,000	11,686	10,000	9,294	0
Key West Pride	35,000	25,863	50,000	25,108	0
Islamorada Half Marathon & 10K	0	0	13,361	0	13,361
Quantum Key West Race Week	120,000	120,000	150,000	0	0
Key West Songwriters Festival	120,000	120,000	150,000	150,000	0
Key West Triathlon & Expo	17,000	13,744	17,000	7,598	0
KW World's Championship	120,000	12,000	150,000	0	0
KW World's Championship	82,457	82,457	0	0	0
Key Largo Bridge Run	10,000	8,921	7,061	0	0
Key Largo Original Music Festival	40,000	40,000	11,864	11,864	0
Taste of the Islands 17	0	0	18,630	0	0
Mad Dog Mandich	10,000	10,000	10,000	0	10,000
Orange Bowl Winter Training	50,000	50,000	40,000	0	0
REEF Fest	10,000	0	15,000	0	15,000
Sombrero Beach Run	20,000	19,805	8,505	6,558	0
Southernmost Marathon	25,000	22,219	17,000	7,491	0
FKCC Swim Around Key West	10,000	0	10,000	0	10,000
Phil Peterson's Poker Run	120,000	119,558	4,289	0	4,289
Tropical Heat	17,000	11,493	25,000	18,738	6,262
Uncorked Isla & KL Food & Wine	20,000	19,703	15,000	15,000	0
Underwater Music Festival	15,000	8,335	7,500	4,400	0
Univ of Miami Sports Hall of Fame	40,000	40,000	0	0	0
DAC II Resources	1,898	0	0	0	0
DAC III Resources	519	0	0	0	0
Quantum Key West Race Week	120,000	120,000	0	0	0
Womenfest	<u>35,000</u>	<u>22,170</u>	<u>14,122</u>	<u>14,122</u>	<u>0</u>
Total Special Events	1,416,293	1,224,939	1,123,832	435,709	241,512

**EVENTS
ALL DISTRICTS**

	FY '17	FY'17	FY '18	FY'18	FY'18
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Big Pine & Lower Keys Art Festival	7,254	0	6,336	0	6,336
20th Annual Afro Roots World Music Fest	0	0	19,050	18,970	0
Christopher Peterson's Eycons	20,270	20,022	22,063	21,680	0
Cultural Umbrella Resources	0	0	594,923	523,669	0
ICE Season	21,900	17,370	20,250	20,041	0
FK Guitar Festival	15,656	13,994	9,894	9,883	0
FK History of Diving Museum	15,288	6,340	21,900	0	21,900
FK Celtic Festival	21,500	21,316	21,350	14,335	7,015
FK Wildlife Refuges Outdoor Fest	18,850	18,402	21,100	17,338	0
Generic Arts Advertising	566,057	561,326	0	0	0
I Love Stock Island	13,052	12,113	21,700	21,065	0
Impromptu Concerts	21,300	17,267	20,350	14,168	0
International Sand Art Competition	19,550	17,985	0	0	0
Jazz-Age Retrospectacular	21,850	21,290	18,650	16,001	0
Key Largo Songfest	20,500	0	18,050	0	18,050
Key West Garden Club	17,589	17,589	22,005	20,431	0
Key West House & Garden Tours	21,700	21,332	22,400	21,404	0
Key West Art & Hist Society	17,250	0	19,750	3,000	16,750
Key West Burlesque Season	21,950	20,685	22,450	22,395	0
Key West Fringe	22,000	22,000	21,750	21,748	0
Key West Theater	21,350	15,241	20,000	8,993	11,007
Little White House Season	16,416	11,412	18,606	16,054	0
Key West Literary Seminar	20,550	20,550	21,550	21,483	0
Key West Symphony Orchestra	22,443	22,443	22,700	15,624	7,076
KW Tropical Forest & Botanical	21,300	1,949	20,300	19,667	0
Marathon Community Theatre	22,250	21,804	16,850	4,380	12,470
Master Chef's Classic	11,834	11,648	10,470	8,705	0
Mel Fisher Maritime Museum	23,200	18,275	22,450	22,450	0
Morada Way Arts & Cultural District	22,625	7,725	21,300	9,000	12,300
Mystery Writers Key West Fest	10,680	7,428	11,250	9,571	0
Nutcracker Key West	20,800	20,800	0	0	0
Pigeon Key Art Festival	<u>19,250</u>	<u>19,250</u>	<u>21,300</u>	<u>20,041</u>	<u>0</u>
Subtotal	1,116,214	987,553	1,130,747	922,096	112,904

**EVENTS
ALL DISTRICTS**

	FY '17 <u>Appropriations</u>	FY '17 <u>Expenditures</u>	FY '18 <u>Appropriations</u>	FY '18 <u>Expenditures</u>	FY '18 <u>Carry-Over</u>
Paradise Paint Out	20,106	17,630	19,600	0	0
Pops in the Park	20,050	19,686	19,800	17,194	0
Randy Roberts Live	20,100	20,100	21,450	19,398	0
Red Barn Theatre	21,950	17,710	23,050	21,434	0
Studios of Key West	21,350	21,035	21,750	21,732	0
Tennessee Williams Theatre	21,500	14,403	22,400	9,005	0
Tennessee Williams Birthday	13,140	13,140	17,640	12,227	0
Theatre XP Inc	16,040	9,694	0	0	0
Waterfront Playhouse	<u>23,188</u>	<u>23,188</u>	<u>23,563</u>	<u>23,297</u>	<u>0</u>
Total Cultural Umbrella	1,293,638	1,144,138	1,300,000	1,046,383	112,904

FISHING UMBRELLA EVENTS-TOURNAMENTS

Fishing Umbrella Resources	2,500	0	0	0	0
BP & Lower Keys Dolphin Tournament	15,000	12,887	15,000	11,889	0
Cheeca Lodge All American Fishing	5,000	5,000	5,000	0	0
Cuda Bowl	5,000	4,847	5,000	5,000	0
Del Brown Invitational Permit	5,000	4,940	3,500	3,230	0
Fishing TV Production	85,000	64,974	70,000	39,878	0
Fishing Umbrella Advertising	352,500	345,124	330,000	290,511	0
District I Fishing Advertising	169,800	139,516	156,128	154,582	0
District II Fishing Advertising	8,750	6,000	13,940	13,758	0
District III Fishing Advertising	58,800	51,619	44,608	42,640	0
District IV Fishing Advertising	6,050	3,852	45,668	45,668	0
District V Fishing Advertising	6,600	4,356	39,456	38,936	0
Fishing Umbrella PR	75,000	51,516	75,000	70,936	0
Golden Fly Tarpon Tournament	2,500	2,500	3,000	3,000	0
Islamorada Spring Fishing Classic	7,000	6,872	0	0	0
Islamorada Summer Fishing Classic	7,000	6,777	0	0	0
Islamorada Winter Fishing Classic	7,000	6,538	0	0	0
Isla All-Tackle Bonefish & Permit	2,500	0	2,500	0	0
Islamorada Jr. Sailfish Tourney	4,500	4,500	6,000	0	0
Islamorada Ladies Sailfish Tournament	5,500	5,500	6,000	0	0
Islamorada Sailfish Tournament	15,000	15,000	15,000	14,531	0
Jim Boker Isla Bonfish & Redfish	2,500	2,500	2,500	2,223	0
Key Largo Sailfish Challenge	10,000	10,000	0	0	0
Key West Co-Ed Mahi Masters	5,000	5,000	6,000	0	0
Key West Fishing Tournament	55,000	51,940	71,500	51,503	0
Key West Kingfish Mayhem	0	0	15,000	14,060	0
Key West Marlin Tournament	60,000	55,836	50,000	45,996	0
KW Marlin Tournament Pre Tournament	5,000	3,500	5,000	0	0
Final Sail	<u>30,000</u>	<u>29,049</u>	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	1,013,500	900,141	985,800	848,341	0

**EVENTS
ALL DISTRICTS**

	FY '17	FY '17	FY '18	FY '18	FY '18
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Ladies Tarpon Fly Tournament	3,000	2,578	3,700	2,819	0
Long Walk Home Fishing Tournament	5,000	0	0	0	0
Marathon Int'l Bonefish	3,000	2,990	0	0	0
Marathon Bull & Cow Dolphin	20,000	20,000	25,000	23,949	0
March Merkin Permit Tournament	5,000	4,900	3,500	2,698	0
Nick Sheahan Dolphin Rodeo	19,000	19,000	17,000	16,477	0
Outdoor Channel Shark Tournament	0	0	5,000	0	0
Skipper's Dolphin Tournament	13,500	13,500	17,000	16,863	0
Sugarloaf Showdown	5,000	4,520	10,000	9,634	0
Take Stock in Children	15,000	0	15,000	0	15,000
Tarponian Tournament	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>	<u>0</u>
Total Fishing Umbrella	1,105,000	970,628	1,085,000	923,781	15,000
 DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>1,100,000</u>	<u>1,029,930</u>	<u>1,100,000</u>	<u>956,212</u>	<u>0</u>
Total Dive Umbrella	1,100,000	1,029,930	1,100,000	956,212	0
 RESERVES					
Emergency	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>
Total Emergency	1,827,833	0	1,827,833	0	1,827,833
*Monroe County Finance previous year's corrections					
 GENERIC TWO PENNY					
EVENTS TOTAL	\$10,154,766	\$6,465,671	\$9,501,731	\$5,465,871	\$2,197,249

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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Community/Tourism Enhancements

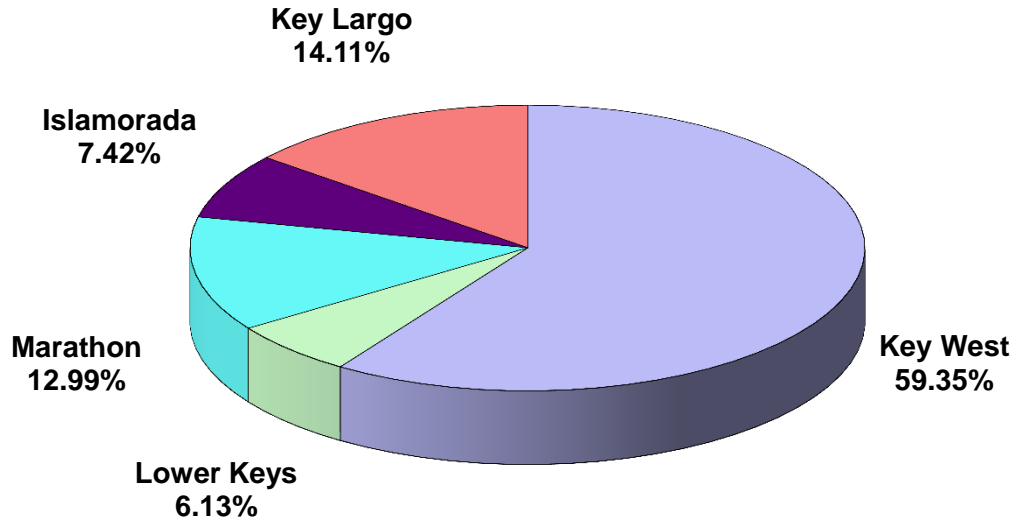
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

- **Beaches:** Cleaning and maintenance of all Keys Beaches (including the building of restroom facilities; ADA facilities; Boardwalks; Tiki Huts and Kayak docks)
- **Museums:** Adderley House; Customs House; Studios of Key West; Pigeon Key; East and West Martello Towers; Truman Little White House; Audubon House; Mel Fisher; Oldest House; Florida Keys History of Diving Museum ongoing projects; Schooner Western Union Maritime Museum Refit Project; Key West Lighthouse – Preservation Project; Hellings House Museum Repairs and Restoration
- **Zoological Parks:** Dolphin Research Center; Marine Mammal Conservancy projects; Island Dolphin Care
- White Street Pier renovations
- **Artificial Reefs:** Sinking of offshore vessels (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- **Theatres:** Marathon Community Theatre; Tennessee Williams Theatre ongoing renovations; San Carlos repairs; Waterfront Playhouse ongoing upgrades; Key West Players stage repair; Monroe County Key Largo Cultural Center Improvements
- **Nature Centers:** Marathon Garden Club; Florida Keys Wild Bird Center – Acquisition of building and sign projects; Key West Botanical Garden Projects; Mote Marine Lab; Florida Keys National Wildlife Refuge Nature Center Restrooms/ADA Ramp
- **Amphitheatres:** Founders Park; Marathon Park; Truman Annex
- Village of Islamorada Founder's Park Community and Kiddy Pool, repairs to the Hurricane Monument
- Friends of Mallory Square Memorial
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Florida Keys Eco-Discovery Center
- AIDS Memorial Repair
- Bayview Park Vietnam Veteran's Memorial Project

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike. District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2018 Bed Tax Revenue by District

As Per September 2018 MCTDC 4 Penny Bed Tax Report



DISTRICT TWO PENNY ACTIVITIES KEY WEST	REVENUE:	<u>FY '17</u>	<u>FY '18</u>	<u>VARIANCE</u>
	BED TAX REVENUE	10,090,800	10,446,737	355,937
	5% RESERVES F.S. 129.01	(504,540)	(522,337)	(17,797)
	BALANCE FORWARD	<u>6,348,947</u>	<u>8,983,008</u>	<u>2,634,061</u>
	TOTAL REVENUE	15,935,207	18,907,408	2,972,201

	<u>FY '17 Appropriations</u>	<u>FY '17 Expenditures</u>	<u>FY '18 Appropriations</u>	<u>FY '18 Expenditures</u>	<u>FY '18 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	0	0	0	0	0
Fees & Commissions - Finance	0	0	0	0	0
Utilities	20,000	3,666	20,000	3,968	0
Administrative Services	300,000	0	487,423	177,107	0
County Services	59,799	59,799	59,799	59,799	0
Administrative Resources	<u>98,257</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	478,056	63,465	567,222	240,874	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	333,761	333,760	333,761	333,760	0
KWBG Gay & Lesbian VIS	<u>50,000</u>	<u>50,000</u>	<u>50,000</u>	<u>49,992</u>	<u>0</u>
Total VIS	383,761	383,760	383,761	383,752	0

CAPITAL PROJECTS					
W Martello - Salary	55,553	53,274	60,648	55,483	0
Higgs Beach - Salary	77,023	75,614	78,746	73,798	0
Higgs Beach Sand Renourishment Phase II	1,049,109	0	1,049,109	0	1,049,109
Capital Project Resources	425,649	0	4,288,426	0	0
Customs House Masonry Restoration 17	127,310	0	127,310	127,310	0
Customs House Henry Flagler Exhibit Renova	20,441	16,848	0	0	0
DAC I Emergency Resources	0	0	322,087	317,692	0
Smathers/Rest Beach - Cleaning	520,000	403,074	520,000	435,226	0
Higgs Beach Util/Maint/Op	130,000	129,948	105,000	101,892	0
Higgs Beach - Cleaning	135,868	127,739	138,721	137,150	0
Higgs Beach Operating Supplies	6,500	4,566	6,500	3,412	0
Mote Coral Reef Restoration - Key West	92,750	92,750	0	0	0
Museum Maintenance	15,000	11,094	15,000	4,143	0
Museum Utilities	22,000	22,000	22,000	22,000	0
Museum Risk Management	498	0	498	0	0
Hellings House Museum Phase I	80,954	80,954	0	0	0
E Martello Parking Lot	400,000	14,020	400,000	21,320	400,000
E Martello Roof Replacement	989,648	58,400	989,648	5,600	989,648
E Martello ADA Upgrades	300,000	260,470	0	0	0
E Martello Bricks and Mortar Restoration 17	500,000	29,750	500,000	465,099	0
West Martello Bricks & Mortar Restor 2018	0	0	120,000	33,200	84,300
Coral Restor KW Reef & Ft Zach Taylor 2018	0	0	73,694	73,694	0
CRF Lge Scale Restor Threatened Species Kl	0	0	3,000	3,000	0
Lighthouse Ticket Counter 17	70,000	16,995	70,000	44,644	0
Mel Fisher HVAC/Generator	6,000	6,000	0	0	0
Mel Fisher Mechanical Repairs 17	7,575	5,750	0	0	0
Mel Fisher MM Improvements 2018	0	0	9,999	9,999	0
KWBG Critical Boardwalk Repair	18,000	0	18,000	0	0
Oldest House Replace Foundation Supports	45,000	39,075	0	0	0
Oldest House Roof Plumbing	23,955	0	0	0	0
City of KW Truman Wtrfrnt Pk Amphitheater	2,000,000	2,000,000	0	0	0
Coral Reef Restoration Foundation Key West	18,000	18,000	0	0	0
Studios of Key West Phase III	150,000	48,355	0	0	0
Smathers Beach Restroom Facilities	225,000	0	225,000	225,000	0
TWT Stage Improvements 17	600,000	0	137,500	119,326	0
Window Restoration in Historic Oldest 2018	0	0	24,300	20,203	0
Phase II Custom House Masonry Restor 2018	0	0	28,156	28,156	0
KW Lighthouse Keepers Qtrs Fdn Rpar 2018	0	0	81,500	6,300	81,500
KW Lighthouse Museum AC Upgrade 2018	0	0	20,000	5,380	20,000
Window Replace Scottish Rite Temple 2018	<u>0</u>	<u>0</u>	<u>65,000</u>	<u>0</u>	<u>0</u>
Total Capital Projects	8,111,833	3,514,676	9,499,842	2,339,027	2,624,557

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '17	FY '17	FY '18	FY '18	FY '18
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
SPECIAL EVENTS					
District I Event Resources	0	0	0	0	0
Conch Republic Cup KW Cuba Race Week	10,000	9,825	0	0	0
Florida Keys Seafood Festival	17,000	17,000	17,000	17,000	0
Hot Pink Holidays	10,000	2,650	0	0	0
Kelly McGillis Classic	10,000	7,870	10,000	7,150	0
Key West Pride	35,000	25,863	50,000	25,108	0
Key West Brewfest	25,000	20,315	0	0	0
Key West Paddleboard	17,000	11,686	10,000	8,104	0
Key West Triathlon	17,000	13,744	17,000	7,598	9,402
LGBT Art & Culture Evolution	10,000	7,289	0	0	0
Southernmost Marathon	25,000	22,219	17,000	7,491	9,509
Tropical Heat	17,000	11,493	0	0	0
Hemingway 5K Run & Paddleboard	10,000	10,000	10,000	10,000	0
Key West Film Festival	17,000	0	0	0	0
Key West Food & Wine Festival	35,000	35,000	35,000	30,203	0
Key West Half Marathon	35,000	35,000	50,000	50,000	0
Key West Holiday Fest	35,000	34,631	50,000	539	49,461
Key West World Championship Race	37,543	37,543	150,000	0	150,000
Keystock Music Festival	17,000	13,583	0	0	0
New Year's Eve Shoe Drop	10,000	10,000	17,000	0	17,000
Papios Kinetic Parade	17,000	13,130	17,000	16,122	0
PI Aquax Key West Championship	35,000	35,000	35,000	0	0
SUP Invitational	10,000	8,084	10,000	2,600	7,400
Swim Around Key West	10,000	10,000	0	0	0
The Key Lime Festival	17,000	14,553	17,000	11,542	0
Mote's 8th Ann KW Ocean Fest	0	0	17,000	16,957	0
WINEDINE	10,000	9,284	10,000	0	0
Womenfest	<u>35,000</u>	<u>23,360</u>	<u>20,878</u>	<u>12,996</u>	<u>7,882</u>
Total Special Events	523,543	439,122	559,878	223,410	250,654
PROMOTION & ADVERTISING					
FCCA Conference & Trade Show (Cruiseships	0	0	6,000	2,548	0
Promo & Advertising Resources	200,000	0	200,000	0	0
District Advertising Campaign ¹	5,812,167	5,717,726	5,043,315	4,640,756	0
DAC I Webcam	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	6,026,967	5,732,526	5,264,115	4,658,104	0
Higgs Beach Special Fund	<u>314,047</u>	<u>0</u>	<u>314,047</u>	<u>0</u>	<u>314,047</u>
Total Special Beach Fund	314,047	0	314,047	0	314,047
KEY WEST					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$15,838,207	\$10,133,549	\$16,588,865	\$7,845,167	\$3,189,258

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

DISTRICT TWO PENNY ACTIVITIES LOWER KEYS	REVENUE:	<u>FY '17</u>	<u>FY '18</u>	<u>VARIANCE</u>
	BED TAX REVENUE	1,067,400	1,092,180	24,780
	5% RESERVES F.S. 129.01	(53,370)	(54,609)	(1,239)
	BALANCE FORWARD	<u>473,066</u>	<u>422,678</u>	<u>(50,388)</u>
TOTAL REVENUE	1,487,096	1,460,249	(26,847)	

	<u>FY '17 Appropriations</u>	<u>FY '17 Expenditures</u>	<u>FY '18 Appropriations</u>	<u>FY '18 Expenditures</u>	<u>FY '18 Carry Over</u>
ADMINISTRATIVE					
Fees & Commissions - Finance	152	143	152	152	0
Utilities	2,000	373	2,000	403	0
Administrative Services	0	0	18,365	0	0
County Services	23,290	0	23,290	23,290	0
Administrative Resources	<u>19,171</u>	<u>19,653</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	44,613	20,169	43,807	23,845	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>0</u>
Total VIS	95,760	95,760	95,760	95,760	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	58,237	56,977	66,908	67,107	0
Little Duck Key Beach - Util/Maint/Op	8,500	7,574	8,700	1,745	0
Little Duck Key Beach - Cleaning	17,930	8,092	14,930	0	0
Mote Coral Reef Restoration - Lower Keys	54,000	54,000	60,000	60,000	0
CRF Coral Restoration - Lower Keys	24,570	24,570	40,000	39,968	0
FLA Keys National WLR Nature Center Rstrm	0	0	180,000	0	0
Capital Projects Resources	343,170	0	396,543	0	0
DAC II Emergency Resources	<u>0</u>	<u>0</u>	<u>62,200</u>	<u>62,200</u>	<u>0</u>
Total Capital Projects	506,407	151,213	829,281	231,020	0
SPECIAL EVENTS					
P. Peterson's Key West Poker Run	0	0	711	0	0
Underwater Music Festival	<u>0</u>	<u>0</u>	<u>7,500</u>	<u>4,400</u>	<u>0</u>
Total Special Events	0	0	8,211	4,400	0
PROMOTION & ADVERTISING					
District Advertising Campaign ²	819,316	805,732	462,189	415,011	0
DAC II Webcam	<u>21,000</u>	<u>20,800</u>	<u>21,000</u>	<u>17,190</u>	<u>0</u>
Total Promo & Ad	840,316	826,532	483,189	432,201	0
LOWER KEYS DISTRICT TWO PENNY PROGRAM TOTAL	\$1,487,096	\$1,093,674	\$1,460,248	\$787,226	\$0

<p>To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.</p>
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DISTRICT TWO PENNY ACTIVITIES MARATHON	REVENUE:	FY '17	FY '18	VARIANCE
	BED TAX REVENUE	2,705,400	2,857,924	152,524
	5% RESERVES F.S. 129.01	(135,270)	(142,896)	(7,626)
	BALANCE FORWARD	<u>1,860,258</u>	<u>2,554,992</u>	<u>694,734</u>
	TOTAL REVENUE	4,430,388	5,270,020	839,632

	FY '17 Appropriations	FY '17 Expenditures	FY '18 Appropriations	FY '18 Expenditures	FY '18 Carry Over
ADMINISTRATIVE					
Fees & Commissions - Finance	300	291	300	300	0
Administrative Services	60,000	0	117,956	0	0
Utilities	6,000	1,056	6,000	1,143	0
County Services	16,356	0	16,356	16,356	0
Administrative Resources	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	132,913	1,347	140,612	17,799	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>0</u>
Total VIS	168,000	168,000	168,000	168,000	0

CAPITAL PROJECTS					
City of Marathon Sombbrero Bch Cleaning	114,000	92,552	114,000	34,352	0
Coral Reef Restoration - Marathon	36,000	0	0	0	0
Coco Plum Beach Restrooms	77,425	60,150	0	0	0
Coco Plum Shore Restoration	125,000	0	125,000	0	125,000
Sombbrero Beach Facilities Upgrade	40,000	0	40,000	0	40,000
Amphitheater Improvements 2018	0	0	15,000	0	15,000
Avian Food Prep & Storage Project ADA 2018	0	0	37,125	0	37,125
Crane Point Museum Entry and Handicap Ran	6,500	6,320	0	0	0
Crane House Public Restroom Project	24,955	0	0	0	0
DRC Gift Shop Building Improvement	17,875	0	17,875	17,875	0
DRC Welcome Center Generator	24,950	0	24,950	0	24,950
DRC ADA Parking, Landscaping and Fencing	24,500	0	24,500	22,110	0
DRC Construct Welcome Center Building	421,700	0	421,700	421,700	0
DRC Guest Restroom Change Rooms	134,894	0	134,894	0	134,894
DRC Signage Project	11,750	0	0	0	0
DRC Sign Restoration	15,500	10,045	0	0	0
DRC Ice Machine/Railings/Freezer	0	0	16,822	8,299	0
DRC Tiki Thatching & Program Platforms	0	0	71,775	0	71,775
DRC Sprayground Enhancements 2018	0	0	12,623	10,163	0
Flagler Train Car Restoration 2018	0	0	37,425	36,113	0
Marathon Wild Bird Center Relocation	9,500	0	9,500	9,500	0
Museum/Lagoon Deck 2018	0	0	49,200	49,200	0
Pigeon Key Buildings Additional Sprinklers	350,000	12,000	350,000	0	350,000
Pigeon Key Gang Building Wall Repairs	15,000	12,134	0	0	0
Pigeon Key Roof Repair 16	250,000	0	0	0	0
Pigeon Key Roof FY18	0	0	60,000	0	60,000
Pigeon Key Ramp Repair	200,000	0	200,000	0	200,000
Pigeon Key Reroofing Tender/Foreman	300,000	20,110	300,000	0	300,000
Pigeon Key Roof Replace Asst Bridge Qtrs 20	0	0	60,000	0	0
Pigeon Key Sprinkler Improvement Ph 1 2018	0	0	130,000	0	130,000
Sunset Park ADA Restroom Facilities 2018	0	0	36,000	0	0
Capital Projects Resources	190,009	0	917,782	0	0
DAC III Emergency Resources	<u>0</u>	<u>0</u>	<u>146,400</u>	<u>146,400</u>	<u>0</u>
Total Capital Projects	2,389,558	213,311	3,352,571	755,712	1,488,744

SPECIAL EVENTS					
Fantasy Fest	30,000	14,800	30,000	15,200	0
Taste of the Islands	1,889	0	1,889	0	0
Sombbrero Beach Run	0	0	11,495	11,495	0
Island Boat Show	0	0	10,000	0	0
Coral Head Musicfest	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>6,164</u>	<u>0</u>
Total Special Events	31,889	14,800	63,384	32,859	0

PROMOTION & ADVERTISING					
DAC III Webcam	15,000	14,800	15,000	8,140	0
District Advertising Campaign ³	<u>1,693,028</u>	<u>1,677,941</u>	<u>1,503,528</u>	<u>1,301,797</u>	<u>0</u>
Total Promo & Ad	1,708,028	1,692,741	1,518,528	1,309,937	0

MARATHON DISTRICT TWO PENNY PROGRAM TOTAL	\$4,430,388	\$2,090,199	\$5,243,095	\$2,284,307	\$1,488,744
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To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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DISTRICT TWO PENNY ACTIVITIES ISLAMORADA	REVENUE:	FY '17	FY '18	VARIANCE
	BED TAX REVENUE	1,927,800	1,980,636	52,836
	5% RESERVES F.S. 129.01	(96,390)	(99,032)	(2,642)
	BALANCE FORWARD	<u>807,802</u>	<u>1,268,566</u>	<u>460,764</u>
	TOTAL REVENUE	2,639,212	3,150,170	510,958

	FY '17 Appropriations	FY '17 Expenditures	FY '18 Appropriations	FY '18 Expenditures	FY '18 Carry Over
ADMINISTRATIVE					
Fees & Commissions- Finance	250	239	250	250	0
Utilities	4,500	870	4,500	942	0
Administrative Resources	17,403	0	0	0	0
Administrative Services	45,000	0	68,732	0	0
County Services	<u>12,023</u>	<u>0</u>	<u>12,023</u>	<u>12,023</u>	<u>0</u>
Total Administrative	79,176	1,109	85,505	13,215	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>0</u>
Total VIS	157,500	157,500	157,500	157,500	0

CAPITAL PROJECTS					
Anne's Beach Boardwalk Repairs PH 1	300,000	0	0	0	0
Underwater Photography Exhibit Expansion	9,250	9,250	0	0	0
History and Discovery Jerry Wilkinson Library	10,300	10,300	0	0	0
Mote Marine Lab Coral Reef Exhibit 2018	0	0	125,000	0	125,000
Laura Quinn Wild Bird Pelican Pond 2018	0	0	27,000	0	27,000
Shade Structure Founders Park Pool	8,325	8,325	0	0	0
Shade Structure Ron Levy Aquatic Center 201	0	0	18,194	18,194	0
Dive Museum Exhibit	21,500	21,500	0	0	152,000
Exhibit-Rebreathers & Technical Diving 2018	0	0	29,250	0	29,250
Islamorada Bch Pk Facilities Cleaning	45,000	45,000	45,000	43,977	1,023
Coral Reef Restoration - Islamorada Waters	15,570	15,570	15,570	15,570	304,000
CRF Restore Coral Species Islamorada 2018	0	0	6,000	6,000	0
DAC IV Emergency Resources	0	0	91,907	91,907	0
Capital Projects Resources	<u>504,777</u>	<u>0</u>	<u>1,328,397</u>	<u>0</u>	<u>486,273</u>
Total Capital Projects	914,722	109,945	1,686,318	175,648	1,124,546

SPECIAL EVENTS					
Beach Road Trip	10,000	0	10,000	0	0
Conch Life Scramble Golf Tournament	10,000	8,366	10,000	0	10,000
Florida Keys Poker Paddle	0	0	10,000	9,294	706
Islamorada Grand Prix 17	25,000	0	25,000	0	0
Islamorada Half Marathon 17	20,000	19,259	0	0	0
Islamorada Half Marathon & Beach Mile	0	0	6,639	0	6,639
Mad Dog Mandich Fishing Classic	449	0	449	0	0
Mad Dog Mandich Fishing Classic	0	0	10,000	0	10,000
Mote's Ocean Fest: A Community Celebration	0	0	10,000	0	10,000
P1 Islamorada Grand Prix	0	0	20,000	0	0
University of Miami Sports Hall of Fame	40,000	40,000	0	0	0
WINEDINE	<u>10,000</u>	<u>5,557</u>	<u>10,000</u>	<u>431</u>	<u>0</u>
Total Special Events	115,449	73,182	112,088	9,725	37,345

PROMOTION & ADVERTISING					
District Advertising Campaign ⁴	1,216,784	1,196,294	868,780	865,790	0
Promo & Adv Resources	100,000	0	100,000	0	0
DAC IV Webcam	<u>21,000</u>	<u>20,800</u>	<u>21,000</u>	<u>15,159</u>	<u>0</u>
Total Promo & Adv	1,337,784	1,217,094	989,780	880,949	0

ISLAMORADA DISTRICT TWO PENNY PROGRAM TOTAL	\$2,604,631	\$1,558,830	\$3,031,191	\$1,237,037	\$1,161,891
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To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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DISTRICT TWO PENNY ACTIVITIES KEY LARGO	REVENUE:	FY '17	FY '18	VARIANCE
	BED TAX REVENUE	2,208,600	2,237,523	28,923
	5% RESERVES F.S. 129.01	(110,430)	(111,876)	(1,446)
	BALANCE FORWARD	<u>1,171,311</u>	<u>661,997</u>	(509,314)
	TOTAL REVENUE	3,269,481	2,787,644	(481,837)

	FY '17 <u>Appropriations</u>	FY '17 <u>Expenditures</u>	FY '18 <u>Appropriations</u>	FY '18 <u>Expenditures</u>	FY '18 <u>Carry-over</u>
ADMINISTRATIVE					
Fees & Commissions - Finance	300	291	300	300	0
Utilities	1,200	249	1,200	273	0
Administrative Services	50,000	0	44,480	0	0
County Services	37,424	0	37,424	37,424	0
Administrative Resources	<u>9,161</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Administrative	98,085	540	83,404	37,997	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>0</u>
Total VIS	149,100	149,100	149,100	149,100	0

CAPITAL PROJECTS					
Harry Harris Beach - Salary	73,211	67,750	77,559	56,106	0
Settler's Park - Salary	33,835	32,921	35,016	31,329	0
Harry Harris Beach - Cleaning	19,133	17,750	19,133	11,250	0
Harry Harris Beach - Util/Maint/Rprs	45,000	43,292	45,000	17,411	0
Island Dolphin Care Dock	22,500	0	0	0	0
CRF Coral Restoration- Key Largo	112,500	112,500	185,925	185,925	0
CRF Nature Center Enhancement	2,889	2,500	0	0	0
Coral Restoration - Key Largo	49,140	49,140	0	0	0
Green on the Go; Eco Attraction 2018	0	0	37,125	37,125	0
Laura Quinn Pelican Pond 2018	0	0	40,500	0	40,500
Marine Lab Undersea Museum 2018	0	0	13,125	3,859	0
Reef Interpretive Center	119,500	110,236	0	0	0
Reef Marine Conservation Center	27,400	22,422	0	0	0
Murray Nelson Sign	40,000	15,149	0	0	0
Rowell's Bathrooms PH1	247,725	8,720	247,725	68,259	0
DAC V Emergency Resources	0	0	103,270	103,270	0
Capital Projects Resources	<u>254,426</u>	<u>0</u>	<u>539,312</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,047,259	482,380	1,343,690	514,534	40,500

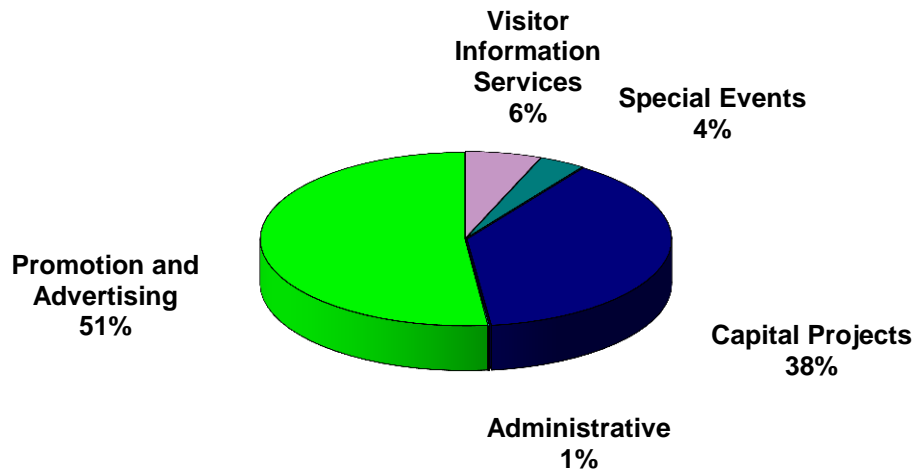
SPECIAL EVENTS					
Bogart Film Festival	25,000	6,084	0	0	0
Beach Road Trip	10,000	0	0	0	0
Jimmy Johnson Nat'l Billfish Championship	40,000	40,000	25,000	24,600	0
Key Largo Brew on the Bay	10,000	10,000	0	0	0
Key Largo Bridge Run	2,939	0	2,939	0	0
Key Largo Original Music Festival	0	0	28,139	28,136	0
Uncorked-KL & Islamorada Food & Wine	20,000	19,703	25,000	25,000	0
REEF Fest	10,000	0	10,000	0	0
Upper Keys Reef Crawl	10,000	0	0	0	0
Special Events Resources	<u>30,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	157,939	75,787	91,078	77,736	0

PROMOTION & ADVERTISING					
Promo & Adv Resources	100,000	0	100,000	0	0
District Advertising Campaign ⁵	1,687,946	1,657,297	978,875	916,248	0
DAC V Webcam	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>23,975</u>	<u>0</u>
Total Promo & Ad	1,811,946	1,681,297	1,102,875	940,223	0

KEY LARGO DISTRICT TWO PENNY PROGRAM					
TOTAL	\$3,264,329	\$2,389,104	\$2,770,147	\$1,719,590	\$40,500

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Two Penny (being that advertising and events fundings are permissible expenditures of the Two Penny fund) resulting in no net loss to the District.

Total District Two Penny Expenditures FY 2018



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2018 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCBOCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.