

**ADA ASSISTANCE:** If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

## **AGENDA**

### **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT IV ADVISORY COMMITTEE**

**REGULAR SESSION, TUESDAY, MARCH 12, 2024 2:00 p.m.**

**Join Zoom Meeting <https://us02web.zoom.us/j/87323741685>**

The meeting may also be accessed:

Meeting ID: 873 2374 1685

One tap mobile

+13052241968,,87323741685# US

+13017158592,,87323741685# US (Washington DC)

\*Any person that wishes to be heard on any agenda item shall notify administrative staff prior to the start of the meeting.

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

1. Additions to and Approval of the Agenda/Bulk Items
2. Capital Application Workshop
3. Event Application Workshop

**D. APPROVAL OF THE MINUTES:**

1. January 23, 2024 Regular Meeting Minutes
2. December 19, 2023 TDC Meeting Minutes – FYI

**E. Budget:**

1. FY 2024 Budget
2. Four Penny Revenue Report

**F. District IV Public Relations**

1. Monthly Report from NewmanPR – FYI

**G. ADVERTISING:**

1. Advertising Recap – FYI
2. Consideration and Action re: Additional Summer Media
3. Media Plan Workshop

**H. MARKET RESEARCH:**

1. D360 Report and Key Data Vacation Rental Report – FYI

**I. VIS REPORTS:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

1. Two Oceans Digital Report – FYI
2. District Google Analytics

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

- 1.** Operations Manual Update – FYI
- 2.** Annual Report – FYI
- 3.** Updated DAC Meeting Schedule – FYI
- 4.** Update re: January 30, 2024 TDC Meeting
- 5.** Update re: February 20, 2024 Special TDC Meeting
- 6.** Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Islamorada 2024
7. Review of Recent Events Funded by DAC
8. Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Phase I Project
9. Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Phase I Part II
- 10.** Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the – Mote – Coral Restoration – Islamorada 2024 Project
- 11.** Consideration and Action re: Amend Previously Approved Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project

**M. GENERAL DISCUSSION**

**N. PUBLIC/INDUSTRY INPUT**

**O. ADJOURNMENT**

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING  
AT 305-296-1552 OR 1-800-648-5510**

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**DATE:** February 23, 2024  
**To:** District Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Capital Application Workshop**

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The TDC Administrative Office has advertised the FY 2025 Capital Project Funding Application. The deadline for receipt of applications is April 22, 2024.

During the March DAC Meetings, TDC Staff will present a workshop to inform interested applicants, as well as DAC members the process for applying for funds.

If you know of anyone who may be interested in applying for these funds, please invite them to attend the meeting or ask them to contact the TDC Administrative office at 305-296-1552. The TDC Administrative office has created an electronic workshop packet and has provided the link to those persons on the event application notification list.

The workshop packet can be downloaded from:  
<https://www.monroecounty-fl.gov/DocumentCenter/View/35185/Capital-Workshop-Packet>

I have attached a copy of the application so that you can follow along during the workshop.

# CAPITAL PROJECT SCHEDULE

## FY 2025

TDC APPROVAL TO ADVERTISE:	December 19, 2023
BOCC APPROVAL TO ADVERTISE:	January 31, 2024
NOTICES SENT TO INTERESTED PERSONS	February 1, 2024
ADVERTISE RFP:	February 5, 2024
DAC WORKSHOPS:	March 12 <sup>th</sup> and 13 <sup>th</sup> , 2024
<b>Approx. 75 DAYS</b>	

**DEADLINE:** **April 22, 2024**

DAC DEADLINE:	June 14, 2024
DAC APPROVAL:	June 25 <sup>th</sup> and 26 <sup>th</sup> , 2024
TDC APPROVAL:	July 30, 2024

BOCC APPROVAL AFTER OCTOBER 2024

## MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

### FY 2025 CAPITAL PROJECT (BRICKS AND MORTAR) FUNDING APPLICATION

#### REQUEST FOR APPLICATIONS FOR CAPITAL PROJECTS (BRICKS AND MORTAR)

All respondents must use the current application downloaded from the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> OR [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.

#### **APPLICATION DEADLINE: April 22, 2024**

All applications should be received no later than 5:00 p.m. (close of business day)

Pursuant to F.S. § 50.0211(3)(a), all published competitive solicitation notices can be viewed at: [www.floridapublicnotices.com](http://www.floridapublicnotices.com), a searchable Statewide repository for all published legal notices. Requirements for submission and the selection criteria may be requested from the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> OR [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). The Public Record is available upon request.

Monroe County Purchasing Department receives bids via the Bonfire electronic bidding platform. Please do not email, mail or attempt to deliver in person any sealed bids. Emailed/mailed/physically delivered bids/proposals/responses WILL NOT be accepted.

The Monroe County Purchasing Department hereby directs that bids/proposals/responses/applications be submitted via the Bonfire electronic bidding platform at <https://monroecounty-fl.bonfirehub.com>, **no later than 5:00P.M. on Monday, April 22, 2024**. There is no cost to the bidder to use the Bonfire platform.

Please do not submit your confidential financial information as part of your proposal. There are separate uploads for each set of documents, including confidential financial information. All bids/proposals/responses/applications will be made public on the platform after an intended decision or 30 days after the competitive solicitation opening, whichever is earlier, unless the bids/proposals are rejected in accordance with F.S. 119.071. If your bid/proposal/response/application document includes financial information, that information will not be considered confidential and will be available and viewable to the public in accordance with public records law.

The bid opening for this solicitation will be held virtually, via the internet, at **9:00 A.M., on Tuesday, April 23, 2024**. You may call in by phone or internet using the following:

#### Join Zoom Meeting

<https://mcbocc.zoom.us/j/4509326156>

Meeting ID: 4509326156

Additional ways to access this Zoom meeting can be found in the legal notice posted on

<https://monroecounty-fl.bonfirehub.com>

All inquiries and correspondence, other than submission of application, should be made to the Monroe County Tourist Development Council. Contact Maxine Pacini or Ammie Machan at (305) 296-1552. Email correspondence should be addressed to [Ammie@Fla-Keys.com](mailto:Ammie@Fla-Keys.com). Questions regarding permissibility of your project submitted less than 10 business days prior to the deadline date may not be answered.

## **CAPITAL PROJECT FUNDING PROCESS**

This application is intended for applicants whose facility has a primary purpose of promoting tourism.

The Monroe County Tourist Development Council (TDC) administers the four (4) cent bed tax collected for the purpose of promoting the Florida Keys as a tourist destination. Each year, the TDC advertises a Request for Applications (RFA) for Capital Project funding through the TDC. Projects must be owned and operated by either a **governmental entity** or **non-profit organization**. Individuals and for-profit organizations and companies **are not eligible** to apply for Capital Project funds. Applicants must be registered to do business in Florida. The Applicant must be the owner or operator of the facility. Applications received from organizations that are not the owner or operator of the facility will not be considered. All applications will be reviewed by the appropriate District Advisory Committees (DAC's), who shall make recommendations on funding the project to the TDC. Upon approval of recommended funding allocation by the TDC, the administrative office will coordinate with the project manager to establish an agreement for the project and will present the proposed agreement to the County for final approval.

**This application may be funded up to one hundred percent 100% reimbursement of funds expended by any individual non-profit organization and governmental entities. The applicant must show that all funds (100%) are available for the project at the time of application so that there is no delay in the progress of the project, and that TDC funding is not used as “matching” funds.**

If an applicant applies for funding in more than one District for their Capital Project, they may either:

Apply for a specific portion of the total funding request in multiple Districts. Each DAC will be informed of the amount requested in each DAC and will consider only the amount requested in their specific District. The majority of the project cost should be requested from the district in which the project is located. The amount requested in each DAC should take into consideration the positive tourism impact the project will have on adjacent DAC's **(This method is to be utilized unless emergency circumstances exist as set forth below)**

or

Only under emergency circumstances, i.e. projects that need to be completed due to emergency circumstances (an immediate danger to the public health or safety or a danger of loss of public or private property that requires immediate action), may an applicant apply for the full funding request across multiple DACs. The Applicant must submit documentation or a detailed explanation of the emergency circumstances relating to the project. Each DAC will consider the total funding request and will be informed that the funding request is across multiple Districts. If the project is partially funded by a DAC, the funding request for the other DACs will be reduced by that amount, and the DAC members will be informed of the funding recommendations made by the other DACs. Once a DAC has approved the final funding allocation recommendation, the funding process does not allow for that amount to be increased or decreased based upon subsequent funding allocations made by other DACs.

## IMPORTANT INFORMATION

All information furnished or disclosed as part of the application process is considered a public record under the laws of the State of Florida.

The applicant shall not lobby, solicit or act to influence the advisory committee members and/or the TDC board members in any way that may influence the outcome of the competition, discussion or negotiations leading to the allocation of funding, or an award of an agreement as reviewed and approved by the County Attorney's office. Such action may lead to withdrawal of the application from consideration.

**Commencement of Project:** No portion of the project for which you are seeking TDC funding may commence prior to the approval of an agreement by the Monroe County Board of County Commissioners. Once your agreement has been approved by the BOCC then the project work described in Exhibit A must commence before the end of the Fiscal Year in which it is funded. Example: FY 2025 funding would be October 1, 2024 to September 30, 2025, or between the date of BOCC approval of your agreement and September 30, 2025. Proof that the project commenced within the 2025 Fiscal Year may be requested by the TDC administrative office. For projects requesting \$19,999.99 and under, please see page 7.

Prior to filling out the application, please go to [www.sunbiz.org](http://www.sunbiz.org) to ensure that your organization is registered to do business in the State of Florida. Only applicants that are duly registered will be accepted. **Print out the Sunbiz documentation and attach as Exhibit A.**

Cost of preparation and submission of the application is the responsibility of the applicant.

Applicant shall complete, sign (by an authorized officer) and submit the application to the Monroe County Purchasing Department via email as instructed.

**Completed Application:** The application shall be considered complete upon receipt and should stand alone with no other information being provided after-the-fact other than any additional information that may be requested by the TDC administrative office, or questions from the DAC at the allocation meeting.

All attachments should be noted as such in the top right-hand corner of each sheet.

Applicants shall familiarize themselves with referenced online materials noted in this application. A sample agreement can be found at: <https://www.monroecounty-fl.gov/DocumentCenter/View/34867/Sample-Capital-Agreement->

Any part of the project for which the applicant wishes to seek reimbursement from the County must NOT commence prior to the date of County (BOCC) approval.

Be advised that if your organization is awarded funding, you will be required to enter into an agreement which requires you to maintain accurate and complete documentation of the project. You will be required to obtain a signed amendment to the agreement before making any substantive changes to the project or you may nullify the County's obligation to pay. You will be

required to comply with the following reimbursement procedures outlined in the sample reimbursement packet which can be found at: <https://www.monroecounty-fl.gov/DocumentCenter/View/28829/Sample-Reimbursement--Capital>

The recipient of TDC capital project funding shall designate a project manager if no licensed architect, engineer or general contractor is involved in the project. If the project is performed by County or City personnel, the project manager shall be the engineer, building official or construction manager of that local government.

**Taxes:** The TDC/County is exempt from Federal, Excise and State of Florida Sales Tax.

**Maintenance:** The applicant shall be responsible for all maintenance and operational costs of the premises improved or constructed with the use of funding from the TDC/County. The applicant shall be responsible to the TDC/County for the safekeeping and proper use of the premises and property under the applicant's care, which includes obtaining any and all insurance for the premises and the property/equipment, and obtaining any and all maintenance or service relating to such property and equipment for its service life. Any disposal of assets procured through funding under this agreement shall comply with chapter 274, F.S. or chapter 617 F.S., dependent upon the type of entity funded under this agreement.

**Permits:** Applicant shall be responsible for securing all federal, state and local development approval and permits necessary to complete the project. Award of funds under this application does not indicate any development approval by the County and applicant shall be required to comply with all County concurrency requirements under land use laws of the County and State. The TDC/County shall reimburse not for profits for the cost of permits required to complete the physical brick and mortar portion of the project as outlined in the scope of services (Exhibit A) of the final agreement. Applicant shall submit for reimbursement for permits within the last segment of their proposed project. The TDC/County will not reimburse for permits obtained prior to approval of a funding agreement by the BOCC.

**Insurance:** Applicants requesting \$20,000 or more in funding shall complete Exhibit M (pg. 22-26 of application). Applicant shall provide the TDC/BOCC with current insurance certificates as per the requirements set forth within the funding agreement. The TDC/County shall not reimburse for the cost of insurance relating to the project for which the applicant is receiving funding.

**Performance Guarantee:** A successful applicant shall warrant, by signing this application, that applicant has the financial capability of completing the project as planned without the need to request further funding from TDC/County for same. Applicant shall warrant, by signing this application, and confirm in writing (in the form of bank statements; signed letter from the bank stating that the funds are in the bank for the specified project; documentation provided by a financial institution of a line of credit assigned to the specific project within the application) that applicant has the funds in place at the time of the application for grant funds to be able to complete the project prior to seeking reimbursement of TDC funds. Applicant may be asked to provide proof that the funds are available to complete all outstanding TDC grants in addition to this application. Applicants may also be asked to provide proof that the funds are available if requesting an amendment to agreement. A governmental applicant shall provide a line item budget for the project in application, and proof that the budget has been adopted by governing board of that entity. The applicant, by signing the application certifies that: applicant, its

principals, and any previously owned business is/are not and have never been in default to Monroe County under the terms of any contract. (Default means failure to fulfill contractual obligations where County had to take legal action to obtain remedy or where a bonding company had to be utilized in the completion of the applicant's contracted services.)

**In-Kind Services:** Non-Profit Organizations that do not apply for 100% of their total project cost may utilize up to 50% of their funding obligation (out of pocket cost) in the form of in-kind services which relate to the permissible elements of the project. In-kind services mean donated/free/volunteered labor; materials; goods and services. Applicant shall provide a schedule of values for each unit of in-kind services and/or goods at the time of the application. Volunteered labor, as a component of in-kind services, will be calculated at a reasonable hourly rate for the type of work/services being performed (e.g. an architect who volunteers to paint will be able to seek reimbursement for the reasonable rate for the painting work performed, not the professional rate of an architect). Should funding be allocated, County/TDC reserves the right to deny the application of certain in-kind services and goods and to negotiate a revised schedule of values for permissible items. For example, County will not accept as in-kind services the waiver of governmental fees, or in-kind towards the acquisition of property. The amount of in-kind services you note within your application shall be entered into your final agreement. Applicants will be able to request additional allowable in-kind services after submission of application only if the applicant does not receive the full TDC funding requested in the application. In-kind services will not be reimbursed to the applicant.

**Project Quotes and Bidding Process:**

Governmental Entities: An applicant which is a governmental entity shall comply with the procurement regulations and policies to which it is subject. A copy or link to these policies will need to be submitted as part of your reimbursement request.

Not-for-Profits: Work from \$10,000 to \$100,000 requires two (2) written quotes for the work to complete the project.

Work expected to be more than \$100,000.00 requires three (3) written quotes for the work to complete the project.

When obtaining price quotes, the not-for-profit must diligently seek to obtain quotes and such efforts should be documented (by noting calls and emails etc. by staff and/or the project manager) and provided with the reimbursement request. In the event that the required number of quotes are not obtained a notarized statement from the President/Chief Executive Officer of the not-for-profit shall explain why the required number of quotes were not obtain and certifying that the not-for-profit has made all efforts to obtain the number of quotes required must be provided. This should include all documentation of the efforts to obtain the required number of quotes.

If the commodities or services will be provided by a "sole source" provider, the not-for-profit must submit a notarized statement with its request for payment explaining why the vendor is the only source for the commodities or services. The Grantee should submit the "sole source" justification to the TDC Administrative Office for review and approval by the County. Failure to obtain advance approval for a "sole source" expenditure may cause the reimbursement to be disallowed for reimbursement by the County.

This documentation will need to be submitted as part of your reimbursement request.

**Construction and Other Contracts:** Applicant, by signing the application, warrants that, if awarded funds for the project, all contracts, for construction or otherwise, to complete the project shall be compliant with all applicable laws and to comply particularly with F.S. Chapter 255, Chapter 274 and Chapter 287 as applicable. Applicant further agrees to provide TDC/County and their designated representatives with:

- a) Access to the project premises for inspection of the progress of the project;
- b) Documentation including copies of all sub-contracts/Requests for Quotes/Bids verifying compliance with purchasing/construction/architectural contract requirements of the County {Notice to owner: list of sub-contractors must be provided to County}; and
- c) Access to all records concerning the project. These records must be retained by applicant for a minimum of four (4) years after the termination date of agreement. The requirement may be for a different time period than that required by other government agencies. All records must be kept in accordance with Generally Accepted Accounting Principles.

**Termination for Default/Convenience:** The TDC/County reserves the right to terminate any agreement if, in its opinion, there shall be a failure at any time to properly perform faithfully any portion of the project as funded by TDC/County according to the plan presented within the application, or as modified and accepted in writing by TDC/County. Further, TDC/County reserves the right to terminate payments under this agreement should the anticipated funding become unavailable for any reason. Should termination occur under this provision, TDC/County shall give the applicant thirty (30) days' notice prior to termination.

**Payments:** Applicants shall submit all documentation required by the Monroe County Clerk of Circuit Court & Comptroller's Finance Department in accordance with instructions from said department, prior to payment of any funds awarded. **The TDC Application for Payment forms provided in the TDC reimbursement package shall be used.** Ten percent (10%) of every progress payment shall be withheld by County until certification of completion of project.

**Design/Engineering/Architectural Costs:** Design/Engineering/Architectural cost will not be eligible for funding unless the project is a "public facilities" project (per AGO 2021-02). For public facilities projects, design/engineering/architectural costs will be paid upon completion of the physical brick and mortar portion of the project outlined within the agreement. Applicants shall submit for reimbursement for design/engineering/architectural services within the last segment of their proposed project (Exhibit A). This is to ensure that TDC dollars are used for completed projects at the public facilities that are open to the public. No portion of the final design plans or architectural drawings for which you are seeking TDC funding may commence prior to the approval of an agreement by the Monroe County Board of County Commissioners. Applicants may submit a preliminary plan within their application to provide the District Advisory Committee and TDC with a more detailed proposed plan.

**Acquisition of Property:** Applications for acquisition of property will only be considered: if the applicant can confirm availability of funding for one hundred percent (100%) of the purchase price through a bank statement showing that the entity has funding set aside in a line item for the purchase of the property, or that a loan from a financial institution has been fully approved; there are no liens on the property; and a clear title of ownership will be held by the entity

requesting funding upon the closing of the purchase of the property. A clear title in the name of the contracting entity will be required to submit for reimbursement of the TDC funds allocated. The property shall be used for a minimum of ten (10) years as a tourist facility. The County will evaluate non-compliance of use as a tourist facility and upon request by the County the applicant shall pay a prorated reimbursement of funding allocated. The purchase or down payment on the property may not commence prior to approval of a funding agreement between the County and the contracted entity. No in-kind services apply to the purchase of property, and payment will be made in one reimbursement check upon completion of the requirements set forth within the funding agreement. A Restrictive Covenant on the property will be required to secure TDC/County funds.

**Acknowledgements:** Applicant shall be required to display an appropriate public acknowledgement of the support of the Monroe County Tourist Development Council in a publicly prominent area of the project.

**Funding Allocations:** DAC recommendations on funding allocations shall be limited to recommending allocations which do not exceed the amount requested by the applicant.

Funding requests may be denied or reduced to a lesser amount than requested by the applicant.

**Projects Requesting \$19,999.99 and Under:** Projects requesting \$19,999.99 and under may utilize a "Streamlined Process" (this eliminates the requirement for a formal contract to be entered into with the Board of County Commissioners which allows for a faster start time for your project; insurance documentation; and County Engineering Department approval of work completed) whereby the applicant will swear or affirm that the work will be completed in accordance with the Streamline Process. Upon approval by the TDC, the administrative office will provide the applicant with a commencement date, project summary sheet, and reimbursement packet. Applicant will be required to comply with reimbursement procedures outlined in the sample Project Summary Sheet, which can be found at: <https://www.monroecounty-fl.gov/DocumentCenter/View/28823/Sample-TDC-Project-Summary-Sheet-for-Projects-1999999-and-Under>

**Public Facilities:** TDC Capital funding may be utilized to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if needed to increase tourist related business activities and in accordance with the conditions as set forth in F.S. 125.0104(5)(a)(6). These conditions include:

- 1) The use must be approved by a vote of at least two-thirds of the BOCC;
- 2) An independent analysis, performed at the expense of the TDC, must demonstrate the positive impact of the infrastructure project on tourist related business in the county;
- 3) No more than 70% of the cost of the project may be paid by the tourist development tax;

Applicants submitting an application for a Public Facility should complete the section on pg. 13 pertaining to Public Facilities; the application for the project will be submitted as one application with two segments. The first segment of the project should include the request for the independent analysis "study", including an estimated completion date and funding request (100%) for the study. The second segment of the project should include the physical portion of the project. The applicant may request and may be allocated up to 70% of the total project cost for this segment. Upon approval by the DAC and TDC, an agreement including both segments

will be placed on a BOCC agenda and must receive a two-thirds vote to utilize the funds. Upon approval by the BOCC, the applicant will be responsible for coordination of the study and will receive 100% reimbursement of the total cost of the study segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. If the study shows a positive impact of the project on tourist-related businesses, the remaining segments of the project will move forward as set forth in the agreement. If the study does not show a positive impact of the project on tourist-related businesses, then the remainder of the agreement will terminate. Regardless of the outcome of the study, the applicant will be reimbursed for the cost of the study, subject to the caps on expenditures set forth in the agreement. For more information on the process please refer to the flow chart located here: [https://www.monroecounty-fl.gov/DocumentCenter/View/28820/Public-Facilities-category\\_flowchart](https://www.monroecounty-fl.gov/DocumentCenter/View/28820/Public-Facilities-category_flowchart)

“Public facilities” means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water and pedestrian facilities.

**Public Record:** All information furnished or disclosed as part of the application process is considered public record under the laws of the State of Florida.

**Total Project Cost Estimates:** When calculating the total project cost, please take into consideration the Consumer Price Index/inflation rates, local conditions, and challenges with supply chain/material cost variances that may affect your project cost. If you have utilized an engineer, architect, or other professional in determining your total project cost estimate, please confirm that these considerations have been factored into their cost estimates.

**Download and Submission of Application:** All respondents must use the current application downloaded from the County’s electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> OR [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). **Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.** In the event that additional rounds of FY 2025 of funding applications are offered, the updated application MUST be downloaded and use of this application for additional rounds of funding will result in your application being rejected.

Applications must be uploaded to the County’s electronic bidding platform by the deadline date and in the manor listed on the first page of this application. It is applicant’s sole responsibility to ensure that the application is successfully received prior to the application deadline

**DISTRICT ADVISORY COMMITTEE WORKSHOPS FOR APPLICANTS**

Workshops will be held in each of the districts at the following times via zoom for those applicants that are interested in applying for funding. Attendance is strongly recommended. Please note that all dates and times are subject to change and can be confirmed by calling the TDC administrative office at (305) 296-1552.

District I	Wednesday March 13, 2024	3:00 p.m.	Zoom Meeting ID: 853 1807 6405
District II	Tuesday March 12, 2024	6:00 p.m.	Zoom Meeting ID: 844 1688 1055
District III	Wednesday March 13, 2024	9:30 a.m.	Zoom Meeting ID: 830 7782 6833
District IV	Tuesday March 12, 2024	2:00 p.m.	Zoom Meeting ID: 873 2374 1685
District V	Tuesday March 12, 2024	10:00a.m	Zoom Meeting ID: 860 2395 3822

## **PERMISSIBLE USES FOR CAPITAL PROJECT FUNDS**

This application is intended for applicants whose facility has a primary purpose of promoting tourism.

All capital projects funded by TDC shall be owned and operated by either a **governmental entity** or **non-profit organizations and open to the public**. Individuals and for-profit organizations and companies **are not eligible** to apply for Capital Project funds. Applicant shall provide proof of property ownership, long term lease, or service contracts for consideration of funding, and should show sufficient expertise or financial capability to operate such facilities.

Tourist Development Council capital project funds may be used in Monroe County as follows:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate or promote one or more:

Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

Zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by non-profit organizations and open to the public; and

2. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, re-nourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river.
3. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if public facilities are needed to increase tourist related business activities, and in accordance with the conditions as set forth in F.S. 125.0104(5)(a)(6.)

**Authorized uses of revenue must be in compliance with Florida Statute 125.0104, as may be amended from time to time.**

**APPLICATION FOR CAPITAL PROJECT FUNDING**

**This application is to request funding from the following District:**

- District I:** Key West – (shall encompass the city limits of Key West)
- District II:** Lower Keys – (from city limits of Key West to west end of Seven Mile Bridge)
- District III:** Marathon – (from west end of Seven Mile Bridge to Long Key Bridge)
- District IV:** Islamorada – (between Long Key Bridge and Mile Marker 90.939)
- District V:** Key Largo – (from Mile Marker 90.940 to the Dade/Monroe County Line and any portions of mainland Monroe County)

**APPLICANT ORGANIZATION:** \_\_\_\_\_ Organization Name Here  
(Registered business name EXACTLY as it appears on [www.sunbiz.org](http://www.sunbiz.org). **Attach as Exhibit A**)

**Type of Applicant:**         Non-Profit         Governmental Entity

**Project Title:** \_\_\_\_\_

**FEDERAL EMPLOYER’S IDENTIFICATION NUMBER OF APPLICANT’S ORGANIZATION**

\_\_\_\_\_

**DESIGNATED PROJECT CONTACT PERSON:**

Please provide a contact for general correspondence for this project. The person listed below should be able to accept responsibility for receipt of information including agreement and reimbursement information.

Name and Title: \_\_\_\_\_

Telephone/Mobile Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**Website for Facility:** \_\_\_\_\_

**LOCATION OR ADDRESS OF PROJECT:** Provide physical (postal service) address, RE# and legal description (lot, block, subdivision) and attach map.

**WHICH OF THE FOLLOWING APPLIES TO YOUR FACILITY?**

- Publicly owned and operated  Owned and operated by a non-profit organization
- Publicly owned and operated by a non-profit organization

**WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FACILITY?**

- Convention Center  Sports Stadium  Sports Arena  Coliseum
- Auditorium  Aquarium  Museum  Zoological Park
- Nature Center  Fishing Pier  \*Beach or Beach Park Facility, channel, estuary or lagoon
- Public Facilities in accordance with conditions set forth in F.S. 125.0104(5)(a)(6)

**WHICH OF THE FOLLOWING APPLIES TO YOUR PROJECT?**

- Acquire  Construct  Extend  Enlarge  Remodel
- Repair  Improve

**\*IF YOU CHECKED THE BOX FOR BEACH OR BEACH PARK FACILITY, WHICH OF THE FOLLOWING APPLIES:**

- Improve  Renourishment  Restoration  Erosion Control
- Maintenance  Construct  Repair

If the TDC/County requires a Conservation Easement Deed or mortgage note requiring repayment of TDC monies in the event of transfer of ownership or change in use of the premises, would you be agreeable to executing same?

- Yes  No

**CODE ENFORCEMENT:** Does your organization/property have any outstanding code violations and/or fines/costs or liens? (please note that pursuant to Section 2-25(e), Monroe County Code, organizations with outstanding code compliance fines are not eligible to receive grants or contracts from the county until such time as the fines are resolved through payment or settlement).  Yes  No. If you have answered yes, please explain below:

Please only complete the section of page 12 or 13 which corresponds to your type of application  
Please refer to information on page 8 regarding total project cost prior to filling out these sections

**Non-Profit Organizations**

Payment may be up to one hundred percent (100%) reimbursement of the total cost of each segment of the project, subject to the maximum reimbursement amount of expenditures for each segment (if the project work is segmented) as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment of work in advance of seeking the up to one hundred percent (100%). For purposes of this application no more than fifty percent (50%) of out of pocket cost for non-profits shall be of in-kind services and materials, and no in-kind services shall be reimbursed. If the TDC Funds Requested are allocated at less than 100% of the total project cost, only then may the organization request to allow additional in-kind services after submission of the application, which must be entered into the final agreement. The project may be broken down into 2 or 3 segments. When one segment is completed, reimbursement of the TDC portion of that completed segment cost can be applied for through the TDC. For acquisition of property, see importation information on page 6.

Total Project Cost:	TDC Funds Requested: (up to 100% of Total Project Cost)	Organizations' Out of Pocket Cost: (Total Project Cost less TDC Funds Requested)	Confirmed In-Kind Services: (Up to 50% of Out of Pocket Cost)	Confirmed/Available Hard Dollar Funds: (Total Project Cost Less In-Kind Services)	Organizations' Financial Investment: (Out of Pocket Cost Less In-Kind Services)
\$ _____	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

In the space below list all in-kind services and goods and their values. These values are subject to negotiation with the TDC/County Please refer to page 5 of this application.

**Governmental Entities**

Payment may be up to one hundred (100%) reimbursement of the total cost of each segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment in advance of seeking up to 100% reimbursement. The project may be broken down into 2 or 3 segments. For acquisition of property see important information on page 6.

Total Project Cost:	TDC Funds Requested: (Up to 100% of total Project Cost)	Governmental Agency's Out of Pocket Cost: (Total Project Cost less TDC Funds Requested)	I have highlighted the line item(s) in the budget for this specific project. Enclose portion of line item budget as proof of funding for Exhibit B <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

**Public Facilities**

**Segment #1 – Study**

Payment will be 100% reimbursement of the total project cost of the study segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of this segment in advance of seeking reimbursement. The project may be broken down into additional segments. For acquisition of property see importation information on page 6.

Total Study Cost:	TDC Funds Requested: (up to 100% of Total Study Cost)	Governmental Agency's Out of Pocket Cost: (Total Project Cost less TDC Funds Requested)	I have highlighted the line item(s) in the budget for this specific project. Enclose portion of line item budget as proof of funding for <b>Exhibit B</b> <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

Estimated Completion date for study:

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**Segment #2 – Project**

Payment will be up to 70% reimbursement of the physical project segment, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment in advance of seeking reimbursement. The project may be broken down into additional segments. For acquisition of property see importation information on page 6.

Total Project Cost: (not including study)	TDC Funds Requested: (up to 70% of Total Project Cost)	Governmental Agency's Out of Pocket Cost: (Total Project Cost less TDC Funds Requested)	I have highlighted the line item(s) in the budget for this specific project. Enclose portion of line item budget as proof of funding for <b>Exhibit B</b> <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

TDC requires confirmation in writing that the project funds are in place at the time of this application for grant funds (see Performance Guarantee on page 4). **Enclose proof of funding as Exhibit B.**

In the space below list the specific items/services, and the estimated dollar amount for each of those items/services on which your requested TDC funds will be spent on (please do not include warranty fees, items relating to administrative, office, or retail space as part of your budget. Design may only be included for Public Facilities Category Projects):

1. Use:

a) Original use of structure/facility and date of construction:

---

b) Present Use:

---

c) Proposed Use:

---

d) Attach photograph of existing site as **Exhibit C.**

e) Historic designation: Indicate whether the property has been listed in the National Register, is located in a National Register district, is a locally designated historic landmark or is located in a locally designated historic district. If located within a historic district, provide the official name of the district. This information is available from the planning agency having jurisdiction over the property.

---

2. All Capital projects funded by the TDC shall be owned and operated by a governmental entity or non-profit organization. Applicant shall provide proof of property ownership, long term lease or service contracts for consideration of funding and should show sufficient expertise or financial capability to operate such facilities (**Enclose as Exhibit D**).

Ownership or other interest in property by applicant:

- a) Official records reference for ownership documentation
- b) If not owned by applicant, provide long term lease of property or service contract and provide notarized consent letter from owner for use of property as outlined in this application.

3. If proposed project calls for transfer of title of real property to County, at least two (2) current real estate appraisals and one (1) environmental assessment shall be provided (**Enclose as Exhibit E**). The TDC/County shall ascertain, prior to acceptance of any donation or prior to the purchase, that the property will pose no environmental hazard or liability for same, to County. The TDC/County must also ascertain permissible governmental interest in the transfer of title. Indicate any such proposed title transfers here:

4. This paragraph applies only to an acquisition funding request, but you will still need to complete items 5-13, whether this is a new construction or renovations, additions, or exhibits. Indicate the area of the property to be acquired in acres:

---

In evaluating applications for acquisition funding, an important consideration is the appropriateness of the size of the site to be acquired. Determinations of the appropriateness of the site size will be made on a case-by-case basis and will depend on the characteristics for which the property is considered to be significant. Sufficient property should be acquired to assure that the historic relationship of a structure or archaeological site to its surrounding environment is preserved as applicable. However, it is important that no more property than is necessary to achieve established preservation objectives be included in the acquisition project application. As these factors are critical to favorable consideration of your grant application and will have substantial impact on the cost of the required application documentation, we encourage prospective applicants to consult with the staff of the TDC administrative office prior to initiating the required documentation.

5. Protection of Property: Indicate any type of state or federal protection currently afforded the property. It may be that more than one type may be applicable. Provide citations for applicable local protective ordinances. Include copies of property-specific restrictive legal instruments in an attachment (**Enclose as Exhibit F**). By signing and submitting this application, the proposer warrants that all restrictions are disclosed. Failure to include every restriction on the property may result in immediate termination of any agreement and demand for return of any monies paid thereunder.

6. Is the property threatened by imminent destruction, deterioration or other loss which may include demolition, vacancy, severe deterioration, loss of structural integrity, encroaching development, adverse environmental conditions, vandalism, etc.? Be specific regarding the nature of immediacy of the threat. If so, describe in detail:

7. a) Are there any building restrictions on the site? If so, describe. Attach copies of all recorded easement and restrictive covenants. By signing and submitting this application, the proposer **warrants** that **all** restrictions are disclosed. Failure to include **every** restriction on the property may result in immediate termination of any agreement and demand for return of any monies paid thereunder (**Enclose as Exhibit G**).

b) Is the proposed project compatible with the County's and/or the Municipality's Concurrency Requirements under the existing and proposed Land Use Comprehensive Plan?

- Yes                       No

Describe below how you have ascertained such compatibility. Note if your description does not provide information about existing permits and/or review by the appropriate Planning Department, your application shall be rejected. Please list all permits required to complete this project.

c) Does the site contain endangered or threatened species of flora or fauna?

- Yes                       No                      If yes, attach explanation as **Exhibit H**

d) Indicate whether or not the project will be accessible to the handicapped per Chapter 553, Part V Florida Statutes and the Americans with Disabilities Act of 1990, Public Law 101-336, as amended.

- Yes                       No                      If no, attach explanation as **Exhibit I**

e) Explain how your facility will utilize recycling within the work of your proposed project:

f) Public accessibility and use: Indicate the extent to which the property is currently or will be scheduled to be open to the public each year (hours per day, days per week and weeks per year) upon project completion. Estimate the number of persons who will use or visit the completed facility annually. Explain how this estimate was derived. For archaeological projects, if the site will not be accessible to the public, estimate the number of persons annually who will be exposed to the interpretive materials and reports resulting from the project. Include details on how was your estimate was derived?

g) Is there currently signage for this project/facility on U.S.1?  
 Yes       No

If No, are there plans to install signage and if so, do you have FDOT approval? Explain below:

h) If the project/facility is located in a Historic District, is there currently signage for the project/facility in the Historic District?  
 Yes       No       Not located in a Historical District

i) Does the project/facility require any parking variances? Explain how this was determined in the space below.  
 Yes       No

8. Describe present physical condition of site (attach legal description per property tax records). Indicate the present condition of the property by checking the appropriate term below:

Excellent: The property is habitable and occupied; no repairs are needed. All physical evidence indicates that the property is under continuous maintenance. Application is for expansion and enhancement.

Good: The property is habitable and occupied; only replacement or cosmetic repairs are needed (e.g. peeling paint, missing ornamental features, windows, doors, some deteriorated mortar, etc.) Property is maintained but in need of minor repair.

Fair: The property is habitable but may be vacant. Both the structural integrity (foundation, framing, etc.) and weather tight integrity of the property (siding, walls, roofing, etc.) are in jeopardy because of prolonged neglect.

Poor: The property is uninhabitable and vacant. Major structural repairs are needed. Weather tight integrity has been lost. The property is derelict, abandoned and not habitable without major rehabilitation work.

List any specific factors or problems which contribute to the present condition of the property:

9. Status of project planning: (Any work initiated prior to approval of an Agreement by the Monroe County Board of County Commissioners will be at applicants' own cost):

- |   |   |
|---|---|
| <input type="checkbox"/> Not yet initiated                | <input type="checkbox"/> Initiated                                |
| <input type="checkbox"/> Schematics Completed             | <input type="checkbox"/> Design development completed             |
| <input type="checkbox"/> Construction documents completed | <input type="checkbox"/> Permits have been obtained (if required) |

10. Name and Address of Project Consultant (architect, engineer, contractor, etc)

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Enclose preliminary plans or architectural documents completed to date – 1 set (**Enclose as Exhibit J**)

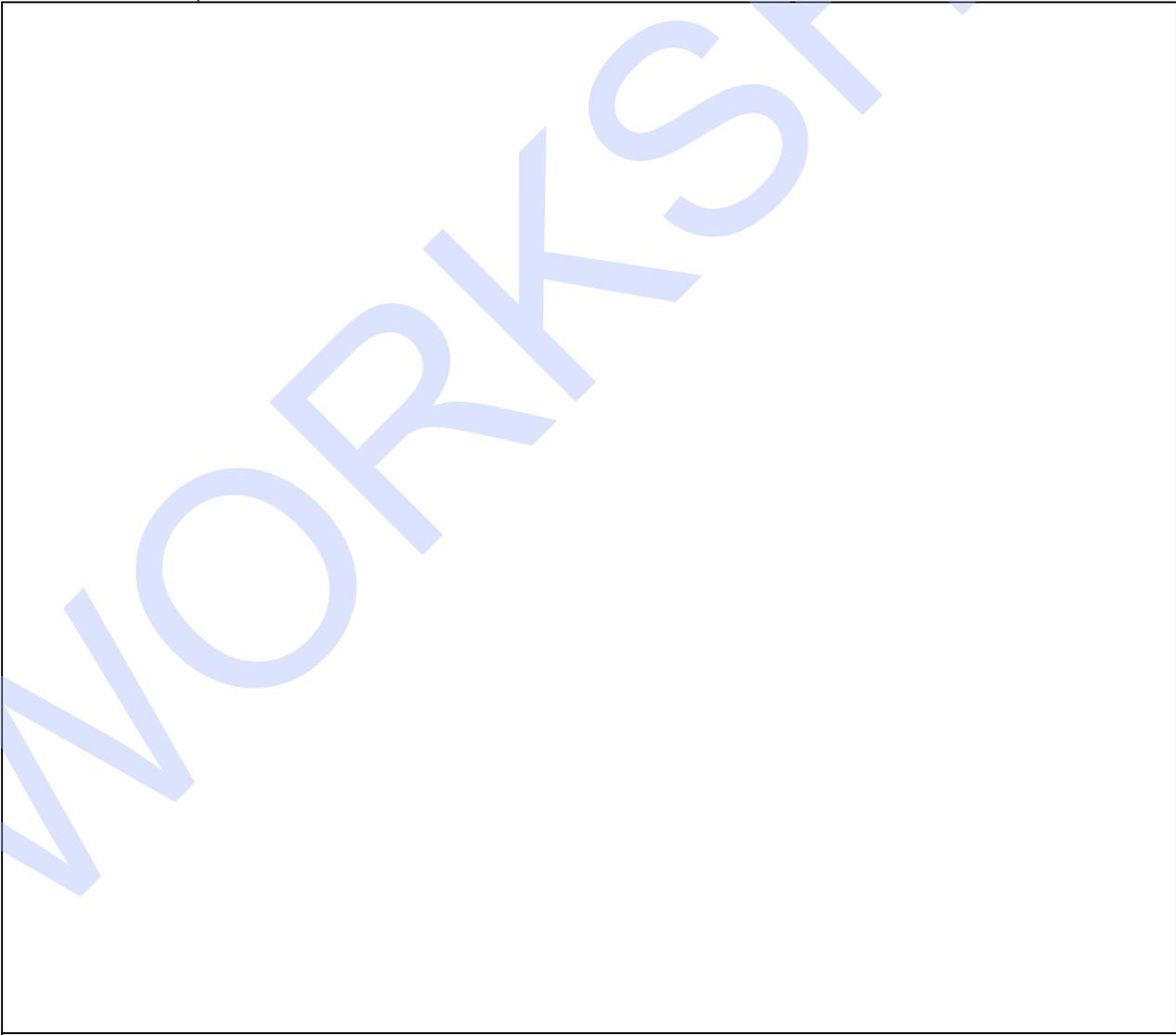
11. Has an Agreement for architectural services or construction services been executed?

- |  |                             |
|--|-----------------------------|
| <input type="checkbox"/> Yes (cost will not be reimbursed by TDC)        | <input type="checkbox"/> No |
| <input type="checkbox"/> Project does not require architectural services |                             |

12. It is the County's policy **not to fund operations and maintenance cost** of facilities. Describe the means by which the structure(s) affected by this project will be maintained subsequent to restoration/rehabilitation. Include sources and estimated amounts of funding for such maintenance.



13. How will this project positively impact the visitor experience in Monroe County? Please site examples.



14. Applicant must demonstrate the ability to complete the project as proposed and to maintain and operate the project as a viable and long-term tourist attraction that is open to the public. Included in this demonstration should be a proposed operational budget and marketing program to promote this facility as a tourist attraction. **(Attach as Exhibit K.1 the proposed operational budget of the facility and as Exhibit K.2. the marketing plan and/or promotional efforts for the facility).**

15. Estimated Project completion date:

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WORKSHOP



**INSURANCE CHECKLIST AND AGENT/BIDDER'S STATEMENT**

**(Enclose as Exhibit M)**

**Only for applications requesting \$20,000 or more in funding**

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an "X" will be required in the event an award is made to your organization. It is required that the bidder sign the requisite form reflecting coverage and submit it with the proposal.

WORKERS' COMPENSATION  
AND  
EMPLOYERS' LIABILITY

	<input checked="" type="checkbox"/>	Workers' Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee
WC1	<input type="checkbox"/>	Employers Liability	\$100,000/\$500,000/\$100,000
WC2	<input type="checkbox"/>	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	<input type="checkbox"/>	Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH	<input type="checkbox"/>	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	<input type="checkbox"/>	Federal Jones Act	\$1,000,000

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premise Operation
- Products and Completed Operations
- Blanket Contractual
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	<input checked="" type="checkbox"/> _____	\$500,000 Combined Single Limit
GL3	_____	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsements:

GLLIQ \_\_\_\_\_ Liquor Liability

GLS \_\_\_\_\_ Security Services

All endorsements are required to have the same limits as the basic policy.

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-Owned and Hired Vehicles

Required Limits:

VL1	_____	\$50,000 per Person; \$100,000 per Occurrence \$25,000 Property Damage Or \$100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	<input checked="" type="checkbox"/> _____	\$200,000 per Person; \$300,000 per Occurrence \$200,000 Property Damage or \$300,000 Combined Single Limit
VL3	_____	\$500,000 per Person; \$1,000,000 per Occurrence \$100,000 Property Damage or \$1,000,000 Combined Single Limit
VL4	_____	\$5,000,000 Combined Single Limit
<u>Miscellaneous Coverages</u>		
BR1	_____	Builders Risk Limits equal to the Full Replacement Value of the completed project.
CLI	_____	Cyber Liability \$1,000,000
MVC	_____	Motor Truck Cargo Limits equal to the maximum value of any one shipment
PRO	_____	Professional Liability \$300,000 per Occurrence/\$ 500,000 Agg.
PRO2	_____	\$500,000 per Occurrence/\$1,000,000 Agg.
PRO3	_____	\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL1	_____	Pollution Liability \$ 500,000 per Occurrence/\$(,000,000 Agg.
POL2	_____	\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL3	_____	\$3,000,000 per Occurrence/\$6,000,000 Agg.
POL4	_____	\$5,000,000 per Occurrence/\$10,000,000 Agg.
EDt	_____	Employee Dishonesty \$ 10,000
ED2	_____	\$100,000

GK1	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2		\$ 500,000 (\$100,000 per Vehicle)
GK3		\$1,000,000 (\$250,000 per Vehicle)
MED1	Medial Professional	\$300,000/\$750,000 Agg.
MED2		\$500,000/\$1,000,000 Agg.
MED3		\$1,000,000/\$3,000,000 Agg.
MED4		\$5,000,000/\$10,000,000 Agg.
IF	Installation Floater	Maximus value of Equipment Installed
VLP1	Hazardous Cargo Transporter	\$300,000 (Requires MCS-90)
VLP2		\$500,000 (Requires MCS-90)
VLP3		\$1,000,000 (Requires MCS-90)
BLL	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's possession
HKL1	Hanger Keepers Liability	\$300,000
HKL2		\$500,000
HKL3		\$1,000,000
HKL4		\$5,000,000
AIR1	Aircraft Liability	\$1,000,000
AIR2		\$5,000,000
AIR3		\$50,000,000
AEO1	Architects Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg
AEO2		\$500,000 per Occurrence/\$1,000,000 Agg
AEO3		\$1,000,000 per Occurrence/\$3,000,000 Agg.
AEO4		\$300,000,000 per Occurrence/\$5,000,000 Agg.
ARP	All Risk Property	Full Replacement Value of Structure
EOJ	Engineers Errors & Omissions	\$250,000 per Occurrence/\$500,000 Agg.
EO2		\$500,000 per Occurrence/\$1,000,000 Agg.
EO3		\$ 1,000,000 per Occurrence\$2,000,000 Agg.
EO4		\$ 5,000,000 per Occurrence/\$10,000,000 Agg.
WL1	Water Craft Liability	\$500,000 per Occurrence
WL2		\$1,000,000 per Occurrence

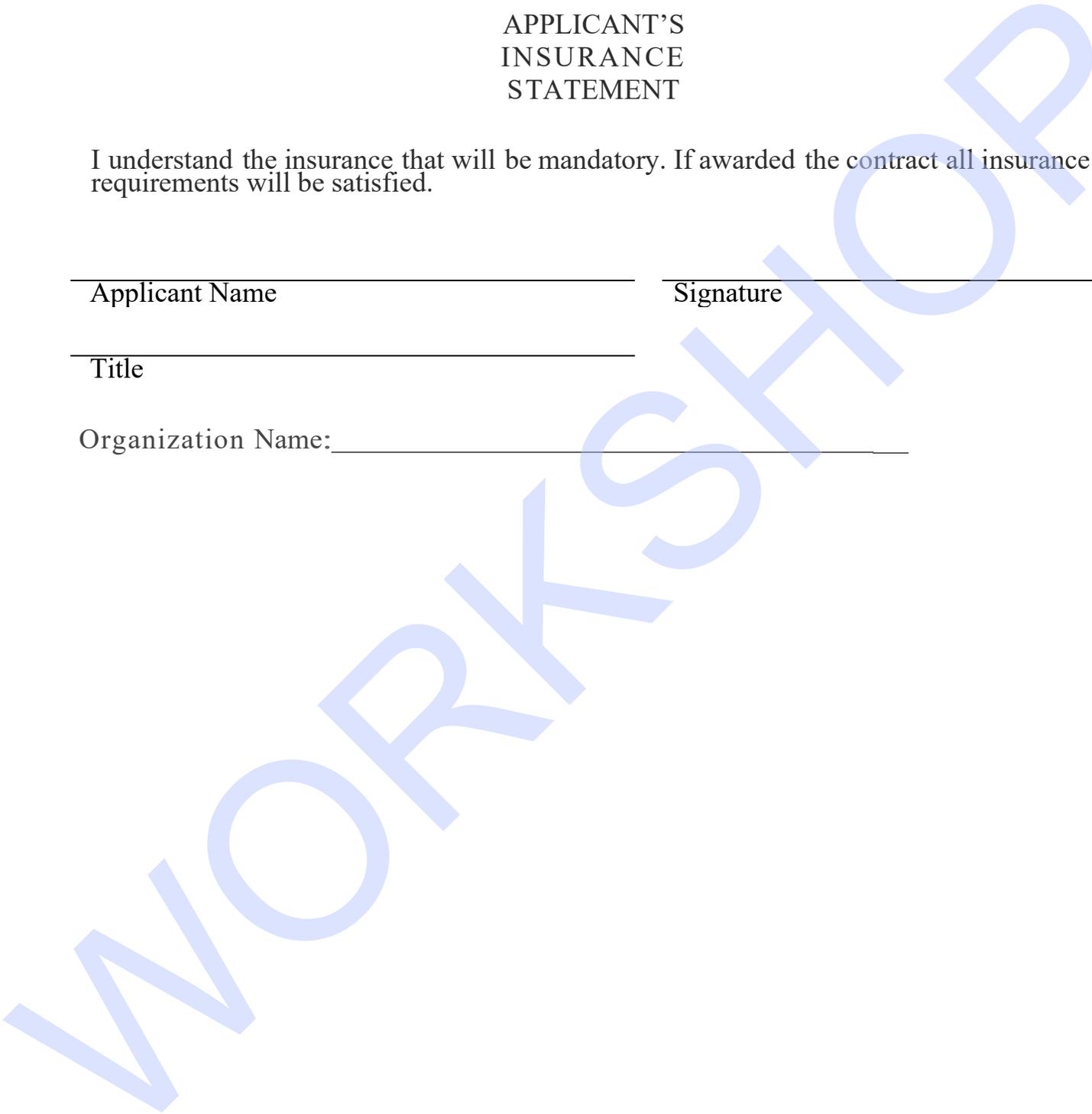
APPLICANT'S  
INSURANCE  
STATEMENT

I understand the insurance that will be mandatory. If awarded the contract all insurance requirements will be satisfied.

\_\_\_\_\_  
Applicant Name Signature

\_\_\_\_\_  
Title

Organization Name: \_\_\_\_\_



**ATTACHMENTS AND CERTIFICATIONS**  
**(Enclose as Exhibit N)**

1. The following supporting documents are attached:
  - a)  Print out from Sunbiz.org "Detail by Entity" **(Exhibit A)**
  - b)  Documentation from bank of confirmed project funds **(Exhibit B)**
  - c)  If applicable: Insert or attach photograph of existing site **(Exhibit C)**
  - d)  Proof of ownership; long term lease or service contract **(Exhibit D)**  
 (Include consent of ownership for use of property as described within this application)
  - e)  If applicable: Enclose at least two (2) current real estate appraisals and one (1) environmental assessment **(Exhibit E)**
  - f)  If applicable: Enclose citations for local protective ordinances **(Exhibit F)**
  - g)  If applicable: Enclose copies of all recorded easements and restrictive covenants **(Exhibit G)**
  - h)  If applicable: Enclose description of endangered/threatened species of flora or fauna **(Exhibit H)**
  - i)  If applicable: Enclose ADA accessibility explanation **(Exhibit I)**
  - j)  If applicable: Enclose preliminary plans or architectural documents **(Exhibit J)**
  - k)  Proposed operational budget and marketing plan **(Exhibit K.1. and Exhibit K.2.)**
  - l)  Applicant has printed and completed the W-9 Form included within this application **(Exhibit L)**
  - m)  Applicant has printed and completed the Insurance Worksheet (pg. 22-26) with Applicant's Insurance Agent (only required if requesting \$20,000 or more in funding) **(Exhibit M)**
  - n)  Notarized Attachments and Certifications form **(Exhibit N)**
  - o)  I have read the Capital Project Funding Process and Importation Information provided on pg. 2-9 of this application (not necessary to print and include these pages with your submission)

\_\_\_\_\_  
 President of Organization's/Mayor's Name Typed

\_\_\_\_\_  
 President's/Mayor's Signature

Subscribed and sworn to (or affirmed) before me, by means of  physical presence or  online notarization, on \_\_\_\_\_ (date) by \_\_\_\_\_ (name of affiant). He/She is personally known to me or has produced \_\_\_\_\_ (type of identification) as identification.

\_\_\_\_\_  
 NOTARY PUBLIC

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**DATE:** February 23, 2024  
**To:** District Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Event Application Workshop**

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The TDC Administrative Office has advertised the FY 2025 Event Funding Application. The deadline for receipt of applications is April 30, 2024.

During the March DAC Meetings, TDC Staff will present a workshop to inform interested applicants, as well as DAC members the process for applying for funds.

Due to significant updates to the application, it is strongly recommended that anyone who is interested in applying for these funds attend the workshop. If you know of anyone who may be interested in applying for these funds, please invite them to attend the meeting or ask them to contact the TDC Administrative office at 305-296-1552. The TDC Administrative office has created an electronic workshop packet and has provided the link to those persons on the event application notification list.

The workshop packet can be downloaded from:  
<https://www.monroecounty-fl.gov/DocumentCenter/View/35186/Workshop-Packet-Events>

I have attached a copy of the application so that you can follow along during the workshop.

**DESTINATION/TURNKEY EVENT SCHEDULE**  
**FY 2025**

TDC APPROVAL TO ADVERTISE:	January 30, 2024
BOCC APPROVAL TO ADVERTISE:	February 21, 2024
NOTICES SENT TO INTERESTED PERSONS	February 1, 2024
ADVERTISE RFP:	Week of February 26, 2024
DAC WORKSHOPS:	March 12/13, 2024

**Approx. 64 DAYS**

**DEADLINE:** **April 30<sup>th</sup>, 2024**

DAC DEADLINE:	May 31, 2024
DAC APPROVAL:	June 11/12, 2024
TDC APPROVAL:	July 30, 2024

BOCC APPROVAL AFTER OCTOBER 2024

# DESTINATION/TURNKEY EVENT FUNDING APPLICATION

## REQUEST FOR APPLICATIONS (RFA) FOR DESTINATION/TURNKEY EVENTS

All respondents must use the current application downloaded from the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> OR [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). **Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.**

### **APPLICATION DEADLINE: April 30, 2024**

Pursuant to F.S. § 50.0211(3)(a), all published competitive solicitation notices can be viewed at: [www.floridapublicnotices.com](http://www.floridapublicnotices.com), a searchable Statewide repository for all published legal notices. Requirements for submission and the selection criteria may be requested from the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> OR [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). The Public Record is available upon request.

Monroe County Purchasing Department receives bids via the Bonfire electronic bidding platform. Please do not email, mail or attempt to deliver in person any sealed bids. Emailed/mailed/physically delivered bids/proposals/responses WILL NOT be accepted.

The Monroe County Purchasing Department hereby directs that bids/proposals/responses/applications be submitted via the Bonfire electronic bidding platform at <https://monroecounty-fl.bonfirehub.com>, **no later than 5:00P.M. on Tuesday, April 30, 2024**. There is no cost to the bidder to use the Bonfire platform.

Please do not submit your confidential financial information as part of your proposal. There are separate uploads for each set of documents, including confidential financial information. All bids/proposals/responses/applications will be made public on the platform after an intended decision or 30 days after the competitive solicitation opening, whichever is earlier, unless the bids/proposals are rejected in accordance with F.S. 119.071. If your bid/proposal/response/application document includes financial information, that information will not be considered confidential and will be available and viewable to the public in accordance with public records law.

The bid opening for this solicitation will be held virtually, via the internet, at **9:00 A.M., on Wednesday, May 1, 2024**. You may call in by phone or internet using the following:

### **Join Zoom Meeting**

<https://mcbocc.zoom.us/j/4509326156>

Meeting ID: 4509326156

**Additional ways to access this Zoom meeting can be found in the legal notice posted on the County's electronic bidding platform at <https://monroecounty-fl.bonfirehub.com>**

All inquiries and correspondence, other than submission of application, should be made to the Monroe County Tourist Development Council. Contact Maxine Pacini or Ammie Machan at (305) 296-1552. Email correspondence should be addressed to [Ammie@Fla-Keys.com](mailto:Ammie@Fla-Keys.com)

## **EVENT FUNDING PROCESS**

The Monroe County Tourist Development Council (TDC) administers the four (4) cent bed tax collected for the purpose of promoting the Florida Keys as a tourist destination. Each year the TDC invites applicants who are registered to do business in Florida, to apply for funding for events in the Florida Keys. All applications will be reviewed by the appropriate District Advisory Committee (DAC), who shall make recommendations on funding the events to the TDC. Upon approval of the recommended funding allocation by the TDC, the administrative office will work with the event coordinator to establish a contract for the event and will present the proposed contract to the Monroe County Board of County Commissioners for final approval.

## **DEFINITION OF AN EVENT**

The special event funding program is intended for an organized special annual event that generates overnight visitors for multiple Monroe County lodging properties, as well as out-of-area marketing exposure, and is open to the general public. Historically these events have included: festivals, concerts, and sporting events. Qualified special events shall guarantee overnight visitors and brand the destination while secondarily entertaining the visitors who are already here.

TDC will only consider reimbursement of permissible marketing expenditures that highlight the specific event reflected within the contract with the TDC/BOCC versus the regular programming of a business, organization, or facility.

## **DESTINATION EVENTS**

For the purpose of this solicitation, a Destination event is developed and produced to entertain the public and promote tourism in the Florida Keys and Key West by guaranteeing overnight visitors and branding the destination while secondarily entertaining the visitors who are already here. Funding is for event marketing purposes only (advertising; promotions; public relations, etc.)

The event sponsor, for purposes of this RFA and any resulting contract, shall be the production agent primarily responsible for the production of the event and the entity soliciting funding under this process. No more than 10% of the total allocated funds shall be expended on advertising media attributable to in-county placement. A list of TDC permissible marketing expenditures can be viewed in Exhibit A of the sample contract at: <https://www.monroecounty-fl.gov/DocumentCenter/View/13418/Sample-Destination-Event-Agreement>. No reimbursement will be considered for items that are not covered by Exhibit A.

## CONTACT INFORMATION FOR AGENCIES OF RECORD

The TDC Agencies of Record listed below are available to answer questions and assist with the marketing of your event. Event coordinators are not obligated to utilize the services of the TDC Agencies of Record.

**Advertising Agency of Record:** (Tinsley Advertising and Marketing) contact Jaclyn Fortier ([Jaclyn@Tinsley.com](mailto:Jaclyn@Tinsley.com)) or John Underwood ([John@Tinsley.com](mailto:John@Tinsley.com)) at 305-856-6060.

**Public Relations Agency of Record:** NewmanPR contact Carol Shaughnessy ([Carol@Newmanpr.com](mailto:Carol@Newmanpr.com)) at 305-797-0579 or Andy Newman ([Andy@Newmanpr.com](mailto:Andy@Newmanpr.com)) at 305-461-3300.

**Internet Agency of Record:** (Two Oceans Digital) contact Elaine Cooke ([Elaine@Twooceansdigital.com](mailto:Elaine@Twooceansdigital.com)) at 305-292-1880.

## TURNKEY EVENT

District Advisory Committees (DAC) have assigned their top levels of funding to Turnkey Events, recognizing that those events provide the highest level of economic impact to their district and serve to brand the destination. The event shall be one that creates a compelling reason to visit that doesn't already exist without the event. Therefore, consideration for the amount of funding allocated to a Turnkey special event shall be predicated upon showing of the economic impact resulting in room night stays generated by the event attendees.

A Turnkey event shall be considered an all-inclusive event where the event contractor has financial responsibility for every aspect of the production, promotion, and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described within the contract has been completed.

The DAC when considering funding of a Turnkey event may also specify within the scope of services of the contract, specific marketing components that the DAC feels important to the success of the event.

If a Turnkey event is delayed or cancelled for any reason, no payment shall be forthcoming, even if the event contractor has out-of-pocket expenses leading up to the actual event. The TDC, therefore, strongly recommends that the event contractor purchase insurance that covers the cancellation or delay of an event due to "force majeure" or unforeseen circumstances.

Please note that the DAC may deny funding of an event applying as Turnkey and consider funding the application as a Destination event.

## **APPLICANT RESPONSIBILITIES**

Applications can only be accepted from a public entity governed by a county or municipality; or a profit or not-for-profit; or a private business in good standing with the Division of Florida Corporations. Prior to completing an event application, please go to [www.sunbiz.org](http://www.sunbiz.org) to ensure that your organization is registered to do business in the State of Florida. Only entities (applicants) that are duly registered will be accepted.

Contact the TDC Administrative Office 305-296-1552 to ascertain date, time and venue of the event funding workshop that will be held within the District in which you are applying. Each DAC has specific marketing goals and it is strongly recommended that all prospective applicants attend the workshop in the District where you plan to apply for funding to ascertain the marketing direction and expectations of that District as it pertains to event applications.

The cost of preparation and submission of the application is the responsibility of the applicant.

Applicants must ensure that their application is submitted to the Monroe County Purchasing Department by the date, time and method as noted on page 1 of the application. Applications that are received after the specified deadline as determined within the RFA will not be accepted. This policy mirrors that of the Board of County Commissioners.

Applicant shall complete, copy, sign (by an authorized officer) and submit the application to the Monroe County Purchasing Department. Should an attachment be required for your application, note the Exhibit number on the top right-hand corner of each sheet.

Applicant shall familiarize him/herself with referenced online materials noted on the application check list on page 45. The online materials include sample contracts and samples of the scoring system used in determining funding eligibility.

Applicant shall be responsible for securing all federal, state and local permits and approval necessary for the event. Award of funds under this application does not indicate any approval by the County and applicant shall be required to comply with all County laws, rules and requirements. Events that require or have an Agreement with a municipality must have a valid Agreement with the municipality at the time the event will take place. If the event requires a permit from a municipality, a letter of intent to approve the permit subject to any unforeseen circumstance must be provided to TDC administrative office prior to signing of final Agreement.

## **IMPORTANT INFORMATION**

Please consult with the TDC Administrative Office prior to starting the application process if you are uncertain about whether your event would be considered.

The applicant shall not lobby, solicit or act to influence the Advisory Committee members and/or the TDC board members in any way that may have an effect on the outcome of the competition,

discussion or negotiations leading to the allocation of funding, or an award of contract as reviewed and approved by the County Attorney’s office. Such action may lead to withdrawal of the application from consideration.

The application shall be considered complete upon receipt and should stand alone with no other information being provided after-the-fact other than any additional information that may be requested by the TDC Administrative Office, or questions from the DAC at the allocation meeting.

DAC recommendation on funding allocations shall be limited to recommending allocations which do not exceed the amount requested by the applicant. Funding requests may be denied, reduced to a lower level or accepted at the level requested. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding for the event.

All information furnished or disclosed as part of the application process is considered public record by the laws of the State of Florida.

**DOWNLOAD AND SUBMISSION OF APPLICATION**

All respondents must use the current application downloaded from the County’s electronic bidding platform at <https://monroecounty-fl.bonfirehub.com> **OR** [www.monroecounty-fl.gov/BonfireBids](http://www.monroecounty-fl.gov/BonfireBids). **Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.**

In the event that additional rounds of FY 2025 of funding applications are offered, the updated application **MUST** be downloaded and use of this application for additional rounds of funding will result in your application being rejected.

Applications must be uploaded to the County’s electronic bidding platform by the deadline date and in the manor listed on the first page of this application. It is applicant’s sole responsibility to ensure that the application is successfully received prior to the application deadline.

**DISTRICT ADVISORY COMMITTEE WORKSHOPS FOR APPLICANTS**

Workshops will be held in each of the districts via zoom at the following times for those applicants that are interested in applying for funding. Attendance is strongly recommended. *(Please note that all times and venues are subject to change and can be confirmed by calling the TDC Administrative Office at 305-296-1552).*

District I	Wednesday March 13, 2024	3:00 p.m.	Zoom Meeting ID: 853 1807 6405
District II	Tuesday March 12, 2024	6:00 p.m.	Zoom Meeting ID: 844 1688 1055
District III	Wednesday March 13, 2024	9:30 a.m.	Zoom Meeting ID: 830 7782 6833
District IV	Tuesday March 12, 2024	2:00 p.m.	Zoom Meeting ID: 873 2374 1685
District V	Tuesday March 12, 2024	10:00a.m	Zoom Meeting ID: 860 2395 3822

## **CRITERIA FOR SCORING OF APPLICATION**

The District Advisory Committee will be reviewing your event application and scoring it during the allocation meeting.

Scoring will be using a scale with 1 being the lowest.

Upon evaluation, the total scores will be tabulated and applications not scoring 17 points or higher by the majority of the sitting members, will not be considered for funding. Those events that meet the minimum scoring requirements noted above will be ranked starting with the highest average score. In the case of a tie, the highest score in the Timing of Event will be the determining factor. Points are listed at the end of each Exhibit for ease of scoring by the reviewers. View Sample scoring sheet here: <https://www.monroecounty-fl.gov/DocumentCenter/View/7072/Destination-and-Turnkey-Sample-Score-Sheet?bidId=>

The minimum points threshold required to be considered, 17, has been set such that events that are considered very good to excellent in their “Purpose, Itinerary & Room Nights”, “Soundness of Marketing Plan & Financial Commitment” and “Action Plan” should meet the minimum for consideration regardless of the “Timing of Event”. Events that are considered somewhat good in those categories will need to thoughtfully utilize “Timing of Event” points in order to meet the minimum points threshold to be considered. In other words, timing events to be held in slower months and/or to produce room night stays during mid-week days will be important for achieving sufficient minimum scoring. Events that are poor in their “Purpose, Itinerary & Room Nights”, “Soundness of Marketing Plan & Financial Commitment” and “Action Plan” will not meet the minimum to be considered.

It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

## **PRE-PROMOTION**

Destination Events that take place between October 1, 2025 and November 30, 2025 may apply for pre-promotion of their event. All promotion and related expenditures MUST be spent prior to September 30, 2025.

# FY 2025

October 2024						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2024						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2024						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2025						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2025						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March 2025						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2025						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May 2025						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June 2025						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2025						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2025						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2025						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## USA Holidays and Observances

14 Oct, 24	<u>Columbus Day</u>	11 Nov, 24	<u>Veterans Day</u>	28 Nov, 24	<u>Thanksgiving Day</u>
25 Dec, 24	<u>Christmas</u>	01 Jan, 25	<u>New Year's Day</u>	20 Jan, 25	<u>M L King Day</u>
17 Feb, 25	<u>Presidents' Day</u>	18 Apr, 25	<u>Good Friday</u>	20 Apr, 25	<u>Easter Sunday</u>
26 May, 25	<u>Memorial Day</u>	19 Jun, 25	<u>Juneteenth</u>	04 Jul, 25	<u>Independence Day</u>
01 Sep, 25	<u>Labor Day</u>				

## APPLICATION FOR EVENT FUNDING

**EVENTS TAKING PLACE BETWEEN OCTOBER 1, 2024 THROUGH SEPTEMBER 30, 2025.**

**DESTINATION EVENTS THAT TAKE PLACE BETWEEN OCTOBER 1, 2025 – NOVEMBER 30, 2025 MAY APPLY FOR PRE-PROMOTION OF THEIR EVENT**

TITLE OF EVENT \_\_\_\_\_  
EVENT WEBSITE ADDRESS \_\_\_\_\_  
VENUE \_\_\_\_\_  
DATE(S) OF EVENT \_\_\_\_\_

If you are applying for pre-promotion of an event that takes place between October 1, 2025 to November 30, 2025 please check this box:

**(For date of event refer to FY 2025 calendar on previous page)**

APPLICANT ORGANIZATION \_\_\_\_\_  
Registered business name exactly as it appears on [www.sunbiz.org](http://www.sunbiz.org)

For Profit  Not for Profit

Please provide a contact for general correspondence for the event. The person listed below should be able to accept responsibility for receipt of information.

CONTACT PERSON \_\_\_\_\_  
EMAIL (for correspondence) \_\_\_\_\_  
TELEPHONE NUMBER (daytime/mobile) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SUMMARIZE APPLICANT HISTORY:

**CODE ENFORCEMENT:** Does your organization/property have any outstanding code violations and/or fines/costs or liens? (please note that pursuant to section 2-25(e), Monroe County Code, organizations with outstanding code compliant fines are not eligible to receive grants or contracts from the County until such time as the fines are resolved through payment or settlement). Yes  No  If yes, please explain below:

HAS THIS EVENT BEEN PRODUCED IN THE PAST?  
\*IF YES, WHEN?

Yes \* No

DID THE SAME APPLICANT PRODUCE IT?

Yes  No

List the name of President and other individuals authorized to execute contracts and otherwise act on behalf Applicant:

Name	Title

List staff members, including volunteers, responsible for administrating and organizing this event, with evidence of their qualifications and capabilities to accommodate the demands of the event.

Name	Qualifications	Capabilities

DOES THIS EVENT REQUIRE PERMITS FROM A MUNICIPALITY? Yes \* No

\*If yes, please list permits needed below. A letter of intent from the municipality to approve the permit, subject to any unforeseen circumstance, must be provided to TDC administrative office prior to signing of final Agreement.

**DISTRICT I APPLICANTS ONLY**  
**(Encompasses the City Limits of Key West)**

When applying for funding, it is important to understand the number of lodging units available within the Districts as it is the maximum number of room nights which may be sold per day – review Table 1 below. The number of lodging units provided in Table 1 is subject to fluctuation.

**Table 1:**

District I: Key West	Units (Max. daily room nights)
Hotel/Motel/B&B/Guest House/Inn	6,279
Vacation Rentals	1,128
RV Park & Campground	0
<b>Total:</b>	<b>7,407</b>

Source: Florida Department of Business and Professional Regulation, TDC

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

**Table 2:**

District I: Key West	
Funding Level	Room Nights
\$10,000	1,290
\$17,000	2,190
\$25,000	3,230
\$35,000	4,520
\$50,000	6,450
\$75,000	9,680
\$100,000	12,900
\$120,000	15,480
\$150,000	19,350
\$175,000	22,580
\$200,000	25,810

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

**EXHIBIT A-1**

Check box below that best describes the primary purpose of your event:

- To draw out – of – county visitors to the destination and put “Heads in Beds”
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination

**EXHIBIT A-2**  
**EVENT ITINERARY**

**Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.**

Example: Day 1: Opening Party/Registration (venue and time)  
Day 2: Food and Wine tasting (venues and time)  
Day 3: Art Festival (include venue and times and possible street closings)



**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

Formula to calculate **Room Nights** for this district. \*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: <b>Room nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	* Room Nights:

**Method used to estimate out-of-County visitors entered above (a): and how many nights they will stay (c). Check all that apply. All to be submitted with supporting documentation which includes zip code data as exhibit A-3.**

- Ticket Sales from last event
- Survey of attendees from last event\*
- Registration from last event
- Bookings through TDC’s website
- Based on lodging group block pick up from previous year. Attach pick up report.
- Raffle zip code results from previous year event

\*Example of how to take a survey can be found here:

<https://flmonroecounty.civicplus.com/DocumentCenter/View/34562/Survey-Example>

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary); A-3 (Number of Room Nights); and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**FUNDING REQUEST**

Check this box if your event meets the definition of a **New Event**.

**Definition of New Event:** An event that has not taken place in this District previously. A New Event choosing this category will be considered with other New Event applications from a separate resource specifically allocated for New Events. *If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.*

Level 1: \$10,000       Level 2: \$17,000       Level 3: \$25,000

**OR**

A New Event may choose to apply under the regular event funding process wherein the new event will compete with previously funded events

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**Regular Event Funding:** Complete this section if your event is NOT applying as a New Event.

Check the appropriate category (Destination or Turnkey) and grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

**Destination Funding Level Request Only**

Level 1: \$10,000       Level 2: \$17,000       Level 3: \$25,000

Level 4: \$35,000       Level 5: \$50,000       Level 6: \$75,000

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**Turnkey Funding Level Request Only**

Level 7: \$75,000       Level 8: \$100,000       Level 9: \$120,000

Level 10: \$150,000       Level 11: \$175,000       Level 12: \$200,000

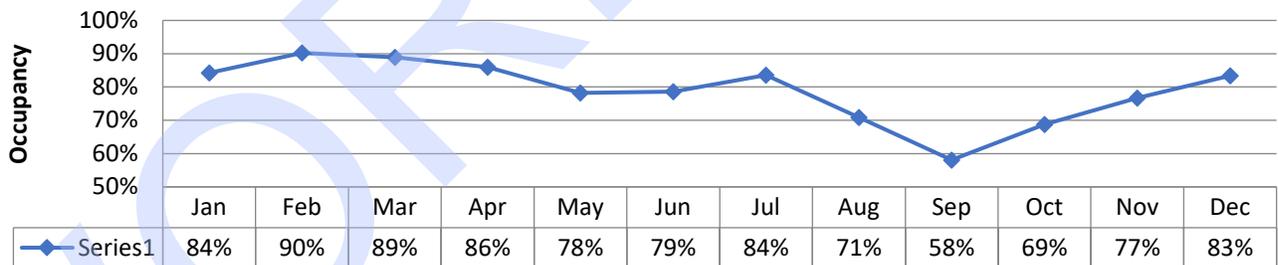
**EXHIBIT B**  
**Timing of event**

Events are scored based on when in the calendar year they are held. Shoulder and off-season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research (STR), is used to create the Timing of Event Scoring. Please note, vacation rental data is not included in STR. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two fiscal years, reached each occupancy level.

**Table 3:**

<b>District I – Timing of Event Scoring</b>				
Events Held when average occupancy is:	Receive score of:	District I: Dates for Each Occupancy Range:	Check box next to your event dates:	Your Table 3 Score is:
0% to 79%	3	May, June, August – November	<input type="checkbox"/>	3
80% to 89%	2	January, March-April, July, December	<input type="checkbox"/>	2
90% to 100%	0	February, December 25-31 Martin Luther King Jr., Memorial Day & Independence Day Weekends, Fantasy Fest, Power Boat, and Lobster Mini Season Week	<input type="checkbox"/>	0

**District I Two Year Average Occupancy Trends By Month**



1	Enter your score from <b>Table 3</b> (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	If your event includes a scholarship component or local charitable contribution Add one (1) point. Attach backup of contribution as Exhibit B.	1 (If applicable)
3	Mid-Week Days are <b>Sunday – Thursday</b> (Unless preceding or following a holiday weekend) <ul style="list-style-type: none"> <li>• Add four (4) points if your event falls on at least <b>2 mid-week days</b></li> <li style="text-align: center;"><i>or</i></li> <li>• Add two (2) points if your event falls on only <b>1 mid-week day</b></li> </ul>	+4  or  +2
4	District I Total Score	Enter Score

**District II Applicants Only**  
From the City Limits of Key West to the West end of the Seven Mile Bridge

When applying for funding, it is important to understand the number of lodging units available within the District as it is the maximum number of room nights which may be sold per day – review table 1 below. The number of lodging units provided in Table 1 is subject to fluctuation.

District II: Big Pine Key & The Lower Keys	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	467
Vacation Rental	317
RV Park & Campground	1,202
<b>Total</b>	<b>1,986</b>
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

District II: Big Pine Key & The Lower Keys		
Funding Level	Hotel/Motel/B&B Room Nights	RV/Campground Room Nights*
\$5,000	680	1,290
\$7,500	1,020	1,930
\$10,000	1,360	2,580
\$15,000	2,040	4,380
\$20,000	2,720	5,160
\$25,000	3,400	6,440
*As DAC II has minimal participants in the Smith Travel Research program, published rates were used to determine room nights. Room nights is further broken down for this DAC by lodging type as a super majority of DAC II lodging units are RV Park & Campground sites. Little Palm Island is excluded from calculations.		

**Exhibit A-1**

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination

**DISTRICT II EXHIBIT A CONTINUED...**

**EXHIBIT A-2**  
**EVENT ITINERARY**

**Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.**

Example: Day 1: Opening Party/Registration (include venue and time)  
Day 2: Food and Wine Tasting (venues and times)  
Day 3: Art Festival (include venue/times and possible street closings)

WORKSHEET

**DISTRICT II EXHIBIT A CONTINUED....**

**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

Formula to calculate **Room Nights** for this district. \*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: <b>Room nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	* Room Nights:

**Method used to estimate out-of-County visitors entered above (a): and how many nights they will stay (c). Check all that apply. All to be submitted with supporting documentation which includes zip code data as exhibit A-3.**

- Ticket Sales from last event
- Survey of attendees from last event\*
- Registration from last event
- Bookings through TDC’s website
- Based on lodging group block pick up from previous year. Attach pick up report.
- Raffle zip code results from previous year event

\*Example of how to take a survey can be found here:

<https://flmonroecounty.civicplus.com/DocumentCenter/View/34562/Survey-Example>

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary); A-3 (Number of Room Nights); and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**FUNDING REQUEST**

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

**Destination Funding Level Request Only**

Level 1: \$5,000

Level 2: \$10,000

Level 3: \$15,000

Level 4: \$20,000

Level 5: \$25,000

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**Turnkey Funding Level Request Only**

Level 6: \$20,000

Level 7: \$25,000

**DISTRICT II CONTINUED....**

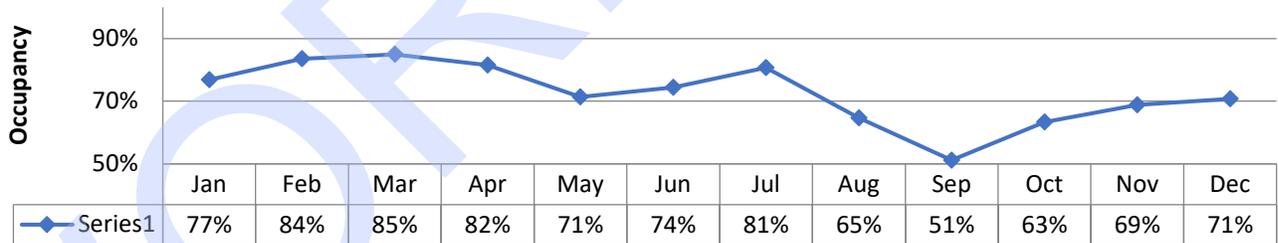
**EXHIBIT B**  
**TIMING OF EVENT**

Events are scored based on when in the calendar year they are held. Shoulder and off-season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research (STR), is used to create the Timing of Event Scoring. Please note, vacation rental data is not included in STR. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two years reach each occupancy level range.

Table 3

District II – Timing of Event Scoring				
Events held when average occupancy is:	Receive Score of:	District II: Dates for each occupancy range	Check box next to your event dates	Your Table 3 Score is:
0% to 59%	5	September	<input type="checkbox"/>	5
60% to 69%	4	August, October, November	<input type="checkbox"/>	4
70% to 79%	3	January, May, June, December 1-24	<input type="checkbox"/>	3
80% to 100%	2	February-April, July	<input type="checkbox"/>	2
	0	December 25-31, Martin Luther King Jr., Memorial Day & Independence Day Weekends, Fantasy Fest, Power Boat & Lobster Mini Season Week	<input type="checkbox"/>	0

**District II Two Year Average Occupancy Trends By Month**



1	Enter your score from <b>Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)</b>	Enter Score
2	If your event includes a scholarship component or local charitable contribution Add one (1) point. Attach backup of contribution as Exhibit B.	1 (If applicable)
3	Mid-Week Days are <b>Sunday – Thursday (Unless preceding or following a holiday weekend)</b> <ul style="list-style-type: none"> <li>Add two (2) points if your event falls on at least <b>2 mid-week days</b></li> <li>or</li> <li>Add one (1) point if your event falls on only <b>1 mid-week day</b></li> </ul>	+2  or  +1
4	District II Total Score	Enter Score

**District III Applicants Only**  
**(From the west end of the Seven Mile Bridge to the Long Key Bridge)**

When applying for funding, it is important to understand the number of lodging units available within the District as it is the maximum number of room nights which may be sold per day – review table 1 below. The number of lodging units provided in Table 1 is subject to fluctuation.

Table 1:

District III: Marathon	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2,086
Vacation Rental	1,782
RV Park & Campground	725
<b>Total</b>	<b>4,593</b>

Source: Florida Department of Business and Professional Regulation, TDC

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District III: Marathon	
Funding Level	Room Nights
\$5,000	
\$10,000	1,460
\$20,000	2,910
\$30,000	4,370
\$40,000	5,820
\$50,000	7,280

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

**Exhibit A-1**

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination

DISTRICT III EXHIBIT A CONTINUED...

**EXHIBIT A-2**  
**EVENT ITINERARY**

**Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.**

Example: Day 1: Opening Party/Registration (include venue and time)  
Day 2: Food and Wine Tasting (venues and times)  
Day 3: Art Festival (include venue/times and possible street closings)

WORKSHEET

**DISTRICT III EXHIBIT A CONTINUED...**

**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

Formula to calculate **Room Nights** for this district. \*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: <b>Room nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	* Room Nights:

**Method used to estimate out-of-County visitors entered above (a): and how many nights they will stay (c). Check all that apply. All to be submitted with supporting documentation which includes zip code data as exhibit A-3.**

- Ticket Sales from last event
- Survey of attendees from last event\*
- Registration from last event
- Bookings through TDC’s website
- Based on lodging group block pick up from previous year. Attach pick up report.
- Raffle zip code results from previous year event

\*Example of how to take a survey can be found here:

<https://flmonroecounty.civicplus.com/DocumentCenter/View/34562/Survey-Example>

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary); A-3 (Number of Room Nights); and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**FUNDING REQUEST**

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

**Destination Funding Level Request Only**

- Level 1: \$5,000                       Level 2: \$10,000                       Level 3: \$20,000  
 Level 4: \$30,000                       Level 5: \$40,000
- 

**Turnkey Funding Level Request Only**

- Level 6: \$30,000                       Level 7: \$40,000                       Level 8: \$50,000

**DISTRICT III CONTINUED...**

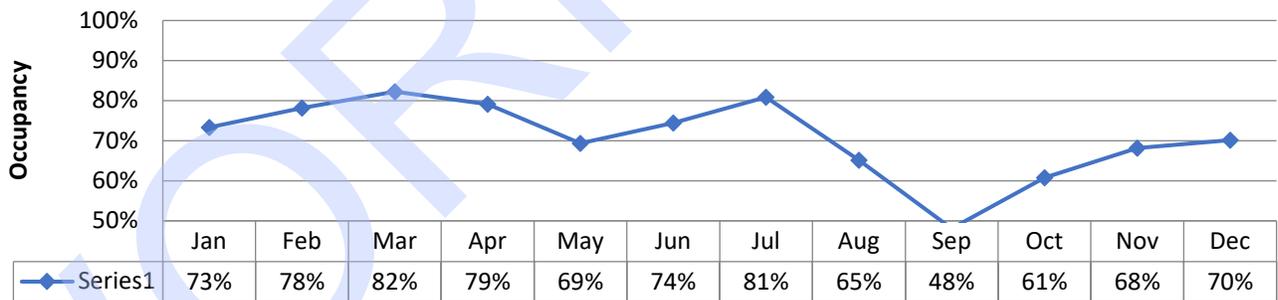
**EXHIBIT B**  
**TIMING OF EVENT**

Events are scored based on when in the calendar year they are held. Shoulder and off-season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research (STR), is used to create the Timing of Event Scoring. Please note, vacation rental data is not included in STR. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two years reach each occupancy level range.

Table 3

District III – Timing of Event Scoring				
Events held when average occupancy is:	Receive Score of:	District III: Dates for each occupancy range	Check box next to your event dates	Your Table 3 Score is:
0% to 59%	5	September	<input type="checkbox"/>	5
60% to 69%	4	August, October, November, May	<input type="checkbox"/>	4
70% to 79%	3	January, February, April, June, December	<input type="checkbox"/>	3
80% to 100%	2	March, July	<input type="checkbox"/>	2
	0	Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week	<input type="checkbox"/>	0

**District III Two Year Average Occupancy Trends By Month**



1	Enter your score from <b>Table 3 (if more than one box was checked, add all scores together and divide by the number of boxes checked)</b>	Enter Score
2	If your event includes a scholarship component or local charitable contribution Add one (1) point. Attach backup of contribution as <b>Exhibit B</b> .	1 (If applicable)
3	Mid-Week Days are <b>Sunday – Thursday (Unless preceding or following a holiday weekend)</b> <ul style="list-style-type: none"> <li>Add two (2) points if your event falls on at least <b>2 mid-week days</b></li> <li>or</li> <li>Add one (1) point if your event falls on only <b>1 mid-week day</b></li> </ul>	+2  or  +1
4	District III Total Score	Enter Score

**DISTRICT IV APPLICANTS ONLY**  
**(Between Long Key Bridge and mile marker 90.939)**

When applying for funding, it is important to understand the number of lodging units available within the District as it is the maximum number of room nights which may be sold per day – review table 1 below. The number of lodging units provided in Table 1 is subject to fluctuation.

Table 1:

District IV: Islamorada	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	1,423
Vacation Rental	462
RV Park & Campground	109
Total	1,994

Source: Florida Department of Business and Professional Regulation, TDC

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District IV: Islamorada	
Funding Level	Room Nights
\$10,000	1,360
\$15,000	2,030
\$20,000	2,710
\$25,000	3,390
\$30,000	4,070
\$40,000	5,420

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

**Exhibit A-1**

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination

**DISTRICT IV EXHIBIT A CONTINUED....**

**EXHIBIT A-2**  
**EVENT ITINERARY**

**Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.**

Example: Day 1: Opening Party/Registration (include venue and time)  
Day 2: Food and Wine Tasting (venues and times)  
Day 3: Art Festival (include venue/times and possible street closings)

WORKSHEET

**DISTRICT IV EXHIBIT A CONTINUED...**

**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

Formula to calculate **Room Nights** for this district. \*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: <b>Room nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	* Room Nights:

**Method used to estimate out-of-County visitors entered above (a): and how many nights they will stay (c). Check all that apply. All to be submitted with supporting documentation which includes zip code data as exhibit A-3.**

- Ticket Sales from last event
- Survey of attendees from last event\*
- Registration from last event
- Bookings through TDC’s website
- Based on lodging group block pick up from previous year. Attach pick up report.
- Raffle zip code results from previous year event

\*Example of how to take a survey can be found here:

<https://flmonroecounty.civicplus.com/DocumentCenter/View/34562/Survey-Example>

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary); A-3 (Number of Room Nights); and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**FUNDING REQUEST**

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

**Destination Funding Level Request Only**

- Level 1: \$10,000                       Level 2: \$15,000                       Level 3: \$20,000  
 Level 4: \$25,000

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**Turnkey Funding Request Level Only**

- Level 5: \$20,000                       Level 6: \$30,000                       Level 7: \$40,000

**DISTRICT IV CONTINUED....**

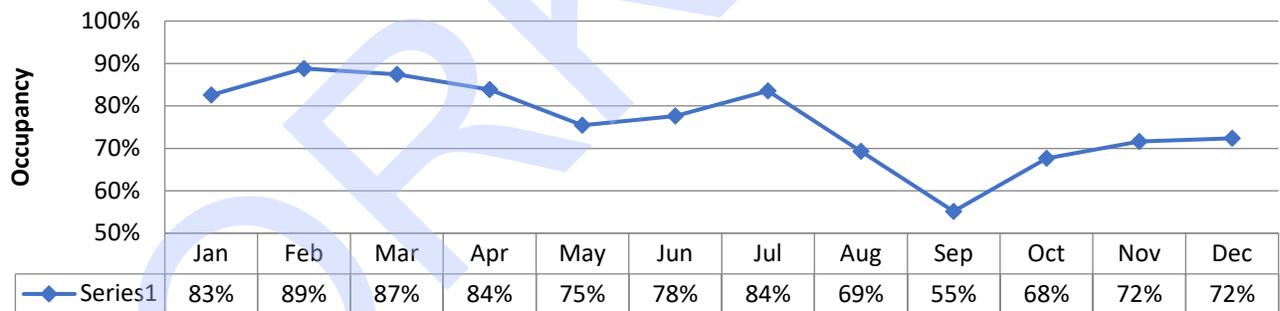
**EXHIBIT B**  
**TIMING OF EVENT**

Events are scored based on when in the calendar year they are held. Shoulder and off-season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research (STR), is used to create the Timing of Event Scoring. Please note, vacation rental data is not included in STR. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two years reach each occupancy level range.

Table 3

District IV – Timing of Event Scoring				
Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range	Check box next to your event dates	Your Table 3 Score is:
00% to 69%	4	August – October	<input type="checkbox"/>	4
70% to 79%	3	May, June, November, December	<input type="checkbox"/>	3
80% to 84%	2	January, April, July	<input type="checkbox"/>	2
85% to 100%	0	February – March, Martin Luther King Jr., Memorial Day & Independence Day Weekends & Lobster Mini Season Week		0

**District IV Two Year Average Occupancy Trends By Month**



1	Enter your score from <b>Table 3</b> (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	If your event includes a scholarship component or local charitable contribution Add one (1) point. Attach backup of contribution as <b>Exhibit B</b> .	1 (If applicable)
3	Mid-Week Days are <b>Sunday – Thursday</b> (Unless preceding or following a holiday weekend) <ul style="list-style-type: none"> <li>• Add two (2) points if your event falls on at least <b>2 mid-week days</b></li> <li>or</li> <li>• Add one (1) point if your event falls on only <b>1 mid-week day</b></li> </ul>	+2  or  +1
4	District IV Total Score	Enter Score

## District V Applicants Only

(From mile marker 90.940 to the Dade/Monroe County line & any mainland portions of Monroe County)

When applying for funding, it is important to understand the number of lodging units available within the District as it is the maximum number of room nights which may be sold per day – review table 1 below. The number of lodging units provided in Table 1 is subject to fluctuation.

Table 1:	
District V: Key Largo	Units (Max daily room nights)
Hotel/Motel/B&B/Guest House/Inn	2,071
Vacation Rental	494
RV Park & Campground	379
<b>Total</b>	<b>2,944</b>
Source: Florida Department of Business and Professional Regulation, TDC	

When evaluating funding allocations (return on investment), it is important to understand how the revenue was derived. Table 2 demonstrates, given its average lodging rates for the past two years, how many room nights this District had to sell to raise enough two-penny bed tax revenue for each level of event funding. The chart is provided to give a clearer context to the value of the bed tax dollar that funds each level.

Table 2:

District V: Key Largo	
Funding Level	Room Nights
\$10,000	1,340
\$15,000	2,010
\$20,000	2,680
\$25,000	3,350
\$30,000	4,020
\$35,000	4,690
\$40,000	5,360

The District Advisory Committee may use their discretion when evaluating funding allocations. However, it is important to understand how the income is derived.

### Exhibit A-1

Check the box below that best describes the primary purpose of your event:

- To draw out-of-county visitors to the destination and put “Heads in Beds”
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination

**EXHIBIT A-2**  
**EVENT ITINERARY**

**Specifically outline the activities/events that will take place during your event. If your event encompasses several days, break out each day, including the venue. Only include activities that are directly related to the event for which you are seeking funding, and for which your organization is responsible for producing.**

Example: Day 1: Opening Party/Registration (include venue and time)  
Day 2: Food and Wine Tasting (venues and times)  
Day 3: Art Festival (include venue/times and possible street closings)

WORKSHEET

**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

Formula to calculate **Room Nights** for this district. \*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question.

a. How many out of County Visitors to this district	a.
b. How many visitors to a room	b.
c. How many nights will visitors stay?	c.
d. Calculate: <b>Room nights = (a/b) x c</b> <i>Divide line a by line b. Then multiple by line c</i>	* Room Nights:

**Method used to estimate out-of-County visitors entered above (a): and how many nights they will stay (c). Check all that apply. All to be submitted with supporting documentation which includes zip code data as exhibit A-3.**

- Ticket Sales from last event
- Survey of attendees from last event\*
- Registration from last event
- Bookings through TDC’s website
- Based on lodging group block pick up from previous year. Attach pick up report.
- Raffle zip code results from previous year event

\*Example of how to take a survey can be found here:

<https://flmonroecounty.civicplus.com/DocumentCenter/View/34562/Survey-Example>

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary); A-3 (Number of Room Nights); and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**FUNDING REQUEST**

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

**Destination Funding Level Request Only**

- Level 1: \$10,000       Level 2: \$15,000       Level 3: \$20,000
- Level 4: \$25,000       Level 5: \$30,000       Level 6: \$35,000
- Level 7: \$40,000

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**Turnkey Funding Request Level Only**

- Level 8: \$10,000       Level 9: \$20,000       Level 10: \$30,000
- Level 11: \$40,000

**DISTRICT V CONTINUED...**

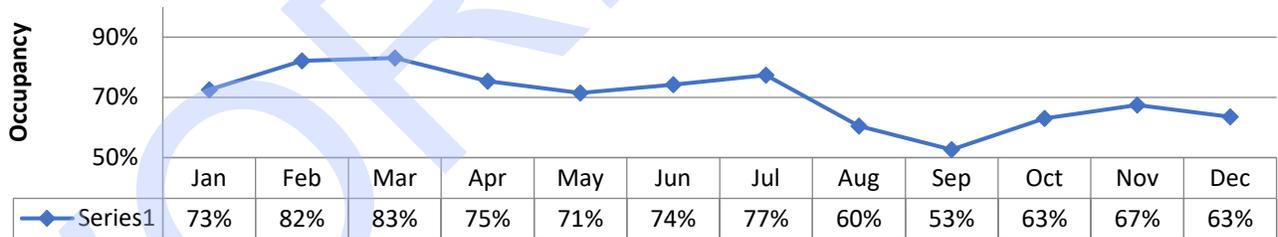
**EXHIBIT B**  
**TIMING OF EVENT**

Events are scored based on when in the calendar year they are held. Shoulder and off-season events receive higher scoring. Additional scoring points are also given for mid-week events. The average of the past two fiscal years' occupancy, as reported by Smith Travel Research (STR), is used to create the Timing of Event Scoring. Please note, vacation rental data is not included in STR. Points are assigned to each occupancy level range. Table 3 below depicts the points associated with each occupancy level range. Next, it shows the times which your District, during the past two years reach each occupancy level range.

Table 3

District V – Timing of Event Scoring				
Events held when average occupancy is:	Receive Score of:	District IV: Dates for each occupancy range	Check box next to your event dates	Your Table 3 Score is:
0% to 59%	5	September	<input type="checkbox"/>	5
60% to 69%	4	August, October, November, December	<input type="checkbox"/>	4
70% to 75%	3	January, April, May, June	<input type="checkbox"/>	3
76% to 85%	2	July	<input type="checkbox"/>	2
86%-100%	0	February – March, Martin Luther King Jr., Memorial Day & Independence Day Weekends and Lobster Mini Season Week	<input type="checkbox"/>	0

**District V Two Year Average Occupancy Trends By Month**



1	Enter your score from <b>Table 3</b> (if more than one box was checked, add all scores together and divide by the number of boxes checked)	Enter Score
2	If your event includes a scholarship component or local charitable contribution Add one (1) point. Attach backup of contribution as <b>Exhibit B</b> .	1 (If applicable)
3	Mid-Week Days are <b>Sunday – Thursday</b> (Unless preceding or following a holiday weekend) <ul style="list-style-type: none"> <li>• Add two (2) points if your event falls on at least <b>2 mid-week days</b></li> <li style="text-align: center;">or</li> <li>• Add one (1) point if your event falls on only <b>1 mid-week day</b></li> </ul>	+2  or  +1
4	District V Total Score	Enter Score

**EXHIBIT C**

**SOUNDNESS OF MARKETING PLAN AND FINANCIAL COMMITMENT OF APPLICANT  
TO THE MARKETING OF THE EVENT**

If you receive the money you are requesting from the TDC, describe in detail how your organization plans to market your event to appeal to your target market. Please be specific about your media placement/cost. If you require more space than what is provided, please attach as **Exhibit C**.

**Highest points will be awarded for soundness of plan and the strength of your organization's funding contribution.**



Continue on next page if needed...

**EXHIBIT C**

**SOUNDNESS OF MARKETING PLAN AND FINANCIAL COMMITMENT OF APPLICANT TO THE MARKETING OF THE EVENT**

Blank area for the marketing plan and financial commitment details.

What is the total amount of your Marketing Plan: \$ \_\_\_\_\_  
How much is the applicant contributing to the marketing of this event in “Hard Dollars”? Please do not include funds requested from TDC or other grants – funds listed on this line should only include what the applicant organization itself is providing towards the marketing of the event. \$ \_\_\_\_\_

**1 2 3 4 5 6 7 8 9 10**

If you are a re-occurring event, attach as **Exhibit C-1** your operational budget detailing the income/expenses for your last event including community hard dollar support contributions.

**Or**

If you are a new event, attach as Exhibit C-2 your projected operating budget detailing your projected income/expenses for the proposed new event including community hard dollar contributions.

Sample Budgets can be found at: <https://www.monroecounty-fl.gov/DocumentCenter/View/9893/Sample-Destination-and-Turnkey-Budgets?bidId=>

**EXHIBIT D**  
**ACTION PLAN**

Submit a detailed action plan including appropriate permit(s) for the event if applicable, and how parking/security and road closures will be handled during your event. The plan should include the following information:

1. Describe how your event plan will handle road closures. If applicable, enclose a copy of the approval by the appropriate county/municipal entity.

2. Describe how your event plan will accommodate parking and transportation:

3. Describe how your event plan will handle security:

#### 4. Event Sustainability

Our visitors come to enjoy events, but in the process, a tremendous amount of waste is generated, much of it recyclable. The single most effective tool in reducing waste at special events is planning ahead. On the next page (page 38), complete a narrative on how you plan to reduce waste during your event by doing the following:

- a. Encourage recycling message within programs and brochures to recycle during the event and also at home.
- b. Encourage “Green” advertising (broadcast and digital)
- c. Encourage vendors to use biodegradable and compostable products (utensils; plates and cups; paper or canvas bags)
- d. Encourage the use of clearly identified recycling containers
- e. Discourage use of single use plastic bags and other products
- f. Please list any positive or negative effects on the environment that your event may have and how you plan to mitigate these effects

**Useful contact numbers:**

**Monroe County:** (305) 289-6307

**City of Marathon:** (305) 743-5165

**City of Key West:** (305) 809-3776

**Islamorada Village of Islands** (305) 853-3433

**ACTION PLAN**



Form <b>W-9</b> (Rev. November 2017) Department of the Treasury Internal Revenue Service	<h2 style="margin:0;">Request for Taxpayer Identification Number and Certification</h2> <p style="margin:0;">▶ Go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> for instructions and the latest information.</p>	Give Form to the requester. Do not send to the IRS.
1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.		
2 Business name/disregarded entity name, if different from above		
Print or type. See Specific Instructions on page 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.	
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate	
	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.	
	<input type="checkbox"/> Other (see instructions) ▶ _____	
4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>		
5 Address (number, street, and apt. or suite no.) See instructions.		Requester's name and address (optional)
6 City, state, and ZIP code		
7 List account number(s) here (optional)		

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>										
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; border: 1px solid black; text-align: center;">-</td> <td style="width:25%; border: 1px solid black; height: 20px;"></td> <td style="width:5%; border: 1px solid black; text-align: center;">-</td> <td style="width:40%; border: 1px solid black; height: 20px;"></td> </tr> </table>		-		-						
	-		-							
<b>or</b>										
<b>Employer identification number</b>										
<table style="width:100%; border-collapse: collapse;"> <tr> <td style="width:10%; border: 1px solid black; height: 20px;"></td> </tr> </table>										

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶ _____	Date ▶ _____
------------------	----------------------------------	--------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

**INSURANCE CHECK LIST**  
**(ONLY APPLICABLE FOR EVENTS APPLYING FOR TURNKEY FUNDING)**

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an "X" will be required in the event an award is made to your organization. It is required that the bidder sign requisite form reflecting coverage and submit it with the proposal.

WORKERS' COMPENSATION  
AND  
EMPLOYERS' LIABILITY

	<input checked="" type="checkbox"/>	Workers' Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, Policy Limits/Bodily Injury by Disease each employee
WC1	<input type="checkbox"/>	Employers Liability	\$100,000/\$500,000/\$100,000
WC2	<input type="checkbox"/>	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	<input type="checkbox"/>	Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH	<input type="checkbox"/>	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	<input type="checkbox"/>	Federal Jones Act	\$1,000,000

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premise Operation
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	_____	\$500,000 Combined Single Limit
GL3	<b>X</b> _____	<b>\$1,000,000 Combined Single Limit</b>
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsements:

GLLIQ \_\_\_\_\_ Liquor Liability

GLS \_\_\_\_\_ Security Services

All endorsements are required to have the same limits as the basic policy.

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-Owned and Hired Vehicles

Required Limits:

VL1	_____	\$50,000 per Person; \$100,000 per Occurrence \$25,000 Property Damage Or \$100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	_____	\$200,000 per Person; \$300,000 per Occurrence \$200,000 Property Damage or \$300,000 Combined Single Limit
VL3	_____	\$500,000 per Person; \$1,000,000 per Occurrence \$100,000 Property Damage or \$1,000,000 Combined Single Limit
VL4	_____	\$5,000,000 Combined Single Limit

Miscellaneous Coverages

BR1	_____	Builders Risk	Limits equal to the Full Replacement Value of the completed project.
CLI	_____	Cyber Liability	\$1,000,000
MVC	_____	Motor Truck Cargo	Limits equal to the maximum value of any one shipment
PRO	_____	Professional Liability	\$300,000 per Occurrence / \$ 500,000 Agg.
PRO2	_____		\$500,000 per Occurrence / \$1,000,000 Agg.
PRO3	_____		\$1,000,000 per Occurrence; \$2,000,000 Agg.
POL1	_____	Pollution Liability	\$ 500,000 per Occurrence / \$ (,000,000 Agg.
POL2	_____		\$1,000,000 per Occurrence / \$2,000,000 Agg.
POL3	_____		\$3,000,000 per Occurrence / \$6,000,000 Agg.
POL4	_____		\$5,000,000 per Occurrence / \$10,000,000 Agg.
EDt	_____	Employee Dishonesty	\$ 10,000
ED2	_____		\$100,000
GK1	_____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2	_____		\$ 500,000 (\$100,000 per Vehicle)

GK3	_____	\$1,000,000 (\$250,000 per Vehicle)
MED1	_____	Medial Professional \$300,000/\$750,000 Agg. \$500,000/\$1,000,000 Agg. \$1,000,000/\$3,000,000 Agg. \$5,000,000/\$10,000,000 Agg.
MED2	_____	
MED3	_____	
MED4	_____	
IF	_____	Installation Floater Maximum value of Equipment Installed
VLP1	_____	Hazardous Cargo Transporter \$300,000 (Requires MCS-90) \$500,000 (Requires MCS-90) \$1,000,000 (Requires MCS-90)
VLP2	_____	
VLP3	_____	
BLL	_____	Bailee Liab. Maximum Value of County Property that will be in the Bailee's possession
HKL1	_____	Hanger Keepers Liability \$300,000 \$500,000 \$1,000,000 \$5,000,000
HKL2	_____	
HKL3	_____	
HKL4	_____	
AIR1	_____	Aircraft Liability \$1,000,000 \$5,000,000 \$50,000,000
AIR2	_____	
AIR3	_____	
AEO1	_____	Architects Errors & Omissions \$250,000 per Occurrence/\$500,000 Agg \$500,000 per Occurrence/\$1,000,000 Agg \$1,000,000 per Occurrence/\$3,000,000 Agg. \$300,000,000 per Occurrence/\$5,000,000 Agg.
AEO2	_____	
AEO3	_____	
AEO4	_____	
ARP	_____	All Risk Property Full Replacement Value of Structure
EOJ	_____	Engineers Errors & Omissions \$250,000 per Occurrence/\$500,000 Agg. \$500,000 per Occurrence/\$1,000,000 Agg. \$1,000,000 per Occurrence/\$2,000,000 Agg. \$5,000,000 per Occurrence/\$10,000,000 Agg.
EO2	_____	
EO3	_____	
EO4	_____	
WL1	_____	Water Craft Liability \$500,000 per Occurrence \$1,000,000 per Occurrence
WL2	_____	

APPLICANT'S  
INSURANCE  
STATEMENT

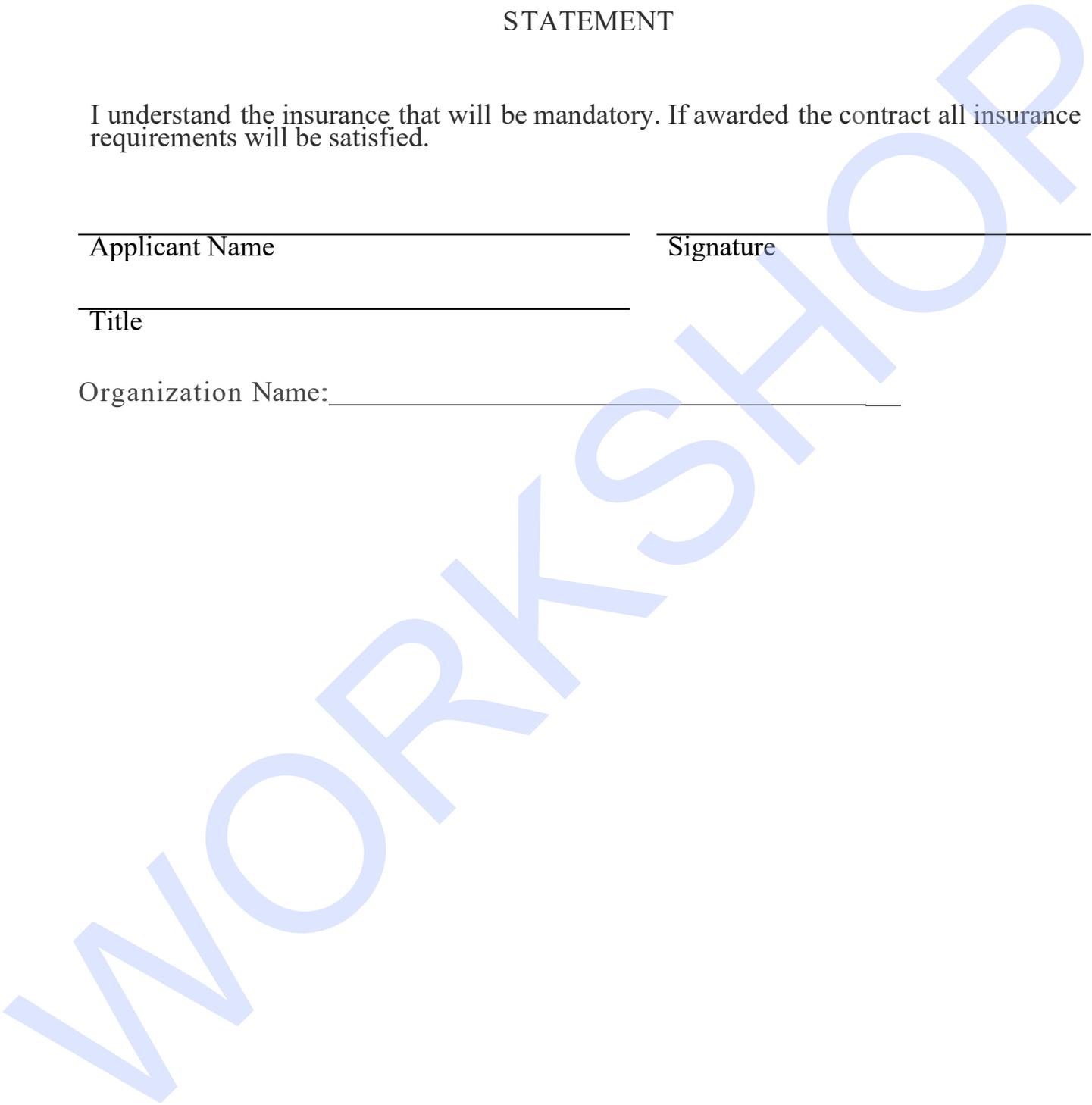
I understand the insurance that will be mandatory. If awarded the contract all insurance requirements will be satisfied.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

Organization Name: \_\_\_\_\_



**APPLICATION CHECK LIST**  
**(Submit with Application)**

I have completed the following items:

- Each section of the application has been completed
- Application has reviewed the sample Contracts below:
  - Destination Event: <https://www.monroecounty-fl.gov/DocumentCenter/View/13418/Sample-Destination-Event-Agreement>
  - Turnkey Event: <https://www.monroecounty-fl.gov/DocumentCenter/View/16220/Sample-Turnkey-Agreement>
- Applicant has reviewed the sample Reimbursement Packets below:
  - Destination Event: <https://www.monroecounty-fl.gov/DocumentCenter/View/10895/Sample-Destination-Event-Reimbursement-Packet>
  - Turnkey Event: <https://www.monroecounty-fl.gov/DocumentCenter/View/10896/Sample-Turnkey-Event-Reimbursement-Packet>
- Applicant has reviewed the scoring sheet: <https://www.monroecounty-fl.gov/DocumentCenter/View/7072/Destination-and-Turnkey-Sample-Score-Sheet> that is utilized by the District Advisory Committees and understands that the application must score **17** points or above by the majority of the sitting members in order to qualify for funding.
- Applicant has attached **Exhibit A-3**, supporting documentation on how out of county visitors were estimated
- Applicant has attached **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.
- (if applicable) Applicant has attached as **Exhibit B**, back up of scholarship or local charity contribution. A list of acceptable back up can be found here: <https://fl-monroecounty.civicplus.com/DocumentCenter/View/34561/Charity-and-Scholarship>
- Applicant has submitted the event's budget and income/expense report for the last event. Re-occurring events should submit **Exhibit C-1** and new events should submit **Exhibit C-2** (page 36)
- Applicant has printed and completed the W- 9 form included within the application (page 39)
- (if applicable) This event requires an Agreement with a municipality and will have a valid Agreement at the time the event takes place (see page 4)
- (if applicable) This event requires a permit from a municipality and has attached a letter of intent to issue the permit from the municipality as **Exhibit D** (see page 4)
- (for Turnkey funding requests only) Applicant has printed and completed the Insurance Check List (pages 40-44)

Print off this page, sign below and include as part of your application

Signed by: \_\_\_\_\_

Print Name: \_\_\_\_\_

**District IV Advisory Committee Meeting**

The January 23, 2024 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. via Zoom.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Ms. Tiffany Holmes, and Ms. Margie Smith

DAC Members Absent Were: Mr. Lou Sena (1<sup>st</sup> absence in Fiscal Year), Ms. Cindy Shattuck (2<sup>nd</sup> absence in Fiscal Year), Mr. Robert Stober (1<sup>st</sup> absence in Fiscal Year) and Mr. Michael Walsh (1<sup>st</sup> absence in Fiscal Year)

Agencies Present Were: Mr. John Underwood and Ms. Jaclyn Fortier – Tinsley Advertising, Ms. JoNell Modys - Web Editor and Public Relations Stringer NewmanPR, Ms. Elaine Cooke and Ms. Karissa Hamilton – Two Oceans Digital

Administrative Staff Present Were: Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Gillis moved approval of the agenda as presented with the following bulk agenda items:

- D.1. December 5, 2023 Regular Meeting Minutes
- D.2. October 31, 2023 TDC Meeting Minutes – FYI
- D.3. November 16, 2023 TDC Special Meeting Minutes - FYI
- E.1. FY 2024 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap - FYI
- H.1. D360 Report and Key Data Vacation Rental Report - FYI
- I.1. Chamber Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operational Manual Update – FYI
- L.2. Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration Islamorada 2024 Project
- L.4. Update re: December 19, 2023 TDC Meeting

Ms. Harris seconded. Motion passed unanimously.

Review of Recent Events Funded by the DAC: The following event had taken place since the last DAC meeting:

Islamorada Half Marathon, 10K, Rumrunner 5K and Beach'n'Beer Mile: Islamorada Running Company LLC was allocated \$40,000 for Islamorada Half Marathon, 10K, Rumrunner 5K and Beach'n'Beer Mile in December 2023. A written report was provided in the meeting packet.

General Discussion: Ms. Smith asked about a recent article in the newspaper reporting that the County is requesting a change to the State Statue to allow TDC funds to be utilized for affordable housing. Ms. Jodi Weinhofer from the Lodging Association stated that this is on the BOCC's

*District IV Advisory Committee*

*January 23, 2024*

*Page 2*

legislative agenda and the BOCC had asked all five Chambers to support this. Ms. Gillis stated that all five Chambers and the Federation of Chambers also support this.

There being no further business the meeting was adjourned at 2:09 p.m.

**Monroe County Tourist Development Council Meeting**

The December 19, 2023 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the Opal Resort, Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root (left meeting at 11:30 a.m.), Ms. Patti Stanley, and Ms. Gayle Tippet

TDC Members Absent: Ms. Diane Schmidt (1<sup>st</sup> absence in Fiscal Year)

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV), and Ms. Suzanne Holmquist (DAC V)

District Advisory Committee Representative/Chairperson Absent Were: Ms. Penny Underwood (DAC II)

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, Mr. Dorn Martel, and Ms. Jaclyn Fortier – Tinsley Advertising; Mr. Andy Newman, Ms. Ashley Serrate, and Ms. Carol Shaughnessy,– NewmanPR; Ms. Elaine Cooke – Two Oceans Digital

Staff Present Were: Ms. Christine Limbert – Assistant County Attorney, Ms. Kelli Fountain – TDC Director of Market Research, Mr. Markham McGill – TDC Director of Sales, Mr. Chad Newman – TDC Film Commissioner, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: Ms. Irwin moved item N.4. Consideration and Action re: TDC Purchasing Policy to after Bulk Approvals.

**Mayor Johnston moved approval of the agenda as amended, Mr. Root seconded. Motion passed unanimously.**

Approval of the Minutes: **Mr. Fernandez moved approval of the October 31, 2023 TDC meeting minutes as presented, Mr. Root seconded. Motion passed unanimously.**

**Mayor Johnston moved approval of the November 16, 2023 Special TDC Meeting Minutes as presented, Ms. Laron seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: Ms. Irwin pulled item L.2. Directors Report from the bulk items.

**Mr. Fernandez moved approval of the following bulk items:**

F. **Administrative**

1. Status Report
3. Director's Report
4. Operations Manual Update – FYI

G. **Budget**

1. Four Penny Revenue Report

H. **Advertising**

1. Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
2. Response Report – FYI
3. Advertising Recap – FYI
4. Search Engine Marketing Report – FYI

I. **Film Commission**

1. Status Report

J. **Public Relations**

1. Status Report
2. Ameurop Report

K. **Sales and Marketing**

1. Status Report
2. Consideration and Action re: Agreement with Conex Exhibition Services

L. **Research**

1. Status Report
2. Review of VIS Call Reports
3. Monitoring Economic Status Update
4. Consideration and Action re: Agreement with Datafy

M. **Website**

1. Website Status Report

N. **TDC Related Items**

1. Consideration and Action re: Permission to Advertise FY 2025 Capital Project Funding Application
2. Consideration and Action re: Permission to Advertise FY 2025 Event Funding Application
3. Consideration and Action re: 2024 TDC/DAC Meeting Schedule

O. **District Advisory Committee Items**

1. **District I**
  - a). DAC I October 18, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: Ms. Kim Works/Tourist Related Representative
2. **District II**
  - a). DAC II October 17, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC II Capital Project Funding Allocations totaling \$304,750
  - c). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC II Event Funding Allocations totaling \$80,000
3. **District III**
  - a). DAC III October 18, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC III Capital Project Funding Allocations totaling \$131,293
  - c). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC III Event Funding Allocations totaling \$10,000
  - d). Consideration and Action re: Mr. Kelly McKinnon/Tourist Related Representative
  - e). Consideration and Action re: Mr. Justin Nels/Lodging Representative
4. **District IV**
  - a). DAC IV October 17, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC IV Event Funding Allocations totaling \$30,000
5. **District V**
  - a). DAC V October 17, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: FY 2024 2<sup>nd</sup> Round DAC V Event Funding Allocations totaling \$40,000
  - c). Consideration and Action re: Ms. Suzanne Holmquist/Tourist Related Representative

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Advisory Committee**

1. Minutes of Fishing Advisory Committee Meeting – FYI

- R. **Dive Umbrella**  
**1.** Minutes of Dive Umbrella Meeting – FYI

**Ms. Tippett seconded. Motion passed unanimously.**

Consideration and Action re: TDC Purchasing Policy: Ms. Tina Boan, Monroe County Director of OMB, stated that the TDC Purchasing Policy had been updated to reflect the purchasing levels of the BOCC more closely. Ms. Pacini stated that the purchasing levels had also been updated to allow for the Sales, Film and Research departments to authorize and approve purchases for their respective departments up to \$34,999.99 in the County's financial software (WorkDay). Ms. Boan stated that implementing these purchasing authority levels will allow for a documented chain of command of purchases for the departments.

**Ms. Stanley moved approval of the TDC Purchasing Policy as presented, Ms. Root seconded. Motion passed unanimously.**

Presentation: New Creative: Mr. Dorn Martel presented new creative for existing media efforts as well as five spots from story boards that were approved at the June 13, 2023 TDC Meeting. Mr. Martel also showed outdoor advertising in Atlanta, Charlotte, Nashville, Dallas, and Chicago as well as new magazine advertisements.

Directors Report: Ms. Irwin thanked Mr. Fernandez for serving as interim Marketing Director and provided Mr. Fernandez with an opportunity to provide an update. Mr. Fernandez stated that he has been working closely with staff on items that require attention, including approving items for the Finance department.

Ms. Irwin stated that the audit of the TDC had commenced, and Cherry Bekaert Advisors, LLC had started interviewing staff. Ms. Pacini stated that she has asked if the TDC would be receiving updates during the audit process and the response was that the TDC would not be receiving any reports or updates until after the completion of the audit. Ms. Pacini also stated that Cherry Bekaert Advisors, LLC were currently putting together a plan for the commencement of the Special Risk Assessment.

Discussion re: Commissioning Future Audits of the TDC: Mayor Johnston stated that she would like to implement a policy for commissioning routine audits of the TDC. Ms. Irwin stated that she would like to see what the Special Risk Assessment recommends on this matter. Ms. Boan stated that she had a discussion with the Clerk's Finance Director on adding an addendum to the BOCC's current agreement with auditors to include future audits of the TDC. She stated that she anticipated bringing forward this recommendation to the BOCC in the next few months.

Presentation: Current PR: Ms. Ashley Serrate presented the recently completed PR efforts in the Canadian market which included interactive programming with CHCH Morning Live which featured Florida Keys temperatures and live webcam segments and a series of segments from each of the districts. Ms. Serrate showed an overview of the over 50 minutes of segments that aired during November. The campaign also included a trip-give away which was promoted the CHCH Morning Live's social media, email blasts, and on-air promos. Ms. Serrate also presented a Tiny Home promotion in Toronto, where a tiny home was wrapped with Florida Keys imagery and a Florida Keys key lime pie bake off.

Ms. Serrate provided an overview of the Florida Keys Eco-Experience Trail, which is a free digital eco-experience pass enabling visitors to check in at area business and redeem deals and value-added offers to earn prizes.

Mr. Andy Newman presented recent coverage of Holiday Fest in Islamorada, a turtle release in Key West with Diana Nyad to commemorate the 10<sup>th</sup> anniversary of her historic swim from Cuba to Key West, Fantasy Fest, a stone crab eating contest in Marathon and the Key Largo Bridge Run. Mr. Newman also presented the Keys Traveler Magazine which is used by the Sales department at trade shows.

There being no further business, the meeting was adjourned at 11:46 a.m.

### **Visit Florida Keys Meeting**

The December 19, 2023, meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:46 a.m. at the Opal Resort, Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Ms. Patti Stanley, and Ms. Gayle Tippet

TDC Members Absent Were: Mr. Timothy Root and Ms. Diane Schmidt

Approval of Bulk Items: Mr. Fernandez move approval of the following bulk items:

- U.1. Consideration and Action re: Visit Florida Keys Portion of the October 31, 2023 Meeting Minutes
- U.2 Consideration and Action re: Visit Florida Keys Portion of the November 16, 2023 Special TDC meeting

Mayor Johnston seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:47 a.m.

FISCAL YEAR 2024

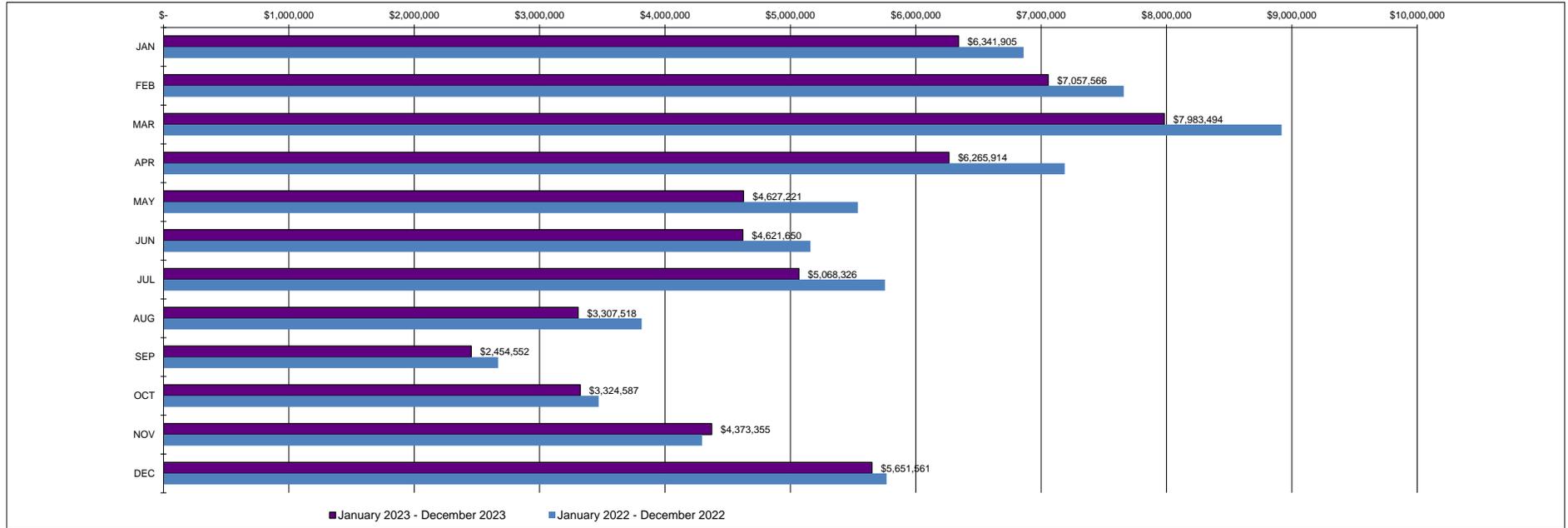
February 16, 2024

Revenue	3,310,800
5% Reserve State Statute 129.01	<u>(165,540)</u>
	3,145,260
Fund Balance Forward Revenue / Expense Variance	(679,872)
Fund Balance Forward - Contracted Commitments (EVENTS/CAPITAL)	767,015
Event Resources Forward	75,000
Capital Resources Brought Forward	0
Fund Balance Forward - Promotional Resources	87,039
Fund Balance Forward - Capital Economic Disaster	600,000
Fund Balance Forward - Special Public Facilities	<u>2,996,377</u>
	6,990,819

Spend Category	Cost Centers	Appropriations	Expenses	Encumbrances	Balance	
SC_00069	COMMISSIONERS & FEES (FINANCE)	70003	0		0	
SC_00039	ADMINISTRATION RESOURCES	70003	60,723		60,723	
SC_00046	UTILITIES	70003	6,000	(238)	5,762	
SC_00036	ADMINISTRATION SERVICES	70003	130,000	(40,628)	89,372	
ST_CA007	COUNTY COST ALLOCATION	86534	13,002		13,002	
SC_00036	DISTRICT TELEMARKETING (VIS)	70010	165,375	(41,344)	(124,031)	0
SC_00066	DAC IV AD CAMPAIGN	70020	677,576	(565,768)	(111,808)	0
SC_00036	DAC IV WEBCAM	70020	21,000	(6,933)	(14,067)	0
SC_00039	DAC IV PROMOTIONAL RESOURCES	70020	87,039		87,039	
SC_00039	DAC IV CAPITAL PROJECTS RESOURCES	70040	0		0	
SC_00062	ALLIGATOR REEF LIGHT STATION PHASE 1 FY23	70041	115,000		115,000	
SC_00062	LIBRARY BEACH PARK PLAYGROUND FY23	70041	245,960		245,960	
SC_00062	NATIONAL MARINE SANCTUARY ANCHOR INSTALLATION FY23	70041	140,000	(120,264)	19,736	
SC_00062	REEF CONSERVATION CENTER FY23	70041	201,805		201,805	
SC_00062	GREEN TURTLE HAMMOCK NATURE PRESERVE EXTERIOR WAYSIDES F	70041	14,250	(9,357)	4,893	
SC_00062	ISLAMORADA BEACH CLEANING	70041	99,000	(31,403)	67,597	
SC_00062	ALLIGATOR REEF LIGHT STATION FY24	70041	100,000		100,000	
SC_00062	FOUNDERS PARK SPLASH PAD FY24	70041	61,500		61,500	
SC_00062	GREEN TURTLE SHORELINE FY24	70041	693,165		693,165	
SC_00062	FLORIDA KEYS HISTORICAL STATION FY24	70041	4,422		4,422	
SC_00062	MOTE CORAL RESTORATION FY24	70041	215,000		215,000	
SC_00062	REEF MARINE CONSERVATION CENTER FY24	70041	200,000		200,000	
SC_00062	RENEWING LITTLE CONCH REEF FY24	70041	34,500		34,500	
SC_00062	CRF CORAL RESTORATION FY24	70041	39,375		39,375	
SC_00062	HISTORY OF DIVING MUSEUM FY24	70041	19,750		19,750	
SC_00039	ECONOMIC NATURAL DISASTER RESOURCE	70045	600,000		600,000	
SC_00062	SPECIAL PUBLIC FACILITIES PROJECTS (FY22 Fund Balance)	86576	2,996,377		2,996,377	
SC_00039	DAC IV EVENT RESOURCES	70030	0		0	
SC_00039	FLORIDA KEYS LIONFISH DERBY FY23	70030	10,000		10,000	
SC_00039	SWIM FOR ALLIGATOR LIGHTHOUSE FY23	70030	40,000		(40,000)	0
	Total 120		6,990,819	(815,935)	(289,906)	5,884,978
<b>GENERIC TWO PENNY</b>						
SC_00036	FANTASY FEST FY24	75360	10,000		10,000	
SC_00036	FLORIDA KEYS ISLAND FEST 32ND ANNUAL FY24	75364	15,000		(13,000)	2,000
SC_00036	FLORIDA KEYS LIONFISH DERBY & FESTIVAL FY24	75364	20,000		(20,000)	0
SC_00036	HOLIDAY FEST 20TH ANNUAL FY24	75364	10,000		(10,000)	0
SC_00036	I.CARE TRASH DERBY FY24	75360	20,000	(9,500)		10,500
SC_00036	ISLAND BOAT SHOW FY24	75364	10,000		(10,000)	0
SC_00036	ISLAMORADA HALF MARATHON, 10K, RUMRUNNER RUN 5K AND BEACH N' BEER MILE	75364	40,000		(40,000)	0
SC_00036	SWIM FOR ALLIGATOR LIGHTHOUSE FY24	75360	40,000			40,000
SC_00036	UM SPORTS HALL OF FAME & MUSEUM CELEBRITY FISHING TOURNAMENT	75364	40,000			40,000
SC_00036	UPPER KEYS ROTARY GIGANTIC NAUTICAL MARKET	75364	20,000			20,000
SC_00036	WIND GAMES	75364	20,000		(20,000)	0
			245,000	(9,500)	(113,000)	122,500

# FOUR PENNY REVENUE REPORT

## Fiscal Year 2024



MARKET SHARE		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024 Year To Date
DISTRICT I		56.64%	55.87%	55.88%	54.16%	59.08%	54.10%	48.31%	46.48%	47.78%	46.62%	51.74%
DISTRICT II		5.91%	6.03%	5.46%	6.58%	6.16%	6.34%	7.40%	8.24%	7.97%	8.11%	8.28%
DISTRICT III		14.34%	14.99%	15.82%	15.60%	13.00%	15.88%	18.17%	18.33%	18.02%	18.44%	15.92%
DISTRICT IV		11.03%	10.71%	10.60%	10.48%	7.38%	9.80%	11.04%	11.28%	10.69%	11.23%	9.17%
DISTRICT V		12.09%	12.40%	12.23%	13.18%	14.38%	13.89%	15.08%	15.67%	15.55%	15.60%	14.89%
TOTAL		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

This is a management report to reflect tourist tax revenues collected and remitted in Monroe County. Revenue is shown in the month generated in Monroe County.

**DISCLAIMER:** The figures are provided by DOR/Finance Department/Tax Collector's Office.

# FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT I											FY 2024 VS FY 2023		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,364,034.19	\$ 1,424,750.16	\$ 1,084,205.41	\$ 2,060,616.25	\$ 1,824,982.29	\$ 1,823,243.80	\$ (1,738.49)	-0.1%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,674,064.31	\$ 1,655,860.89	\$ 1,193,432.99	\$ 2,512,232.36	\$ 2,229,586.79	\$ 2,337,710.75	\$ 108,123.96	4.3%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,853,527.02	\$ 1,635,800.98	\$ 2,015,970.59	\$ 2,050,493.26	\$ 1,809,575.59	\$ 3,201,559.53	\$ 2,774,480.55	\$ 2,746,443.40	\$ (28,037.15)	-0.9%	DECEMBER
JANUARY	\$ 1,935,016.81	\$ 2,010,243.59	\$ 2,030,585.36	\$ 1,822,735.79	\$ 2,210,961.82	\$ 2,375,637.81	\$ 1,850,876.87	\$ 3,363,809.73	\$ 3,103,183.93			0.0%	JANUARY
FEBRUARY	\$ 2,133,283.81	\$ 2,289,575.40	\$ 2,207,505.55	\$ 2,187,393.49	\$ 2,439,351.52	\$ 2,724,208.81	\$ 2,414,156.84	\$ 3,720,438.93	\$ 3,348,017.69			0.0%	FEBRUARY
MARCH	\$ 2,355,616.65	\$ 2,569,415.10	\$ 2,456,267.49	\$ 2,448,007.99	\$ 2,783,503.85	\$ 1,594,212.42	\$ 3,227,981.09	\$ 4,162,219.92	\$ 3,628,036.45			0.0%	MARCH
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,742.12	\$ 2,150,505.70	\$ 49,253.68	\$ 2,971,170.00	\$ 3,368,469.34	\$ 2,903,747.08			0.0%	APRIL
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,980.29	\$ 1,777,033.97	\$ 39,110.99	\$ 2,874,624.32	\$ 2,746,403.70	\$ 2,209,015.13			0.0%	MAY
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,642.28	\$ 1,531,254.52	\$ 905,221.49	\$ 2,562,695.08	\$ 2,224,858.91	\$ 1,890,652.04			0.0%	JUNE
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,579,024.35	\$ 1,660,665.94	\$ 1,054,068.76	\$ 2,811,452.93	\$ 2,465,007.49	\$ 2,043,832.00			0.0%	JULY
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,306,828.59	\$ 1,221,506.63	\$ 802,853.99	\$ 1,914,257.90	\$ 1,751,106.20	\$ 1,435,700.38			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 895,801.24	\$ 779,150.79	\$ 855,725.10	\$ 1,582,417.69	\$ 1,295,674.27	\$ 1,167,498.80			0.0%	SEPTEMBER
TOTAL	\$ 19,174,705.87	\$ 20,509,958.27	\$ 19,900,374.16	\$ 19,260,886.76	\$ 21,608,003.83	\$ 15,531,397.36	\$ 26,296,846.71	\$ 32,872,396.63	\$ 28,558,733.13	\$ 6,907,397.95	\$ 78,348.32	1.1%	
% INC/DEC PREVIO	10.4%	7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.7%	25.0%	-13.1%				

DISTRICT II											FY 2024 VS FY 2023		DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 103,796.34	\$ 84,034.61	\$ 127,946.10	\$ 135,758.89	\$ 200,653.21	\$ 307,547.78	\$ 237,915.29	\$ 251,359.23	\$ 13,443.94	4.4%	OCTOBER
NOVEMBER	\$ 102,166.56	\$ 121,644.36	\$ 117,078.46	\$ 114,059.49	\$ 164,928.20	\$ 166,558.09	\$ 225,908.38	\$ 403,166.40	\$ 348,767.05	\$ 368,802.27	\$ 20,035.22	5.0%	NOVEMBER
DECEMBER	\$ 187,880.96	\$ 178,697.15	\$ 182,056.07	\$ 173,013.31	\$ 235,035.09	\$ 250,410.94	\$ 355,959.31	\$ 517,832.40	\$ 487,382.11	\$ 485,015.50	\$ (2,366.61)	-0.5%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,892.56	\$ 258,515.27	\$ 194,811.57	\$ 290,088.18	\$ 321,112.04	\$ 398,291.96	\$ 620,512.77	\$ 593,648.70			0.0%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,976.75	\$ 285,885.39	\$ 223,504.83	\$ 279,536.61	\$ 331,312.51	\$ 436,187.29	\$ 624,484.31	\$ 566,131.47			0.0%	FEBRUARY
MARCH	\$ 280,479.47	\$ 275,720.75	\$ 328,705.63	\$ 265,635.47	\$ 340,786.51	\$ 262,985.73	\$ 555,905.77	\$ 689,779.41	\$ 620,975.70			0.0%	MARCH
APRIL	\$ 180,265.69	\$ 172,288.01	\$ 241,056.23	\$ 179,747.97	\$ 230,469.91	\$ 35,076.34	\$ 503,204.47	\$ 517,531.03	\$ 472,292.13			0.0%	APRIL
MAY	\$ 150,539.07	\$ 138,942.58	\$ 218,061.79	\$ 155,681.99	\$ 190,065.63	\$ 28,597.37	\$ 473,454.08	\$ 432,837.11	\$ 388,413.11			0.0%	MAY
JUNE	\$ 156,044.62	\$ 146,293.97	\$ 200,273.42	\$ 159,185.03	\$ 186,844.86	\$ 214,025.26	\$ 471,523.98	\$ 415,347.43	\$ 382,242.30			0.0%	JUNE
JULY	\$ 185,300.25	\$ 175,736.00	\$ 258,264.76	\$ 197,372.86	\$ 223,816.43	\$ 241,816.57	\$ 459,063.02	\$ 436,966.24	\$ 409,686.76			0.0%	JULY
AUGUST	\$ 151,199.62	\$ 127,980.32	\$ 182,352.84	\$ 154,768.75	\$ 169,474.52	\$ 211,415.17	\$ 316,975.98	\$ 302,827.70	\$ 272,523.76			0.0%	AUGUST
SEPTEMBER	\$ 80,289.59	\$ 91,389.90	\$ 42,991.21	\$ 107,389.60	\$ 92,329.85	\$ 181,168.73	\$ 264,916.83	\$ 211,186.34	\$ 188,781.21			0.0%	SEPTEMBER
TOTAL	\$ 2,068,209.42	\$ 2,004,925.89	\$ 2,419,037.41	\$ 2,009,205.48	\$ 2,531,321.89	\$ 2,380,237.64	\$ 4,662,044.28	\$ 5,480,018.92	\$ 4,968,759.59	\$ 1,105,177.00	\$ 31,112.55	2.9%	
% INC/DEC PREVIO	14.2%	-3.1%	20.7%	-16.9%	26.0%	-6.0%	84.2%	17.5%	-9.3%				

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through December 31, 2023  
 02/9/2024

# FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT III												FY 2024 VS FY 2023		DISTRICT III												
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC														
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,541.84	\$ 354,583.37	\$ 538,236.33	\$ 490,624.37	\$ 435,381.15	\$ (55,243.22)	-10.3%	OCTOBER													
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,072.08	\$ 401,083.65	\$ 414,848.72	\$ 701,386.32	\$ 646,675.31	\$ 644,901.96	\$ (1,773.35)	-0.3%	NOVEMBER													
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,131.58	\$ 644,822.25	\$ 733,617.84	\$ 1,094,740.98	\$ 1,026,997.74	\$ 1,044,613.81	\$ 17,616.07	1.6%	DECEMBER													
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 572,702.13	\$ 677,390.02	\$ 782,364.34	\$ 1,234,308.33	\$ 1,075,678.59			0.0%	JANUARY													
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,113.04	\$ 863,911.04	\$ 930,769.80	\$ 1,307,871.63	\$ 1,256,291.40			0.0%	FEBRUARY													
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 878,995.40	\$ 582,866.26	\$ 1,366,898.79	\$ 1,644,855.22	\$ 1,538,546.36			0.0%	MARCH													
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,356.51	\$ 26,801.41	\$ 1,116,965.29	\$ 1,369,299.98	\$ 1,190,677.31			0.0%	APRIL													
MAY	\$ 379,017.06	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,397.18	\$ 30,122.52	\$ 1,001,254.11	\$ 915,002.88	\$ 757,333.09			0.0%	MAY													
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,412.14	\$ 596,181.12	\$ 1,134,444.71	\$ 1,118,753.07	\$ 1,023,040.01			0.0%	JUNE													
JULY	\$ 514,967.14	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,542.89	\$ 768,551.89	\$ 1,304,481.76	\$ 1,313,399.74	\$ 1,213,364.70			0.0%	JULY													
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,866.33	\$ 616,844.79	\$ 772,457.43	\$ 753,280.00	\$ 697,495.26			0.0%	AUGUST													
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 122,101.24	\$ 212,858.29	\$ 189,918.78	\$ 361,212.61	\$ 456,060.86	\$ 404,728.56	\$ 383,028.29			0.0%	SEPTEMBER													
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,302.95	\$ 6,342,121.46	\$ 5,840,329.40	\$ 10,368,747.02	\$ 12,395,863.04	\$ 11,299,752.43	\$ 2,124,896.92	\$ (39,400.50)	-1.8%														
% INC/DEC PREVIO	17.0%	12.8%	-1.3%	-26.1%	49.7%	-7.9%	63.5%	19.6%	-8.8%																	

DISTRICT IV												FY 2024 VS FY 2023		DISTRICT IV												
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC														
OCTOBER	\$ 189,586.23	\$ 203,708.76	\$ 187,483.79	\$ 48,468.25	\$ 177,267.30	\$ 199,023.24	\$ 264,309.62	\$ 412,139.82	\$ 379,912.26	\$ 317,595.63	\$ (62,316.63)	-15.1%	OCTOBER													
NOVEMBER	\$ 215,503.59	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,153.89	\$ 487,625.34	\$ 441,850.38	\$ 383,388.32	\$ (58,462.06)	-12.0%	NOVEMBER													
DECEMBER	\$ 306,994.40	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 681,291.02	\$ 620,188.74	\$ 522,767.32	\$ (97,421.42)	-14.3%	DECEMBER													
JANUARY	\$ 326,738.22	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 679,985.42	\$ 658,723.45			0.0%	JANUARY													
FEBRUARY	\$ 385,093.39	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 810,730.20	\$ 798,594.62			0.0%	FEBRUARY													
MARCH	\$ 491,711.58	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 957,842.31	\$ 904,939.02			0.0%	MARCH													
APRIL	\$ 365,609.48	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 798,560.29	\$ 725,833.05			0.0%	APRIL													
MAY	\$ 307,789.03	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,208.71	\$ 637,739.25	\$ 585,970.91	\$ 539,753.24			0.0%	MAY													
JUNE	\$ 297,304.17	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 408,994.83	\$ 682,196.30	\$ 583,594.57	\$ 552,289.17			0.0%	JUNE													
JULY	\$ 335,251.35	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,343.17	\$ 713,043.52	\$ 634,067.66	\$ 594,568.96			0.0%	JULY													
AUGUST	\$ 266,991.96	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 327,886.41	\$ 455,425.80	\$ 438,603.63	\$ 385,820.72			0.0%	AUGUST													
SEPTEMBER	\$ 185,892.51	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,855.55	\$ 352,180.03	\$ 280,701.09	\$ 275,766.05			0.0%	SEPTEMBER													
TOTAL	\$ 3,674,465.91	\$ 3,891,230.82	\$ 3,851,995.96	\$ 2,407,467.81	\$ 3,914,763.09	\$ 3,549,423.32	\$ 6,380,946.18	\$ 7,351,112.26	\$ 6,878,239.66	\$ 1,223,751.27	\$ (218,200.11)	-15.1%														
% INC/DEC PREVIO	8.7%	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.2%	-6.4%																	

Monroe County Tourist Development Council  
 Administrative Office  
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# FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT V

DISTRICT V

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,942.55	\$ 220,948.31	\$ 236,954.37	\$ 218,556.06	\$ 240,047.97	\$ 279,268.35	\$ 374,579.58	\$ 585,371.12	\$ 537,690.76	\$ 497,006.89	\$ (40,683.87)	-7.0%	OCTOBER
NOVEMBER	\$ 255,439.24	\$ 285,020.89	\$ 314,137.03	\$ 278,431.11	\$ 327,219.33	\$ 396,587.21	\$ 388,937.00	\$ 693,741.18	\$ 629,175.83	\$ 638,551.38	\$ 9,375.55	1.4%	NOVEMBER
DECEMBER	\$ 375,645.98	\$ 400,154.58	\$ 431,139.01	\$ 396,167.18	\$ 475,711.60	\$ 579,320.29	\$ 615,757.76	\$ 1,036,621.01	\$ 858,692.96	\$ 852,721.00	\$ (5,971.96)	-0.6%	DECEMBER
JANUARY	\$ 428,051.96	\$ 438,677.45	\$ 452,675.57	\$ 439,629.80	\$ 518,511.82	\$ 621,581.56	\$ 620,016.44	\$ 962,344.93	\$ 910,670.51			0.0%	JANUARY
FEBRUARY	\$ 492,443.37	\$ 512,999.35	\$ 531,661.33	\$ 512,348.56	\$ 625,384.28	\$ 765,828.01	\$ 831,248.32	\$ 1,195,420.12	\$ 1,088,530.49			0.0%	FEBRUARY
MARCH	\$ 620,400.43	\$ 669,846.81	\$ 713,304.60	\$ 706,752.92	\$ 890,067.11	\$ 523,456.91	\$ 1,202,261.81	\$ 1,464,081.38	\$ 1,290,996.47			0.0%	MARCH
APRIL	\$ 415,348.46	\$ 402,667.00	\$ 527,340.52	\$ 444,356.33	\$ 603,105.20	\$ 25,976.61	\$ 989,499.85	\$ 1,134,233.41	\$ 973,363.99			0.0%	APRIL
MAY	\$ 304,895.49	\$ 337,678.13	\$ 379,382.83	\$ 337,939.46	\$ 422,821.05	\$ 19,954.56	\$ 873,896.74	\$ 858,261.89	\$ 732,706.62			0.0%	MAY
JUNE	\$ 329,332.15	\$ 335,367.88	\$ 382,518.49	\$ 391,442.99	\$ 477,672.68	\$ 383,405.77	\$ 936,157.02	\$ 817,549.43	\$ 773,426.48			0.0%	JUNE
JULY	\$ 371,186.88	\$ 396,657.70	\$ 429,700.11	\$ 432,432.81	\$ 475,252.37	\$ 510,374.13	\$ 932,690.48	\$ 905,511.53	\$ 806,873.94			0.0%	JULY
AUGUST	\$ 257,962.46	\$ 259,935.34	\$ 296,029.00	\$ 326,459.34	\$ 306,181.45	\$ 386,335.00	\$ 605,948.45	\$ 568,397.69	\$ 515,977.77			0.0%	AUGUST
SEPTEMBER	\$ 199,510.34	\$ 229,121.76	\$ 147,414.53	\$ 204,747.55	\$ 185,840.29	\$ 354,716.79	\$ 497,306.60	\$ 476,722.91	\$ 439,477.97			0.0%	SEPTEMBER
TOTAL	\$ 4,257,159.31	\$ 4,489,075.20	\$ 4,842,257.39	\$ 4,689,264.11	\$ 5,547,815.15	\$ 4,846,805.19	\$ 8,868,300.05	\$ 10,698,256.60	\$ 9,557,583.79	\$ 1,988,279.27	\$ (37,280.28)	-1.8%	
% INC/DEC PREVIO	14.9%	5.4%	7.9%	-3.2%	18.3%	-12.6%	59.9%	20.6%	-10.7%				

MONROE COUNTY

MONROE COUNTY

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,965,638.53	\$ 2,141,983.41	\$ 2,159,556.28	\$ 1,657,643.75	\$ 2,124,908.96	\$ 2,309,342.48	\$ 2,278,331.19	\$ 3,903,911.30	\$ 3,471,124.97	\$ 3,324,586.70	\$ (146,538.27)	-3.8%	OCTOBER
NOVEMBER	\$ 2,148,748.22	\$ 2,478,637.41	\$ 2,541,279.00	\$ 2,003,039.94	\$ 2,702,179.24	\$ 2,890,588.88	\$ 2,487,280.98	\$ 4,798,151.60	\$ 4,296,055.36	\$ 4,373,354.68	\$ 77,299.32	1.6%	NOVEMBER
DECEMBER	\$ 2,956,880.78	\$ 3,221,329.22	\$ 3,283,433.85	\$ 2,648,567.15	\$ 3,570,106.08	\$ 3,894,576.84	\$ 3,958,919.65	\$ 6,532,044.94	\$ 5,767,742.10	\$ 5,651,561.03	\$ (116,181.07)	-1.8%	DECEMBER
JANUARY	\$ 3,463,660.30	\$ 3,617,875.63	\$ 3,614,453.26	\$ 3,004,655.61	\$ 3,924,510.73	\$ 4,396,420.40	\$ 4,104,244.83	\$ 6,860,961.18	\$ 6,341,905.18			-1.7%	JANUARY
FEBRUARY	\$ 3,802,363.52	\$ 4,070,265.76	\$ 4,040,344.22	\$ 3,572,781.94	\$ 4,420,941.93	\$ 5,202,403.62	\$ 5,203,741.54	\$ 7,658,945.19	\$ 7,057,565.67			0.0%	FEBRUARY
MARCH	\$ 4,457,322.28	\$ 4,866,704.04	\$ 4,774,885.64	\$ 4,304,247.37	\$ 5,465,449.43	\$ 3,323,590.80	\$ 7,173,220.98	\$ 8,918,778.24	\$ 7,983,494.00			0.0%	MARCH
APRIL	\$ 3,290,256.80	\$ 3,325,501.81	\$ 3,844,101.55	\$ 3,129,405.33	\$ 4,034,702.68	\$ 145,278.61	\$ 6,284,480.20	\$ 7,188,094.05	\$ 6,265,913.56			0.0%	APRIL
MAY	\$ 2,714,188.93	\$ 2,879,669.22	\$ 2,994,692.08	\$ 2,600,323.92	\$ 3,190,014.12	\$ 124,994.15	\$ 5,860,968.50	\$ 5,538,476.49	\$ 4,627,221.19			0.0%	MAY
JUNE	\$ 2,560,223.11	\$ 2,715,775.96	\$ 2,860,357.79	\$ 2,753,771.00	\$ 3,207,988.78	\$ 2,507,828.47	\$ 5,787,017.09	\$ 5,160,103.41	\$ 4,621,650.00			0.0%	JUNE
JULY	\$ 2,926,512.99	\$ 3,239,923.45	\$ 3,397,076.30	\$ 2,983,849.88	\$ 3,467,096.86	\$ 3,003,154.52	\$ 6,220,731.71	\$ 5,754,952.66	\$ 5,068,326.36			0.0%	JULY
AUGUST	\$ 2,345,769.35	\$ 2,334,356.84	\$ 2,471,707.32	\$ 2,376,107.98	\$ 2,443,144.73	\$ 2,345,335.36	\$ 4,065,065.56	\$ 3,814,215.22	\$ 3,307,517.89			0.0%	AUGUST
SEPTEMBER	\$ 1,687,692.19	\$ 1,808,818.73	\$ 763,549.39	\$ 1,567,733.24	\$ 1,392,981.88	\$ 2,004,678.78	\$ 3,152,882.01	\$ 2,669,013.17	\$ 2,454,552.32			0.0%	SEPTEMBER
TOTAL	\$ 34,319,257.00	\$ 36,700,841.48	\$ 36,745,436.68	\$ 32,602,127.11	\$ 39,944,025.42	\$ 32,148,192.91	\$ 56,576,884.24	\$ 68,797,647.45	\$ 61,263,068.60	\$ 13,349,502.41	\$ (185,420.02)	-1.4%	
% INC/DEC PREVIO	11.9%	6.9%	0.1%	-11.3%	22.5%	-19.5%	41.6%	21.6%	-11.0%				

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through December 31, 2023  
 02/9/2024



2140 S. Dixie Hwy., Suite 209  
Miami FL 33133  
305-461-3300  
FloridaKeys@newmanpr.com

**F.1.**

Feb. 17, 2024

**TO:** District IV Advisory Committee  
**FROM:** NewmanPR  
**RE:** Report of ongoing activities Jan. 7, 2024, through Feb. 17, 2024

---

The following report highlights ongoing public relations activities on behalf of District IV from Jan. 7, 2024, through Feb. 17, 2024.

- Agency representatives attended the TDC meeting.
- Agency representatives attended the DAC IV meeting via Zoom.
- U.K. representative KBC's David Ezra and Rachael Mathewson represented the destination at the Visit USA Association's annual Meet The Media event in January. The event typically attracts more than 75 journalists specializing in U.S. travel content.
- KBC made arrangements for Helena Lang, head of content for Sainsbury's Magazine, to visit the Keys researching an article that will showcase the island chain as a "grown-up" destination that combines fly-drive, great winter sun, natural beauty and quality cuisine. The piece is to appear in 2024 in the publication, which has a circulation of 115,000 affluent readers.
- German associate Claasen Communication is continuing arrangements to participate on behalf of the Florida Keys & Key West at the annual IMM (International Media Marketplace) in Berlin on March 4. This is timed to coincide with participation in the ITB show that begins the next day.
- Claasen is planning to represent the destination at ITB in Berlin, and has secured the headline sponsorship slot for the annual Spartacus Traveler Awards, a key event at ITB and in the LGBTQ+ calendar. Claasen is working with the Spartacus Traveler publisher to plan the event and the Florida Keys' exposure to this important travel audience.
- Claasen is compiling coverage of the Keys from media participants in the recent eco-experience themed group press trip focused on stewardship and conservation activities. A resulting article has already appeared in the Badische Neuste Nachrichten stable of titles, with a reach approaching 2 million readers and an equivalent value exceeding \$112,000.

- Claasen continues to develop the German Facebook page. During the reporting period, follower numbers increased from 20,983 to 21,120, aided by strategic boosted posts, proactive invitations to Facebook users and a contest that achieved an audience reach in excess of 13,000.
- KBC issued a release during the reporting period that covered the new Eco-Experience Trail pass. Claasen Communication issued a release covering “Keys-style” holidays and a seasonal destination events roundup. All releases were uploaded to the relevant Keys market websites and to the Visit USA Association news portals.
- For the U.K., Irish and other European markets, KBC and NewmanPR are planning media visits for Lulu Grimes, group managing editor of BBC Good Food magazine; and Lis Bellamy, freelance travel writer for Woman and Woman’s Own magazines.
- For the German-speaking markets, Claasen, KBC and NewmanPR are planning media visits for Marcus Scheck of GOLF TIME and Christiane Neubauer of RADtouren Magazin, Mein Magazin and Blick.
- Canadian affiliate LMA is planning radio show remotes from the Keys with three stations during the coming months: The Travel Radio Show Ontario with Greg Hetherington in late February 2024; and The Informed Traveller with Randy Sharman in April 2024. LMA is finalizing their individual itineraries and confirming interview subjects for all visits.
- LMA finalized all arrangements for, and Jerry Grymek hosted, a Jan. 7-12 Canadian group press trip for seven media members. The Keyswide trip featured an “Escape to the Keys” focus and included representatives of traditional print and online travel outlets from across Canada.
- LMA continued to work closely with media and influencers to increase awareness of the Keys. They include Alanna Newman, Classy On The Run influencer; freelance writer Catalina Margulis; Jim Byers, “Canada’s Travel Guy”; and Jami Savage, Adventure Awaits influencer. The agency is also in discussions with media members who are interested in future individual press trips: Maggie Mei, Vancouver influencer who won the Key Lime Pie cooking event; content creator Kristen Wendlandt; and influencer Brian Macintosh.
- During the reporting period, LMA confirmed Keys editorial and broadcast coverage with Region 105.9 Radio, Bold Magazine, TravelLife Magazine, A Taste for Travel News, Travel Industry Today and OpenJaw among others.
- LMA distributed the winter 2023-24 issue of “What’s New in the Florida Keys & Key West” to Canadian media.
- NewmanPR continues to produce and manage regular contributions to social media content on the TDC’s Facebook, X or Twitter, Instagram, TikTok, Pinterest and YouTube channels, during both business hours and evening and weekend hours as needed. Keys social media channels feature videos and photographs of local nature and sunset scenes, content on new offerings and cultural elements, special event messaging and posts supporting pre-planned themed campaigns. In addition, the

agency's LGBTQ stringer Daniel Gilbert posts almost daily on the Keys' LGBTQ+-specific Instagram channel and continues working to grow its audience. For information about Keys channels' top performing posts, see the detailed social media report that follows this document.

- In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll and video footage, and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets.
- Agency's Ashley Serrate and Sydney Cook worked with Keys businesses that have environmental offerings to encourage their participation in the Florida Keys Eco-Experience Trail pass that debuted in January. Agency's Carol Shaughnessy gave a presentation on the pass to members of the Lodging Association of the Florida Keys, encouraging them to promote its use to their guests. Information and a link to the Eco-Experience Trail pass now appears on the Florida Keys website's home page, sustainability page and Green Travel page. In addition, the pass was the subject of a "Keys Voices" feature blog and is the lead story in the March 2024 issue of the "Keys Traveler" e-newsletter. The pass is also heavily promoted across the destination's social media platforms.
- NewmanPR's campaign to support the TDC's advertising and sales activities in the Minneapolis–St. Paul area concluded after January airings of promotional segments, and media visits for three leading content creators based in the area. Broadcast elements included a Keys-focused episode of the regional television program "Minnesota Bound" on NBC affiliate KARE-11 and other stations, and a collaboration and Keys fishing trip contest with the "KARE 11 Sunrise" morning show. The three content creators, who collectively have more than 313K followers across all platforms, delivered 25 social media posts including a long-form YouTube video, multiple Instagram stories and three blog posts. Using the campaign hashtag #EscapeToTheKeys and featuring all five Keys districts, the content achieved a collective reach of 2.7M and more than 3.2M total impressions.
- To highlight the Keys' cultural richness in a direct-to-consumer format, NewmanPR developed a social media giveaway that introduces the island chain's creative heritage and contemporary offerings. The giveaway will launch soon and features a trivia-based quiz format, with the winner to receive a Keys stay to explore the area's cultural offerings. Prize elements and trivia questions were selected in conjunction with the Florida Keys Council of the Arts' director Elizabeth Young, and the giveaway's entry period is to continue through mid-March.
- Agency's Andy Newman provided support to the community leaders at Florida Keys Day at the state capitol in Tallahassee, attending events and interfacing with media. In addition, the TDC supported the event with a \$2,000 "Representative Level" underwriting contribution. Because the Florida House of Representatives staged Jimmy Buffett Day simultaneously, honoring the life and legacy of the late singer/songwriter, author and environmentalist so closely identified with the Keys,

agency produced story and photo packages and distributed them to targeted media. The celebration coincided with two pieces of legislation filed honoring Buffett. Five photos were made available for use on Keys social media platforms and to media points with a story on the event. In addition, Newman was interviewed for a segment on Sirius XM's Radio Margaritaville.

- NewmanPR began working with TwoOceansDigital.com on a searchable component and graphic identification to make it easier for Keys website visitors to identify Florida Green Lodging accommodations and Florida Keys National Marine Sanctuary-designated Blue Star fishing and dive operators. The ongoing project is designed to encourage visitors to make sustainable lodging and recreation choices, and supports the Keys' positioning as an environmentally responsible destination.
- Working with TwoOceansDigital.com, agency produced, distributed and posted the annual February all-cultural issue of the "Keys Traveler" e-newsletter and wrote content for the March regular issue. Each regular issue generally features Keys cultural, fishing, dive and special event stories as well as a video segment, a Q&A profile of a designated "Steward of the Keys" and a "Local's Choice" piece. "Local's Choice" pieces introduce Keys residents who showcase aspects of the island chain's way of life and its value, paired with suggestions for visitors on how they can experience it.
- Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Each blog column offers insights into the attractions and attributes that characterize one or more Keys districts, with periodic in-depth stories on events and regular "Stewards of the Keys" profiles. Strategies for maximizing the blog's SEO, visibility and reader growth are continuing.
- To promote the Florida Keys to targeted media attendees of the Miami International Boat Show, agency coordinated and hosted a media dinner, in conjunction with Yamaha Motor Corporation. Attendees included editors from publications such as Power & Motoryacht, Saltwater Sportsman, In the Bite, Anglers Journal, Florida Sportsman, Boating and more.
- Agency wrote, distributed to media and posted on the website a release on the Florida Keys Community Concert Band's Pops in the Park season of outdoor concerts in Islamorada and Key Largo.
- Agency wrote, distributed to media and posted on the website a release on the Gigantic Nautical Market at Islamorada's Founders Park.
- Agency wrote, distributed to media and posted on the website a release on Islamorada's 32nd annual Island Fest.
- Agency wrote, distributed to the media and posted on the website a second releases on the Salt Water Sportsman National Seminar Series session in Islamorada featuring George Poveromo, Mark Schmidt and other Keys fishing professionals.
- Agency wrote, distributed to media and posted on the website a release on the results of the Fish For Holly Sailfish Tournament.

- Agency wrote, distributed to media and posted on the website a release on the results of the Swamp Guides Ball fishing tournament.
- Agency wrote, distributed to media and posted on the website a release on the results of the Cheeca Lodge Presidential Sailfish Tournament, the third and final leg of the Florida Keys Gold Cup Sailfish Championship Series.
- Agency wrote, distributed to media and posted on the website a release on the results of the Islamorada Fishing Club Captain's Cup Sailfish Tournament.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio's Morning Magazine.
- Agency wrote, featured in the e-newsletter and posted on the website a roundup of winter and spring musical events throughout the Keys.
- Agency wrote, featured in the e-newsletter and posted on the website a roundup of winter and spring theatrical productions throughout the Keys.
- Agency wrote and distributed an advisory to tourism interests when the Keys' multilingual toll-free visitor assistance phone line, 1-800-771-KEYS, became temporarily unavailable.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on the History of Diving Museum's new exhibit titled "Dive Into Art: Coral Creations."
- Agency wrote, featured in the e-newsletter and posted on the website a "Stewards of the Keys" profile of Islamorada artist Michelle Nicole Lowe and the ways she uses her work to promote conservation.
- Agency coordinated and aided with media visits by individual journalists and social media influencers including content creator Jared Stern of Maxim Magazine, Paul McGuinness of BBC Wildlife, Trish Foxwell of Deep South Magazine, Tim Morris of RAF News, Sarah Morgensen of Travel Awaits, freelancer Graydon Gwin, Raven Patzke of Lattes and Luggage, Martiza and George Rizk of Taking a Rizk, Zoe Peterson and Kelby Parker of The Adventure Addicts, Jessica and Zachary White of the Everywhere Family, Auston Matta and David Brown of Two Bad Tourists and content creator Susi Vidal.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a Key West travel guide in Northern Virginia Magazine, a feature story on one writer's personal experience visiting the Dry Tortugas, and a story highlighting the Eco-Experience Trail pass in the Citizen.
- Event information and photography are regularly posted on the Keys website.
- Agency cooperated with the Monroe County Clerk of the Court with its audit of the TDC's public relations agency of record and is also getting assimilated to new expense reimbursement procedures with the TDC administrative office.

###

Facebook: 534,595 followers increased from 533,828  
 Twitter: 59,272 followers increased from 59,155  
 Instagram: 357,435 followers increased from 354,800  
 TikTok: 18,955 followers increased from 18,900

03 Jan 2024 - 31 Jan 2024

# DAC Social Media Report January 2024

@floridakeysandkeywest 
 @thefloridakeys 
 @thefloridakeys 
 @thefloridakeys

## Facebook Activity Overview (Jan 03, 2024 - Jan 31, 2024)



POST IMPRESSIONS  
**13,747,538**



PAGE REACH  
**11,532,245**



POST ENGAGEMENT  
**338,304**



PAGE CONSUMPTIONS  
**261,127**



*Note: Impressions from paid posts are not included on this graph but are reflected in the total numbers on the following page.*

## IMPRESSION METRICS

Organic Impressions 2,907,443

Paid Impressions 10,840,095

Viral Impressions 318,066

**Total Impressions 14,065,604**

**Users Reached 11,520,536**

TOTAL IMPRESSIONS  
INCREASED BY

↑ **35.29%**

SINCE PREVIOUS PERIOD



## Audience Engagement

REACTIONS

COMMENTS

SHARES

OTHER



## ACTION METRICS

Reactions 66,190

Comments 5,371

Shares 5,616

Other Engagements 1,343

**Total Engagements 78,520**

TOTAL ENGAGEMENTS  
INCREASED BY

↑ **32.25%**

SINCE PREVIOUS PERIOD



# Top Performing Posts

Posts are sorted by the sum of reactions and comments, and then by time. Some metrics may not be up to date.

 POST
  REACTIONS
  COMMENTS
  SHARES
  CLICKS
  VIRALITY
  REACH

Image	Title	Date	Reactions	Comments	Shares	Clicks	Virality	Reach
	<b>The Florida Keys &amp; Key West</b>	28 JAN 2:48 PM						
	The best part of driving across the 7 Mile Bridge is...waving at Fred the Tree! 🌴🌴 <a href="https://www.facebook.com/photo.php?fbid=768140625360748&amp;set=a.558972436277569&amp;type=3">https://www.facebook.com/photo.php?fbid=768140625360748&amp;set=a.558972436277569&amp;type=3</a>		<b>6765</b>	<b>500</b>	<b>369</b>	<b>5589</b>	<b>4.3%</b>	<b>280,799</b>
	<b>The Florida Keys &amp; Key West</b>	22 JAN 2:47 PM						
	Wondering how many bridges there are in the #FloridaKeys? There are 42 bridges over water along the Florida Keys Overseas Highway! Also known as U.S. 1, the highway is designated as an All-American Road by the National Scenic Byways program. Photo: Bob Care <a href="https://www.facebook.com/photo.php?fbid=764577335717077&amp;set=a.558972436277569&amp;type=3">https://www.facebook.com/photo.php?fbid=764577335717077&amp;set=a.558972436277569&amp;type=3</a>		<b>9084</b>	<b>1082</b>	<b>1364</b>	<b>5947</b>	<b>3.24%</b>	<b>466,441</b>
	<b>The Florida Keys &amp; Key West</b>	05 JAN 7:42 PM						
	Wounded Warrior Project Florida Keys Soldier Ride participants pedaling adaptive bicycles enjoyed the expansive Atlantic Ocean and Gulf of Mexico views from the iconic Seven Mile Bridge Friday afternoon. Riders are to make their way to Key West on Saturday, and on Sunday the group is set to interact with dolphins at Marathon's Dolphin Research Center. The annual ride raises public awareness and support for the needs of severely injured members of the military. 📧 Andy Newman <a href="https://www.facebook.com/photo.php?fbid=754763150031829&amp;set=a.558972436277569&amp;type=3">https://www.facebook.com/photo.php?fbid=754763150031829&amp;set=a.558972436277569&amp;type=3</a>		<b>8188</b>	<b>437</b>	<b>1148</b>	<b>2294</b>	<b>4.4%</b>	<b>244,350</b>



fla-keys.com 800-FLA-KEYS



Edit profile

### The Florida Keys

@thefloridakeys

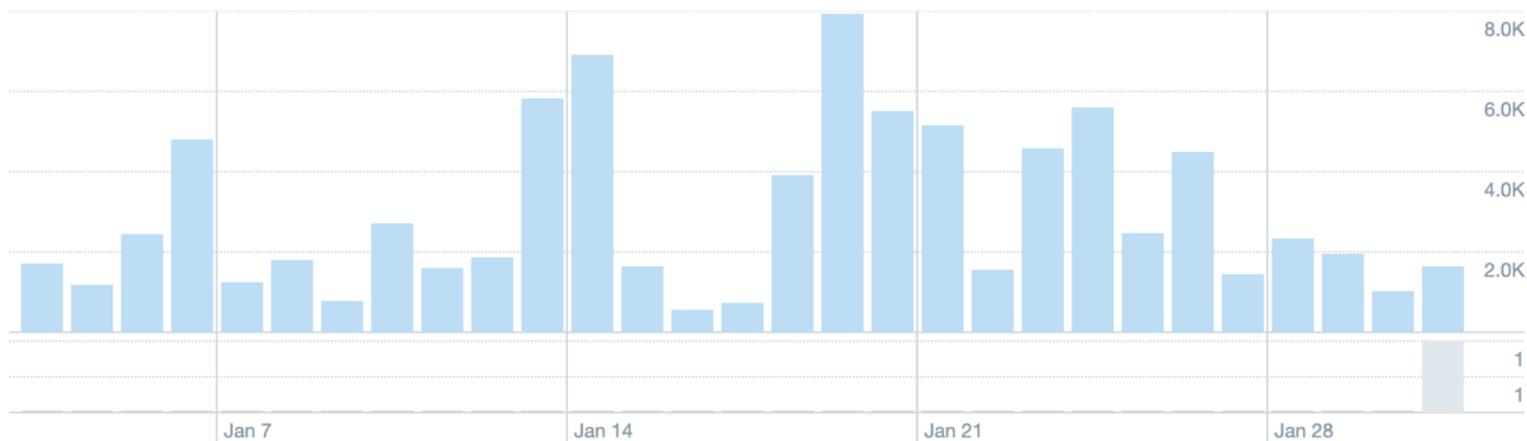
Facts, fun, travel news, tips & photos from the fabulous Florida Keys.

Travel & Transportation MM 118-0 [fla-keys.com](http://fla-keys.com)

Born January 1, 1995 Joined March 2009

2,915 Following 59.2K Followers

## Your posts earned 85.4K impressions over this 29 day period



## Engagements

Showing 29 days with daily frequency

Engagement rate

2.9%

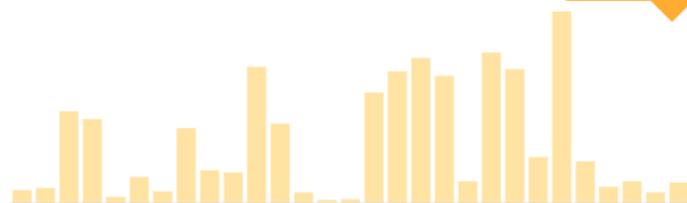
Jan 31  
3.2% engagement rate



Likes

1.6K

Jan 31  
18 likes



On average, you earned 55 likes per day



**The Florida Keys** @thefloridakeys · Jan 25

4,123

292

7.1%

The Florida House of Representatives staged Jimmy Buffett Day at the Florida Capitol Thursday to celebrate the life, music, legacy, and philanthropy of the iconic singer/songwriter, author and environmentalist.

📷: Andy Newman [pic.twitter.com/quQGn4FuX6](https://pic.twitter.com/quQGn4FuX6)

[View post activity](#)



**The Florida Keys** @thefloridakeys · Jan 25

2,004

80

4.0%

Today @**ScottyEmerick** (right) interviewed by @**JDSpradlin** on @**SiriusXM**'s Ch. 24 as The Florida House of Representatives honors Jimmy Buffett and his love of Florida. Scotty will perform a tribute to Jimmy, from the Capitol Courtyard at 12:45 PM. 🎵 #**JimmyBuffett** [pic.twitter.com/LJyQXiyPhy](https://pic.twitter.com/LJyQXiyPhy)

[View post activity](#)



**The Florida Keys** @thefloridakeys · Jan 28

1,852

57

3.1%

🎵 It's an ultimate girlfriends' getaway at Key Western Fest, Jan. 30 - Feb. 3! Experience the talent and spirit of country music hitmakers like Wynonna Judd, Tanya Tucker, Jo Dee Messina, and more at the open-air Coffee Butler Amphitheater. 🌴🎤 [keywesternfest.com](https://keywesternfest.com) [pic.twitter.com/C9OTTV1ngz](https://pic.twitter.com/C9OTTV1ngz)

[View post activity](#)

# Instagram Activity Overview



FOLLOWERS  
**357,435**

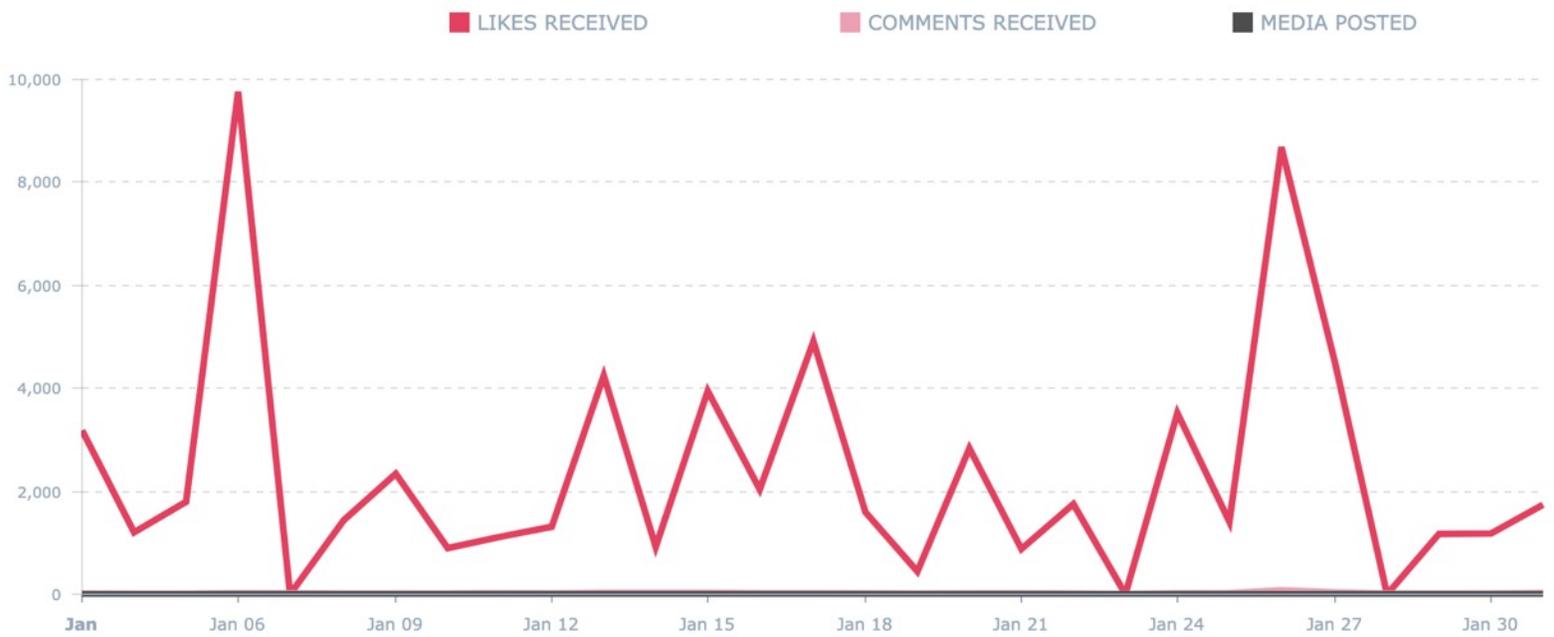
FOLLOWING  
**737**

POSTS  
**2,815**



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Likes Received	68,816
Comments Received (All Posts)	570
Comments Received (Posts This Period)	609.0
Posts Sent	25

TOTAL ENGAGEMENTS  
DECREASED BY

↓ **1.19%**

SINCE PREVIOUS PERIOD



# TOP INSTAGRAM POSTS

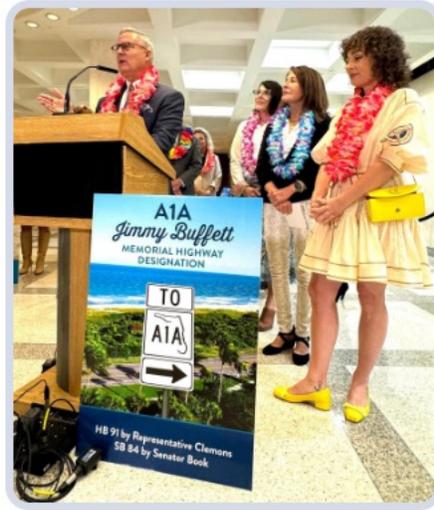


Likes 9,760

---

Comments 32

---



Likes 8,686

---

Comments 106

---



Likes 4,912

---

Comments 36

---



**thefloridakeys**

The Florida Keys

50 Following 19K Followers 498.7K Likes

Welcome to the Florida Keys!

[fla-keys.com](https://fla-keys.com)

## Reach

Video views

**66,355**

+3.5K (+5.56%) ↑

Reached audience

**42,911**

+3.8K (+9.71%) ↑

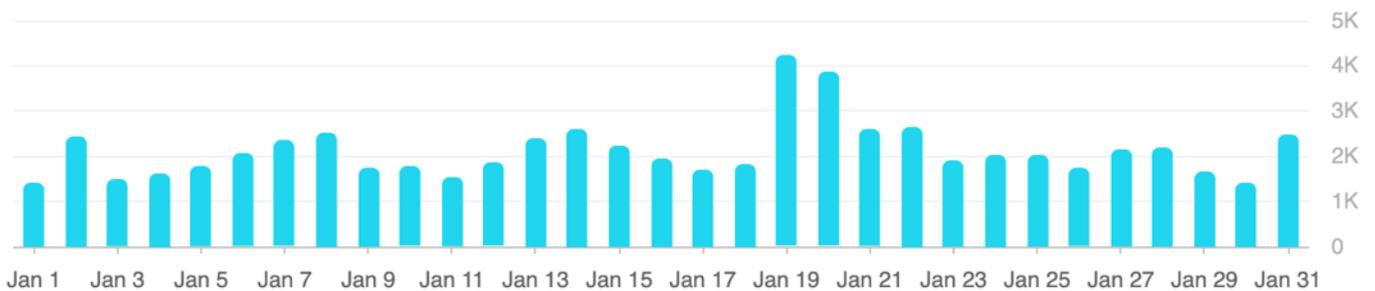
Profile views

**720**

+8 (+1.12%) ↑

Video views ⓘ

Jan 1, 2024 - Jan 31, 2024



## Engagement

Likes

**3,246**

+484 (+17.52%) ↑

Shares

**199**

+39 (+24.38%) ↑

Comments

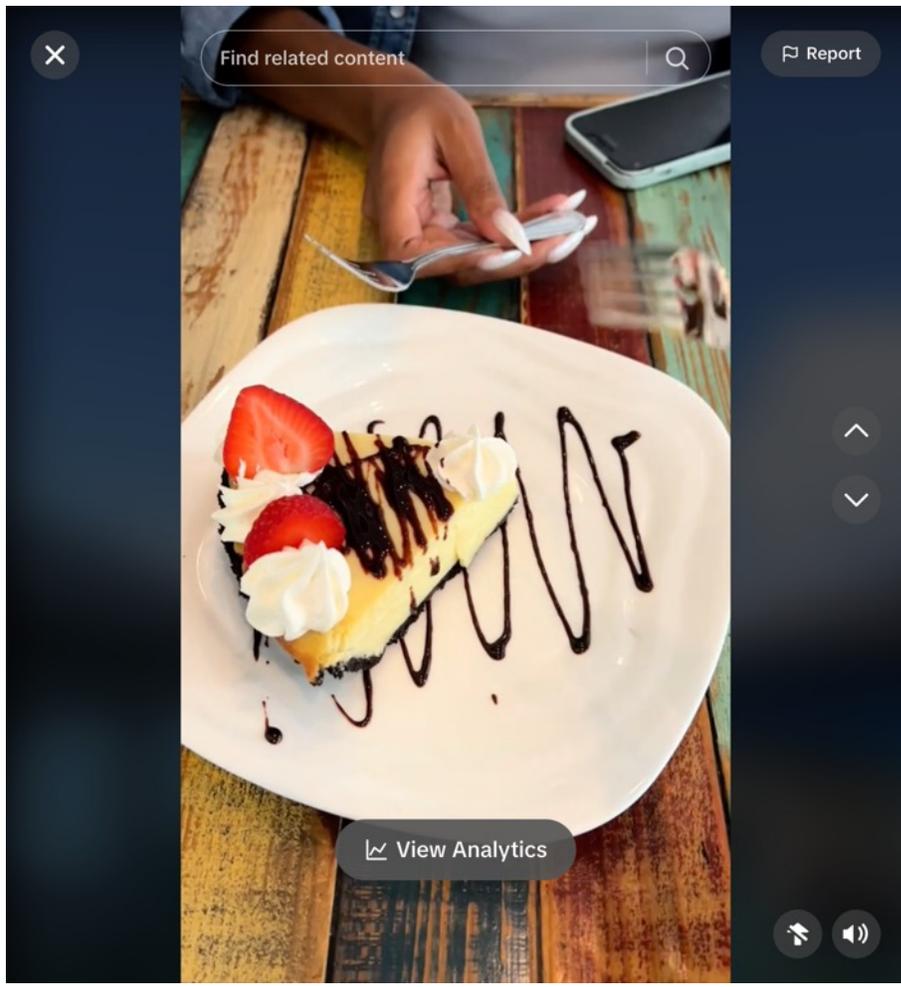
**96**

+44 (+84.62%) ↑

Likes ⓘ

Jan 1, 2024 - Jan 31, 2024





**thefloridakeys**  
The Florida Keys · 1-19

This little Florida Keys life... (the fork "cheers" is SO cute ☺) #FloridaKeys #onlyinthekeys #keywest

🎵 Little Life - Cordelia

📍 Florida Keys - Islamorada

440 2 8

<https://www.tiktok.com/@thefloridakeys/video/732588...> Copy link

Comments (2) Creator videos

- ttucker**  
Love the keys.  
1-21 Reply 0
  - The Florida Keys · Creator**  
1-22 Reply 0
- Hide ^

Add comment... @ 🗨️ Post



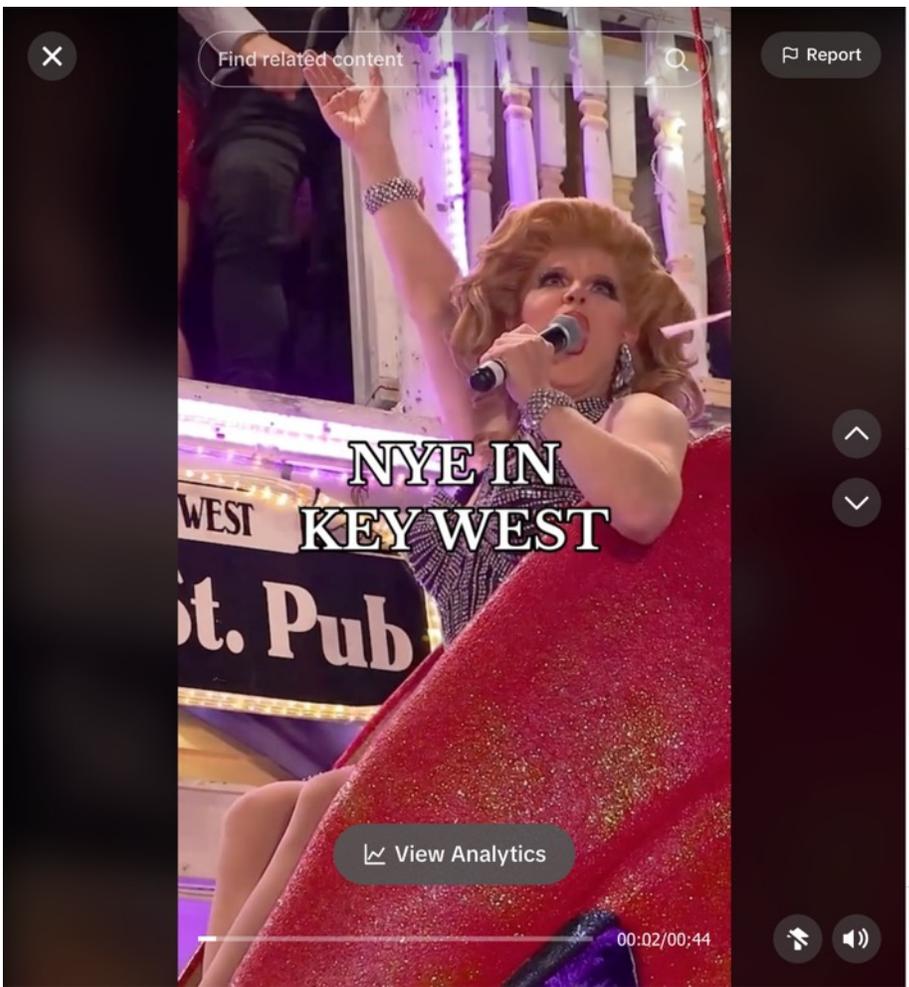
This little Florida Keys life... (the fork "cheers" is SO cute ☺) #FloridaKeys #onlyinthekeys #keywest  
Data since time of posting on 01-19-2024

Create ad

5.5K 440 2 11 8

Basic information

Reach	Completion rate	Average view time	Profile views
<b>5,004</b>	<b>0%</b>	<b>5.51s</b>	<b>41</b>



**thefloridakeys**  
The Florida Keys · 1-2

Key West bids farewell to 2023 with a Red Shoe Drop, featuring Christopher Peterson as the new star, succeeding drag... more

🎵 오리지널 사운드 - minlee 민리

📍 Key West

151 2 4

<https://www.tiktok.com/@thefloridakeys/video/731952...> Copy link

**Comments (2)** Creator videos

**bug**  
god i love my home  
1-2 Reply 0

**Danielle Kerkhof**  
This was awesome! My hubby and I went and had an absolute blast! Can't wait to come back! Happy New Year 🥳  
1-6 Reply 0

Add comment... @ 🗨️ Post



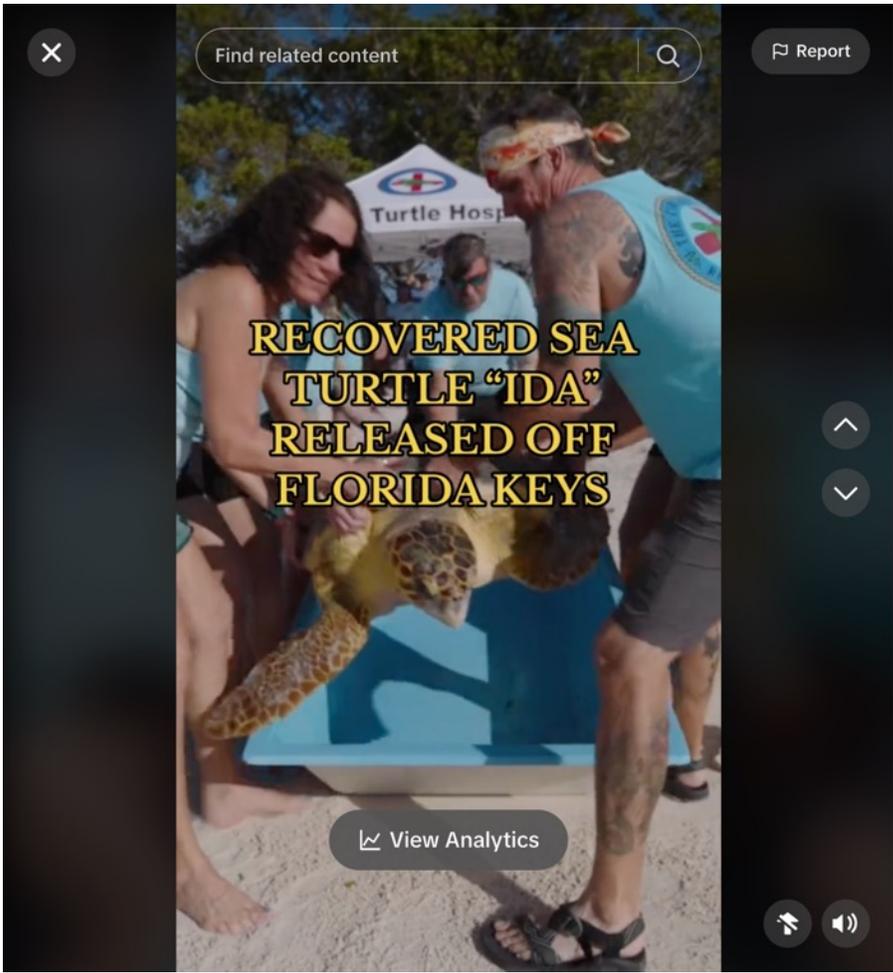
Key West bids farewell to 2023 with a Red Shoe Drop, featuring Christopher Peterson as the new star, succeeding drag queen "Sushi," in a lighthearted New Year's Eve celebration reminiscent of Times Square. #FloridaKeys #OnlyintheFloridaKeys #onlyinthekeys #keywest #newyarseve

Data since time of posting on 01-02-2024

Create ad

▶ 2.7K ❤️ 151 💬 2 ➦ 18 📖 4

Basic information			
Reach	Completion rate	Average view time	Profile views
<b>2,376</b>	<b>0%</b>	<b>9.54s</b>	<b>20</b>



**thefloridakeys**  
The Florida Keys · 1-22

Rescued from entanglement on January 18, 200-pound loggerhead sea turtle 'Ida' returns to the Florida Keys... [more](#)

🎵 Little Life - Cordelia

📍 Florida Keys - Islamorada

👍 360    💬 2    📌 8    🔗 📧 📘 🐦 ➦

<https://www.tiktok.com/@thefloridakeys/video/732703...> [Copy link](#)

Comments (2)    Creator videos

-  **Damiensislandlife**  
Love the turtle hospital in marathon fl and all that they do  
1-23    Reply    ❤️ 0
  -  **The Florida Keys · Creator**  
They're the best! 📧  
1w ago    Reply    ❤️ 0
- Hide ^

Add comment...    @    😊    Post



Rescued from entanglement on January 18, 200-pound loggerhead sea turtle 'Ida' returns to the Florida Keys ocean home after swift recovery. 🐢💙 #SeaTurtleRescue #floridakeys #floridakeyslif #onlyinthekeys

Data since time of posting on 01-22-2024

Create ad

▶ 2.6K    ❤️ 360    💬 2    ➦ 5    📌 8

Basic information

Reach	Completion rate	Average view time	Profile views
2,374	0%	6.83s	12

The Florida Keys  
**Islamorada**



DISTRICT ADVISORY COMMITTEE

# ADVERTISING REPORT

March 12 DAC IV MEETING





## MEDIA RECAP & REPORTING - APRIL & MAY

### TELEVISION

- **Out-Of-State Spot Market TV - 4/1 - 5/31**
  - New York DMA
  - Los Angeles DMA
  - Chicago DMA
  - Philadelphia DMA
  - Charlotte DMA
  - Atlanta DMA
  - Dallas-Ft. Worth DMA
- **In-State Spot Market TV - 5/6 - 5/31**
  - Miami-Ft. Lauderdale DMA
  - Tampa-St. Petersburg DMA
  - Orlando-Melbourne DMA
  - West Palm Beach DMA
  - Jacksonville DMA
  - Ft. Myers-Naples DMA
- **National Cable TV - 4/1 - 5/31**
  - The Fish Guyz
  - Into the Blue (Discovery)



## MEDIA RECAP & REPORTING - APRIL & MAY

### DIGITAL

- Datafy OLV/CTV - 4/1 - 5/31
- Journera Pre-Roll - 4/1 - 5/31
- Epsilon - 4/1 - 5/31
- Katz Digital Audio - 4/1 - 5/31
- Adara - 4/1 - 5/31
- Gum Gum - 4/1 - 5/31
- Outside Online - 4/1 - 5/31
- Afar - 4/1 - 5/31

Stocked to the gills.

Sailfish season has arrived. Which means it's time for nonstop big-game fishing action here in Islamorada, the Sportfishing Capital of the World. In fact, sailfish, wahoo, tuna, cobia — they're all here. They're all hungry. And they're all ready to put your line and arms to the test.

fla-keys.com/islamorada 1.800.322.5397

The Florida Keys  
**Islamorada**

Key West Big Pine Key & The Lower Keys Marathon Key Largo



## MEDIA RECAP & REPORTING - APRIL & MAY

### SEM

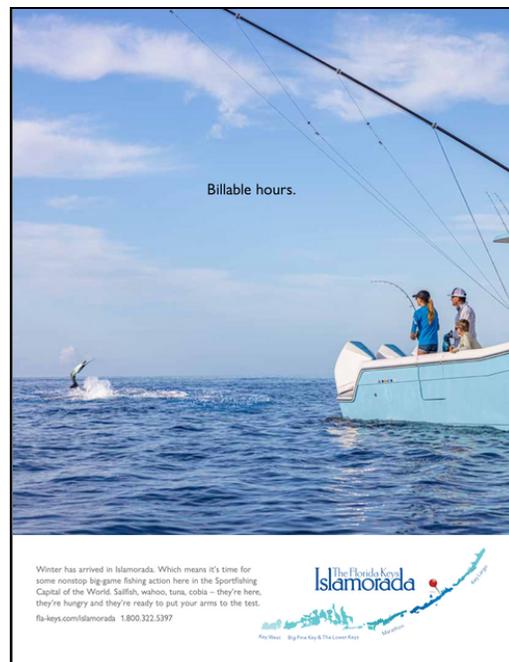
- Google Ad Words - Annual
- Microsoft Advertising (Yahoo/Bing/AOL) - Annual

### PRINT

- *Bon Appetit* - May
- *Big Game Fishing Journal* - March/April
- *Saltwater Sportsman Magazine* - April

### INTERNATIONAL

- TripAdvisor UK/Germany - 4/1 - 5/31



# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## VIDEO

December 2023			
Date	Pre-Roll Video	Impressions	VCR
<b>Dedicated</b>			
12/1-12/31	Spearfish	926,723	28.50%
	Journera	630,321	94.90%
	Datafy	504,411	95.28%
	Outside Online	53,062	97.85%
	CNT	52,176	84.82%
	Afar	9,823	42.37%

January 2024			
Date	Pre-Roll Video	Impressions	VCR
<b>Dedicated</b>			
1/1-1/31	Spearfish	951,137	28.00%
	Journera	630,271	94.10%
	Datafy	317,680	87.40%
	Vizio	278,094	99.67%
	Conversant/Epsilon CTV/OTT	230,321	98.54%
	MNI	113,513	95.61%
	Outside Online	52,177	97.38%
	Afar	33,169	43.66%
	Accuweather	1,200	3.00%



# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

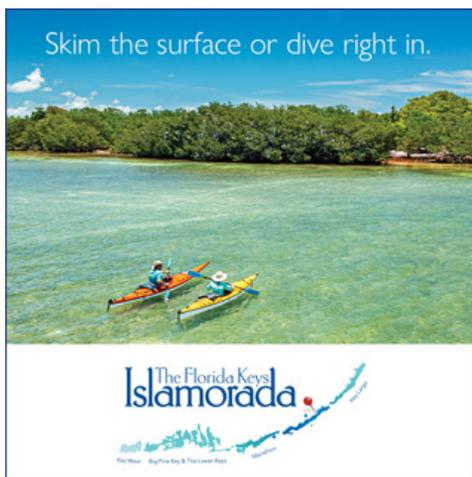
## BANNERS

### December 2023

Date	Banner Ads	Impressions	Clicks	Click-through %
<b>Dedicated</b>				
12/1-12/31	Accuweather	159,609	255	0.01%
	TripAdvisor (US)	147,755	198	0.13%
	CNT	122,605	35	0.04%
	The Knot	108,611	119	0.11%
	Afar	9,829	7	0.07%

### January 2024

Date	Banner Ads	Impressions	Clicks	Click-through %
<b>Dedicated</b>				
1/1-1/31	Accuweather	752,924	3,605	0.30%
	Afar	140,915	104	0.07%



# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## E BLAST

December 2023						
Date	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate %	Click-through %
12/5	PADI	120,192	62,156	606	51.71%	0.97%
12/20	Afar	29,520	16,462	313	55.77%	1.90%

January 2024						
Date	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate %	Click-through %
1/17	Luxury Link	500,000	229,349	1,071	45.87%	0.47%

**LUXURY LINK** From one of our preferred partners



Skim the surface or dive right in.



With everything from diving, snorkeling, kayaking and world-class fishing to boating, art galleries, museums and nature trails, every day in Islamorada is an adventure unto itself. And at the end of the day, you'll discover endless ways to relax and recharge, from casual and upscale waterfront dining to quaint B&Bs and luxury resorts. We know, it's a lot to soak in.

[flckey.com/islamorada](http://flckey.com/islamorada) 1-800-322-5392

No images? Show the original content

# SCUBA LIVING



### Islamorada, Florida Keys

Islamorada is a Perfect Match For ...

- Experienced divers** who are underwater photographers — you'll love the Eagle for its wide-angle drama, color and mobs of fish.
- Families** who love being outdoors together — pack your vacation with adventures and activities, including watersports, bicycling and hiking.
- New divers** who prefer sun-filled excursions on shallow reefs packed with colorful corals and tropical fish.

[KEEP READING](#)



# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## AUDIO

December 2023			
Date	Native	Planned Impressions	Delivered Impressions
12/1-12/31	Katz	1,923,077	1,945,583
	Audacy	213,335	213,500

January 2024			
Date	Native	Planned Impressions	Delivered Impressions
1/1-1/131	Audacy	N/A	369,098

# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## NATIVE

### December 2023

Date	Native	Page Views	Clicks	Average Time Spent	Click-through %
12/1-12/31	TripAdvisor (Intl)	98,281	147	N/A	0.15%
	The Knot	3,113	640	0:04:18	20.56%

### January 2024

Date	Native	Page Views	Clicks	Average Time Spent	Click-through %
1/1-1/31	The Knot	243,649	364	N/A	0.15%

### Everything You Need for Your Paradise Wedding & Honeymoon in The Florida Keys

*Dreaming of a unique, action-packed destination wedding and honeymoon in paradise? Deep dive into The Florida Keys & Key West and experience cultural sites, luxury resorts, and offshore adventures you'll never forget.*



Keshia Roelofs

Updated on December 29 2023



1



SPONSORED BY



© Monroe County Tourism Development Council

# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## SOCIAL

### December 2023

Date	Banner Ads	Impressions	Clicks	Click-through %
<b>Dedicated</b>				
12/1-12/31	The Knot	101,874	3,530	3.47%

### January 2024

Date	Social	Impressions	Clicks	Click-through %
<b>Dedicated</b>				
1/1-1/31	PADI	50,239	2,363	4.70%

**Scuba Diving Magazine with The Florida Keys & Key West** Sponsored

Divers can encounter a variety of marine life, including colorful coral formations, tropical fish, sea turtles, and even larger species such as nurse sharks and rays.



SCUBADIVING.COM

**Islamorada, Florida Keys** Learn more

Islamorada Is a Perfect Match For...

Like Comment Share

Instagram

thefloridakeys Sponsored

One part catching. One part letting go.



Learn more

thefloridakeys Fishing in Islamorada adds a whole new meaning to catch and release. Visit our website... more

On Location 8W Paid partnership with thefloridakeys @THEFLORIDAKEYS



**NEXT STOP: ISLAMORADA**

WE WENT TO THE BEAUTIFUL @CASAMORADAHOTEL. WE'RE IN AWE OF THE STUNNING SHANGRI-LA SUITE 🤩

# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## GOOGLE ADWORDS

December 2023				
Date	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
12/1-12/31	best fishing in florida	14,412	58	0.40%
	florida vacation	7,702	1,366	17.74%
	florida fishing trips	5,865	49	0.84%
	best saltwater fishing spots in florida	4,011	34	0.85%
	florida fishing vacations	3,868	34	0.88%
	florida resorts	3,139	107	3.41%
	florida vacation packages	1,735	235	13.54%
	best honeymoon places	900	66	7.33%
	destination wedding packages	810	42	5.19%
	swim with dolphins florida	789	12	1.52%
	florida vacation rentals on the beach	542	27	4.98%
	swimming with dolphins in florida	305	8	2.62%
	best places to stay in florida	229	6	2.62%
	florida honeymoons	165	4	2.42%
	Where can you swim with dolphins in florida	80	2	2.50%
	pet friendly camping florida	72	5	6.94%
	pet friendly florida beach resorts	68	6	8.82%
	pet friendly resorts in florida	61	4	6.56%
	pet friendly hotels beachfront florida	14	2	14.29%

January 2024				
Date	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
1/1-1/31	best fishing in florida	7,381	36	0.49%
	florida vacation packages	6,028	2,362	39.18%
	florida vacation	4,351	371	8.53%
	florida fishing trips	3,338	41	1.23%
	florida resorts	2,719	342	12.58%
	best saltwater fishing spots in florida	2,682	12	0.45%
	florida fishing vacations	2,138	12	0.56%
	florida honeymoons	1,214	538	44.32%
	destination wedding packages	791	52	6.57%
	best honeymoon places	671	48	7.15%
	florida vacation rentals on the beach	473	64	13.53%
	swim with dolphins florida	443	9	2.03%
	swimming with dolphins in florida	172	6	3.49%
	best places to stay in florida	156	6	3.85%
	pet friendly resorts in florida	73	3	4.11%
	florida dog friendly resorts	71	3	4.23%
	florida dog friendly hotels	58	3	5.17%
	pet friendly camping florida	57	5	8.77%
	pet friendly florida beach resorts	48	8	16.67%

# MEDIA RECAP & REPORTING - DECEMBER & JANUARY

## BING, YAHOO & AOL SEARCH

December 2023				
Date	Bing, Yahoo and AOL Search (Top Performing Keywords)	Impressions	Clicks	Click-through %
12/1-12/31	florida key fishing	30,470	1,317	4.32%
	islamorada fishing	17,997	496	2.76%
	florida fishing	13,041	373	2.86%
	fishing in florida	8,987	256	2.85%
	flats fishing	856	26	3.04%
	destination wedding	254	6	2.36%
	beach wedding	170	6	3.53%
	florida wedding	157	7	4.46%
	florida beach wedding	141	4	2.84%

January 2024				
Date	Bing, Yahoo and AOL Search (Top Performing Keywords)	Impressions	Clicks	Click-through %
1/1-1/31	florida keys fishing	30,479	874	2.87%
	florida key fishing	23,379	658	2.81%
	islamorada fishing	21,719	619	2.85%
	florida fishing	14,112	340	2.41%
	fishing in florida	9,808	271	2.76%
	florida keys fishing	4,996	114	2.28%
	flats fishing	425	7	1.65%
	destination wedding	392	10	2.55%
	beach wedding	344	6	1.74%
	florida wedding	246	13	5.28%
	florida beach wedding	184	14	7.61%

## MEDIA PROJECTS

- Implementing FY 23/24 Marketing Plan and monitoring campaign performance
- Coordinating media authorizations, spot rotations and traffic instructions for summer National Cable and Addressable Television
- Collecting performance reports & campaign screenshots across media partners and platforms
- Proofing all campaigns (Print, Digital, Social Media, Native Content, Out-of-Home, Collateral) before they are released to the pubs and/or vendors
- FY 23/24 co-op program and participant coordination
- Reviewing creative from local partners for appropriate logo usage
- Preparing creative, media and reporting for DAC packets
- Collecting digital analytics
- Collecting SEM analytics

## COLLATERAL PROJECTS

- Currently in production of Dive sunscreen bottle
- Currently designing the new Dive Destination Brochure
- Preparing topics for Culture Magazine 2025



## CREATIVE PROJECTS

- Resizing Keys videos according to vendor online video and CTV/OTT specs
- Developing new London UK digital billboards for use in the international market
- Ad coordination for Epsilon/Conversant Carousel custom units
- Ad coordination for various print magazines such as Coastal Living, Conde Nast, Afar, Spartacus, PADI, Travel & Leisure, Food & Wine, Marlin Magazine, Big Game Fishing, Wild Sam RV, Salt Water Sportsman, AOPA Pilot Magazine, Luxury Travel Advisor, New York Times T Magazine, Outside, Gear Patrol, Attitude, Out Magazine, Scuba Diving Magazine, and many others
- Ad coordination with Salt Water Sportsman for custom ad unit banners, emails, and video social posts
- Ad development and launch of custom interactive gaming unit for fishing target audience through GroundTruth
- Ad coordination with Afar.com of advertorials, custom emails, banner placements, and custom hub on website
- Ad development of co-op e-newsletters for Luxury Link, Time Out Miami, Art News, Outside Online, Travel & Leisure, Coastal Living, and many others
- Ad coordination of BrandUSA international video and banner campaigns
- Ad coordination of Amadeus international videos for UK, Germany, and Canada
- Ad development of Undertone ad unit for mobile and desktop
- Ad development of Men's Journal Dive custom editorial
- Ad development for Miami Boat Rally event booklet for Miami Int'l Boat Show
- Ad coordination for New York Times T Magazine Advertorial
- Ad coordination with the Hopper mobile app to develop in-app landing page and interactive ad unit



## MEETINGS

- Agency attended the 1/23 and 1/24 DAC meetings
- Agency attended the 2/13 Dive Umbrella meeting
- Agency attended the 2/20 TDC meeting



# ISLAMORADA FY 23/24 MEDIA PLAN







# FY 2024 MEDIA PLAN



		Holidays/Events																																																			
		*Columbus Day (10/9)	*Halloween (10/31)	*Art Basel (12/9)	*Thanksgiving (11/23)	*Christmas (12/25)	*New Year's Day (1/1)	*MLK Day (1/15)	*President's Day (2/19)	*Easter (3/31)	*Memorial Day (5/27)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Lobster Season (8/6-3/31)	*Labor Day (9/2)																																						
		School Breaks			Fall Break	Winter Break	Spring Break	Summer Break																																													
		Miami-Dade County Public Schools:			11/18-26	12/22-1/7	3/22-3/31	6/6-8/18																																													
		Broward County Public Schools:			11/18-26	12/23-1/7	3/17-3/26	6/6-8/18																																													
		Palm Beach County Public Schools:			11/18-26	12/23-1/8	3/17-3/26	5/30-8/8																																													
		Martin County Public Schools:			11/22-26	12/23-1/3	3/9-3/17	5/23-8/8																																													
		Hillsborough County Public Schools:			11/18-26	12/23-1/7	3/9-3/17	5/24-8/8																																													
		Pinellas County Public Schools:			11/18-26	12/22-1/7	3/9-3/17	5/29-8/8																																													
		Orange County Public Schools:			11/18-26	12/23-1/7	3/16-3/24	5/24-8/11																																													
		Osceola County Public Schools:			11/18-26	12/16-1/2	3/9-3/17	5/31-8/9																																													
		Seminole County Public Schools:			11/18-26	12/21-1/3	3/15-3/24	5/24-8/8																																													
		Duval County Public Schools:			11/22-26	12/16-1/2	3/21-3/27	5/31-8/18																																													
		4TH QUARTER				1ST QUARTER					2ND QUARTER				3RD QUARTER				GROSS TOTAL																																		
		OCT '23		NOV '23		DEC '23		JAN '24		FEB '24		MAR '24		APR '24		MAY '24		JUN '24		JUL '24		AUG '24		SEP '24																													
Weeks begin on Mondays		2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan		29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	4-Mar	11-Mar	18-Mar	25-Mar	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul	8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19-Aug	26-Aug	2-Sep	9-Sep	16-Sep
<b>SPOT TELEVISION (Local News Dayparts)</b>																																																					
• West Palm Beach DMA	:30	5/6-8/18																										\$24,150																									
• Jacksonville DMA	:30	5/6-8/18																										\$18,400																									
• Ft. Myers-Naples DMA	:30	5/6-8/18																										\$18,400																									
<b>FISHING CABLE TELEVISION</b>																																																					
• Saltwater Experience	3 episodes filmed in Islamorada + :30 spots & billboards in all airings	Q2 April-June																										\$57,500																									
Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia																																																					
• The Fish Guyz	:30 + billboard	Q2 April-June																										\$17,250																									
Airs on Carbon TV Nationally		+1 episode filmed in Islamorada																																																			
		<b>TELEVISION TOTAL:</b>																										<b>\$857,966</b>																									
<b>DIGITAL</b>																																																					
<b>Connected TV (CTV) / Over-The-Top (OTT):</b>																																																					
• Datafy OLV+CTV	:15 & :30	4,444,444	10/2-11/30																										1/8-3/31	5/6-7/31	\$201,250																						
		Spring/Summer: Targeted to Affluent zip codes in Miami Beach, Ft. Lauderdale and Palm Beach																																																			
• Journera OLV+CTV - Targeting leisure travelers who have booked luxury hotels in FL markets in the past, premium leisure travelers who have spent \$400+ on airline tickets or hotel per night. Geo targeted.	:15OLV/:30CTV	3,147,890	12/4-4/30																										\$71,875																								
• Adara OLV+CTV - Targeting luxury leisure travelers searching for hotels in Florida/Caribbean. Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT. Summer: NY, FL, GA, TN, NC, SC, TX	:15	2,438,424	10/2-11/30																										4/1-5/31	\$57,500																							



FY 2024 MEDIA PLAN

Holidays/Events		*Thanksgiving (11/23)	*Christmas (12/25)	*President's Day (2/19)	*Easter (3/31)	*Memorial Day (5/27)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Labor Day (9/2)
*Columbus Day (10/9)	*Halloween (10/31)	*Art Basel (12/9)	(12/7, 11/1)	*New Year's Day (1/1)	*MLK Day (1/15)			*Lobster Season (8/6-3/31)	
School Breaks		Fall Break	Winter Break	Spring Break	Summer Break				
Miami-Dade County Public Schools:	11/18-26	12/22-1/7	3/22-3/31	6/6-8/18					
Broward County Public Schools:	11/18-26	12/23-1/7	3/17-3/26	6/6-8/18					
Palm Beach County Public Schools:	11/18-26	12/23-1/8	3/17-3/26	5/30-8/8					
Martin County Public Schools:	11/22-26	12/23-1/3	3/9-3/17	5/23-8/8					
Hillsborough County Public Schools:	11/18-26	12/23-1/7	3/9-3/17	5/24-8/8					
Pinellas County Public Schools:	11/18-26	12/22-1/7	3/9-3/17	5/29-8/8					
Orange County Public Schools:	11/18-26	12/23-1/7	3/16-3/24	5/24-8/11					
Osceola County Public Schools:	11/18-26	12/16-1/2	3/9-3/17	5/31-8/9					
Seminole County Public Schools:	11/18-26	12/21-1/3	3/15-3/24	5/24-8/8					
Duval County Public Schools:	11/22-26	12/16-1/2	3/21-3/27	5/31-8/18					

	4TH QUARTER				1ST QUARTER				2ND QUARTER				3RD QUARTER				GROSS TOTAL
	OCT '23	NOV '23	DEC '23	JAN '24	FEB '24	MAR '24	APR '24	MAY '24	JUN '24	JUL '24	AUG '24	SEP '24					
<b>DIGITAL</b>																	
• <b>MNI Motto</b> - CTV w/attribution of arrivals in Islamorada A35-64 \$150k+ targeted. Geo-targeted to Los Angeles, NY, BOS, CHI, DC, PHL	:30	931,966	10/2-11/30		1/8-3/31									\$63,250			
• <b>Epsilon CTV</b> Targeting A35-64 \$150k+ HHI w/hotel credit card spend history Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT Summer: FL, GA, TN, NC, SC, TX	:30	1,710,527					1/8-4/30				5/1-7/31				\$74,750		
<b>Contextual Advertising:</b>																	
• <b>GumGum</b> - Video unit targeted in articles and online content about adventure travel, relaxation travel, luxury travel Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT Summer: FL, GA, TN, NC, SC, TX	:15 In-Screen Expandable Video Unit	4,634,483	10/2-11/30		3/4-4/30									\$69,000			
<b>Automatic Content Recognition (ACR)</b> ACR recognizes users who have streamed on their connected TV and re-targets them on their other digital devices (smartphone, laptop, etc.)																	
• <b>Vizio</b>	:15	833,333					1/9-3/31								\$28,750		
<b>Weather Triggered:</b>																	
• <b>Accuweather.com</b> Custom Mobile Hero/App Background Integration/:15 Pre-roll/320 x 50 Target Affluent Travelers; Trigger: Rain/Cold/Severe Weather/Snow. Geo Targeted: NY, IL, MA, PA, DC		1,693,138					12/4-2/28								\$28,750		
<b>Streaming Audio:</b>																	
• <b>Katz Digital Audio</b> (includes Spotify, Pandora, iHeart & streaming radio stations) Geo-targeted to NY, Los Angeles, BOS, DC, PHL, CHI, MN, CLT	:30 audio ads +300 x 250 & 640 x 640 200kb	3,846,154	10/2-12/18		2/5-4/30									\$57,500			













# FY 2024 MEDIA PLAN

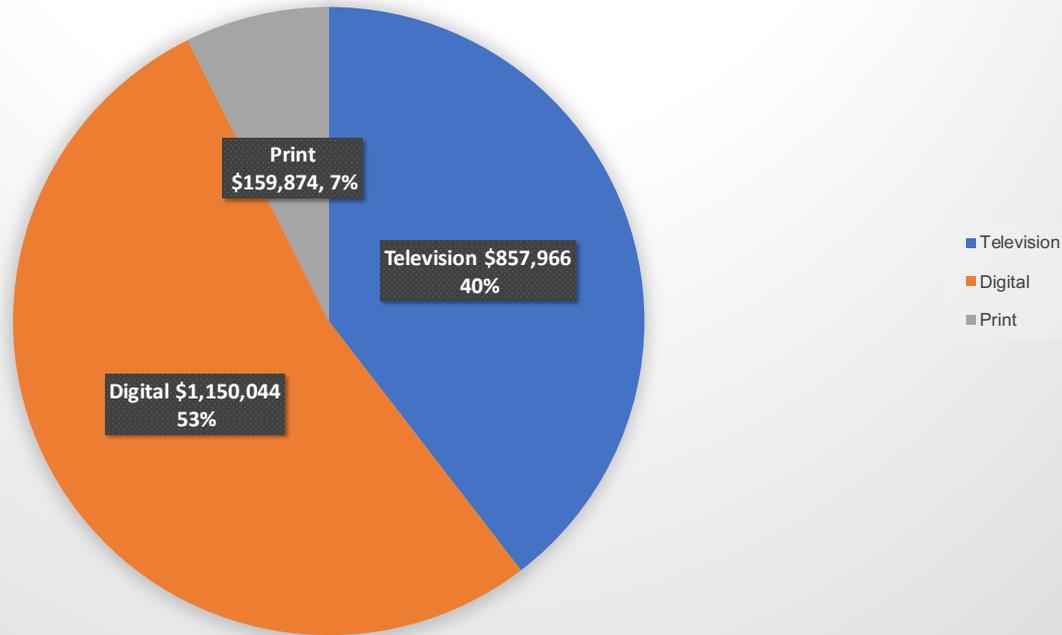


Holidays/Events		*Thanksgiving (11/23)		*Christmas (12/25)		*President's Day (2/19)		*Easter (3/31)		*Memorial Day (5/27)		*Ind. Day (7/4)		*Lobster Mini Season (7/24-25)		*Lobster Season (8/6-3/31)		*Labor Day (9/2)	
*Columbus Day (10/9)		*Halloween (10/31)		*Art Basel (12/9)		(12/7, 1/1)		*MLK Day (1/15)											
School Breaks		Fall Break		Winter Break		Spring Break		Summer Break											
Miami-Dade County Public Schools:	11/18-26	11/18-26	12/22-1/7	3/22-3/31	6/6-8/18														
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Hillsborough County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/9-3/17	5/24-8/8														
Pinellas County Public Schools:	11/18-26	11/18-26	12/22-1/7	3/9-3/17	5/29-8/8														
Orange County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/16-3/24	5/24-8/11														
Osceola County Public Schools:	11/18-26	11/18-26	12/16-1/2	3/9-3/17	5/31-8/9														
Seminole County Public Schools:	11/18-26	11/18-26	12/21-1/3	3/15-3/24	5/24-8/8														
Duval County Public Schools:	11/22-26	11/22-26	12/16-1/2	3/21-3/27	5/31-8/18														

Weeks begin on Mondays	4TH QUARTER												1ST QUARTER												2ND QUARTER												3RD QUARTER												GROSS TOTAL		
	OCT '23			NOV '23			DEC '23			JAN '24			FEB '24			MAR '24			APR '24			MAY '24			JUN '24			JUL '24			AUG '24			SEP '24																	
	2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan	29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	4-Mar	11-Mar	18-Mar	25-Mar	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul	8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19-Aug	26-Aug		2-Sep	9-Sep

## DAC IV/ISLAMORADA FY 2024 PLAN DISTRIBUTION BY MEDIA



MEDIA SPEND TO DATE: \$2,167,884

**To: DAC Members**  
**From: Eric Gitlin/Media Director**  
**Date: March 12, 2024**  
**Re: Islamorada-Media Plan Add-On for Summer/Early Fall (Domestic Market)**

**For consideration and action at the March 12, 2024 DAC IV Meeting, Tinsley will present a plan for Summer/Early Fall advertising with a budget not to exceed \$72K out of existing resources.**

The following provides you with a media recommendation for utilization of Islamorada's media plan resources of \$72,000 for an additional media plan to protect summer and early fall business.

Due to increasing media presence from cruises and competitive destinations in Florida & the Caribbean this summer, as well as external factors such as inflation and even politics, requires proactive measures to keep Islamorada top of mind amongst tourists who have lots of choices for spending their travel dollars.

Research from the travel insurance provider World Nomads and Adventure.Travel recently surveyed their clients travel intent for 2024. The survey indicated ninety-six percent of respondents plan to travel in 2024. The survey found that travelers are prioritizing experiences over material goods, with nearly a quarter (22 percent) willing to cut back on other big purchases to continue traveling. Sixty-seven percent of respondents are most interested in exploring new destinations and more than half said active/adventure pursuits and nature and wildlife experiences drive their desire to travel. Similarly, hiking is the top activity for 63 percent of survey respondents, followed by snorkeling (28 percent) and kayaking/rafting (22 percent).

The Agency recommends focusing the additional funds to the drive markets and top air travel markets as those will be vital for protecting summer and early fall business. Funds would be deployed June-August 2024 to increase Islamorada's media presence amongst the competition and affect summer and early fall business.

The additional advertising funds would be distributed to the Florida drive markets (Miami-Ft. Lauderdale, Orlando, Tampa, Ft. Myers-Naples, West Palm, Jacksonville) as well Atlanta, Nashville, North/South Carolina, Texas and New York. These markets have consistently ranked as top markets actively searching for summer trips to Islamorada on fla-keys.com (source: Google Analytics/Datafy). These markets are also large and populous, with the potential to bring many upscale visitors who will stay longer and willing to pay higher rates during the summer and early fall.

The following page outlines the detailed proposed additional Islamorada media plan:

**To: DAC Members**  
**From: Eric Gitlin/Media Director**  
**Date: March 12, 2024**  
**Re: Islamorada-Media Plan Add-On for Summer/Early Fall (Domestic Market)**

<b>ISLAMORADA ADDITIONAL SUMMER MEDIA PLAN RECAP</b>					
<b>DIGITAL</b>					
<u>Partner</u>	<u>Unit</u>	<u>Imp (000)</u>	<u>Flighting</u>	<u>Geo-Targeting</u>	<u>Budget</u>
Online Video (Datafy)	:15	2,158,621	6/3-7/28	South FL (Miami, Palm Beach, Boca)	\$35,995
Online Video (Adara)	:30	<u>2,158,621</u>	6/3-7/28	South FL (Miami, Palm Beach, Boca)	\$35,995
		4,317,241			
<u>Behavioral Targeting Tactics:</u>					
-Leisure travelers who have booked upscale and luxury hotels in Florida					
<b>Total Digital:</b>					<b>\$71,990</b>
<b>ISLAMORADA GRAND TOTAL-ALL MEDIA: \$71,990</b>					

## TINSLEY SEEKING DAC MEMBER INPUT FOR MEDIA PLANNING

During the March 12, 2024 DAC IV Meeting, Tinsley will invite DAC members to provide input and insights to the agency for the development of the FY 24/25 Media Plan.



# H.1 Dashboard

## Monroe County STR Report – December 2023 Source – Smith Travel Research

Occupancy for Monroe County for December was 73.9% which is a 1.6% increase over 2022. The Average Daily Rate (ADR) for December was \$403.08, representing a 0.3% ADR increase over 2022 and a 1.8% change in RevPAR. Islamorada occupancy for December was 69.0% and an ADR of \$427.25, thus resulting in RevPAR gain of 1.2% over 2022.

# Visitor Volume Estimates

## December 2022 vs. 2023

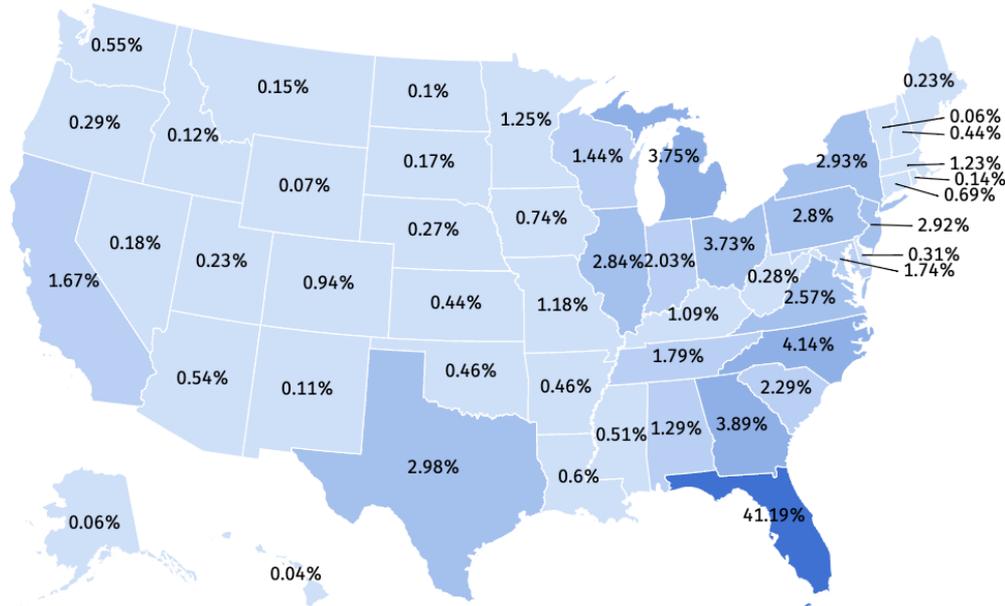
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### Reporting Filters

Distance: Excludes country residents, and day-trips to Monroe county, 50+ Miles, December 1 - 30



# Share of Visitors By State by Trips



Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

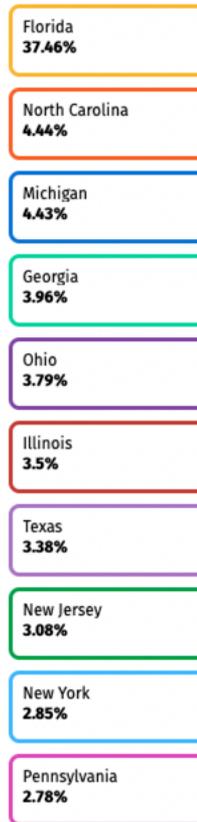


# Share of Trips By Market - Monroe County

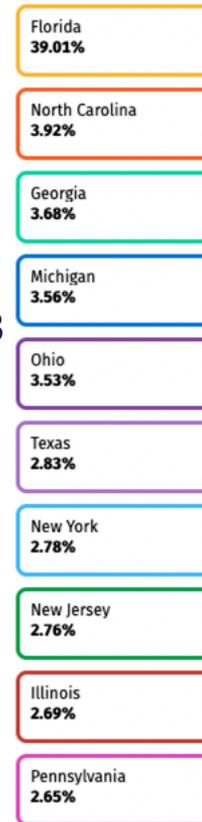
## (Top States)

### Top Feeder market by State December 2022 vs. 2023

2022



2023



Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



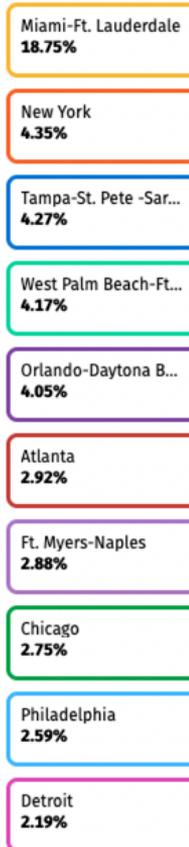
# Share of Trips By Market - Monroe County

## (Top DMAs)

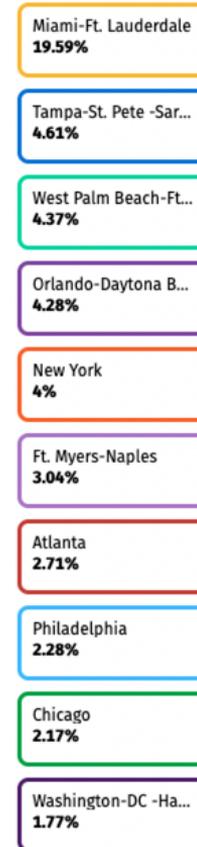
### Top Feeder market by DMA

December  
2022 vs. 2023

2022



2023



Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



# Share of Trips - Districts

## Percentage of trips to Districts

December 2022

December 2023

Key West  
**48%**

Key West  
**48.42%**

Key Largo  
**37.57%**

Key Largo  
**41.75%**

Marathon  
**34.98%**

Marathon  
**34.9%**

Islamorada  
**34.18%**

Islamorada  
**34.67%**

Lower Keys  
**28.11%**

Lower Keys  
**29.13%**

- Key West
- Key Largo
- Marathon
- Islamorada
- Lower Keys

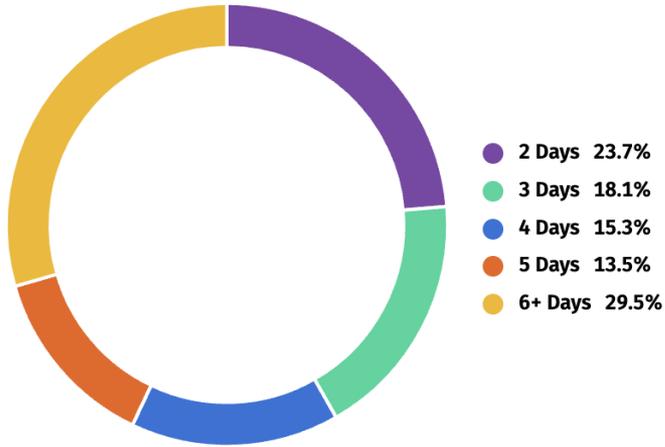
Visitors: Excluding Monroe County Residents & Day Trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



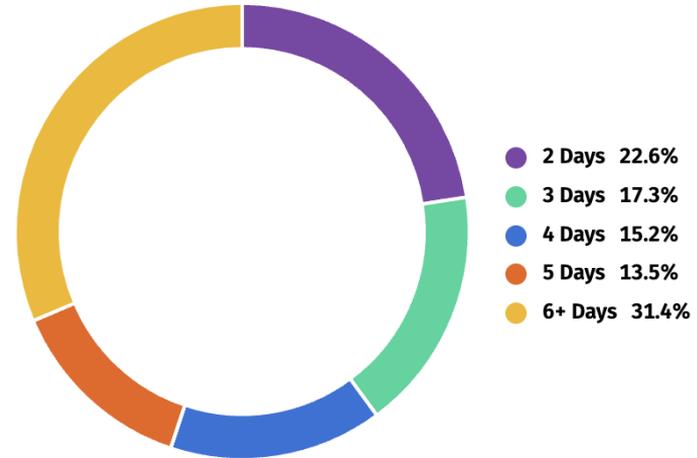
# Average Trip Length – Excluding Day Trips

December 2023



**Average Length of Stay: 5 Days**

December 2023



**Average Length of Stay: 4.6 Days**



# Household Demographics

December  
2022

## Age

- 16-24
- 25-44
- 45-64
- 65+

## Districts



## Income

- \$0-\$49k
- \$50k-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+

## Districts



## Household Size

- 1-2
- 3-5
- 6+

## Districts

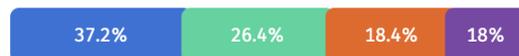


December  
2023

## Age

- 16-24
- 25-44
- 45-64
- 65+

## Districts



## Income

- \$0-\$49k
- \$50k-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+

## Districts



## Household Size

- 1-2
- 3-5
- 6+

## Districts



# Demand 360

## Occupancy vs STLY

Market Year	Monroe County Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
2024	30.4%	-0.9%	-10.2%	2%		
Q1	68.6%	-3.8%	-16.0%	-1%		
February	80.7%	-0.9%	18.3%	-4%		
March	57.2%	-7.3%	-40.5%	4%		
Q2	28.4%	1.3%	-7.8%	6%		
April	41.2%	-4.7%	-17.7%	2%		
May	27.5%	16.0%	16.8%	16%		
June	16.6%	-4.7%	-18.3%	4%		
Q3	7.6%	9.8%	4.3%	12%		
July	9.9%	-3.0%	-27.8%	6%		
August	7.0%	15.4%	17.8%	14%		
September	5.9%	32.5%	40.3%	27%		
Total	30.4%	-0.9%	-10.2%	2%		

## Current Transient and Group Committed and YoY Committed Occupancy Change



## YoY Occupancy, ADR & RevPAR Change \*



TravelClick  
an AMADEUS company

As-of date

February 11, 2024

Stay dates

2/1/2024

9/30/2024

Market

Monroe County

Tier

ALL Tiers

Weekpart

- Weekday
- Weekend

Green: flat or up

Yellow: -10% to flat

Red: less than -10%

\* Tier & Weekpart filters do not apply; estimated RevPAR change = Occ change + ADR change

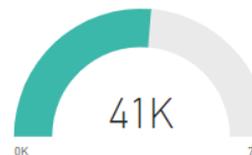
# Demand 360

Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	27.0%	-3%	11%	11%	9%
Q1	66.2%	-1%	9%	9%	8%
February	79.2%	-1%	7%	7%	4%
Feb 04	79.4%	-1%	7%	10%	-5%
Feb 11	82.0%	-1%	8%	9%	-1%
Feb 18	79.9%	-1%	7%	6%	13%
Feb 25	70.7%	-2%	12%	10%	20%
Jan 28	84.5%	-2%	-0%	-0%	-0%
March	54.1%	-1%	12%	12%	17%
Feb 25	66.3%	-4%	12%	11%	13%
Mar 03	57.6%	-3%	11%	12%	7%
Mar 10	56.5%	-4%	15%	13%	37%
Mar 17	47.9%	-3%	13%	12%	21%
Mar 24	52.7%	5%	10%	10%	9%
Mar 31	41.0%	-4%	10%	10%	19%
<b>Total</b>	<b>27.0%</b>	<b>-3%</b>	<b>11%</b>	<b>11%</b>	<b>9%</b>

Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	27.0%	-3%	11%	11%	9%
Q1	66.2%	-1%	9%	9%	8%
February	79.2%	-1%	7%	7%	4%
March	54.1%	-1%	12%	12%	17%
Q2	22.8%	-4%	13%	13%	11%
April	34.6%	-6%	12%	12%	12%
May	21.4%	-2%	14%	15%	10%
June	12.0%	-3%	14%	14%	17%
Q3	5.7%	-3%	14%	14%	5%
July	8.3%	-5%	12%	13%	2%
August	5.2%	-6%	16%	17%	0%
September	3.7%	2%	14%	15%	11%
<b>Total</b>	<b>27.0%</b>	<b>-3%</b>	<b>11%</b>	<b>11%</b>	<b>9%</b>

Group Block								
Year	YoY Group Committed Change	Current Group Committed	WoW Group Block Change	Current Group Reserved	WoW Group Reserved Pickup	Reserved Group ADR Change (avg)	Remaining Total RN	YoY Transient Reserved Change
2024	-10.2%	78,730	3%	41,401	9%	2%	764,115	2%
Q1	-16.0%	32,475	2%	26,148	8%	-11%	85,290	-1%
February	18.3%	19,073	-1%	17,087	4%	-6%	25,321	-4%
Feb 04	12.9%	4,608	-13%	4,354	-5%	-7%	6,270	-14%
04	15.1%	593	0%	579	-0%	-8%	1,186	-11%
05	32.5%	710	-14%	661	-3%	-8%	1,132	-17%
06	9.4%	662	-18%	635	-7%	-2%	1,032	-13%
07	14.5%	655	-17%	626	-8%	0%	959	-14%
08	10.9%	712	-16%	693	-8%	-5%	725	-14%
09	2.2%	654	-10%	592	-4%	-13%	692	-13%
10	8.9%	622	-9%	548	-5%	-11%	544	-12%
Feb 11	22.4%	4,146	1%	3,508	-1%	-2%	5,050	-4%
11	48.3%	662	0%	560	-3%	-8%	640	-8%
12	36.7%	642	0%	549	-1%	-2%	860	-9%
13	33.5%	622	1%	523	0%	-8%	887	-9%
14	-14.6%	474	1%	388	-2%	-3%	886	0%
15	-3.9%	512	2%	431	-1%	-0%	792	0%
16	27.1%	601	2%	525	-1%	3%	549	1%
17	40.6%	613	2%	532	-1%	5%	436	-1%
<b>Total</b>	<b>-10.2%</b>	<b>78,730</b>	<b>3%</b>	<b>41,401</b>	<b>9%</b>	<b>2%</b>	<b>764,115</b>	<b>2%</b>

Group Reserved vs Committed



Remaining RN vs Capacity



**TravelClick**  
an amadeus company

As-of date

February 11, 2024

Stay dates

2/1/2024 9/30/2024

Market

Monroe County

Tier

ALL Tiers

Weekpart

Weekday

Weekend

# Geolocation Origin Markets - County & Hotels

- **Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.
- **Cluster** - A grouping of POIs based on venue type, visit purpose, etc.
- **Distance Filter** - Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.
- **Unique Device** - A unique mobile device determined by unique identifiers
- **Visitor Days** - An estimate of the number of visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.
- **Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance travelled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.
- **Visitors** - An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors and 2 Trips.



# Geolocation Origin Markets - County & Hotels

- **Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.
  - **Education Levels** - Bachelor+ includes all bachelors, masters, and doctoral degrees and technical college degrees. These are grouped together due to limitations of the household level aggregation.
  - **Gender**: Based on inferred probability that each device is owned/operated by someone of the specified gender.
  - **Age Categories**: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors have someone 65+ in their household.
  - **Generation Categories**: Uses the same process as Age Categories, but is broken down by generation rather than age.
  - **Households with Children**: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.
- **How is POI Correlation Calculated?** POI Correlation is calculated at the device level, and then aggregated up using our proprietary visitor volume algorithm. A unique device must be observed at both the reference location and the comparison location within the same week of each other. Weeks run Monday through Sunday.
- **How is your data cleaned?** Our cleaning process is among the best in the industry. Between our internal processes and those that are implemented, or co-developed with our data partners, we are confident that our data cleaning process is as robust as any other available. Cleaning generally falls into two categories: data integrity cleansing and use-case/destination-specific adjustments. General cleaning includes removing data artifacts such as device teleportation (being in two places within a timespan that is physically impossible), duplication, spoofing, etc. Use-case/destination-specific adjustments include local factors such device sample size normalization, regional app popularity adjustments, etc. Use-case/destination-specific adjustments can also include customized filters such as employee filters, commuters, construction workers, college students, etc. These types of filters are implemented in collaboration with clients based on local knowledge to ensure that the filters are transparently defined and applied.
- **How big is your sample size?** There are lots of companies out there that like to claim that they have the biggest sample in the industry. That's a pretty hard claim to back up because of the arms race of sorts to always improve the sample size. But we like to put it this way, we're not. Sample size ranges from 7-15% depending on the Cluster/POI referenced.



# Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

Distance: Excludes country residents, and day-trips to Monroe county



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# Monroe County

I.1.

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## AT&T Call Report\*

Dec. 19- Jan. 18, 2024

### 1-800-FLA-KEYS and District 1-800 Numbers

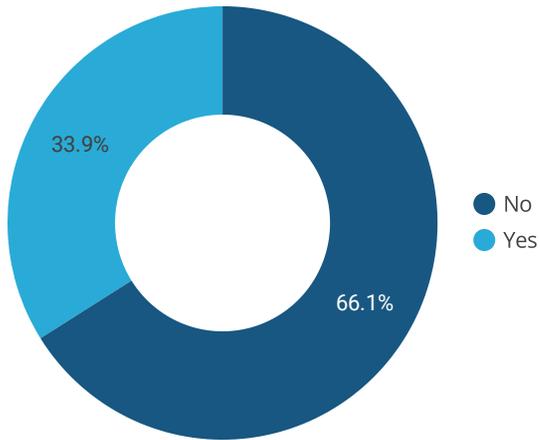
Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	26	24	50
Lower Keys	13	15	28
Marathon	10	24	34
Islamorada	15	27	42
Key Largo	31	31	62

\*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 305 business number

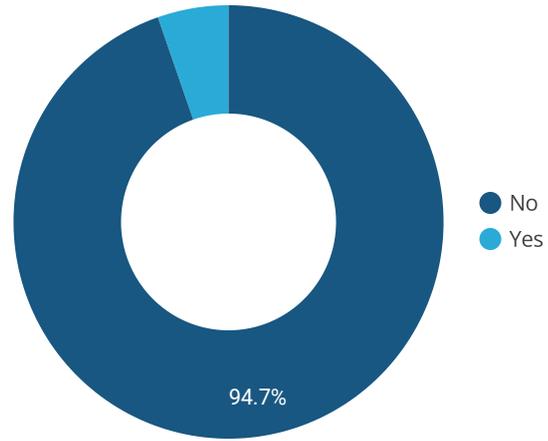
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Islamorada VIS Responses

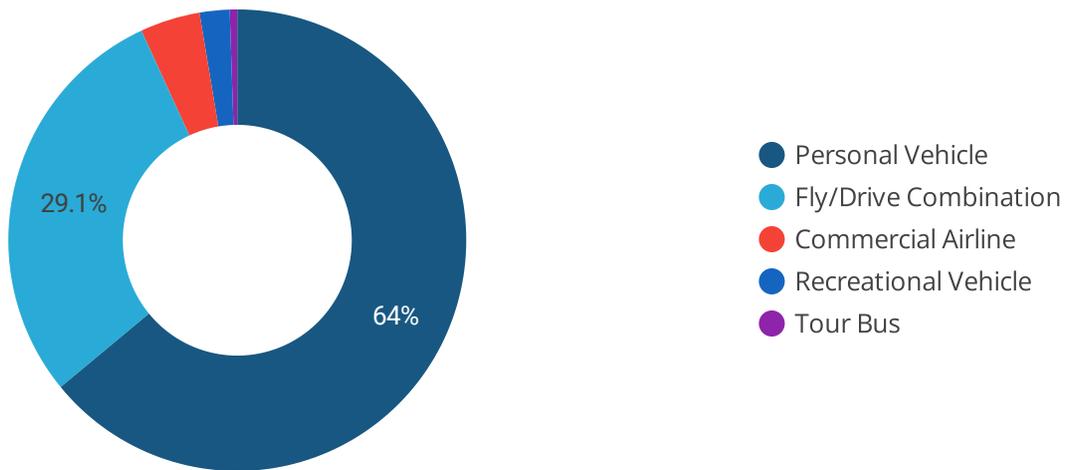
Have you been to the Keys Before?



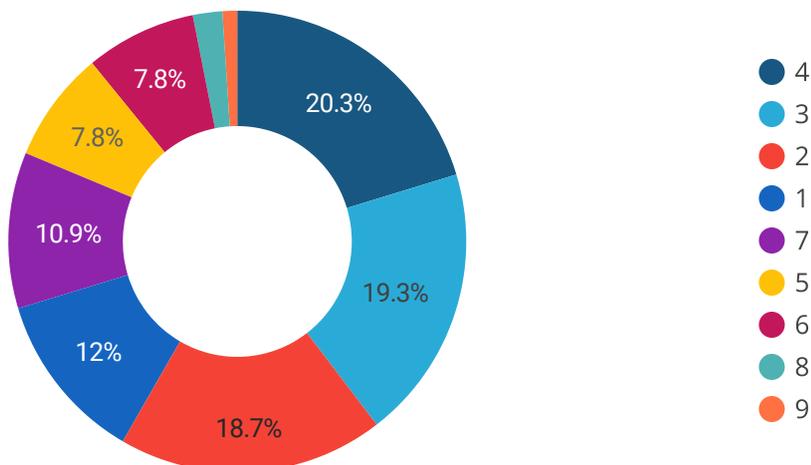
Was your previous visit via a cruise ship?



Transportation

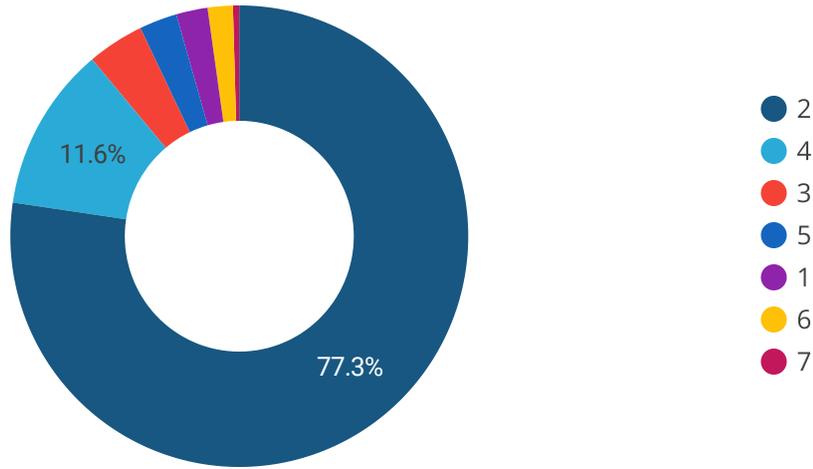


Length of trip in days

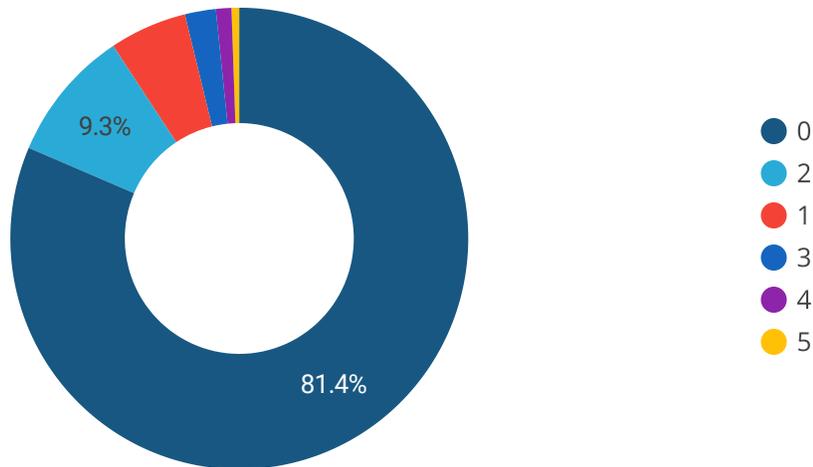


Islamorada VIS Responses

Number of Adults

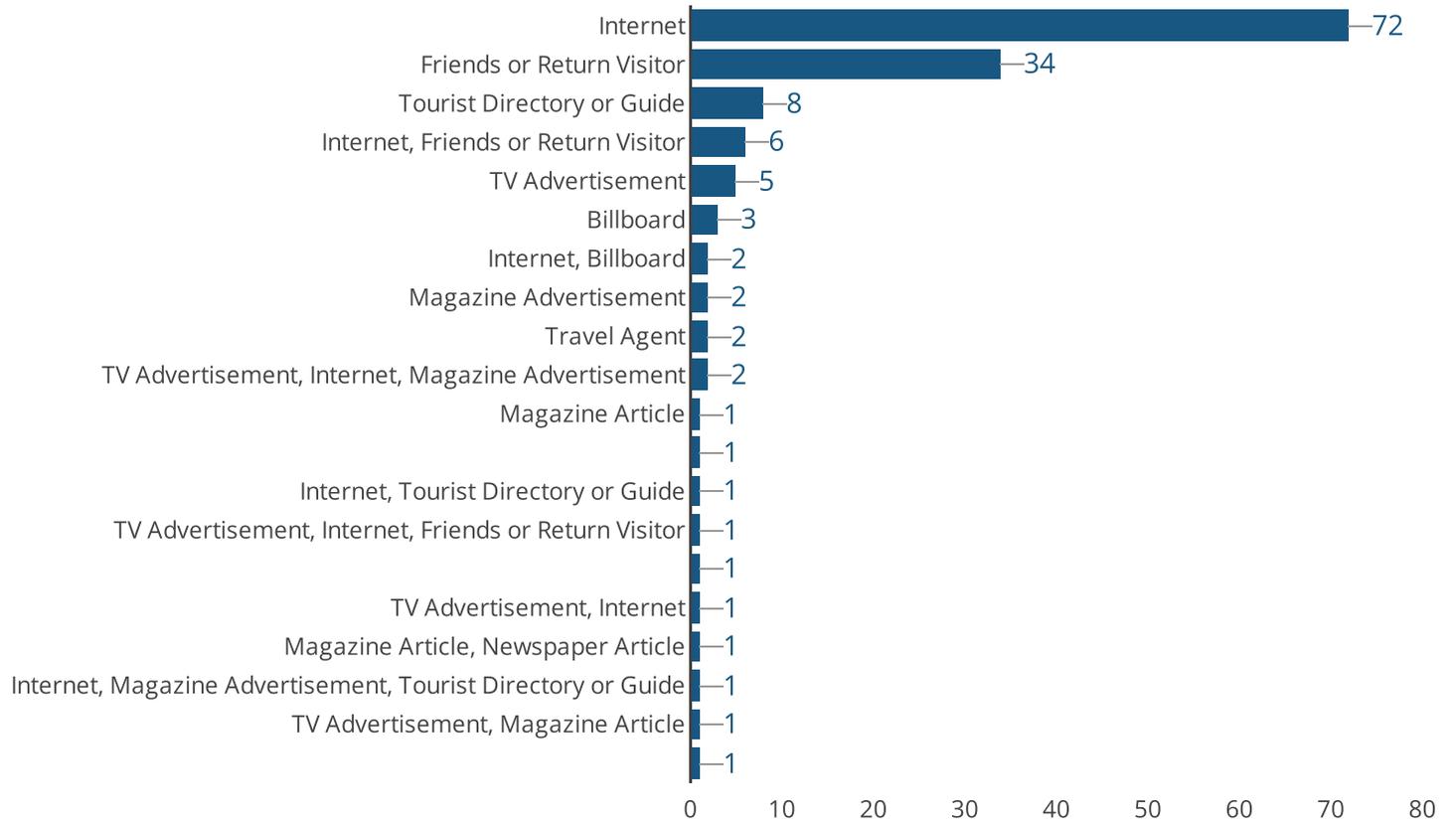


Number of Children

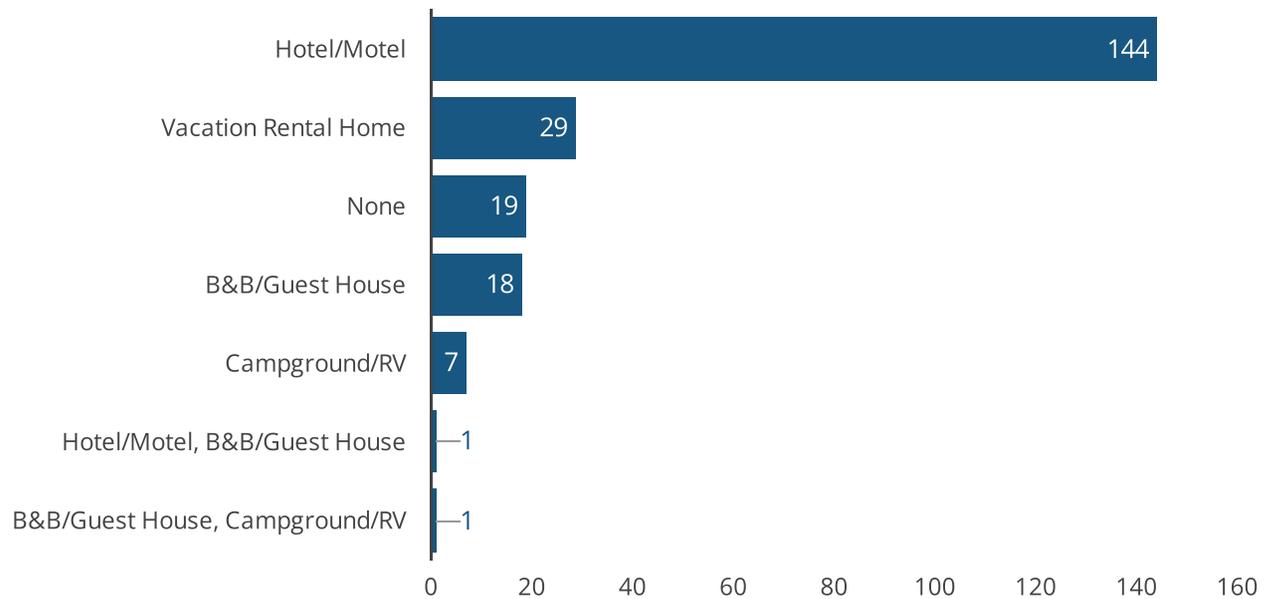


Islamorada VIS Responses

**Advertising Source**

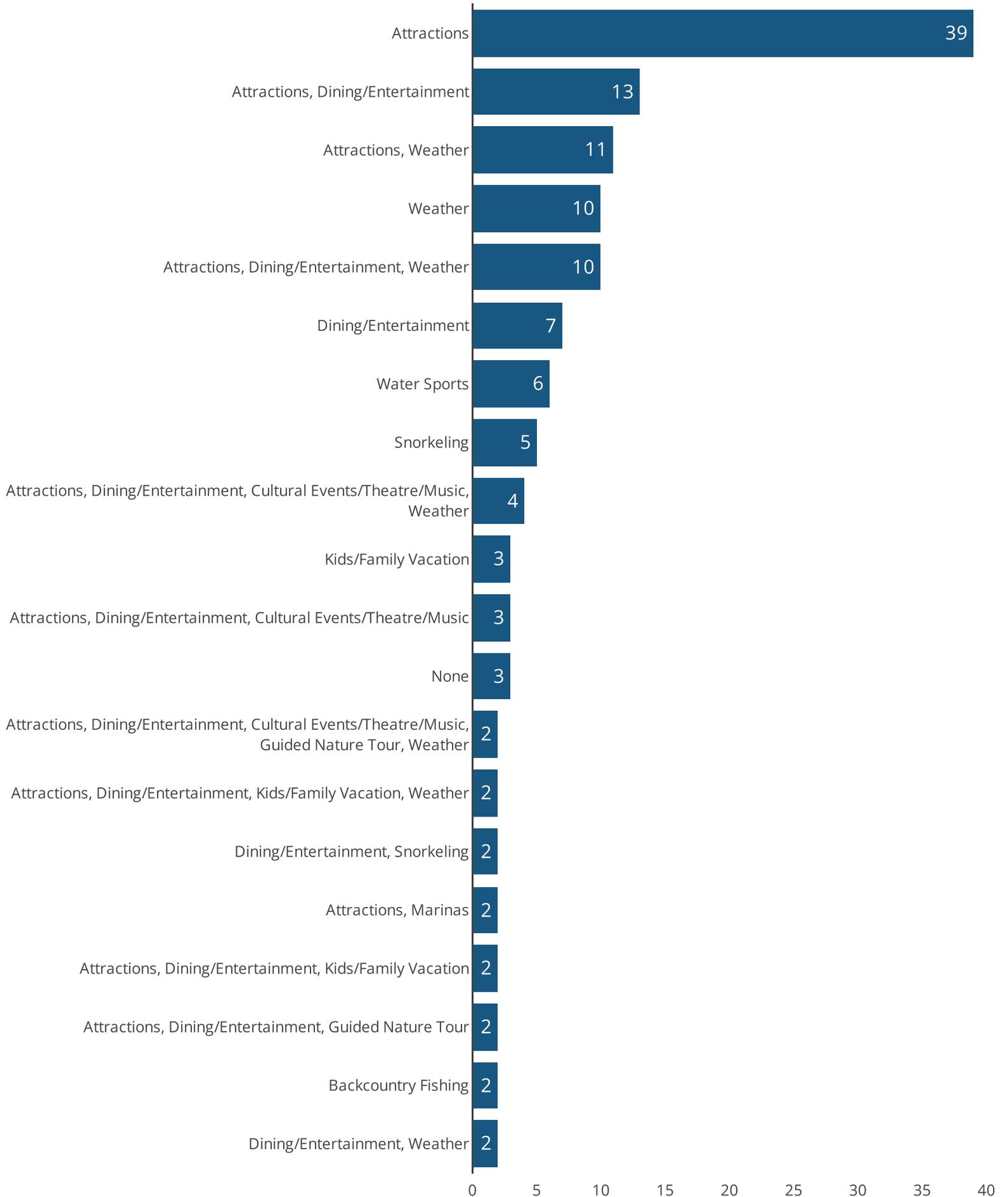


**Type of Accommodations**

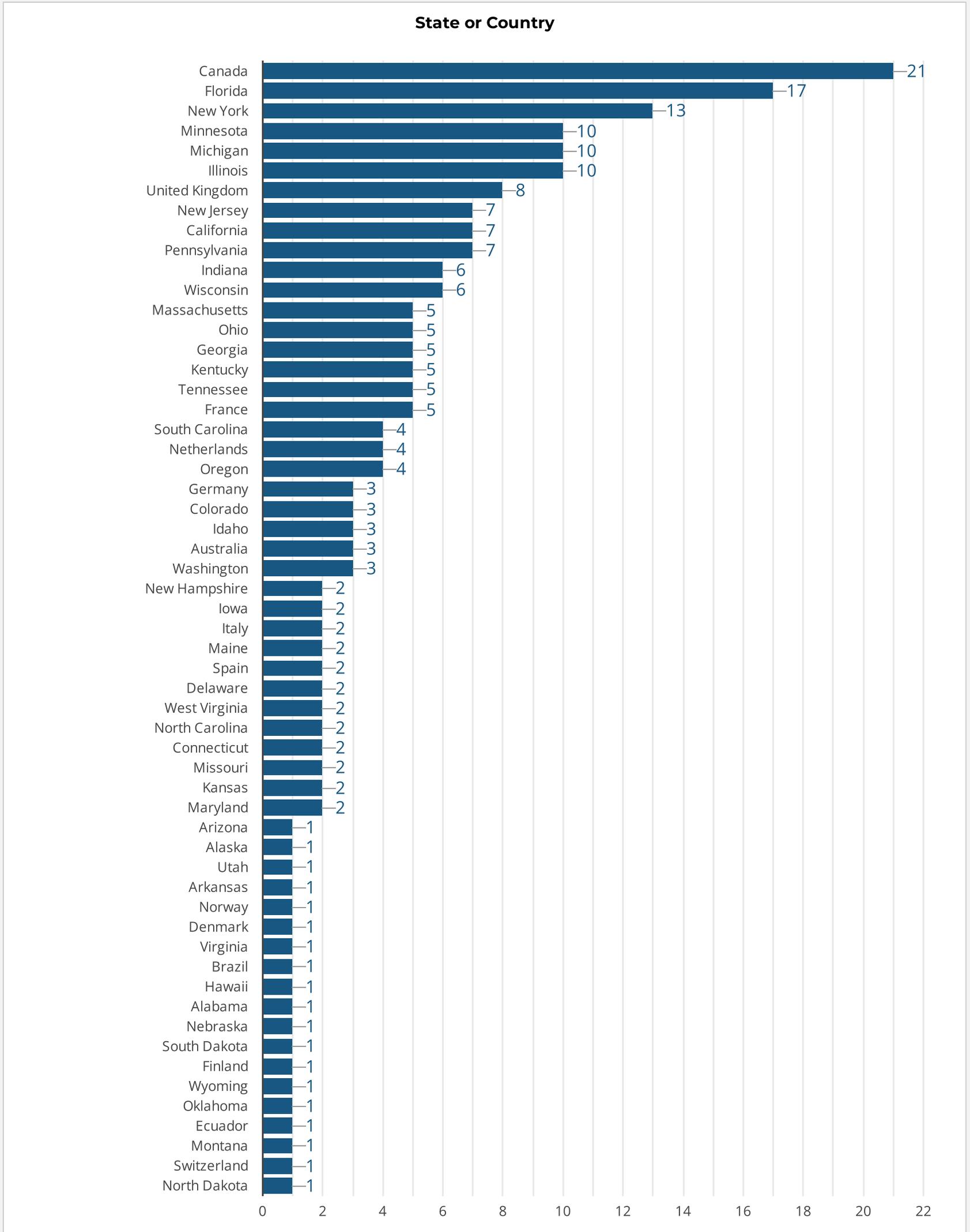


Islamorada VIS Responses

Interests

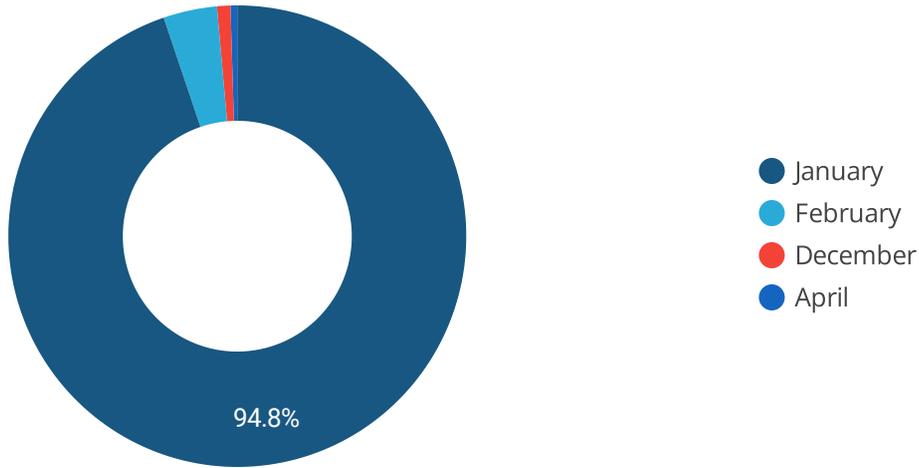


Islamorada VIS Responses



Islamorada VIS Responses

Month Traveling



The survey was filled out:

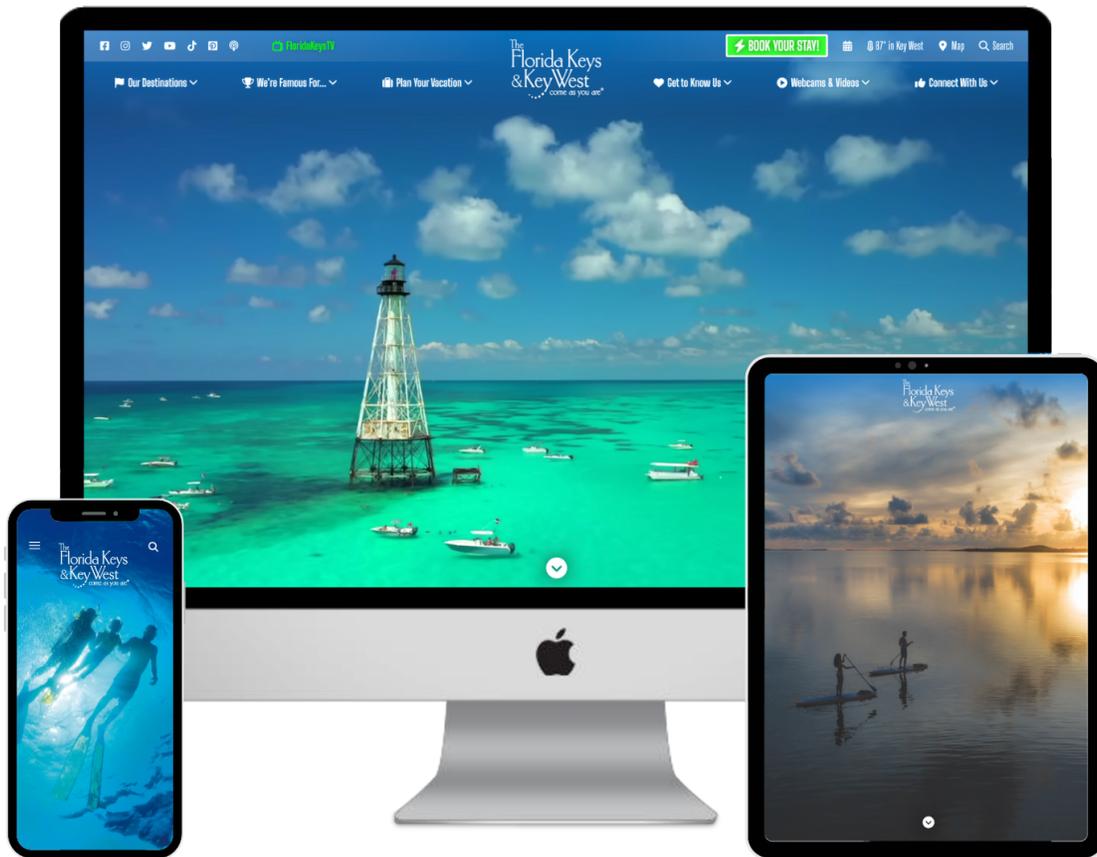


# Florida Keys & Key West

... fla-keys.com

## Website Status Report Fla-Keys.com

January 2024 Data for the  
March 12 & 13, 2024 DAC  
Meetings



Section 1: Website Traffic Report

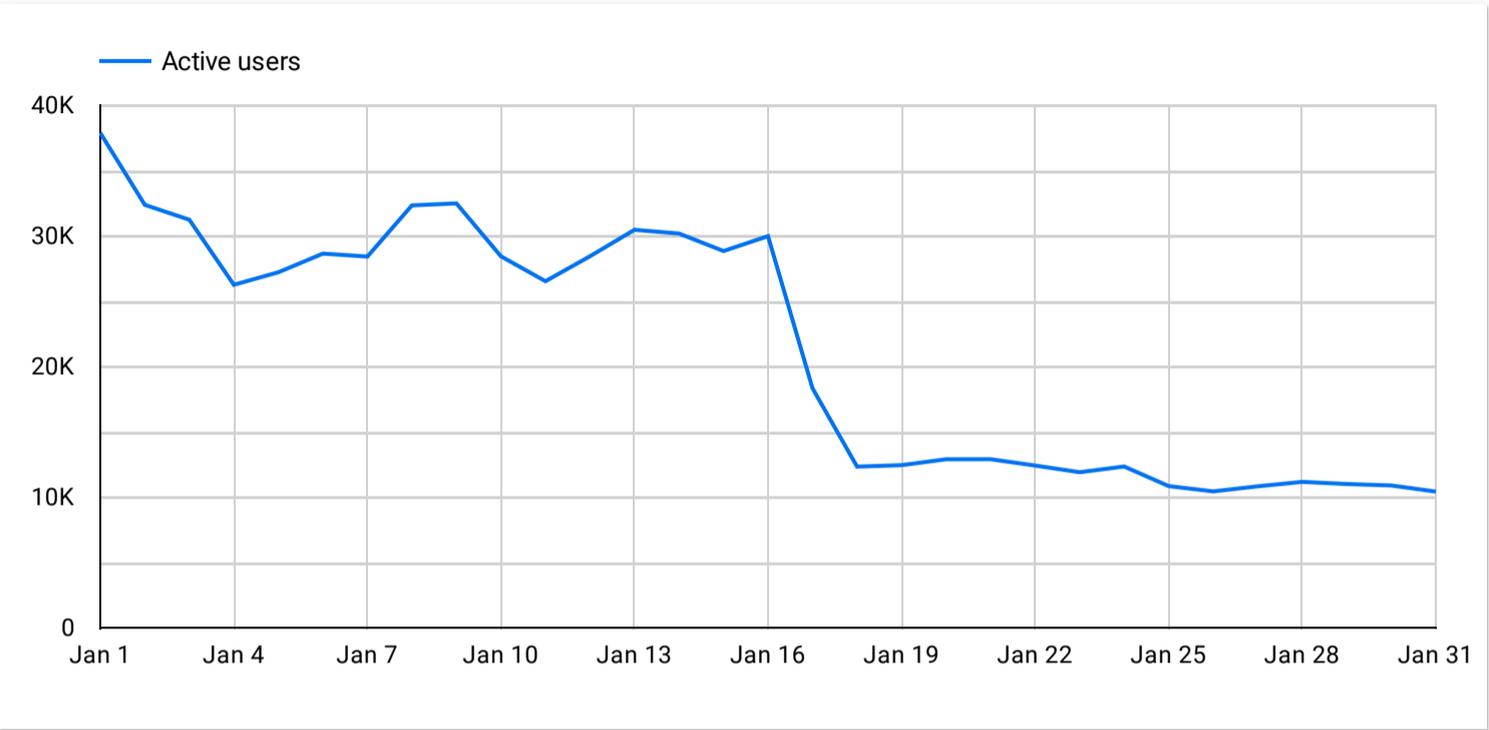
Section 2: Geographic Data on Website Visitors



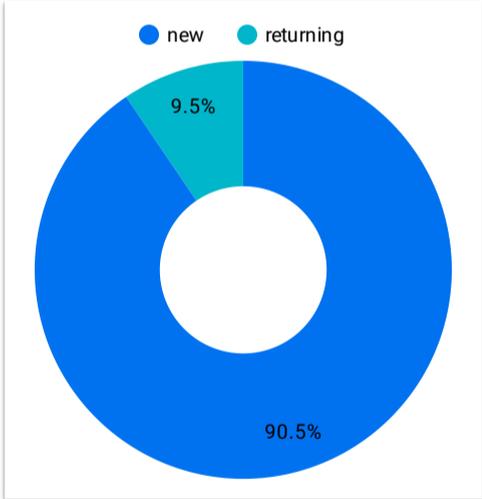


**Section 1: Website Traffic Report**

**Website Traffic Overview**



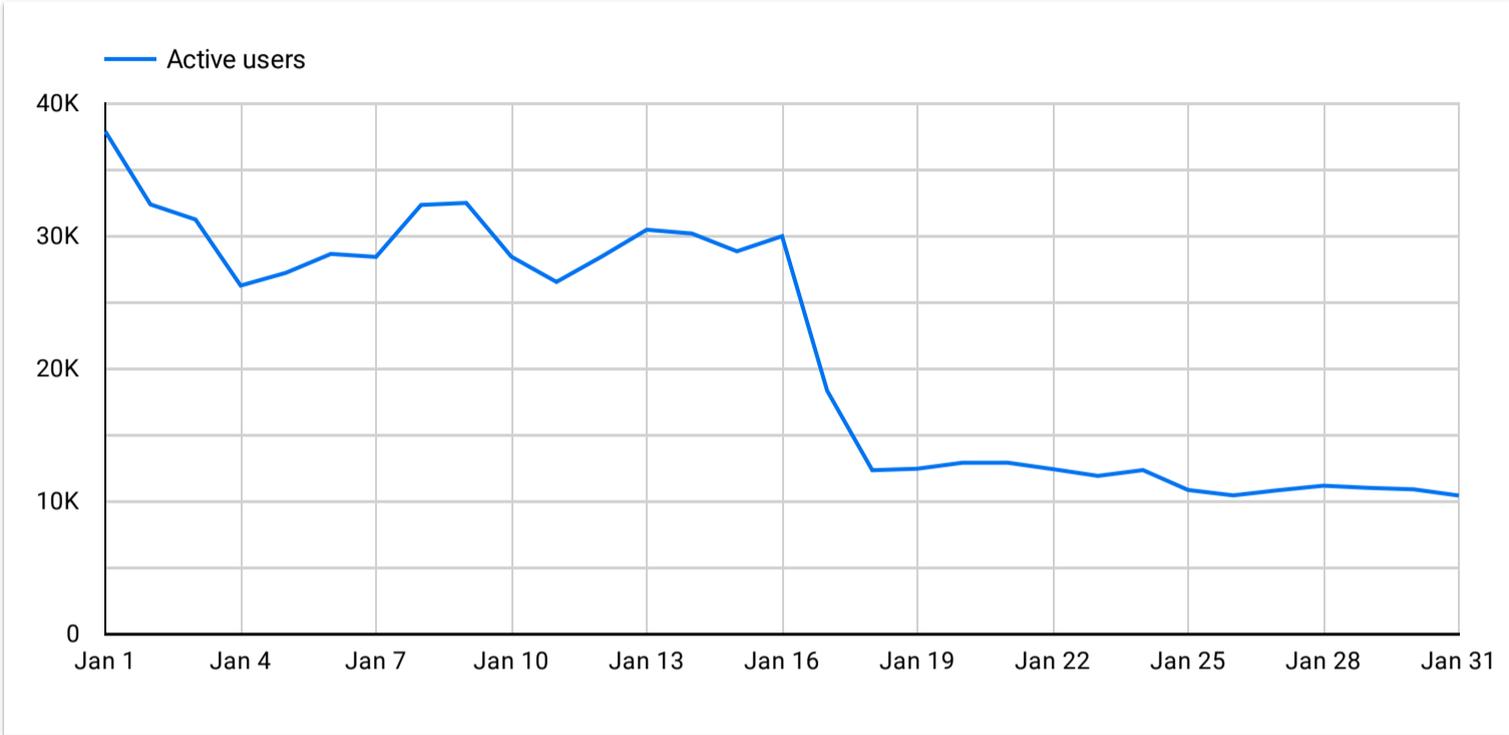
Active users <b>598,135</b>	New users <b>576,929</b>	Sessions <b>745,213</b>	Sessions per user <b>1.25</b>
Views <b>594,519</b>	Views per session <b>0.8</b>	Average session duration <b>00:10:22</b>	Bounce rate <b>48.54%</b>



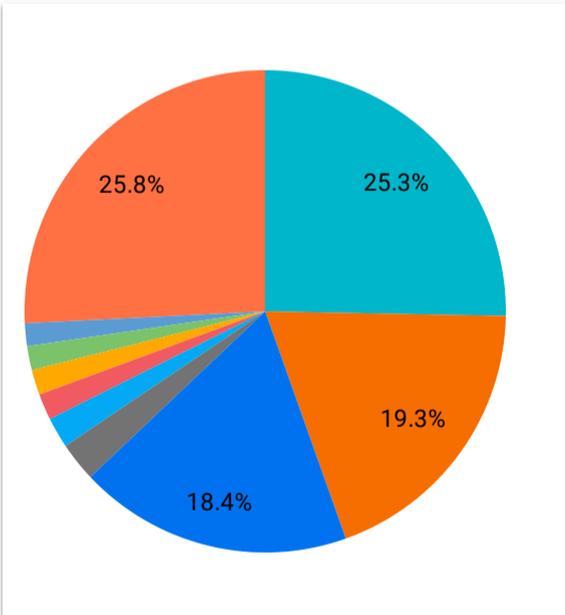
Language	Active users	% Active Users
1. English	532,225	88.98%
2. Spanish	25,093	4.2%
3. (other)	6,831	1.14%
4. German	6,569	1.1%
5. French	4,951	0.83%
6. Swedish	4,847	0.81%
7. Italian	4,052	0.68%
8. Portuguese	1,602	0.27%
9. Chinese	1,532	0.26%
10. Russian	1,007	0.17%
<b>Grand total</b>	<b>598,135</b>	<b>100%</b>



**Website Traffic Sources**

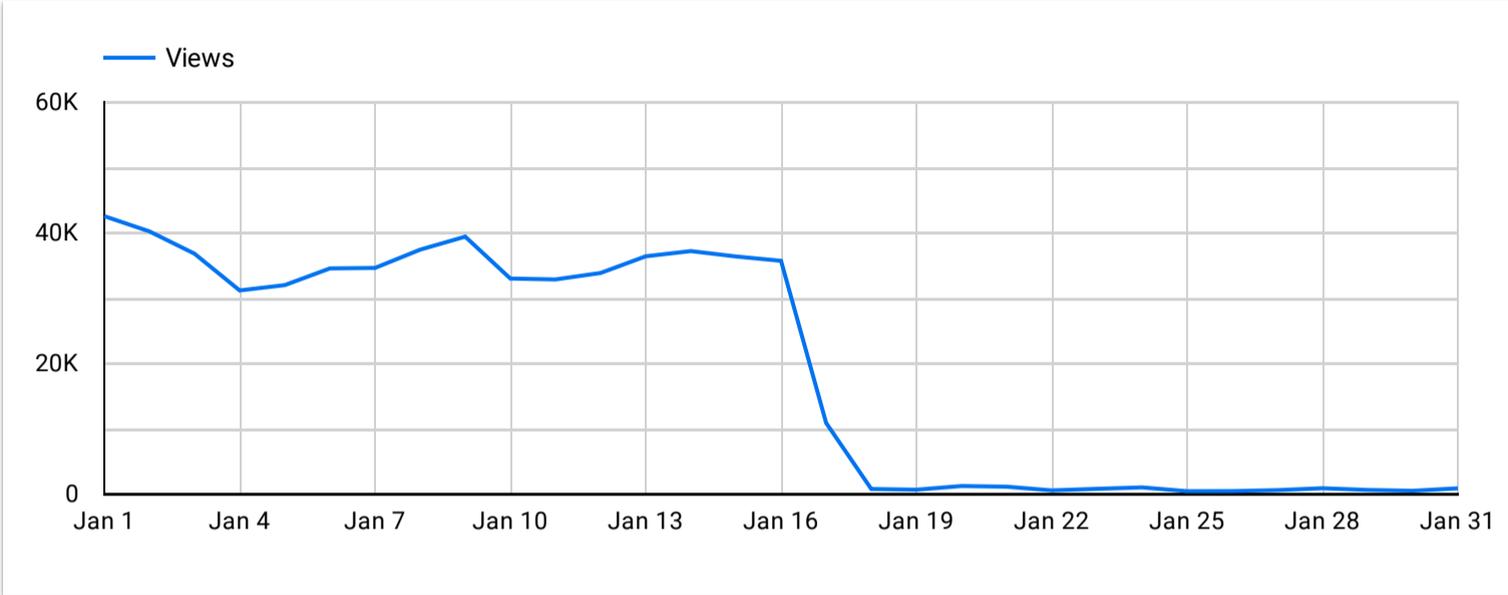


	First user source / medium	Active users	% Active Users
1.	google / organic	152,145	25.44%
2.	google / cpc	115,827	19.36%
3.	(direct) / (none)	110,547	18.48%
4.	KeyWestDirectFlightFacebookInstagramTinsleyCa mpaign / referral	15,836	2.65%
5.	visitflorida.com / referral	12,390	2.07%
6.	Accuweather / Tinsley Display Campaign	10,558	1.77%
7.	bing / organic	10,165	1.7%
8.	tiktok.com / referral	9,672	1.62%
9.	moneyweb.io / referral	9,112	1.52%
10.	m.facebook.com / referral	8,969	1.5%

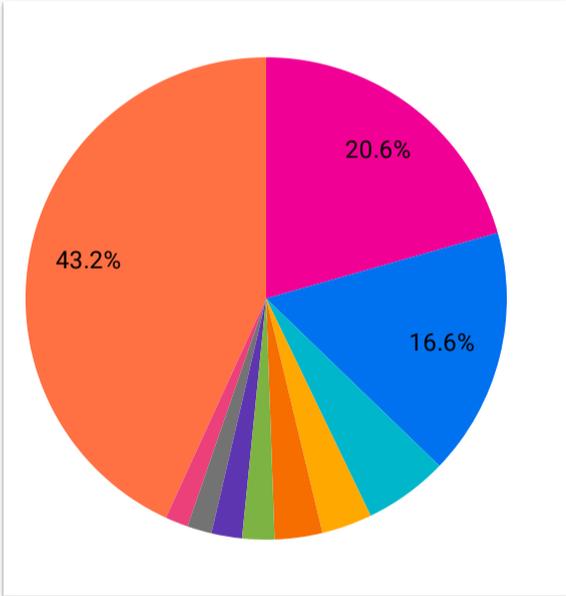




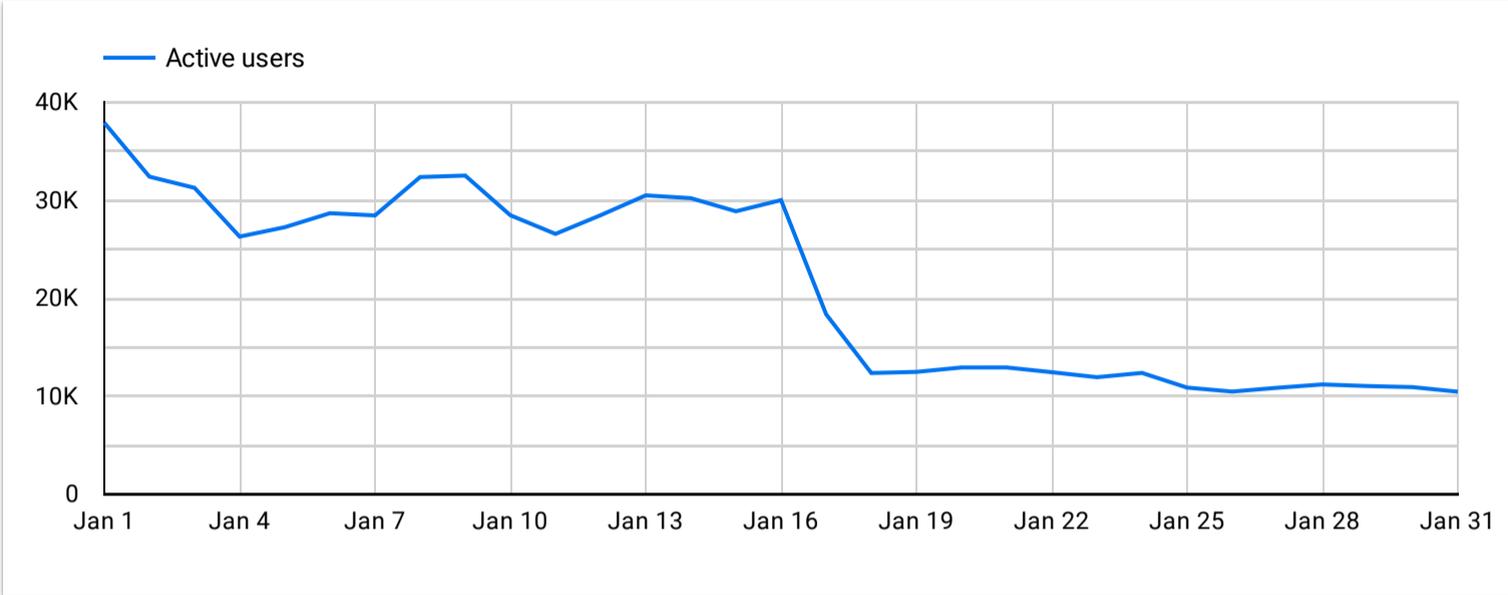
**Most Visited Sections of Website**



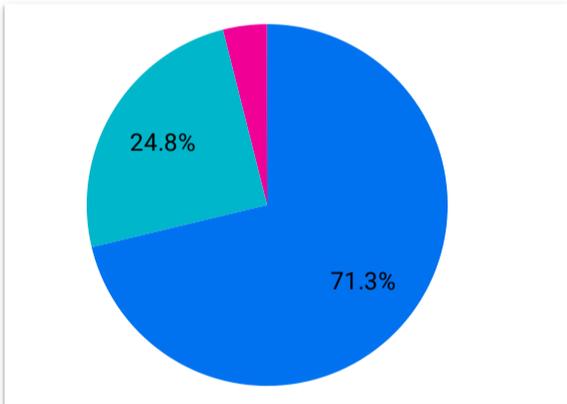
	Full page URL	Views	% Views
1.	<a href="http://fla-keys.com/">fla-keys.com/</a>	95,678	16.09%
2.	<a href="http://fla-keys.com/webcams/key-west/">fla-keys.com/webcams/key-west/</a>	30,101	5.06%
3.	<a href="http://fla-keys.com/key-west/">fla-keys.com/key-west/</a>	28,132	4.73%
4.	<a href="http://fla-keys.com/key-largo/">fla-keys.com/key-largo/</a>	17,789	2.99%
5.	<a href="http://fla-keys.com/webcams/">fla-keys.com/webcams/</a>	15,373	2.59%
6.	<a href="http://fla-keys.com/islamorada/">fla-keys.com/islamorada/</a>	12,333	2.07%
7.	<a href="http://fla-keys.com/marathon/">fla-keys.com/marathon/</a>	11,389	1.92%
8.	<a href="http://fla-keys.com/key-west/#utm_source=MobileFuse&amp;utm_medium=Timesley+Display+Campaign&amp;utm_campaign=MobileFuse+Key+West+Banner+Ad">fla-keys.com/key-west/#utm_source=MobileFuse&amp;utm_medium=Timesley+Display+Campaign&amp;utm_campaign=MobileFuse+Key+West+Banner+Ad</a>	10,108	1.7%
9.	<a href="http://fla-keys.com/lower-keys/">fla-keys.com/lower-keys/</a>	8,567	1.44%
	<b>Grand total</b>	<b>594,519</b>	<b>100%</b>



## Device Usage



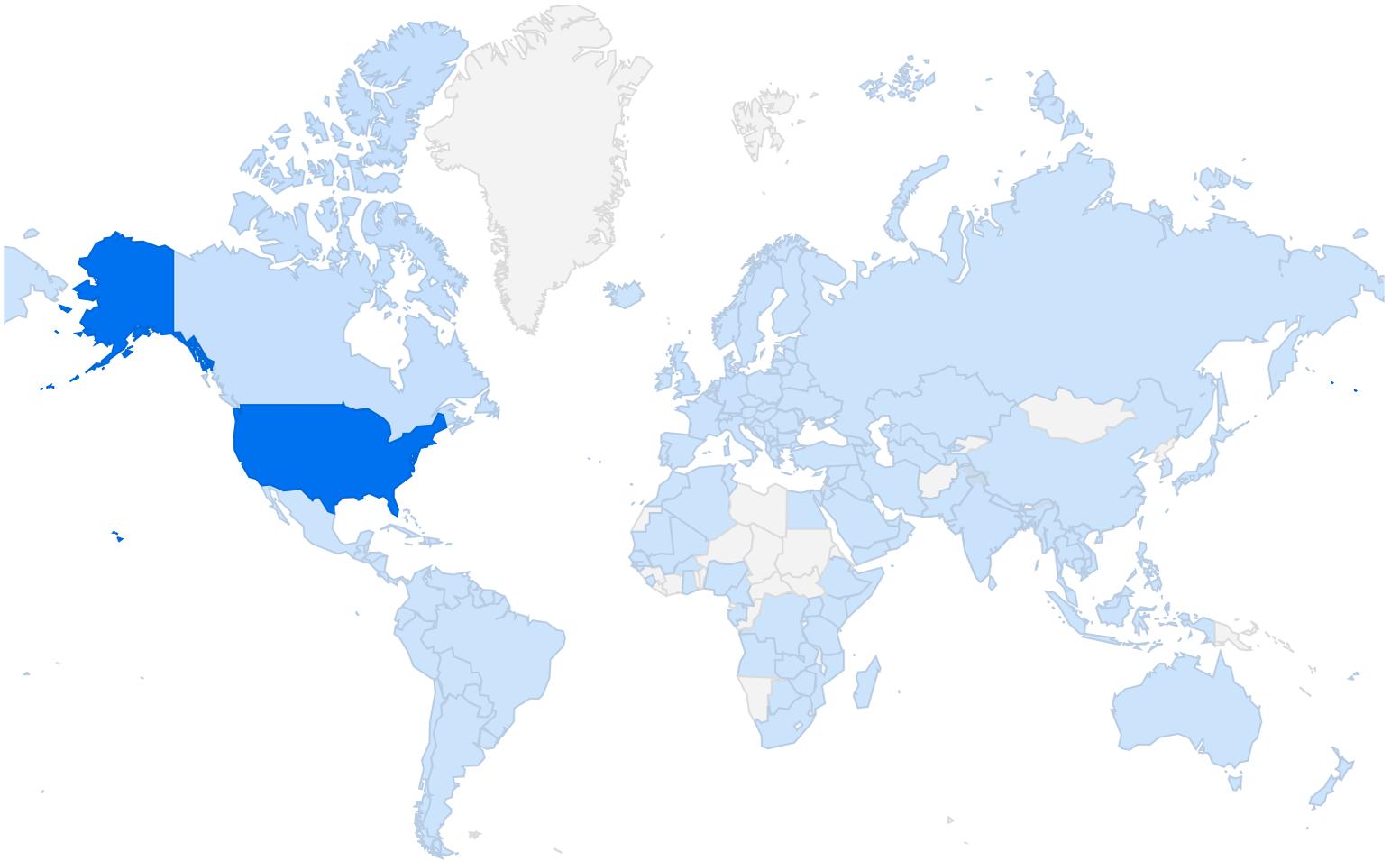
	Device category	Active users ▾	% Active Users
1.	mobile	428,581	71.65%
2.	desktop	149,178	24.94%
3.	tablet	23,560	3.94%
4.	smart tv	156	0.03%



# The Florida Keys & Key West

... come as you are®

## Section 2: Geographic Data on Website Visitors

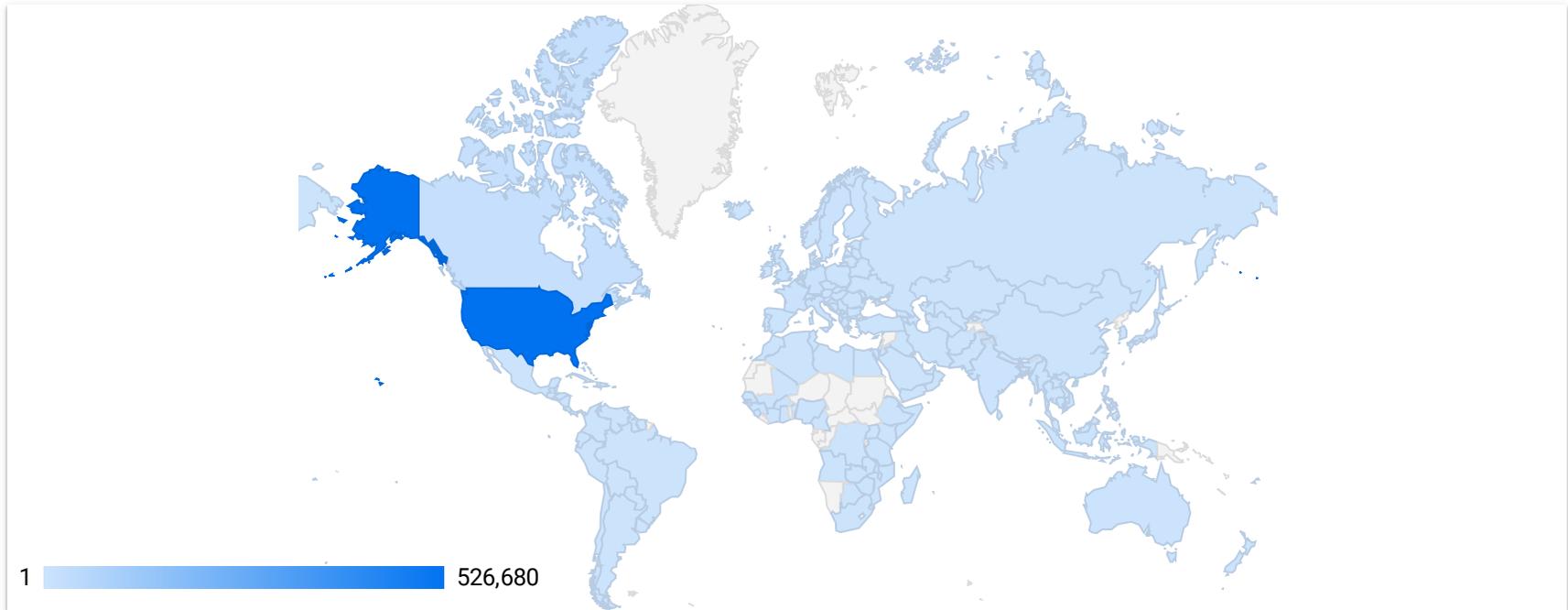


# The Florida Keys & Key West

come as you are®

J.1.

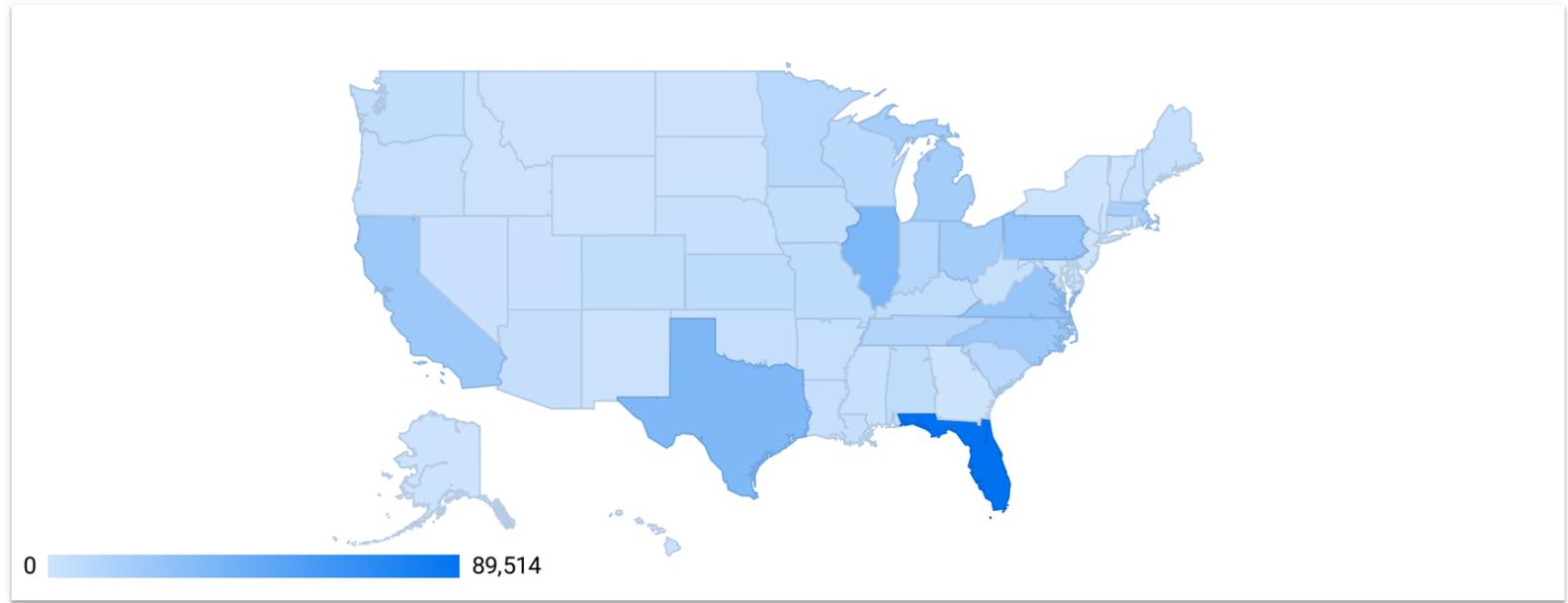
## World



	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	526,680	505,201	661,399	47.29%	0.8	00:10:39
2.	Canada	18,498	17,733	22,033	48.61%	0.91	00:11:42
3.	United Kingd...	11,493	11,312	13,442	53.37%	0.74	00:07:05
4.	Germany	6,365	6,125	7,701	29.85%	0.66	00:10:09
5.	Sweden	5,547	5,428	6,092	73.7%	0.59	00:01:52
6.	(not set)	4,462	4,462	4,428	98.76%	0.98	00:00:03
7.	Italy	4,143	4,039	4,665	68.47%	0.24	00:05:02
8.	France	3,167	3,072	3,526	59.25%	0.41	00:07:26
9.	India	2,209	2,161	2,303	68.22%	0.62	00:02:15
10.	Hong Kong	1,698	1,696	1,700	96.24%	0.97	00:00:29
11.	Finland	1,341	494	1,436	35.52%	0.26	00:03:08
12.	Australia	1,324	1,307	1,427	61.18%	0.86	00:04:54
13.	Ireland	1,174	1,161	1,205	64.73%	0.83	00:02:42
14.	Netherlands	864	824	1,070	41.96%	0.84	00:14:43
15.	Norway	803	756	937	51.55%	0.81	00:05:55
16.	New Zealand	797	783	834	77.22%	0.92	00:01:59
17.	Brazil	790	754	984	32.62%	0.89	00:12:30
18.	Denmark	769	733	945	47.51%	0.74	00:15:50
19.	Switzerland	638	595	770	24.29%	0.89	00:12:17
20.	Indonesia	574	513	649	40.37%	0.76	00:09:48
21.	Spain	467	454	500	53.4%	0.9	00:09:22
22.	Mexico	462	437	517	60.15%	0.69	00:10:10
23.	Poland	443	420	558	21.51%	0.97	00:13:31
24.	Austria	442	423	592	25%	0.97	00:15:00
25.	Czechia	332	311	366	49.45%	3.08	00:07:43
	<b>Grand total</b>	<b>598,135</b>	<b>576,929</b>	<b>745,213</b>	<b>48.54%</b>	<b>0.8</b>	<b>00:10:22</b>

# The Florida Keys & Key West J.1. come as you are®

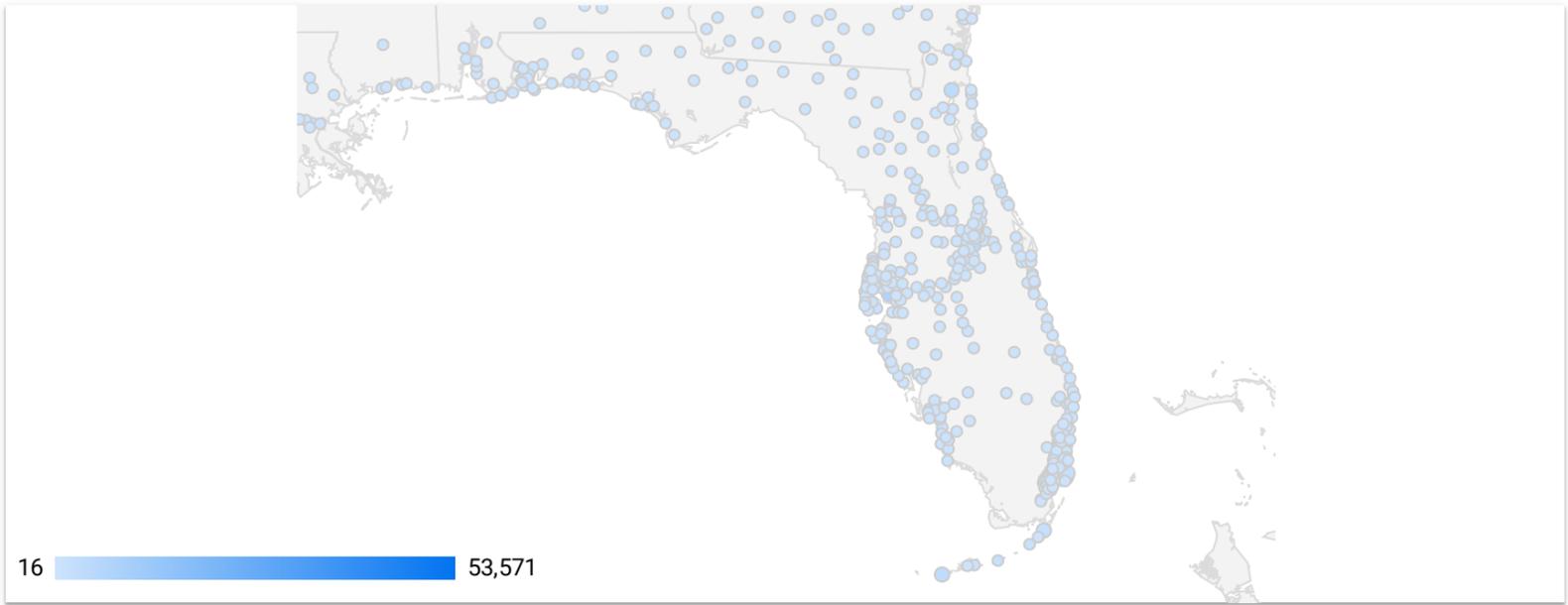
USA



Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1. Florida	89,514	82,978	111,804	37.61%	0.73	00:11:02
2. New York	53,417	49,956	63,749	56.23%	0.77	00:08:07
3. Illinois	35,735	33,459	42,057	56.41%	0.78	00:08:48
4. Texas	34,185	32,135	41,244	55.92%	0.76	00:08:02
5. Georgia	30,478	27,642	34,958	46.62%	0.61	00:11:26
6. Pennsylvania	24,605	22,447	31,112	43.8%	0.92	00:10:46
7. Virginia	23,558	21,140	27,743	48.45%	0.7	00:13:34
8. North Carolina	21,341	19,346	25,952	44.88%	0.8	00:09:49
9. California	20,454	19,656	23,220	56.32%	0.78	00:06:45
10. New Jersey	19,507	18,073	24,449	50.2%	0.98	00:10:09
11. Ohio	17,263	15,345	22,576	33.38%	0.93	00:15:41
12. Michigan	17,209	15,183	21,655	42.01%	0.82	00:10:55
13. Massachusetts	15,984	14,827	19,506	45.89%	0.86	00:09:49
14. Tennessee	11,487	10,417	14,343	46.13%	0.8	00:08:43
15. Maryland	10,456	9,538	13,378	46.64%	0.95	00:11:53
16. Indiana	10,405	8,903	12,819	39.15%	0.7	00:12:24
17. Minnesota	9,257	8,467	11,653	42.14%	0.98	00:10:17
18. South Carolina	8,382	7,298	9,766	41.88%	0.72	00:11:05
19. Wisconsin	7,916	7,022	9,779	40.74%	0.95	00:11:48
20. Kansas	6,511	6,168	7,125	32.08%	0.34	00:07:03
21. Missouri	6,434	5,761	8,059	38.75%	0.91	00:11:18
22. Kentucky	5,769	4,861	7,004	35.39%	0.86	00:13:19
23. Alabama	5,575	5,111	6,769	45.22%	0.73	00:08:42
24. (not set)	5,355	5,082	5,484	57.75%	0.42	00:06:18
25. Connecticut	5,323	4,787	6,968	44.53%	0.97	00:12:18
26. Colorado	4,866	4,486	6,209	37.96%	0.99	00:13:55
27. Washington	4,648	4,329	5,656	43.76%	0.77	00:10:11
28. Iowa	4,429	3,884	5,713	38.21%	0.76	00:18:48
29. Arizona	3,577	3,279	4,398	39.84%	1.03	00:11:34
30. Louisiana	2,924	2,611	3,482	44.57%	0.79	00:08:23
31. New Hampshire	2,909	2,530	3,425	39.8%	0.67	00:12:52
32. Oklahoma	2,797	2,391	3,397	40.65%	0.67	00:09:29
33. West Virginia	2,751	2,198	3,285	38.36%	0.64	00:12:11
34. District of Columbia	2,571	2,302	3,429	51.01%	0.96	00:09:55
35. Oregon	2,485	2,295	2,955	44.4%	0.85	00:08:07
36. Maine	2,460	1,982	2,926	36.4%	0.55	00:15:20
37. Arkansas	2,451	2,121	2,758	43%	0.65	00:10:16
38. Nebraska	2,259	1,971	2,781	37.14%	1.03	00:14:11
39. Mississippi	2,229	1,972	2,639	44.11%	0.65	00:13:57
40. Delaware	2,138	1,911	2,768	45.41%	0.88	00:11:53
41. Utah	1,489	1,346	1,840	37.72%	0.87	00:11:17
42. Nevada	1,416	1,300	1,644	48.54%	1.02	00:07:07
43. Rhode Island	1,099	980	1,540	35.26%	1	00:17:22
44. Vermont	994	844	1,191	37.11%	0.61	00:11:50
45. South Dakota	977	835	1,134	33.16%	0.98	00:10:30
46. Idaho	903	751	1,078	37.11%	0.79	00:11:00
47. North Dakota	823	691	975	38.87%	1.04	00:13:40
48. New Mexico	804	703	922	44.58%	0.79	00:08:49
49. Montana	765	643	1,030	36.21%	0.59	00:14:46
50. Hawaii	591	551	682	49.71%	0.67	00:05:23
<b>Grand total</b>	<b>526,680</b>	<b>505,201</b>	<b>661,399</b>	<b>47.29%</b>	<b>0.8</b>	<b>00:10:39</b>

# The Florida Keys & Key West J.1. come as you are®

## Florida



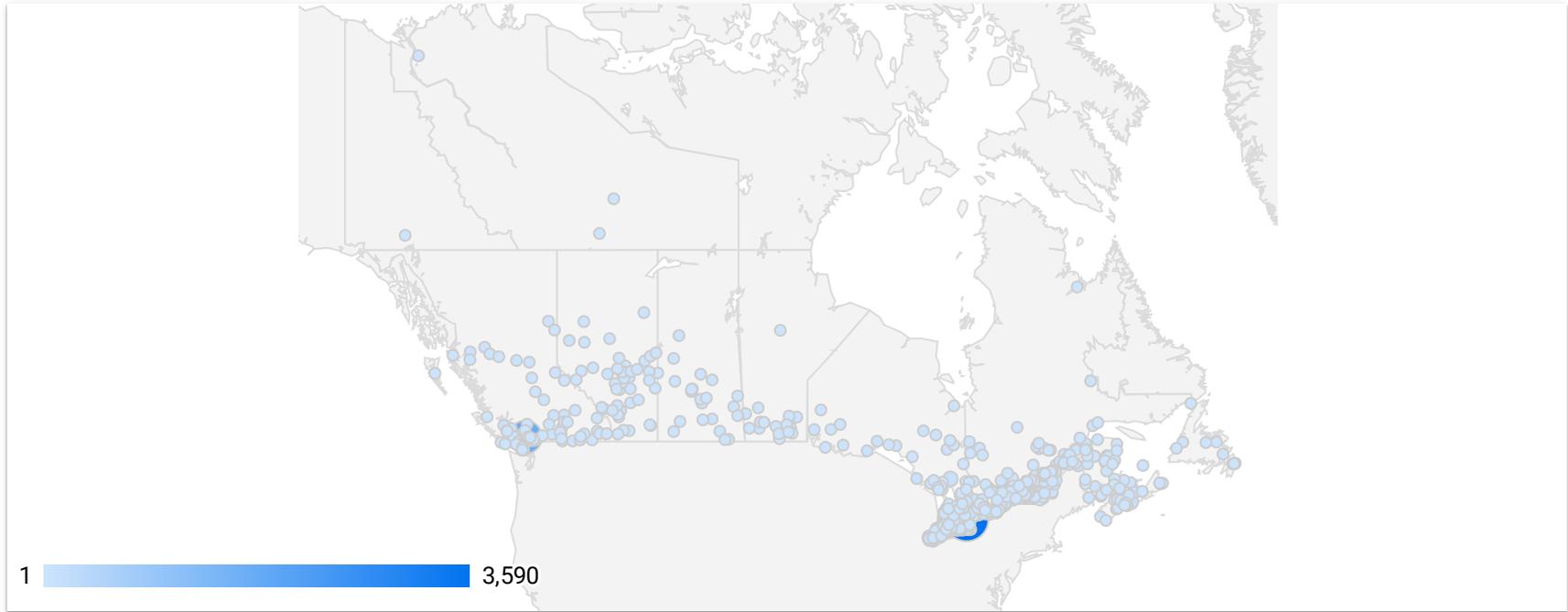
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Miami	10,251	8,644	12,631	28.68%	0.94	00:14:40
2.	(not set)	7,704	6,872	8,794	40.88%	0.43	00:14:12
3.	Tampa	7,693	6,995	8,870	35.39%	0.75	00:07:44
4.	Orlando	5,272	4,909	5,846	44.41%	0.69	00:05:30
5.	Jacksonville	3,887	3,699	4,351	46.82%	0.49	00:06:18
6.	Key West	3,108	2,470	4,257	24.92%	1.04	00:16:10
7.	Key Largo	1,819	1,448	3,082	23.85%	1.15	00:23:41
8.	Miami Beach	1,466	1,285	1,834	29.93%	1	00:11:58
9.	Cape Coral	1,261	1,153	1,511	38.39%	0.72	00:06:24
10.	Marathon	1,223	966	1,714	22.23%	0.92	00:18:38
11.	Ocala	949	822	1,021	42.02%	0.48	00:08:45
12.	Pembroke Pines	948	925	1,025	76.49%	0.48	00:05:01
13.	Tallahassee	871	788	1,024	39.84%	0.58	00:09:07
14.	St. Petersburg	848	780	1,055	37.44%	0.78	00:11:17
15.	Islamorada	767	595	1,101	26.34%	1	00:13:22
16.	Fort Lauderdale	692	586	1,005	28.86%	1	00:18:53
17.	Bradenton	672	613	788	43.65%	0.58	00:07:14
18.	Brandon	642	572	747	38.96%	0.6	00:07:55
19.	Port St. Lucie	642	598	855	39.53%	0.64	00:18:36
20.	Lakeland	610	585	680	40.74%	0.59	00:04:22
21.	Sarasota	605	557	760	38.42%	0.84	00:13:42
22.	Clearwater	551	528	602	41.36%	1.01	00:05:31
23.	Palm Coast	542	519	708	46.47%	0.6	00:09:45
24.	Pompano Beach	517	432	616	28.08%	0.72	00:13:08
25.	Daytona Beach	514	451	623	34.83%	0.69	00:07:17
26.	Spring Hill	514	485	611	43.04%	0.58	00:08:25
27.	Big Pine Key	509	455	734	25.89%	0.94	00:15:58
28.	Palm Bay	486	436	552	46.74%	0.57	00:06:58
29.	Gainesville	457	418	544	39.71%	0.59	00:06:34
30.	Hialeah	444	384	571	31.17%	0.87	00:10:59
31.	Fort Myers	437	407	505	40.79%	0.66	00:06:17
32.	North Port	429	396	478	44.35%	0.65	00:04:23
33.	Wesley Chapel	429	413	489	47.03%	0.86	00:08:03
34.	Boca Raton	427	378	508	33.07%	0.82	00:07:20
35.	Lehigh Acres	406	387	460	41.74%	0.58	00:05:53
36.	Doral	398	368	498	28.92%	0.92	00:11:35
37.	West Palm Beach	397	355	578	39.27%	0.89	00:12:37
38.	Winter Haven	374	322	398	40.7%	0.33	00:07:48
39.	Four Corners	373	348	439	46.24%	0.64	00:04:22
40.	Leesburg	372	328	391	42.71%	0.41	00:13:59
41.	Sebring	349	327	371	45.01%	0.48	00:03:18
42.	Lauderhill	339	323	449	25.17%	0.72	00:21:24
43.	Palatka	337	270	361	48.2%	0.27	00:10:50
44.	Largo	331	310	411	40.88%	0.63	00:19:38
45.	Bonita Springs	330	295	557	31.42%	1.03	00:28:50
46.	The Villages	330	315	373	36.73%	0.92	00:04:41
47.	Melbourne	320	309	358	39.94%	1.03	00:05:19
48.	Venice	319	299	358	39.11%	0.57	00:06:33
49.	Boynton Beach	318	297	350	34.29%	0.86	00:07:27
50.	Port Orange	304	288	397	41.06%	0.53	00:22:24
	<b>Grand total</b>	<b>89,514</b>	<b>82,978</b>	<b>111,804</b>	<b>37.61%</b>	<b>0.73</b>	<b>00:11:02</b>

# The Florida Keys & Key West

come as you are®

J.1.

## Canada



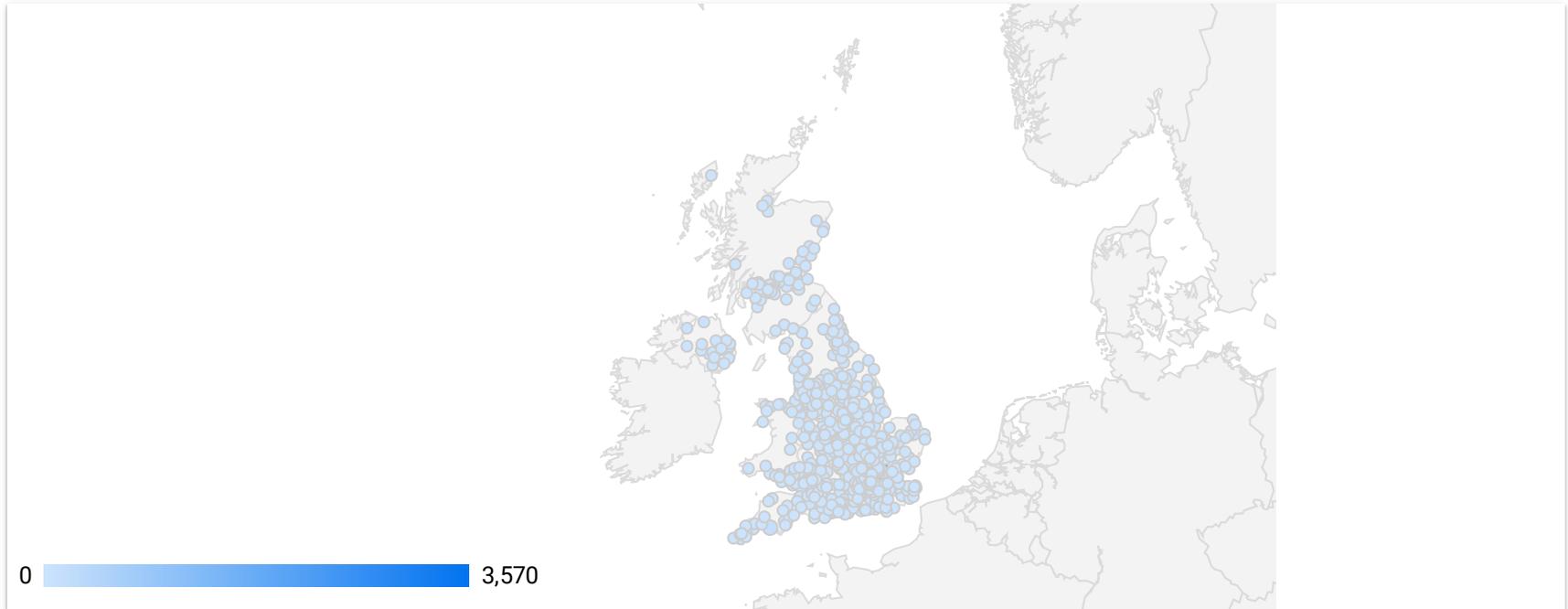
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	3,590	3,392	4,204	53.73%	0.97	00:10:02
2.	Vancouver	1,717	1,662	1,948	72.48%	0.62	00:07:23
3.	Montreal	845	763	991	39.25%	0.8	00:11:31
4.	(not set)	782	699	882	43.65%	1.05	00:06:05
5.	Hamilton	657	623	782	61.25%	0.9	00:09:51
6.	Ottawa	611	580	724	52.07%	0.81	00:16:16
7.	London	486	458	565	57.52%	0.87	00:07:37
8.	Brampton	392	383	452	75.22%	0.89	00:03:40
9.	Mississauga	376	355	430	62.56%	0.83	00:07:36
10.	Calgary	273	244	387	28.42%	1.14	00:19:37
11.	Windsor	266	237	305	44.26%	0.63	00:05:16
12.	Kitchener	214	200	249	54.62%	0.87	00:04:56
13.	Vaughan	199	184	217	58.53%	0.62	00:03:53
14.	Edmonton	183	160	219	39.73%	0.68	00:18:47
15.	Winnipeg	175	159	219	32.88%	1.04	00:05:37
16.	Oshawa	165	161	184	65.76%	0.83	00:02:11
17.	Oakville	150	134	165	40.61%	0.79	00:01:58
18.	Burlington	129	118	145	44.14%	1.07	00:05:21
19.	Halifax Regional Municipality	129	119	164	25.61%	1.01	00:12:59
20.	Surrey	125	114	166	51.81%	0.71	00:29:49
21.	Kawartha Lakes	116	101	160	38.75%	1.16	00:21:20
22.	Markham	116	108	130	62.31%	0.9	00:06:56
23.	Whitby	108	102	129	61.24%	0.9	00:05:01
24.	St. Catharines	106	95	131	39.69%	0.87	00:10:50
25.	Quebec City	105	100	119	30.25%	1.24	00:05:16
	<b>Grand total</b>	<b>18,498</b>	<b>17,733</b>	<b>22,033</b>	<b>48.61%</b>	<b>0.91</b>	<b>00:11:42</b>

# The Florida Keys & Key West

come as you are®

J.1.

UK

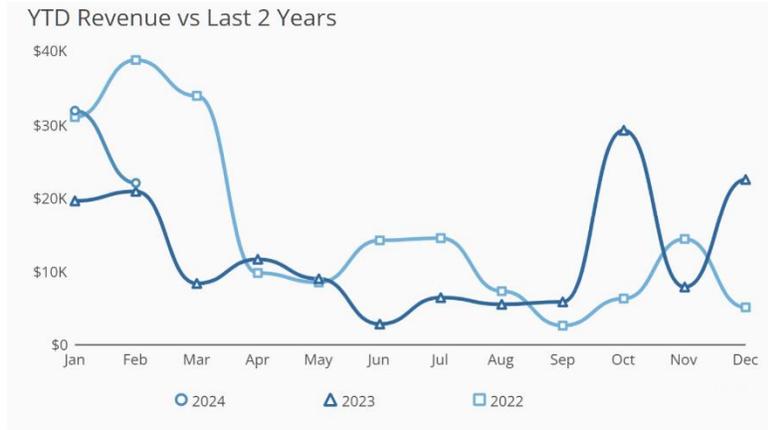
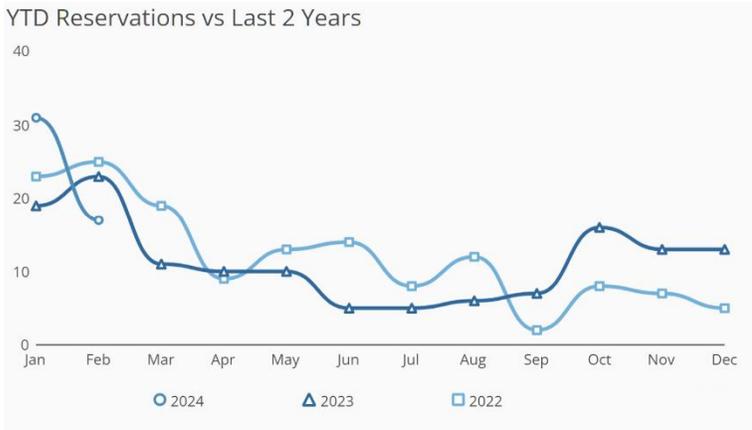
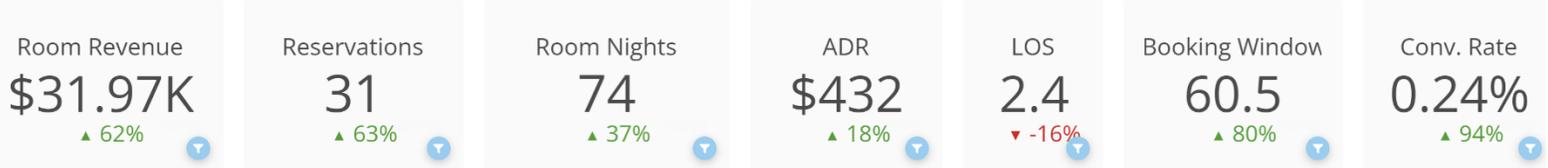


	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	3,570	3,433	4,094	54.69%	0.5	00:07:00
2.	(not set)	1,319	1,220	1,535	52.57%	0.87	00:09:30
3.	Birmingham	264	241	287	54.7%	0.71	00:04:19
4.	Manchester	186	178	204	51.96%	0.66	00:07:49
5.	Edinburgh	182	159	199	42.71%	0.67	00:07:31
6.	Plymouth	148	128	168	42.26%	0.58	00:13:47
7.	Newcastle upon Tyne	134	117	169	40.24%	1.4	00:23:59
8.	Cardiff	131	121	139	45.32%	0.43	00:07:49
9.	Liverpool	128	121	139	57.55%	0.8	00:06:01
10.	Bristol	123	121	136	55.15%	0.63	00:08:45
11.	Glasgow	119	112	147	63.27%	0.77	00:01:33
12.	Norwich	111	96	124	46.77%	0.31	00:08:37
13.	Leeds	109	103	132	62.12%	0.9	00:04:48
14.	Croydon	106	103	121	49.59%	0.64	00:01:48
15.	Belfast	103	86	118	48.31%	0.64	00:06:09
16.	Wolverhampton	103	93	114	39.47%	0.41	00:04:07
17.	Milton Keynes	91	80	99	33.33%	0.15	00:13:43
18.	Sheffield	82	79	86	54.65%	0.87	00:02:54
19.	Nottingham	70	66	78	53.85%	1.08	00:06:38
20.	Stockport	69	66	77	44.16%	0.91	00:04:54
21.	Slough	62	59	72	54.17%	0.6	00:20:51
22.	Leicester	60	54	79	53.16%	0.73	00:04:03
23.	Coventry	57	51	57	50.88%	1.12	00:01:29
24.	Kingston upon Hull	51	51	55	56.36%	0.84	00:05:26
25.	Luton	50	42	51	41.18%	0.37	00:11:34
	<b>Grand total</b>	<b>11,493</b>	<b>11,312</b>	<b>13,442</b>	<b>53.37%</b>	<b>0.74</b>	<b>00:07:05</b>

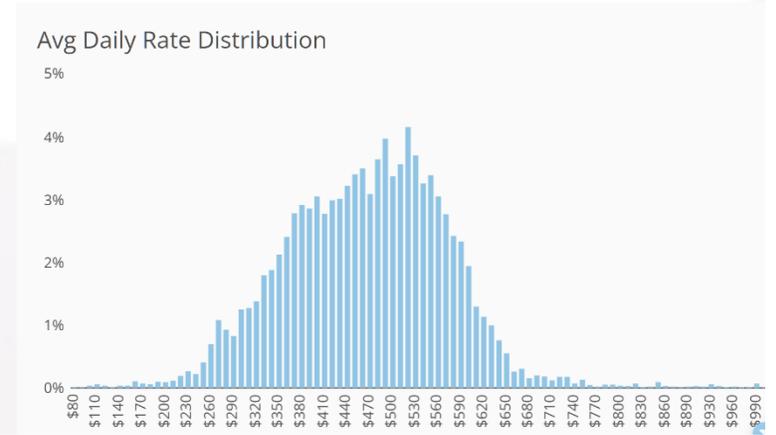
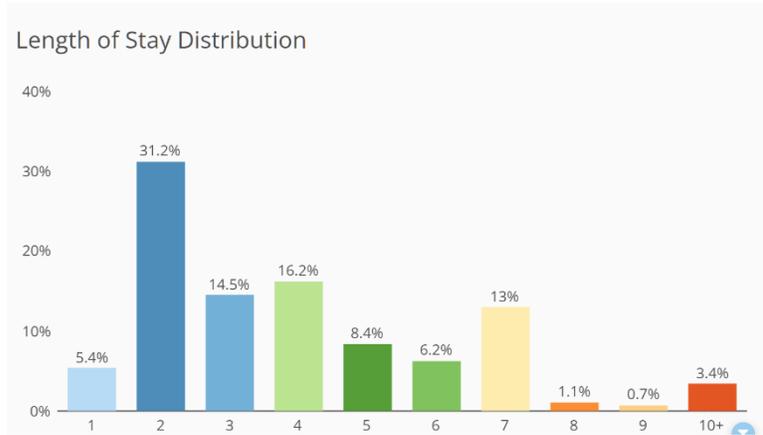
# The Florida Keys & Key West

come as you are®

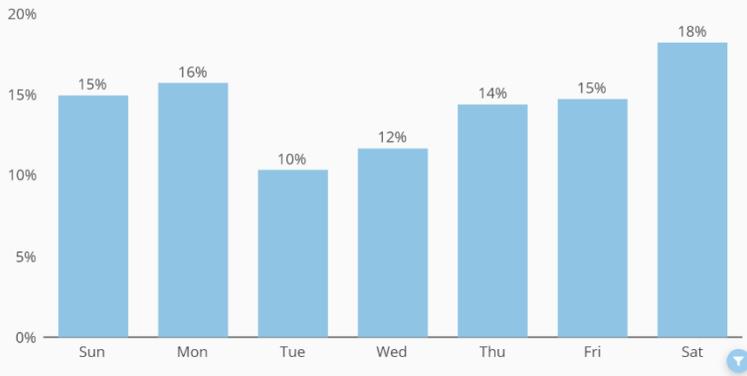
## Ecommerce Performance Summary



## Travel Trends (Search/Travel Intent)



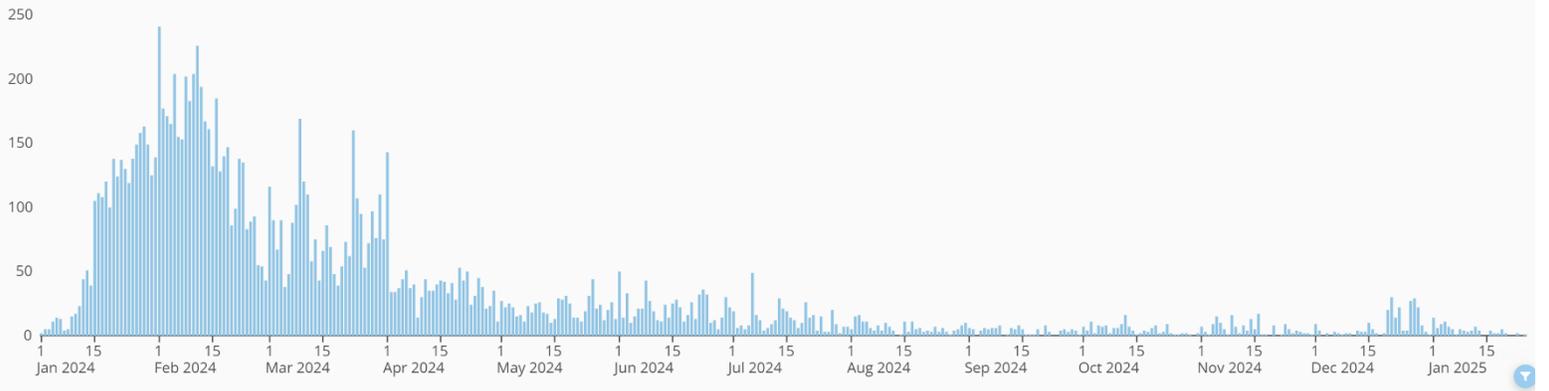
### Check-In Day Distribution



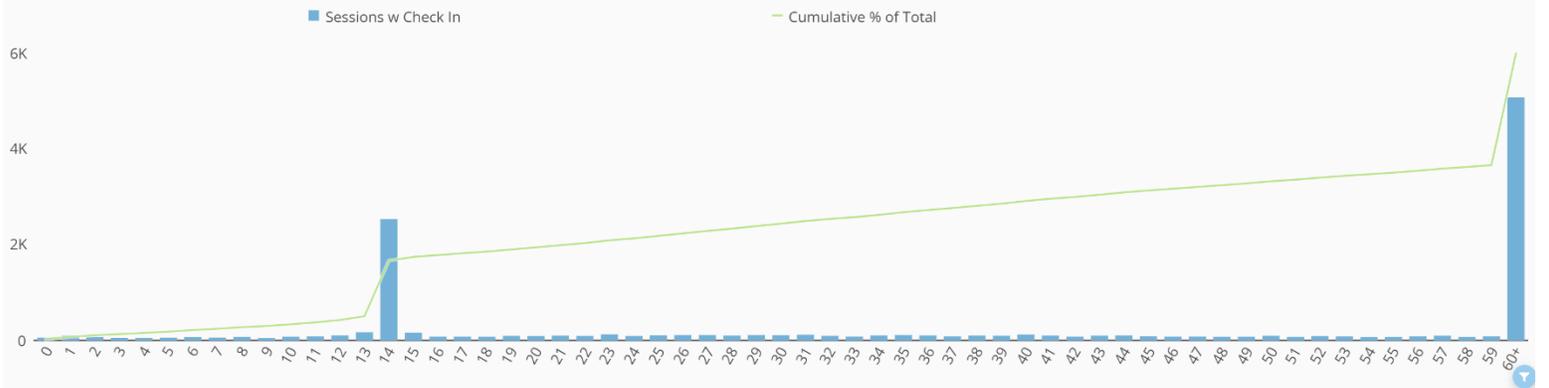
### Top Check-In Dates

Check-In Date	Searches	% of Total
February 1st, 2024	241	1.85%
February 11th, 2024	226	1.73%
February 5th, 2024	204	1.56%
February 10th, 2024	204	1.56%
February 8th, 2024	202	1.55%
February 12th, 2024	194	1.49%
February 16th, 2024	185	1.42%
February 9th, 2024	183	1.40%
February 2nd, 2024	177	1.36%
February 3rd, 2024	171	1.31%
March 9th, 2024	169	1.30%

### Check-In Date Distribution



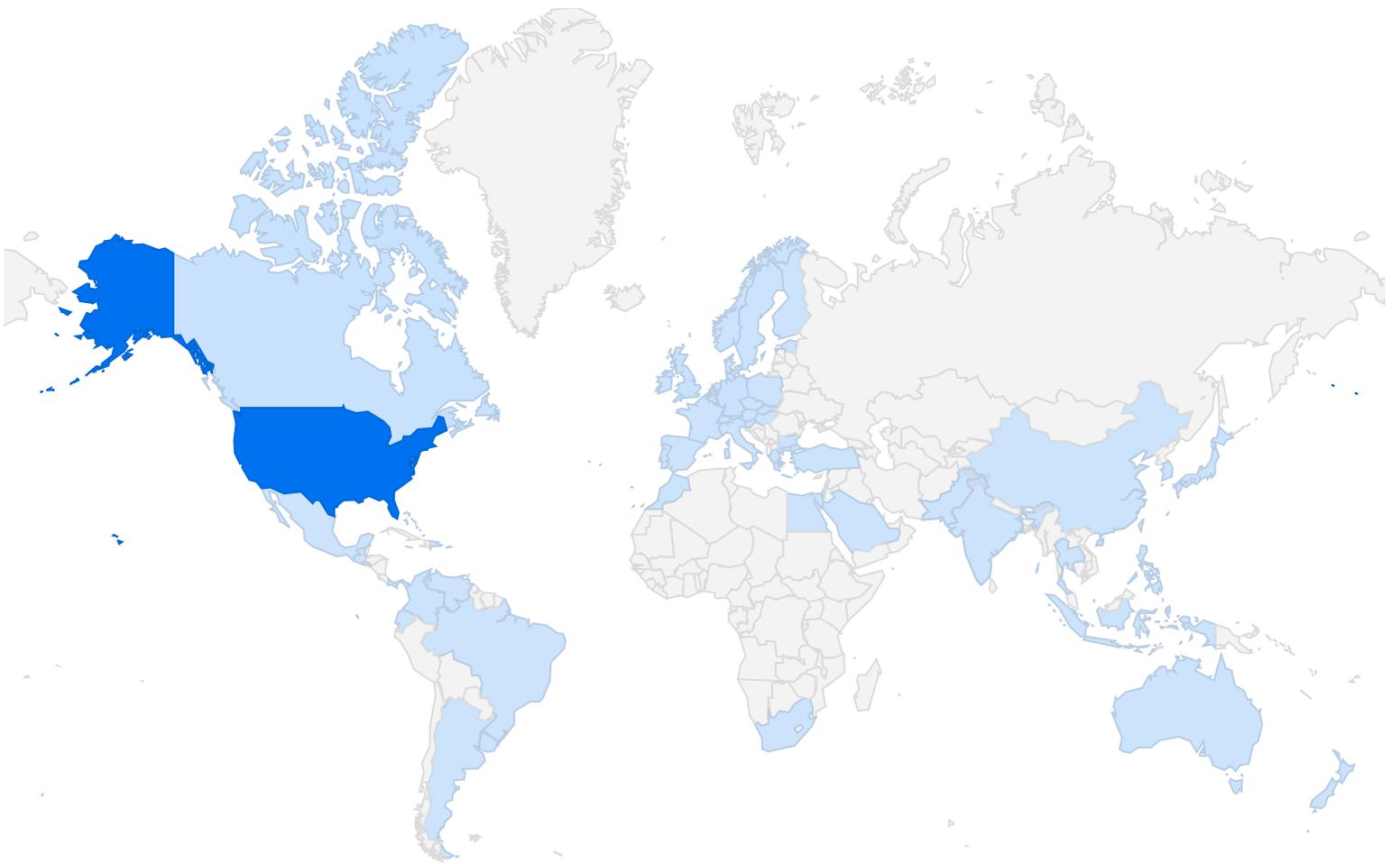
### Booking Window Distribution



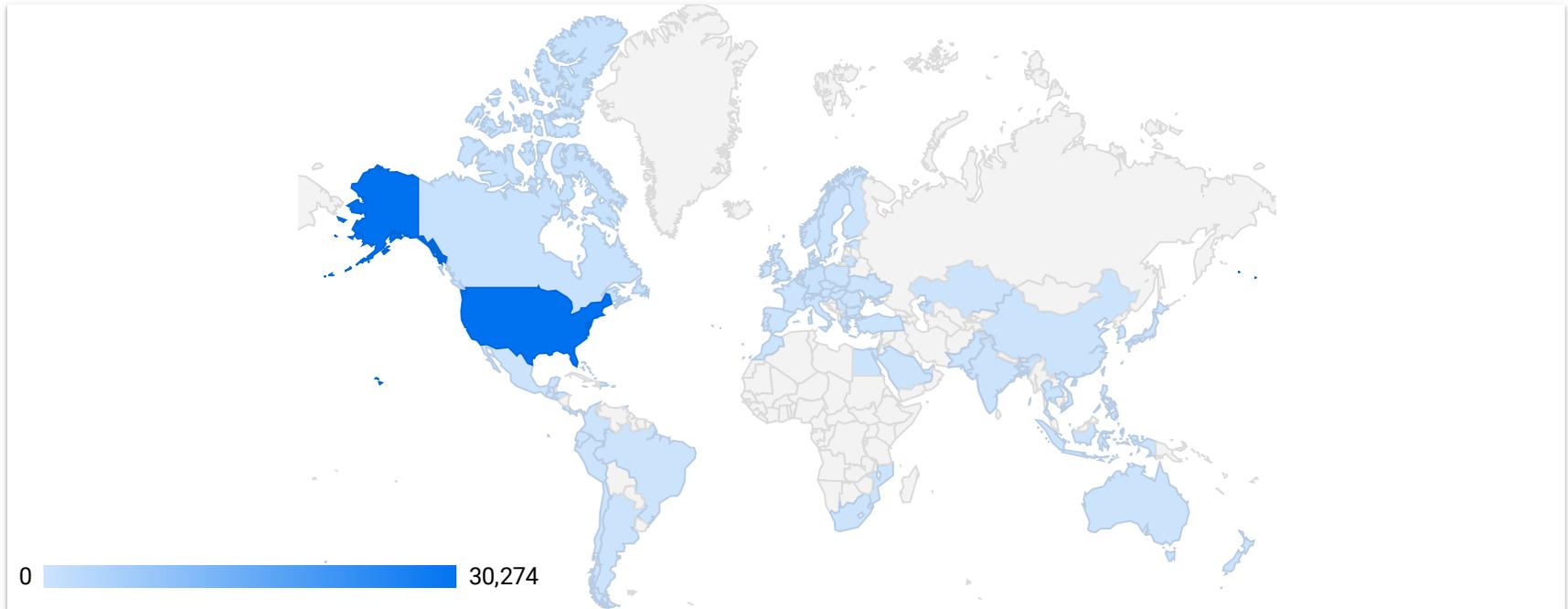
# The Florida Keys & Key West

... come as you are®

## Section 2: Geographic Data on Website Visitors

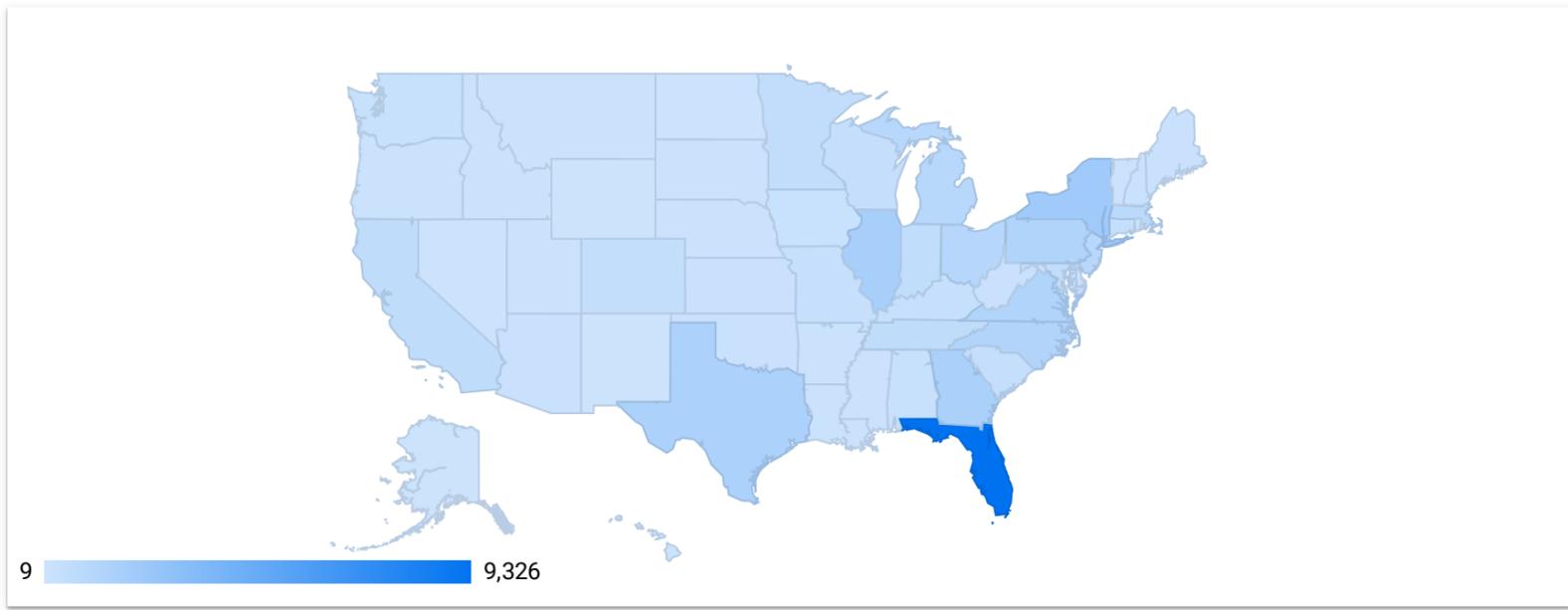


Islamorada - World



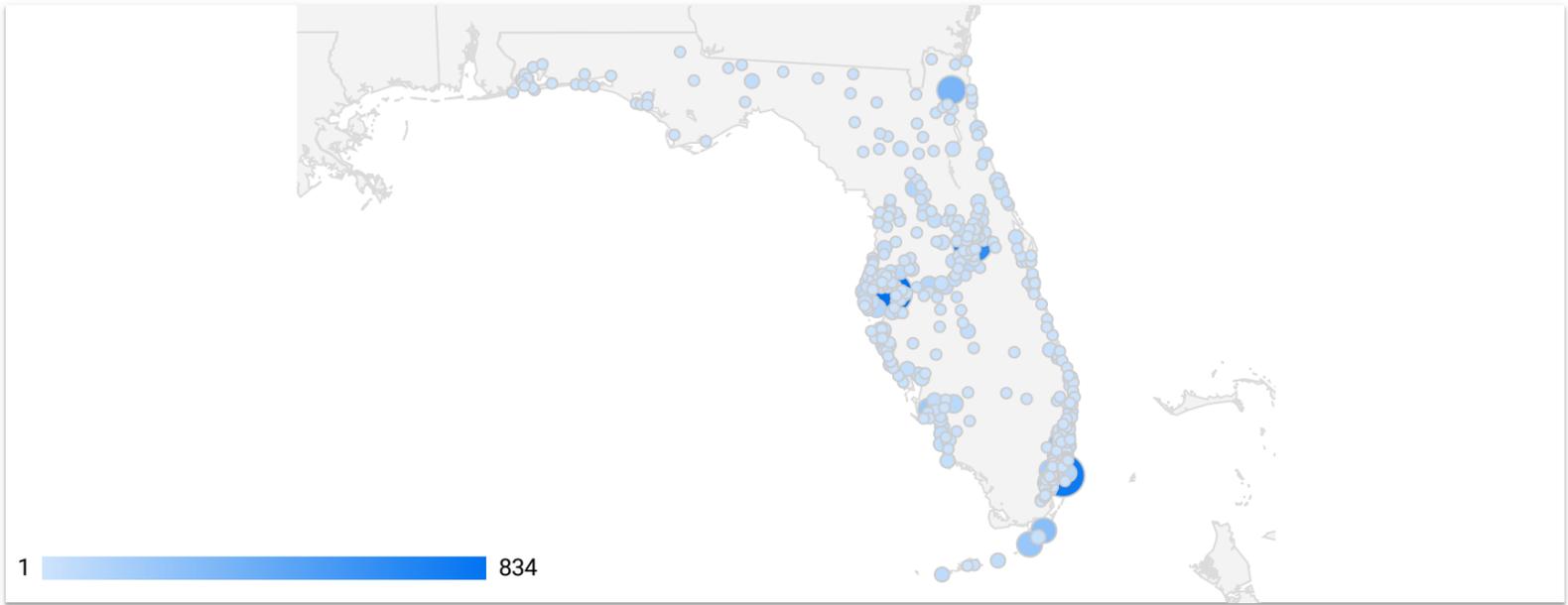
	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	30,274	19,116	34,755	24.36%	0.74	00:07:45
2.	Canada	626	256	745	13.15%	0.85	00:10:47
3.	Germany	383	178	433	15.94%	0.4	00:06:34
4.	(not set)	313	311	313	98.08%	0.94	00:00:01
5.	United Kingdom	297	134	366	16.12%	0.57	00:16:19
6.	France	99	52	101	26.73%	0.61	00:02:27
7.	Italy	81	17	87	12.64%	0.48	00:02:35
8.	Sweden	76	27	81	8.64%	0.48	00:03:39
9.	Brazil	62	31	66	15.15%	0.61	00:01:22
10.	Switzerland	51	20	68	20.59%	0.87	00:11:43
11.	Australia	45	38	47	34.04%	0.66	00:00:24
12.	Netherlands	38	17	39	5.13%	0.92	00:07:42
13.	Norway	30	4	32	12.5%	0.47	00:10:33
14.	Denmark	29	4	31	3.23%	0.61	00:03:07
15.	Indonesia	29	19	31	19.35%	0.48	00:14:04
16.	Spain	26	17	27	44.44%	0.52	00:03:25
17.	India	25	17	33	39.39%	0.88	00:06:10
18.	Poland	24	16	42	7.14%	0.67	00:11:45
19.	Finland	24	11	25	32%	0.84	00:00:45
20.	Austria	23	16	25	12%	1.48	00:02:51
21.	Israel	22	14	28	10.71%	0.93	00:18:33
22.	Belgium	18	10	18	27.78%	0.56	00:08:39
23.	Mexico	18	7	21	23.81%	0.48	00:00:53
24.	Hungary	17	14	17	29.41%	0.76	00:01:43
25.	Czechia	12	4	12	15.38%	0.60	00:02:27
	<b>Grand total</b>	<b>32,718</b>	<b>20,466</b>	<b>37,743</b>	<b>24.67%</b>	<b>0.74</b>	<b>00:07:44</b>

Islamorada - USA



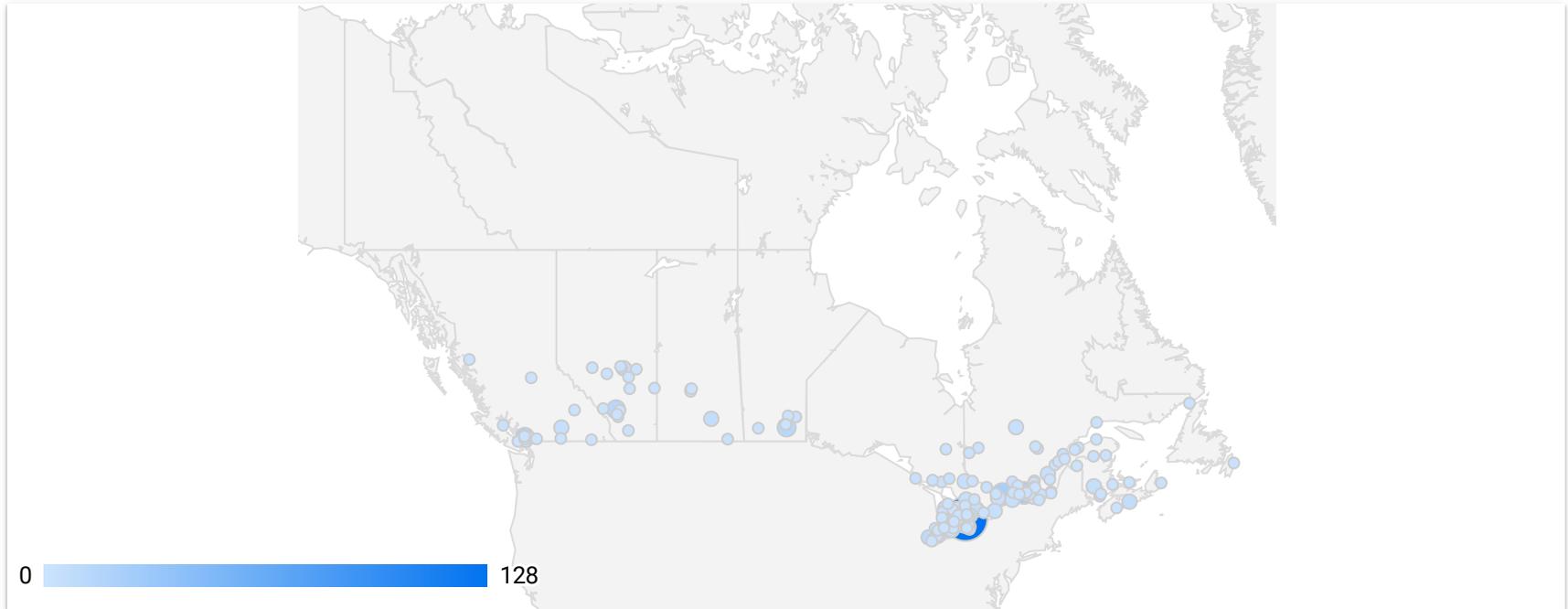
	Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Florida	9,326	6,914	10,400	30.37%	0.56	00:06:10
2.	New York	2,036	1,251	2,346	26.77%	0.83	00:09:02
3.	Illinois	1,639	1,025	1,872	30.24%	0.72	00:06:15
4.	Georgia	1,526	892	1,716	23.72%	0.54	00:08:02
5.	Texas	1,454	881	1,680	28.69%	0.93	00:07:02
6.	Pennsylvania	1,281	770	1,488	26.34%	0.83	00:08:11
7.	Virginia	1,266	758	1,388	28.6%	0.97	00:08:17
8.	North Carolina	1,218	751	1,400	26.64%	0.8	00:06:58
9.	Ohio	1,009	510	1,171	11.19%	1	00:07:50
10.	Michigan	911	438	1,028	12.55%	0.8	00:07:57
11.	New Jersey	902	513	1,111	24.3%	0.9	00:12:35
12.	Massachusetts	850	494	964	27.59%	0.81	00:05:27
13.	California	621	320	713	18.65%	0.86	00:05:46
14.	Tennessee	612	342	733	25.92%	0.73	00:07:25
15.	Indiana	537	239	638	8.62%	0.58	00:17:40
16.	Minnesota	524	225	615	13.17%	0.96	00:08:13
17.	Maryland	500	294	579	28.15%	0.75	00:08:27
18.	Colorado	414	252	488	25.41%	0.92	00:07:09
19.	Wisconsin	391	168	443	12.42%	0.81	00:08:35
20.	South Carolina	384	185	421	13.78%	0.58	00:06:50
21.	Connecticut	375	228	468	28.63%	1.1	00:05:45
22.	Missouri	346	153	388	10.57%	0.77	00:09:05
23.	Kentucky	307	136	347	15.27%	0.54	00:05:46
24.	Alabama	246	100	296	17.91%	0.77	00:08:06
25.	Washington	220	94	254	13.39%	0.67	00:10:10
26.	(not set)	208	152	209	44.02%	0.27	00:04:38
27.	Iowa	206	90	222	8.11%	0.77	00:09:51
28.	New Hampshire	168	91	186	17.74%	0.52	00:11:22
29.	Kansas	164	63	171	16.96%	0.58	00:06:41
30.	Arizona	161	65	171	9.36%	1.02	00:06:28
31.	Oklahoma	139	56	145	9.66%	0.46	00:05:58
32.	Maine	137	69	146	9.59%	0.44	00:13:30
33.	West Virginia	134	62	142	16.9%	0.56	00:06:21
34.	Louisiana	120	53	128	17.19%	0.63	00:03:22
35.	Nebraska	120	49	128	10.16%	0.88	00:07:59
36.	District of Columbia	110	61	130	33.08%	0.74	00:13:31
37.	Delaware	100	56	114	14.91%	1.16	00:06:29
38.	Oregon	89	35	93	13.98%	0.78	00:07:14
39.	Arkansas	87	38	98	17.35%	0.5	00:07:31
40.	Mississippi	86	33	96	3.13%	0.6	00:10:01
41.	Utah	68	29	72	12.5%	0.63	00:08:24
42.	Rhode Island	62	25	63	6.35%	0.83	00:05:42
43.	Vermont	60	27	68	8.82%	0.43	00:02:53
44.	South Dakota	59	21	60	5%	0.85	00:09:19
45.	Montana	53	18	55	10.91%	0.55	00:06:48
46.	Idaho	51	21	57	7.02%	0.7	00:10:19
47.	Nevada	49	24	52	11.54%	0.62	00:06:42
48.	North Dakota	41	14	58	10.34%	1.53	00:14:50
49.	New Mexico	28	9	31	12.9%	0.32	00:12:30
50.	Hawaii	18	8	18	5.56%	0.28	00:13:47
	<b>Grand total</b>	<b>30,274</b>	<b>19,116</b>	<b>34,755</b>	<b>24.36%</b>	<b>0.74</b>	<b>00:07:45</b>

Islamorada - Florida



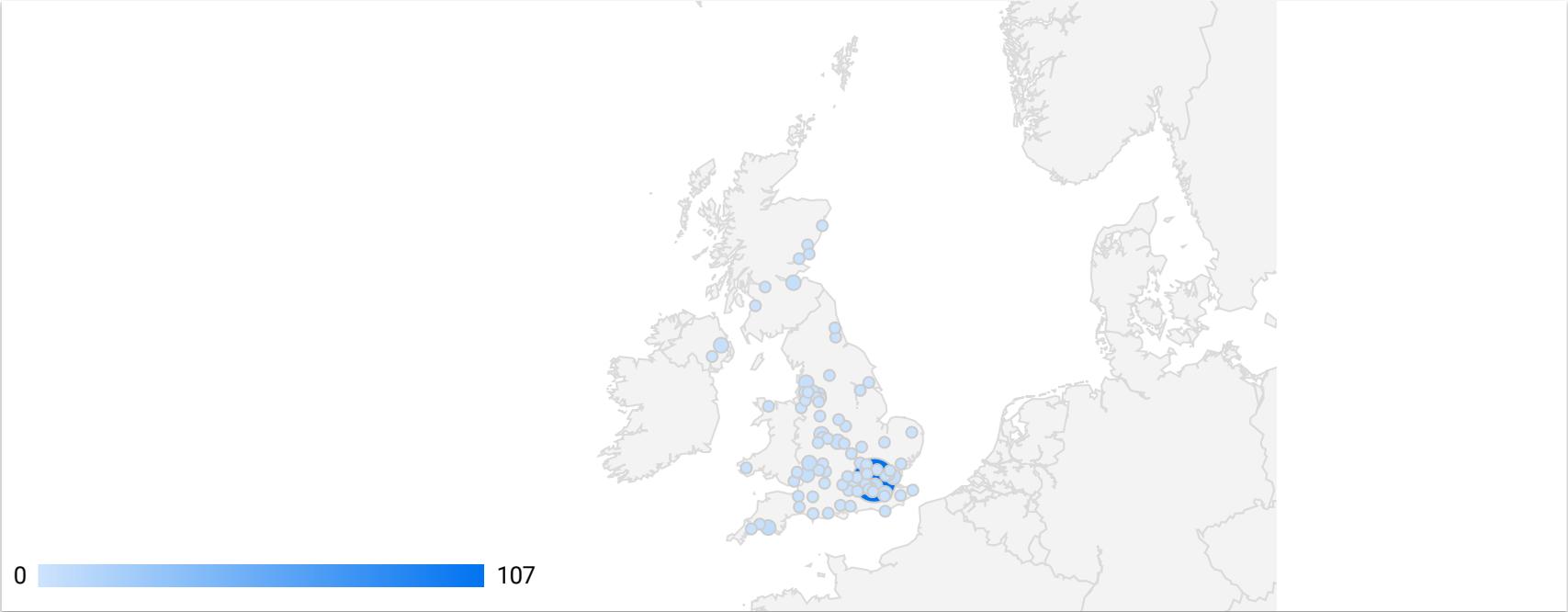
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Tampa	834	650	887	34.5%	0.61	00:04:42
2.	Miami	777	516	951	16.61%	0.67	00:13:20
3.	Orlando	645	515	689	38.32%	0.53	00:02:38
4.	(not set)	607	403	680	26.47%	0.36	00:12:37
5.	Jacksonville	340	260	358	40.78%	0.4	00:01:07
6.	Lauderhill	287	278	354	21.19%	0.62	00:17:41
7.	Key Largo	276	156	349	11.17%	0.91	00:08:18
8.	Islamorada	215	142	256	16.02%	0.8	00:07:57
9.	Cape Coral	191	151	197	46.7%	0.53	00:02:22
10.	Doral	155	143	197	29.44%	0.97	00:11:50
11.	Ocala	105	82	111	40.54%	0.41	00:04:24
12.	Lakeland	94	79	98	45.92%	0.3	00:00:20
13.	Miami Beach	92	52	102	25.49%	0.59	00:04:32
14.	St. Petersburg	83	53	90	36.67%	0.43	00:03:37
15.	Lehigh Acres	78	63	78	38.46%	0.44	00:01:39
16.	Sarasota	78	57	88	32.95%	0.59	00:01:10
17.	Bradenton	75	52	79	30.38%	0.44	00:01:11
18.	Clearwater	73	58	81	34.57%	0.44	00:06:10
19.	Fort Lauderdale	72	41	91	4.4%	0.79	00:04:10
20.	Kissimmee	70	59	71	50.7%	0.55	00:00:34
21.	Brandon	69	56	74	36.49%	0.43	00:03:46
22.	Fontainebleau	65	61	87	29.89%	1.03	00:14:58
23.	Fort Myers	63	52	68	32.35%	0.43	00:00:54
24.	Key West	62	34	71	8.45%	0.92	00:02:12
25.	Palm Coast	61	48	65	44.62%	0.35	00:00:31
26.	Wesley Chapel	60	48	62	54.84%	1.1	00:00:25
27.	Palm Bay	58	41	64	39.06%	0.41	00:00:44
28.	Spring Hill	56	48	58	51.72%	0.31	00:07:19
29.	Pompano Beach	53	36	57	12.28%	0.72	00:01:48
30.	Winter Haven	52	37	54	38.89%	0.2	00:00:27
31.	Bonita Springs	51	38	53	28.3%	0.45	00:06:31
32.	Palm Harbor	49	45	51	52.94%	0.41	00:00:24
33.	Haines City	48	43	48	45.83%	0.29	00:00:11
34.	Marathon	48	25	62	16.13%	0.58	00:18:24
35.	Port Charlotte	47	37	52	36.54%	0.48	00:02:11
36.	Daytona Beach	46	39	49	34.69%	0.53	00:01:53
37.	Tallahassee	45	30	49	10.2%	0.82	00:12:04
38.	Venice	45	35	44	38.64%	0.34	00:00:28
39.	North Fort Myers	44	33	49	32.65%	0.33	00:00:56
40.	Sebring	43	32	43	58.14%	0.35	00:00:30
41.	Pinellas Park	42	39	43	34.88%	0.49	00:00:42
42.	Four Corners	41	32	43	48.84%	0.28	00:04:52
43.	St. Augustine	41	37	42	57.14%	0.26	00:00:45
44.	North Naples	40	27	50	38%	0.5	00:10:13
45.	Largo	39	29	39	46.15%	0.33	00:00:46
46.	Zephyrhills	39	30	39	38.46%	0.36	00:00:28
47.	Melbourne	38	28	40	32.5%	0.73	00:06:22
48.	Apopka	37	29	37	45.95%	0.38	00:00:41
49.	North Port	37	29	37	48.65%	0.27	00:00:16
50.	Leesburg	36	30	37	32.43%	0.24	00:01:24
	<b>Grand total</b>	<b>9,326</b>	<b>6,914</b>	<b>10,400</b>	<b>30.37%</b>	<b>0.56</b>	<b>00:06:10</b>

## Islamorada - Canada



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	128	38	143	11.19%	0.74	00:07:29
2.	(not set)	48	17	52	15.38%	0.44	00:02:04
3.	Montreal	27	19	31	22.58%	0.65	00:10:06
4.	Ottawa	23	14	23	13.04%	0.61	00:00:57
5.	Vancouver	20	9	22	13.64%	0.68	00:06:06
6.	London	15	7	39	23.08%	0.95	00:45:02
7.	Calgary	14	8	14	7.14%	1.43	00:03:56
8.	Winnipeg	13	7	13	23.08%	1.08	00:01:43
9.	Hamilton	10	5	10	0%	0.5	00:01:20
10.	Windsor	10	2	10	0%	0.4	00:11:05
11.	Kawartha Lakes	9	4	10	10%	0.5	00:00:53
12.	Markham	9	2	11	9.09%	0.55	00:01:35
13.	Mississauga	9	0	10	20%	0.3	00:32:05
14.	St. Catharines	9	5	9	11.11%	0.44	00:02:21
15.	Guelph	7	2	7	28.57%	0.43	00:04:01
16.	Halifax Regional Municipality	7	3	7	14.29%	6.71	00:03:24
17.	Milton	7	3	7	0%	0.57	00:02:33
18.	Kitchener	6	2	6	16.67%	0.5	00:01:37
19.	Oakville	6	0	7	14.29%	1.29	00:08:05
20.	Peterborough	6	1	6	0%	0.33	00:10:56
21.	Regina	6	5	6	16.67%	0.5	00:01:46
22.	Whitby	6	0	6	0%	0.67	00:02:49
23.	Burlington	5	1	5	20%	0.6	00:04:08
24.	Fredericton	5	0	5	0%	0.2	00:02:10
25.	Grimsby	5	2	5	20%	0.8	00:00:46
	<b>Grand total</b>	<b>626</b>	<b>256</b>	<b>745</b>	<b>13.15%</b>	<b>0.85</b>	<b>00:10:47</b>

Islamorada - UK



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	107	57	113	19.47%	0.44	00:09:01
2.	(not set)	35	17	76	18.42%	0.47	00:46:10
3.	Plymouth	7	2	7	0%	0	00:00:35
4.	Slough	7	7	7	100%	0.43	00:00:00
5.	Croydon	5	4	5	20%	1.2	00:05:04
6.	Chepstow	4	0	6	0%	1.33	00:54:35
7.	Edinburgh	4	0	4	0%	0.75	00:08:42
8.	Rayleigh	4	0	4	0%	0.5	00:06:40
9.	Ross-on-Wye	4	0	6	0%	1.17	00:01:56
10.	Ashford	3	2	3	0%	1.33	00:05:17
11.	Belfast	3	2	3	66.67%	0.33	00:00:05
12.	Bracknell	3	1	4	0%	0.5	00:02:34
13.	Coventry	3	2	3	0%	0.67	00:00:38
14.	Manchester	3	0	3	0%	0.33	00:00:26
15.	Preston	3	0	3	0%	0.33	00:01:51
16.	Tonbridge	3	0	3	0%	0.67	00:05:07
17.	Wolverhampton	3	0	3	0%	0	00:03:34
18.	Woking	2	0	2	0%	0.5	00:00:36
19.	Wokingham	2	2	2	50%	0.5	00:00:09
20.	Bournemouth	2	0	2	0%	1	00:01:03
21.	Bridgwater	2	1	3	0%	0.33	00:00:24
22.	Cardiff	2	2	2	50%	0	00:00:07
23.	Chard	2	0	2	0%	0.5	00:00:13
24.	Cirencester	2	0	2	0%	0.5	00:00:21
25.	Colchester	2	0	2	0%	1	00:01:10
	<b>Grand total</b>	<b>297</b>	<b>134</b>	<b>366</b>	<b>16.12%</b>	<b>0.57</b>	<b>00:16:19</b>



Date: January 31, 2024  
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual  
 Re: **OPERATIONS MANUAL UPDATES**

The latest set of updates to the Operations Manual are now available on the Monroe County TDC webpage:

<http://www.monroecounty-fl.gov/tdc>



**Operations Manual – description of updates**

*Each section can be downloaded from the webpage in PDF format, or you can print the pages directly from the webpage.*

**1. Section I Tourist Development Council Members**

- o Updated Member List to reflect reappointment of Ms. Patti Stanley to TDC (BOCC 1/31/24)

**2. Section II Tourist Development Council Policies and Procedures**

- o Updated TDC Purchasing Policy (BOCC 1/31/24)

**3. Section III Capital Project Funding Application**

- o Updated Application (BOCC 1/31/24)



Date: February 23, 2024

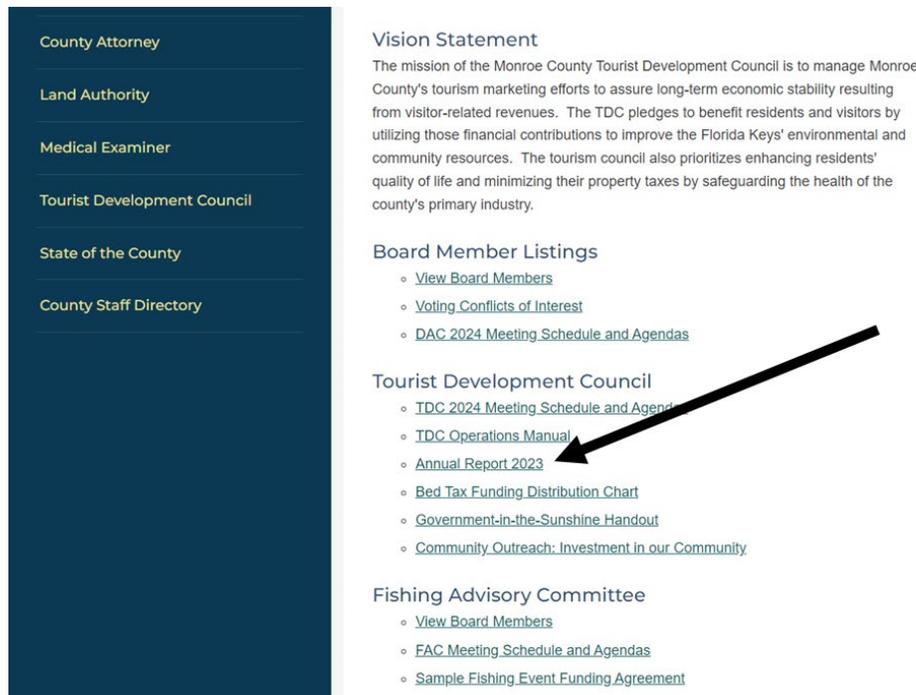
To: All Recipients of the Monroe County Tourist Development Council Annual Report

Re: **TDC Annual Report 2023**

The Tourist Development Council 2023 Annual Report is now available on the TDC page of the Monroe County Website. Please visit the web page given below:

<http://www.monroecounty-fl.gov/tdc>

The Annual Report can then be found under the **Tourist Development Council** header. An image of the web page is shown below and the link for the Annual Report has been indicated. If you have any questions, please contact our administrative office at (305) 296-1552.



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**DATE:** February 23, 2024  
**TO:** District Advisory Committee's  
**FROM:** Maxine Pacini, TDC Office Manager  
**RE:** **Revised 2024 DAC Meeting Schedule**

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**Attached please find a REVISED meeting schedule for 2024.**

After discussions with the County Budget Office we have been asked to move our scheduled dates for reviewing event applications forward in the year so that all allocations for the next fiscal year budget can be provided to their office by the end of June instead of our past August time frame.

Previous year's Destination/Turnkey event funding applications allowed for events to be funded on a calendar year (January through December). In order to provide both consistency with the fishing and cultural events as well as easing the burden on rolling event funding from one fiscal year to the next, the FY 25 event funding application has been revised for applicants to apply for their events taking place during the fiscal year they are seeking funding for. The opportunity for pre-promotion of events in the first two months of fiscal year (October/November) still can be applied for in the year before the event with funds to be spent within the fiscal year allocated.

In order to meet the requirements of the budget office the following changes have been made to the schedule:

- Destination/Turnkey events will be reviewed by DAC members at an in-person meeting on June 11<sup>th</sup>/12<sup>th</sup> (Depending on which DAC they have applied for). During this meeting **ONLY** event funding will be on the agenda. **We must have quorum from DAC members for this meeting to take place, so please add this important date to your calendars.**
- Our regularly scheduled June 25<sup>th</sup>/26<sup>th</sup> meeting will still take place and we will be reviewing capital funding applications during this in-person meeting. Regularly scheduled agenda/meeting packet items will also be reviewed. **We must have quorum from DAC members for this meeting to take place, so please add this important date to your calendars.**
- The scheduled **August meetings will now be ZOOM** instead of in-person.

If you should have any questions, please do not hesitate to contact our office.

## DISTRICT ADVISORY COMMITTEE MEETING SCHEDULE 2024

AGENDA DEADLINE	DAC I MEETING DATE	DAC I MEETING LOCATION
<b>FRIDAY</b>	<b>WEDNESDAY</b>	<b>ALL MEETINGS 3:00 P.M.</b>
January 12, 2024	January 24, 2024	Zoom
February 23, 2024	March 13, 2024	Zoom
March 28, 2024	April 10, 2024	Zoom
May 10, 2024	May 22, 2024	Harvey Government Center
May 31, 2024	June 12, 2024	Harvey Government Center
June 14, 2024	June 26, 2024	DoubleTree Resort
July 26, 2024	August 7, 2024	Zoom
September 20, 2024	October 2, 2024	Zoom
November 15, 2024	December 4, 2024	Zoom
AGENDA DEADLINE	DAC II MEETING DATE	DAC II MEETING LOCATION
<b>FRIDAY</b>	<b>TUESDAY</b>	<b>ALL MEETINGS 6:00 P.M.</b>
January 12, 2024	January 23, 2024	Zoom
February 23, 2024	March 12, 2024	Zoom
March 28, 2024	April 9, 2024	Zoom
May 10, 2024	May 21, 2024	Tennessee Williams Theatre
May 31, 2024	June 11, 2024	Mote Marine Laboratory & Aquarium
June 14, 2024	June 25, 2024	Lower Keys Chamber of Commerce
July 26, 2024	August 6, 2024	Zoom
September 20, 2024	October 1, 2024	Zoom
November 15, 2024	December 3, 2024	Zoom
AGENDA DEADLINE	DAC III MEETING DATE	DAC III MEETING LOCATION
<b>FRIDAY</b>	<b>WEDNESDAY</b>	<b>ALL MEETINGS 9:30 A.M.</b>
January 12, 2024	January 24, 2024	Zoom
February 23, 2024	March 13, 2024	Zoom
March 28, 2024	April 10, 2024	Zoom
May 10, 2024	May 22, 2024	Courtyard by Marriott
May 31, 2024	June 12, 2024	Marathon Government Center
June 14, 2024	June 26, 2024	Courtyard by Marriott
July 26, 2024	August 7, 2024	Zoom
September 20, 2024	October 2, 2024	Zoom
November 15, 2024	December 4, 2024	Zoom
AGENDA DEADLINE	DAC IV MEETING DATE	DAC IV MEETING LOCATION
<b>FRIDAY</b>	<b>TUESDAY</b>	<b>ALL MEETINGS 2:00 P.M.</b>
January 12, 2024	January 23, 2024	Zoom
February 23, 2024	March 12, 2024	Zoom
March 28, 2024	April 9, 2024	Zoom
May 10, 2024	May 21, 2024	Cheeca Lodge & Spa
May 31, 2024	June 11, 2024	Islander
June 14, 2024	June 25, 2024	Islander
July 26, 2024	August 6, 2024	Zoom
September 20, 2024	October 1, 2024	Zoom
November 15, 2024	December 3, 2024	Zoom
AGENDA DEADLINE	DAC V MEETING DATE	DAC V MEETING LOCATION
<b>FRIDAY</b>	<b>TUESDAY</b>	<b>ALL MEETINGS 10:00 A.M.</b>
January 12, 2024	January 23, 2024	Zoom
February 23, 2024	March 12, 2024	Zoom
March 28, 2024	April 9, 2024	Zoom
May 10, 2024	May 21, 2024	Murray Nelson Government Center
May 31, 2024	June 11, 2024	Murray Nelson Government Center
June 14, 2024	June 25, 2024	Murray Nelson Government Center
July 26, 2024	August 6, 2024	Zoom
September 20, 2024	October 1, 2024	Zoom
November 15, 2024	December 3, 2024	Zoom

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**DATE:** February 23, 2024  
**To:** District Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Update re: January 30, 2024 TDC Meeting**

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Attached is a copy of the last TDC meeting agenda and a copy of the draft minutes to provide you an update on the business that took place at the meeting.

Please do not hesitate to reach out to the TDC administrative office with any questions.

# **AGENDA**

## **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL TUESDAY, JANUARY 30, 2024, 10:00 A.M. Murray Nelson Government Center, Key Largo**

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda
- E. **Approval of the Minutes**
  - 1. December 19, 2023 Regular Meeting Minutes

BULK APPROVALS (Recommended Bulk Items are **BOLD**)

- F. **Administrative**
  - 1.** Status Report
  - 2.** Interim Director's Report
  - 3.** Operations Manual Update – FYI
  - 4.** TDC Annual Report - FYI
- G. **Budget**
  - 1.** Four Penny Revenue Report
- H. **Advertising**
  - 1.** Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
  - 2.** Response Report – FYI
  - 3.** Advertising Recap – FYI
  - 4.** Search Engine Marketing Report – FYI
  - 5.** Consideration and Action re: Winter Media Spend
  - 6.** Consideration and Action re: Messaging on the 18-mile Stretch Outdoor Board
- I. **Film Commission**
  - 1.** Status Report
- J. **Public Relations**
  - 1.** Status Report
  - 2.** Ameurop Report
  - 3.** Presentation: Current PR
- K. **Sales and Marketing**
  - 1.** Status Report
- L. **Research**
  - 1.** Status Report
  - 2.** Review of VIS Call Reports
  - 3.** Monitoring Economic Status Update

- M. **Website**
  - 1. Website Status Report
  
- N. **TDC Related Items**
  - 1. Consideration and Action re: Approval of Waivers of Standard of Conduct
  - 2. Revised Capital Project Funding Application – FYI
  - 3. Consideration and Action re: Revised FY 25 Destination/Turnkey Event Funding Application
  
- O. **District Advisory Committee Items**
  - 1. **District I**
    - a). DAC I December 6, 2023 Regular Meeting Minutes – FYI
  - 2. **District II**
    - a). DAC II December 5, 2023 Regular Meeting Minutes – FYI
  - 3. **District III**
    - a). DAC III December 6, 2023 Regular Meeting Minutes – FYI
  - 4. **District IV**
    - a). DAC IV December 5, 2023 Regular Meeting Minutes – FYI
    - b). Consideration and Action re: Mr. Hunter Kinney/Tourist Related Representative
  - 5. **District V**
    - a). DAC V December 5, 2023 Regular Meeting Minutes – FYI
  
- P. **Cultural Umbrella**
  - 1. Minutes of Cultural Umbrella Meeting – FYI
  
- Q. **Fishing Advisory Committee**
  - 1. Minutes of Fishing Advisory Committee Meeting – FYI
  
- R. **Dive Umbrella**
  - 1. Minutes of Dive Umbrella Meeting – FYI
  
- S. **Public/Industry Input**
- T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council  
 Convene meeting as Visit Florida Keys

Call to Order

Roll Call

- U. **Visit Florida Keys**
  - 1. Consideration and Action re: Visit Florida Keys portion of the December 19, 2023 meeting minutes

Adjourn the meeting of Visit Florida Keys

## **Monroe County Tourist Development Council Meeting**

The January 30, 2024 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the Murray Nelson Government Center in Key Largo.

TDC Members in Attendance: Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mayor Holly Raschein, Ms. Diane Schmidt, Ms. Patti Stanley (arrived at 10:12)

TDC Members Absent: Mr. Timothy Root (1<sup>st</sup> absence in Fiscal Year) and Ms. Gayle Tippett (1<sup>st</sup> absence in Fiscal Year)

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV), and Ms. Suzanne Holmquist (DAC V)

District Advisory Committee Representative/Chairperson Absent Were: Ms. Penny Underwood (DAC II)

Agencies Present Were: Mr. John Underwood and Mr. Eric Gitlin - Tinsley Advertising; Mr. Andy Newman, Ms. Ashley Serrate, and Ms. JoNell Modys,– NewmanPR; Ms. Karissa Hamilton – Two Oceans Digital

Staff Present Were: Ms. Christine Limbert – Assistant County Attorney, Ms. Kelli Fountain – TDC Director of Market Research, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: **Mayor Johnston moved approval of the agenda as presented, Mr. Fernandez seconded. Motion passed unanimously.**

Approval of the Minutes: **Mr. Fernandez moved approval of the December 19, 2023 TDC meeting minutes as presented, Ms. Laron seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Mr. Fernandez moved approval of the following bulk items:**

F. **Administrative**

1. Status Report
3. Operations Manual Update – FYI
4. TDC Annual Report - FYI

G. **Budget**

1. Four Penny Revenue Report

H. **Advertising**

1. Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
2. Response Report – FYI
3. Advertising Recap – FYI
4. Search Engine Marketing Report – FYI
6. Consideration and Action re: Messaging on the 18-mile Stretch Outdoor Board

I. **Film Commission**

1. Status Report

J. **Public Relations**

1. Status Report
2. Ameurop Report

K. **Sales and Marketing**

1. Status Report

L. **Research**

1. Status Report
2. Review of VIS Call Reports
3. Monitoring Economic Status Update

M. **Website**

1. Website Status Report

N. **TDC Related Items**

1. Consideration and Action re: Approval of Waivers of Standard of Conduct
2. Revised Capital Project Funding Application – FYI
3. Consideration and Action re: Revised FY 25 Destination/Turnkey Event Funding Application

O. **District Advisory Committee Items**

1. **District I**
  - a). DAC I December 6, 2023 Regular Meeting Minutes – FYI
2. **District II**
  - a). DAC II December 5, 2023 Regular Meeting Minutes – FYI
3. **District III**
  - a). DAC III December 6, 2023 Regular Meeting Minutes – FYI
4. **District IV**
  - a). DAC IV December 5, 2023 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: Mr. Hunter Kinney/Tourist Related Representative
5. **District V**
  - a). DAC V December 5, 2023 Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Advisory Committee**

1. Minutes of Fishing Advisory Committee Meeting – FYI

R. **Dive Umbrella**

1. Minutes of Dive Umbrella Meeting – FYI

**Ms. Schmidt seconded. Motion passed unanimously.**

Interim Director's Report: Mr. George Fernandez provided an update on his activities as Interim Marketing Director. He stated that he has been signing off on invoices and meeting with staff as needed.

Ms. Tina Boan provided a brief update on the audit. She stated that the audit was approximately halfway completed and running on schedule. Ms. Christine Limbert stated that she anticipated that the risk assessment would be completed after the audit has been completed, as the audit might guide some of the recommendations in the risk assessment.

Ms. Irwin stated that she had called the Clerk of the Court for an update on the various audits. She stated that the Clerk stated that the 1<sup>st</sup> audit has been completed and published. The forensic audit was in process. The audits of the three agencies were currently ongoing. Ms. Irwin reported that as the Clerks office did not have an expert on social media on staff, that Cherry Bekaert Advisors LLC. had been retained to assist with the social media aspects of the audit of Two Oceans Digital.

Ms. Irwin expressed concern over the development of the FY 2025 budget in the absence of the Marketing Director. Ms. Boan responded that she anticipated that the same timeline for the development of the budget would be utilized.

Ms. Schmidt asked about the development of the annual Marketing Plan. Ms. Boan responded that as with the budget, the normal procedure for the Marketing Plan would be followed. Ms. Pacini was in agreement that the normal timeline would be followed.

Mr. Fernandez as Interim Marketing Director would lead the process for both the Budget and Marketing Plan.

Consideration and Action re: Winter Media Spend: Mr. Gitlin presented a proposal to utilize \$384,745 Generic Advertising Resources to target international overseas markets in the consumer and travel trade markets to run March and April 2024.

**Mr. Fernandez moved approval of the proposed Winter Media spend in an amount not to exceed \$384,745 FY 2024 Generic Advertising Resources, Ms. Schmidt seconded. Motion passed unanimously.**

Presentation: Current PR: Mr. Andy Newman presented recent Public Relations activities including sponsorship of Florida Keys Days in Tallahassee which coincided with Jimmy Buffett day in the House and the Senate. Mr. Newman also showed coverage of underwater Santa in Marathon, a Monroe County Sherrif officer acting the Grinch in Key Largo, Key West High school band marching in the London New Year's Day parade, CNN coverage of New Years in Key West, and a turtle release.

Coverage of Public Relations segment of the Own a City Minneapolis/St Paul marketing campaign was also presented. Ms. Ashley Serrate presented a content creators campaign which featured three content creators from the Minneapolis/St. Paul area. This campaign produced 3 blog posts, 25 social media posts and one long form YouTube video. The campaign has more than 3.2M impressions and a reach of 2.7M. A video from each creator was shown. Mr. Andy Newman presented a trip giveaway in partnership with Kare11 News in Minneapolis/St. Paul.

There being no further business, the meeting was adjourned at 11:13 a.m.

### **Visit Florida Keys Meeting**

The January 30, 2024 meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:13 a.m. at the Murray Nelson Government Center in Key Largo.

TDC Members in Attendance: Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mayor Holly Raschein, Ms. Diane Schmidt, Ms. Patti Stanley

TDC Members Absent: Mr. Timothy Root and Ms. Gayle Tippet

Consideration and Action re: Visit Florida Keys Portion of the December 19, 2023 meeting minutes: Ms. Laron moved approval of the Visit Florida Keys Portion of the December 19, 2023 meeting minutes as presented, Mr. Fernandez seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:13 a.m.

DRAFT

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**DATE:** February 23, 2024  
**To:** District Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Update re: February 20, 2024 Special TDC Meeting**

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Attached is a copy of the Special TDC meeting agenda and a copy of the draft minutes to provide you an update on the business that took place at the meeting.

Please do not hesitate to reach out to the TDC administrative office with any questions.

*ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".*

**SPECIAL MEETING AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**TUESDAY FEBRUARY 20, 2024, 10:00 A.M.**  
**FARO BLANCO RESORT, MARATHON**

\*Any person that wishes to be heard on any agenda item shall notify administrative staff prior to the start of the meeting.

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D.
  - 1. Discussion and Direction of Recommendations within Monroe County Clerk's Audit of NewmanPR
- E. **Public/Industry Input**
- F. **General Discussion**

**Adjourn the meeting of the Monroe County Tourist Development Council**  
**Convene meeting as Visit Florida Keys**

- G. **Call to Order**
- H. **Roll Call**
- I. **Visit Florida Keys**
  - 1. Consideration and Action re: Recommendations within Monroe County Clerk's Audit of Newman PR

Adjourn the meeting of Visit Florida Keys

### **Monroe County Tourist Development Council Meeting**

The February 20, 2024 Special meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the Faro Blanco Resort in Marathon.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root, Ms. Diane Schmidt, Ms. Patti Stanley (arrived at 10:04), Ms. Gayle Tippett

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV), and Ms. Suzanne Holmquist (DAC V)

District Advisory Committee Representative/Chairperson Absent Were: District II Representative

Agencies Present Were: Mr. John Underwood and Mr. Dorn Martel - Tinsley Advertising; Mr. Andy Newman, Ms. Ashley Serrate, and Ms. Carol Shaughnessy – NewmanPR; Ms. Karissa Hamilton, Ms. Elaine Cooke, Mr. Tom Cooke – Two Oceans Digital

Staff Present Were: Ms. Christine Limbert – Assistant County Attorney, Ms. Kelli Fountain – TDC Director of Market Research, Ms. Maxine Pacini and Ms. Ammie Machan

Discussion and Direction of Recommendations within Monroe County Clerk's Audit of Newman PR: Ms. Irwin reviewed each of the recommendations within the Audit of NewmanPR and provided an opportunity for discussion and direction (if necessary) for each of the items.

*We recommend that, rather than being implied, the section of the Monroe County Purchasing Policy on the selection committee be revised to explicitly prohibit committee members, like a TDC board member, from participating on selection committees:* Ms. Irwin stated that the Audit stated that three long term members had reviewed the proposals submitted for the Public Relations RFP. Ms. Irwin stated that she was the only long-term member on the committee at that time and, that at the time of the RFP process Ms. Laron was in her first term and Ms. Schmidt was in her second term. Ms. Irwin stated that the Selection committee weighed what a new organization would bring to the table when good performance and consistency is already there. She commented that bringing a new organization up to speed while moving forward can be difficult.

Mayor Johnston stated that these are extraordinary times and an extraordinary situation. She stated that updating the policy on the selection committee would be a fresh start to have new ideas and new people evaluating the TDC contracts to help restore public confidence. Commission Cates stated that TDC funds are tax dollars and come under scrutiny and must follow the appropriate guidelines.

Mr. Root stated that he believes that there should be legal staff on the committee. Ms. Limbert stated that she reviews both the RFP and final contract for legal sufficiency. Mayor Johnston stated that it is important to put together a committee that would have no conflicts. Ms. Tashjian recommended a person from the Tax Collectors' office be on the selection committee.

Ms. Jodi Weinhofer stated that she was confused as to why someone from totally outside of the organization would be tasked with hiring vendors for the TDC. She said that perhaps the committee should be made up like how the DACs and TDC members are appointed, where there are members of the public and members from the industry. Mayor Johnston stated that the members of the selection committee would need to have the understanding of how DMO's and TDC's work. Ms. Irwin felt that the current Monroe County Purchasing policy allows for members of the department to be on

the selection committee. Commissioner Cates felt that the number and types of people on the selection committee should be expanded.

Ms. Tina Boan stated that OMB and Purchasing would bring forward a policy to the BOCC to update this section of the Monroe County Purchasing Policy. She stated that this recommendation would not be brought forward until the completion of all the ongoing audits.

We also recommend that the TDC conduct another competitive solicitation for public relations services immediately rather than wait until the current NewmanPR contract expires on September 30, 2025. We recommend Monroe County take steps to address the materially irregular claims submitted by NewmanPR such as work with an outside public relations consultant to oversee the re-bid of the TDC's Public Relations Agency of Record: Ms. Limbert stated that while the first part of this recommendation was directed to the TDC, that the agreement with NewmanPR is with the BOCC, and therefore direction on this recommend would come from the BOCC. Mayor Johnston asked when the BOCC would be taking action on this. Ms. Limbert stated that she was not sure when action would be taken on this specific item.

We recommend the TDC critically review NewmanPR's reimbursement requests to ensure that NewmanPR is requesting reimbursement for only expenses that have been paid in full and is requesting reimbursement for only allowable expenses. Further, we recommend the BOCC take appropriate action to address NewmanPR's potential breach of contract for submitting unallowable reimbursement requests for payment: Ms. Boan replied that action is currently being taken on this recommendation. Mr. Robbins asked if there was any further movement on the possibility of hiring a Chief Financial Officer for the TDC. Ms. Irwin stated that action on this may be taken after the completion of all the audits and risk assessment to see what other recommendations might be brought forward.

Commissioner Cates recommended that the Marketing Directors contract be terminated without cause and the corporation hire a new Director tasked with implementing the recommendations within the audit. Commissioner Cates stated that Ms. Mitchells strengths were not in management and operations and were in marketing and that a person with strong management and operational skills should be brought in.

Commissioner Cates moved approval to terminate the agreement with the Marketing Director, Ms. Stacey Mitchell, without cause and with the severance pay listed within the agreement, Mayor Johnston seconded.

In order to allow discussion on the other recommendations within the audit, Commissioner Cates withdrew his motion.

We recommend that TDC require NewmanPR to bill in arrears, provide evidence that services have been fully rendered, and have been paid in full before requesting reimbursement from the County: Mr. Russ Yagle, legal representative for Mr. Newman, stated that the issues listed within the audit can be broken down into two categories. Contractual, which he disagrees with, but will be for the County Attorney's office to decide and other noncompliance's. He stated that the other non compliances have become self-correcting there will be full compliance going forward. Ms. Irwin stated that correction of these had begun after the release of the audit of the TDC. Ms. Boan stated that she and Ms. Julie Cuneo have been working with the TDC office and have been addressing and identifying issues as they come up.

We recommend the TDC require NewmanPR to provide supporting time records and activity reports for its subcontractors that clearly document and differentiate the work of the dual-role staff. We also recommend the TDC discontinue the practice of allowing NewmanPR to be reimbursed for staff who also perform similar duties paid for through its agency fee: Ms. Limbert stated that this recommendation relates to the BOCC.

We recommend the TDC generate purchase orders to monitor/track NewmanPR's activities approved in the TDC's annual marketing plan as well as monitor/track NewmanPR's subcontractors: Ms. Boan responded that PO's are being issues as items arise. Mr. Root commented that there are times during an emergency where there might not be sufficient time to pull a purchase order for services. Ms. Boan stated that there are provisions within the Purchasing Policy that cover emergency situations, but that she will review and make sure that it covers what is needed.

We recommend that, at a minimum, NewmanPR be required to repay with interest all unallowable costs that were identified as part of our audit testing. We also recommend Monroe County seek monetary recovery from NewmanPR as well as impose other available sanctions against this vendor as allowed by state and local laws: Ms. Limbert stated that this recommendation is directed to the BOCC.

We recommend Monroe County require NewmanPR to adhere to Monroe County's purchasing policies for securing subcontractor services: Ms. Limbert stated that is not currently required by NewmanPR's contract and it would need to be looked at from a legal perspective so that independent contractors do not become an agent of the County. Ms. Limbert continued that the Attorneys office will look at this recommendation and then make a recommendation from a legal perspective to the BOCC.

We recommend that the BOCC work with the TDC to consider all available options on how to best proceed to fully restore the public's trust and confidence in the TDC's business operations: Ms. Irwin read from the Audit which stated "A possible solution for the BOCC to consider is ending the County's contract with Visit Florida Keys and set up the TDC's administrative structure as a County department under the oversight and control of the County Administrator."

Commissioner Cates stated that he did not believe that TDC should come under the direction of the County Administrator. He stated that he felt that the TDC has been run well for many years, but it has grown so quickly and so large that some of the old ways of doing things no longer work. He stated that the Director needs to be an expert in managing a TDC. He asked Ms. Limbert to provide the termination provisions in the marketing director's agreement. She stated that the agreement allows for termination without cause with four months salary.

Commissioner Cates moved to terminate the Marketing Director Agreement with Ms. Stacey Mitchell effective immediately without cause and with the four months severance pay as described in the Agreement, Mayor Johnston seconded.

Mr. Root stated that he believed that a financial officer needed to be hired sooner rather than later. Mayor Johnston stated that she believed Mr. Root's recommendation was a fine recommendation, but that action should start from the top. She stated that there had been an erosion of public confidence, and it was time for a fresh start. Mr. Root stated that he felt that there should be a sperate position in charge of the finances.

Ms. Irwin stated that Ms. Mitchell was elevated from Director of Sales to Marketing Director and it is possible that the Board took a subject expert in sales and moved her to a position where she did not have all the skills for the position. Ms. Irwin stated that she agreed that there needed to be someone at the top with business experience, but that she did not feel that we should lose Ms. Mitchell as part of the sales department. She was uncomfortable with terminating Ms. Mitchell's agreement without keeping her on the team in the area she has shown to be her strength. Mayor Johnston stated that she did not agree and felt as if that would be a decision for a new Director. Mr. Fernandez stated that Ms. Mitchell had stated that she did not have an accounting background.

Ms. Irwin asked if Commissioner Cates would be willing to amend the motion to consider retaining Ms. Mitchell in a different position.

Commissioner Cates replied that could be another motion in the future. A job description could be developed and brought forward to the Board. He stated that retaining Ms. Mitchell could be considered by a new Director.

Ms. Irwin stated that she was concerned about the development of the annual marketing plan. Ms. Irwin said that marketing is the area where Ms. Mitchell shines and she would like Ms. Mitchell to work in the area where she has the expertise. Ms. Limbert stated that currently the Corporation has one employment agreement, and that is with the Marketing Director. Ms. Limbert stated that under the current structure, the Marketing Director is responsible for hiring staff and staffing the office. Ms. Irwin stated that she was thinking of the product and how the loss of Ms. Mitchell would affect that and how Ms. Mitchell could be of value to the Corporation, recognizing that there needs to be a change at the top. Ms. Boan stated that if Ms. Mitchell was hired to fulfill a new position, she would not return to work until the audits were completed. Ms. Irwin stated that it would take some time to find a new Executive Director.

Ms. Tippet agreed that Ms. Mitchell's strengths are in marketing. Ms. Tippet asked who is currently in the position of Director of Sales. Ms. Pacini responded that the position is held by Mr. Markham McGill. Ms. Pacini also stated that staff have put together a schedule for the development of the annual marketing plan and for the budget. Ms. Pacini stated that she felt with all the changes happening that it would be very difficult for Ms. Mitchell to return to the office while the audits were ongoing. Ms. Limbert stated that the original action the Corporation took was to place Ms. Mitchell on leave until the completion of the audit. Ms. Tippet stated that she felt a decision should be made after the completion of the audit. Mr. Root stated that the weaknesses that have been discussed are on the financial side and felt to make the move to terminate Ms. Mitchell right now when she might be needed in a different position was premature.

Mayor Johnston asked if this recommendation was approved, if it then goes to the BOCC. Ms. Limbert stated that it would not go to the BOCC, it was the decision of the Corporation whether to terminate the employment agreement.

Ms. Schmidt stated that when Cherry Bekaert Advisors first made their presentation to the BOCC, it included managing the operations of the TDC, but was not provided in the final scope of services. She asked if it was fair to Mr. Fernandez to fulfill the roll of interim marketing director for an extended time period. Ms. Boan commented that the TDC office has the same staff and agencies of record with just the one missing position of a full time Marketing Director. She felt that the staff was capable and able to step up and develop the annual marketing plan.

Ms. Tippet stated that the forensic audit should be completed soon, and that a decision could be made after all the information is available. Ms. Irwin was in agreement to wait until all the information is available to make a decision.

Mr. Todd German commented that this item is about instilling the confidence of the public and to do that some sort of action needs to be taken.

Ms. Tippet stated that she felt it would be unfair to bring a new person in before we have all the information from the audits and risk assessment. Ms. Boan stated that once a new hire was made, there would be a transition period for training.

Ms. Irwin said that the idea that one person becomes the scapegoat for the issues bothers her. She stated that the process is a group effort and the process has failed, and she didn't know if Ms. Mitchell was the cause of that. Ms. Irwin stated that she has a discomfort with removing one person when she feels that there were failings at many levels.

Commissioner Cates responded that this is not a scapegoat decision, it is a business decision to move forward in a new direction with a stronger Director with more expertise in the field.

Ms. Irwin asked for the motion to be read.

Ms. Pacini provided the motion:

Approval to terminate the Marketing Director Agreement with Ms. Stacey Mitchell effective immediately without cause and with the four months severance pay as described in the Agreement.

Ms. Irwin stated that she felt it was premature to make a decision until after the completion of the audit and the risk assessment.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes	
Mr. George Fernandez	No	
Mayor Teri Johnston	Yes	
Ms. Peg Laron	No	
Mr. Timothy Root	No	
Ms. Diane Schmidt	No	
Ms. Patti Stanley	No	
Ms. Gayle Tippet	No	
Ms. Rita Irwin	No	Motion failed.

Mr. Root left the meeting at 11:50 a.m.

Public/Industry Input: Ms. Mary Stella commented on the recommendation within the audit to rebid the contract for NewmanPR. She stated that in her professional position, she had worked with NewmanPR and commented on the work, dedication and resilience of the agency. She stated that she felt that no firm could have done what NewmanPR has done for this county.

There being no further business, the meeting was adjourned at 11:53 a.m.

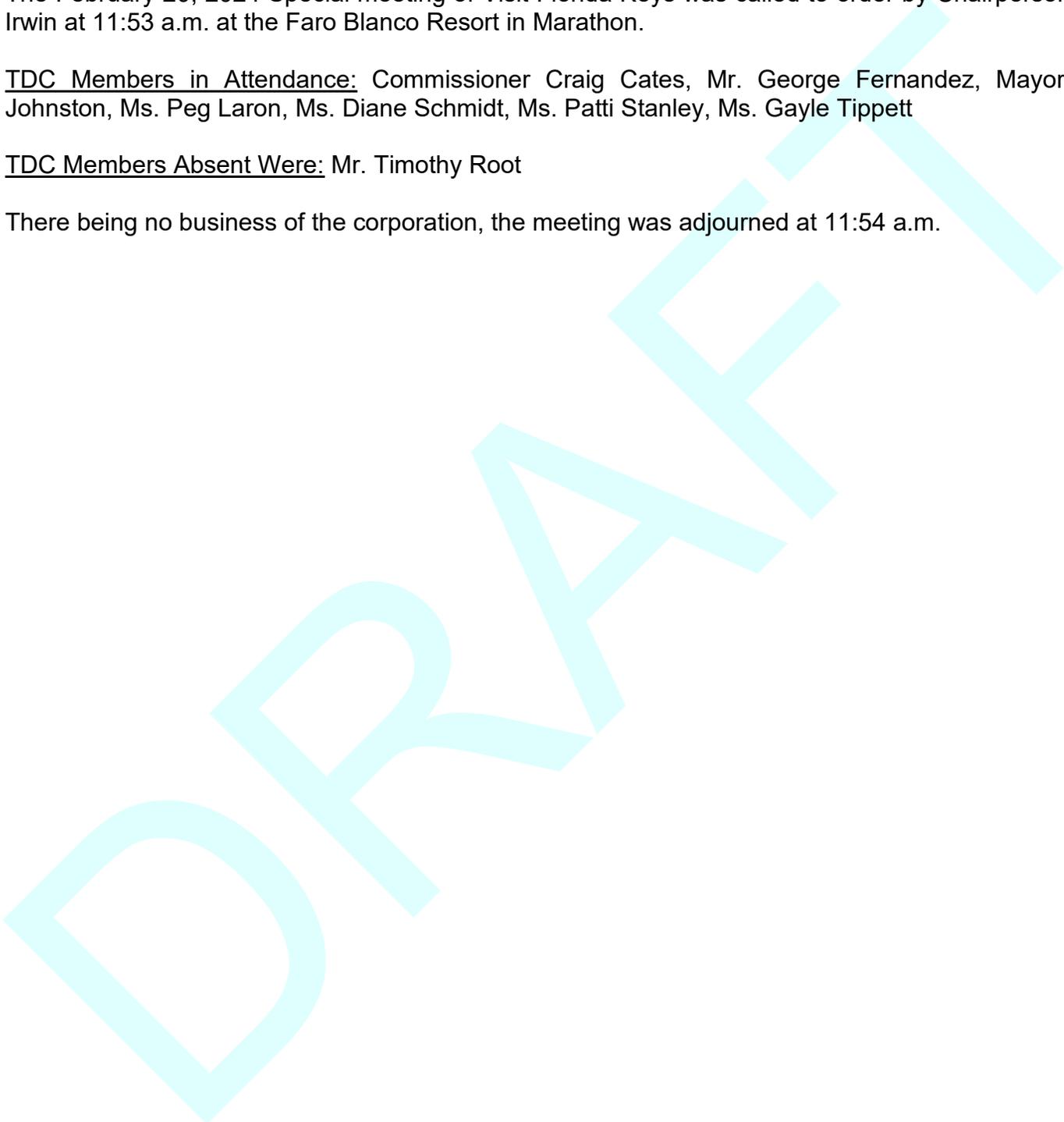
**Visit Florida Keys Meeting**

The February 20, 2024 Special meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:53 a.m. at the Faro Blanco Resort in Marathon.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Ms. Diane Schmidt, Ms. Patti Stanley, Ms. Gayle Tippet

TDC Members Absent Were: Mr. Timothy Root

There being no business of the corporation, the meeting was adjourned at 11:54 a.m.



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**DATE:** February 23, 2024

**To:** District IV Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Islamorada 2024 Project**

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The District IV Advisory Committee at your meeting of June 27, 2023 moved approval to fund Reef Renewal USA, Inc. in an amount not to exceed \$34,500 for Reef Renewal – Coral Restoration – Islamorada 2024 to be completed by September 30, 2024.

Attached is a request from Reef Renewal to extend the completion date of the project to March 31, 2025. The funds are available to be rolled into the FY 2025 budget. A copy of the projects Exhibit A (scope of services) is attached as an FYI.

Upon approval by the DAC this item will be placed on the March TDC and April BOCC meeting agendas for approval.



4002 W. State Street Suite 200  
Tampa, FL 33609

**DAC IV No Cost Extension Request**

We are writing today regarding the grant award for Reef Renewal USA. The extreme heat event during the summer of 2023 has led to an unprecedented loss of coral both in the nurseries and among naturally occurring colonies. While novel methods and exceptional efforts were made to save as many corals as possible, the losses were still substantial. Due to this dramatic decrease in available nursery inventory, and the slow-growing nature of corals, we are requesting a 6-month, no-cost extension with a new completion date of March 31, 2025, to meet the deliverables in DAC IV.

We look forward to growing and strengthening this partnership in the future for the betterment of the Keys.

Thank you,

Kevin Macaulay  
Reef Renewal USA  
Operations Manager  
[Kevin@reefrenewalusa.org](mailto:Kevin@reefrenewalusa.org)  
727-804-2848

**EXHIBIT A**

**NAME OF ENTITY:** Reef Renewal USA, Inc.

**NAME OF PROJECT:** Reef Renewal – Coral Restoration – Islamorada 2024

**NUMBER OF SEGMENTS TO PROJECT:** 1

**Note:** County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"><li>• Purchase and harvest 250 nursery grown staghorn coral, 150 nursery grown mount. star coral, 150 nursery grown lobed star coral, 300 nursery grown elkhorn, 150 nursery grown blade fire coral for the purpose of planting on the coral reefs in State and Federal waters off Islamorada</li></ul> <p>250 staghorn, 150 mount. star, 150 lobed star, 300 elkhorn, 150 blade fire – Little Conch Reef – 24.3170°N, -80.472771°W</p> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$34,500</u></p> <p><b>In-Kind:</b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$34,500</u></p>
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**DATE:** March 12, 2024  
**TO:** District IV Advisory Committee  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** Review of Recent DAC Funded Events

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The DAC has determined that it could be useful to review TDC funded events as soon as possible after the event takes place. The review will provide the committee the opportunity to evaluate the financial impact these events created while it is fresh in their minds.

The review may include the following categories: Attendance; Draw of Out-of-County Visitors (Heads in Beds); Room Nights; Things To Do (entertainment); Marketing; Economic Impact; Security; Trash/Recycling...etc.

Below are the events that have taken place **since your last DAC meeting** (for review at this meeting). We have contacted the event coordinators and requested a written report for this meeting.

<b>Island Boat Show</b> Island Community Church, Inc. <i>Report attached</i>	1/19/2024 – 1/21/2024	Destination	\$10,000
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Below is a list of **current and upcoming events** so you can plan ahead to attend and keep an eye on the impact on your community.

<b>Wind Games</b> The Otherside Boardsports LLC	2/9/2024 – 2/17/2024	Destination	\$20,000
<b>Upper Keys Rotary Gigantic Nautical Market</b> Upper Keys Rotary Foundation Inc. Moved to the April Meeting	2/24/2024 – 2/25/2024	Turnkey	\$30,000
<b>St. Patty's Day 5K &amp; 10K</b> Islamorada Running Company LLC	3/16/2024 – 3/17/2024	Turnkey	\$20,000
<b>Florida Keys Island Fest – 32<sup>nd</sup> Annual</b> Islamorada Chamber of Commerce, Inc.	3/23/2024 – 3/24/2024	Destination	\$15,000

EVENT NAME: Island Boat Show  
 EVENT WEBSITE ADDRESS: www.islandboatshow.com  
 DATE(S) OF EVENT: Jan 19-21, 2024

1. What was the primary purpose of your event?

- X To draw out-of-county visitors to the destination and put "Heads in Beds".
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 2205

3. How many room nights were provided to this district? *\*Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>1130</u>
b. How many visitors to a room?	b. <u>2</u>
c. How many nights will the visitors stay?	c. <u>2.28</u>
d. Calculate: <b>Room Nights = (a/b) x c</b> Divide line a by line b. Then multiple by line c	*Room Nights: <u>1288</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- X Survey of attendees from last event (Attach Survey Results)
- X Other, please specify Data from dealers and vendors including complementary tickets and
- Ticket Sales from last event
- Registration from Last Event
- Social Media Analytics from Last Event

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

- Bookings through TDC's Website booking engine
- Based on host hotel group pick up

X. Other, please specify Visitor Surveys

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Island Boat Show utilized TDC funding to contract with a social media manager and to boost posts on Instagram and Facebook. Our target audience was South Florida, and more specifically, prospective buyers and boat owners in South Florida. We again utilized key relationships with social media influencers in the South Florida market to extend our impact to a broader market. Our primary focus was Instagram with all posts and reels being shared to our Facebook page. Our recent survey showed 32% of our participants came from our social media marketing.

Continued on next page....

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

The 2024 Island Boat Show raised over \$130,000, with the support of the Islamorada DAC and TDC grant, for the global and local missions/ministries of Island Community Church. In addition, up to \$60,000 of the proceeds will be awarded to local students for college scholarships.

Our show had over 200 dealers, exhibitors and their friends and families every day at the event. Over 2,000 people came to browse, admire and even buy their new boat or accessories as well over the three day weekend. Our show visitors dined at local restaurants, enjoyed local shopping and even stayed at our Islamorada hotels adding to the overall economic impact of the weekend.

Our website was revamped in 2024 and we increased our social media presence via posts, reels and shared stories with “influencers”. This increase led to a greater number of visitors from outside the Keys as reflected in our survey results.

A continued effort to target people in the boat buying market will be made every year. Each year we hope to secure more marine related exhibitors to attract a wider marine market.

We will strive to make our event showcase Islamorada and Island Community Church better with every year.



6:29



# Followers



Last 90 Days ▾

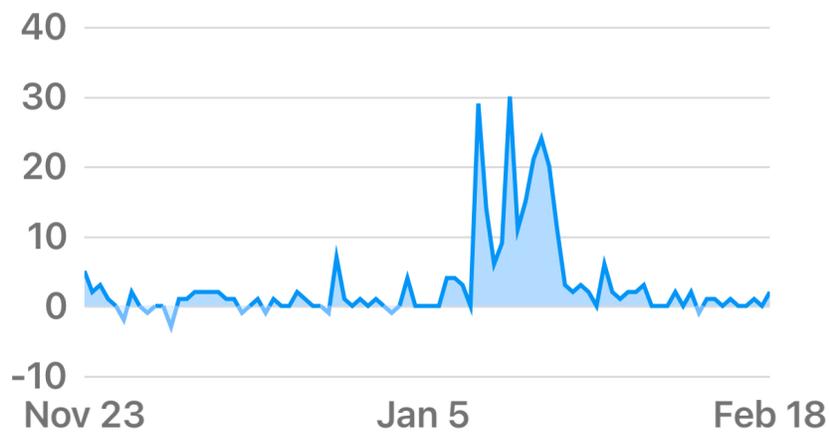
Nov 23 - Feb 20

# 2,122 Followers

+14.5% vs Nov 22

## Growth

- Overall followers 270
- Follows 313
- Unfollows 43



## Top locations



6:30



# Followers



Last 90 Days ▾

Nov 23 - Feb 20

## Age range

All

Men

Women

13-17



1.6%

18-24



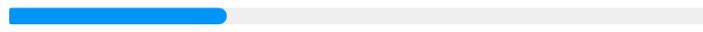
8.6  
%

25-34



22.5  
%

35-44



31%

45-54



23.6  
%

55-64



9.6  
%

65+



2.8  
%



6:30



# Followers



Last 90 Days ▾

Nov 23 - Feb 20



## Gender

79.5%  
Men •



20.4%  
• Women

## Most active times

Hours

Days

< Tuesdays >



6:36



# Reach



Last 90 Days ▾

Nov 23 - Feb 20

+10.7%  
**1,018**  
Followers •



+40.6%  
**12K**  
Non-followers

Impressions

42,057  
+117%

## Content type

All

Followers

Non-followers

Reels



**7,931**

Posts



**2,775**

Stories



**673**

Videos

**28**

• Followers

• Non-Followers



**DISTRICT IV EXHIBIT A CONTINUED...**

**EXHIBIT A-3**

**NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT**

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for this district only according to your selection in A-1. In other words, if you indicated your event's primary purpose is to "draw out-of-county visitors", how many room nights do you anticipate you will draw? If you indicated your event is "to enhance the experience for visitors already here", how many room nights will be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

**Room Nights**

1. Formula to calculate room nights for this district: (\*total room nights will calculate automatically upon pressing the tab key on your keyboard or answering the next question):

a. How many out of County Visitors to this district	a. 850
b. How many visitors to a room	b. 2
c. How many nights will visitors stay?	c. 2.2
d. Calculate: <b>Room nights = (a/b) x c</b> Divide line a by line b. Then multiple by line c	* Room Nights: 0.00 935

**Method used to estimate out-of-county visitors entered above (a): Check all that apply and attach supporting documentation as Exhibit A-3a.**

- Capacity of venue(s)
- Ticket Sales from last event
- Survey of attendees from last event
- Registration from last event
- Social Media Analytics from last event

Survey of attendees, dealers and vendors  
Other, please specify

**Method used to estimate number of nights out-of-county visitors will stay (c): Check one and attach supporting documentation as Exhibit A-3b.**

Bookings through TDC's website

Based on lodging group block pick up from previous year. Attach pick up report.

Out of County ticket sales or registrations

# Survey of attendees, dealers and vendors

Other, please specify

Attach, as Exhibit A-4, a narrative/plan on how the actual number of out-of-county visitors and number of room nights will be determined for this event.

**Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of Event); A-2 (Event Itinerary); A-3 (Number of Room Nights) and A-4 (Plan)**

**1 2 3 4 5 6 7 8 9 10**

**DISTRICT IV CONTINUED...**

## **FUNDING REQUEST**

Check the grant level you are applying for. If your event does not score the minimum required score by a majority of the sitting members, your application will not be considered for funding. The DAC may also decline funding your application, or fund at a lower funding level. It is important for the applicant to be aware that scoring the minimum points required to be considered does not guarantee funding of the event.

### **Destination Funding Level Request Only**

- Level 1: \$10,000                      Level 2: \$15,000                      Level 3: \$20,000  
Level 4: \$25,000

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### **Turnkey Funding Request Level Only**

- Level 5: \$20,000                      Level 6: \$30,000                      Level 7: \$40,000

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**DATE:** February 23, 2024

**To:** District IV Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Restoration Phase I Project**

---

The District IV Advisory Committee at your meeting of June 28, 2022 moved approval to fund Friends of the Pool, Inc. in an amount not to exceed \$115,000 for Alligator Reef Light Station Restoration Phase I Project to be completed by September 30, 2023.

The District IV Advisory Committee at your meeting of February 28, 2023 moved approval the request from Friends of the Pool to extend the completion date of the project to September 30, 2024.

Attached is a request from Friends of the Pool to extend the completion date to September 30, 2025. The funds are available to be rolled into the FY 2025 budget. A copy of the projects Exhibit A (scope of services) is attached as an FYI.

Upon approval by the DAC this item will be placed on the March TDC and April BOCC meeting agendas for approval.

**ammie@fla-keys.com**

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**Subject:** FW: TDC Funding Contract Expiration - Response Required

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**From:** Rob Dixon <captrobdixon@gmail.com>  
**Sent:** Thursday, February 15, 2024 3:56 PM  
**To:** maxine@fla-keys.com; ammie@fla-keys.com  
**Subject:** Re: TDC Funding Contract Expiration - Response Required

Maxine,

Friends of the Pool Inc. respectfully requests that our contract pertaining to **Alligator Reef Light Station Phase I DAC IV** be extended from 9/30/24 to 9/30/2025.

Timelines regarding permitting and the length of time it will take to complete work, (we are restricted to working only when weather conditions permit) are uncertain as we begin construction.

Kind regards,  
Rob Dixon, Executive Director  
Save Alligator Lighthouse  
305-664-7149

Thank you

# EXHIBIT A

**NAME OF ENTITY:** Friends of the Pool, Inc.

**NAME OF PROJECT:** Alligator Reef Light Station Restoration Phase I

**NUMBER OF SEGMENTS TO PROJECT:** 1

**Note:** County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Perform repairs to existing metal deck plates at dwelling platform including, stabilization, repair or replacement</li> <li>• Replace existing access ladder including security access gate. Reinforce adjacent platform deck as necessary</li> </ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$115,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$115,000</u></p>
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**DATE:** February 23, 2024

**To:** District IV Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Restoration Phase I Part II Project**

---

The District IV Advisory Committee at your meeting of June 27, 2023 moved approval to fund Friends of the Pool, Inc. in an amount not to exceed \$100,000 for Alligator Reef Light Station Restoration Phase I Part II Project to be completed by September 30, 2024.

Attached is a request from Friends of the Pool to extend the completion date to September 30, 2025. The funds are available to be rolled into the FY 2025 budget. A copy of the projects Exhibit A (scope of services) is attached as an FYI.

Upon approval by the DAC this item will be placed on the March TDC and April BOCC meeting agendas for approval.

**ammie@fla-keys.com**

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**Subject:** FW: TDC Funding Contract Expiration - Response Required

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**From:** Rob Dixon <captrobdixon@gmail.com>  
**Sent:** Thursday, February 15, 2024 3:51 PM  
**To:** maxine@fla-keys.com; ammie@fla-keys.com  
**Subject:** Re: TDC Funding Contract Expiration - Response Required

Maxine,

Friends of the Pool Inc. respectfully requests that our contract pertaining to **Alligator Reef Light Station Phase I part II DAC IV** be extended from 9/30/24 to 9/30/2025.

Timelines regarding permitting and the length of time it will take to complete work, (we are restricted to working only when weather conditions permit) are uncertain as we begin construction.

Kind regards,  
Rob Dixon, Executive Director  
Save Alligator Lighthouse  
305-664-7149

Thank you

**EXHIBIT A**

**NAME OF ENTITY:** Friends of the Pool, Inc.

**NAME OF PROJECT:** Alligator Reef Light Station Phase I part II

**NUMBER OF SEGMENTS TO PROJECT:** 1

**Note:** County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"><li>• Remove and replace cast iron staircase with new stair assembly.</li><li>• Install new doors at watch room and bottom of stair cylinder</li></ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$100,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$100,000</u></p>
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**DATE:** February 23, 2024

**To:** District IV Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for Mote – Coral Restoration – Islamorada 2024 Project**

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The District IV Advisory Committee at your meeting of June 27, 2023 moved approval to fund Mote Marine Laboratory, Inc. in an amount not to exceed \$215,000 for Mote – Coral Restoration – Islamorada 2024 to be completed by September 30, 2024.

Attached is a request from Mote to revise Exhibit A (scope of services) to remove the elkhorn and staghorn corals and revise the number of boulder corals for out planting. A copy of the revised scope of service is attached.

Upon approval by the DAC this item will be placed on the March TDC and April BOCC meeting agendas for approval.

**From:** [Jason Spadaro](#)  
**To:** [ammie@fla-keys.com](mailto:ammie@fla-keys.com)  
**Cc:** [Erin Muir](#)  
**Subject:** Amendment/Modification Request for Mote - Coral Restoration - Islamorada 2024 - Contract ID# 3019  
**Date:** Friday, February 23, 2024 1:26:09 PM

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Good morning, Ammie,

Given the effects of the recent unprecedented and catastrophic marine heat wave, it is no longer wise to proceed with the large number of branching staghorn and elkhorn corals that we initially proposed to out plant under Contract ID# 3019 in the waters off of Islamorada. Instead, we need to adapt to changing environmental conditions and make the most appropriate science-based conservation decisions to ensure the greatest benefit to Florida's Coral Reef, our local community, and our tourism-based economy. We are proposing a minor modification to the scope of work in Contract ID# 3019 which would leave the total number of corals out planted unchanged, but would simply adjust the relative number of each species out planted to ensure the greatest benefit to our community and tourism-based economy as well as ensuring that coral reef restoration efforts in the Florida Keys can continue at scale this year which is even more critical following the unprecedented thermal disturbance our reefs experienced this past summer.

We are proposing the following minor modification:

1. Remove 1,500 staghorn and 2,500 elkhorn corals
2. Replace the 4,000 branching species above with 4,000 additional massive form (boulder, brain, and star) corals for a total of 4,600 total corals out planted in DAC IV

Mote is not requesting any additional funding nor a change in the number of corals out planted, just an adjustment of coral types that the data and environmental conditions are dictating is the best and most advantageous path forward for our coral reefs, local community, and tourism-based economy.

We hope that this request paves the way for an open and productive conversation with the members of DAC IV, the TDC, and the BOCC.

Respectfully,  
Jason Spadaro, PhD

---

Staff Scientist - Program Manager  
Coral Reef Restoration Research Program  
Mote Marine Laboratory  
24244 Overseas Highway  
Summerland Key, FL 33042  
(305) 745-2729  
[jspadaro@mote.org](mailto:jspadaro@mote.org)

# REVISED EXHIBIT A

**NAME OF ENTITY:** Mote Marine Laboratory, Inc.

**NAME OF PROJECT:** MOTE – Coral Restoration – Islamorada 2024

**NUMBER OF SEGMENTS TO PROJECT:** 1

**Note:** County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"><li>• Purchase and harvest 4,600 nursery grown massive form (boulder, brain, star) corals for the purpose of planting on the coral reefs in State and Federal waters off Islamorada</li></ul> <p>1,000 massive form– Davis Reef – 24.92536°N, -80.50426°W</p> <p>600 massive form – Cheeca Rocks – 24.90120°N, -80.61652°W</p> <p>1,000 massive form – Alligator Reef – 24.85016°N, -80.61970°W</p> <p>1,000 massive form – Victory Reef – 24.88981°N, -80.55338°W</p> <p>1,000 massive form – Rocky Top Reef – 24.89422°N, -80.57244°W</p> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$215,000</u></p> <p><b>In-Kind:</b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$215,000</u></p>
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**DATE:** January 12, 2024

**To:** District IV Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amend Previously Approved Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project**

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The District IV Advisory Committee at your meeting of June 27, 2023 moved approval to fund The Coral Restoration Foundation, Inc. in an amount not to exceed \$39,375 DAC IV FY 2024 Capital Resources for the CRF – Coral Restoration – Islamorada 2024 project.

The District IV Advisory Committee at your meeting of January 23, 2024 moved approval the request from The Coral Restoration Foundation, Inc. to revise Exhibit A of the Agreement outlining the Scope of Services for the project to remove the elkhorn and staghorn corals and the associated cost to reduce the funding allocation from \$39,375 to \$27,375. A copy of the revised Exhibit A is attached.

After further review of the request by Attorney Christine Limbert, it was determined that it would be allowable for The Coral Restoration Foundation to increase the number of boulder corals that were grown and harvested for the purpose of out planting to utilize more of their original funding allocation.

Attached is a revised request from The Coral Restoration Foundation to revise Exhibit A of their agreement to remove the staghorn and elkhorn corals and to increase the number of boulder corals. The funding allocation has been reduced from \$39,375 to \$38,325. A copy of the revised Exhibit A is attached.

Upon approval by the DAC, this item will be placed on the March TDC and April BOCC meeting agendas for approval.

**From:** [Martha Roesler](#)  
**To:** ["Machan-Ammie"](#)  
**Cc:** [Phanor Montoya-Maya](#); [Nikkie Cox](#)  
**Subject:** CRF - Request for Edited Scope of Work DAC IV  
**Date:** Friday, February 23, 2024 3:35:55 PM

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Ammie,

The 2023 mass bleaching event took a toll on our coral nurseries, resulting in a significant loss of our staghorn and elkhorn corals. In light of this challenging setback, our focus will shift towards utilizing our remaining corals to strategically rebuild stock, fortifying our resilience in the face of future environmental stressors. This decision is a consensus across different restoration practitioners, underscoring the collective commitment to adapting our approach for the long-term success of coral restoration in the region.

We respectfully request that our scope of work be amended to remove the staghorn coral and increase the amount of boulder coral.

**New scope and cost:**

**700 boulder coral at Cheeca Rocks**

**Total cost: \$51,100**

**TDC portion: \$38,325**

Please let me know if you have any questions.

Martha

Martha Roesler  
Chief Development Officer  
(786) 780-2657

***Coral Restoration Foundation™***  
**[coralrestoration.org](http://coralrestoration.org)**

***Headquarters***  
*89111 Overseas Hwy, Tavernier, Florida 33070*

***Exploration Center***  
*5 Seagate Blvd, Key Largo, Florida 33037*

***Phone***  
*(305) 453-7030*

***INSTAGRAM [@coralrestorationfoundation](#)***  
***FACEBOOK [CoralRestorationFoundation](#)***  
***TWITTER [@coralcrf](#)***

# REVISED EXHIBIT A

NAME OF ENTITY: The Coral Restoration Foundation, Inc.

NAME OF PROJECT: CRF – Coral Restoration – Islamorada 2024

NUMBER OF SEGMENTS TO PROJECT: 1

**Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.**

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"><li>• Purchase and harvest 700 nursery grown boulder corals for the purpose of planting on the coral reefs in State and Federal waters off Islamorada</li></ul> <p>700 boulder – Cheeca Rocks – 24.9000493°N, -80.617234°W</p> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$51,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$38,325</u></p>
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