

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 III ADVISORY COMMITTEE

REGULAR SESSION, WEDNESDAY, APRIL 10, 2023, 9:30 a.m.

Join Zoom Meeting <https://us02web.zoom.us/j/88657427157>

The meeting may also be accessed:
Meeting ID: 886 5742 7157

One tap mobile

+13052241968,,88657427157# US

+16469313860,,88657427157# US

*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

D. APPROVAL OF THE MINUTES:

1. March 13, 2024 Regular Meeting Minutes
2. January 30, 2024 TDC Meeting Minutes - FYI

E. Budget:

1. FY 2024 Budget
2. Four Penny Revenue Report

F. District III Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI

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
3. Consideration and Action re: District Webcams

K. OLD BUSINESS:

L. NEW BUSINESS:

- 1.** Operations Manual Update - FYI
- 2.** Review of Recent Events Funded by DAC
- 3.** Update re: March 26, 2024 TDC Meeting
- 4.** Consideration and Action re: Amendment to Agreement with Marathon Chamber for Visitor Information Services

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**

District III Advisory Committee Meeting

The March 13, 2024 Meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:31 a.m. via Zoom.

DAC Members Present Were: Ms. Cora Baggs, Ms. Leslie Christensen, Ms. Kate Koler, Mr. Kelly McKinnon, Ms. Elise Mucha, Mr. Justin Nels, Ms. Charlotte Quinn,

DAC Members Absent Were: Mr. Ben Daughtry (2nd absence in Fiscal Year)

TDC Representative in Attendance: Ms. Rita Irwin

Agencies Present Were: Mr. John Underwood, Mr. Ricky Rosenberg and Ms. Jaclyn Fortier – Tinsley Advertising, Ms. JoNell Modys – 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. Baggs moved approval of the agenda as presented with the following bulk agenda items:

- D.1. January 24, 2024 Regular Meeting Minutes
- D.2. December 19, 2023 TDC Meeting Minutes
- 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. Operations Manual Update – FYI
- L.2. Annual Report – FYI
- L.3. Updated DAC Meeting Schedule – FYI
- L.4. Update re: January 30, 2024 TDC Meeting
- L.5. Update re: February 20, 2024 Special TDC Meeting
- L.6. Review of Recent Events Funded by DAC
- L.7. Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Marathon 2024
- L.8. Consideration and Action re: Amendment to Agreement with City of Marathon – Quay Restroom (Public Facilities) Project
- L.9. Consideration and Action re: Amendment to Agreement with Dolphin Research Center, Inc. for the Restore Dolphin Lagoons Project
- L.12. Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for Mote – Coral Restoration – Marathon 2024 Project
- L.13. Consideration and Action re: Amend Previously Approved Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon 2024 Project

Ms. Koler seconded. Motion passed unanimously.

Capital Application Workshop: TDC Staff were in attendance and provided a workshop for those persons interested in applying for funding.

Event Application Workshop: TDC Staff were in attendance and provided a workshop for those persons interested in applying for funding.

Consideration and Action re: Additional Summer Media: Mr. Ricky Rosenberg presented a proposal to utilize \$100,050 DAC III Advertising Resources to protect summer and early fall business. The proposal included digital advertising targeted to the Florida drive market.

Mr. Nels moved approval of the Additional Summer Media proposal in an amount not to exceed \$100,050 DAC III FY 2024 Advertising Resources as presented, Ms Tashjian seconded. Motion passed unanimously.

Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the Pigeon Key ADA Ramp Project and Amendment to Agreement with Pigeon Key Foundation, Inc. for the Pigeon Key Train Gate Project: Ms. Baggs moved approval to extend the Agreement with Pigeon Key Foundation, Inc. for the ADA Ramp Project to September 30, 2024 and to extend the Agreement with Pigeon Key Foundation, Inc. for the Pigeon Key Train Gate Project to September 30, 2025, Ms. Koler seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes
Ms. Leslie Christensen	Yes
Ms. Kate Koler	Yes
Mr. Kelly McKinnon	Abstain*
Ms. Elise Mucha	Yes
Mr. Justin Nels	Yes
Ms. Charlotte Quinn	Yes
Ms. Vicki Tashjian	Yes

*Mr. McKinnon abstained due to being employed by the Pigeon Key Foundation, Inc. Form 8B Memorandum of Voting Conflicts is attached.

Mr. Nels left the meeting at 11:00 am

Consideration and Action re: DAC III FY 2024 3rd Round Capital Project Funding Applications: Ms. Pacini instructed the Committee on the procedure for scoring the applications using the Capital Worksheet. The applications were reviewed and scored using the Capital Worksheet, with an opportunity for project managers to answer questions from the DAC Members. Applications were required to score 18 points or above by the majority of the sitting DAC members to be considered for funding.

City of Marathon – Ocean Front Park Events Tiki: Ms. Maria Covelli was in attendance to answer questions on the project.

DRC – Courtyard Tiki: Mr. Adam Keton was in attendance to answer questions on the project.

DRC – Dolphin Statue: Mr. Adam Keton was in attendance to answer questions on the project.

DRC – Welcome Center Railings: Mr. Adam Keton was in attendance to answer questions on the project.

Florida Keys Land and Sea Trust – Crane Point Windows for Train Car: Mr. George Garrett was in attendance to answer questions on the project.

Hidden Harbor/Turtle Hospital – Guest Tiki Roll Down Shade: Ms. Bette Zirkelbach was in attendance to answer questions on the project.

John Pennekamp – Moring Bouy Anchors: Ms. Anne Helmers was in attendance to answer questions on the project. Mr. McKinnon asked who the applicant was. Ms. Helmers responded that the applicant was the State Park.

REEF – Signage and Solar Infrastructure: Ms. Martha Klitzkie was in attendance to answer questions on the project. Ms. Koler asked when the project would commence. Ms. Klitzkie stated that work on the building had commenced, and this portion of the project was ready to start as soon as it was funded. Mr. McKinnon asked which portion of the project was specific to District III. Ms. Klitzkie stated that they had taken the input from the DAC from the previous applicant cycle and included interpretive signage highlighting attractions in DAC III. She stated that there were also plans to develop a conservation passport which would feature District III attractions. Ms. Klitzkie also stated that that while it was not a permissible TDC expense, REEF would be developing mobile exhibits to take to events and activities throughout the Destination. Ms. Tashjian asked how much of the project that DAC III was funding as compared to the other Districts. Ms. Klitzkie responded that that District V is funding the largest portion of the project. Ms. Irwin asked what the other Districts had previously funded. Ms. Machan provided the following:

FY 2024

DAC V \$604,584, DAC IV \$200,000, DAC III \$154,647, DAC II \$250.000

FY 2023

DAC V \$830,643, DAC IV \$201,805

Ms. Quinn left the meeting at 11:15 am

Reef Renewal – Marathon 3rd Round: Mr. Kevin Macaulay was in attendance to answer questions on the project.

The following projects scored 18 points or above by the majority of the sitting members of the DAC and were eligible to be considered for funding:

Marathon Oceanfront Park	23.57
DRC Tiki	23.14
DRC Statue	23.57
DRC Front Signage	23.57
DRC Welcome Center Railings	22.43
Crant Point Train Windows	23.17
Wild Bird Center Renovations	23.29

Turtle Hospital Shades	23.14
John Pennekamp Anchors	20.29
Reef Renewal 3 rd Round	24.33

The following project did not score 18 points or above by the majority of the sitting members of the DAC and was not eligible to be considered for funding:

REEF Signage and Solar Infrastructure 16.50

Mr. McKinnon moved approval to fund:

- City of Marathon in an amount not to exceed \$201,495 DAC III FY 2024 Capital Resources for the Ocean Front Park Events Tiki project
- Dolphin Research Center, Inc. in an amount not to exceed \$18,660 DAC III FY 2024 Capital Resources for the DRC Courtyard Tiki project
- Dolphin Research Center, Inc. in an amount not to exceed \$41,756 DAC III FY 2024 Capital Resources for the DRC Dolphin Statue Restoration project
- Dolphin Research Center, Inc. in an amount not to exceed \$19,806 DAC III FY 2024 Capital Resources for the DRC Front Signage project
- Dolphin Research Center, Inc. in an amount not to exceed \$172,215 DAC III FY 2024 Capital Resources for the DRC Welcome Center Railings project
- Hidden Harbor Marine Environmental Project, Inc. in an amount not to exceed \$36,800 DAC III FY 2024 Capital Resources for the Turtle Hospital Guest Tiki Roll Down Shades project
- Reef Renewal USA, Inc. in an amount not to exceed \$69,000 DAC III FY 2024 Capital Resources for the Reef Renewal – Coral Restoration – Marathon 2024 3rd Round project
- Florida Keys Land and Sea Trust, Inc. in an amount not to exceed \$42,350 DAC III FY 2024 Capital Resources for the Crane Point Windows for Historic Train project (Ms. Quinn was present during the discussion and scoring of this project and abstained from discussion and scoring of this item due to being employed by the Florida Keys Land and Sea Trust, Inc. Ms. Charlotte Quinn departed the meeting prior to this item being considered for funding.)

Ms. Baggs seconded. Motion passed unanimously.

Mr. McKinnon said that he felt that Wild Bird Center from the Upper Keys did not provide heads in bed to the district. Ms. Tashjian stated that funding projects from outside the district sets a precedent. Ms. Baggs asked if any other Districts had funded the Wild Bird Center. Ms. Pacini said that the other Districts had not gone out for a 3rd round of funding. While the TDC staff looked for how much funding the Bird Center had previously been funded the DAC moved on to discuss the next project.

Ms. Baggs asked John Pennekamp Park what their approach to other DAC's was. Ms. Helmers responded that the Friends of John Pennekamp Park had submitted an application in the last round of funding, but the Friends Group was not the correct entity to submit the application. Ms. Helmers stated that John Pennekamp Park serves as the gateway to the Keys and attract over 500,000 visitors yearly. Ms. Baggs stated that she did not feel comfortable funding this project before the DAC that the project was in had an opportunity to provide funding for the project.

Ms. Baggs moved not to fund John Pennekamp Coral Reef Park and Dagny Johnson Key Largo Botanic for the John Pennekamp Mooring Bouy Anchor Equipment project, Mr. McKinnon seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Ms. Leslie Christensen	Yes	
Ms. Kate Koler	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Ms. Vicki Tashjian	Yes	Motion passed.

Ms. Erin Allison from the Wild Bird Center provided an overview of the Center and stated that they do collaborate with the Bird Center in Marathon. Ms. Machan reported that the Wild Bird Center had most recently been funded in FY 2022 for \$80,000 total in Districts V and IV. Ms. Pacini stated that if DAC III did not fund this project, that they could apply in the FY 2025 application that is currently available and funds would be available to them on October 1, 2024.

Mr. McKinnon moved not to fund Florida Keys Wild Bird Rehabilitation Center, Inc. for the Wild Bird Center Enclosures, Renovations and Repairs Project, Ms. Baggs seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Ms. Leslie Christensen	Yes	
Ms. Kate Koler	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Ms. Vicki Tashjian	Yes	Motion passed.

There being no further business the meeting was adjourned at 11:58 a.m.

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
MAILING ADDRESS	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY COUNTY	<input type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED	NAME OF POLITICAL SUBDIVISION:
	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTEE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a “relative” includes only the officer’s father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A “business associate” means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, _____, hereby disclose that on _____, 20 ____ :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

Date Filed

Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

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LAST NAME—FIRST NAME—MIDDLE NAME	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
MAILING ADDRESS	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:
CITY COUNTY	<input type="checkbox"/> CITY <input type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
DATE ON WHICH VOTE OCCURRED	NAME OF POLITICAL SUBDIVISION:
	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input type="checkbox"/> APPOINTEE

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Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

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For purposes of this law, a “relative” includes only the officer’s father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A “business associate” means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

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- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

Charlotte Quinn, hereby disclose that on March 13, 20 24 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Florida Keys Land and Sea Trust, Inc., by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

Date Filed

3/5/24

Signature

Charlotte Quinn

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

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 (1st absence in Fiscal Year) and Ms. Gayle Tippett (1st 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 1st 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 Sheriff 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.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2024
 March 25, 2024

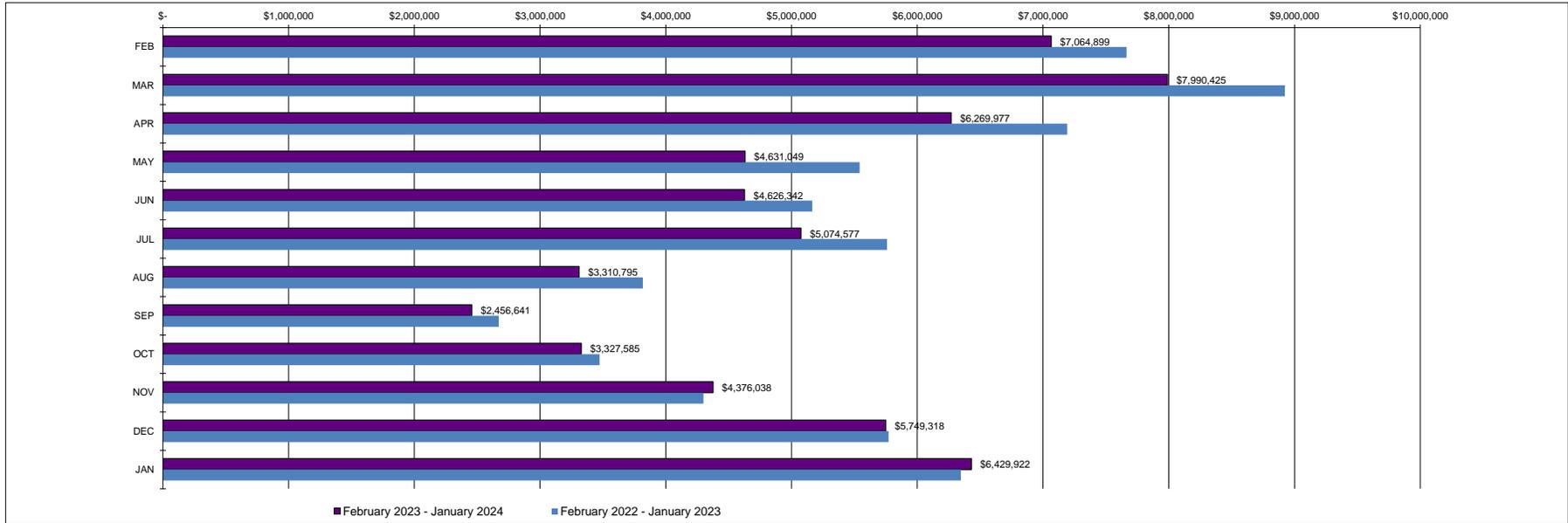
Revenue	5,558,300
5% Reserve State Statute 129.01	<u>(277,915)</u>
	5,280,385
Fund Balance Forward Revenue / Expense Variance	(1,005,220)
Fund Balance Forward - Commitments (EVENTS/CAPITAL/BEACH)	1,291,705
Event Resources Brought Forward	5,000
Capital Resources Brought Forward	400
Fund Balance Forward - Promotional Resources	365,886
Fund Balance Forward - Capital Economic Disaster	500,000
Fund Balance Forward - Special Public Facilities	<u>5,755,804</u>
	12,193,960

Spend Category		Cost Centers	Appropriations	Expenses	Encumbrances	Balance
SC_00069	COMMISSIONERS & FEES (FINANCE)	79003	0			0
SC_00039	ADMINISTRATION RESOURCES	79003	144,224			144,224
SC_00046	UTILITIES	79003	8,000	(588)		7,412
SC_00036	ADMINISTRATION SERVICES	79003	200,000	(65,740)		134,260
ST_CA006	COUNTY COST ALLOCATION	86533	13,595			13,595
SC_00036	DISTRICT TELEMARKETING (VIS)	79010	176,400	(73,500)	(102,900)	0
SC_00066	DAC III AD CAMPAIGN	79020	1,261,345	(998,868)	(262,477)	0
SC_00036	DAC III WEBCAM	79020	15,000	(7,400)	(7,600)	0
SC_00066	DAC III PROMOTIONAL RESOURCES	79020	365,886			365,886
SC_00039	DAC III CAPITAL PROJECT RESOURCES	79040	906,623			906,623
SC_00062	NATIONAL MARINE SANCTUARY ANCHOR INSTALLATION FY23	79042	52,000	(52,000)	0	0
SC_00062	PIGEON KEY ADA RAMP FY23	79042	166,050			166,050
SC_00062	PIGEON KEY PAINT FOREMANS DORM ROOF FY23	79042	210,000			210,000
SC_00062	DRC SEALION HABITAT FY23	79042	488,655			488,655
SC_00062	DRC DOLPHIN LAGOONS 20	79042	130,000			130,000
SC_00062	DRC COURTYARD TIKI PROJECT	79042	18,660			18,660
SC_00062	DRC DOLPHIN STATUE RESTORATION	79042	41,756			41,756
SC_00062	DRC FRONT SIGN RESTORATION	79042	19,806			19,806
SC_00062	DRC WELCOME CENTER RAILINGS	79042	172,215			172,215
SC_00062	THE QUAY RESTROOM FY23	79042	245,000		(245,000)	0
SC_00062	BEACH MAINTENANCE	79042	203,050			203,050
SC_00062	CRANE POINT WINDOWS FOR HISTORIC TRAIN CAR	79042	42,350			
SC_00062	CITY OF MARATHON OCENAFRONT PARK EVENTS TIKI	79042	201,495			201,495
SC_00062	COCOA PLUM BEACH PARKING FY24	79042	119,000		(119,000)	0
SC_00062	SOMBREO BEACH PLAY EQUIPMENT FY24	79042	245,250		(245,250)	0
SC_00062	DRC TIKI STRUCTURES AND RAILINGS FY24	79042	37,341		(37,341)	0
SC_00062	FLORIDA KEYS LAND & SEA BIRD CENTER PATHWAYS FY24	79042	83,720		(83,720)	0
SC_00062	THE TURTLE HOSPITAL GUEST TIKI ROLL DOWN SHADES	79042	36,800			
SC_00062	TURTLE HOSPITAL SHADE AREA FY24	79042	148,000		(148,000)	0
SC_00062	MOTE CORALS FY24	79042	215,000		(215,000)	0
SC_00062	PIGEON KEY SIDEWALK REPLACEMENT FY24	79042	80,000		(80,000)	0
SC_00062	PIGEON KEY PAINTING PROJECT FY24	79042	127,800		(127,800)	0
SC_00062	REEF MARINE CONSERVATION CENTER FY24	79042	154,467			154,467
SC_00062	REEF RENEWAL USA SOMBRERO AND COFFINS PATCH REEFS FY24	79042	75,000		(75,000)	0
SC_00062	REEF RENEWAL - CORAL RESTORATION - MARATHON 2024 3RD ROUND	79042	69,000			69,000
SC_00062	CRF CORALS FY24	79042	66,750			66,750
SC_00039	ECONOMIC NATURAL DISASTER RESOURCE	79041	500,000			500,000
SC_00062	SPECIAL PUBLIC FACILITIES PROJECTS (FY 22 Fund Balance)	86543	5,755,804			5,755,804
	TOTAL 119		12,796,042	(1,198,096)	(1,749,088)	9,769,708
GENERIC TWO PENNY						
SC_00036	7 MILE OFFSHORE GRAND PRIX FY24	75363	40,000		(40,000)	0
SC_00036	FANTASY FEST FY24	75360	30,000			30,000
SC_00036	FLORIDA KEYS BREWBQ FY24	75363	40,000		(40,000)	0
SC_00036	HEROES SALUTE WEEKEND FY24	75363	30,000		(30,000)	0
SC_00036	KEY WEST HALF MARATHON FY24	75360	10,000			10,000
SC_00036	MIAMI BOAT RALLY FY24	75360	40,000	(8,025)		31,975

SC_00036	PIGEON KEY HOLIDAY SPECTACULAR FY24	75363	40,000	(40,000)	0
SC_00036	SOMBRERO BEACH RUN FY24	75363	10,000	(10,000)	0
SC_00036	THE ORIGINAL MARATHON SEAFOOD FESTIVAL FY24	75363	40,000	(40,000)	0
SC_00036	THE REMARCABLE TOUR DE KEYS FY24	75360	5,000		5,000
			285,000	(8,025)	(200,000)
					76,975

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%	54.09%	48.31%	46.46%	47.75%	46.58%	51.27%
DISTRICT II	5.91%	6.03%	5.46%	6.58%	6.16%	6.34%	7.40%	8.24%	7.97%	8.12%	8.69%
DISTRICT III	14.34%	14.99%	15.82%	15.60%	13.00%	15.88%	18.17%	18.35%	18.05%	18.48%	16.25%
DISTRICT IV	11.03%	10.71%	10.60%	10.48%	7.38%	9.80%	11.04%	11.27%	10.68%	11.22%	8.92%
DISTRICT V	12.09%	12.40%	12.23%	13.18%	14.38%	13.89%	15.08%	15.67%	15.54%	15.60%	14.87%
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														DISTRICT I	
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2024 VS FY 2023			
												\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,183,046.37	\$ 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	\$ 1,825,021.09	\$ 1,823,321.40	\$	(1,699.69)	-0.1%	OCTOBER
NOVEMBER	\$ 1,244,140.11	\$ 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	\$ 2,229,625.59	\$ 2,337,788.35	\$	108,162.76	4.6%	NOVEMBER
DECEMBER	\$ 1,487,798.06	\$ 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	\$ 2,774,519.35	\$ 2,803,806.39	\$	29,287.04	1.0%	DECEMBER
JANUARY	\$ 1,738,436.32	\$ 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	\$ 3,363,875.48	\$ 3,103,222.73	\$ 3,229,267.35	\$	126,044.62	3.9%	JANUARY
FEBRUARY	\$ 1,890,532.67	\$ 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	\$ 3,720,975.71	\$ 3,348,524.19				0.0%	FEBRUARY
MARCH	\$ 2,157,366.81	\$ 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	\$ 4,162,258.72	\$ 3,628,479.40				0.0%	MARCH
APRIL	\$ 1,668,180.22	\$ 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	\$ 3,368,508.14	\$ 2,902,934.83				0.0%	APRIL
MAY	\$ 1,500,912.49	\$ 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	\$ 2,746,442.50	\$ 2,209,053.93				0.0%	MAY
JUNE	\$ 1,216,309.39	\$ 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	\$ 2,224,897.71	\$ 1,890,690.84				0.0%	JUNE
JULY	\$ 1,297,506.35	\$ 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	\$ 2,465,046.29	\$ 2,043,870.80				0.0%	JULY
AUGUST	\$ 1,168,846.54	\$ 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	\$ 1,751,145.00	\$ 1,435,739.18				0.0%	AUGUST
SEPTEMBER	\$ 811,908.31	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 895,801.24	\$ 779,150.79	\$ 855,725.10	\$ 1,582,417.69	\$ 1,295,713.07	\$ 1,167,576.40				0.0%	SEPTEMBER
TOTAL	\$ 17,364,983.64	\$ 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	\$ 32,873,270.76	\$ 28,559,258.33	\$ 10,194,183.49	\$	261,794.73	2.6%	
% INC/DEC PREVIO	10.2%	10.4%	7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.7%	25.0%	-13.1%					
DISTRICT II														DISTRICT II	
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2024 VS FY 2023			
												\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 77,019.70	\$ 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	\$ 252,651.44	\$	14,736.15	5.8%	OCTOBER
NOVEMBER	\$ 91,003.66	\$ 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	\$ 370,067.98	\$	21,300.93	5.8%	NOVEMBER
DECEMBER	\$ 154,662.02	\$ 187,880.96	\$ 178,697.15	\$ 182,056.07	\$ 173,013.31	\$ 235,035.09	\$ 250,410.94	\$ 355,959.31	\$ 518,605.52	\$ 487,382.11	\$ 497,037.56	\$	9,655.45	1.9%	DECEMBER
JANUARY	\$ 209,177.08	\$ 258,954.74	\$ 248,892.56	\$ 258,515.27	\$ 194,811.57	\$ 290,088.18	\$ 321,112.04	\$ 398,291.96	\$ 621,282.80	\$ 594,425.26	\$ 608,903.88	\$	14,478.62	2.4%	JANUARY
FEBRUARY	\$ 211,376.81	\$ 239,333.58	\$ 239,976.75	\$ 285,885.39	\$ 223,504.83	\$ 279,536.61	\$ 331,312.51	\$ 436,187.29	\$ 625,251.82	\$ 567,347.59				0.0%	FEBRUARY
MARCH	\$ 254,357.49	\$ 280,479.47	\$ 275,720.75	\$ 328,705.63	\$ 265,635.47	\$ 340,786.51	\$ 262,985.73	\$ 555,905.77	\$ 690,544.12	\$ 622,624.10				0.0%	MARCH
APRIL	\$ 158,565.57	\$ 180,265.69	\$ 172,288.01	\$ 241,056.23	\$ 179,747.97	\$ 230,469.91	\$ 35,076.34	\$ 503,204.47	\$ 518,292.94	\$ 473,820.40				0.0%	APRIL
MAY	\$ 135,369.18	\$ 150,539.07	\$ 138,942.58	\$ 218,061.79	\$ 155,681.99	\$ 190,065.63	\$ 28,597.37	\$ 473,454.08	\$ 433,596.02	\$ 389,449.93				0.0%	MAY
JUNE	\$ 134,018.34	\$ 156,044.62	\$ 146,293.97	\$ 200,273.42	\$ 159,185.03	\$ 186,844.86	\$ 214,025.26	\$ 471,523.98	\$ 416,103.64	\$ 383,611.32				0.0%	JUNE
JULY	\$ 160,648.05	\$ 185,300.25	\$ 175,736.00	\$ 258,264.76	\$ 197,372.86	\$ 223,816.43	\$ 241,816.57	\$ 459,063.02	\$ 437,719.37	\$ 412,491.52				0.0%	JULY
AUGUST	\$ 141,455.59	\$ 151,199.62	\$ 127,980.32	\$ 182,352.84	\$ 154,768.75	\$ 169,474.52	\$ 211,415.17	\$ 316,975.98	\$ 302,827.70	\$ 274,161.69				0.0%	AUGUST
SEPTEMBER	\$ 83,995.25	\$ 80,289.59	\$ 91,389.90	\$ 42,991.21	\$ 107,389.60	\$ 92,329.85	\$ 181,168.73	\$ 264,916.83	\$ 211,186.34	\$ 189,475.53				0.0%	SEPTEMBER
TOTAL	\$ 1,811,648.74	\$ 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	\$ 5,486,124.45	\$ 4,981,471.79	\$ 1,728,660.86	\$	60,171.15	3.6%	
% INC/DEC PREVIO	32.6%	14.2%	-3.1%	20.7%	-16.9%	26.0%	-6.0%	84.2%	17.7%	-9.2%					

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through January 31, 2024
 03/13/2024

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT III												FY 2024 VS FY 2023		DISTRICT III													
	FY 2014	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	\$ 172,058.80	\$ 196,717.24	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,733.47	\$ 355,974.78	\$ 540,200.64	\$ 492,643.84	\$ 436,580.75	\$ (56,063.09)	-12.8%	OCTOBER													
NOVEMBER	\$ 212,316.44	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,194.06	\$ 401,207.51	\$ 416,234.27	\$ 703,589.73	\$ 649,176.35	\$ 645,589.53	\$ (3,586.82)	-0.6%	NOVEMBER													
DECEMBER	\$ 377,798.51	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,259.98	\$ 644,822.25	\$ 735,482.43	\$ 1,097,404.98	\$ 1,030,161.60	\$ 1,057,565.74	\$ 27,404.14	2.6%	DECEMBER													
JANUARY	\$ 396,663.53	\$ 514,898.57	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 573,178.65	\$ 677,390.02	\$ 784,247.40	\$ 1,236,923.38	\$ 1,078,513.77	\$ 1,090,349.22	\$ 11,835.45	1.1%	JANUARY													
FEBRUARY	\$ 465,614.59	\$ 552,209.37	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,587.84	\$ 863,911.04	\$ 933,023.77	\$ 1,311,148.93	\$ 1,260,631.98			0.0%	FEBRUARY													
MARCH	\$ 613,421.92	\$ 709,114.15	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 879,468.17	\$ 582,866.26	\$ 1,369,082.28	\$ 1,648,157.35	\$ 1,542,249.84			0.0%	MARCH													
APRIL	\$ 436,396.80	\$ 490,810.39	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,587.95	\$ 26,801.41	\$ 1,118,289.51	\$ 1,372,606.55	\$ 1,193,398.22			0.0%	APRIL													
MAY	\$ 323,260.62	\$ 379,017.06	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,817.91	\$ 30,122.52	\$ 1,002,573.63	\$ 917,553.87	\$ 759,504.98			0.0%	MAY													
JUNE	\$ 392,641.82	\$ 458,055.21	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,771.53	\$ 596,181.12	\$ 1,135,759.96	\$ 1,121,015.81	\$ 1,025,971.38			0.0%	JUNE													
JULY	\$ 459,087.56	\$ 514,967.14	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,788.00	\$ 768,626.72	\$ 1,305,792.44	\$ 1,315,771.30	\$ 1,216,504.58			0.0%	JULY													
AUGUST	\$ 387,554.12	\$ 424,874.40	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,992.36	\$ 616,936.61	\$ 773,763.54	\$ 755,384.93	\$ 698,608.11			0.0%	AUGUST													
SEPTEMBER	\$ 160,313.55	\$ 223,120.29	\$ 249,246.50	\$ 122,101.24	\$ 213,290.81	\$ 189,918.78	\$ 361,251.41	\$ 458,032.39	\$ 406,195.49	\$ 383,905.72			0.0%	SEPTEMBER													
TOTAL	\$ 4,397,128.26	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,735.47	\$ 6,345,178.63	\$ 5,840,850.34	\$ 10,388,256.40	\$ 12,425,952.96	\$ 11,331,270.37	\$ 3,230,085.24	\$ (20,410.32)	-0.6%														
% INC/DEC PREVIO	15.3%	17.0%	12.8%	-1.3%	-26.1%	49.8%	-7.9%	63.7%	19.6%	-8.8%																	

DISTRICT IV												FY 2024 VS FY 2023		DISTRICT IV													
	FY 2014	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	\$ 163,954.29	\$ 189,586.23	\$ 203,708.76	\$ 187,483.79	\$ 48,468.25	\$ 177,267.30	\$ 199,023.24	\$ 264,309.62	\$ 412,139.82	\$ 380,044.08	\$ 317,803.45	\$ (62,240.63)	-19.6%	OCTOBER													
NOVEMBER	\$ 209,506.18	\$ 215,503.59	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,153.89	\$ 487,625.34	\$ 441,889.18	\$ 383,427.12	\$ (58,462.06)	-15.2%	NOVEMBER													
DECEMBER	\$ 278,137.87	\$ 306,994.40	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 681,291.02	\$ 620,227.54	\$ 532,250.91	\$ (87,976.63)	-16.5%	DECEMBER													
JANUARY	\$ 280,147.35	\$ 326,738.22	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 679,985.42	\$ 659,084.15	\$ 539,922.27	\$ (119,161.88)	-22.1%	JANUARY													
FEBRUARY	\$ 354,463.37	\$ 385,093.39	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 810,730.20	\$ 798,633.42			0.0%	FEBRUARY													
MARCH	\$ 456,781.38	\$ 491,711.58	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 957,842.31	\$ 905,178.57			0.0%	MARCH													
APRIL	\$ 341,596.49	\$ 365,609.48	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 798,560.29	\$ 725,871.85			0.0%	APRIL													
MAY	\$ 296,498.43	\$ 307,789.03	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,208.71	\$ 637,739.25	\$ 585,970.91	\$ 539,914.47			0.0%	MAY													
JUNE	\$ 276,157.62	\$ 297,304.17	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 408,994.83	\$ 682,196.30	\$ 583,973.86	\$ 552,375.25			0.0%	JUNE													
JULY	\$ 310,633.70	\$ 335,251.35	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,343.17	\$ 713,043.52	\$ 634,429.33	\$ 594,607.76			0.0%	JULY													
AUGUST	\$ 265,810.41	\$ 266,991.96	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 327,886.41	\$ 455,425.80	\$ 438,725.72	\$ 386,053.89			0.0%	AUGUST													
SEPTEMBER	\$ 147,858.34	\$ 185,892.51	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,855.55	\$ 352,180.03	\$ 280,739.89	\$ 275,804.85			0.0%	SEPTEMBER													
TOTAL	\$ 3,381,545.43	\$ 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	\$ 7,352,014.11	\$ 6,879,685.01	\$ 1,773,403.75	\$ (327,841.20)	-15.6%														
% INC/DEC PREVIO	10.0%	8.7%	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.2%	-6.4%																	

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT V												FY 2024 VS FY 2023		DISTRICT V
	FY 2014	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	\$ 163,097.71	\$ 206,942.55	\$ 220,948.31	\$ 236,954.37	\$ 218,556.06	\$ 240,047.97	\$ 279,268.35	\$ 374,579.58	\$ 585,371.12	\$ 537,768.36	\$ 497,227.49	\$ (40,540.87)	-8.2%	OCTOBER
NOVEMBER	\$ 221,073.96	\$ 255,439.24	\$ 285,020.89	\$ 314,137.03	\$ 278,431.11	\$ 327,219.33	\$ 396,587.21	\$ 388,937.00	\$ 693,741.18	\$ 629,253.43	\$ 639,165.22	\$ 9,911.79	1.6%	NOVEMBER
DECEMBER	\$ 322,366.04	\$ 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	\$ 859,079.11	\$ 858,656.95	\$ (422.16)	0.0%	DECEMBER
JANUARY	\$ 352,042.53	\$ 428,051.96	\$ 438,677.45	\$ 452,675.57	\$ 439,629.80	\$ 518,511.82	\$ 621,581.56	\$ 620,016.44	\$ 962,575.73	\$ 911,621.30	\$ 961,479.28	\$ 49,857.98	5.2%	JANUARY
FEBRUARY	\$ 412,444.88	\$ 492,443.37	\$ 512,999.35	\$ 531,661.33	\$ 512,348.56	\$ 625,384.28	\$ 765,828.01	\$ 831,248.32	\$ 1,195,573.50	\$ 1,089,761.54			0.0%	FEBRUARY
MARCH	\$ 543,228.57	\$ 620,400.43	\$ 669,846.81	\$ 713,304.60	\$ 706,752.92	\$ 890,067.11	\$ 523,456.91	\$ 1,202,261.81	\$ 1,464,321.32	\$ 1,291,892.81			0.0%	MARCH
APRIL	\$ 380,435.29	\$ 415,348.46	\$ 402,667.00	\$ 527,340.52	\$ 444,356.33	\$ 603,105.20	\$ 25,976.61	\$ 989,499.85	\$ 1,134,272.21	\$ 973,952.03			0.0%	APRIL
MAY	\$ 280,714.64	\$ 304,895.49	\$ 337,678.13	\$ 379,382.83	\$ 337,939.46	\$ 422,821.05	\$ 19,954.56	\$ 873,896.74	\$ 858,300.69	\$ 733,125.47			0.0%	MAY
JUNE	\$ 281,398.92	\$ 329,332.15	\$ 335,367.88	\$ 382,518.49	\$ 391,442.99	\$ 477,672.68	\$ 383,405.77	\$ 936,157.02	\$ 817,660.38	\$ 773,692.98			0.0%	JUNE
JULY	\$ 312,707.52	\$ 371,186.88	\$ 396,657.70	\$ 429,700.11	\$ 432,432.81	\$ 475,252.37	\$ 510,374.13	\$ 932,690.48	\$ 906,135.40	\$ 807,102.53			0.0%	JULY
AUGUST	\$ 264,144.99	\$ 257,962.46	\$ 259,935.34	\$ 296,029.00	\$ 326,459.34	\$ 306,181.45	\$ 386,335.00	\$ 605,948.45	\$ 569,007.71	\$ 516,232.20			0.0%	AUGUST
SEPTEMBER	\$ 171,956.45	\$ 199,510.34	\$ 229,121.76	\$ 147,414.53	\$ 204,747.55	\$ 185,840.29	\$ 354,716.79	\$ 497,306.60	\$ 476,800.51	\$ 439,878.48			0.0%	SEPTEMBER
TOTAL	\$ 3,705,611.50	\$ 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	\$ 10,700,380.76	\$ 9,563,360.24	\$ 2,956,528.94	\$ 18,806.74	0.6%	
% INC/DEC PREVIO	15.0%	14.9%	5.4%	7.9%	-3.2%	18.3%	-12.6%	59.9%	20.7%	-10.6%				

MONROE COUNTY												FY 2024 VS FY 2023		MONROE COUNTY
	FY 2014	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	\$ 1,759,176.87	\$ 1,965,638.53	\$ 2,141,983.41	\$ 2,159,556.28	\$ 1,657,643.75	\$ 2,124,908.96	\$ 2,309,534.11	\$ 2,279,722.60	\$ 3,905,875.61	\$ 3,473,392.66	\$ 3,327,584.53	\$ (145,808.13)	-4.4%	OCTOBER
NOVEMBER	\$ 1,978,040.35	\$ 2,148,748.22	\$ 2,478,637.41	\$ 2,541,279.00	\$ 2,003,039.94	\$ 2,702,301.22	\$ 2,890,712.74	\$ 2,488,666.53	\$ 4,800,355.01	\$ 4,298,711.60	\$ 4,376,038.20	\$ 77,326.60	1.8%	NOVEMBER
DECEMBER	\$ 2,620,762.50	\$ 2,956,880.78	\$ 3,221,329.22	\$ 3,283,433.85	\$ 2,648,567.15	\$ 3,570,234.48	\$ 3,894,576.84	\$ 3,960,784.24	\$ 6,535,482.06	\$ 5,771,369.71	\$ 5,749,317.55	\$ (22,052.16)	-0.4%	DECEMBER
JANUARY	\$ 2,976,466.81	\$ 3,463,660.30	\$ 3,617,875.63	\$ 3,614,453.26	\$ 3,004,655.61	\$ 3,924,987.25	\$ 4,396,420.40	\$ 4,106,127.89	\$ 6,864,642.81	\$ 6,346,867.21	\$ 6,429,922.00	\$ 83,054.79	1.3%	JANUARY
FEBRUARY	\$ 3,334,432.32	\$ 3,802,363.52	\$ 4,070,265.76	\$ 4,040,344.22	\$ 3,572,781.94	\$ 4,421,416.73	\$ 5,202,403.62	\$ 5,205,995.51	\$ 7,663,680.16	\$ 7,064,898.72			0.0%	FEBRUARY
MARCH	\$ 4,025,156.17	\$ 4,457,322.28	\$ 4,866,704.04	\$ 4,774,885.64	\$ 4,304,247.37	\$ 5,465,922.20	\$ 3,323,590.80	\$ 7,175,404.47	\$ 8,923,123.82	\$ 7,990,424.72			0.0%	MARCH
APRIL	\$ 2,985,174.37	\$ 3,290,256.80	\$ 3,325,501.81	\$ 3,844,101.55	\$ 3,129,405.33	\$ 4,034,934.12	\$ 145,278.61	\$ 6,285,804.42	\$ 7,192,240.13	\$ 6,269,977.33			0.0%	APRIL
MAY	\$ 2,536,755.36	\$ 2,714,188.93	\$ 2,879,669.22	\$ 2,994,692.08	\$ 2,600,323.92	\$ 3,190,434.85	\$ 124,994.15	\$ 5,862,288.02	\$ 5,541,863.99	\$ 4,631,048.78			0.0%	MAY
JUNE	\$ 2,300,526.09	\$ 2,560,223.11	\$ 2,715,775.96	\$ 2,860,357.79	\$ 2,753,771.00	\$ 3,208,348.17	\$ 2,507,828.47	\$ 5,788,332.34	\$ 5,163,651.40	\$ 4,626,341.77			0.0%	JUNE
JULY	\$ 2,540,583.18	\$ 2,926,512.99	\$ 3,239,923.45	\$ 3,397,076.30	\$ 2,983,849.88	\$ 3,467,341.97	\$ 3,003,229.35	\$ 6,222,042.39	\$ 5,759,101.69	\$ 5,074,577.19			0.0%	JULY
AUGUST	\$ 2,227,811.65	\$ 2,345,769.35	\$ 2,334,356.84	\$ 2,471,707.32	\$ 2,376,107.98	\$ 2,443,270.76	\$ 2,345,427.18	\$ 4,066,371.67	\$ 3,817,091.06	\$ 3,310,795.07			0.0%	AUGUST
SEPTEMBER	\$ 1,376,031.90	\$ 1,687,692.19	\$ 1,808,818.73	\$ 763,549.39	\$ 1,568,165.76	\$ 1,392,981.88	\$ 2,004,717.58	\$ 3,154,853.54	\$ 2,670,635.30	\$ 2,456,640.98			0.0%	SEPTEMBER
TOTAL	\$30,660,917.57	\$34,319,257.00	\$36,700,841.48	\$36,745,436.68	\$32,602,559.63	\$39,947,082.59	\$32,148,713.85	\$56,596,393.62	\$68,837,743.04	\$61,315,045.74	\$19,882,862.28	\$ (7,478.90)	0.0%	
% INC/DEC PREVIO	12.6%	11.9%	6.9%	0.1%	-11.3%	22.5%	-19.5%	41.7%	21.6%	-10.9%				

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through January 31, 2024
 03/13/2024



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

F.1.

March 22, 2024

TO: District III Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities Feb. 18, 2024, through March 22, 2024

The following report highlights ongoing public relations activities on behalf of District III from Feb. 18, 2024, through March 22, 2024.

- Agency representatives attended the TDC meetings.
- Agency representatives attended DAC III meeting via Zoom.
- U.K. representative KBC's Rachael Mathewson represented the Keys at a Social With Media networking event Feb. 21, meeting with representatives of outlets including The Sun, National Geographic Traveller, The Arbuturian and TONIC.
- German associate Claasen Communication finalized all plans and participated on behalf of the Florida Keys & Key West at the annual International Media Marketplace (IMM) held March 4 in Berlin. This was timed to coincide with representation at the ITB show that began the following day.
- Claasen coordinated arrangements for and represented the destination at ITB in Berlin, and participated in the annual Visit USA Media Breakfast that typically attracts more than 200 journalists interested in the U.S. Claasen also was the headline sponsor for the annual Spartacus Travel Awards, a major event at ITB and on the LGBTQ+ calendar. All efforts were undertaken to ensure strong Florida Keys exposure to this pivotal travel audience.
- KBC is following up with BBC Wildlife former editor and regular contributor Paul McGuinness, who visited the Keys to investigate wildlife and sustainable highlights. A resulting eight-page feature is to appear later this year in the magazine, together with an online article, reaching a combined audience of 820,000.
- KBC continues to assist Lulu Grimes, group managing editor for BBC Good Food magazine, who traveled to the Keys in February researching an online guide to luxury family travel. She is also producing a standalone digital piece on 10 things to taste in the destination, with reference to local producers and sustainable activities, to appear later in 2024.

- When broadcaster and writer Dominique Krauskopf visited the destination Feb. 27 through March 1, KBC and NewmanPR arranged a series of interviews with French-speaking representatives of Keys tourism and hospitality businesses. They are to be broadcast on radio station RCF, which has 500,000 daily listeners across France. Krauskopf will also produce a series of Keys reviews on the Voyager Magazine website, which attracts 650,000 unique monthly visitors.
- Claasen continues to develop the German Facebook page. During the reporting period, follower numbers increased from 21,120 to 21,778, aided by a short advertising campaign that reached more than 27,000 Facebook users.
- KBC issued releases during the reporting period that focused on new developments in the destination and upcoming spring events. Claasen Communication issued releases covering the Eco-Experience Trail pass and upcoming events. All releases were uploaded to the relevant Keys market websites and to the Visit USA Association news portals.
- KBC and NewmanPR are planning a media visit for Lis Bellamy, freelance travel writer for Woman and Woman's Own magazines.
- Canadian affiliate LMA continued preparations to represent the Keys at the 2024 Travel Media Association of Canada (TMAC) Media Marketplace. The TMAC event is to be held June 12-16 in Saint Johns, Newfoundland, with a two-day split media marketplace to mark the 30th anniversary of the association. LMA is planning to finalize media appointments in early April.
- LMA has completed two radio show remotes from the Keys and plans for a third are underway. The completed visits were for Region 105.9 with Robert Pagetto and The Travel Radio Show Ontario with Greg Hetherington, and both took place in February. The outstanding visit for The Informed Traveller with Randy Sharman is scheduled April 11-16 and LMA is working on an itinerary for the visit.
- LMA continued to work closely with representatives of media outlets and influencers to increase their awareness of the Florida Keys. They included Barry Choi, Things to Know T.O. reporter; freelance writer Catalina Margulis; Jim Byers, "Canada's Travel Guy"; and Adventure Awaits influencer Jami Savage.
- LMA had discussions with a number of media members that are interested in future individual press trips: Maggie Mei, Vancouver influencer who won the Key lime pie cooking event in November 2023; content creator Kristen Wendlandt; and influencer Brian Macintosh.
- During the reporting period, LMA confirmed Keys coverage with OpenJaw eBlast, the Sault Star Newspaper, Fredericton Daily Gleaner Newspaper, Saint Johns Telegraph Journal Newspaper, Moncton Times Transcript Newspaper, Western Producer Magazine, TravelPress, Travel Industry Today, St. Mary's Independent Newspaper, Wilmot-Tavistock Gazette Newspaper, Ingersoll Echo Newspaper, Goderich Sun Newspaper and the Stratford Tribune Newspaper.
- LMA is to represent the Keys at the Travel Media Association of Canada event scheduled for the end of March 2024.

- LMA distributed the following media advisories and releases to targeted Canadian media: New Florida Keys Eco-Experience Trail Pass Connects Visitors to Environment; Recovered Sea Turtle “Ida” Released Off Florida Keys; The Original Marathon Seafood Festival to Blend Fresh Seafood and Family Fun March 9-10; and Florida Keys “Groundhog” Conch Sees Its Shadow.
- 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.
- Agency’s Laura Myers began preparing for IPW 2024, to be held May 3-7 in Los Angeles, to provide media support to the TDC sales team and to promote the Keys during the media marketplace, appointments at the Keys booth and drop-by-talks. Myers is also preparing a special edition of “What’s New in the Florida Keys & Key West” to be given to attending media.
- 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.
- NewmanPR’s Cultural Heritage Quest social media giveaway, conceived and carried out to increase awareness of the Keys’ creative heritage and contemporary offerings, ended March 15 after attracting 3,099 entries. The giveaway featured a trivia-based quiz format, with the winner to receive a four-night Keys stay to explore the area’s cultural offerings. The Cultural Heritage Quest was promoted through a release distributed to targeted media and posted on the website, a story in the March 2024 issue of the e-newsletter, two dedicated eBlasts to opt-in e-news subscribers that were created in collaboration with TwoOceansDigital.com and reached more than 74,000 people, and an extensive social media campaign that resulted in over 297,000 impressions and a reach of more than 422,000.
- NewmanPR continued 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 goal of the ongoing project is to encourage visitors to make sustainable lodging and recreation choices.
- Working with TwoOceansDigital.com, agency produced, distributed and posted the March issue of the “Keys Traveler” e-newsletter and finalized copy for the April 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 also worked with Two Oceans to develop and debut a “Local’s Choice” icon to identify these stories on the website.

- 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.
- Agency wrote, distributed to widespread media and posted on the website the spring 2024 issue of “What’s New in the Florida Keys & Key West.”
- Agency wrote, distributed to widespread media and posted on the website a release on the 7-Mile Offshore Grand Prix. Plans are underway for producing significant additional coverage of the event when it takes place.
- After its overview release on the Original Marathon Seafood Festival, agency wrote, distributed to media and posted on the website a second release highlighting the event’s flyover by two U.S. Navy jets from Fighter Squadron Composite VFC-111, known as the “Sun Downers.” When the festival took place, agency produced and posted extensive social media coverage on it.
- Agency wrote, distributed to media and posted on the website a release on the Marathon Premier Sailfish Tournament.
- Each Thursday, Andy Newman provides a live report on Keys events on U.S. 1 Radio’s Morning Magazine.
- Agency wrote and distributed to tourism interests an advisory on reports of abnormal fish behavior and smalltooth sawfish deaths, based on information from Florida Fish and Wildlife Conservation Commission officials.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on FloridaKeysTV’s quality dive programming.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on procedures that enhance dive safety and environmental protection.
- Agency wrote and featured in the “Keys Voices” blog a piece on Fred the Tree, growing out of the Old Seven Mile Bridge, and his inclusion in the new “Road House” film.
- Agency coordinated and aided with media visits by individual journalists and social media influencers including Paul Knowles of Vacay.ca and the Toronto Star newspaper, content creator Mari Vidigal of Ideias Na Mala, Christiane Neubauer of cycling magazine Radtouren and other outlets, Dominique Krauskopf of VOYAGER-Magazine and French radio station RCF, and Markus Scheck of GOLF TIME magazine.

- 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 story in Luxury Travel Advisor on new developments in the Keys by Susan Young; and two articles in Travel Awaits by Sarah Morgensen, with one highlighting Conscious Escapes and less-traveled destinations.
- 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: 535,443 followers increased from 534,595
 Twitter: 59,440 followers increased from 59,272
 Instagram: 357,435 followers increased from 354,800
 TikTok: 19,326 followers increased from 18,955

01 Feb 2024 - 29 Feb 2024

DAC Social Media Report February 2024

 @floridakeysandkeywest
  @thefloridakeys
  @thefloridakeys
  @thefloridakeys

Facebook Activity Overview (Feb 01, 2024 - Feb 29, 2024)



POST IMPRESSIONS
12,800,602



PAGE REACH
10,866,518



POST ENGAGEMENT
322,032



PAGE CONSUMPTIONS
257,261



Post Impressions



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	2,471,631
Paid Impressions	10,328,971
Viral Impressions	257,647
Total Impressions	13,058,249
Users Reached	10,840,799

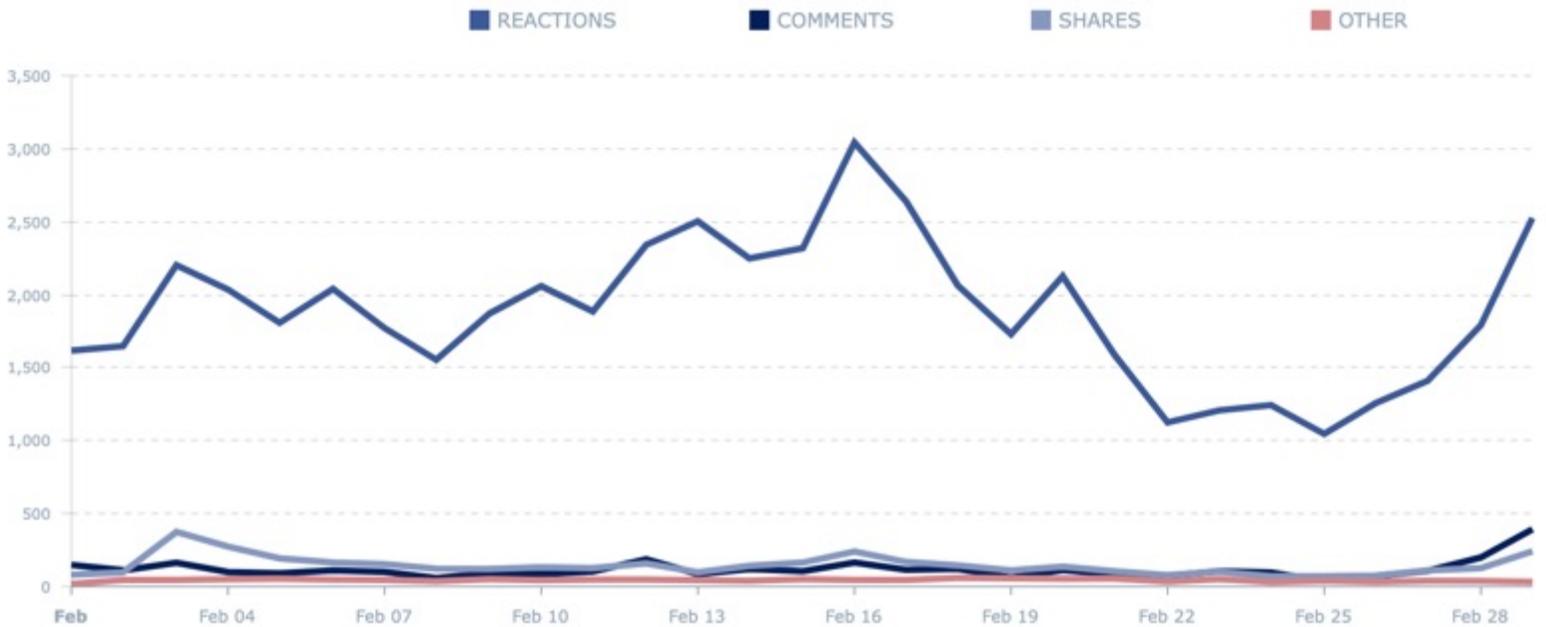
TOTAL IMPRESSIONS
DECREASED BY

↓ **6.79%**

SINCE PREVIOUS PERIOD



Audience Engagement



ACTION METRICS

Reactions	56,577
Comments	3,851
Shares	4,343
Other Engagements	1,330
Total Engagements	66,101

TOTAL ENGAGEMENTS
DECREASED BY

↓ **5.25%**

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



The Florida Keys & Key West

27 FEB 8:21 PM



A long-time Florida Keys favorite, Papa Joe's Waterfront, has been rebuilt on its iconic location at mile marker 79 overlooking Tea Table Channel and reopens Friday, March 1! The waterfront and sunset views are spectacular and can be enjoyed in outdoor spaces including a Papa's Pilar-themed "yard" and the iconic tiki bar, and from the new indoor restaurant and bar with picture windows. Come on, Friday! 🍹🍹🍹 <https://www.facebook.com/584555423719270/posts/785805783594232>

3188

598

214

14494

10.55%

124,889



The Florida Keys & Key West

15 FEB 12:33 PM



The beautiful view from the beach at Fort Zachary Taylor Historic State Park in Key West. 🌴🌊🏖️ If you're planning a visit to any one of the ten state parks in the Florida Keys, you can earn points and special offers just for checking in on the Florida Keys Eco-Experience Trail! This FREE mobile pass gives visitors the opportunity to earn points while exploring the rich natural environment of the Florida Keys! Learn more at fla-keys.com/experience. 📱 its_just_doug Florida State Parks <https://www.facebook.com/photo.php?fbid=778914460950031&set=a.558972436277569&type=3>

2604

130

179

895

3.73%

93,147



The Florida Keys & Key West

02 FEB 1:38 PM



Unlike Punxsutawney Phil, who didn't see his shadow, the mollusk meteorologist at Florida Keys Aquarium Encounters in Marathon saw its shadow on Groundhog Day. That means six more weeks of winter. Of course in the Keys, winter means an average daytime temperature of 75 degrees. Might be a bit colder elsewhere. <https://www.facebook.com/584555423719270/videos/1782903658897756>

2573

87

630

1926

3.09%

151,249



Edit profile

The Florida Keys

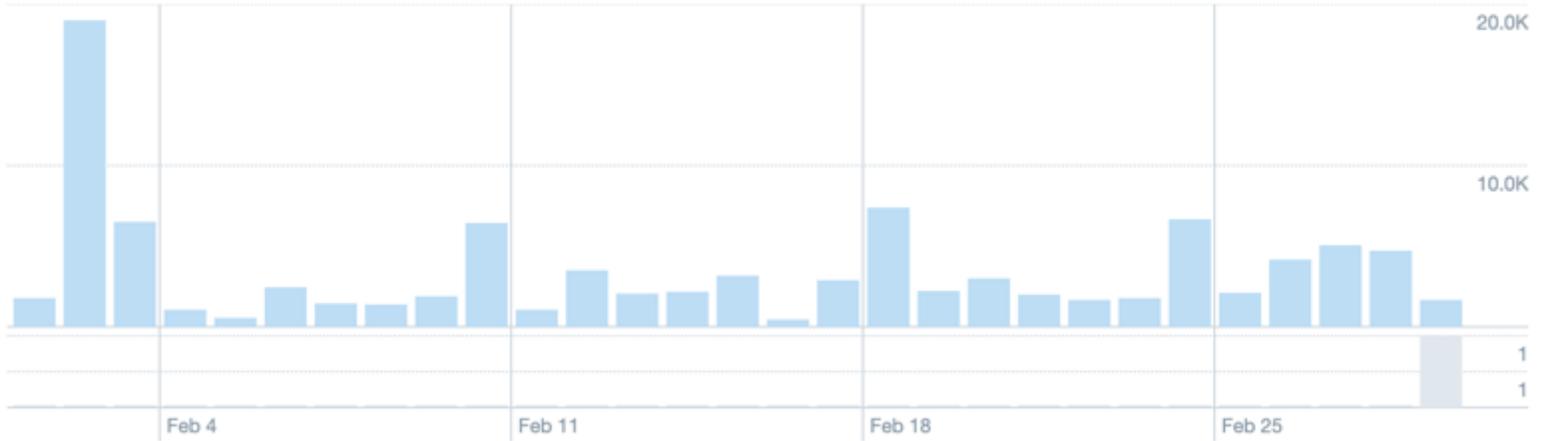
@thefloridakeys

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

Travel & Transportation MM 118-0 fla-keys.com
Born January 1, 1995 Joined March 2009

2,913 Following 59.4K Followers

Your posts earned **100.2K impressions** over this **29 day period**



Engagements

Showing 29 days with daily frequency

Engagement rate

3.5%



Likes

2.4K

Feb 29
30 likes



On average, you earned **81 likes** per day



The Florida Keys @thefloridakeys · Feb 2

Unlike Punxsutawney Phil, who didn't spot his shadow, the mollusk meteorologist at **@FLKeysAE** did see its shadow on Groundhog Day. So, brace for 6 more weeks of winter – though in the Keys, that translates to an average daytime temp of 75 degrees. Might feel chillier elsewhere.

pic.twitter.com/VmjdENKuvk

[View post activity](#)

21,853

650

3.0%



The Florida Keys @thefloridakeys · Feb 27

Exciting news! Papa Joe's Waterfront reopens at its iconic location at mile marker 79.8 in the Florida Keys on March 1st! Enjoy stunning views, outdoor spaces, and a new indoor restaurant and bar! 🍷🍔🍹

#PapaJoesWaterfront #FloridaKeys

pic.twitter.com/lzMtA2hB2c

[View post activity](#)

6,844

393

5.7%



The Florida Keys @thefloridakeys · Feb 26

Spending the weekend on the water in the backcountry paradise of the Florida Keys is time well-spent! 🚤

#EvergladesNationalPark pic.twitter.com/6wOdIjqa6

[View post activity](#)

5,750

393

6.8%

Instagram Activity Overview



FOLLOWERS
358,862



FOLLOWING
750



POSTS
2,843



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	70,618
Comments Received (All Posts)	706
Comments Received (Posts This Period)	799.0
Posts Sent	27

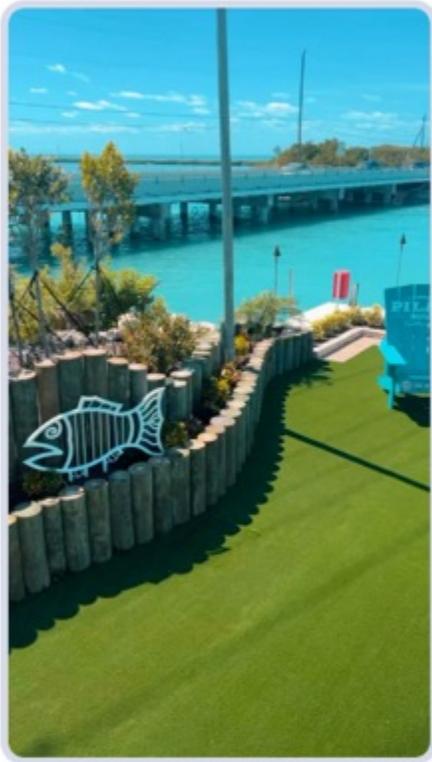
TOTAL ENGAGEMENTS
INCREASED BY

↑ **4.2%**

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 7,795

Comments 93



Likes 7,739

Comments 62



Likes 6,996

Comments 34



thefloridakeys

The Florida Keys

50 Following 19.3K Followers 502.7K Likes

Welcome to the Florida Keys!

m.cmpgn.page/t5CVNW

Reach

Video views

112,547

+50.1K (+80.11%) ↑

Reached audience

87,210

+46.7K (+115.52%) ↑

Profile views

1,113

+446 (+66.87%) ↑

Video views ⓘ

Feb 1, 2024 - Feb 29, 2024



Engagement

Likes

4,098

+997 (+32.15%) ↑

Shares

2,240

+2.1K (>999.99%) ↑

Comments

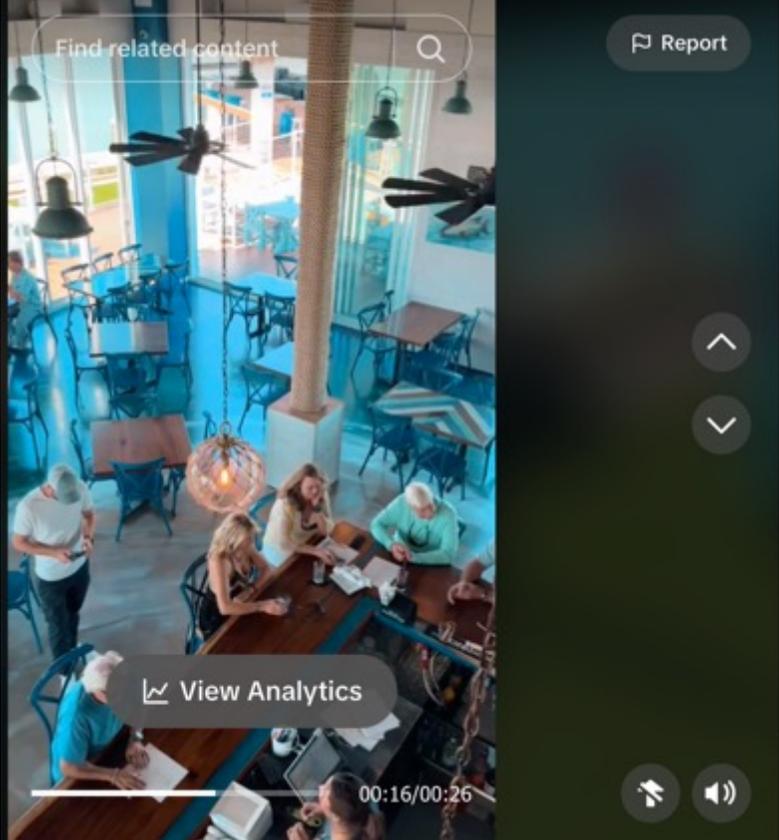
110

+19 (+20.88%) ↑

Likes ⓘ

Feb 1, 2024 - Feb 29, 2024





thefloridakeys
The Florida Keys · 2d ago

Exciting news! Papa Joe's Waterfront reopens at its iconic location at mile marker 79.8 in the Florida Keys on Mar... [more](#)

🎵 original sound - The Florida Keys

📍 Islamorada, Florida Keys · Islamorada

👍 2285 💬 27 📌 618 🔗

<https://www.tiktok.com/@thefloridakeys/video/73404...> [Copy link](#)

Comments (27) Creator videos

 **veydabanks**
Be there in 2 weeks 🤞
1d ago Reply ❤️ 0

 **The Florida Keys · Creator**
Yay! 🥳 ❤️

Add comment... @ 😊 Post

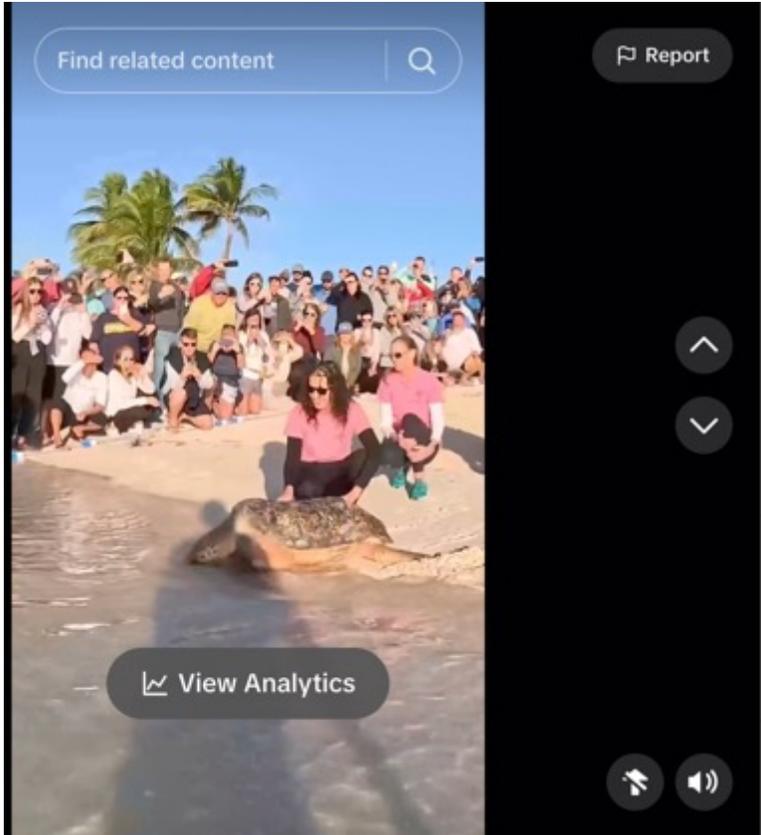


Exciting news! Papa Joe's Waterfront reopens at its iconic location at mile marker 79.8 in the Florida Keys on March 1st! Enjoy stunning views, outdoor spaces, and a new indoor restaurant and bar! 🍷🍔
📍 #PapaJoesWaterfront #FloridaKeys #onlyinthekeys #floridakeyslife #OnlyintheFloridaKeys

Data since time of posting on 02-27-2024

Create ad

▶ 61.5K ❤️ 2.3K 💬 27 ➦ 1.2K 📌 618



thefloridakeys
The Florida Keys · 2-14

Hundreds flocked to Sombrero Beach, Florida Keys for a heartwarming Valentine's Day as "Lily Rose," a 220lb... more

🎵 my love mine all mine - r7ptor

📍 Florida Keys · Islamorada

👍 203 💬 2 📌 2

<https://www.tiktok.com/@thefloridakeys/video/73355...> Copy link

Comments (2) Creator videos

Bethany
How old is Lily Rose??
2-17 Reply ❤️ 0

The Florida Keys · Creator
Not sure her exact age but she's an adult ❤️

Add comment... @ 😊 Post



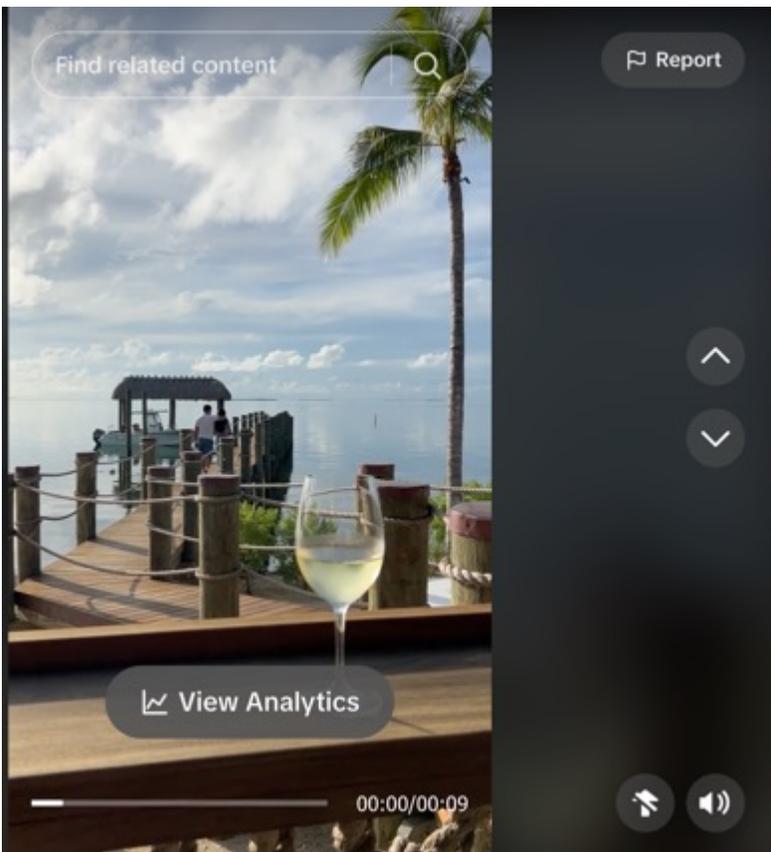
Hundreds flocked to Sombrero Beach, Florida Keys for a heartwarming Valentine's Day as "Lily Rose," a 220lb loggerhead sea turtle, returned to the sea after rehabilitation for a boat strike injury. Just in time for mating season! 🧡🐢🌊📺: Brandon Bowman #floridakeys #seaturtles #onlyinthekeys #floridakeyslife

Data since time of posting on 02-14-2024

Create ad

▶ 2.4K ❤️ 203 💬 2 ➦ 2 📌 2

Basic information			
Reach	Completion rate	Average view time	Profile views
2,187	0%	5.42s	10



Report



thefloridakeys

The Florida Keys · 2-16



Get lost in the magic of the Florida Keys where sunset strolls, tranquil surroundings, and quality time create... **more**

love actually is all around - Juliet

Florida Keys · Islamorada

172 4 2 </> 7 WhatsApp Facebook Twitter Share

<https://www.tiktok.com/@thefloridakeys/video/73364...> Copy link

Comments (4)

Creator videos



AFloridaFind

Is there anything better than the Florida keys ? 🤔

👍👎

2-21 Reply

1



The Florida Keys · Creator

Add comment... @ 😊 Post



Get lost in the magic of the Florida Keys where sunset strolls, tranquil surroundings, and quality time create unforgettable moments. ❤️ #FloridaKeys #romanceinthekeys #onlyinthekeys #floridakeyslife #OnlyintheFloridaKeys

Data since time of posting on 02-17-2024

Create ad

2.4K 172 4 0 2

Basic information

Reach	Completion rate	Average view time	Profile views
2,134	0%	3.73s	14

The Florida Keys
Marathon



DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

April 10 DAC III MEETING





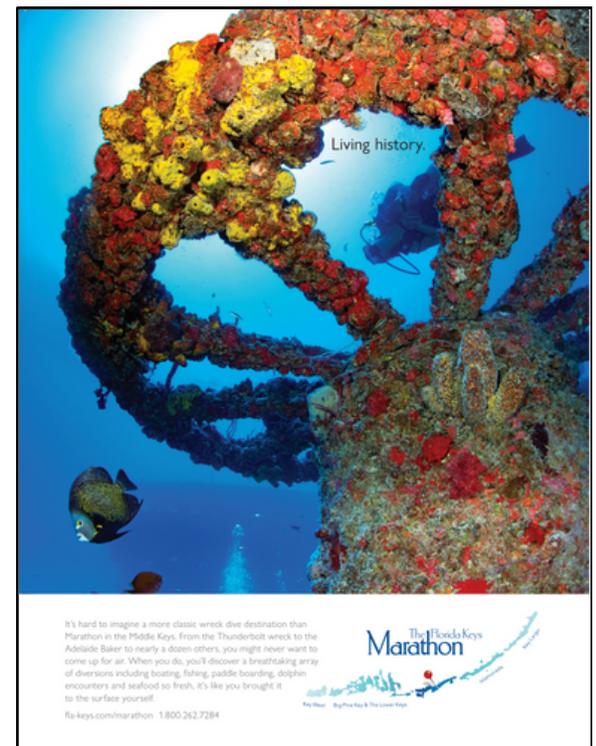
MEDIA RECAP & REPORTING - MAY & JUNE

TELEVISION

- **Out-Of-State Spot Market TV - 5/1 - 5/31**
 - New York DMA
 - Atlanta DMA
 - Dallas-Ft. Worth DMA
 - Nashville 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 - 5/1 - 6/30**
 - The Fish Guyz
 - Into the Blue (Discovery)





MEDIA RECAP & REPORTING - MAY & JUNE

DIGITAL

- **Pre-Roll + CTV/OLV**
 - Adara - 5/1 - 5/31
 - Magnite/SpotX - 5/1 - 5/31
 - Epsilon-Conversant - 5/1 - 6/30
 - GumGum - 5/1 - 5/30
 - Nexxen - 6/1 - 6/30
 - Amadeus - 6/1 - 6/30
- **Custom Hub Units**
 - TripAdvisor.com - 5/1 - 5/31
 - NYTimes Flex Frame Video - 5/1 - 5/31
 - ScubaDiving.com/Padi.com - *Annual*
 - The Knot/Wedding Wire - *Annual*
- **Native**
 - Afar.com - 5/1 - 5/31
 - OutsideOnline.com - 5/1 - 5/31
 - Sportfishingmag.com - *Annual*





MEDIA RECAP & REPORTING - MAY & JUNE

SEM

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

CO-OP

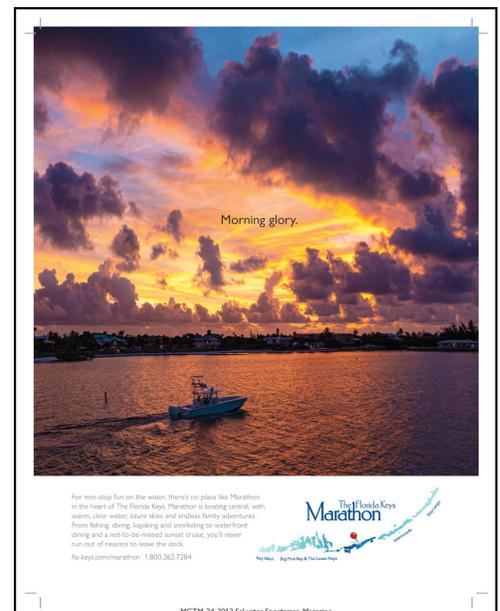
- Facebook/Instagram - 5/1 - 6/30

PRINT

- *Scuba Diving Magazine* - May
- *Southern Boating Magazine* - May
- *AOPA Pilot Magazine* - May
- *Boat U.S. Magazine* - May

INTERNATIONAL

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





MEDIA RECAP & REPORTING - FEBRUARY

VIDEO

February 2024			
Date	Pre-Roll Video	Impressions	VCR
2/1-2/29	Adara	1,430,517	81.02%
	Spearfish	886,201	28.00%
	Datafy	712,955	87.75%
	Samsung	697,667	98.00%
	Gum Gum	678,753	91.73%
	Nexxen	619,040	96.66%
	Roku	443,526	98.24%
	Epsilon/Conversant	394,773	99.00%
	MNI	311,895	95.72%
	Hulu	206,190	99.00%
	Outside	47,558	95.22%
	Afar	16,374	41.31%





MEDIA RECAP & REPORTING - FEBRUARY

BANNERS

February 2024				
Date	Banner Ads	Impressions	Clicks	Click-through %
Dedicated				
2/1-2/29	GroundTruth	2,580,709	4,971	0.19%
	Accuweather	402,670	2,213	0.39%
	The Knot	118,026	228	0.19%
	Afar	69,600	44	0.05%
	CNTraveler	59,283	28	0.05%

ADVERTISEMENT

Forecast calls for sun. It always does.

The Florida Keys Marathon

Life

Bose QuietComfort 45s are back at their Black Friday price — plus more of the best deals to shop today

SLEEP

Troubleshooting the mystery of post-COVID insomnia with a sleep tracker

DIGITAL CULTURE

The best part of 'White Lotus' is the online community it's created

The perfect climate to grow.

The Florida Keys Marathon

IN PARTNERSHIP WITH VISIT FLORIDA



MEDIA RECAP & REPORTING - FEBRUARY

EBLAST

February 2024						
Date	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate %	Click-through %
2/21	LuxuryLink	500,000	218,001	1,010	43.60%	0.46%

[View Online](#)

LUXURY LINK From one of our preferred partners



Morning glory.



For non-stop fun on the water, there's no place like Marathon in the heart of The Florida Keys. Marathon is boating central, with warm, clear water, azure skies and endless family adventures. From fishing, diving, kayaking and snorkeling to waterfront dining and a not-to-be-missed sunset cruise, you'll never run out of reasons to leave the dock.

fla-keys.com/marathon 1-800-262-7284

MEDIA RECAP & REPORTING - FEBRUARY

NATIVE

February 2024

Date	Native	Page Views	Clicks	Average Time Spent	Click-through %
2/1-2/29	Trip Advisor	23,709	20,405	0:06:38	4.38%
	The Knot	5,498	149	0:01:51	2.71%

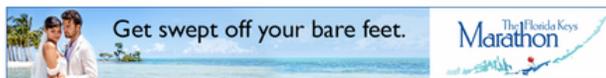
the knot

[Planning Tools](#)
[Vendors](#)
[Wedding Website](#)
[Invitations](#)
[Registry](#)
[Attire & Rings](#)
[Ideas & Advice](#)
[Gifts & Favors](#)

 Find a couple

Log in

Sign up



Sponsored by 



Love the Water? Here's Where You Should Have Your Destination Wedding

From beachside ceremonies to sunset cruises, Marathon is a water lover's paradise.

[Read more](#)

ADVERTISEMENT

Get swept off your bare feet.





MEDIA RECAP & REPORTING - FEBRUARY

AUDIO

February 2024			
Date	Native	Planned Impressions	Delivered Impressions
2/1-2/29	Katz Digital Audio	1,923,077	722,315
	Audacy	333,000	369,566



MEDIA RECAP & REPORTING - FEBRUARY

SOCIAL

February 2024				
Date	Social	Impressions	Clicks	Click-through %
Dedicated				
2/1-2/29	Facebook/Instagram	450,373	4,506	2.82%
	Outside	287,475	2,050	0.83%
	The Knot	60,190	879	1.46%





MEDIA RECAP & REPORTING - FEBRUARY

GOOGLE AD WORDS

February 2024				
Date	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
2/1-2/29	best place to fish in florida	27,869	153	0.55%
	florida vacations	11,683	5,347	45.77%
	florida fishing	8,672	54	0.62%
	swim with dolphins	4,779	37	0.77%
	family vacation ideas	2,646	43	1.63%
	vacation home rentals	1,669	223	13.36%
	beach houses for rent	1,453	38	2.62%
	vacations for kids	1,171	143	12.21%
	florida rv parks	1,015	40	3.94%
	beach vacation home rentals	1,014	32	3.16%
	trips for families	932	147	15.77%
	florida family vacations	837	185	22.10%
	florida rv sites	719	53	7.37%
	fun family trip ideas	655	236	36.03%
	vacation rentals on the beach	600	78	13.00%
	family vacation packages	542	73	13.47%
	florida beach vacation rentals	428	37	8.64%
	vacation home rentals florida	307	74	24.10%
	florida vacation rentals	281	52	18.51%
	south florida resorts	229	33	14.41%



MEDIA RECAP & REPORTING - FEBRUARY

YAHOO, BING & AOL KEYWORDS

February 2024				
Date	Bing, Yahoo and AOL Search (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
2/1-2/29	diving florida	66,505	6,213	9.34%
	family vacations	11,929	781	6.55%
	florida fishing	3,342	39	1.17%
	beach vacation	3,071	29	0.94%
	vacation packages	2,221	269	12.11%
	vacation ideas	1,341	108	8.05%
	swim with the dolphins in florida	1,055	10	0.95%
	vrbo vacation rentals	751	61	8.12%
	family vacation	738	89	12.06%
	luxury hotels	620	35	5.65%
	VRBO Florida	617	14	2.27%
	florida scuba diving	555	11	1.98%
	florida vacations	447	5	1.12%
	best family vacations	310	31	10.00%
	family vacation resorts	256	32	12.50%
	vacation destinations	203	21	10.34%
	summer vacation	173	8	4.62%
	beachfront vacation rentals	163	8	4.91%
	florida vacation home rental	151	14	9.27%
	best hotels florida	46	13	28.26%

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
- Collecting airline visitation data/private jet airlift numbers in and out of Marathon airport within the past 5 years

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
- Created and deployed new London UK Digital Billboards
- 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
- Ad coordination with Conde Nast Traveler for advertorials and custom e-blasts
- Ad coordination with TheKnot.com for custom ad unit banners, emails, and dark social posts
- Completed and trafficked video spots to be used in Germany, Italy, and France for OLV/CTV and Paid Social
- Ad development of interactive map unit with MobileFuse
- Ad development of Fishing gaming unit ad with Groundtruth
- Ad coordination with Afar.com for 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
- Ad coordination of BrandUSA international video and banner campaigns
- Ad coordination with TravelWeekly and TravelPulse for travel trade ads in international German, Canadian and UK markets
- Ad development of Undertone ad unit for mobile and desktop
- Ad coordination of Sport Fishing social video and e-newsletter campaigns
- Ad development of Men's Journal Dive custom editorial
- Ad development for PADI social posts and e-newsletters
- Ad development of dedicated landing page "microsite" within the Hopper travel app
- Ad development of New York Times Family Travel Advertorial



SPECIAL PROJECTS

- :15 and :30 Epicurean dining spots
- :15 and :30 Meetings spots
- Still photo and video shoot for Meetings market footage
- :15 and :30 Co-op program spots
- 1-minute long-form Dive spot
- 1-minute long-form Fishing spot
- 1-minute long-form Cultural spot
- 2-minute long-form Generic spot
- :30 and :60 Generic “Sizzle” Reels for Sales
- Flagler Awards submissions

MEETINGS

- Agency attended the 3/12 and 3/13 DAC Meetings and received approval for additional summer media add-ons based on existing budgets and also requested input for FY 25 media planning
- Agency attended the 3/14 TDC Marketing Plan Meeting
- Agency attended the 3/26 TDC Meeting and presented the Coral Restoration Foundation pro-bono video
- Agency attended the 3/27 Cultural Umbrella Meeting and presented the FY 25 Cultural Media Plan and also sought approval of additional media based on the existing budget
- Agency attended the 3/27 Fishing Advisory Committee meeting and requested input for FY 25 media planning and received approval of additional media based on the existing budget



MARATHON FY 23/24 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 (12/9-12/9)		*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									
Broward County Public Schools:	11/18-26			12/23-1/7				3/17-3/26									
Palm Beach County Public Schools:	11/18-26			12/23-1/8				3/17-3/26									
Martin County Public Schools:	11/22-26			12/23-1/3				3/9-3/17									
Hillsborough County Public Schools:	11/18-26			12/23-1/7				3/9-3/17									
Pinellas County Public Schools:	11/18-26			12/22-1/7				3/9-3/17									
Orange County Public Schools:	11/18-26			12/23-1/7				3/16-3/24									
Osceola County Public Schools:	11/18-26			12/16-1/2				3/9-3/17									
Seminole County Public Schools:	11/18-26			12/21-1/3				3/15-3/24									
Duval County Public Schools:	11/22-26			12/16-1/2				3/21-3/27									

	4 TH QUARTER												1ST QUARTER					2ND QUARTER					3RD QUARTER					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
Native - Weddings/Honeymoons:																																																			
• TheKnot.com Custom Content Package 2024:	2,464,311																																																		
-Content Marketing/Brand Integrated Article/Marathon			October	November	December	January	February	March	April	May	June	July	August																													\$57,500									
-Roadblock Banners Around Custom Content- 970 x 90/970 x 66/728 x 90, 300 x 600, 300 x 250, 320 x 50			October	November	December	January	February	March	April	May	June	July	August																																						
-Co-promo driving back to custom content optimized to Facebook or Instagram			October	November	December	January	February	March	April	May	June	July	August																																						
-Display Banners + Run of Weddings - 970 x 90/970 x 66/728 x 90, 300 x 600, 300 x 250, 320 x 50			October	November	December	January	February	March	April	May	June	July	August																																						
-Direct email sent 9-12 month to Wedding-users across The Knot and Weddingwire - 11/9/2023				9																																															
-Avalanche 970 x 250, 300 x 250 Cartograph, 300 x 250 mobile, 970 x 250 desktop			October	November	December	January	February	March	April	May	June	July	August																																						
Native - Travel Enthusiasts:																																																			
• Afar.com Afar Journeys Sponsorship - Itinerary on Marathon, Email, 300 x 250, 300 x 600 custom avalanche unit, 320 x 50, 728 x 90, 970 x 250, 300 x 250 970 x 250 video billboard	971,000				11/6-4/30																																						\$34,500								
DIGITAL																																																			
• CNTraveler.com - Conde Nast Traveler Marathon native content story lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300 x 250 & 320 x 50.	1,200,000		10/2-12/31			1/1-1/31																																						\$52,517							
Active/Adventure Enthusiasts:																																																			
• OutsideOnline.com Content Package FY 2024:	503,334				12/4-5/31																																							\$46,000							
-Re-Promotion of Custom Article for Marathon on Florida Keys "Art of Disconnecting" Hub on OutsideOnline.com																																																			
-:15 Key West pre-roll video for use on OutsideTV in-stream																																																			
-30 and 60-second custom content video placed into Outside TV+ programming/promotion. Content lives on FL Keys Hub																																																			
-Facebook video embed post. Posted organically and targeted to Outside's audience, an Outside 5% Look-alike audience and/or custom demographic/geographic audience																																																			
-Instagram Reel -drive awareness and traffic to custom content. Targeted to relevant audiences																																																			
- Geo Targeted to NY, LA, BOS, CHI, PHL & DC																																																			
Interactive Mobile Swipe Ad																																																			
• GroundTruth - Interactive mobile swipe with boating/family theme	:15	10,043,041	10/2-11/30			1/8-2/29																																						\$80,500							
A35-64 \$150k+ travel intender targeted. Geo Targeted NY, PHL, CHI, BOS, DC, MN, WI																																																			
Search Engine Marketing																																																			
• Google Ad Words	Copy		October	November	December	January	February	March	April	May	June	July	August	September																													\$41,613								
• Microsoft Advertising (Yahoo/Bing/AOL)	Copy		October	November	December	January	February	March	April	May	June	July	August	September																													\$16,814								
														DIGITAL TOTAL:														\$1,842,256																							



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

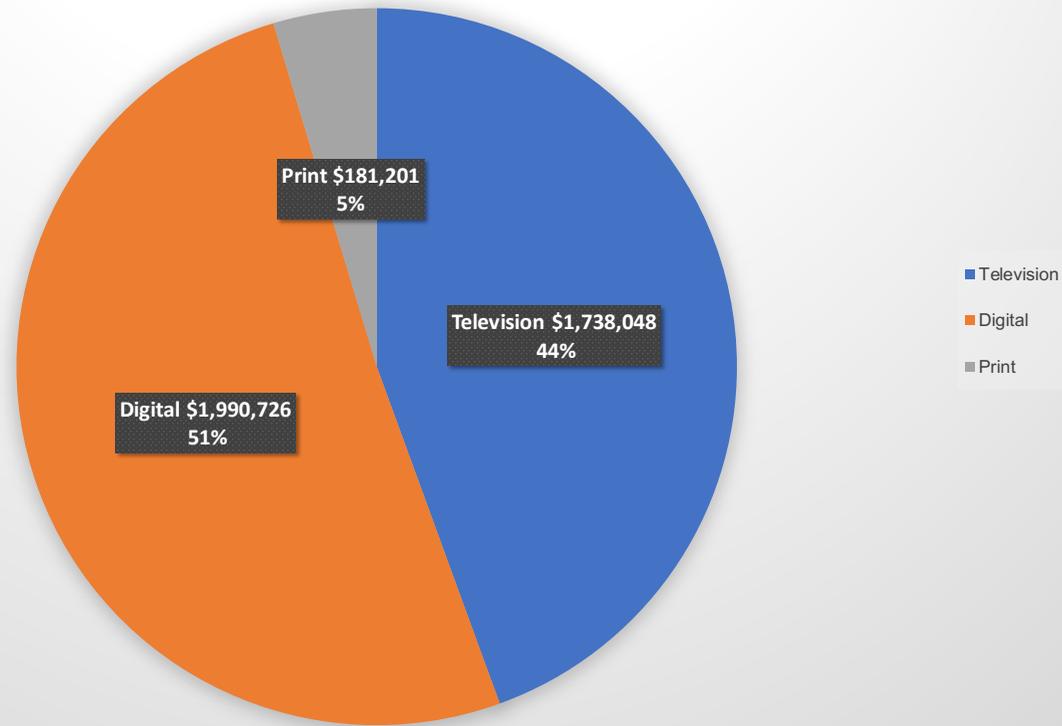
FY 2024 MEDIA PLAN



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 (12/7-12/9)		*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								
Broward County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/17-3/26							6/6-8/18								
Palm Beach County Public Schools:	11/18-26	11/18-26	12/23-1/8	3/17-3/26							5/30-8/8								
Martin County Public Schools:	11/22-26	11/22-26	12/23-1/3	3/9-3/17							5/23-8/8								
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					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 III / MARATHON FY 2024 PLAN DISTRIBUTION BY MEDIA



MEDIA SPEND TO DATE: \$3,909,975



		Holidays/Events												Legend: <input type="checkbox"/> = To Be Ordered Media, <input checked="" type="checkbox"/> = Ordered Media		
		*Columbus Day (10/9)	*Halloween (10/31)	*Art Basel (12/9)	(12/7-12/9)	*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				6/31-8/18		

Weeks begin on Mondays:	4TH QUARTER												1ST QUARTER					2ND QUARTER					3RD QUARTER					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

REVISION #4 CHANGES:

- Added summer additional media memo approved at 3/13 meeting. Added Tampa & Orlando Cable (p. 2) & Amadeus OLV & Epsolin CTV (p. 4)
- Journera Feb-Mar programmatic video/ctv moved to Adara Feb-Mar Video. (p. 3)
- Revised to show rate reduction for April Travel & Leisure (p. 7)
- Spring Co-Op revised to show as Dedicated due to no participants. (p. 7)
- Removed Gear Patrol Summer Issue due to not publishing and added Paddling Magazine (p. 8)

H.1 DAC 3 Dashboard

Monroe County STR Report – January 2023 Source – Smith Travel Research

Occupancy for Monroe County for January was 78.7% which is a -2.8% decrease over 2023. The Average Daily Rate (ADR) for January was \$390.37, representing a 3.9% ADR increase over 2023 and a 1.0% change in RevPAR.

Marathon had an occupancy of 69.6% and ADR of \$336.42 representing a -4.4% loss in RevPAR.

Visitor Volume Estimates

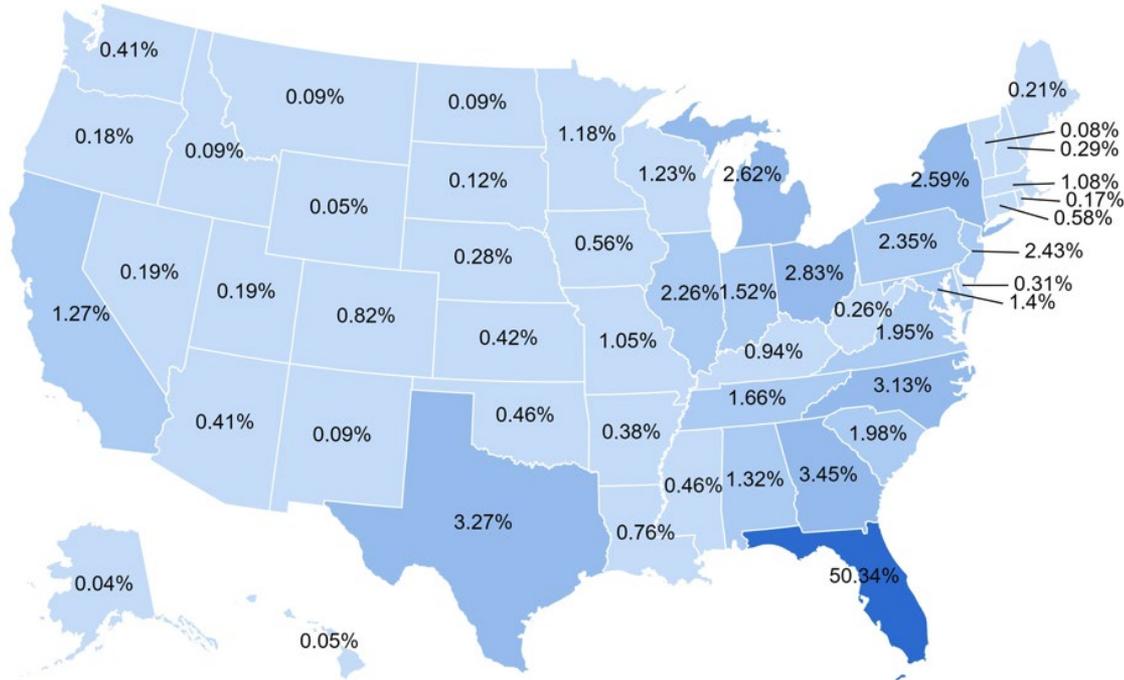
January 2023 vs. 2024

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 Feeder Markets)

Top Feeder market by State January 2023 vs. 2024

2023

Miami-Ft. Lauderdale
24.32%

New York
4.45%

West Palm Beach-Ft. Pierce
4.25%

Tampa-St. Pete -Sarasota
3.77%

Orlando-Daytona Bch-Mel...
3.4%

Ft. Myers-Naples
2.97%

Chicago
2.74%

Philadelphia
2.58%

Atlanta
1.99%

Detroit
1.92%

2024

Miami-Ft. Lauderdale
21.96%

New York
4.29%

West Palm Beach-Ft. Pierce
4.08%

Tampa-St. Pete -Sarasota
3.84%

Orlando-Daytona Bch-Mel...
3.37%

Ft. Myers-Naples
2.77%

Chicago
2.74%

Philadelphia
2.59%

Atlanta
2.24%

Detroit
1.9%

Visitors: Excluding Monroe County Residents & Day-trips

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

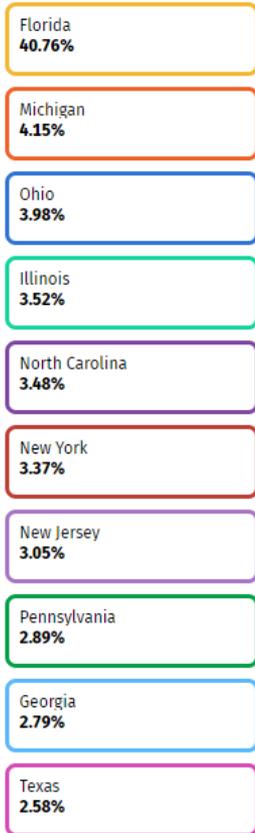


Share of Trips By Market - Monroe County

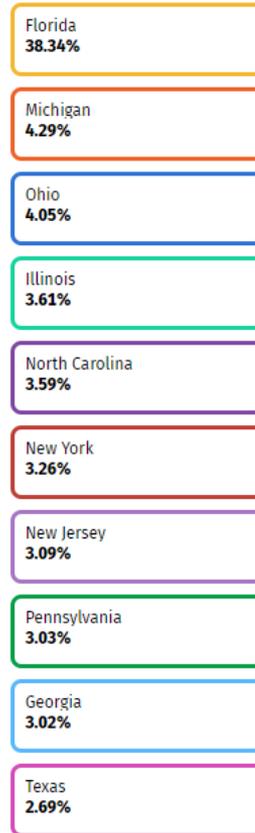
(Top States)

Top States January 2022 vs. 2023

2023



2024



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

January 2024

Percentage of trips to Districts

Key West	45.4%
Key Largo	41.02%
Islamorada	33.79%
Marathon	33.42%
Lower Keys	28.07%

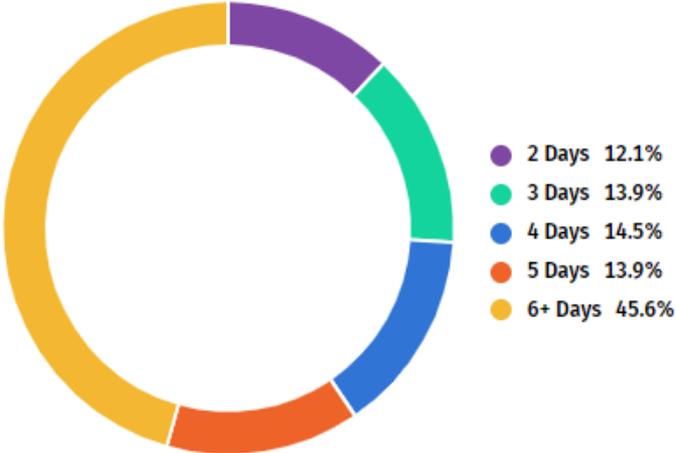
Visitors: Excluding Monroe County Residents & Day Trips

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



Average Trip Length – Excluding Day Trips

January 2024



Average Length of Stay: 5.2 Days

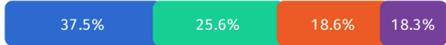


Household Demographics Jan 2023 vs. 2024

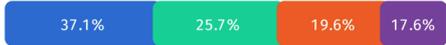
Age

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

2023



2024



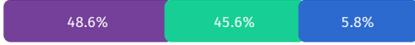
Education Level

- High School
- Bachelors
- Graduate

2023



2024



Household Size

- 1-2
- 3-5
- 6+

2023



2024



Income

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

2023



2024



Ethnicity

- Asian
- Black
- Hispanic
- Other
- White

2023



2024

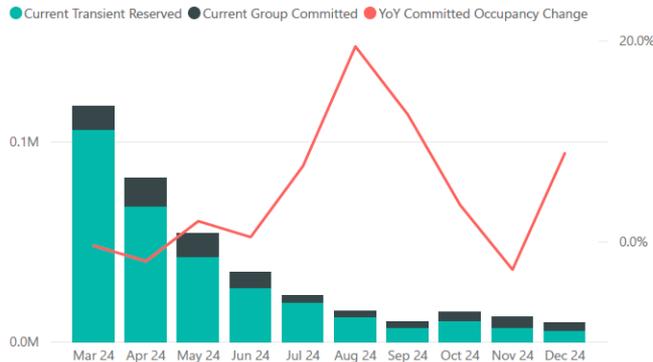


Demand 360

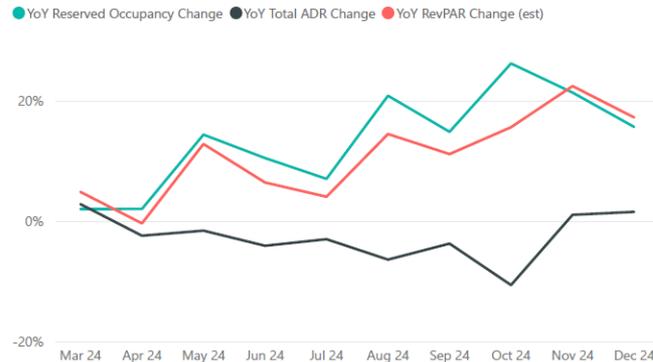
Occupancy vs STLY

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	27.5%	1.4%	-23.4%	9%		
Q1	85.7%	-0.4%	-37.6%	7%		
March	85.7%	-0.4%	-37.6%	7%		
Q2	42.3%	-0.3%	-24.4%	8%		
April	61.6%	-2.0%	-18.9%	3%		
May	39.3%	2.0%	-26.7%	14%		
June	26.0%	0.4%	-29.7%	15%		
Q3	11.9%	12.1%	-6.3%	18%		
July	16.8%	7.5%	-24.6%	15%		
August	11.1%	19.4%	13.9%	21%		
September	7.6%	12.7%	1.7%	18%		
Q4	9.0%	2.6%	-14.1%	15%		
October	10.8%	3.6%	-13.6%	13%		
November	9.3%	-2.8%	-25.3%	23%		
December	6.9%	8.8%	6.8%	10%		
Total	27.5%	1.4%	-23.4%	9%		

Current Transient and Group Committed and YoY Committed Occupancy Change



YoY Occupancy, ADR & RevPAR Change *



TravelClick
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As-of date
March 17, 2024

Stay dates
3/1/2024 - 12/31/2024

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

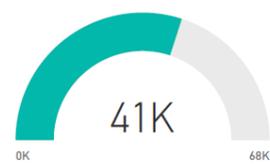
Demand 360

Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	25.5%	-2%	7%	7%	7%
Q1	85.9%	3%	4%	5%	-1%
March	85.9%	3%	4%	5%	-1%
Feb 25	87.3%	2%	0%	0%	0%
Mar 03	85.2%	2%	-0%	-0%	0%
Mar 10	92.9%	1%	6%	7%	-3%
Mar 17	83.0%	1%	8%	10%	-0%
Mar 24	84.2%	10%	4%	5%	-3%
Mar 31	70.4%	1%	6%	6%	-1%
Q2	39.3%	-2%	9%	8%	12%
April	59.7%	-2%	8%	8%	14%
Apr 07	60.9%	-10%	12%	8%	32%
Apr 14	58.1%	-1%	7%	8%	7%
Apr 21	53.9%	2%	8%	8%	12%
Apr 28	50.0%	0%	0%	0%	11%
Total	25.5%	-2%	7%	7%	7%

Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	25.5%	-2%	7%	7%	7%
Q1	85.9%	3%	4%	5%	-1%
March	85.9%	3%	4%	5%	-1%
Q2	39.3%	-2%	9%	8%	12%
April	59.7%	-2%	8%	8%	14%
May	36.4%	-1%	9%	9%	11%
June	22.0%	-4%	10%	10%	9%
Q3	10.0%	-4%	9%	9%	6%
July	14.9%	-3%	9%	9%	4%
August	9.1%	-4%	9%	9%	4%
September	5.9%	-4%	9%	9%	9%
Q4	7.1%	-3%	8%	8%	7%
October	9.3%	-6%	8%	8%	7%
November	7.1%	-0%	8%	9%	5%
December	4.0%	-1%	7%	7%	0%
Total	25.5%	-2%	7%	7%	7%

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	-23.4%	68,137	2%	40,879	7%	5%	981,029	9%
Q1	-37.6%	11,684	-2%	11,987	-1%	-7%	19,653	7%
March	-37.6%	11,684	-2%	11,987	-1%	-7%	19,653	7%
Feb 25	21.2%	1,227	0%	1,187	0%	-0%	1,088	-7%
01	13.2%	618	0%	595	0%	-2%	599	-6%
02	30.7%	609	0%	592	0%	1%	489	-7%
Mar 03	-13.9%	3,183	0%	3,255	0%	-9%	4,652	0%
03	71.5%	499	0%	464	0%	0%	825	-2%
04	28.2%	482	0%	516	0%	-14%	735	-1%
05	-17.2%	449	0%	485	0%	-10%	754	1%
06	-22.4%	419	0%	451	0%	-6%	746	2%
07	-13.3%	464	0%	495	0%	-6%	666	3%
08	-32.6%	487	0%	485	0%	-11%	603	-2%
09	-44.5%	383	0%	359	0%	-16%	323	2%
Mar 10	-21.5%	2,791	-2%	3,041	-3%	-6%	2,437	-2%
10	-28.0%	313	0%	305	-1%	-12%	573	-3%
11	3.0%	443	-1%	477	2%	-3%	269	-5%
12	15.9%	532	-2%	552	-1%	0%	163	-5%
Total	-23.4%	68,137	2%	40,879	7%	5%	981,029	9%

Group Reserved vs Committed



Remaining RN vs Capacity



TravelClick
an amadeus company

As-of date
March 17, 2024

Stay dates
3/1/2024 - 12/31/2024

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



Monroe County

I.1.

AT&T Call Report*

Feb. 19- March 18, 2024

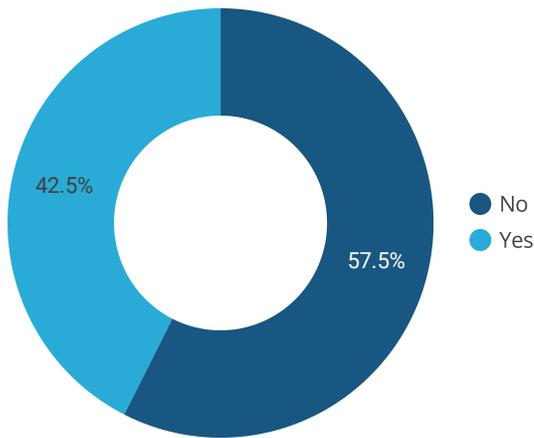
1-800-FLA-KEYS and District 1-800 Numbers

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	32	29	61
Lower Keys	14	6	20
Marathon	38	35	73
Islamorada	18	20	38
Key Largo	28	19	47

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

Marathon VIS Responses

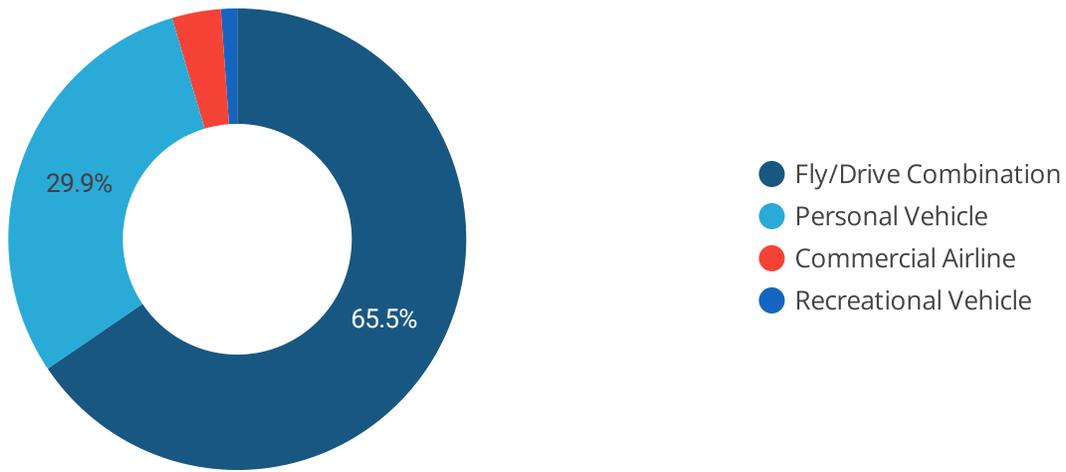
Have you been to the Keys Before?



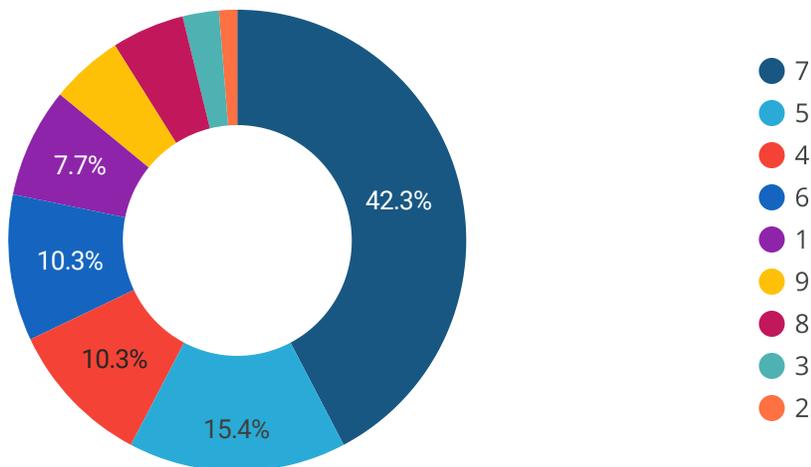
Was your previous visit via a cruise ship?



Transportation

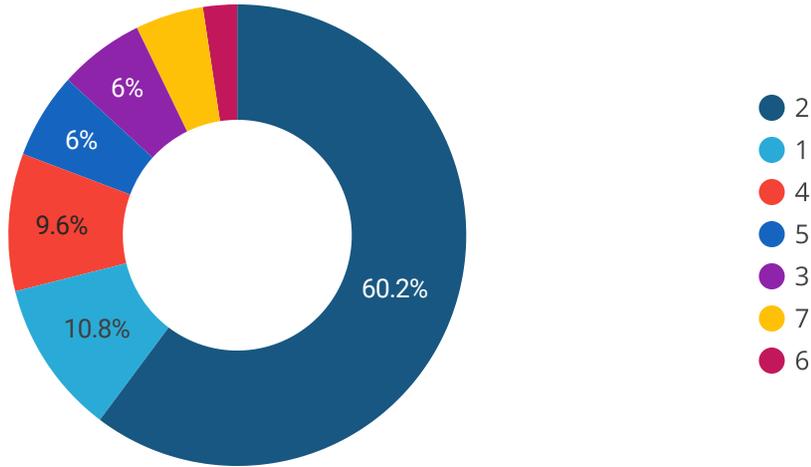


Length of trip in days

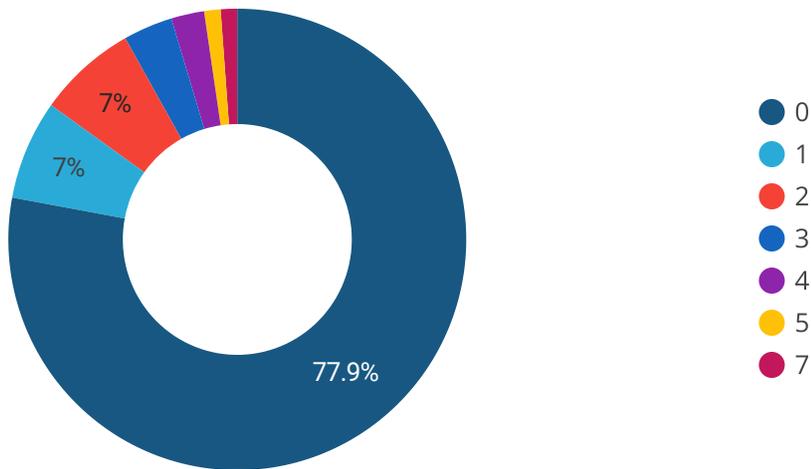


Marathon VIS Responses

Number of Adults

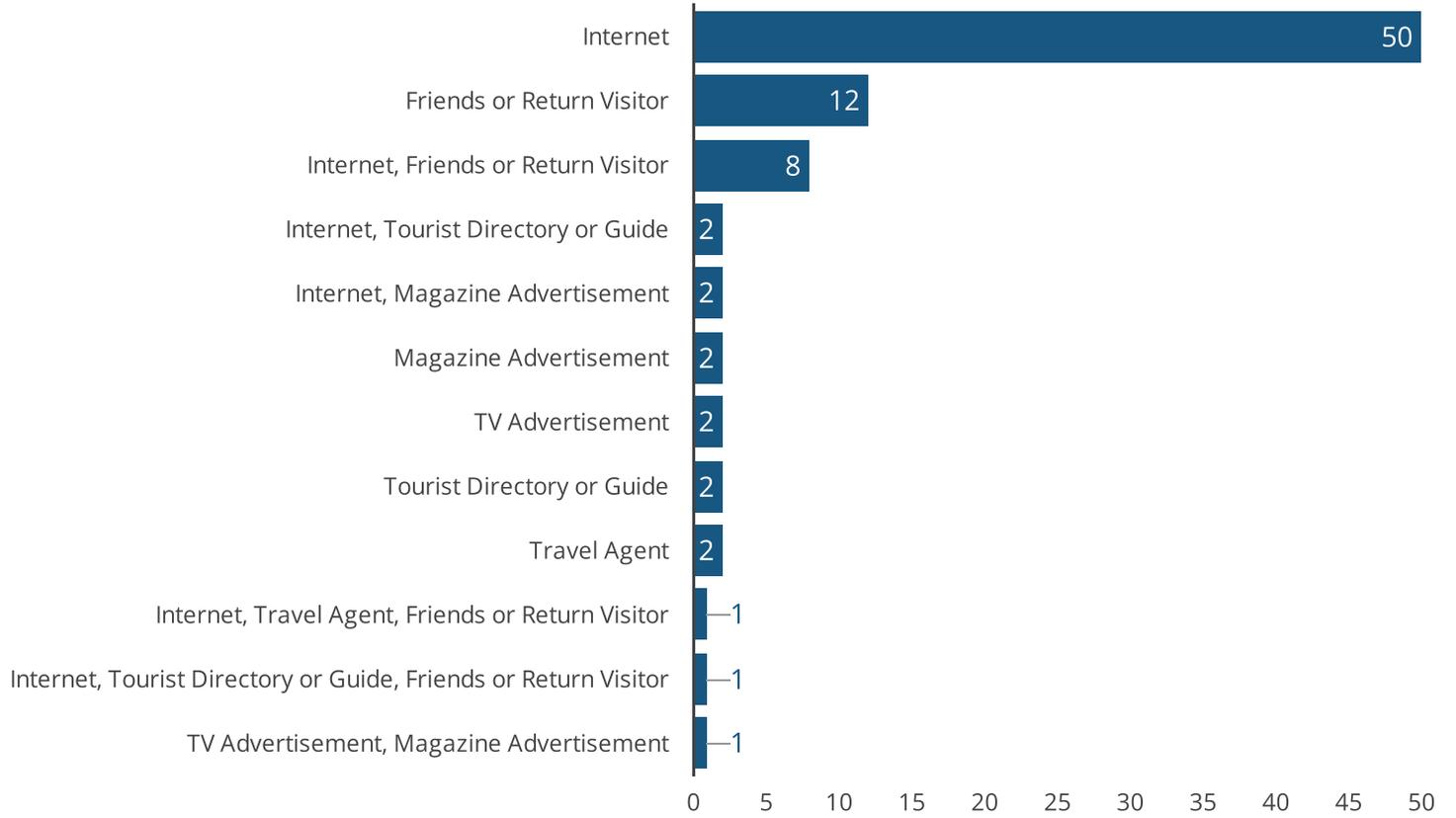


Number of Children

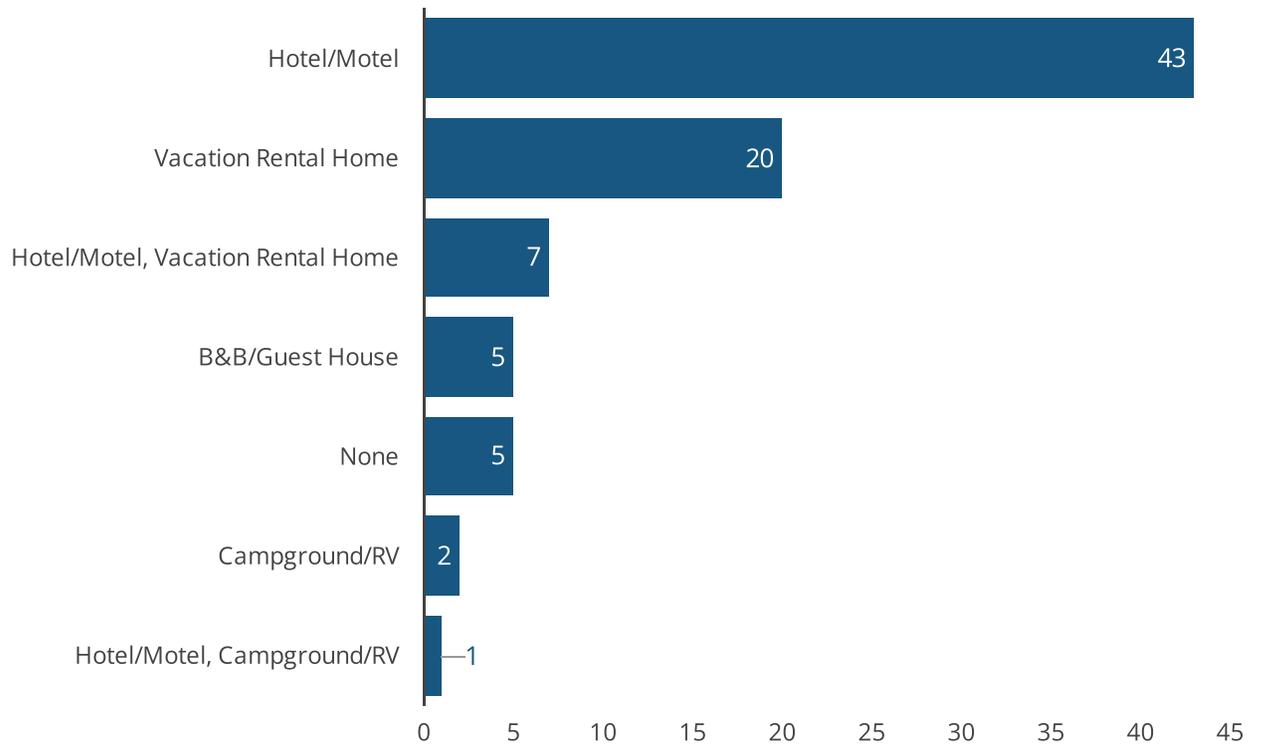


Marathon VIS Responses

Advertising Source

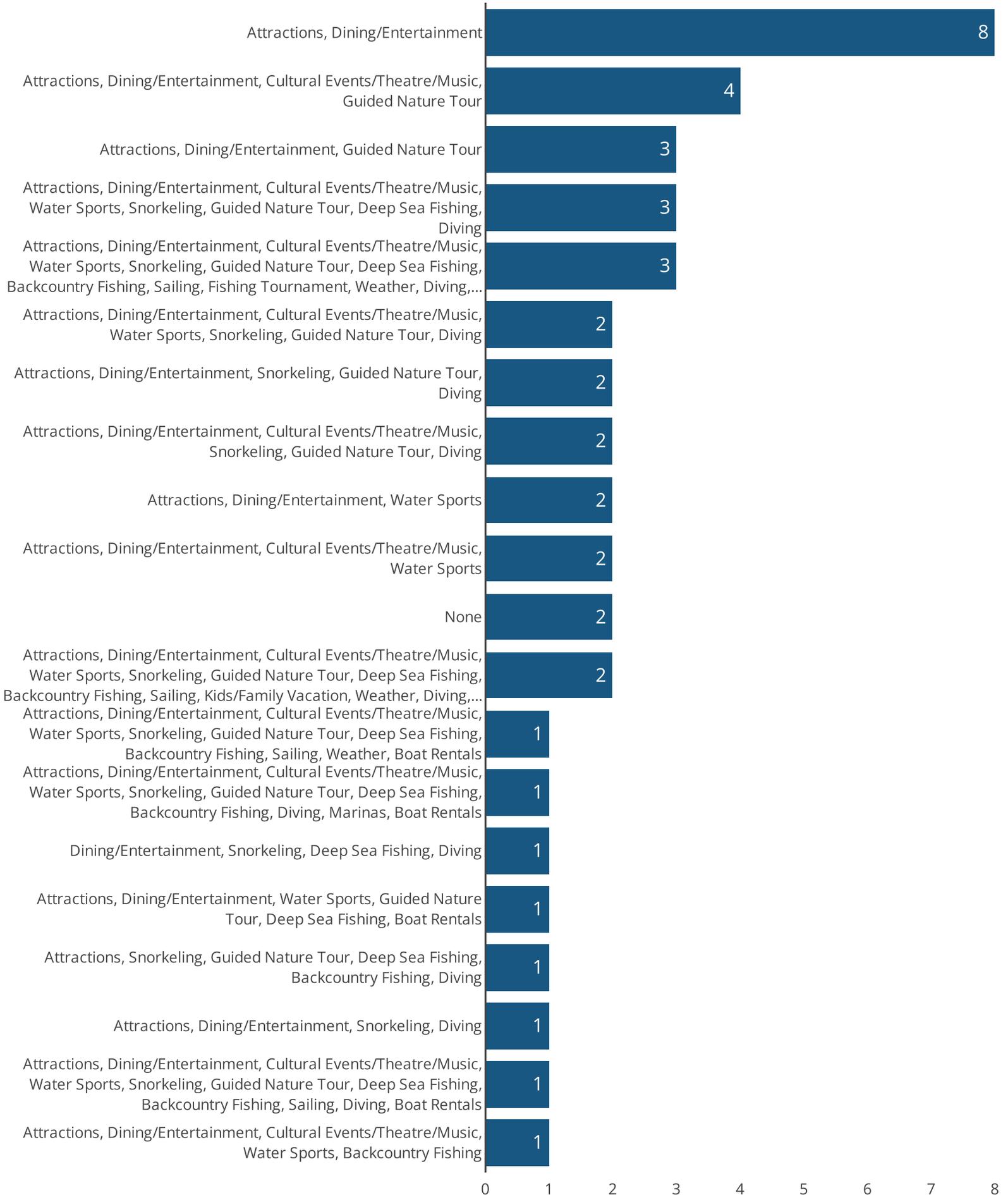


Type of Accommodations

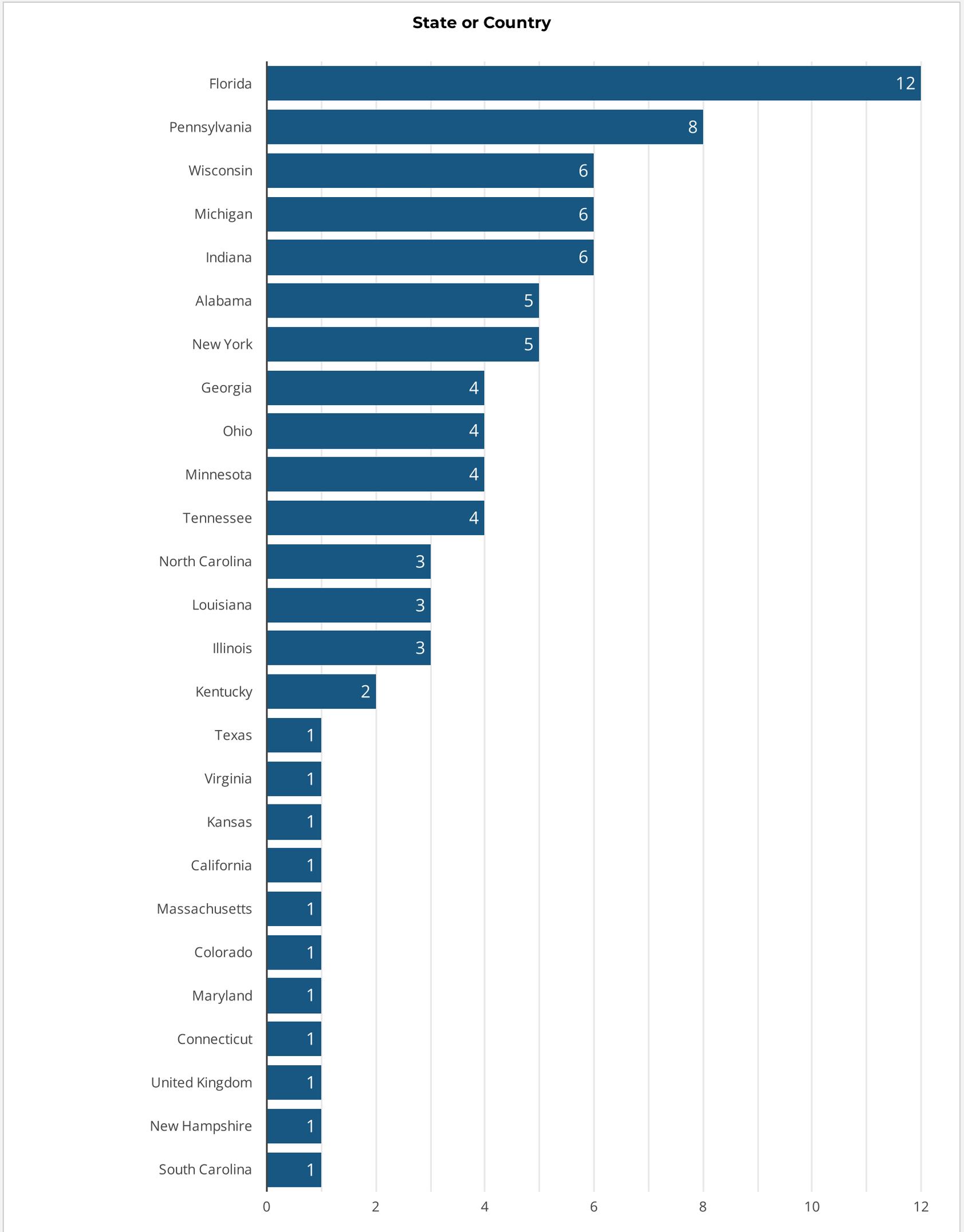


Marathon VIS Responses

Interests

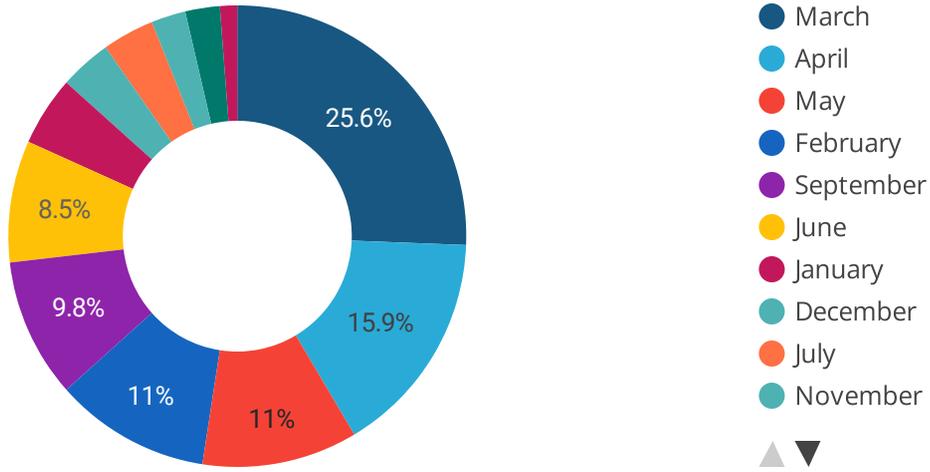


Marathon VIS Responses



Marathon VIS Responses

Month Traveling



The survey was filled out:

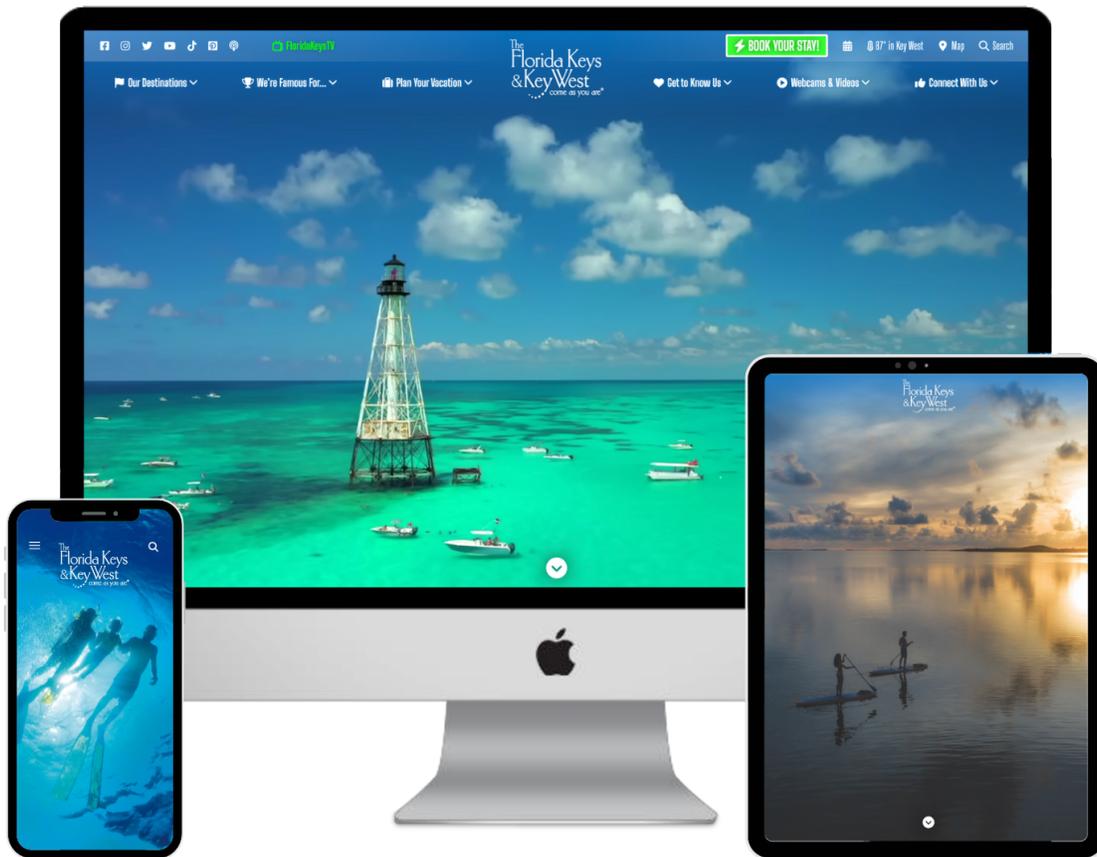


Florida Keys & Key West

... fla-keys.com

Website Status Report Fla-Keys.com

February 2024 Data for the
April 9 & 10, 2024 DAC
Meetings



Section 1: Website Traffic Report

Section 2: Geographic Data on Website Visitors



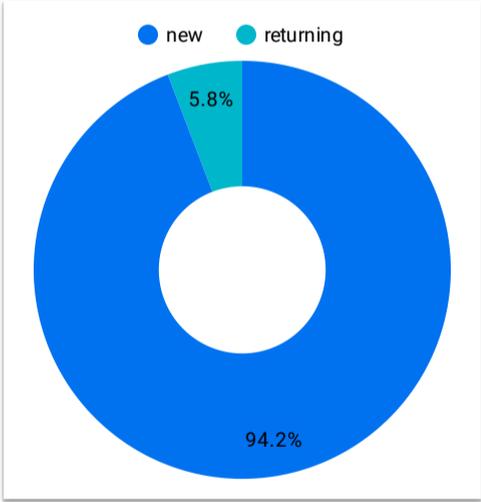


Section 1: Website Traffic Report

Website Traffic Overview



Active users 326,410	New users 316,096	Sessions 372,400	Sessions per user 1.14
Views 22,694	Views per session 0.06	Average session duration 00:17:41	Bounce rate 45.70%



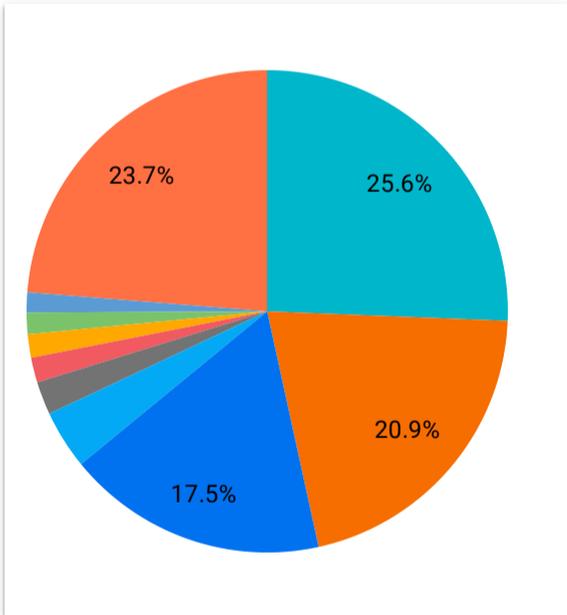
Language	Active users	% Active Users
1. English	297,233	91.06%
2. Spanish	9,806	3%
3. French	4,712	1.44%
4. German	4,541	1.39%
5. Swedish	2,397	0.73%
6. Italian	2,251	0.69%
7. Portuguese	748	0.23%
8. Chinese	622	0.19%
9. Norwegian Bokmål	615	0.19%
10. Danish	536	0.16%
Grand total	326,410	100%



Website Traffic Sources

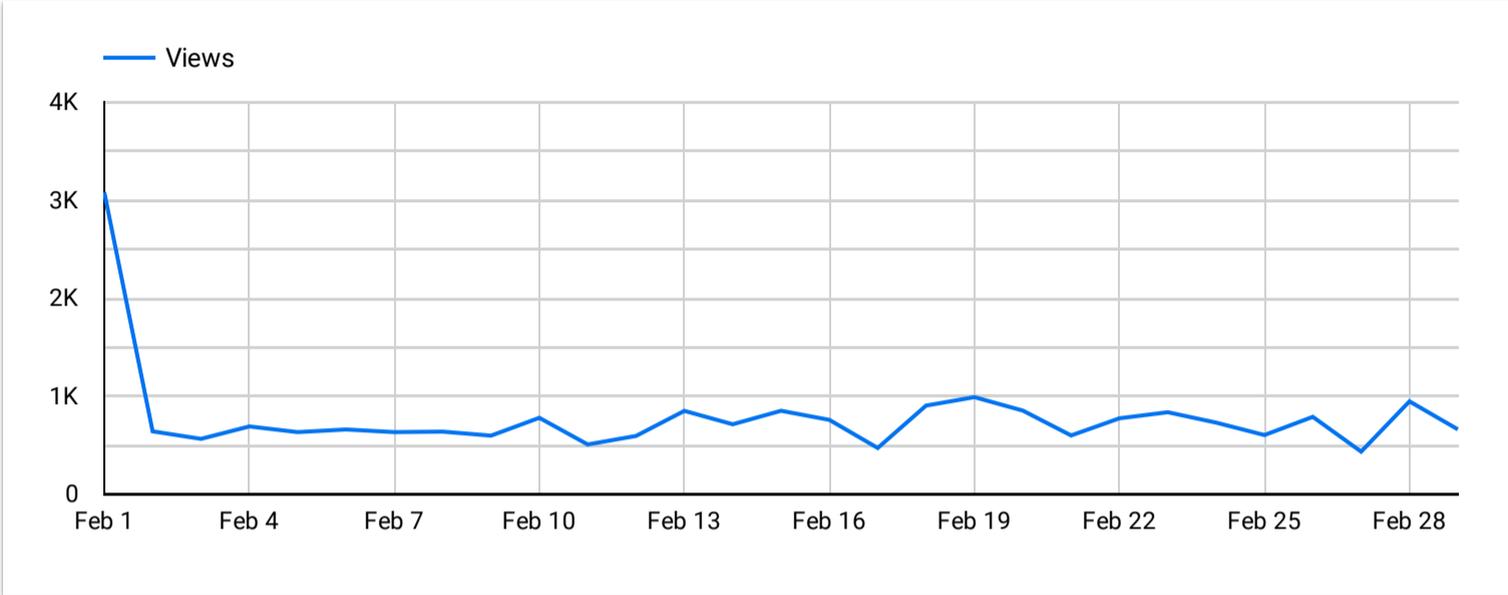


	First user source / medium	Active users	% Active Users
1.	google / organic	83,443	25.56%
2.	google / cpc	68,193	20.89%
3.	(direct) / (none)	57,004	17.46%
4.	visitflorida.com / referral	12,845	3.94%
5.	KeyWestDirectFlightFacebookInstagramTinsleyCa mpaign / referral	7,227	2.21%
6.	moneyweb.io / referral	5,442	1.67%
7.	bing / organic	5,112	1.57%
8.	Key Largo Winter FB Tinsley Ad / referral	4,689	1.44%
9.	example.com / referral	4,368	1.34%
10.	search.4stardealz.com / referral	4,347	1.33%

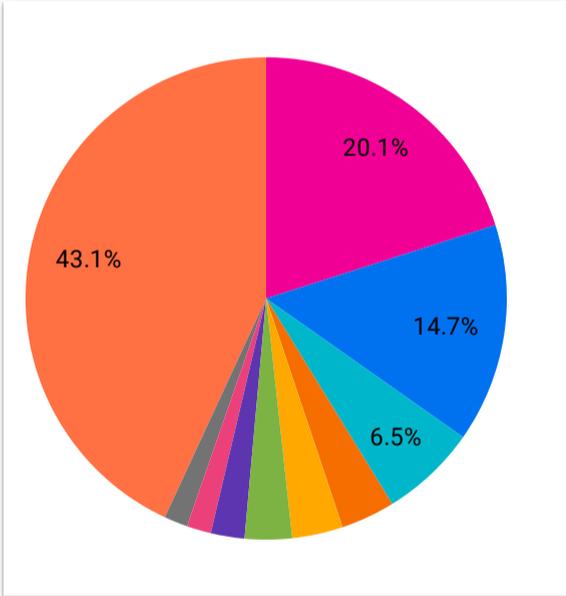




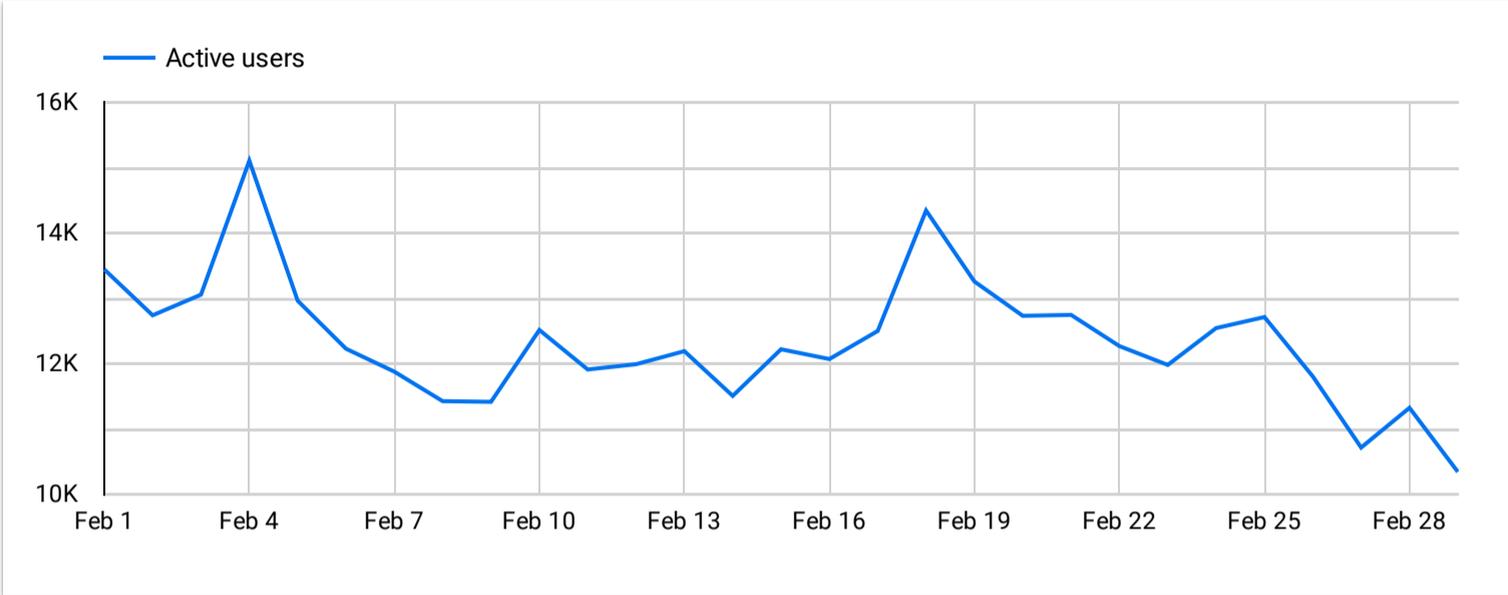
Most Visited Sections of Website



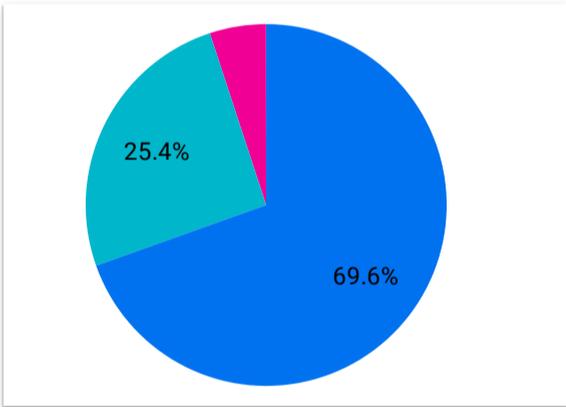
	Full page URL	Views	% Views
1.	fla-keys.co.uk/	2,401	10.58%
2.	flakeys.com/	554	2.44%
3.	fla-keys.com/	454	2%
4.	fla-keys.com/welcome-to-the-florida-keys/	210	0.93%
5.	fla-keys.com/?asset=3587-ig-17974223732341442	174	0.77%
6.	fla-keys.com/family-travel/	153	0.67%
7.	fla-keys.com/?asset=3587-ig-17950852369953216	148	0.65%
8.	fla-keys.com/?asset=3587-ig-17982269372237192	146	0.64%
9.	fla-keys.com/key-west/	123	0.54%
	Grand total	22,694	100%



Device Usage



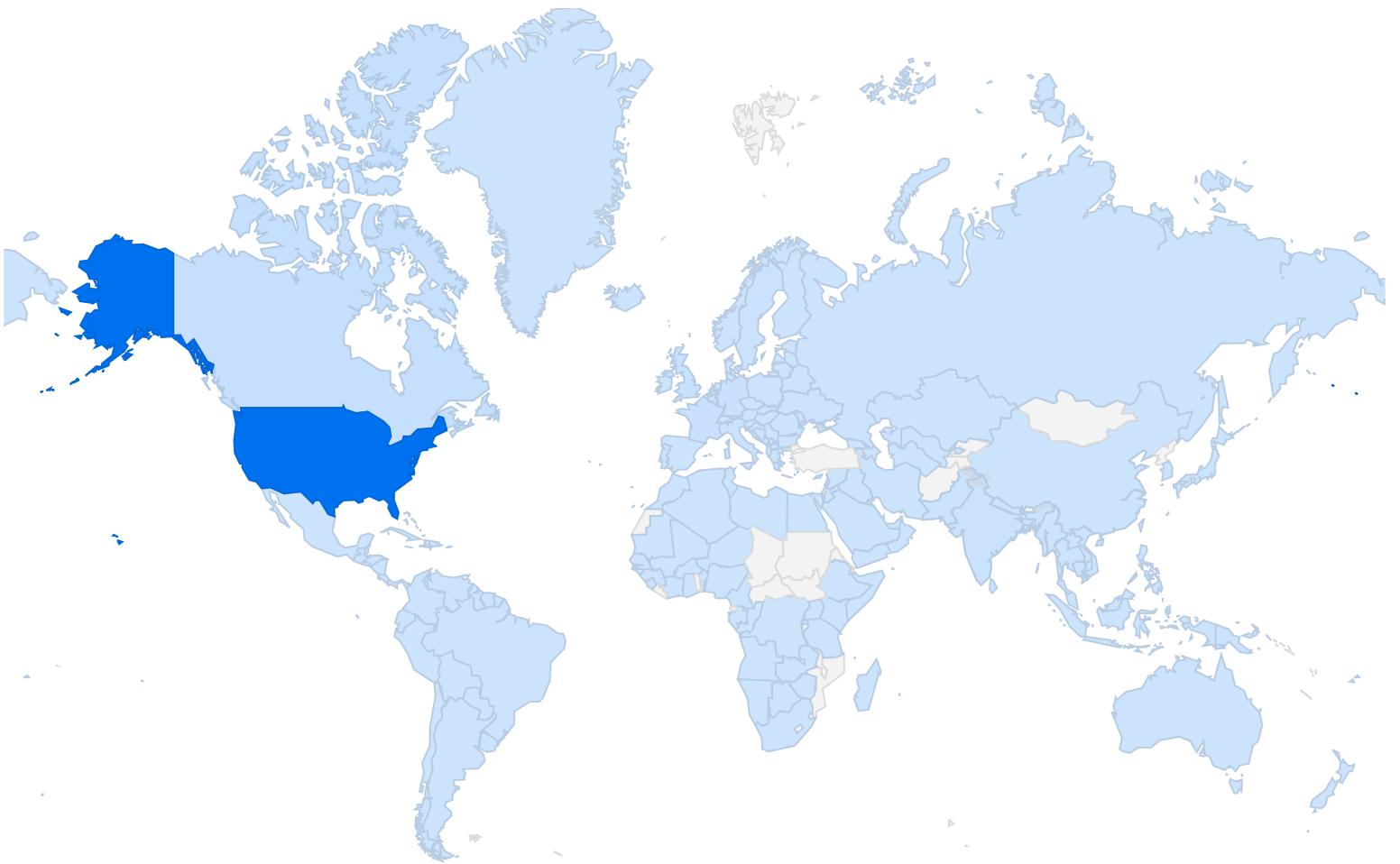
	Device category	Active users ▾	% Active Users
1.	mobile	226,065	69.26%
2.	desktop	82,505	25.28%
3.	tablet	16,375	5.02%
4.	smart tv	54	0.02%



The Florida Keys & Key West

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Section 2: Geographic Data on Website Visitors

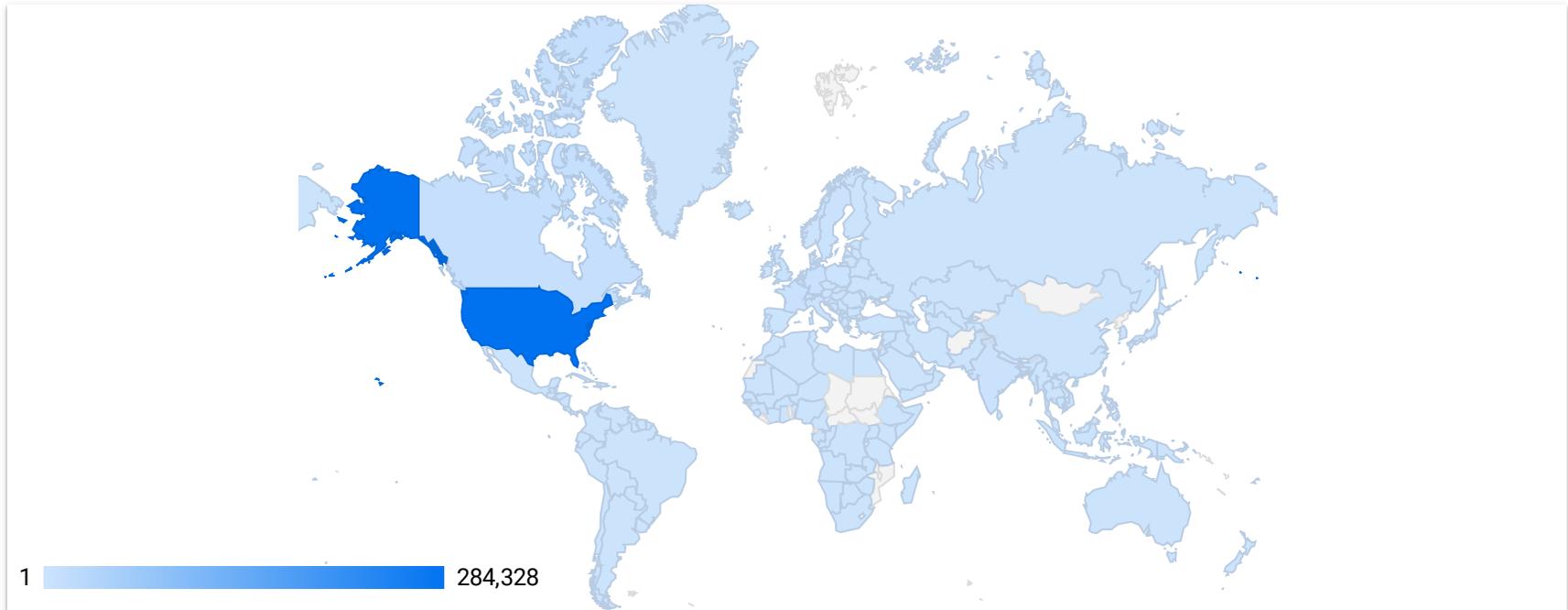


The Florida Keys & Key West

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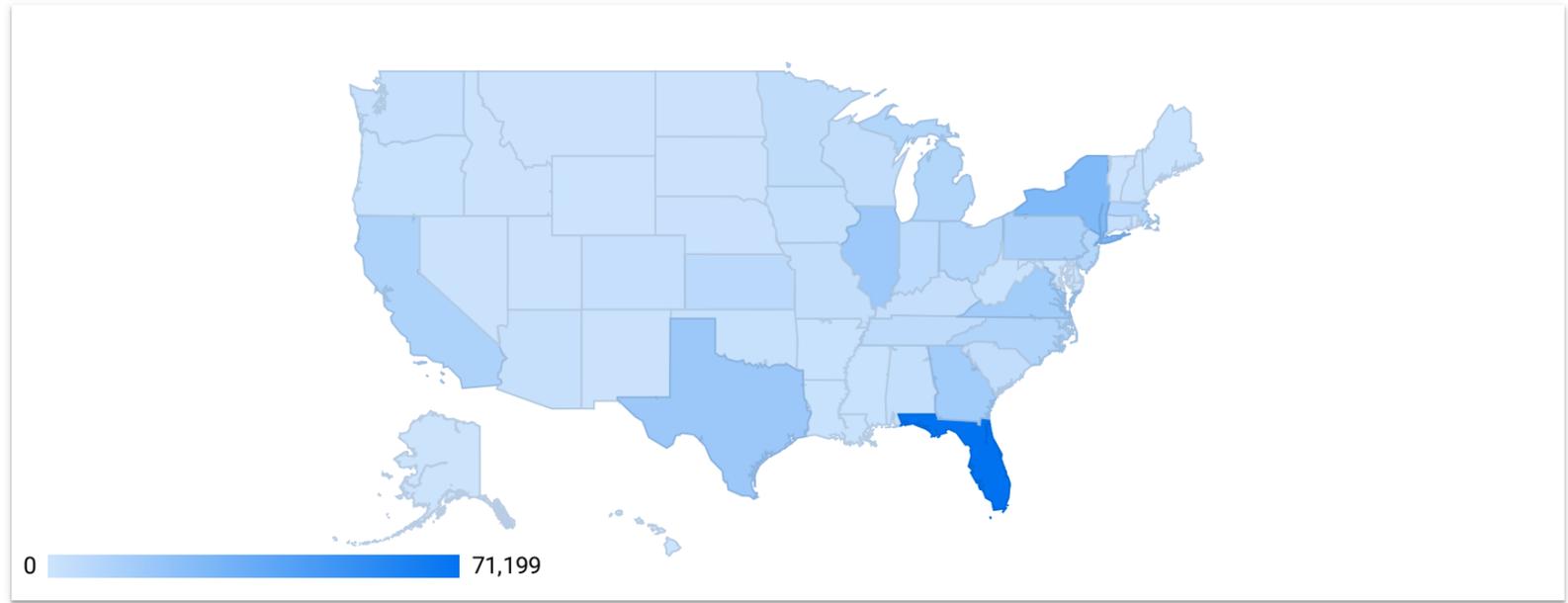
World



	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	284,328	277,866	332,567	45.28%	0.05	00:18:10
2.	Canada	9,359	8,998	10,596	45.05%	0.07	00:17:43
3.	United Kingd...	5,481	5,354	6,001	45.31%	0.11	00:14:40
4.	Germany	4,616	4,421	5,177	38.48%	0.07	00:09:45
5.	France	3,803	3,722	4,090	68.78%	0.06	00:07:18
6.	Sweden	2,772	2,737	2,975	73.24%	0.01	00:05:16
7.	Italy	2,480	2,439	2,669	74.75%	0.03	00:04:01
8.	India	1,690	1,667	1,710	72.22%	0.11	00:02:55
9.	Poland	735	721	773	77.23%	0.77	00:07:12
10.	Norway	692	672	731	60.19%	0.03	00:07:09
11.	Finland	614	338	689	46.44%	0.01	00:07:57
12.	Denmark	548	530	616	56.66%	0.01	00:16:45
13.	Netherlands	433	411	483	31.26%	0.03	00:18:15
14.	Brazil	425	395	475	25.68%	0.27	00:18:21
15.	Indonesia	421	378	460	43.26%	0.17	00:15:18
16.	Australia	364	344	393	26.21%	0.22	00:07:57
17.	Switzerland	324	309	355	21.97%	0.12	00:21:32
18.	Ireland	320	315	342	19.3%	0.01	00:13:01
19.	Spain	276	269	294	41.5%	0.66	00:20:27
20.	Mexico	271	264	284	51.41%	0.06	00:14:47
21.	Austria	234	213	300	28.67%	0.01	00:29:31
22.	Hungary	195	184	236	26.69%	0.21	00:35:16
23.	(not set)	132	132	131	57.25%	0.23	00:01:00
24.	Belgium	128	118	169	26.04%	0	00:30:26
25.	Czechia	118	113	137	40.88%	0	00:10:19
	Grand total	326,410	316,096	372,400	45.7%	0.06	00:17:41

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

USA

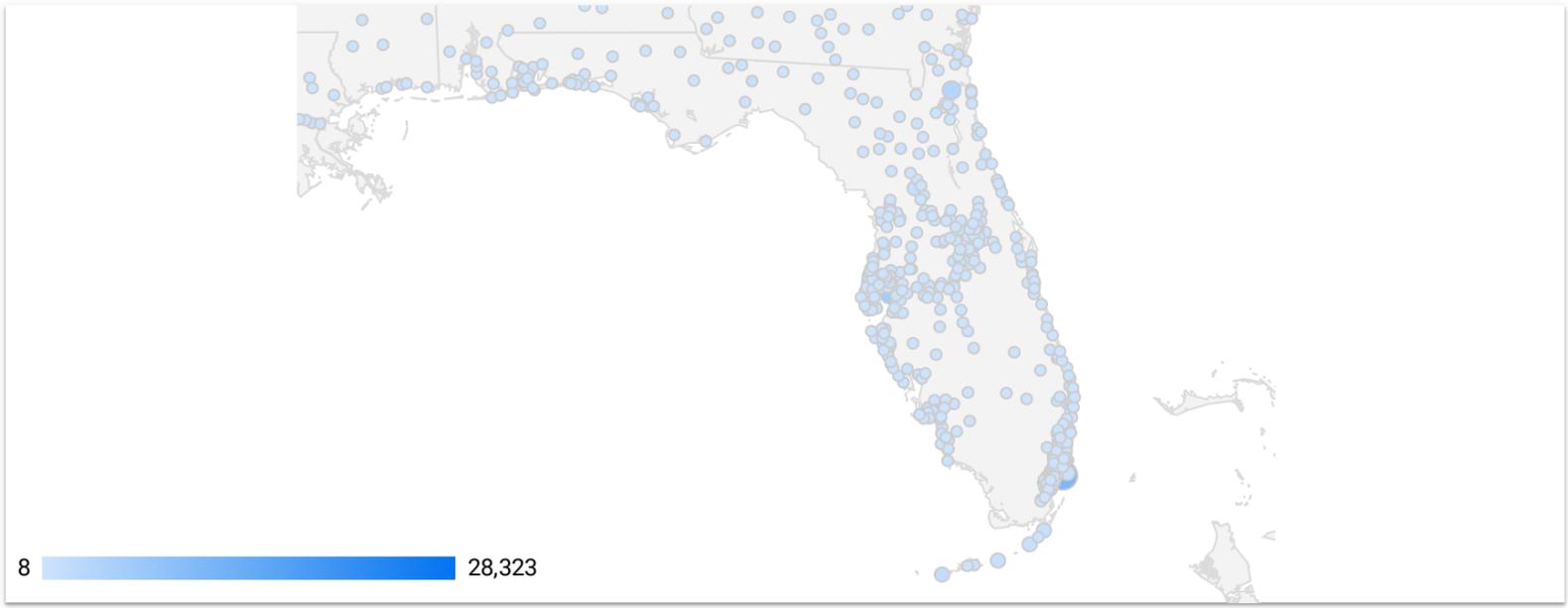


Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1. Florida	71,199	67,187	82,112	42.54%	0.03	00:15:37
2. New York	26,656	25,362	29,833	52.02%	0.05	00:14:12
3. Texas	16,774	15,863	18,839	54.59%	0.05	00:13:27
4. Illinois	16,696	15,766	18,770	51.81%	0.03	00:16:16
5. Virginia	14,760	13,434	16,721	45.55%	0.05	00:21:04
6. Georgia	14,652	13,020	16,529	45.51%	0.04	00:18:08
7. Pennsylvania	11,477	10,501	13,863	40.14%	0.05	00:19:46
8. California	10,326	9,802	11,089	51.68%	0.07	00:12:26
9. North Carolina	9,539	8,564	10,978	40.86%	0.05	00:20:17
10. Michigan	8,964	7,745	9,976	37.93%	0.06	00:19:33
11. Massachusetts	8,561	8,090	10,192	44.95%	0.06	00:16:27
12. Ohio	8,506	7,342	10,658	33.82%	0.05	00:25:40
13. New Jersey	8,226	7,820	9,973	45.39%	0.04	00:19:22
14. Kansas	5,789	5,527	5,965	28.28%	0.02	00:06:02
15. Indiana	5,452	4,545	6,263	36.31%	0.05	00:19:14
16. Tennessee	4,907	4,337	5,502	44.4%	0.09	00:13:38
17. Maryland	4,293	3,958	5,364	42.06%	0.04	00:26:28
18. Minnesota	4,207	3,874	4,825	39.81%	0.09	00:15:31
19. South Carolina	3,931	3,364	4,427	37.34%	0.06	00:28:01
20. Wisconsin	3,741	3,363	4,408	36.86%	0.11	00:23:51
21. Missouri	3,179	2,765	3,800	34.08%	0.08	00:23:23
22. Kentucky	2,922	2,335	3,428	34.92%	0.06	00:20:11
23. Alabama	2,810	2,542	3,217	44.26%	0.07	00:13:21
24. Iowa	2,671	2,370	3,070	37.39%	0.13	00:29:35
25. Colorado	2,513	2,323	3,180	36.89%	0.09	00:27:47
26. Washington	2,438	2,266	2,803	40.78%	0.09	00:17:00
27. Connecticut	2,416	2,213	2,795	40.32%	0.04	00:22:32
28. Arizona	1,983	1,839	2,374	37.45%	0.06	00:18:10
29. (not set)	1,941	1,870	1,996	51.8%	0.04	00:03:31
30. New Hampshire	1,661	1,414	1,842	34.74%	0.08	00:18:58
31. Oklahoma	1,639	1,375	1,898	37.99%	0.09	00:23:10
32. Louisiana	1,558	1,383	1,746	41.87%	0.05	00:14:43
33. West Virginia	1,556	1,218	1,745	34.67%	0.04	00:15:53
34. Maine	1,426	1,154	1,599	32.77%	0.11	00:20:13
35. Oregon	1,336	1,229	1,495	38.13%	0.1	00:12:47
36. Arkansas	1,290	1,082	1,435	41.88%	0.14	00:14:06
37. Mississippi	1,239	1,042	1,369	42.95%	0.05	00:28:22
38. District of Columbia	1,173	1,100	1,348	45.7%	0.04	00:15:00
39. Nebraska	1,151	982	1,310	36.64%	0.06	00:17:44
40. Delaware	1,012	898	1,254	38.28%	0.04	00:27:37
41. Utah	826	747	949	38.57%	0.23	00:16:26
42. Nevada	766	692	840	44.88%	0.15	00:12:20
43. Idaho	571	480	655	36.64%	0.09	00:16:59
44. Rhode Island	547	477	735	27.89%	0.14	00:29:29
45. New Mexico	498	433	540	40.19%	0.13	00:15:45
46. Vermont	494	388	547	31.63%	0.05	00:18:57
47. South Dakota	493	419	557	36.98%	0.08	00:27:00
48. Montana	488	396	559	33.63%	0.14	00:19:41
49. North Dakota	420	363	470	39.79%	0.14	00:12:54
50. Wyoming	279	222	333	34.23%	0.04	00:19:48
Grand total	284,328	277,866	332,567	45.28%	0.05	00:18:10

The Florida Keys & Key West J.1.

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Florida



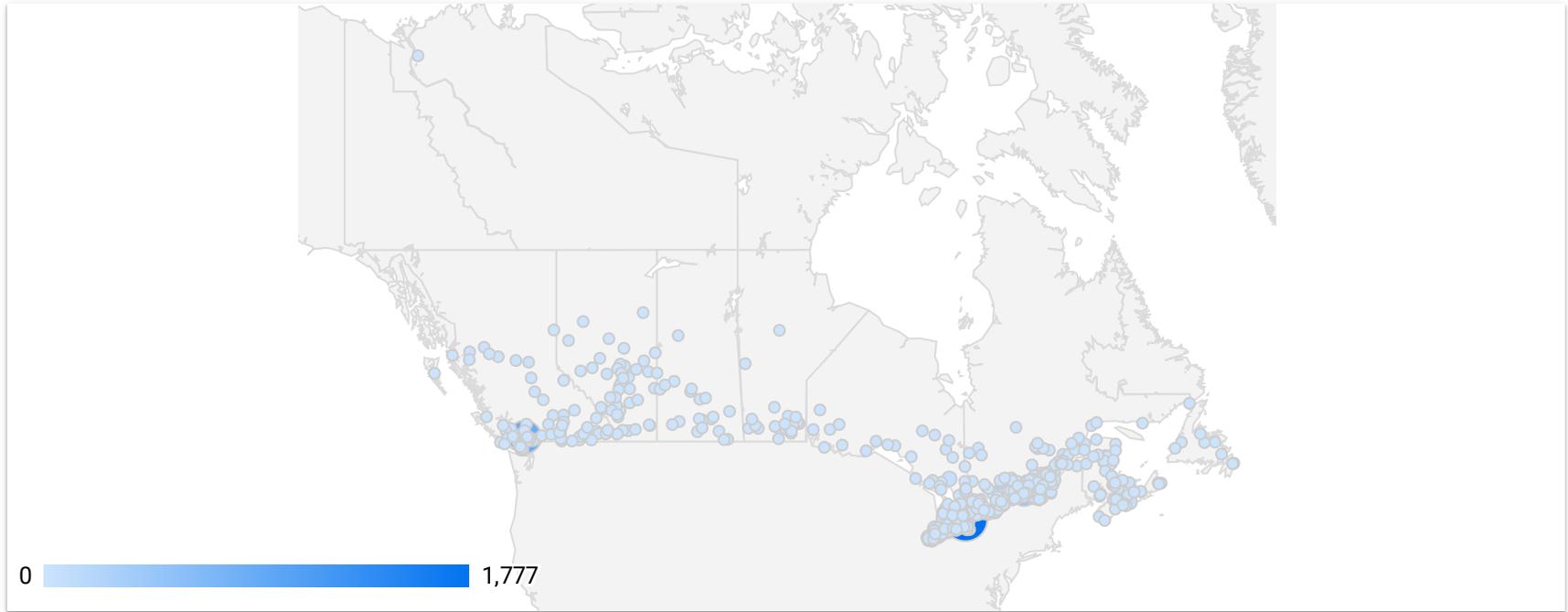
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Miami	10,806	9,769	12,350	30.48%	0.04	00:25:18
2.	(not set)	8,904	7,958	9,786	41.37%	0.04	00:17:24
3.	Tampa	5,789	5,478	6,279	42.63%	0.01	00:09:54
4.	Orlando	3,554	3,354	3,806	45.74%	0.01	00:08:39
5.	Jacksonville	3,302	3,166	3,510	50.14%	0	00:07:12
6.	Key West	1,446	1,181	1,975	17.52%	0.04	00:39:53
7.	Pembroke Pines	988	979	1,008	90.48%	0	00:04:33
8.	Ocala	814	731	870	45.4%	0.05	00:11:39
9.	Key Largo	793	651	1,104	17.39%	0.06	00:46:36
10.	Islamorada	768	669	887	16.8%	0.01	00:28:18
11.	Miami Beach	766	677	851	23.27%	0.02	00:18:30
12.	Sarasota	737	709	834	47.12%	0.02	00:15:04
13.	Marathon	733	605	888	14.86%	0.02	00:28:20
14.	Cape Coral	727	669	785	41.15%	0.13	00:08:24
15.	Bradenton	688	639	743	46.7%	0.01	00:05:34
16.	Tallahassee	658	591	716	38.13%	0	00:09:05
17.	Fort Myers	645	589	700	33.29%	0.01	00:09:26
18.	St. Petersburg	522	497	597	42.38%	0.01	00:15:18
19.	North Port	511	478	545	48.07%	0.02	00:06:11
20.	Brandon	504	480	532	47.56%	0.02	00:05:14
21.	Lakeland	476	456	520	46.35%	0.02	00:05:37
22.	Port St. Lucie	447	432	502	47.01%	0.03	00:19:33
23.	Clearwater	418	403	453	47.46%	0.01	00:04:44
24.	Gainesville	413	377	452	44.91%	0.03	00:06:00
25.	Spring Hill	394	379	416	54.33%	0	00:02:37
26.	Palm Coast	371	361	394	50%	0.01	00:02:42
27.	Big Pine Key	351	315	419	17.18%	0.02	00:23:20
28.	Wesley Chapel	343	332	368	48.91%	0	00:07:40
29.	Venice	326	313	344	50.58%	0	00:03:41
30.	Palm Bay	322	295	365	42.47%	0.01	00:09:34
31.	Largo	317	302	374	46.52%	0	00:27:44
32.	Daytona Beach	316	270	340	42.06%	0.07	00:08:24
33.	Pompano Beach	303	268	346	25.14%	0.04	00:27:02
34.	Winter Haven	297	248	314	43.95%	0.01	00:10:58
35.	Fort Lauderdale	292	255	345	19.42%	0.07	00:27:58
36.	The Villages	266	259	279	45.88%	0	00:02:10
37.	Bonita Springs	249	229	297	33.33%	0.03	00:47:44
38.	Melbourne	248	235	281	45.55%	0.07	00:07:55
39.	Boca Raton	247	221	289	28.03%	0.42	00:26:16
40.	Port Charlotte	241	225	272	46.69%	0.01	00:07:11
41.	Sebring	226	213	239	47.28%	0.02	00:04:29
42.	Ruskin	225	216	241	49.79%	0	00:09:18
43.	Leesburg	224	187	242	41.74%	0	00:09:23
44.	Four Corners	220	209	233	47.64%	0.21	00:04:42
45.	Port Orange	220	207	249	38.55%	0	00:22:05
46.	Boynton Beach	218	208	236	38.98%	0	00:08:56
47.	Hialeah	217	183	241	21.16%	0	00:21:59
48.	North Fort Myers	215	194	239	50.21%	0	00:08:07
49.	Palatka	215	159	232	43.1%	0	00:14:15
50.	West Palm Beach	212	195	255	33.33%	0.19	00:29:51
	Grand total	71,199	67,187	82,112	42.54%	0.03	00:15:37

The Florida Keys & Key West

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Canada



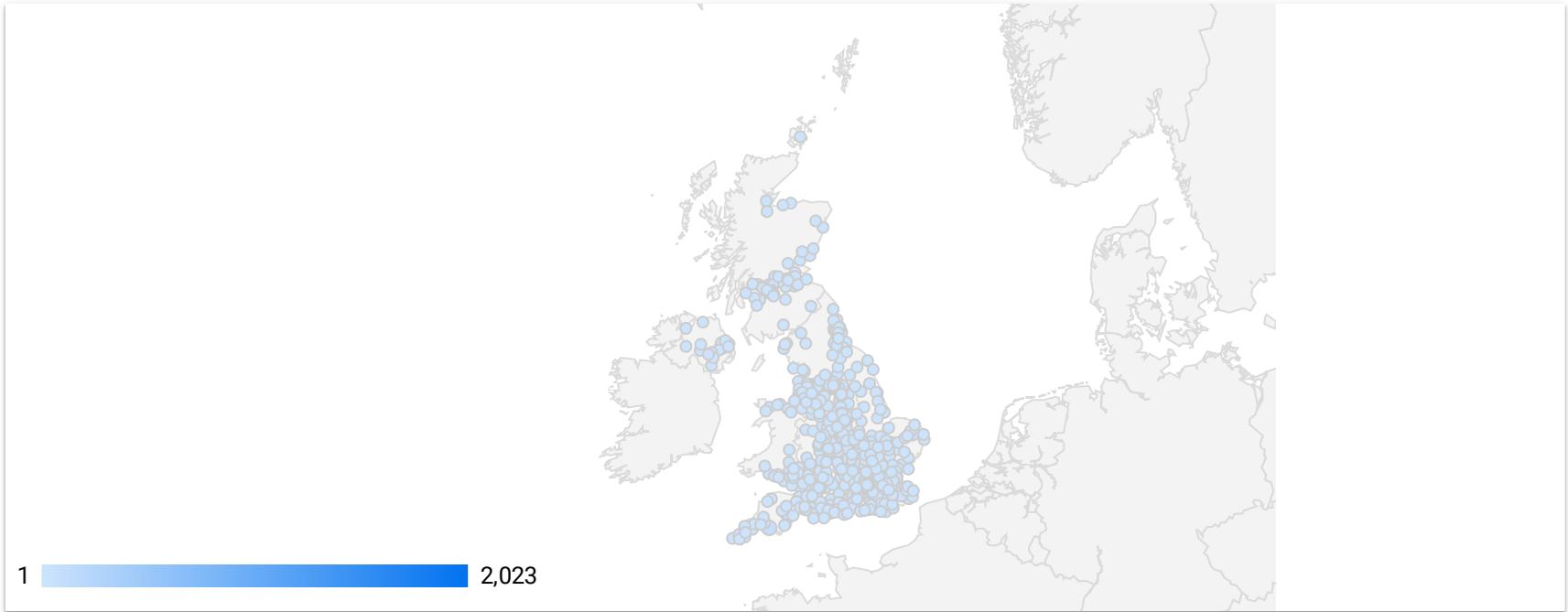
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	1,777	1,679	1,931	48.52%	0.05	00:15:38
2.	Vancouver	836	806	899	67.07%	0.01	00:13:06
3.	Montreal	454	414	481	30.15%	0.11	00:13:18
4.	(not set)	420	363	449	37.86%	0.05	00:08:39
5.	Ottawa	292	274	324	46.91%	0.06	00:16:05
6.	Hamilton	208	194	230	48.7%	0.01	00:10:07
7.	London	197	185	236	47.46%	0.15	00:07:05
8.	Mississauga	176	169	196	56.12%	0.01	00:08:28
9.	Brampton	145	144	155	76.13%	0	00:05:38
10.	Calgary	139	130	174	27.59%	0	00:14:35
11.	Windsor	124	109	141	41.84%	0.01	00:11:06
12.	Kitchener	105	102	115	64.35%	0	00:09:17
13.	Edmonton	103	92	117	26.5%	0.11	00:15:27
14.	Vaughan	95	84	101	51.49%	0.04	00:20:54
15.	Burlington	78	72	83	45.78%	0.04	00:10:48
16.	Kawartha Lakes	77	70	93	32.26%	0.04	00:32:56
17.	Winnipeg	77	73	88	19.32%	0.02	00:10:12
18.	Barrie	75	70	79	55.7%	0	00:05:31
19.	Halifax Regional Municipality	68	59	77	25.97%	0.16	00:17:42
20.	Oakville	67	60	73	35.62%	0	00:16:15
21.	Quebec City	67	62	71	35.21%	0.15	00:01:31
22.	Markham	62	61	68	52.94%	0.5	00:11:06
23.	Oshawa	61	59	64	68.75%	0.02	00:10:25
24.	Sarnia	59	59	66	45.45%	0.03	00:08:15
25.	Greater Sudbury	58	55	68	55.88%	0.03	00:08:14
	Grand total	9,359	8,998	10,596	45.05%	0.07	00:17:43

The Florida Keys & Key West

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J.1.

UK

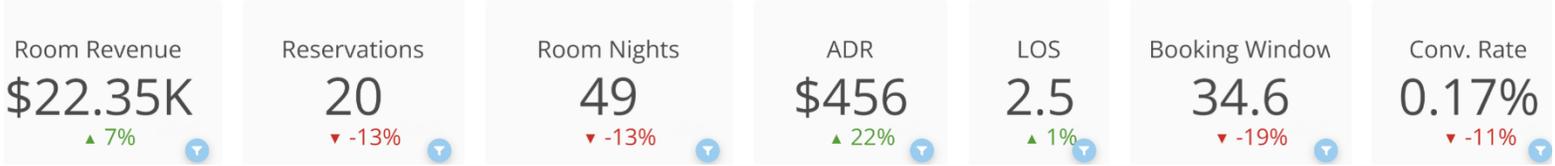


	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	2,023	1,940	2,197	49.66%	0.14	00:11:20
2.	(not set)	673	603	764	41.1%	0.08	00:13:52
3.	Manchester	104	97	108	50%	0.06	00:06:02
4.	Birmingham	99	85	105	42.86%	0.02	00:20:14
5.	Cardiff	87	74	96	36.46%	0	00:04:50
6.	Plymouth	83	63	88	29.55%	0.03	00:15:34
7.	Bristol	78	74	82	50%	0	00:07:53
8.	Edinburgh	75	59	84	27.38%	0.02	00:17:06
9.	Milton Keynes	73	54	78	34.62%	0	00:10:58
10.	Wolverhampton	69	57	75	22.67%	0.37	00:09:42
11.	Norwich	59	50	63	28.57%	0.86	00:10:53
12.	Newcastle upon Tyne	58	43	67	22.39%	0.16	00:37:33
13.	Belfast	52	42	53	22.64%	0.06	00:26:11
14.	Croydon	52	49	57	36.84%	0.37	00:08:37
15.	Luton	42	33	43	27.91%	0	00:05:45
16.	Liverpool	38	35	40	32.5%	0.2	00:09:15
17.	Glasgow	36	35	42	40.48%	0.05	00:07:01
18.	Slough	33	31	37	48.65%	0	00:01:21
19.	Worthing	30	30	30	86.67%	0	00:01:26
20.	Sheffield	29	28	30	46.67%	0	00:03:42
21.	Brighton	27	24	30	50%	0.07	00:01:49
22.	Leeds	26	21	30	33.33%	0	00:09:55
23.	Maidstone	24	23	24	33.33%	0	00:05:06
24.	Oxford	22	22	25	32%	0	00:27:39
25.	Basingstoke	19	19	19	36.84%	0	00:02:40
	Grand total	5,481	5,354	6,001	45.31%	0.11	00:14:40

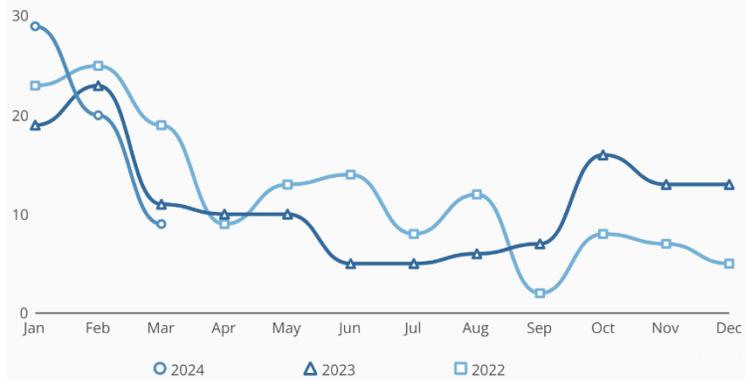
The Florida Keys & Key West

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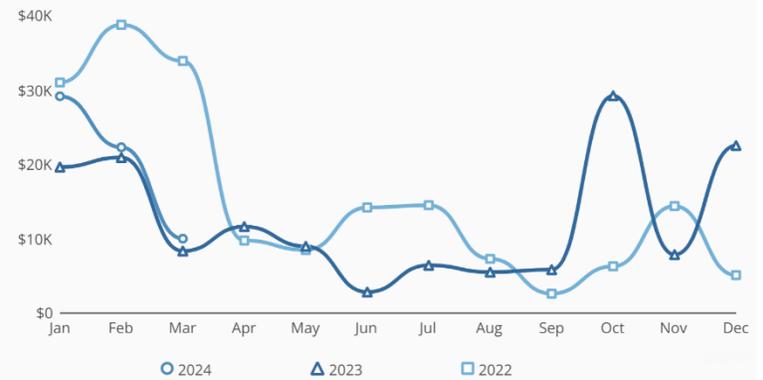
Ecommerce Performance Summary



YTD Reservations vs Last 2 Years



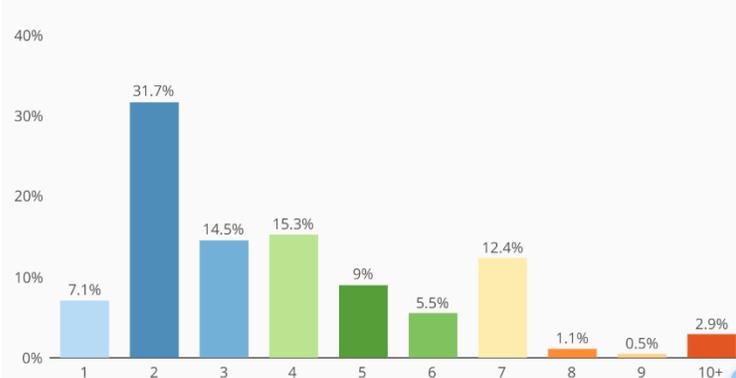
YTD Revenue vs Last 2 Years



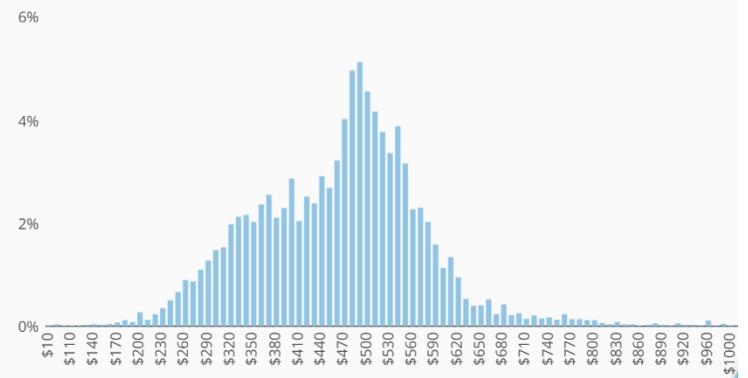
Travel Trends (Search/Travel Intent)



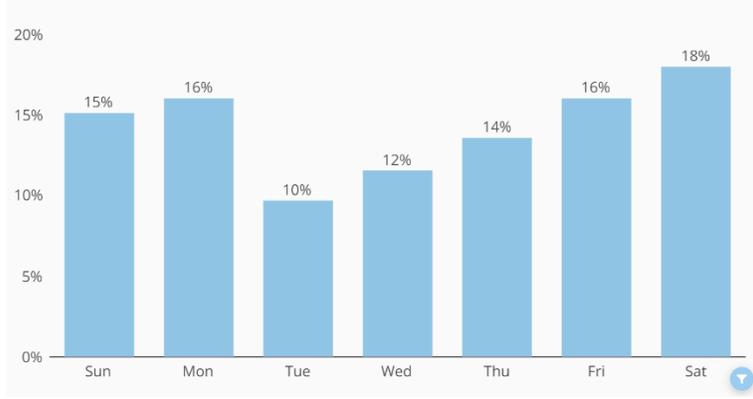
Length of Stay Distribution



Avg Daily Rate Distribution



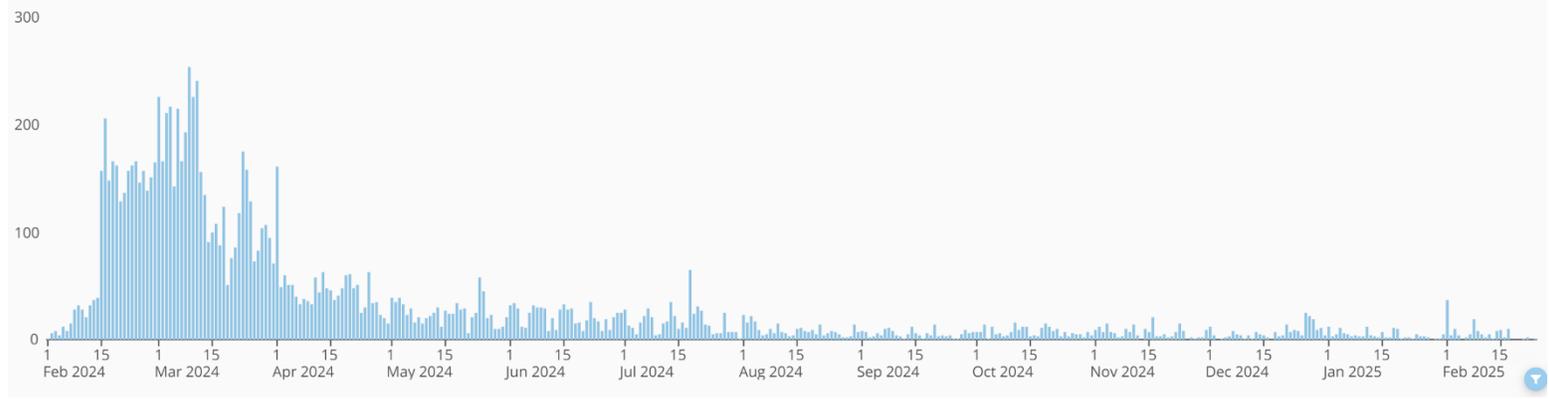
Check-In Day Distribution



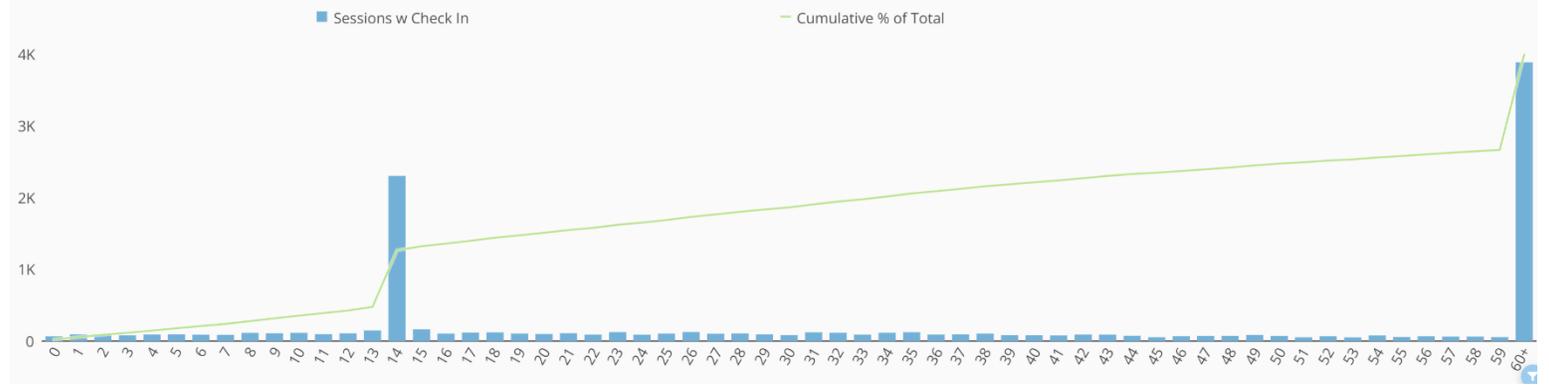
Top Check-In Dates

Check-In Date	Searches	% of Total
March 9th, 2024	254	2.17%
March 11th, 2024	241	2.06%
March 1st, 2024	226	1.93%
March 10th, 2024	226	1.93%
March 4th, 2024	217	1.86%
March 6th, 2024	215	1.84%
March 3rd, 2024	211	1.81%
February 16th, 2024	206	1.76%
March 8th, 2024	193	1.65%
March 23rd, 2024	175	1.50%
February 24th, 2024	166	1.42%

Check-In Date Distribution



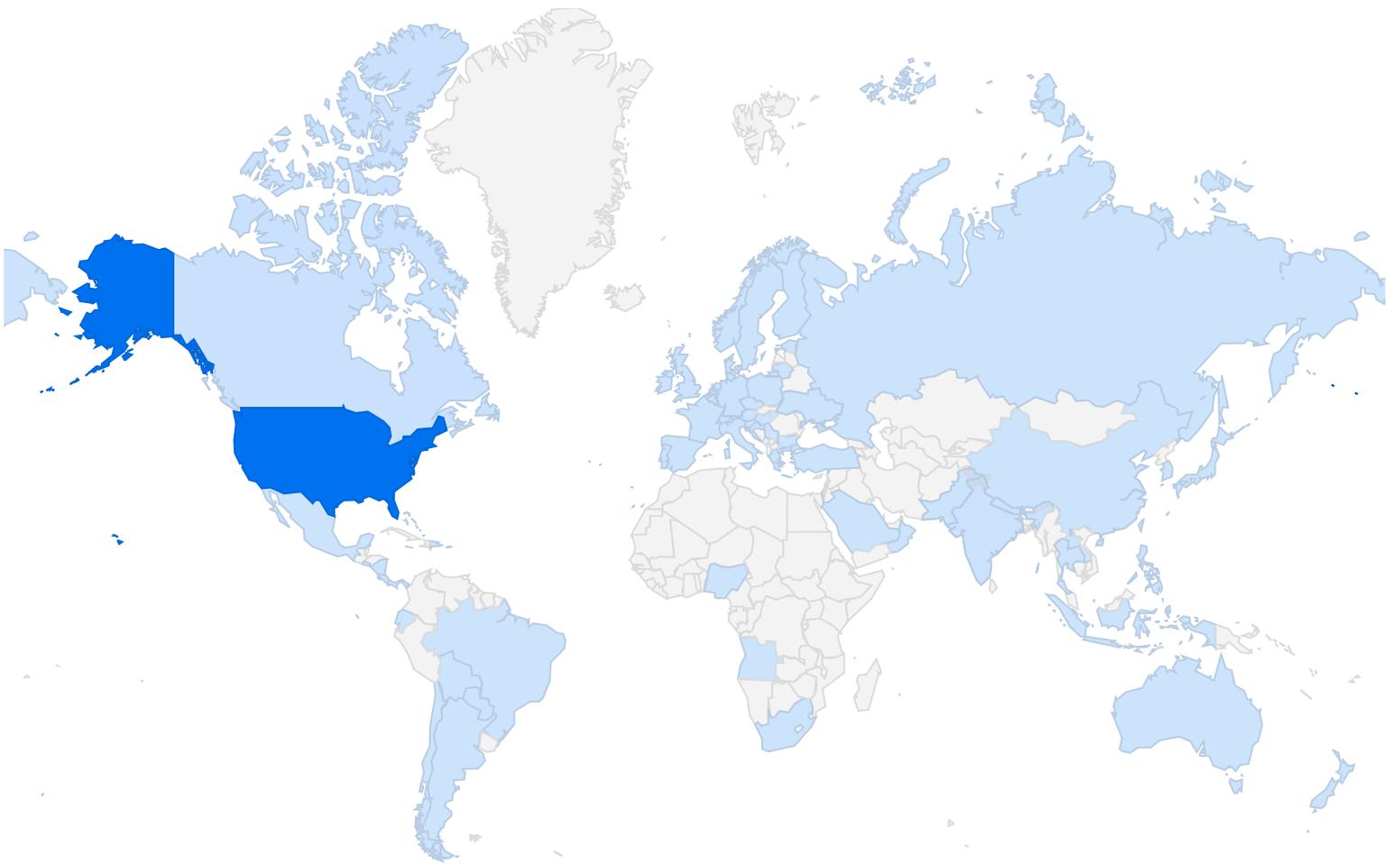
Booking Window Distribution



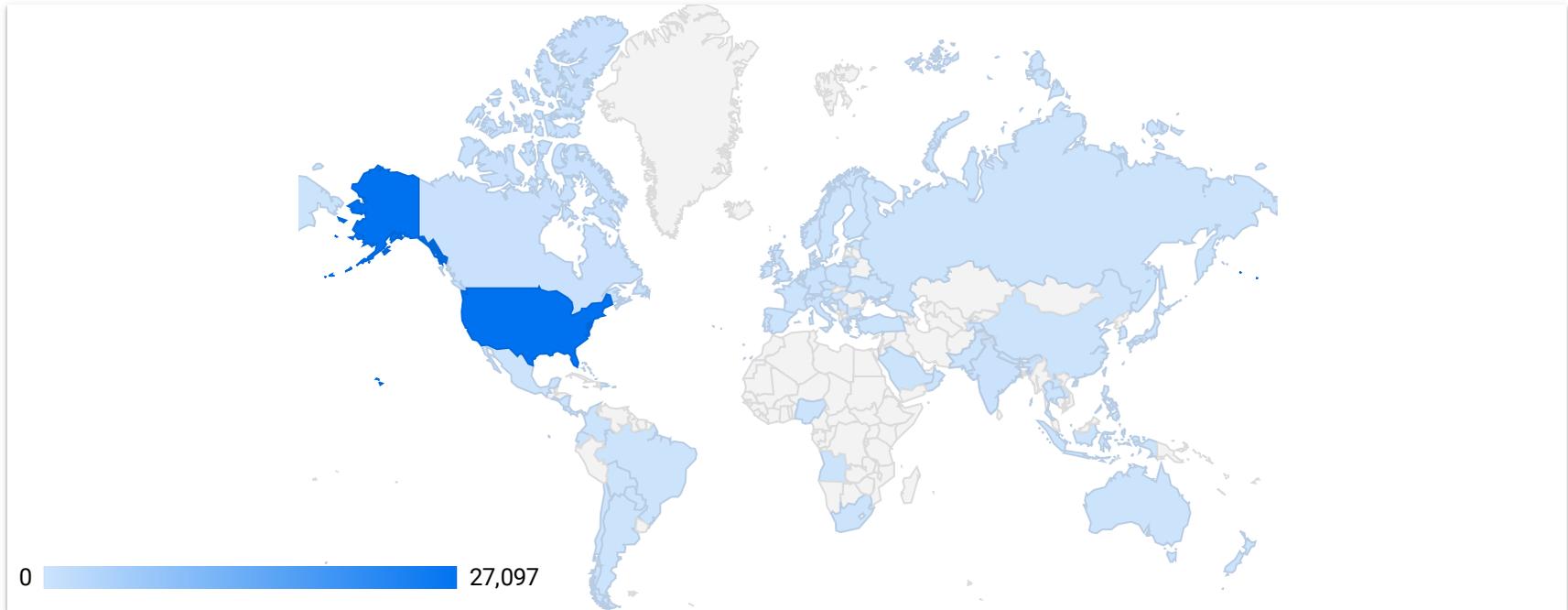
The Florida Keys & Key West

... come as you are[®]

Section 2: Geographic Data on Website Visitors

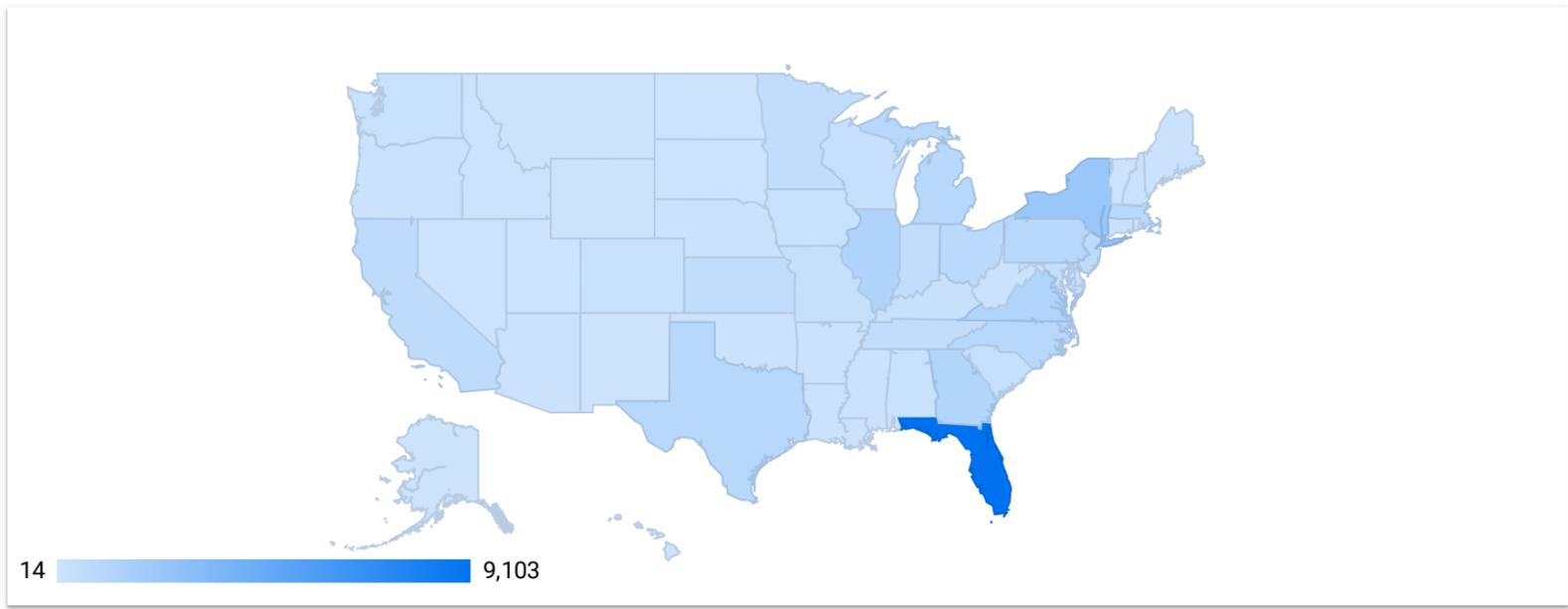


Marathon - World



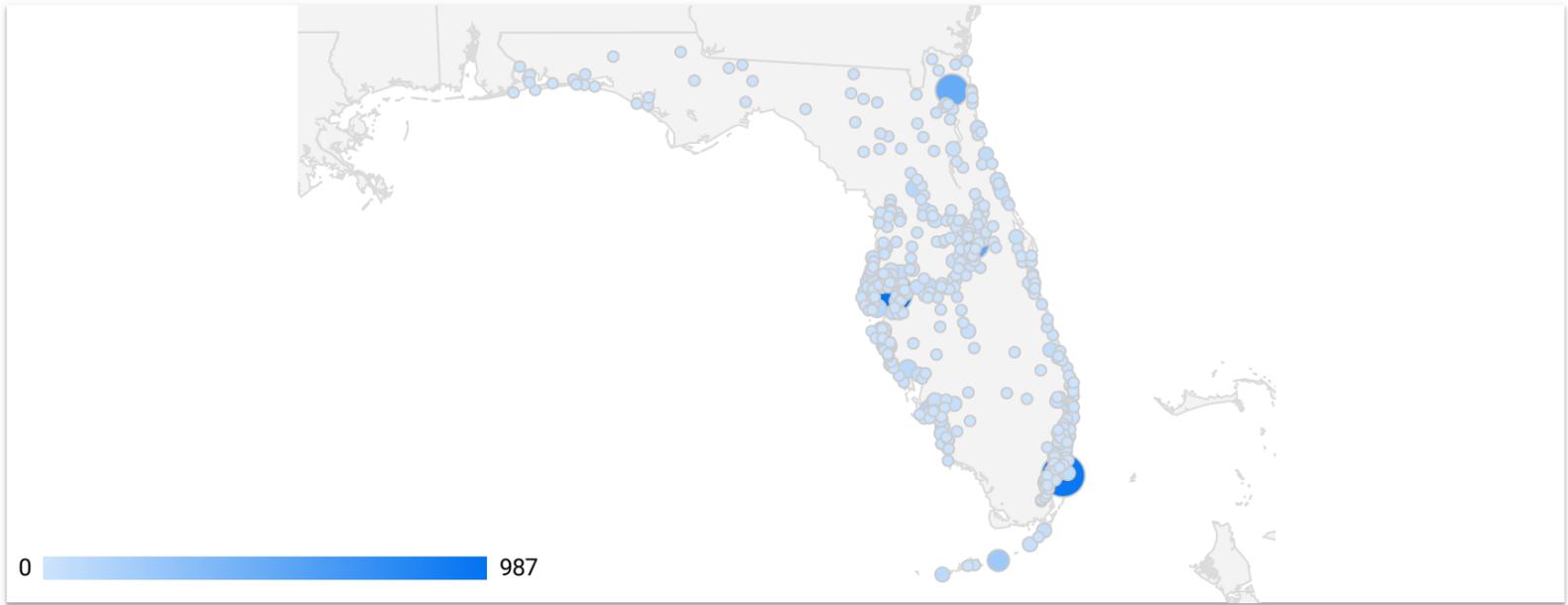
	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	27,097	19,895	28,952	35.09%	0.04	00:09:16
2.	Canada	430	181	483	14.91%	0.03	00:14:13
3.	Germany	290	146	304	13.16%	0.21	00:05:49
4.	United Kingdom	220	93	244	10.25%	0.23	00:11:55
5.	India	123	112	125	69.6%	0	00:00:36
6.	France	65	24	68	14.71%	0.1	00:05:32
7.	Russia	46	46	46	78.26%	0	00:00:07
8.	Indonesia	45	32	46	43.48%	0	00:09:04
9.	Finland	44	32	44	68.18%	0	00:00:14
10.	Sweden	44	12	45	11.11%	0.04	00:20:42
11.	Italy	32	12	47	27.66%	0.09	00:16:01
12.	Mexico	29	25	30	76.67%	0	00:00:19
13.	Switzerland	27	15	28	3.57%	0	00:28:13
14.	Netherlands	23	15	24	12.5%	0	00:05:26
15.	Brazil	19	13	19	5.26%	0	00:01:21
16.	Norway	17	2	17	17.65%	0	00:01:39
17.	Denmark	16	4	16	6.25%	0	00:01:04
18.	Hungary	15	7	16	12.5%	0	00:03:04
19.	Australia	14	10	14	35.71%	0	00:02:41
20.	(not set)	11	10	11	63.64%	0	00:00:27
21.	Austria	11	5	12	8.33%	0	00:13:21
22.	Spain	11	6	11	0%	0	00:24:39
23.	Ukraine	11	9	11	9.09%	0	00:00:12
24.	Belgium	10	4	10	10%	0	00:00:47
25.	Philippines	7	2	2	50%	0	00:12:21
	Grand total	28,749	20,758	30,825	34.91%	0.04	00:09:14

Marathon - USA



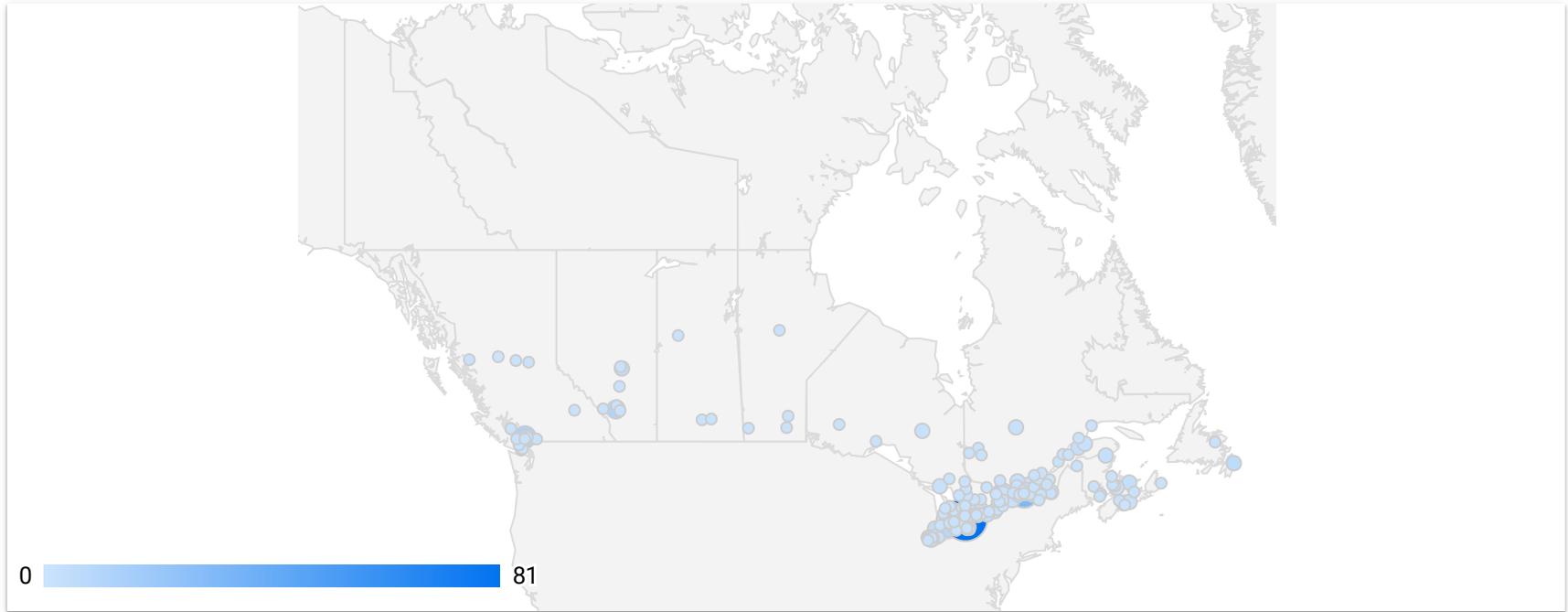
	Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Florida	9,103	6,902	9,937	39.18%	0.01	00:06:42
2.	New York	2,268	1,734	2,457	43.35%	0.01	00:09:30
3.	Illinois	1,312	900	1,433	36.78%	0.02	00:10:06
4.	Virginia	1,240	870	1,333	33.61%	0.02	00:12:35
5.	Georgia	1,160	817	1,219	34.54%	0.01	00:10:37
6.	Texas	952	623	1,006	33.6%	0.02	00:07:42
7.	Michigan	928	625	1,026	20.08%	0.01	00:11:04
8.	North Carolina	912	652	972	33.85%	0.03	00:06:45
9.	Pennsylvania	897	576	967	28.96%	0.07	00:11:43
10.	Massachusetts	858	636	919	38.41%	0.13	00:09:52
11.	Ohio	806	538	889	22.83%	0.07	00:12:37
12.	New Jersey	671	503	734	32.7%	0.01	00:09:39
13.	California	628	448	678	44.84%	0.05	00:08:19
14.	Kansas	519	451	523	23.14%	0.02	00:03:41
15.	Minnesota	507	359	556	27.16%	0.05	00:08:36
16.	Indiana	485	319	527	24.48%	0.07	00:06:32
17.	Tennessee	481	336	514	35.8%	0.01	00:07:15
18.	Maryland	350	254	390	34.1%	0.17	00:11:13
19.	South Carolina	328	216	350	25.14%	0	00:14:11
20.	Wisconsin	325	215	366	21.31%	0.17	00:08:33
21.	Missouri	266	159	299	20.74%	0.09	00:13:38
22.	Kentucky	220	132	233	27.04%	0	00:13:05
23.	Connecticut	202	133	213	26.76%	0.01	00:10:29
24.	Iowa	190	113	206	22.33%	0	00:15:40
25.	Alabama	185	92	201	25.37%	0.47	00:07:47
26.	Colorado	184	107	201	25.37%	0.33	00:13:11
27.	Washington	173	97	187	33.69%	0.01	00:09:24
28.	New Hampshire	165	102	175	24%	0.21	00:07:37
29.	(not set)	149	120	150	47.33%	0.03	00:01:01
30.	Arizona	120	67	132	27.27%	0	00:17:28
31.	West Virginia	111	67	115	26.09%	0	00:06:07
32.	Maine	110	64	117	13.68%	0.06	00:14:27
33.	Louisiana	104	52	106	23.58%	0	00:06:49
34.	Oklahoma	100	55	104	25%	0.02	00:12:05
35.	District of Columbia	91	61	96	35.42%	0	00:04:30
36.	Arkansas	89	50	90	25.56%	0	00:09:57
37.	Delaware	86	54	101	27.72%	0	00:06:18
38.	Oregon	86	55	89	28.09%	0.02	00:16:35
39.	Nebraska	85	46	93	19.35%	0.18	00:17:50
40.	Mississippi	75	47	78	33.33%	0	00:12:31
41.	Rhode Island	75	50	83	18.07%	0.05	00:09:42
42.	Idaho	50	22	64	26.56%	0	00:07:37
43.	Utah	50	26	60	18.33%	0.05	00:08:23
44.	Nevada	43	30	45	37.78%	0	00:04:21
45.	South Dakota	41	21	45	13.33%	0	00:11:35
46.	North Dakota	37	18	41	14.63%	0.1	00:13:59
47.	Vermont	37	21	39	20.51%	0	00:10:11
48.	New Mexico	31	17	33	36.36%	0	00:05:03
49.	Montana	26	13	30	33.33%	0	00:04:12
50.	Wyoming	22	7	22	18.18%	0.18	00:20:26
	Grand total	27,097	19,895	28,952	35.09%	0.04	00:09:16

Marathon - Florida



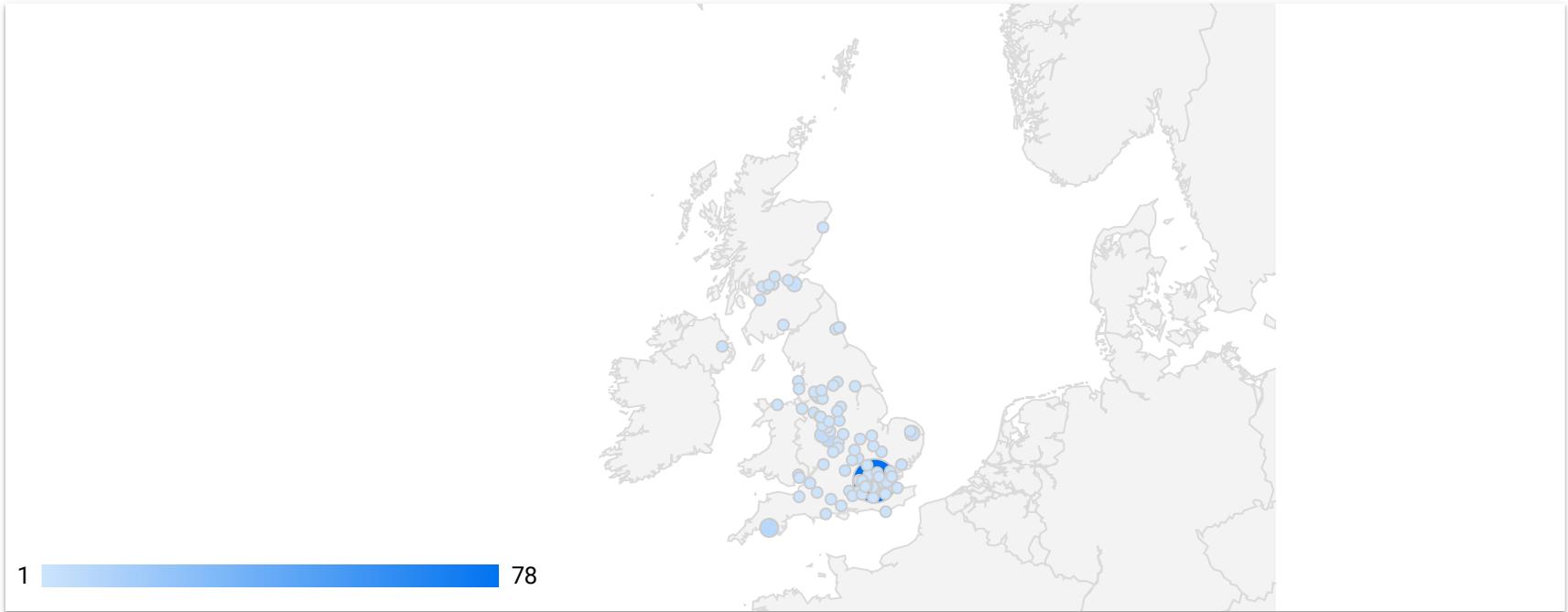
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	(not set)	987	687	1,033	38.92%	0.03	00:10:41
2.	Tampa	973	769	1,021	40.94%	0.01	00:06:33
3.	Miami	938	649	998	21.14%	0	00:15:01
4.	Orlando	518	427	555	46.13%	0	00:06:50
5.	Jacksonville	489	387	501	48.1%	0	00:01:56
6.	Marathon	229	152	242	7.44%	0.04	00:15:51
7.	Sarasota	127	90	132	48.48%	0	00:01:24
8.	Bradenton	116	85	123	39.02%	0	00:00:54
9.	Cape Coral	114	86	122	40.98%	0	00:02:08
10.	Fort Myers	107	85	109	33.94%	0	00:04:14
11.	Ocala	105	76	107	40.19%	0	00:02:15
12.	St. Petersburg	92	72	94	47.87%	0	00:00:45
13.	North Port	87	56	89	39.33%	0	00:01:44
14.	Key West	81	48	90	11.11%	0.02	00:14:47
15.	Brandon	69	55	76	48.68%	0	00:02:52
16.	Spring Hill	68	46	69	42.03%	0	00:02:52
17.	Lakeland	67	47	72	44.44%	0	00:02:20
18.	Port St. Lucie	64	49	64	35.94%	0	00:07:52
19.	Largo	61	50	61	54.1%	0	00:00:39
20.	Clearwater	58	48	60	48.33%	0	00:00:35
21.	Palm Bay	58	45	58	44.83%	0.02	00:05:05
22.	Wesley Chapel	58	44	59	55.93%	0	00:00:23
23.	Palm Coast	57	46	57	38.6%	0	00:01:16
24.	Miami Beach	56	45	59	11.86%	0	00:06:25
25.	Port Charlotte	54	39	57	40.35%	0	00:00:33
26.	Key Largo	53	28	58	8.62%	0	00:16:47
27.	The Villages	53	34	54	40.74%	0	00:00:36
28.	Venice	49	31	50	40%	0	00:10:15
29.	Winter Haven	49	38	51	35.29%	0	00:08:27
30.	Boca Raton	45	35	53	33.96%	0	00:27:10
31.	Ruskin	45	32	45	51.11%	0	00:00:35
32.	Daytona Beach	43	31	43	41.86%	0	00:05:41
33.	Trinity	43	32	43	48.84%	0	00:00:53
34.	Bonita Springs	40	30	41	39.02%	0	00:09:49
35.	Melbourne	40	34	41	41.46%	0	00:02:21
36.	Four Corners	39	33	39	48.72%	0	00:02:05
37.	Gibsonton	39	26	40	42.5%	0	00:00:43
38.	Lehigh Acres	38	32	39	35.9%	0	00:00:21
39.	St. Augustine	37	29	37	35.14%	0	00:01:37
40.	Zephyrhills	37	25	37	48.65%	0	00:06:40
41.	Kissimmee	36	32	36	75%	0	00:00:32
42.	Sebring	35	27	35	45.71%	0	00:00:19
43.	Land O' Lakes	33	25	34	47.06%	0	00:00:18
44.	Plant City	33	22	33	45.45%	0	00:00:28
45.	Pompano Beach	33	20	34	17.65%	0	00:10:51
46.	North Fort Myers	32	24	33	54.55%	0	00:00:13
47.	Boynton Beach	31	28	33	36.36%	0	00:00:54
48.	Greater Carrollwood	31	28	32	56.25%	0	00:00:30
49.	Leesburg	30	22	31	45.16%	0	00:06:36
50.	Pinellas Park	29	23	29	51.72%	0	00:00:47
	Grand total	9,103	6,902	9,937	39.18%	0.01	00:06:42

Lower Keys - Canada



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	81	39	86	16.28%	0	00:13:52
2.	Montreal	31	12	37	21.62%	0	00:22:28
3.	(not set)	19	7	21	9.52%	0.33	00:09:26
4.	Ottawa	16	5	20	15%	0	00:43:21
5.	Vancouver	13	8	13	7.69%	0	00:11:14
6.	Calgary	11	7	12	16.67%	0	00:01:38
7.	London	8	1	9	11.11%	0	00:01:28
8.	Guelph	7	3	8	0%	0	00:08:25
9.	Kawartha Lakes	7	2	8	0%	0	00:01:13
10.	Burlington	6	0	6	16.67%	0	00:02:29
11.	Hamilton	6	1	7	28.57%	0	00:01:08
12.	St. John's	6	1	6	16.67%	0.33	00:02:05
13.	Edmonton	5	1	6	16.67%	0	00:01:01
14.	Oakville	5	2	5	0%	0	00:01:44
15.	St. Catharines	5	3	6	33.33%	0	00:00:47
16.	Windsor	5	2	6	33.33%	0	00:00:25
17.	Granby	4	3	4	0%	0	00:05:38
18.	Lincoln	4	0	4	0%	0	00:03:49
19.	Sarnia	4	3	4	0%	0.5	00:06:39
20.	Vaughan	4	0	7	0%	0	01:41:05
21.	Trois-Rivieres	3	1	3	0%	0	00:28:54
22.	Brantford	3	1	3	0%	0	00:00:57
23.	Cambridge	3	1	3	0%	0	00:00:50
24.	Charlottetown	3	1	3	0%	0	00:01:16
25.	Kingston	3	1	4	25%	0	00:00:44
	Grand total	430	181	483	14.91%	0.03	00:14:13

Marathon - UK



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	78	33	81	4.94%	0.42	00:12:09
2.	(not set)	31	11	37	13.51%	0	00:13:57
3.	Plymouth	9	1	9	0%	0	00:35:46
4.	Birmingham	7	4	7	0%	0	00:03:04
5.	Manchester	5	2	5	20%	0.4	00:02:43
6.	Wolverhampton	5	1	5	20%	0	00:01:14
7.	Norwich	4	1	4	0%	0	00:01:39
8.	Croydon	3	0	3	0%	5.67	00:12:48
9.	Edinburgh	3	1	3	0%	0.67	00:17:41
10.	Basingstoke	2	1	2	50%	0	00:00:48
11.	Belfast	2	1	2	0%	0	00:00:09
12.	Chelmsford	2	0	2	0%	0	00:01:05
13.	Cheltenham	2	0	2	0%	0	00:16:09
14.	Colchester	2	2	2	0%	0	00:57:50
15.	Crewe	2	2	2	0%	0	00:09:49
16.	Derby	2	0	2	0%	0	00:00:51
17.	Glasgow	2	1	2	0%	0	00:01:21
18.	Leeds	2	0	2	0%	0	00:02:32
19.	Milton Keynes	2	2	2	0%	0	00:10:09
20.	Oxford	2	1	2	0%	0	00:01:20
21.	Poole	2	1	2	0%	0	00:01:03
22.	Cwmbran	1	1	1	0%	0	00:01:18
23.	Worsley	1	1	1	0%	0	00:00:42
24.	Aldershot	1	1	1	0%	0	00:00:39
25.	Alton	1	1	1	0%	0	00:00:13
	Grand total	220	93	244	10.25%	0.23	00:11:55

DATE: April 10, 2024
To: District Advisory Committee Members
FROM: Elaine Cooke - Two Oceans Digital
RE: **Consideration and Action re: District Webcams**

During the April DAC meeting Two Oceans Digital will review the District funded webcams with the DAC and seek approval to continue with the current webcams and/or make any changes.

A copy of the analytics for the webcams is attached.

Current District III Webcam and cost:

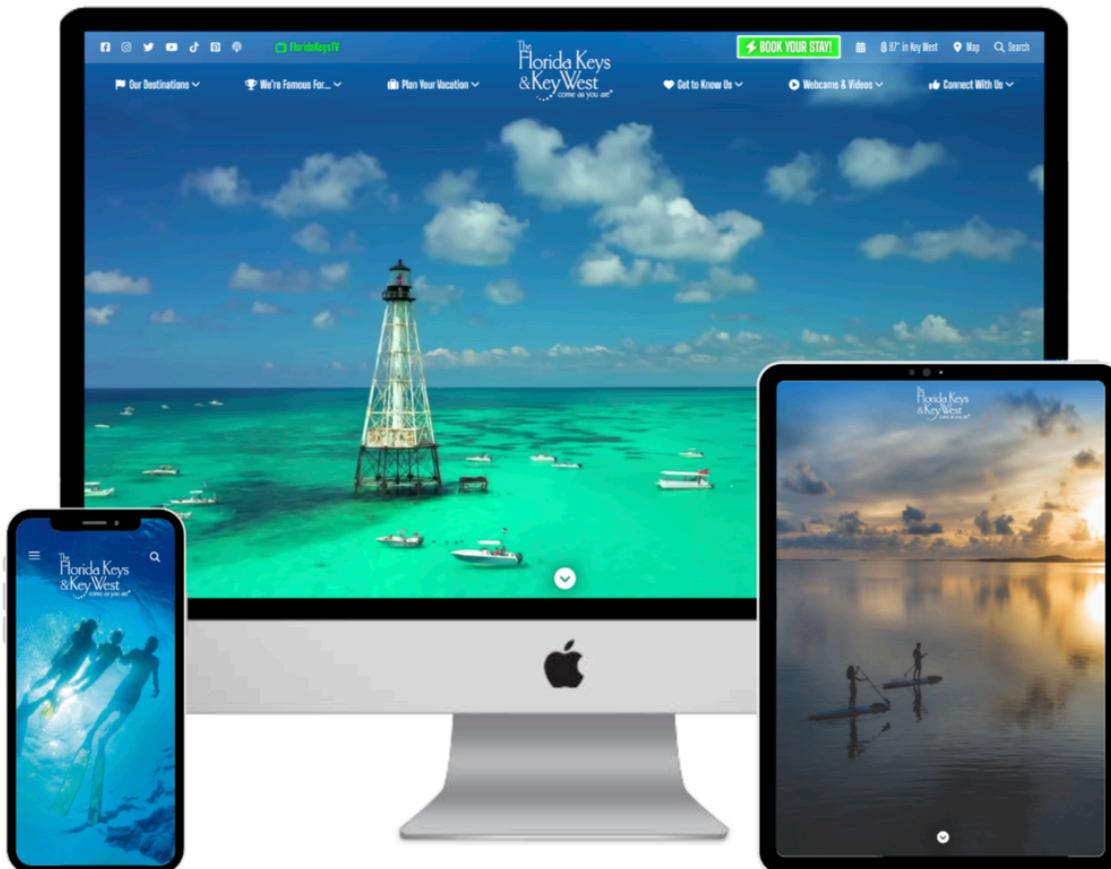
Name	Location	Amount per month	Amount per year
Marathon Streaming Cam Sombrero Beach	Marathon Streaming Cam Sombrero Beach	\$1,233.33	\$14,799.96
	DAC 3 Webcam Cost Total	\$1,233.33	\$14,799.96

Florida Keys & Key West

... fla-keys.com

Webcam Status Report Fla-Keys.com

2023 - 2024 Webcam Data for the
April DAC Meetings





DAC 3 Webcam Reports 2023-2024

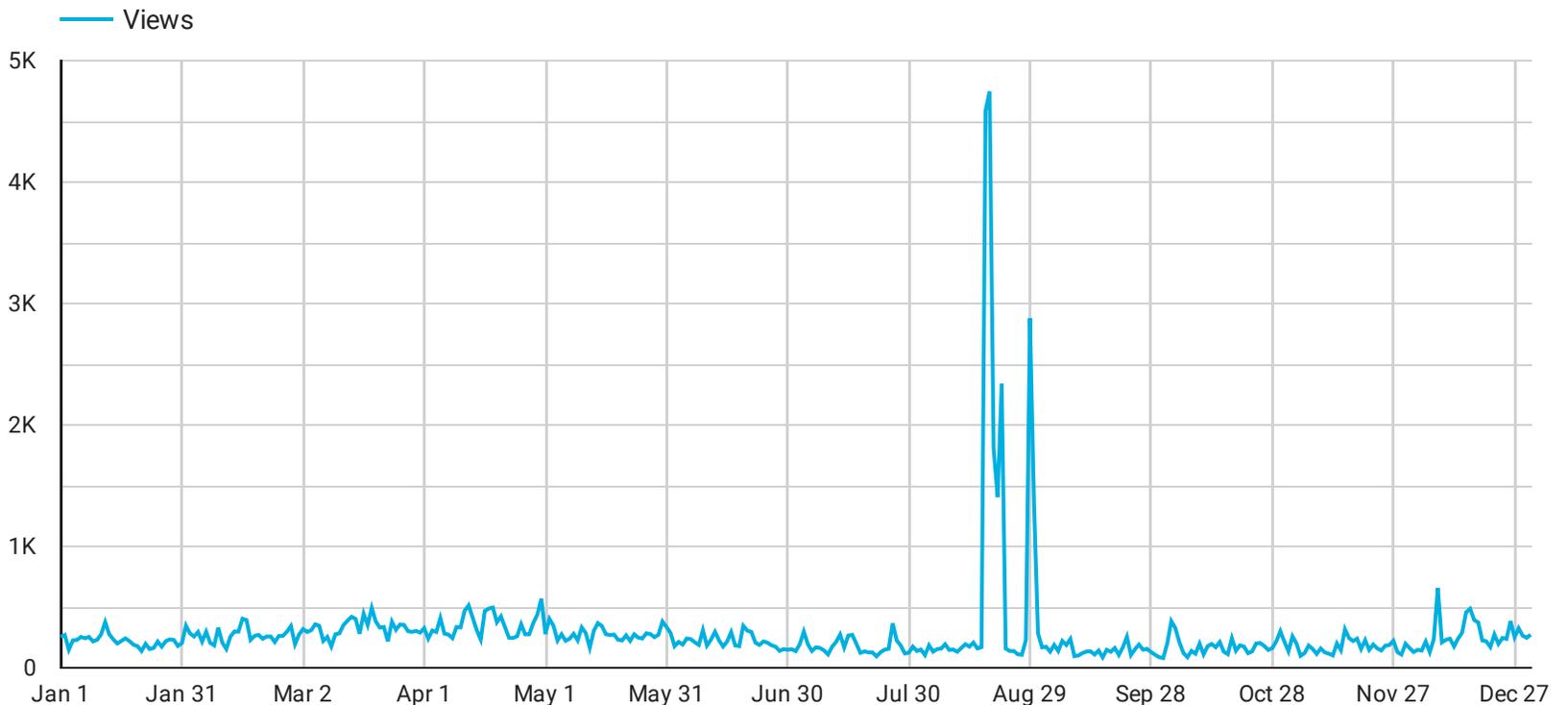
Jan 1 - March 19, 2024 compared to Jan 1 - March 19, 2023

Page title	Page path and screen class	Full page URL	Views ▾	% Δ	Total users	% Δ
1. Marathon Streaming Cam - Webcams in the Florida Keys	/webcams/marathon-cam/stream/	fla-keys.com/webcams/marathon-cam/stream/	5,950	20.1% ↑	5,075	243.8% ↑
2. Webcams in the Florida Keys Marathon Webcams	/webcams/marathon/	fla-keys.com/webcams/marathon/	3,520	174.6% ↑	6,077	640.2% ↑
3. Marathon Cam - Webcams in the Florida Keys	/webcams/marathon-cam/	fla-keys.com/webcams/marathon-cam/	762	26.4% ↑	857	131.0% ↑
4. Webcams in the Florida Keys Marathon Webcams	/webcams/marathon/	fla-keys.com/webcams/marathon/?fbclid=IwAR1x8B1fyuvCbCYlyVYrPjjavTyAE-JDITIICobjtws_I-UnolhwoPXnG4Q_aem_AadXK5_0tk16CDpxfp1TCnkMu2dFxyjnLQfPVQ2S1TALakRN3642DGrjelEHL0RU9k	3	-	3	-

1 - 4 / 4 < >

Last Calendar Year 2023
DAC 3 Webcam Pageviews

Views
102,232

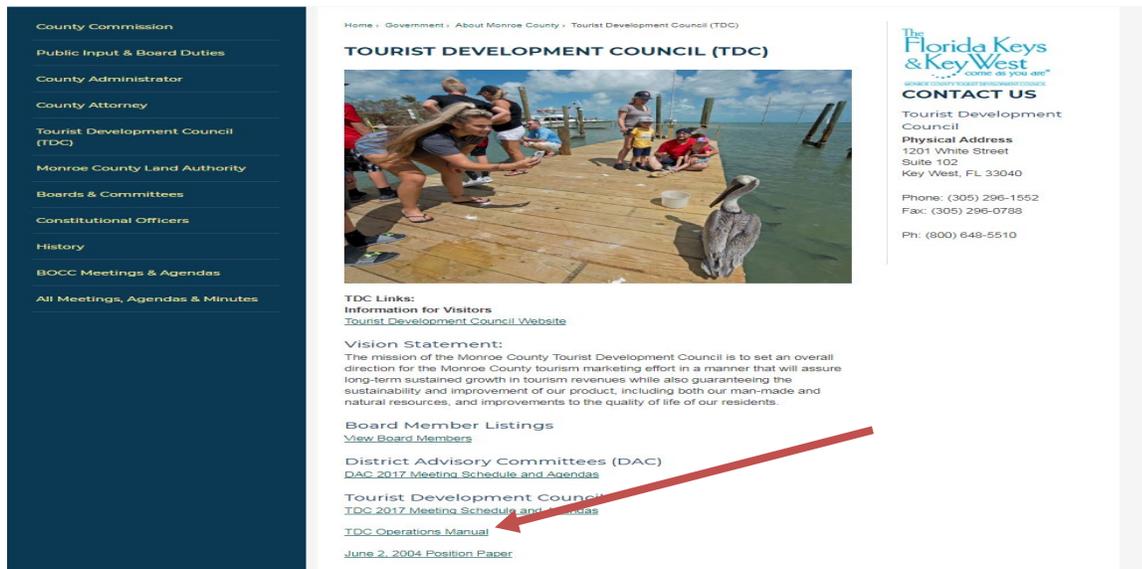




Date: March 28, 2024
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual
 Re: **OPERATIONS MANUAL UPDATES**

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 III District Advisory Committees

- o Updated DAC II Chairperson to reflect election of Ms. Kim Wilkerson as Chairperson

2. Section IV-A Destination/Turkey Events

- o Updated Application (BOCC 2/21/24)

DATE: April 10, 2024
TO: District III Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

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.

Original Marathon Seafood Festival Greater Marathon Chamber of Commerce, Inc. <i>Review Attached</i>	3/9/2024 – 3/10/2024	Destination	\$40,000
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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.

Sombrero Beach Run Keys Area Interdenominational Resources, Inc.	2/23/2024 – 2/25/2024	Destination	\$10,000
7 Mile Offshore Grand Prix Race World Offshore, LLC	4/25/2024 – 4/28/2024	Destination	\$40,000
I.CARE Trash Derby I.CARE Corporation	5/3/2024 – 5/5/2024	Destination	\$10,000

EVENT NAME: The Original Marathon Seafood Festival
 EVENT WEBSITE ADDRESS: www.marathonseafoodfestival.com
 DATE(S) OF EVENT: March 9-10, 2024

1. What was 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.

2. Estimated total number of attendees: 15000

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>5175</u>
b. How many visitors to a room?	b. <u>3</u>
c. How many nights will the visitors stay?	c. <u>4.5</u>
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>6900</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Ticket Sales from last event
- Survey of attendees from last event (Attach Survey Results)
- Registration from Last Event
- Social Media Analytics from Last Event
- Other, please specify

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

Other, please specify TDC statistics on average length of stay in our region

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:

Yes, please see attached for all of the above, thank you.

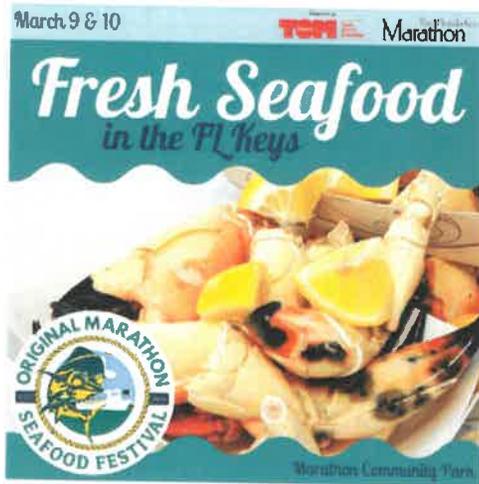
Continued on next page....

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

Visitors extended/added (to) their stays by a total of 122 days, according to our survey results! All solely due to our event.

Economic Impact of 2024 Marathon Seafood Festival:

5,175 out of area visitors x \$264 (visitor spend per day/visitor) x 4.5 (average length of stay) x 1.3 (circulation of monies locally) = \$7.99 Million



Facebook Ad Campaign

Overview

- Impressions: **1.8 Million**
- Reach: **1 Million**
- Goal: Brand Awareness
- Target Audience:

Audience from Miami down south to Key West & Major Florida Cities (just Monroe County was targeted the final week of the campaigns), Ages 23-65+, interested in festivals, seafood, or family.

Google Ad Campaign

Overview

- Impressions: **336K**
- Clicks: **2.43K**
- Goal: Website Traffic & Brand Awareness for Marathon Seafood Festival
- Target Audience:

Audience range from 18-65+



- Youtube Ad Views: **65K**



Live Entertainment & Seafood

2nd Largest Seafood Event in Florida with over 10k Attendees. Seafood & Fun for the Family

Marathon Seafood Festival

Open >



Live Entertainment & Seafood



Original Marathon Seafood Festival is the Premier Fresh Seafood Event in the Florida Keys

An advertisement image showing a chef in a white apron preparing seafood at a table, with a woman in a striped shirt and hat standing next to him. The Marathon logo is in the bottom right corner.

2 Day Premier Seafood Event

Mark your Calendar March 9 & 10 for the Marathon Seafood Festival. Seafood & Fun!

A green circular icon with a white right-pointing arrow.

DATE: March 28, 2024
To: District Advisory Committee Members
FROM: Ammie Machan, Administrative Assistant
RE: **Update re: March 26, 2024 TDC Meeting**

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.

***ADD ON AGENDA**

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL TUESDAY, MARCH 26, 2024, 10:00 A.M. DOUBLE TREE, KEY WEST

- 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. January 30, 2024, Regular Meeting Minutes
 - 2. February 20, 2024 Special 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.** Updated DAC Meeting Schedule – FYI
 - 5.** Marketing Plan Schedule - 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. Presentation: Pro-Bono Video Developed for Coral Restoration Foundation
- I. **Film Commission**
 - 1.** Status Report
- J. **Public Relations**
 - 1.** Status Report
 - 2. Presentation: Current PR
- K. **Sales and Marketing**
 - 1.** Status Report
 - 2.** Consideration and Action re: Sales Resolution
- L. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update

M. **Website**

1. Website Status Report
2. Consideration and Action re: Task Order – CrowdRiff (\$30,000)
3. Consideration and Action re: Task Order - Domain Name Renewal (\$616.20)

N. **TDC Related Items**

1. Consideration and Action re: Agreement for Multilingual Tourist Assistance Service
2. Consideration and Action re: Approval of Waiver of Standards of Conduct
3. Ratification of Amendment to Agreement with Two Oceans Digital – Task Orders for Special Projects
4. Ratification of Amendment to Agreement with Tinsley Advertising – Awards and Conference Attendance
5. Ratification of Amendment to Agreement with Tinsley Advertising – Task Orders for Special Projects
6. Consideration and Action re: Allowing Payment for Key West Regatta (Turnkey Event)
7. Discussion and Direction re: Audit Recommendations in Clerk’s Audit of Tinsley Advertising
8. Discussion and Direction re: Holding TDC Meetings in BOCC Chambers to Allow for the Public to also Attend TDC Meetings by Communication Media Technology/Zoom

O. **District Advisory Committee Items**

1. **District I**
 - a). DAC I January 24, 2024 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key West 2024 Project
 - c). Consideration and Action re: Amendment to Agreement with City of Key West for Beach Cleaning
 - d). Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Elevator Project
 - e). Consideration and Action re: Amendment to Agreement with City of Key West for the Smathers Beach Pavilion Project
 - f). Consideration and Action re: Amendment to Agreement with City of Key West for the Southernmost Plaza (Public Facilities) Project
 - g). Consideration and Action re: Agreement with Key West Business Guild, Inc. for Visitor Information Services
 - h). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Key West 2024 Project
 - i). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Key West 2024 Project
 - j). Consideration and Action re: Amendment to Agreement with San Carlos Patriotic and Educational Institute, Inc. for the San Carlos Institute Structural Repairs Project
2. **District II**
 - a). DAC II January 23, 2024 Workshop Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2024 Project
 - c). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Lower Keys 2024
 - d). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Lower Keys 2024 Project
 - e). Consideration and Action re: Mr. Troy Talpas/Lodging Representative
3. **District III**
 - a). DAC III January 24, 2024 Regular Meeting Minutes – FYI

- b). Consideration and Action re: DAC III FY 2024 3rd Round Capital Project Funding Allocations totaling \$602,082
- c). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon 2024 Project
- d). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the Paint Foremans Dorm Roof Project
- e). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the ADA Ramp Installation Project
- f). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the Train Gate Entry Project
- g). Consideration and Action re: Amendment to Agreement with Florida Keys Land & Sea Trust, Inc. for the Crane Point Bird Center Pathways Project
- h). Consideration an Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Marathon 2024
- i). Consideration and Action re: Amendment to Agreement with City of Marathon for the Quay Restroom II (Public Facilities) Project
- j). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Marathon 2024 Project
- k). Consideration and Action re: Amendment to Agreement with Dolphin Research Center, Inc. for the DRC Restore Dolphin Lagoons Project

4. **District IV**

- a). DAC IV January 23, 2024 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project
- c). Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Restoration Phase I Project
- d). 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
- e). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Islamorada 2024
- f). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Islamorada 2024 Project

5. **District V**

- a). DAC V January 23, 2024 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo 2024 Project
- c). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Key Largo 2024 Project
- d). Consideration and Action re: Ms. Jaclyn Kelley/Lodging Representative

P. **Cultural Umbrella**

- 1. Minutes of Cultural Umbrella Meeting – FYI
- 2. Consideration and Action re: Ms. Barbara Hann/District V Representative

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 January 30, 2024 meeting minutes
- 2.** Consideration and Action re: Visit Florida Keys portion of the of the February 20, 2024 special meeting minutes
- *3.** Consideration and Action re: The Marketing Director's Employment Status

Adjourn the meeting of Visit Florida Keys

Monroe County Tourist Development Council Meeting

The March 26, 2024 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the DoubleTree Resort in Key West.

TDC Members in Attendance: Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mayor Holly Raschein (arrived at 10:33), Ms. Diane Schmidt, Mr. Timothy Root, Ms. Patti Stanley, and Ms. Gayle Tippet

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Kim Wilkerson (DACII), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV) (arrived at 10:09), and Ms. Suzanne Holmquist (DAC V)

Agencies Present Were: Mr. John Underwood and Mr. Dorn Martel - Tinsley Advertising; Mr. Andy Newman and Ms. Carol Shaughnessy– NewmanPR; Ms. Elaine Cooke and Ms. Karissa Hamilton – 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 – Film Commissioner, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: **Ms. Schmidt moved approval of the agenda as presented, Mr. Root seconded. Motion passed unanimously.**

Approval of the Minutes: **Ms. Schmidt moved approval of the January 30, 2024 TDC meeting minutes as presented, Ms. Laron seconded. Motion passed unanimously.**

Ms. Schmidt moved approval of the February 20, 2024 Special TDC meeting minutes as presented, Mr. Root seconded. Motion passed unanimously.

Approval of the Bulk Agenda Items: The following item was pulled from the bulk agenda due to a voting conflict:

O.1.j. Consideration and Action re: Amendment to Agreement with San Carlos Patriotic and Educational Institute, Inc. for the San Carlos Institute Structural Repairs Project

Mr. Fernandez moved approval of the following bulk items:

F. **Administrative**

- 1.** Status Report
- 3.** Operations Manual Update – FYI
- 4.** Updated DAC Meeting Schedule – FYI
- 5.** Marketing Plan Schedule - 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

K. **Sales and Marketing**

1. Status Report
2. Consideration and Action re: Sales Resolution

L. **Research**

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

M. **Website**

1. Website Status Report
2. Consideration and Action re: Task Order – CrowdRiff (\$30,000)
3. Consideration and Action re: Task Order - Domain Name Renewal (\$616.20)

N. **TDC Related Items**

1. Consideration and Action re: Agreement for Multilingual Tourist Assistance Service
2. Consideration and Action re: Approval of Waiver of Standards of Conduct
3. Ratification of Amendment to Agreement with Two Oceans Digital – Task Orders for Special Projects
4. Ratification of Amendment to Agreement with Tinsley Advertising – Awards and Conference Attendance
5. Ratification of Amendment to Agreement with Tinsley Advertising – Task Orders for Special Projects
6. Consideration and Action re: Allowing Payment for Key West Regatta (Turnkey Event)

O. **District Advisory Committee Items**

1. **District I**

- a). DAC I January 24, 2024 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key West 2024 Project
- c). Consideration and Action re: Amendment to Agreement with City of Key West for Beach Cleaning
- d). Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Elevator Project
- e). Consideration and Action re: Amendment to Agreement with City of Key West for the Smathers Beach Pavilion Project
- f). Consideration and Action re: Amendment to Agreement with City of Key West for the Southernmost Plaza (Public Facilities) Project
- g). Consideration and Action re: Agreement with Key West Business Guild, Inc. for Visitor Information Services
- h). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Key West 2024 Project
- i). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Key West 2024 Project

2. **District II**

- a). DAC II January 23, 2024 Workshop Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2024 Project
- c). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Lower Keys 2024
- d). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Lower Keys 2024 Project
- e). Consideration and Action re: Mr. Troy Talpas/Lodging Representative

3. **District III**

- a). DAC III January 24, 2024 Regular Meeting Minutes – FYI
- c). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon 2024 Project
- d). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the Paint Foreman's Dorm Roof Project

- e). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the ADA Ramp Installation Project
- f). Consideration and Action re: Amendment to Agreement with Pigeon Key Foundation, Inc. for the Train Gate Entry Project
- g). Consideration and Action re: Amendment to Agreement with Florida Keys Land & Sea Trust, Inc. for the Crane Point Bird Center Pathways Project
- h). Consideration an Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Marathon 2024
- i). Consideration and Action re: Amendment to Agreement with City of Marathon for the Quay Restroom II (Public Facilities) Project
- j). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Marathon 2024 Project

4. **District IV**

- a). DAC IV January 23, 2024 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project
- c). Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Reef Light Station Restoration Phase I Project
- d). 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
- e). Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Islamorada 2024
- f). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Islamorada 2024 Project

5. **District V**

- a). DAC V January 23, 2024 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo 2024 Project
- c). Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Key Largo 2024 Project
- d). Consideration and Action re: Ms. Jaclyn Kelley/Lodging Representative
- e). DAC V December 5, 2023 Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

- 1. Minutes of Cultural Umbrella Meeting – FYI
- 2. Consideration and Action re: Ms. Barbara Hann/District V Representative

Q. **Fishing Advisory Committee**

- 1. Minutes of Fishing Advisory Committee Meeting – FYI

R. **Dive Umbrella**

- 1. Minutes of Dive Umbrella Meeting – FYI

Mr. Root seconded. Motion passed unanimously.

Interim Marketing Director's Report: Mr. George Fernandez provided a report on his activities as Interim Marketing Director, including a meeting with staff to begin the development of the annual Marketing Plan.

Presentation: Pro-Bono Video Developed for Coral Restoration Foundation: Mr. Dorn Martel presented a Pro-Bono video the Agency produced for the Coral Restoration Foundation highlighting efforts to preserve corals during last summer's record setting ocean temperatures.

Mayor Raschein arrived at 10:33 a.m.

The meeting of the Tourist Development Council was adjourned at 10:34 a.m.

Visit Florida Keys Meeting

The March 26, 2024 meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 10:34 a.m. at the DoubleTree Resort in Key West.

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

Approval of the Agenda Bulk Items: Ms. Stanley moved approved of the following bulk items:

- U.1. Consideration and Action re: Visit Florida Keys Portion of the January 30, 2024 meeting minutes
- U.2. Consideration and Action re: Visit Florida Keys Portion of the February 20, 2024 Special meeting minutes

Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: The Marketing Director's Employment Status: Mayor Raschein stated that a discussion had taken place at the March BOCC meeting regarding the employment status of the Marketing Director, Ms. Stacey Mitchell. She said that there had been a loss of confidence in the Marketing Director and that the community is craving accountability.

Ms. Christine Limbert reviewed the memo provided in the meeting packet outlining the options that the Corporation had regarding the contract with the Marketing Director. She stated that the contract allows for termination with or without cause with a severance of four months salary. The Corporation's Personal Policies and Procedures manual also allows for payment of vacation leave upon separation. It was Ms. Limbert's recommendation that if the Corporation wished to terminate the agreement, to do so without cause. Mr. Root asked if the Corporation decided to terminate the Marketing Director agreement, if there were legal ramifications if upon completion of the audits if no wrongdoing was found. Ms. Limbert stated no, that with the termination of the Agreement a release would need to be signed by Ms. Mitchell releasing the Corporation of any claims.

Mayor Johnston asked if the scenario had changed as Ms. Mitchell had retained legal counsel. Ms. Limbert stated that no, the only difference would be that she would be communicating with the attorney instead of directly with Ms. Mitchell. Mr. Root asked if it was known why Ms. Mitchell had obtained legal counsel. Ms. Limbert stated that she was not aware why.

Mr. Zachary Zermay, attorney for Ms. Mitchell, was in attendance. Mr. Zermay stated that he wished to correct the record that Ms. Mitchell refused to cooperate with the auditors. Mr. Zermay stated that he had requested that the auditors submit their questions in writing and the auditors declined to do so. He had then requested to be presented during Ms. Mitchell's audit interview. Mr. Zermay stated that it is his position today that there are some members of the BOCC that may or may not have an "axe to grind" with Ms. Mitchell. Mr. Zermay continued that denial of funding for Monroe County's 200th Anniversary Celebration may be the pretext for the animosity towards Ms. Mitchell. Mr. Zermay stated that there should not be a rush to judgment.

Ms. Irwin stated that after the March BOCC meeting the direction was clear that the Commissioners wished for their appointments to the TDC to support the item that Mayor Raschein had brought forward today.

Mr. Fernandez asked if Ms. Mitchell had been provided with an opportunity to respond to the allegations in the audit. Ms. Limbert stated that the Clerk's Audit had been concluded and that the only ongoing Audit was the forensic audit, which was the meeting that Ms. Mitchell did not attend. Ms. Limbert stated that it is the intent for the forensic audit to be released before the next TDC meeting.

Ms. Irwin stated that when Ms. Mitchell was placed on administrative leave, that the Board members and Staff had been instructed not to communicate with Ms. Mitchell. She stated that upon hearing that Ms. Mitchell had been requested to have a meeting with the auditors she requested that she be allowed to speak with Ms. Mitchell to suggest that she attend the meeting with the auditors. Mr. Root stated that Ms. Mitchell is on paid administrative leave, that therefore she should answer questions with the auditors. Ms. Tippett asked what would happen if Ms. Mitchell did not sign the release. Ms. Limbert stated that if that happened, she would not receive her severance pay and that the issue would then be litigated.

Mayor Raschein moved approval to terminate the Marketing Director Agreement with Ms. Stacey Mitchell without cause effective immediately and approval of payment of compensation and vacation leave upon tender of release, Mayor Johnston seconded.

Ms. Stanely asked for clarification that this clause for the release was in the Marketing Directors contract that Ms. Mitchell signed. Ms. Limbert responded yes.

A roll call vote was taken with the following results:

Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Mayor Raschein	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Gayle Tippett	Yes
Ms. Rita Irwin	Yes

Motion passed.

Ms. Limbert asked the Board for direction on how to proceed with hiring a new Marketing Director. Ms. Irwin suggested creating a selection committee that was comprised of more than just TDC members and hire a search firm to conduct a national search for a new Marketing Director.

Ms. Limbert stated that a consultant/firm could assist with developing a scope/job description for the position and advertising the position.

Mayor Raschein asked how a firm would be selected. Ms. Limbert proposed that the prospective firms be vetted and then go through the County's small contract process (a streamline process for contracts under \$100,000) for approval of a contract. She recommended that a representative from the Board be available to consult with Staff during this process. Ms. Limbert recommend Ms. Schmidt for this position as she had previously had the confidence of the Board to serve as the Interim Director and experience and expertise in this area. Ms. Schmidt stated that she was willing to do this.

Ms. Limbert reviewed the direction from the board that was to move forward with hiring of a firm/consultant to assist with the search for a new Marketing Director, move the contract with the

firm/consultant through BOCC approval (likely as a small contract), bring a schedule back to the Board for approval, and to have Ms. Schmidt act as a liaison for the board throughout the process.

There being no further business of the corporation, the meeting was adjourned at 11:25 a.m.

Monroe County Tourist Development Council Meeting

The March 26, 2024 meeting of the Monroe County Tourist Development Council was reconvened by Chairperson Irwin at 11:39 a.m.

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

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Kim Wilkerson (DACII), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV) (arrived at 10:09), and Ms. Suzanne Holmquist (DAC V)

Presentation: Current PR: Mr. Andy Newman presented recent Public Relations activities including coverage of the groundhog's day, Conch in Marathon, the 61st Annual Conch Shell Blowing Contest in Key West, and a discussion with descendants of former presidents at Trumans Little White House in Key West.

Ms. Carol Shaughnessy highlighted coverage of culture and the arts including the Keys Traveler e-newsletter, the Cultural Heritage Quest, and an episode of George Poveromo's World of Saltwater Fishing featuring local singer/songwriter Howard Livingston.

Mr. Root left the meeting at 11:58 a.m.
Mayor Raschein left the meeting at 12:00 p.m.

Discussion and Direction re: Audit Recommendations in Clerk's Audit of Tinsley Advertising: Ms. Irwin stated that many of the recommendations within the audits are already being addressed.

Mayor Johnston asked if there was a timeline provided for the recommendation on rebidding the Advertising Agency contract. Ms. Limbert replied that there was not a timeline provided. She stated that there are some reasons that would warrant the contract not being rebid at this time. One being timing as the Agreement is set to expire on September 30, 2024 and with moving forward with a new Marketing Director she would prefer that the new Marketing Director have input on any changes that may need to be made with the bidding process. She stated that the RFP's for agency of record are staggered so that if a new Agency is contracted it allows time for transition. Her recommendation would be to move forward with extending the current agreement with Tinsley Advertising in order to continue to operate in the way that we need to.

Discussion and Direction re: Holding TDC Meetings in BOCC Chambers to Allow for the Public to also Attend TDC Meetings by Communication Media Technology/Zoom: Ms. Irwin stated that Staff had been working with the County IT Department regarding holding TDC meetings in BOCC chambers in order to allow the public to participate via zoom. Ms. Limbert stated that a tentative hold had been placed on the BOCC chambers and upon the direction of the TDC, Staff would confirm the meeting rooms and provide the revised schedule in the next meeting packet. It was the direction of the TDC to proceed with this.

Consideration and Action re: Amendment to Agreement with San Carlos Patriotic and Educational Institute, Inc. for the San Carlos Institute Structural Repairs Project: Ms. Tippet moved approval to Amend the Agreement with San Carlos Patriotic and Educational Institute, Inc. for the San Carlos Institute Structural Repairs project to extend the completion date to September 30, 2025, Ms. Schmidt seconded.

A roll call vote was taken with the following results:

Mr. George Fernandez	Abstain*
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Gayle Tippet	Yes
Ms. Rita Irwin	Yes

motion passed.

*Mr. Fernandez abstained due to sitting on the Board of the San Carlos Patriotic and Educational Institute, Inc.

Ms. Irwin passed the gavel to Mr. Fernandez

Consideration and Action re: DAC III FY 2024 3rd Round Capital Project Funding Allocations totaling \$602,082: Mayor Johnston moved approval of the DAC III FY 2024 3rd Round Capital Project Funding Allocations totaling \$602,082, Ms. Tippet seconded.

Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Gayle Tippet	Yes
Ms. Rita Irwin	Abstain*

Motion passed.

Ms. Irwin abstained due to being employed by Dolphin Research Center, Inc. Form 8B Memorandum of Voting Conflicts is attached.

Consideration and Action re: Amendment to Agreement with Dolphin Research Center, Inc. for the DRC Restore Dolphin Lagoons Project: Ms. Tippet moved approval to amend the Agreement with Dolphin Research Center, Inc. for the DRC Restore Dolphin Lagoons Project to extend the completion date of the project to September 30, 2025, Ms. Laron seconded.

Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Gayle Tippet	Yes
Ms. Rita Irwin	Abstain*

Motion passed.

Ms. Irwin abstained due to being employed by Dolphin Research Center, Inc. Form 8B Memorandum of Voting Conflicts is attached.

Mr. Fernandez returned the gavel to Ms. Irwin

General Discussion: Ms. Limbert provided an update on Senate Bill 1456 which provides for surplus TDC funds to be utilized for affordable housing for tourism related businesses. She stated that the TDC and BOCC had set aside funds for public facilities in the hopes that they could be used for affordable housing. It was determined that affordable housing did not fall under the public facilities category, so this legislation was enacted to allow a one time surplus of up to \$35M to be allocated to affordable housing. The bill had passed but had not yet been signed by the governor. Ms. Pacini stated that last year \$25M had been allocated and if this is passed an additional \$10M will be added to this fund.

Ms. Limbert also reported in response to one of the recommendations within the Audit, that the County had entered into a contract with the Florida Ethics Institute to assist with coming up with policies and procedures and to offer training to employees as needed.

There being no further business the meeting of the Tourist Development Council was adjourned at 12:27 p.m.

DRAFT

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Irwin, Rita	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Tourist Development Council
MAILING ADDRESS 58901 Overseas Highway	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY Grassy Key	COUNTY Monroe
DATE ON WHICH VOTE OCCURRED March 26, 2024	NAME OF POLITICAL SUBDIVISION: Monroe County BOCC
	MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office **MUST ABSTAIN** from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also **MUST ABSTAIN** from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * *

APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Rita Irwin, hereby disclose that on March 26, 20 24 :

(a) A measure came or will come before my agency which (check one or more)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____ ;
- inured to the special gain or loss of my relative, _____ ;
- inured to the special gain or loss of Dolphin Research Center, Inc., by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

3/26/2024
Date Filed

Rita Irwin
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

DATE: March 28, 2025

To: District III Advisory Committee Members

FROM: Maxien Pacini, Office Manager

RE: **Consideration and Action re: Amendment with Agreement with Greater Marathon Chamber of Commerce, Inc. for Visitor Information Services**

The District III Advisory Committee at your meeting of February 24, 2021 moved approval to enter into an Agreement with the Greater Marathon Chamber of Commerce, Inc. in an amount not to exceed \$176,400/year to provide Visitor Information Services (VIS) to answer potential visitor inquiries and to promote tourism for a three (3) year period from October 1, 2021 to September 30, 2024. Within the Agreement is an option to extend the Agreement for an additional two (2) year period with the same compensation.

Attached is a copy of their current Agreement.

Approval is requested to extend the current Agreement to September 30, 2026. If approved by the DAC, this item will be placed on the April TDC and May BOCC meeting agendas.

MARATHON VISITOR INFORMATION SERVICES AGREEMENT

THIS AGREEMENT ("Agreement") is entered into this 21st day of April, 2021, by and between Monroe County, Florida, a political subdivision of the state of Florida ("County"), and the **Greater Marathon Chamber of Commerce, Inc.**, a Florida non-profit corporation ("Provider").

WITNESSETH:

WHEREAS, Provider is uniquely qualified to provide Visitor Information Services ("VIS") to answer potential visitor inquiries and to promote tourism; and

WHEREAS, Provider has been furnishing Visitor Information Services to County for twenty-three years; and

WHEREAS, County and Provider currently have a contractual arrangement for services through September 30, 2021; and

WHEREAS, the Tourist Development Council ("TDC"), an advisory board to County's Board of County Commissioners ("BOCC") has recommended to County that a new agreement for Visitor Information Services be entered into with Provider; and

WHEREAS, County desires to enter into this Agreement for Visitor Information Services with Provider;

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties agree as follows:

1. TERM: The term of this Agreement is for a period of three years beginning October 1, 2021 and expiring on September 30, 2024. The Agreement may be extended for an additional term of two years by agreement of the parties at the same rate of compensation.
2. SCOPE OF SERVICES: The Provider shall, pursuant to this Agreement, provide Visitor Information Services as described herein:
 - a. The Provider shall respond to all telephone inquiries from generic and district toll free number(s), and from the Chamber's (305) line(s) with information about the Florida Keys and any specified district destination within the Keys.
 - b. The Provider shall retrieve and record all information from callers or e-mail inquiries resulting in mail fulfillment required by the VIS software program provided by the County, which includes the name, address and zip code of the caller. The Provider shall request that all callers complete the TDC Visitor Inquiry Survey. Provider shall verbally survey consenting callers on a list of questions provided by the TDC, and shall record the visitor responses in the VIS software, according to Exhibit A attached hereto. The TDC may request that Provider refer e-mail inquiries to a web survey in its return correspondence via web link provided by the TDC.

- c. Provider shall respond to all e-mail (Internet) inquiries for fulfillment requests and interact with potential visitors requests for destination information.
- d. Provider shall give the TDC official website address www.florida-keys.com as the first response for destination website information and shall introduce the official TDC website to all caller and e-mail inquiries as a source for further information on the destination. This provision shall not preclude Provider from introducing its own web site as a secondary source of information. Provider shall place TDC supplied banner ad on providers website (www.floridakeysmarathon.com) hyperlinked to the Middle Keys district landing page within www.florida-keys.com.
- e. Provider shall respond to all telephone and Internet inquiries for the benefit of Monroe County as a whole and not for the benefit of Provider or its members. Provider shall not discriminate between chamber and non-chamber members in its responses where generic/district materials are provided by the TDC to Provider.
- f. Provider may make referrals to lodging accommodations; however, it shall do so in a manner that provides fair and equitable distribution of referrals to all entities in Provider's district, matching the inquirer's criteria, which collect and remit to the County the tourist development tax, with no preferential treatment for any entity having a business relationship with the Provider. Further, Provider, shall have and maintain the following:
 - (i) a binding agreement to hold harmless and indemnify the County from any claims of liability, loses and causes of action which may arise out of or as a result of the referrals;
 - (ii) general liability insurance with a minimum of \$1 million coverage which includes Monroe County as a named insured; and
- g. All visitor-related collateral requests shall be entered into the TDC VIS system on a daily basis by Provider to be accessed by the TDC. At least every eighteen (18) months, provider shall produce collateral material for its district and provide mail fulfillment of said material internally or by subcontract. This provision shall not preclude the Provider from downloading visitor data entered by Provider into the TDC VIS system to create or maintain visitor mailing lists.
- h. Provider is prohibited from distributing visitor name and address information recorded from visitor collateral requests to third parties without the express verbal or written consent of the visitors. Provider shall at all times comply with the Telecommunications Act, relevant Postal Regulations or other regulations regarding third party mail distribution. The TDC VIS software program will provide a recording mechanism which Provider may use to designate visitors who have affirmatively indicated a desire to receive collateral material from a third party. The Provider shall have and maintain a binding agreement to hold harmless and indemnify the County from any claims of liability, identity theft, bodily harm, loss of life, invasion of privacy, theft identity, and all other losses and causes of action which may arise out of or as a result of the distribution of visitor information by the Provider to a third party.

- i. The provider shall provide live telephone and Internet service, the minimum of which shall be as follows: 9:00 a.m. to 5:00 p.m. Monday through Friday and 9:00 a.m. to 4:00 p.m. on Saturday and Sunday. The Provider may be closed on Thanksgiving, Christmas Eve afternoon, Christmas Day, New Year's Day, Memorial Day, Easter Sunday, Fourth of July and Labor Day. Sub-contracted live operator(s), voicemail, answering machine or similar procedures will be provided to capture required information during off hour operation.
- j. The Provider shall provide Visitor Information Services to visitors walking into the facility during the regular working hours of 9:00 a.m. to 5:00 p.m. Monday through Friday and 9:00 a.m. to 4:00 p.m. Saturday and Sunday. The Provider may be closed on Thanksgiving, Christmas Eve afternoon, Christmas Day, New Year's Day, Memorial Day, Easter Sunday, Fourth of July and Labor Day.
- k. Provider may cease fulfillment of service minimums as outlined in items i and j in this agreement following an official ordered evacuation of Monroe County residents in its district without penalty or loss of compensation by the County. Further, in the event of a declared state of emergency in Monroe County where the destination is closed for visitors, Provider may at its discretion adjust its hours of operation to ensure the safety of its staff, and facility, without penalty or loss of compensation by the County. In the event of closure as outlined above, Provider shall not be required to resume contractual service minimums until such a time as:
 - i. Declared state of emergency for Monroe County has been lifted and the destination is open for visitors
 - ii. resident evacuation orders for its district has been lifted
 - iii. Provider has determined its facility has adequate resources (such as power) and is by its determination sufficiently safe to resume its operations.

Providers who are able to remain operational when events force closure of other providers shall upon request service calls re-routed by the TDC.

- l. The Provider shall provide fast Internet access to the TDC web site, TDC VIS software and Chat Live web applications for all staff members fulfilling Visitor Information Service program requirements as outlined in this agreement. The Provider shall be responsible for the provision and proper maintenance of computer equipment and Internet connections utilized by the staff members to access the Internet in fulfillment of Visitor Information Services requirements. The TDC shall be responsible for the provision and proper maintenance of the VIS software.
- m. The Visitor Information Service program is subject to review and periodic change by the Monroe County Tourist Development Council. Any significant change resulting in additional costs and/or time in the scope of services, requires the written and signed consent of both parties as an amendment to this Agreement.

- n. The toll-free number telephone lines for which the tourist development tax pays, shall be used only for tourism-related business purposes, including, fulfillment of Call Me requests.
 - o. County shall provide the toll-free number phone lines and routing services to handle the service required by this Agreement.
 - p. County shall provide a link and e-mail forwarding from the TDC website directly to the Provider's website.
 - q. Provider shall distribute to all Chambers of Commerce in Monroe County and to the TDC, at a mutually agreed upon time and frequency, a list of the most frequently asked questions by visitors about its district and the recommended tourism operator responses. The TDC may also furnish to the Provider a list of visitors' frequent generic destination questions and the recommended tourism operator responses. (See EXHIBIT B). Provider shall disseminate the information to staff for training purposes.
 - r. Provider shall respond to all Live Chat (Internet) requests and chat live with potential visitors to fulfill their requests for destination information, 9:00 a.m. – 5:00 p.m., Monday through Friday: excluding holidays and other business closures permitted in this Scope of Services. County shall provide Live Chat software on the TDC website to send chat inquiries directly to the Chambers of Commerce. County shall serve as administrator of Live Chat software: including, but not limited to setting chamber Operator accounts, generating reports of chat volumes by Chamber, and providing chat transcripts upon request to Chamber heads for their employees.
 - s. Provider shall respond to all Contact Me referrals (potential visitor request for a tourist information operator to contact them entered via the website when Chat services are not available) and call or email potential visitors to fulfill their request for destination information, 9:00 a.m. – 5:00 p.m., Monday through Friday: excluding holidays and other business closures permitted in this Scope of Services. County shall provide Contact Me feature via Chat Live software on the TDC website to send call and/or email requests directly to the Chambers of Commerce
 - t. Provider shall install TDC's online booking system for District III lodging properties on chambers website.
 - u. Provider at its own cost shall install a computer kiosk or other electronic/digital technology in the districts visitor center to conduct Digital Visitor Survey's and provide the collected information to TDC.
3. COMPENSATION: Compensation shall be paid, subject to availability of Tourist Development Tax Funds and approval as follows:
- a. The County shall pay to the Provider for services rendered the amount of **\$176,400** (One hundred seventy-six thousand four hundred dollars) per year. Amount shall be

Marathon Chamber of Commerce
 Visitor Information Services – FY 2022
 ID #: 2605

paid in twelve (12) monthly payments of \$14,700 (Fourteen Thousand seven hundred dollars) per year pursuant to the Florida Local Government Prompt Payment Act upon receipt of a proper invoice with supporting documentation acceptable to the Clerk. Acceptability to the Clerk is based on generally accepted accounting principles and such laws, rules and regulations as may govern the Clerk's disbursement of funds. The payment shall occur after TDC's administrative office verifies and certifies that the requirements and data as set forth within the agreement entered into by and between Provider and the County have been fully performed. Payment under this agreement is contingent upon annual appropriation by the Board of County Commissioners.

- b. If the option to extend the agreement for an additional two years is exercised by the parties, the annual agreement amount shall remain \$176,400/year.
- c. Periodic monitoring efforts shall be conducted by the TDC for the purposes of system review and compliance of agreement requirements. Monroe County's performance and obligation to pay under this agreement, is contingent upon an annual appropriation by the BOCC.

4. **INDEMNIFICATION:** Provider covenants and agrees to indemnify and hold harmless Monroe County Board of County Commissioners from any and all claims for bodily injury (including death), personal injury, and property damage (including property owned by Monroe County) and any other losses, damages, and expenses (including attorney's fees) which arise out of, in connection with, or by reason of services provided or not provided by Provider or any of its Subcontractor(s) in any tier, occasioned by the negligence, errors, or other wrongful act of omission of the Provider or its Subcontractors in any tier, their employees, or agents.

In the event that the service is delayed or suspended as a result of the Provider's failure to purchase or maintain the required insurance, the Provider shall indemnify the County from any and all increased expenses or lost revenue resulting from such delay. The first ten dollars (\$10.00) of remuneration paid to the Provider is for the indemnification provided for above. The extent of liability is in no way limited to, reduced, or lessened by the insurance requirements contained elsewhere within this agreement. The provisions of this section shall survive the expiration or earlier termination of this agreement.

5. **APPROVAL AND CHANGES:** The TDC shall have the sole and exclusive right to approve or reject changes to the software program, format of questions required to be asked of callers, and other program requirements of the Visitor Information System, in which case the TDC's directions shall be immediately implemented. Periodic monitoring efforts shall be conducted by the TDC for the purposes of system review with feedback to Provider to encourage improvement in the quality of service in conjunction with modifications to established standards and training tools made available by TDC to the Provider.

6. **RECORDS - ACCESS AND AUDITS:** Separate and apart from the Provider's normal business records, the Provider shall maintain books, records and documents concerning the contracted services. As used herein, the term "records" includes electronic data. These records shall be maintained in compliance with generally accepted accounting principles and such records must remain available for at least five (5) years after completion of this

agreement. The Provider shall provide TDC/BOCC access to any of the books, records or documents concerning the contracted services during regular business hours, upon reasonable notice. In the event such inspection by TDC/BOCC reveals a substantial failure on the part of the Provider to carry out the contracted services, the TDC/BOCC shall make a written demand upon the Provider to repay a reasonable amount of the funds received by the Provider for the unfulfilled contracted services. If an auditor employed by the COUNTY or Clerk determines that monies paid to Provider pursuant to this Agreement were spent for purposes not authorized by this Agreement, or were wrongfully retained by the CONTRACTOR, the CONTRACTOR shall repay the monies together with interest calculated pursuant to Sec. 55.03, of the Florida Statutes, running from the date the monies were paid by the COUNTY. The TDC/BOCC and Provider agree to attempt to resolve such exceptions/repayments in good faith. In addition, these records are subject to disclosure pursuant to Chapter 119 of the Florida Statutes and the TCD/COUNTY shall have the right to unilaterally cancel this Agreement upon violation of this provision by Provider.

7. PUBLIC RECORDS COMPLIANCE: Provider must comply with Florida public records laws, including but not limited to Chapter 119, Florida Statutes and Section 24 of article I of the Constitution of Florida. The County and Provider shall allow and permit reasonable access to, and inspection of, all documents, records, papers, letters or other "public record" materials in its possession or under its control subject to the provisions of Chapter 119, Florida Statutes, and made or received by the County and Provider in conjunction with this contract and related to contract performance. The County shall have the right to unilaterally cancel this contract upon violation of this provision by the Provider. Failure of the Provider to abide by the terms of this provision shall be deemed a material breach of this contract and the County may enforce the terms of this provision in the form of a court proceeding and shall, as a prevailing party, be entitled to reimbursement of all attorney's fees and costs associated with that proceeding. This provision shall survive any termination or expiration of the contract.

The Provider is encouraged to consult with its advisors about Florida Public Records Law in order to comply with this provision.

Pursuant to F.S. 119.0701 and the terms and conditions of this contract, the Provider is required to:

- (1) Keep and maintain public records that would be required by the County to perform the service.
- (2) Upon receipt from the County's custodian of records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the Provider does not transfer the records to the County.
- (4) Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the Provider or keep and maintain public records that would be required by the County to perform the service. If the Provider transfers all public records to the County upon completion of the contract, the Provider shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the

Provider keeps and maintains public records upon completion of the contract, the Provider shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County's custodian of records, in a format that is compatible with the information technology systems of the County.

(5) A request to inspect or copy public records relating to a County contract must be made directly to the County, but if the County does not possess the requested records, the County shall immediately notify the Provider of the request, and the Provider must provide the records to the County or allow the records to be inspected or copied within a reasonable time.

If the Provider does not comply with the County's request for records, the County shall enforce the public records contract provisions in accordance with the contract, notwithstanding the County's option and right to unilaterally cancel this contract upon violation of this provision by the Provider. A Provider who fails to provide the public records to the County or pursuant to a valid public records request within a reasonable time may be subject to penalties under section 119.10, Florida Statutes.

The Provider shall not transfer custody, release, alter, destroy or otherwise dispose of any public records unless or otherwise provided in this provision or as otherwise provided by law.

IF THE PROVIDER HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE PROVIDER'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS, BRIAN BRADLEY AT PHONE# 305-292-3470 BRADLEY-BRIAN@MONROECOUNTY-FL.GOV, MONROE COUNTY ATTORNEY'S OFFICE 1111 12TH Street, SUITE 408, KEY WEST, FL 33040.

8. TERMINATION: Either party shall have the right to cancel this Agreement at its sole discretion with or without cause upon one hundred and twenty (120) days prior written notice to the other party. In the event that the Provider shall be found to be negligent in any aspect of service, the COUNTY shall have the right to terminate this agreement after five days written notification to the Provider.

Upon any termination including the natural termination of this Agreement, Provider shall deliver to the County all papers, software, equipment and other material related to the work performed under this agreement.

9. DISCLOSURE OF INTERESTS: The Provider agrees that it has provided to the County prior to the execution of this Agreement written disclosure of any existing financial interest in the business of its suppliers or Provider's subcontractor's utilized in fulfillment of this Agreement and shall disclose said interests as they may arise from time to time. The Provider shall be required to list any or all potential conflicts of interest, as defined by Florida Statutes Chapter 112 and Monroe County Code and shall disclose to the County and TDC all

actual or proposed conflicts of interest, financial or otherwise, direct or indirect, involving any client's interest which may conflict with the interest of the County and TDC.

10. LAWS AND REGULATIONS: Provider shall comply fully with all Local, State and Federal laws and regulations, including state and local licensing laws and ordinances.

11. TAXES: The County and TDC are exempt from Federal Excise and State of Florida Sales and use Taxes. The County is not responsible for any taxes incurred by Provider.

12. FINANCE CHARGES: The County and TDC will not be responsible for any finance charges.

13. FORCE MAJEURE: Provider shall not be liable for delay in performance or failure to perform, in whole or in part, the services due to the occurrence of any contingency beyond its control or the control of any of its subcontractors or suppliers, including labor dispute, strike, labor shortage, war or act of war, whether an actual declaration thereof is made or not, insurrection, sabotage, riot or civil commotion, act of public enemy, epidemic, quarantine restriction, accident, fire, explosion, storm, flood, drought or other act of God, act of any governmental authority, jurisdictional action, or insufficient supply of fuel, electricity, or materials or supplies, or technical failure where Provider has exercised reasonable care in the prevention thereof, and any such delay or failure shall not constitute a breach of this Agreement.

14. ASSIGNMENT: The Provider shall not assign, transfer, convey, sublet or otherwise dispose of this agreement, or of any or all of its rights, title or interest therein or information generated or collected in the performance of this agreement (other than responses to public information requests from any person or entity whether in or out of state), without prior written consent of the County and TDC.

15. COMPLIANCE WITH LAWS-NONDISCRIMINATION: County and Provider agree that there will be no discrimination against any person, and it is expressly understood that upon a determination by a court of competent jurisdiction that discrimination has occurred, this Agreement automatically terminates without any further action on the part of any party, effective the date of the court order. County or Provider agree to comply with all Federal and Florida statutes, and all local ordinances, as applicable, relating to nondiscrimination. These include but are not limited to: 1) Title VII of the Civil Rights Act of 1964 (PL 88-352) which prohibits discrimination on the basis of race, color or national origin; 2) Title IX of the Education Amendment of 1972, as amended (20 USC ss. 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; 3) Section 504 of the Rehabilitation Act of 1973, as amended (20 USC s. 794), which prohibits discrimination on the basis of handicaps; 4) The Age Discrimination Act of 1975, as amended (42 USC ss. 6101-6107) which prohibits discrimination on the basis of age; 5) The Drug Abuse Office and Treatment Act of 1972 (PL 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; 6) The Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (PL 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; 7) The Public Health Service Act of 1912, ss. 523 and 527 (42 USC ss. 690dd-3 and 290ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient

records; 8) Title VIII of the Civil Rights Act of 1968 (42 USC ss. 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; 9) The Americans with Disabilities Act of 1990 (42 USC s. 12101 Note), as maybe amended from time to time, relating to nondiscrimination on the basis of disability; 10) Monroe County Code Chapter 14, Article II, which prohibits discrimination on the basis of race, color, sex, religion, national origin, ancestry, sexual orientation, gender identity or expression, familial status or age; 11) any other nondiscrimination provisions in any Federal or state statutes which may apply to the parties to, or the subject matter of, this Agreement.

16. **INSURANCE:** The Provider shall maintain the following required insurance throughout the entire term of this agreement and any extensions. Failure to comply with this provision may result in the immediate suspension of all work until the required insurance has been reinstated or replaced. Delays in the completion of work resulting from the failure of the Provider to maintain the required insurance shall not extend any deadlines specified in this agreement and any penalties and failure to perform assessments shall be imposed as if the work had not been suspended, except for Provider's failure to maintain the required insurance.

The Provider shall provide, to the County, as satisfactory evidence of the required insurance, either:

- * Certificate of Insurance
- or
- * A Certified copy of the actual insurance policy

The County, at its sole option, has the right to request a certified copy of any or all insurance policies required by this agreement.

All Insurance policies must specify that they are not subject to cancellation, non-renewal, material change, or reduction in coverage unless a minimum of thirty (30) days prior notification is given to the County by the insurer. The acceptance and/or approval of the Provider's insurance shall not be construed as relieving the Provider from any liability or obligation assumed under this agreement or imposed by law.

The Monroe County Board of County Commissioners, its employees and officials will be included as "Additional Insured" on all policies, except for Workers' Compensation. Any deviations from these General Insurance Requirements must be requested in writing from the County. Such requests shall be prepared from the County's form entitled "Request for Waiver of Insurance Requirements" and approved by Monroe County Risk Management.

A. Prior to the commencement of work governed by this agreement the Provider shall obtain Workers' Compensation Insurance with limits sufficient to respond to Florida Statute 440.

In addition, the Provider shall obtain Employers' Liability Insurance with limits of not less than:

- \$100,000 Bodily Injury by Accident
- \$500,000 Bodily Injury by Disease, policy limits
- \$100,000 Bodily Injury by Disease, each employee

Coverage shall be maintained throughout the entire term of the agreement.

Coverage shall be provided by a company or companies authorized to transact business in the state of Florida and the company or companies must maintain a minimum rating of A-V1, as assigned by the A.M. Best Company.

B. Prior to the commencement of work governed by this agreement, the Provider shall obtain General Liability Insurance. Coverage shall be maintained throughout the life of the agreement and include, as a minimum:

- Premises Operations and Contents
- Products and Completed Operations
- Blanket Contractual Liability
- Personal Injury Liability
- Expanded Definition of Property Damage

The minimum limits acceptable shall be:

\$1,000,000 Combined Single Limit (CSL)

If split limits are provided, the minimum limits acceptable shall be:

\$ 500,000 per person

\$1,000,000 per Occurrence

\$ 100,000 Property Damage

An Occurrence Form policy is preferred. If coverage is provided on a Claims Made policy, its provisions should include coverage for claims filed on or after the effective date of this agreement. In addition, the period for which claims may be reported should extend for a minimum of twelve (12) months following the acceptance of work by the County.

The Monroe County Board of County Commissioners shall be named as Additional Insured on all policies issued to satisfy the above requirements.

17. GOVERNING LAW/VENUE: This Agreement shall be governed by and construed in accordance with the laws of the State of Florida applicable to contracts made and to be performed entirely in the State.

In the event that any cause of action or administrative proceeding is instituted for the enforcement or interpretation of the agreement, the County and Provider agree that venue shall lie in the appropriate court or before the appropriate administrative body in Monroe County, Florida. This Agreement shall not be subject to arbitration.

The County and Provider agree that, in the event of conflicting interpretation of the terms or a term of this Agreement by or between any of them the issue shall be submitted to mediation prior to the institution of any other administrative or legal proceedings.

18. ENTIRE AGREEMENT: This writing embodies the entire Agreement and understanding between the parties hereto, and there are not other agreements and understandings, oral or written, with reference to the subject matter hereof that are not merged herein and superseded. In order to be effective, any amendment to this Agreement shall be in writing, approved by the Board of County Commissioners of Monroe County, and executed by both parties.

19. PROPERTY RIGHTS: The County shall own all equipment and materials supplied by them for the Visitor Information Services program including software and databases. For the

purposes of the public records act, all data entered into the Monroe County Tourist Development Council's computer network system shall be County material.

20. SEVERABILITY: If any provisions of this Agreement shall be held by a Court of competent jurisdiction to be invalid or unenforceable, the remainder of this agreement, or the application of such provision other than those as to which it is invalid or unenforceable, shall not be affected thereby; and each provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.

21. NOTICE: Any notice required or permitted under this Agreement shall be in writing and hand delivered or mailed, postage prepaid, to the other party by certified mail, returned receipt requested, to the following:

FOR COUNTY		
Executive Director, TDC	AND	Monroe County Attorney
1201 White Street, Suite 102		PO Box 1026
Key West, FL 33040		Key West, FL 33041

FOR PROVIDER
President
Marathon Chamber of Commerce
12222 Overseas Highway
Marathon, FL 33050

22. AUTHORITY: Each of the signatories for the Provider below certifies and warrants that:

- a) The Provider's name in the Agreement is the full name as designated in its corporate charter.
- b) They are empowered to act and contract for the Provider.
- c) This Agreement has been approved by the Provider's Board of Directors.

23. ETHICS CLAUSE: Provider warrants that it has not employed, retained or otherwise had act on its behalf any former County officer or employee in violation of Section 2 of Ordinance No. 10-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 10-1990. For breach or violation of the provision the County may, at its discretion terminate this agreement without liability and may also, at its discretion, deduct from the contract or purchase price, or otherwise recover, the full amount of any fee, commission, percentage, gift, or consideration paid to the former or present County officer or employee.

24. PUBLIC ENTITY CRIME STATEMENT: A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold

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amount provided in section 287.017, Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. By execution of this document, Provider states that it is not disqualified by the statement above.

25. **NON-WAIVER OF IMMUNITY:** Notwithstanding the provisions of Sec. 768.28, Florida Statutes, the participation of the Provider and the TDC/BOCC in this Agreement and the acquisition of any commercial liability insurance coverage, self-insurance coverage, or local government liability insurance pool coverage shall not be deemed a waiver of immunity to the extent of liability coverage, nor shall any contract entered into by the COUNTY be required to contain any provision for waiver.

26. **SECTION HEADINGS:** Section headings have been inserted in this Agreement as a matter of convenience of reference only, and it is agreed that such section headings are not a part of this Agreement and will not be used in the interpretation of any provision of this Agreement.

27. **BINDING EFFECT:** The terms, covenants, conditions, and provisions of this Agreement shall bind and inure to the benefit of the TDC/BOCC and Provider and their respective legal representatives, successors, and assigns.

28. **COOPERATION:** In the event any administrative or legal proceeding is instituted against either party relating to the formation, execution, performance, or breach of this Agreement, TDC/BOCC and Provider agree to participate, to the extent required by the other party, in all proceedings, hearings, processes, meetings, and other activities related to the substance of this Agreement or provision of the services under this Agreement. TDC/BOCC and Provider specifically agree that no party to this Agreement shall be required to enter into any arbitration proceedings related to this Agreement.

29. **COVENANT OF NO INTEREST:** Provider and TDC/BOCC covenant that neither presently has any interest, and shall not acquire any interest, which would conflict in any manner or degree with its performance under this Agreement, and that only interest of each is to perform and receive benefits as recited in this Agreement.

30. **CODE OF ETHICS:** TDC/BOCC agrees that officers and employees of the TDC/BOCC recognize and will be required to comply with the standards of conduct for public officers and employees as delineated in Section 112.313, Florida Statutes, regarding, but not limited to, solicitation or acceptance of gifts; doing business with one's agency; unauthorized compensation; misuse of public position, conflicting employment or contractual relationship; and disclosure or use of certain information.

31. **PRIVILEGES AND IMMUNITIES:** All of the privileges and immunities from liability, exemptions from laws, ordinances, and rules and pensions and relief, disability, workers' compensation, and other benefits which apply to the activity of officers, agents, or employees of any public agents or employees of the COUNTY, when performing their respective functions under this Agreement within the territorial limits of the COUNTY shall apply to the same degree and extent to the performance of such functions and duties of such officers, agents, volunteers, or employees outside the territorial limits of the COUNTY.

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32. E-VERIFY: In accordance with F.S. 448.095, Provider shall utilize the U.S. Department of Homeland Security's **E-Verify system** to verify the employment eligibility of all new employees hired by the Provider during the term of the Contract and shall expressly require any subcontractors performing work or providing services pursuant to the Contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the Contract term.

IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written

(SEAL)
Attest: Kevin Madok, Clerk

Board of County Commissioners
of Monroe County

Gamely Starnob
As Deputy Clerk

Micelle Colistro
Mayor/Chairman

Greater Marathon Chamber of Commerce, Inc.

By: Karen Thurman
President
Karen Thurman
Print Name

AND TWO WITNESSES

(1) [Signature]
Print Name: David Somers
Date: 3-2-21

(2) [Signature]
Print Name: Lyndley Garolmann
Date: 3/2/21

MONROE COUNTY ATTORNEY
APPROVED AS TO FORM:
Christine Lambert-Barrows
CHRISTINE LAMBERT-BARROWS
ASSISTANT COUNTY ATTORNEY
DATE 4/20/21

FILED FOR RECORD
MAR 23 2021
CLERK OF CIR. CT.
MONROE COUNTY, FL

Exhibit A

Mail Fulfillment Required Data

- Name
- Business Name (if Travel Agent or Business Address)
- Street Address
- Zip Code
- City
- State or Province
- Country (if non-U.S.)

Visitor Information Survey

- What kinds of activities are you interest in?
 - a. Fishing Deep Sea
 - b. Fishing Back Country
 - c. Diving
 - d. Snorkeling
 - e. Marinas
 - f. Sailing
 - g. Boat Rentals
 - h. Attractions
 - i. Dining/Entertainment
 - j. Weddings
 - k. Real Estate/Relocation
 - l. Coupon Book
 - m. Guided/Nature Tours
 - n. Water Sports
 - o. Cultural Events/Theatre/Music
 - p. Fishing Tournaments
 - q. Honeymoons
 - r. Kids/Family/Vacations
 - s. Weather
 - t. Eco Friendly/Sustainable Activities
 - u. Special Event or Festival
- What Kind of accommodations are you interest in?
 - a. Hotel/Motel
 - b. B&B/Guesthouses
 - c. Vacation Rentals
 - d. Campground/R.V. Parks
- Are you a travel agent or consumer?
- What month are you planning to travel to the Florida Keys?
- How are you traveling?
 - a. Commercial Airline
 - b. Private Plane
 - c. Automobile
 - d. Tour Bus
 - d. RV
 - e. Private Boat
 - f. Fly/Drive
 - g. Undecided
- How long will you stay?
- How many people will be in your travel party? Children under 17?
- What number did you dial to reach us today?
- Do you recall seeing any advertising for the Florida Keys and Key West in the past 3 months?
If so, what and where?
- Have you visited the Florida Keys and Key West in the past 3 years?
- Would you like an electronic or paper brochure?

Exhibit B

**Generic Destination
Frequently Asked Visitor Questions & Appropriate Responses**

Q.1. How long does it take to see the entire Florida Keys?

A.1. About one to two weeks

Q.2. How can I get to the Florida Keys?

A.1 The Florida Keys are directly accessible by plane, via our two airports Marathon and Key West, car, bus, and ferry. You can also travel to nearby destinations in Florida via train, plane, bus, etc. and continue on the Keys through a rented car, shuttle service, ferry or bus.

Q.3. Is there a web site where I can find more information on the Florida Keys?

A.3. Yes, www.fla-keys.com

Q.4. How long does it take to get to the Keys? All times and distance are to the Upper Keys. Add one hour to times for Middle Keys and two hours to times for Lower Keys.

A.4. City, State	Miles	Kilometers	Driving Time
Miami, FL	50	80	1 hour
Ft. Myers, FL	200	320	4 hours
Tampa, FL	300	480	6 hours
Orlando, FL	280	450	6 hours
Gainesville, FL	380	610	8 hours
Tallahassee, FL	530	850	10 hours
Jacksonville, FL	490	780	10 hours
Savannah, GA	530	850	11 hours
Macon, GA	630	1,010	13 hours
Charleston, SC	630	1,010	13 hours
Atlanta, GA	700	1,120	14 hours
Pensacola, FL	720	1,150	14 hours
Montgomery, AL	740	1,200	15 hours
Birmingham, AL	860	1,370	17 hours
Charlotte, NC	884	1,400	18 hours
New Orleans, LA	910	1,500	18 hours
Louisville, KY	1,140	1,824	23 hours

Q.5. Do you know of any special deals or bargains?

A.5. If you know of any special deals or bargains from accommodations please provide to the caller or else state: Special deals or bargains can generally be found in our off season. Accommodation prices generally begin reducing during the early summer months and are lowest generally during the fall. However, special events or holidays can affect prices.

Q.6. I've heard there is a hurricane/tropical storm headed to the Florida Keys, how can I get more information?

A.6. You can visit the official Florida Keys and Key West website, www.fla-keys.com, for information such as any storm warnings affecting the Florida Keys, answers to frequently asked questions about hurricanes and other tips for visitor safety. You can also visit www.nhc.noaa.gov at 5 a.m. or p.m. and 11 a.m. or p.m. for their tropical advisory.

Q.7. Do you have any LGBTQ+ friendly accommodations?

A.7. There are LGBTQ+ friendly accommodations throughout the Florida Keys. You can visit the official Florida Keys and Key West website, www.fla-keys.com, to see which accommodates are self-designated as LGBTQ+ friendly.

Q.8. What types of accommodations do you have?

A.8. Provide caller with categories of accommodation types available in your area such as Hotels, Motels, Bed and Breakfasts, Guest Houses, RV Parks, Campgrounds, and Vacation Rentals. Also use descriptive terms of accommodations in your area where appropriate. For example, large chain hotels to Mom & Pop type hotels, quaint B&Bs and guest houses, waterfront RV parks & campgrounds, etc.

Q.9. What type of restaurants do you have?

A.9. Highlight unique dining experiences of the Florida Keys and Key West, such as local seafood or conch-fusion cuisine, while also providing the caller with some general restaurant types available in your area. Examples of restaurant types include: fine dining, family style, pubs, diners, fast food, ethnic, seafood, vegetarian, cafeteria style, cafes, chains, etc. also use descriptive terms for restaurants in your area where appropriate. For example, "We have many wonderful dining choices including restaurants specializing in your famous local cuisine which infuses Cuban, Bohemian, and American specialties, fresh local seafood, fine-dining, family-style and casual restaurants"

In addition, Operators should be able to provide information appropriate to their area for the following questions:

Q.10. Is there any nightlife available?

Q.11. What types of family activities are there?

Q.12. Where can I (snorkel, dive, fish, swim, sail, visit the reef)?

Q.13. Do you have any special events going on?

Q.14. Are there any pet friendly accommodations?

Q.15. What options are available in voluntourism or ecotourism?