

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

## **AGENDA**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
DISTRICT IV ADVISORY COMMITTEE  
REGULAR SESSION, TUESDAY, APRIL 9, 2024 2:00 p.m.**

**Join Zoom Meeting <https://us02web.zoom.us/j/87688258935>**

The meeting may also be accessed:  
Meeting ID: 876 8825 8935

One tap mobile  
+13052241968,,87688258935# US  
+13017158592,,87688258935# US (Washington DC)

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

1. Additions to and Approval of the Agenda/Bulk Items

**D. APPROVAL OF THE MINUTES:**

1. March 12, 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 IV 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.** Update re: March 26, 2024 TDC Meeting
- 3.** Consideration and Action re: Amendment to Agreement with Islamorada Chamber for Visitor Information Services
4. Review of Recent Events Funded by DAC

**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 IV Advisory Committee Meeting

The March 12, 2024 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. via Zoom.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Ms. Tiffiany Holmes, Mr. Hunter Kinney, Mr. Lou Sena (arrived at 2:02), Ms. Margie Smith (arrived at 2:02), and Mr. Rob Stober

DAC Members Absent Were: Mr. Michael Walsh (2<sup>nd</sup> absence in a row)

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

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

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

- D.1. January 23, 2024 Regular Meeting Minutes
- D.2. December 19, 2023 TDC Meeting Minutes – FYI
- E.1. FY 2024 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap - FYI
- H.1. D360 Report and Key Data Vacation Rental Report - FYI
- I.1. Chamber Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. 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. Consideration and Action re: Amendment to Agreement with Reef Renewal USA, Inc. for Reef Renewal – Coral Restoration – Islamorada 2024
- L.10. Consideration and Action re: Amendment to Agreement with Mote Marine Laboratory, Inc. for the – Mote – Coral Restoration – Islamorada 2024 Project
- L.11. Consideration and Action re: Amend Previously Approved Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project

Mr. Stober 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. Eric Gitlin presented a proposal to utilize \$72,000 DAC IV Advertising Resources to protect summer and early fall business. The proposal included digital advertising targeted to the Florida drive market. Mr. Sena recommend adding the Naples market to the campaign.

Ms. Gillis moved approval of the Additional Summer Media proposal as presented with the addition of the Naples market, Ms. Smith seconded. Motion passed unanimously.

Media Plan Workshop: Mr. Gitin reviewed the FY 2024 Media plan and sought input for the development of the FY 2025 Media plan.

Mr. Sena suggested removing spot market television from the District IV plan and reallocating those funds to digital marketing efforts. Mr. Gitlin responded that he felt as if there is value in the branding of the District with spot market television, but that the agency would take whichever direction the DAC wanted. Mr. Harrison said that he felt that the District should keep the spot market advertisements as it does help brand the District to visitors. Ms. Gillis was in agreement. Ms. Holmes commented that it is important to let visitors know about all the different locations in the Keys.

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

Island Boat Show: Island Community Church, Inc. was allocated \$10,000 for Island Boat Show in January 2024. A written report was provided in the meeting packet.

Consideration and Action re: Amendment to Agreement with Friends of the Pool, Inc. for the Alligator Light Station Phase I Project and Alligator Light Station Phase I Part II Project: Friends of the Pool, Inc. is requesting to extend the completion date of the projects to September 30, 2025.

Ms. Gillis moved approval to extend the completion date of the Agreements with Friends of the Pool, Inc. for the Alligator Light Station Phase I and Alligator Light Staton Phase I Part II Project to September 30, 2025, Ms. Holmes seconded.

There being no further business the meeting was adjourned at 3:08 p.m.

**Monroe County Tourist Development Council Meeting**

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

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

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

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

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

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

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

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

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

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

F. **Administrative**

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

G. **Budget**

1. Four Penny Revenue Report

H. **Advertising**

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

I. **Film Commission**

1. Status Report

J. **Public Relations**

1. Status Report
2. Ameurop Report

K. **Sales and Marketing**

1. Status Report

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

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

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

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

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

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

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

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

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

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

Presentation: Current PR: Mr. Andy Newman presented recent Public Relations activities including sponsorship of Florida Keys Days in Tallahassee which coincided with Jimmy Buffett day in the House and the Senate. Mr. Newman also showed coverage of underwater Santa in Marathon, a Monroe County 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.

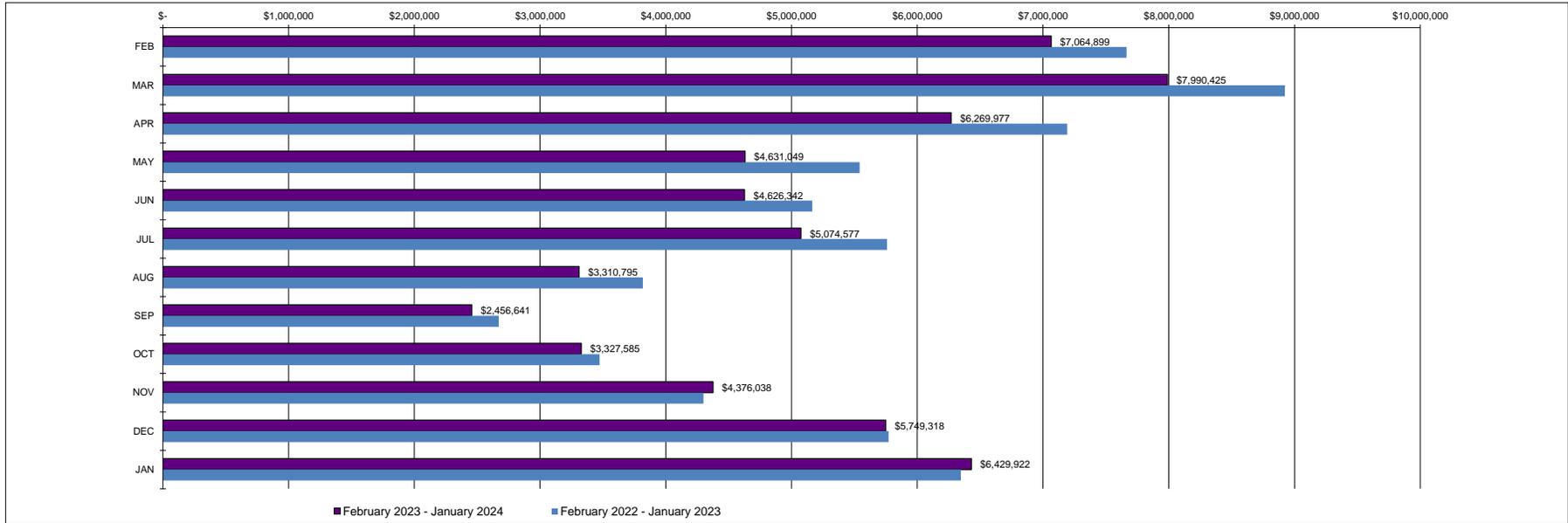
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
 FISCAL YEAR 2024  
 March 25, 2024

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

| Spend Category           | Cost Centers   | Appropriations | Expenses  | Encumbrances | Balance   |           |
|--------------------------|--|----------------|-----------|--------------|-----------|-----------|
| SC_00069                 | COMMISSIONERS & FEES (FINANCE)   | 70003          | 0         |              | 0         |           |
| SC_00039                 | ADMINISTRATION RESOURCES   | 70003          | 60,723    |              | 60,723    |           |
| SC_00046                 | UTILITIES  | 70003          | 6,000     | (350)        | 5,650     |           |
| SC_00036                 | ADMINISTRATION SERVICES  | 70003          | 130,000   | (40,628)     | 89,372    |           |
| ST_CA007                 | COUNTY COST ALLOCATION   | 86534          | 13,002    |              | 13,002    |           |
| SC_00036                 | DISTRICT TELEMARKETING (VIS)   | 70010          | 165,375   | (68,906)     | (96,469)  | 0         |
| SC_00066                 | DAC IV AD CAMPAIGN   | 70020          | 677,576   | (676,801)    | (775)     | 0         |
| SC_00036                 | DAC IV WEBCAM  | 70020          | 21,000    | (10,400)     | (10,600)  | 0         |
| SC_00039                 | DAC IV PROMOTIONAL RESOURCES   | 70020          | 87,039    |              | 87,039    |           |
| SC_00039                 | DAC IV CAPITAL PROJECTS RESOURCES                                      | 70040          | 0         |              | 0         |           |
| SC_00062                 | ALLIGATOR REEF LIGHT STATION PHASE 1 FY23                              | 70041          | 115,000   |              | 115,000   |           |
| SC_00062                 | LIBRARY BEACH PARK PLAYGROUND FY23                                     | 70041          | 245,960   |              | 245,960   |           |
| SC_00062                 | NATIONAL MARINE SANCTUARY ANCHOR INSTALLATION FY23                     | 70041          | 140,000   | (120,264)    | 19,736    |           |
| SC_00062                 | REEF CONSERVATION CENTER FY23  | 70041          | 201,805   |              | 201,805   |           |
| SC_00062                 | GREEN TURTLE HAMMOCK NATURE PRESERVE EXTERIOR WAYSIDES F               | 70041          | 14,250    | (9,357)      | 4,893     |           |
| SC_00062                 | ISLAMORADA BEACH CLEANING  | 70041          | 99,000    | (31,403)     | 67,597    |           |
| SC_00062                 | ALLIGATOR REEF LIGHT STATION FY24                                      | 70041          | 100,000   |              | 100,000   |           |
| SC_00062                 | FOUNDERS PARK SPLASH PAD FY24  | 70041          | 61,500    |              | 61,500    |           |
| SC_00062                 | GREEN TURTLE SHORELINE FY24  | 70041          | 693,165   |              | 693,165   |           |
| SC_00062                 | FLORIDA KEYS HISTORICAL STATION FY24                                   | 70041          | 4,422     |              | 4,422     |           |
| SC_00062                 | MOTE CORAL RESTORATION FY24  | 70041          | 215,000   |              | 215,000   |           |
| SC_00062                 | REEF MARINE CONSERVATION CENTER FY24                                   | 70041          | 200,000   |              | 200,000   |           |
| SC_00062                 | RENEWING LITTLE CONCH REEF FY24  | 70041          | 34,500    |              | 34,500    |           |
| SC_00062                 | CRF CORAL RESTORATION FY24   | 70041          | 39,375    |              | 39,375    |           |
| SC_00062                 | HISTORY OF DIVING MUSEUM FY24  | 70041          | 19,750    |              | 19,750    |           |
| SC_00039                 | ECONOMIC NATURAL DISASTER RESOURCE                                     | 70045          | 600,000   |              | 600,000   |           |
| SC_00062                 | SPECIAL PUBLIC FACILITIES PROJECTS (FY22 Fund Balance)                 | 86576          | 2,996,377 |              | 2,996,377 |           |
| SC_00039                 | DAC IV EVENT RESOURCES   | 70030          | 0         |              | 0         |           |
| SC_00039                 | FLORIDA KEYS LIONFISH DERBY FY23                                       | 70030          | 10,000    |              | 10,000    |           |
| SC_00039                 | SWIM FOR ALLIGATOR LIGHTHOUSE FY23                                     | 70030          | 40,000    |              | (40,000)  | 0         |
|                          | Total 120  |                | 6,990,819 | (958,109)    | (147,844) | 5,884,866 |
| <b>GENERIC TWO PENNY</b> |  |                |           |              |           |           |
| SC_00036                 | FANTASY FEST FY24  | 75360          | 10,000    |              | 10,000    |           |
| SC_00036                 | FLORIDA KEYS ISLAND FEST 32ND ANNUAL FY24                              | 75364          | 15,000    |              | (13,000)  | 2,000     |
| SC_00036                 | FLORIDA KEYS LIONFISH DERBY & FESTIVAL FY24                            | 75364          | 20,000    |              | (20,000)  | 0         |
| SC_00036                 | HOLIDAY FEST 20TH ANNUAL FY24  | 75364          | 10,000    |              | (10,000)  | 0         |
| SC_00036                 | I.CARE TRASH DERBY FY24  | 75360          | 20,000    | (9,500)      |           | 10,500    |
| SC_00036                 | ISLAND BOAT SHOW FY24  | 75364          | 10,000    |              | (10,000)  | 0         |
| SC_00036                 | ISLAMORADA HALF MARATHON, 10K, RUMRUNNER RUN 5K AND BEACH N' BEER MILE | 75364          | 40,000    |              | (40,000)  | 0         |
| SC_00036                 | SWIM FOR ALLIGATOR LIGHTHOUSE FY24                                     | 75360          | 40,000    |              |           | 40,000    |
| SC_00036                 | UM SPORTS HALL OF FAME & MUSEUM CELEBRITY FISHING TOURNAMENT           | 75364          | 40,000    |              |           | 40,000    |
| SC_00036                 | UPPER KEYS ROTARY GIGANTIC NAUTICAL MARKET                             | 75364          | 20,000    |              |           | 20,000    |
| SC_00036                 | WIND GAMES   | 75364          | 20,000    |              | (20,000)  | 0         |
|                          |  |                | 245,000   | (9,500)      | (113,000) | 122,500   |

## FOUR PENNY REVENUE REPORT

Fiscal Year 2024



| MARKET SHARE | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024<br>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  |             |                  |
| <b>OCTOBER</b>          | \$ 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%       | <b>OCTOBER</b>   |
| <b>NOVEMBER</b>         | \$ 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%        | <b>NOVEMBER</b>  |
| <b>DECEMBER</b>         | \$ 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%        | <b>DECEMBER</b>  |
| <b>JANUARY</b>          | \$ 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%        | <b>JANUARY</b>   |
| <b>FEBRUARY</b>         | \$ 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%        | <b>FEBRUARY</b>  |
| <b>MARCH</b>            | \$ 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%        | <b>MARCH</b>     |
| <b>APRIL</b>            | \$ 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%        | <b>APRIL</b>     |
| <b>MAY</b>              | \$ 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%        | <b>MAY</b>       |
| <b>JUNE</b>             | \$ 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%        | <b>JUNE</b>      |
| <b>JULY</b>             | \$ 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%        | <b>JULY</b>      |
| <b>AUGUST</b>           | \$ 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%        | <b>AUGUST</b>    |
| <b>SEPTEMBER</b>        | \$ 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%        | <b>SEPTEMBER</b> |
| <b>TOTAL</b>            | \$ 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%        |                  |
| <b>% INC/DEC PREVIO</b> | 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  |             |                  |
| <b>OCTOBER</b>          | \$ 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%        | <b>OCTOBER</b>   |
| <b>NOVEMBER</b>         | \$ 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%        | <b>NOVEMBER</b>  |
| <b>DECEMBER</b>         | \$ 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%        | <b>DECEMBER</b>  |
| <b>JANUARY</b>          | \$ 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%        | <b>JANUARY</b>   |
| <b>FEBRUARY</b>         | \$ 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%        | <b>FEBRUARY</b>  |
| <b>MARCH</b>            | \$ 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%        | <b>MARCH</b>     |
| <b>APRIL</b>            | \$ 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%        | <b>APRIL</b>     |
| <b>MAY</b>              | \$ 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%        | <b>MAY</b>       |
| <b>JUNE</b>             | \$ 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%        | <b>JUNE</b>      |
| <b>JULY</b>             | \$ 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%        | <b>JULY</b>      |
| <b>AUGUST</b>           | \$ 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%        | <b>AUGUST</b>    |
| <b>SEPTEMBER</b>        | \$ 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%        | <b>SEPTEMBER</b> |
| <b>TOTAL</b>            | \$ 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%        |                  |
| <b>% INC/DEC PREVIO</b> | 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 IV 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 IV from Feb. 18, 2024, through March 22, 2024.

- Agency representatives attended the TDC meeting.
- Agency representatives attended the DAC IV 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, upcoming events and the re-illumination of the Alligator Reef Lighthouse. 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 a release to targeted Canadian media titled New Florida Keys Eco-Experience Trail Pass Connects Visitors to Environment.
- 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 produced social media coverage of the Gigantic Nautical Market at Islamorada’s Founders Park when it took place.
- Agency wrote, distributed to media and posted on the website a release on Islamorada’s 2024 Afro Roots Fest.
- Agency wrote, distributed to media and posted on the website a release on the “Ladies, Let’s Go Fishing!” on-the-water weekend of education and Screamin’ Reels 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 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           |
| <b>Total Impressions</b> | <b>13,058,249</b> |
| <b>Users Reached</b>     | <b>10,840,799</b> |

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         |
| <b>Total Engagements</b> | <b>66,101</b> |

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](http://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

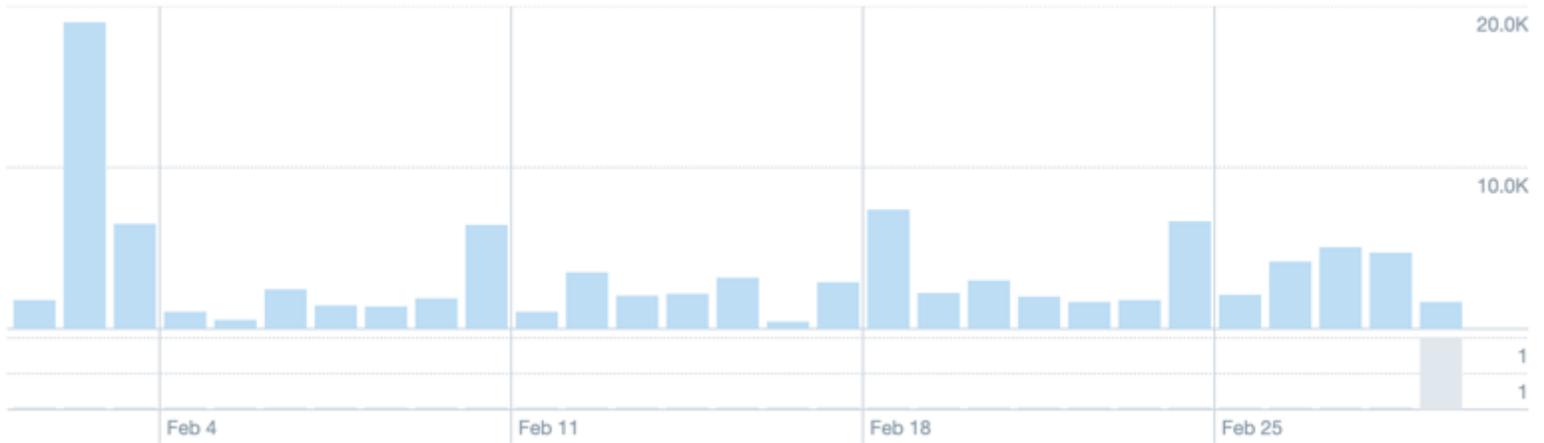
@thefloridakeys

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

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

LIKES RECEIVED

COMMENTS RECEIVED

MEDIA POSTED



### ENGAGEMENT METRICS

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

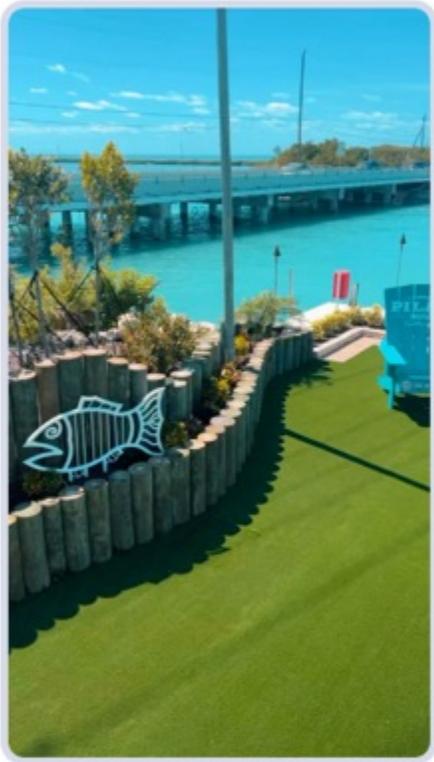
TOTAL ENGAGEMENTS  
INCREASED BY

↑ **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](https://m.cmpgn.page/t5CVNW)

## Reach

Video views

**112,547**

+50.1K (+80.11%) ↑

Reached audience

**87,210**

+46.7K (+115.52%) ↑

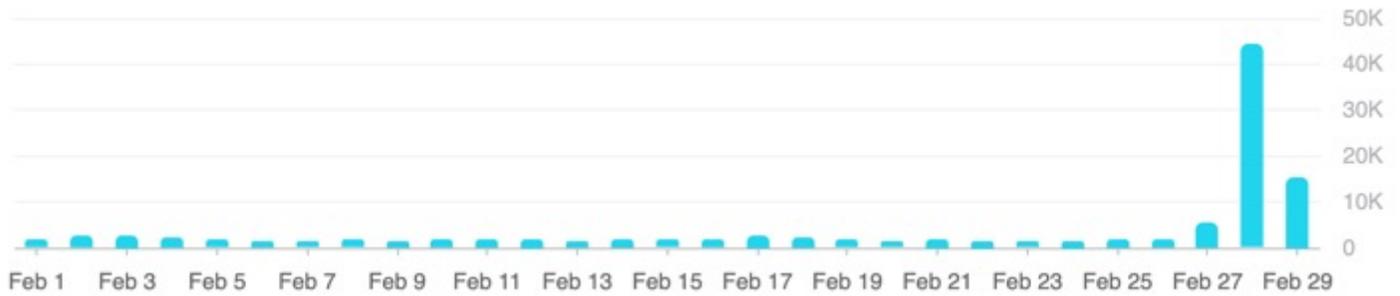
Profile views

**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

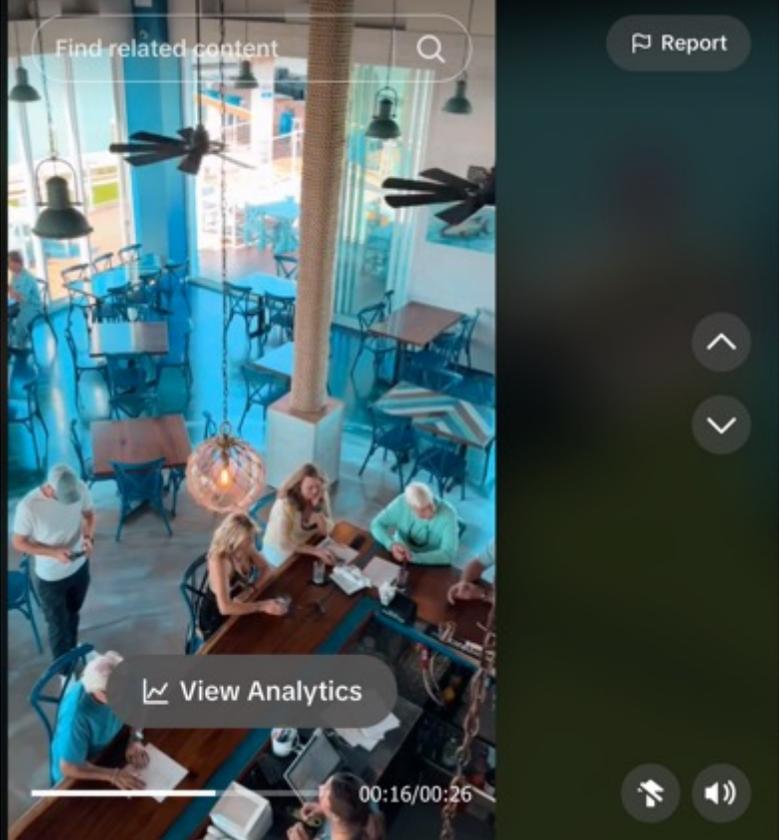
**110**

+19 (+20.88%) ↑

Likes ⓘ

Feb 1, 2024 - Feb 29, 2024





Report



**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

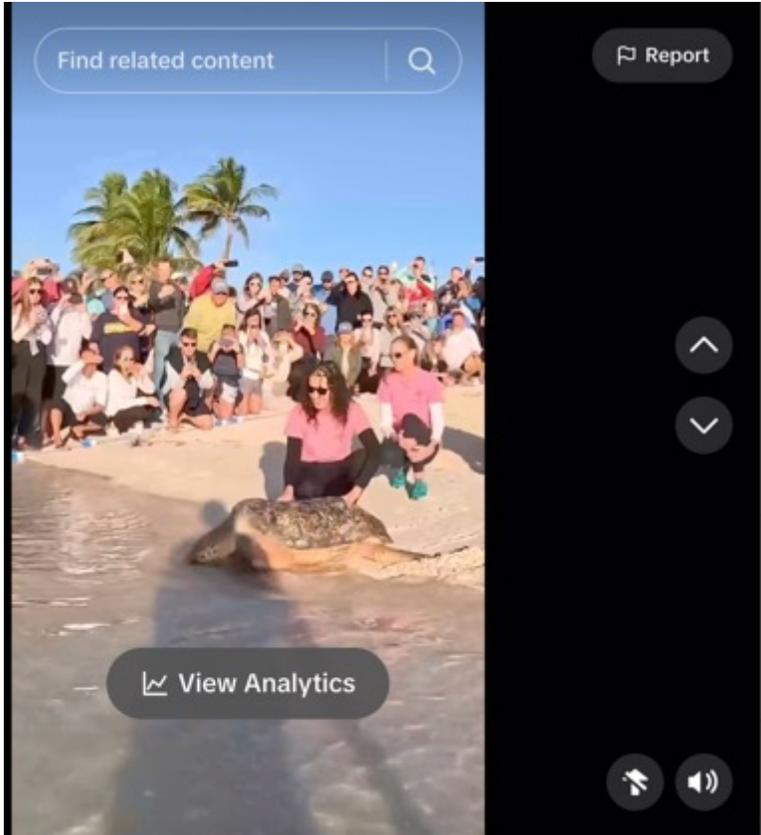


Exciting news! Papa Joe's Waterfront reopens at its iconic location at mile marker 79.8 in the Florida Keys on March 1st! Enjoy stunning views, outdoor spaces, and a new indoor restaurant and bar! 🍷🍔  
📌 #PapaJoesWaterfront #FloridaKeys #onlyinthekeys #floridakeyslife #OnlyintheFloridaKeys

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

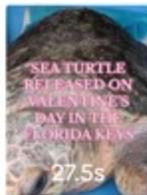
<https://www.tiktok.com/@thefloridakeys/video/73355...> Copy link

Comments (2)    Creator videos

**Bethany**  
How old is Lily Rose??  
2-17    Reply

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

Add comment...    @    😊    Post



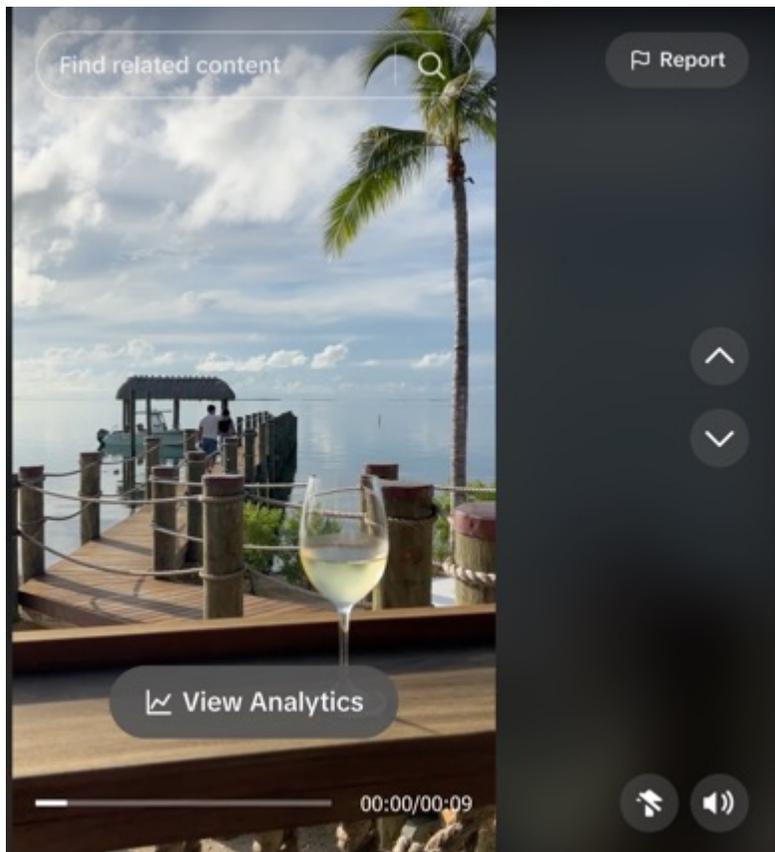
Hundreds flocked to Sombrero Beach, Florida Keys for a heartwarming Valentine's Day as "Lily Rose," a 220lb loggerhead sea turtle, returned to the sea after rehabilitation for a boat strike injury. Just in time for mating season! 🧡🐢🌊📺: Brandon Bowman #floridakeys #seaturtles #onlyinthekeys #floridakeyslife

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 |
| <b>2,187</b>      | <b>0%</b>       | <b>5.42s</b>      | <b>10</b>     |



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  
**Islamorada**



DISTRICT ADVISORY COMMITTEE

# ADVERTISING REPORT

April 9 DAC IV MEETING





## MEDIA RECAP & REPORTING - MAY & JUNE

### TELEVISION

- **Out-Of-State Spot Market TV - 5/1 - 6/30**
  - New York DMA
  - Atlanta DMA
  - Dallas-Ft. Worth DMA
  
- **In-State Spot Market TV - 5/6 - 6/30**
  - 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

- Datafy OLV/CTV - 5/1 - 6/30
- Epsilon-Conversant - 5/1 - 6/30
- Adara - 5/1 - 6/30
- GumGum - 5/1 - 5/31
- Outside Online - 5/1 - 5/31
- Afar - 5/1 - 5/31

Stocked to the gills.

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

[fla-keys.com/islamorada](http://fla-keys.com/islamorada) 1.800.322.5397

The Florida Keys  
**Islamorada**

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



## MEDIA RECAP & REPORTING - MAY & JUNE

### SEM

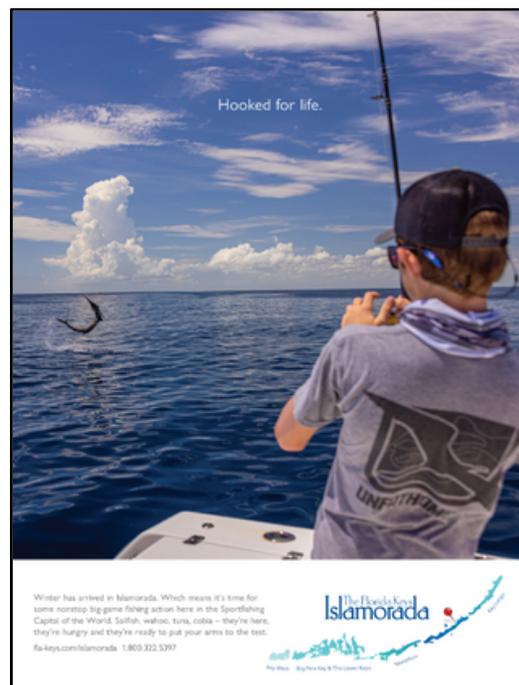
- Google Ad Words - Annual
- Microsoft Advertising (Yahoo/Bing/AOL) - Annual

### PRINT

- *Bon Appetit* - May
- *Marlin Magazine* - June

### INTERNATIONAL

- TripAdvisor UK/Canada - 5/1 - 5/31



## MEDIA RECAP & REPORTING - FEBRUARY

### VIDEO

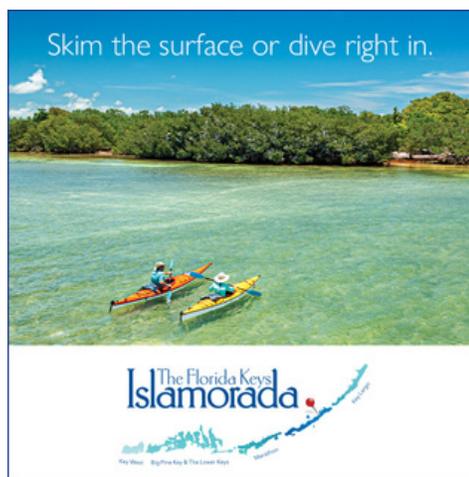
| February 2024    |                    |             |        |
|------------------|--------------------|-------------|--------|
| Date             | Pre-Roll Video     | Impressions | VCR    |
| <b>Dedicated</b> |                    |             |        |
| 2/1-2/29         | Spearfish          | 882,601     | 28.00% |
|                  | Datafy             | 716,920     | 87.61% |
|                  | Vizio              | 308,602     | 99.68% |
|                  | Epsilon/Conversant | 300,760     | 99.00% |
|                  | MNI                | 200,965     | 95.73% |
|                  | Outside            | 47,449      | 95.33% |
|                  | Afar               | 16,370      | 40.95% |



## MEDIA RECAP & REPORTING - FEBRUARY

### BANNERS

| February 2024    |             | Impressions | Clicks | Click-through % |
|------------------|-------------|-------------|--------|-----------------|
| Date             | Banner Ads  |             |        |                 |
| <b>Dedicated</b> |             |             |        |                 |
| 2/1-2/29         | Accuweather | 636,231     | 2,528  | 0.32%           |
|                  | The Knot    | 104,619     | 96     | 0.09%           |
|                  | Afar        | 69,571      | 69     | 0.14%           |
|                  | CNTraveler  | 60,399      | 29     | 0.04%           |





## MEDIA RECAP & REPORTING - FEBRUARY

### AUDIO

| February 2024 |                    |                     |                       |
|---------------|--------------------|---------------------|-----------------------|
| Date          | Audio              | Planned Impressions | Delivered Impressions |
| 2/1-2/29      | Katz Digital Audio | 1,923,077           | 730,534               |
|               | Audacy             | 333,000             | 370,247               |

# MEDIA RECAP & REPORTING - FEBRUARY

## NATIVE

### February 2024

| Date     | Native      | Page Views | Clicks | Average Time Spent | Click-through % |
|----------|-------------|------------|--------|--------------------|-----------------|
| 2/1-2/29 | TripAdvisor | 17,053     | 14,762 | 0:06:13            | 2.04%           |
|          | The Knot    | 3,655      | 948    | 0:04:01            | 25.94%          |

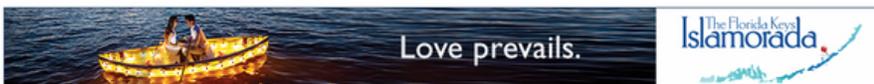
the knot

Planning Tools Vendors Wedding Website Invitations Registry Attire & Rings Ideas & Advice Gifts & Favors

Find a couple

Log in

Sign up



Sponsored by The Florida Keys Islamorada



### We've Found the Perfect Spot for Your Beach Wedding

You'll find the most stunning beaches (and sunsets) at these seaside venues.

[Read more](#)

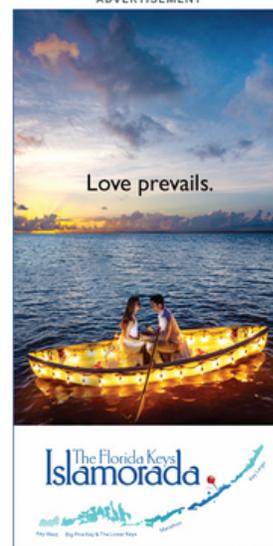


### The Top Honeymoon To-Dos in Islamorada

From big-game fishing to picturesque beaches, there's something for everyone.

[Read more](#)

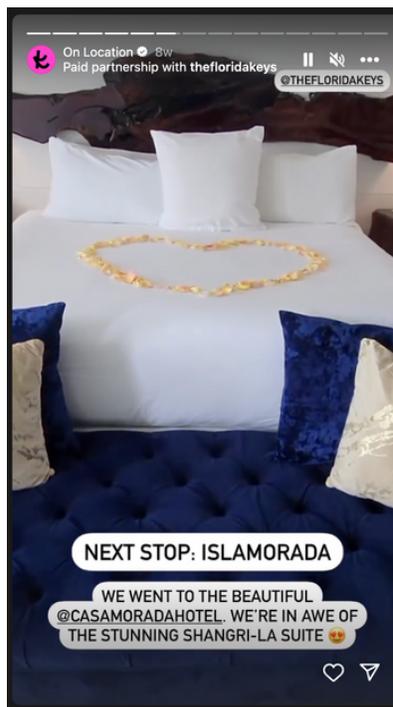
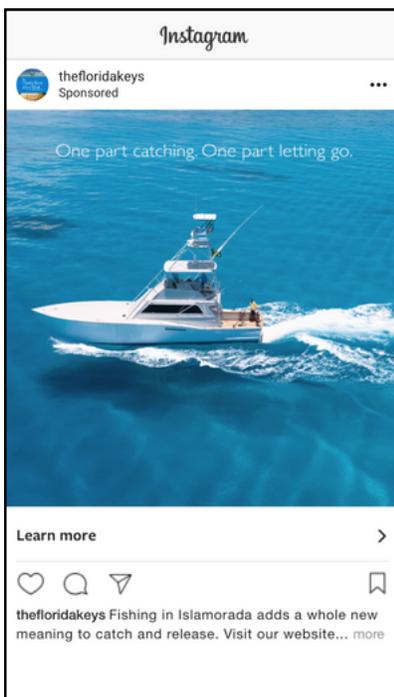
ADVERTISEMENT



## MEDIA RECAP & REPORTING - FEBRUARY

### SOCIAL

| February 2024    |                    |             |        |                 |
|------------------|--------------------|-------------|--------|-----------------|
| Date             | Social             | Impressions | Clicks | Click-through % |
| <b>Dedicated</b> |                    |             |        |                 |
| 2/1-2/29         | Facebook/Instagram | 383,336     | 4,734  | 2.18%           |
|                  | The Knot           | 108,518     | 3,912  | 3.60%           |



## MEDIA RECAP & REPORTING - FEBRUARY

### GOOGLE ADWORDS

| February 2024 |   |             |        |                 |
|---------------|---|-------------|--------|-----------------|
| Date          | Google Ad Words (Top Performing Keywords) | Impressions | Clicks | Click-through % |
| 2/1-2/29      | florida vacation packages                 | 11,354      | 4,782  | 42.12%          |
|               | florida vacation                          | 2,199       | 105    | 4.77%           |
|               | best fishing in florida                   | 1,776       | 13     | 0.73%           |
|               | best saltwater fishing spots in florida   | 1,007       | 4      | 0.40%           |
|               | florida fishing trips                     | 808         | 10     | 1.24%           |
|               | florida resorts                           | 690         | 23     | 3.33%           |
|               | florida fishing vacations                 | 619         | 3      | 0.48%           |
|               | florida honeymoons                        | 496         | 172    | 34.68%          |
|               | destination wedding packages              | 257         | 5      | 1.95%           |
|               | florida resorts on the beach              | 232         | 2      | 0.86%           |
|               | swim with dolphins florida                | 226         | 6      | 2.65%           |
|               | florida vacation rentals on the beach     | 111         | 14     | 12.61%          |
|               | florida dog friendly hotels               | 109         | 11     | 10.09%          |
|               | best places to stay in florida            | 102         | 11     | 10.78%          |
|               | pet friendly resorts in florida           | 36          | 2      | 5.56%           |
|               | pet friendly camping florida              | 29          | 2      | 6.90%           |

## MEDIA RECAP & REPORTING - FEBRUARY

### BING, YAHOO & AOL SEARCH

| February 2024 |  |             |        |                 |
|---------------|--|-------------|--------|-----------------|
| Date          | Bing, Yahoo and AOL Search (Top Performing Keywords) | Impressions | Clicks | Click-through % |
| 2/1-2/29      | florida keys fishing                                 | 21,056      | 674    | 3.20%           |
|               | islamorada fishing                                   | 14,536      | 403    | 2.77%           |
|               | florida key fishing                                  | 13,923      | 413    | 2.97%           |
|               | florida fishing                                      | 5,848       | 138    | 2.36%           |
|               | fishing in florida                                   | 5,810       | 199    | 3.43%           |
|               | florida fishing                                      | 2,212       | 81     | 3.66%           |
|               | flats fishing  | 385         | 2      | 0.52%           |
|               | beach wedding  | 144         | 8      | 5.56%           |
|               | destination wedding                                  | 86          | 3      | 3.49%           |
|               | florida beach wedding                                | 80          | 10     | 12.50%          |
|               | florida wedding                                      | 72          | 2      | 2.78%           |

## MEDIA PROJECTS

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

## COLLATERAL PROJECTS

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



## CREATIVE PROJECTS

- Resizing Keys videos according to vendor online video and CTV/OTT specs
- 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



# ISLAMORADA FY 23/24 MEDIA PLAN



















# FY 2024 MEDIA PLAN



| Holidays/Events      |                    | *Thanksgiving (11/23) |              | *Christmas (12/25) |  | *President's Day (2/19) |  | *Easter (3/31) |  | *Memorial Day (5/27) |  | *Ind. Day (7/4) |  | *Lobster Mini Season (7/24-25) |  | *Labor Day (9/2) |  |
|----------------------|--------------------|-----------------------|--------------|--------------------|--|-------------------------|--|----------------|--|----------------------|--|-----------------|--|--------------------------------|--|------------------|--|
| *Columbus Day (10/9) | *Halloween (10/31) | *Art Basel (12/9)     | (12/7, 11/1) | *MLK Day (1/15)    |  |                         |  |                |  |                      |  |                 |  |                                |  |                  |  |

☐ = To Be Ordered Media    ■ = Ordered Media

| 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 |        |        |       |       |        |        |        |       |        |        |        | GROSS TOTAL |          |       |
|--|-------------|-------|--------|---------|--------|-------|---------|--------|--------|---------|--------|--------|-------------|-------|-------|---------|--------|--------|---------|--------|--------|---------|-------|----------|-------------|-----------|-------|---------|--------|--------|---------|-------|--------|---------|--------|-------|-------------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------------|----------|-------|
|  | OCT '23     |       |        | NOV '23 |        |       | DEC '23 |        |        | JAN '24 |        |        | FEB '24     |       |       | MAR '24 |        |        | APR '24 |        |        | MAY '24 |       |          | JUN '24     |           |       | JUL '24 |        |        | AUG '24 |       |        | SEP '24 |        |       |             |        |        |       |       |        |        |        |       |        |        |        |             |          |       |
|  | 2-Oct       | 9-Oct | 16-Oct | 23-Oct  | 30-Oct | 6-Nov | 13-Nov  | 20-Nov | 27-Nov | 4-Dec   | 11-Dec | 18-Dec | 25-Dec      | 1-Jan | 8-Jan | 15-Jan  | 22-Jan | 29-Jan | 5-Feb   | 12-Feb | 19-Feb | 26-Feb  | 4-Mar | 11-Mar   | 18-Mar      | 25-Mar    | 1-Apr | 8-Apr   | 15-Apr | 22-Apr | 29-Apr  | 6-May | 13-May | 20-May  | 27-May | 3-Jun | 10-Jun      | 17-Jun | 24-Jun | 1-Jul | 8-Jul | 15-Jul | 22-Jul | 29-Jul | 5-Aug | 12-Aug | 19-Aug | 26-Aug |             | 2-Sep    | 9-Sep |
| INTERNATIONAL - UK/Germany   |             |       |        |         |        |       |         |        |        |         |        |        |             |       |       |         |        |        |         |        |        |         |       |          | 12/1-5/31   |           |       |         |        |        |         |       |        |         |        |       |             |        |        |       |       |        |        |        |       |        |        |        | \$23,000    |          |       |
| • TripAdvisor.co.uk and TripAdvisor.de custom hub w/Islamorada Page - Native Drivers on Tripadvisor will promote Islamorada hub page | 695,000     |       |        |         |        |       |         |        |        |         |        |        |             |       |       |         |        |        |         |        |        |         |       |          |             | 11/6-2/28 |       |         |        |        |         |       |        |         |        |       |             |        |        |       |       |        |        |        |       |        |        |        |             | \$57,500 |       |
| • Spearfish (Phoenix Intl) - UK & Germany Pre-Roll :15   | 3,641,176   |       |        |         |        |       |         |        |        |         |        |        |             |       |       |         |        |        |         |        |        |         |       |          |             |           |       |         |        |        |         |       |        |         |        |       |             |        |        |       |       |        |        |        |       |        |        |        |             | \$80,500 |       |
| <b>INTERNATIONAL TOTAL:</b>  |             |       |        |         |        |       |         |        |        |         |        |        |             |       |       |         |        |        |         |        |        |         |       | \$80,500 |             |           |       |         |        |        |         |       |        |         |        |       |             |        |        |       |       |        |        |        |       |        |        |        |             |          |       |

## ISLAMORADA FY 2024 BUDGET SUMMARY

|   |                    |
|---|--------------------|
| Gross   |                    |
| <b>TOTAL BUDGET:</b>  | <b>\$2,279,576</b> |
| MEDIA SPEND TO DATE:  | \$2,238,193        |
| PRODUCTION/RESOURCES UTILIZED:  | \$23,126           |
| PRODUCTION/RESOURCES REMAINING:   | \$18,257           |
| Please note separate from the above budget there is also \$87,039 in Emergency (Promotional/Storm) resources. |                    |



# FY 2024 MEDIA PLAN

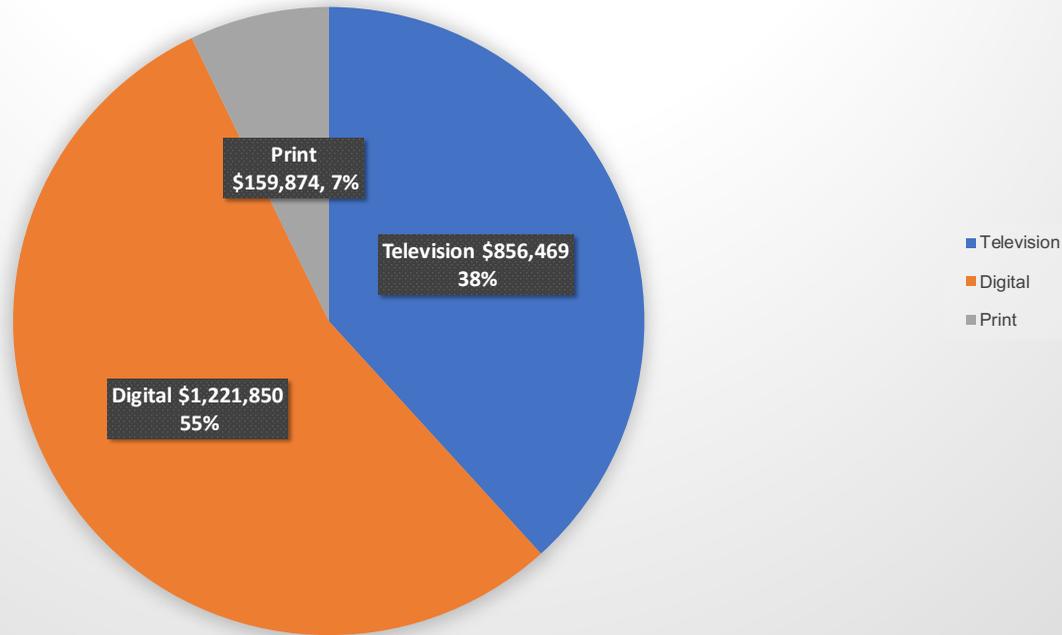


| Holidays/Events                     |          | *Thanksgiving (11/23) |           | *Christmas (12/25) |           | *President's Day (2/19) |  | *Easter (3/31)  |  | *Memorial Day (5/27) |  | *Ind. Day (7/4) |  | *Lobster Mini Season (7/24-25) |  | *Lobster Season (8/6-3/31) |  | *Labor Day (9/2) |  |
|-------------------------------------|----------|-----------------------|-----------|--------------------|-----------|-------------------------|--|-----------------|--|----------------------|--|-----------------|--|--------------------------------|--|----------------------------|--|------------------|--|
| *Columbus Day (10/9)                |          | *Halloween (10/31)    |           | *Art Basel (12/9)  |           | (12/7, 1/1)             |  | *MLK Day (1/15) |  |                      |  |                 |  |                                |  |                            |  |                  |  |
| School Breaks                       |          | Fall Break            |           | Winter Break       |           | Spring Break            |  | Summer Break    |  |                      |  |                 |  |                                |  |                            |  |                  |  |
| Miami-Dade County Public Schools:   | 11/18-26 | 11/18-26              | 12/22-1/7 | 3/22-3/31          | 6/6-8/18  |                         |  |                 |  |                      |  |                 |  |                                |  |                            |  |                  |  |
| 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 |        |        |       |       |        |        |        |       |        |        |        | GROSS TOTAL |       |       |
|------------------------|-------------|-------|--------|---------|--------|-------|---------|--------|--------|---------|--------|--------|-------------|-------|-------|---------|--------|--------|---------|--------|--------|---------|-------|--------|-------------|--------|-------|---------|--------|--------|---------|-------|--------|---------|--------|-------|-------------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------------|-------|-------|
|                        | OCT '23     |       |        | NOV '23 |        |       | DEC '23 |        |        | JAN '24 |        |        | FEB '24     |       |       | MAR '24 |        |        | APR '24 |        |        | MAY '24 |       |        | JUN '24     |        |       | JUL '24 |        |        | AUG '24 |       |        | SEP '24 |        |       |             |        |        |       |       |        |        |        |       |        |        |        |             |       |       |
|                        | 2-Oct       | 9-Oct | 16-Oct | 23-Oct  | 30-Oct | 6-Nov | 13-Nov  | 20-Nov | 27-Nov | 4-Dec   | 11-Dec | 18-Dec | 25-Dec      | 1-Jan | 8-Jan | 15-Jan  | 22-Jan | 29-Jan | 5-Feb   | 12-Feb | 19-Feb | 26-Feb  | 4-Mar | 11-Mar | 18-Mar      | 25-Mar | 1-Apr | 8-Apr   | 15-Apr | 22-Apr | 29-Apr  | 6-May | 13-May | 20-May  | 27-May | 3-Jun | 10-Jun      | 17-Jun | 24-Jun | 1-Jul | 8-Jul | 15-Jul | 22-Jul | 29-Jul | 5-Aug | 12-Aug | 19-Aug | 26-Aug |             | 2-Sep | 9-Sep |

DAC IV/ISLAMORADA  
FY 2024 PLAN DISTRIBUTION BY MEDIA



MEDIA SPEND TO DATE: \$2,238,193



**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) |  | *New Year's Day (1/1)   |  | *MLK Day (1/15) |  |                      |  |                 |  |                                |  |                            |  |                  |  |  |
| 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 |                       |  | 12/23-1/7               |  |                         |  | 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       |  |                      |  |                 |  |                                |  |                            |  |                  |  |  |

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

**Revision #4 Changes:**

- Journera Feb-April programmatic video/ctv moved to Epsolin Feb-Apr CTV/OLV (p. 2)
- Added summer additional media memo approved at 3/12 meeting with addition of Naples targeting. Added Datafy and Adara OLV (p. 2)

# H.1 DAC 4 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.

Islamorada had an occupancy of 73.3% and ADR of \$391.76 representing a -1.2% loss in RevPAR.

# Visitor Volume Estimates

## January

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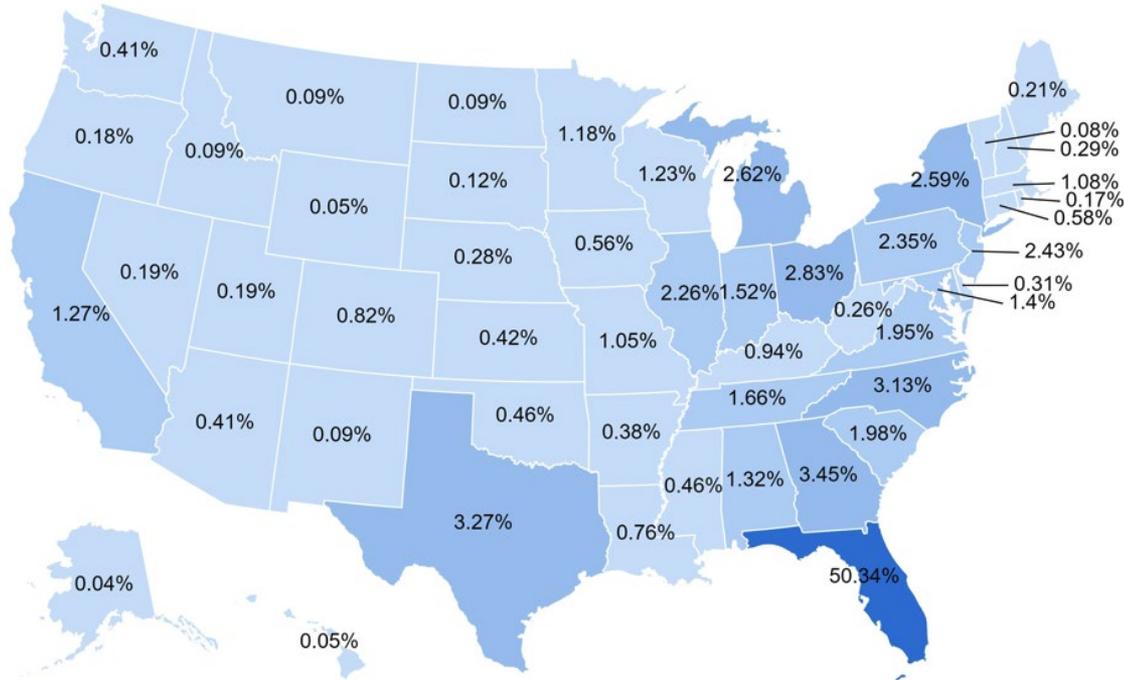
## 2023 vs. 2024

### 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.

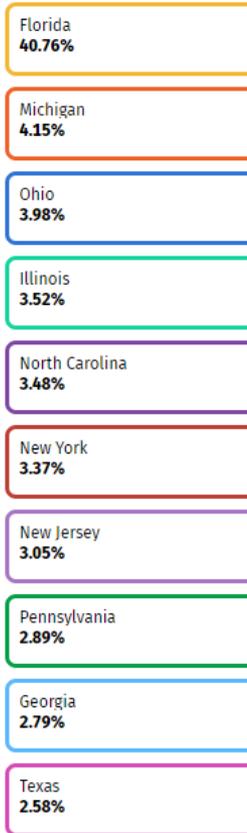


# Share of Trips By Market - Monroe County

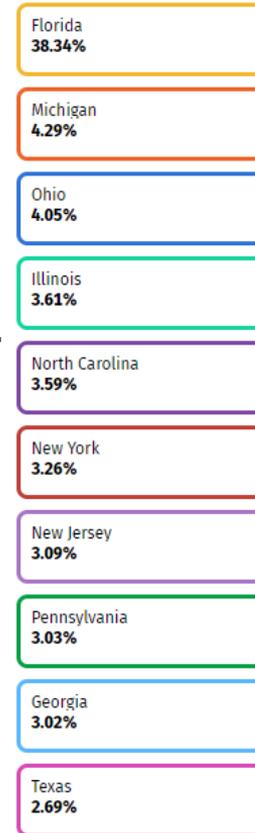
## (Top States)

### 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

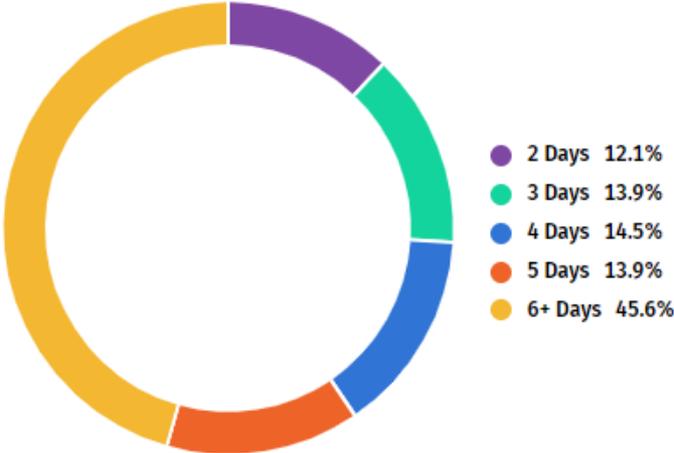
|            |        |
|------------|--------|
| Key West   | 45.4%  |
| Key Largo  | 41.02% |
| Islamorada | 33.79% |
| Marathon   | 33.42% |
| Lower Keys | 28.07% |

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

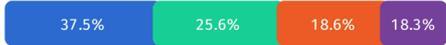


# Household Demographics Jan 2023 vs. 2024

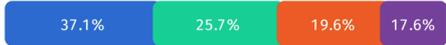
## Age

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

2023



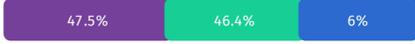
2024



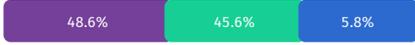
## Education Level

- 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

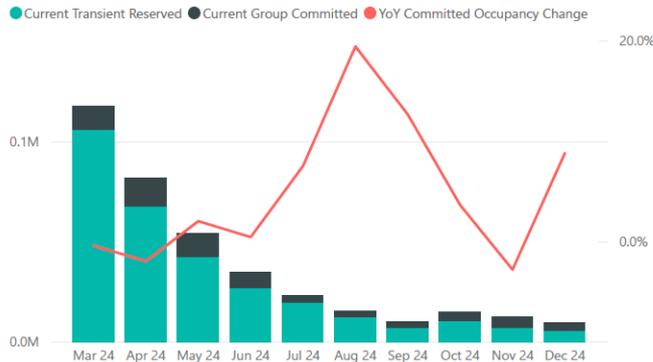


# Demand 360

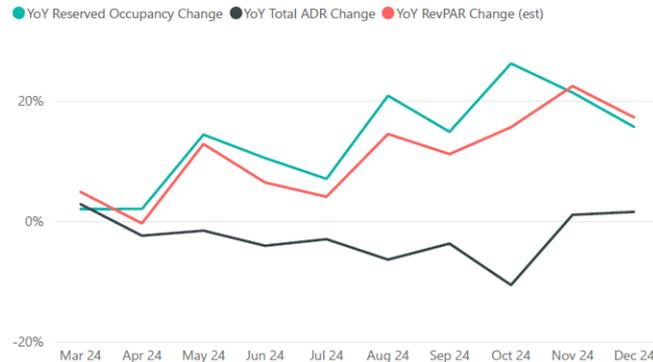
## Occupancy vs STLY

| Market Year      | Monroe County Committed Occupancy % | YoY Committed Occupancy Change | YoY Group Committed Change | YoY Transient Reserved Change | YoY Business Change | YoY Leisure Change |
|------------------|-------------------------------------|--------------------------------|----------------------------|-------------------------------|---------------------|--------------------|
| <b>2024</b>      | <b>27.5%</b>                        | <b>1.4%</b>                    | <b>-23.4%</b>              | <b>9%</b>                     |                     |                    |
| <b>Q1</b>        | <b>85.7%</b>                        | <b>-0.4%</b>                   | <b>-37.6%</b>              | <b>7%</b>                     |                     |                    |
| <b>March</b>     | <b>85.7%</b>                        | <b>-0.4%</b>                   | <b>-37.6%</b>              | <b>7%</b>                     |                     |                    |
| <b>Q2</b>        | <b>42.3%</b>                        | <b>-0.3%</b>                   | <b>-24.4%</b>              | <b>8%</b>                     |                     |                    |
| <b>April</b>     | <b>61.6%</b>                        | <b>-2.0%</b>                   | <b>-18.9%</b>              | <b>3%</b>                     |                     |                    |
| <b>May</b>       | <b>39.3%</b>                        | <b>2.0%</b>                    | <b>-26.7%</b>              | <b>14%</b>                    |                     |                    |
| <b>June</b>      | <b>26.0%</b>                        | <b>0.4%</b>                    | <b>-29.7%</b>              | <b>15%</b>                    |                     |                    |
| <b>Q3</b>        | <b>11.9%</b>                        | <b>12.1%</b>                   | <b>-6.3%</b>               | <b>18%</b>                    |                     |                    |
| <b>July</b>      | <b>16.8%</b>                        | <b>7.5%</b>                    | <b>-24.6%</b>              | <b>15%</b>                    |                     |                    |
| <b>August</b>    | <b>11.1%</b>                        | <b>19.4%</b>                   | <b>13.9%</b>               | <b>21%</b>                    |                     |                    |
| <b>September</b> | <b>7.6%</b>                         | <b>12.7%</b>                   | <b>1.7%</b>                | <b>18%</b>                    |                     |                    |
| <b>Q4</b>        | <b>9.0%</b>                         | <b>2.6%</b>                    | <b>-14.1%</b>              | <b>15%</b>                    |                     |                    |
| <b>October</b>   | <b>10.8%</b>                        | <b>3.6%</b>                    | <b>-13.6%</b>              | <b>13%</b>                    |                     |                    |
| <b>November</b>  | <b>9.3%</b>                         | <b>-2.8%</b>                   | <b>-25.3%</b>              | <b>23%</b>                    |                     |                    |
| <b>December</b>  | <b>6.9%</b>                         | <b>8.8%</b>                    | <b>6.8%</b>                | <b>10%</b>                    |                     |                    |
| <b>Total</b>     | <b>27.5%</b>                        | <b>1.4%</b>                    | <b>-23.4%</b>              | <b>9%</b>                     |                     |                    |

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



## YoY Occupancy, ADR & RevPAR Change \*



**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

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%                        |



As-of date: March 17, 2024

Stay dates: 3/1/2024 to 12/31/2024

Market: Monroe County

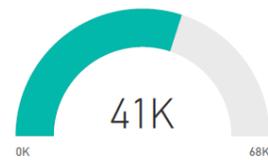
Tier: ALL Tiers

Weekpart:  Weekday,  Weekend

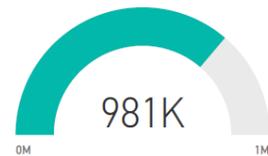
## Group Block

| 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



# 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.





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# Monroe County

**I.1.**

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## **AT&T Call Report\***

**Feb. 19- March 18, 2024**

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

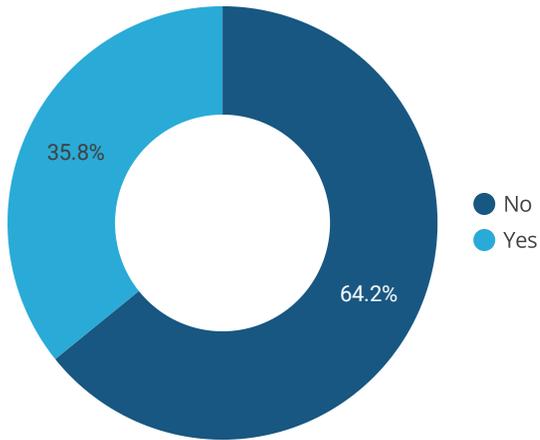
| <b>Chamber</b> | <b>1-800<br/>FLA-KEYS</b> | <b>District<br/>800</b> | <b>Completed Calls<br/>Count</b> |
|----------------|---------------------------|-------------------------|----------------------------------|
| Key West       | 32                        | 29                      | 61                               |
| 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

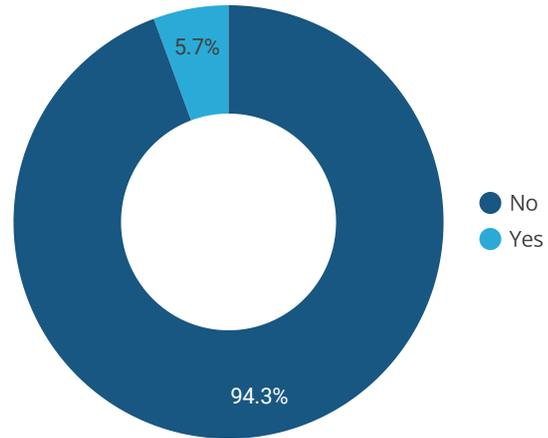
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Islamorada VIS Responses

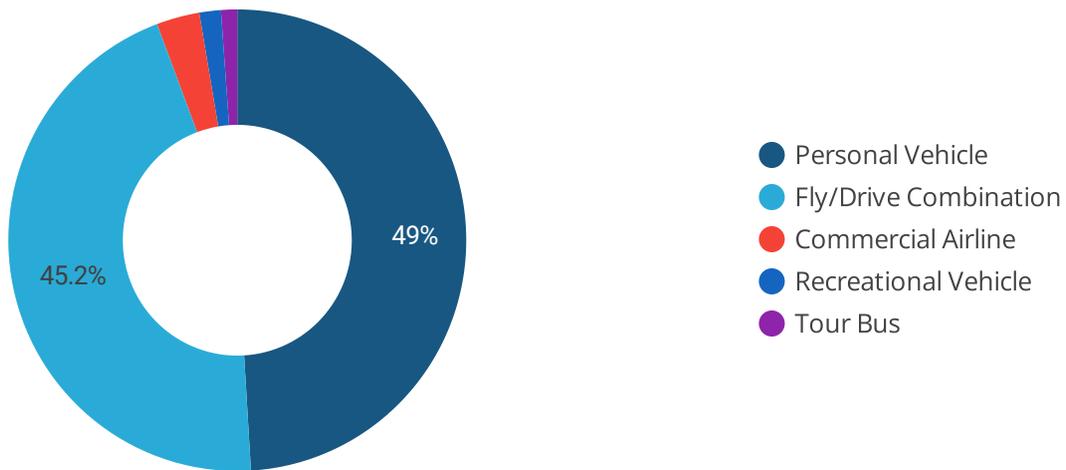
Have you been to the Keys Before?



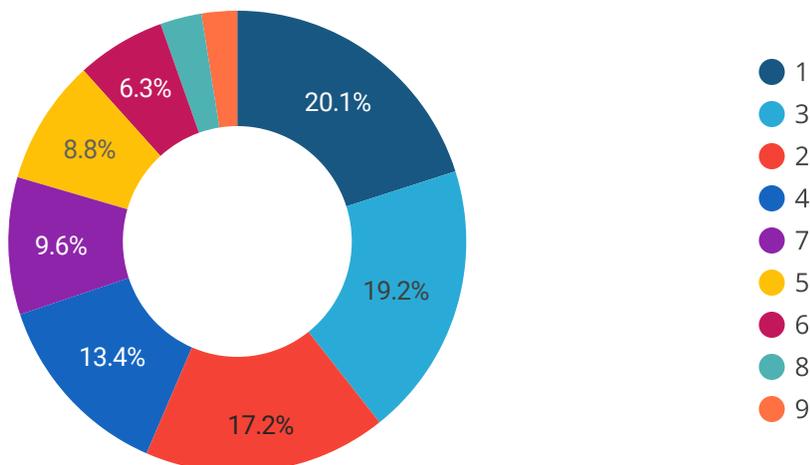
Was your previous visit via a cruise ship?



Transportation

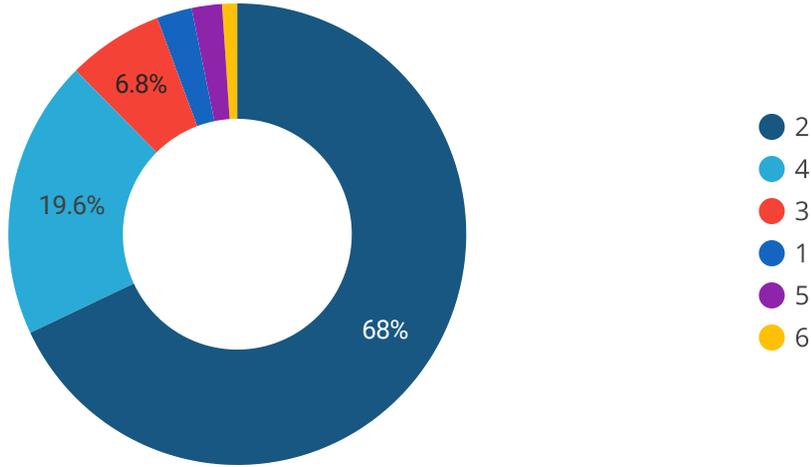


Length of trip in days

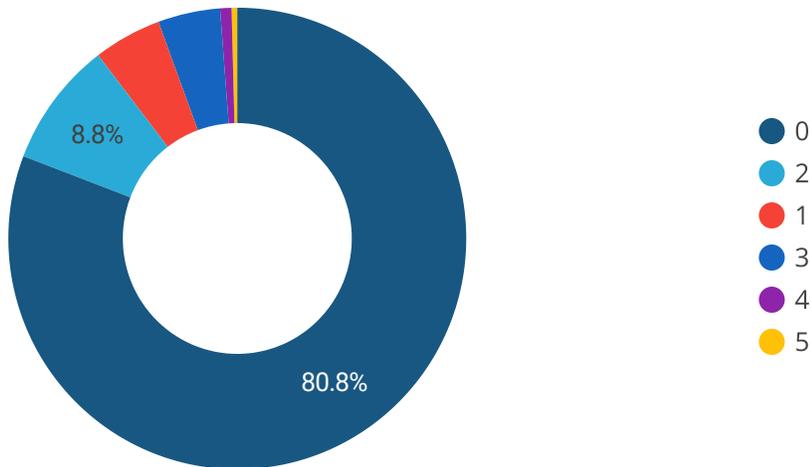


Islamorada VIS Responses

Number of Adults

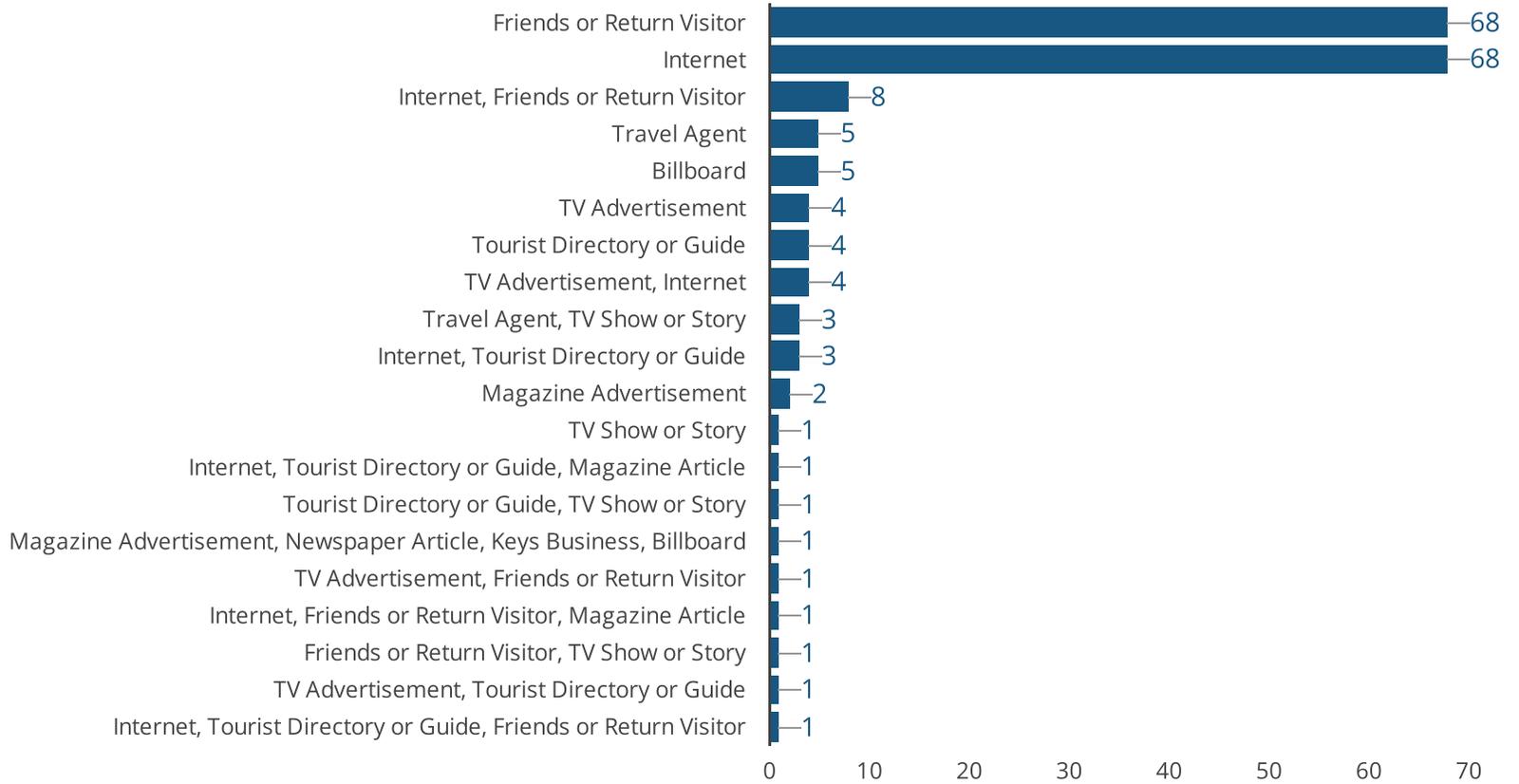


Number of Children

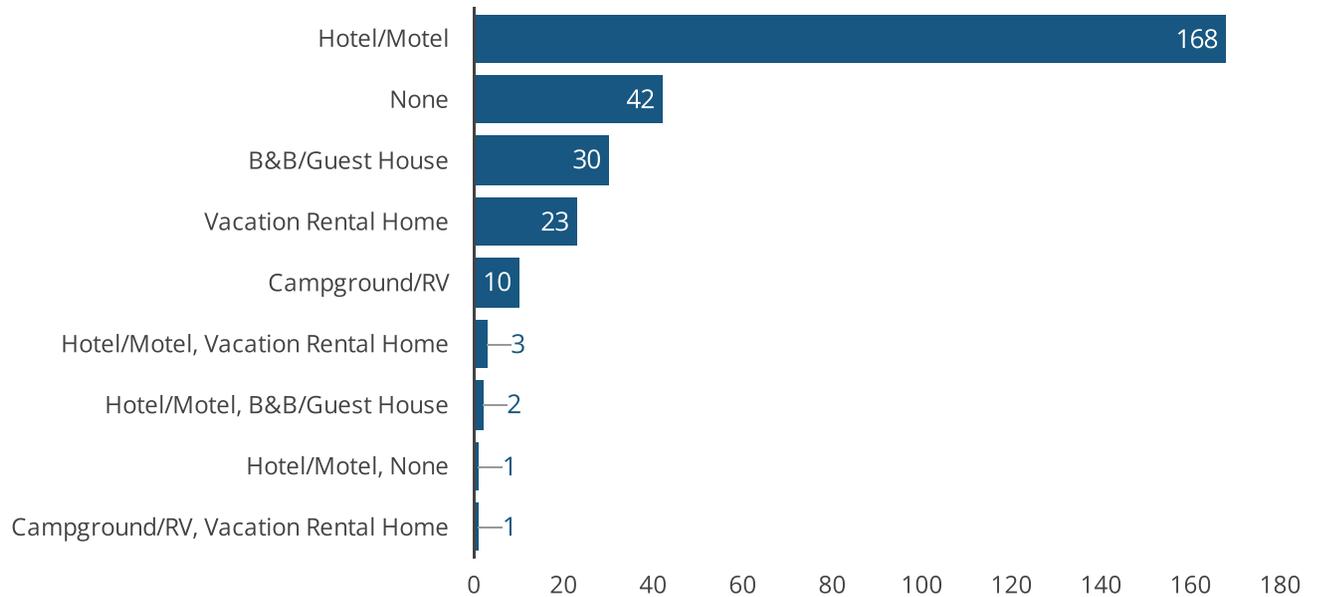


Islamorada VIS Responses

**Advertising Source**

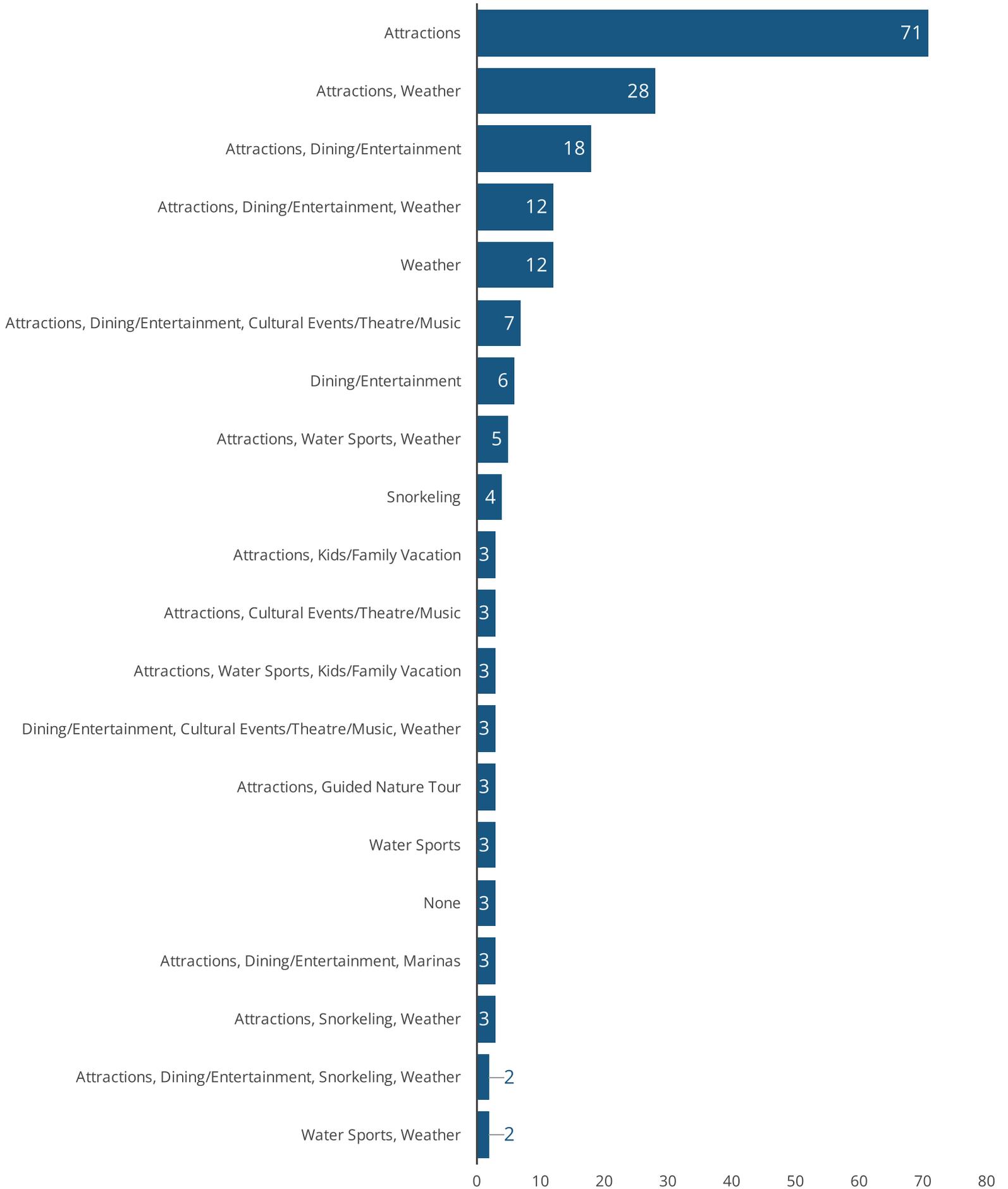


**Type of Accommodations**

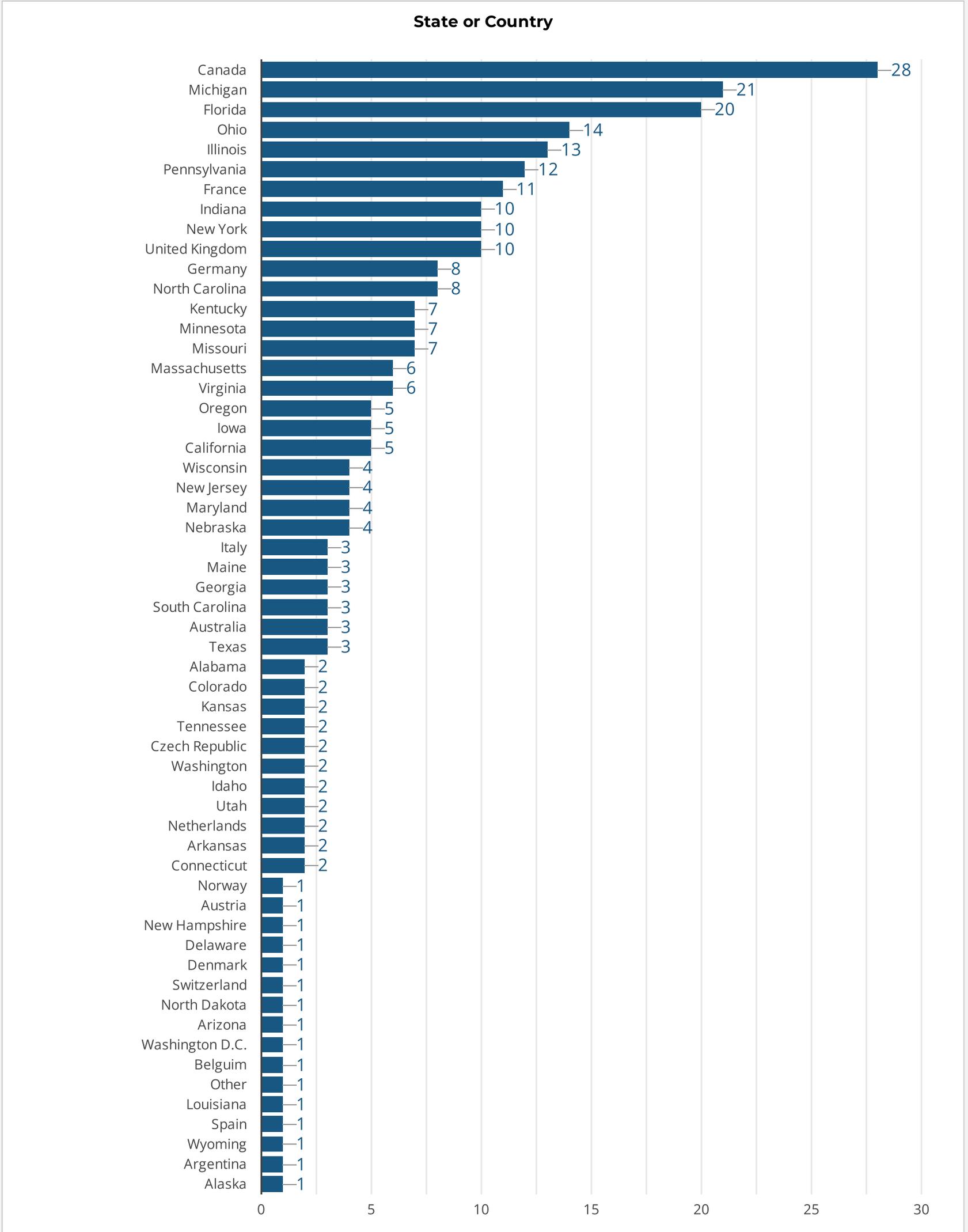


Islamorada VIS Responses

Interests

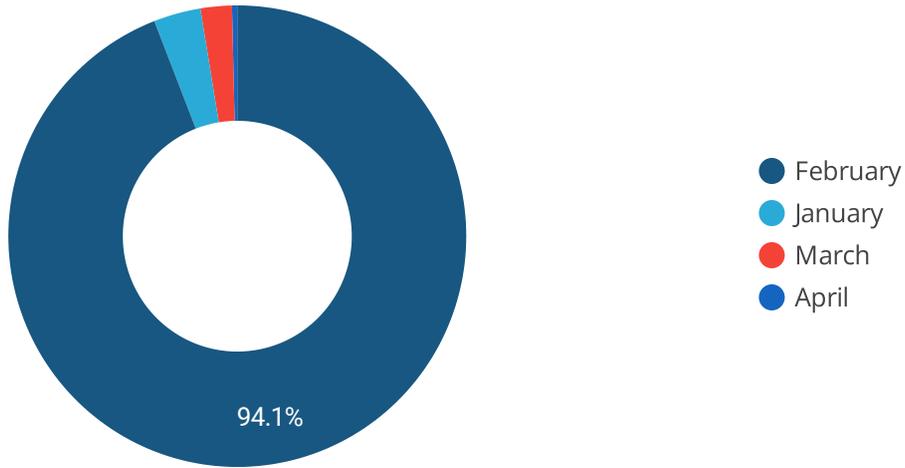


Islamorada VIS Responses

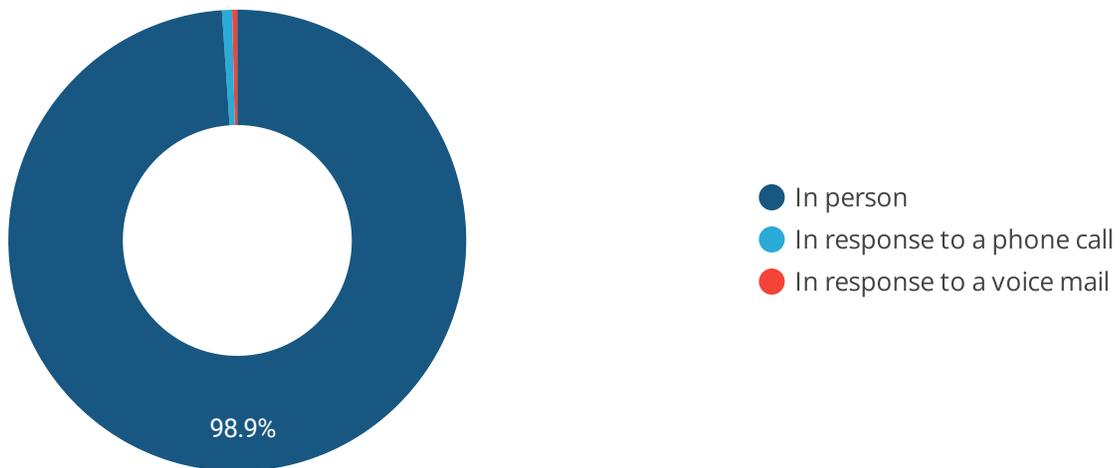


Islamorada VIS Responses

Month Traveling



The survey was filled out:

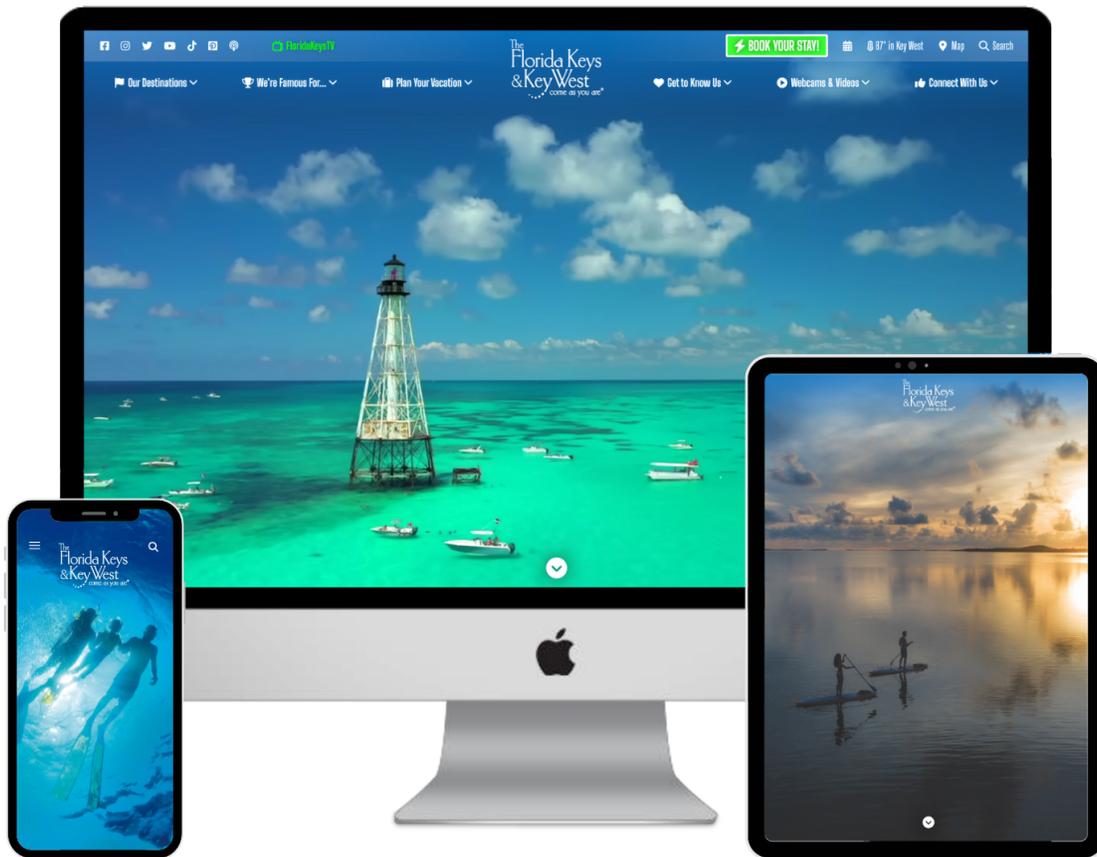


# Florida Keys & Key West

... fla-keys.com

## Website Status Report Fla-Keys.com

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



Section 1: Website Traffic Report

Section 2: Geographic Data on Website Visitors



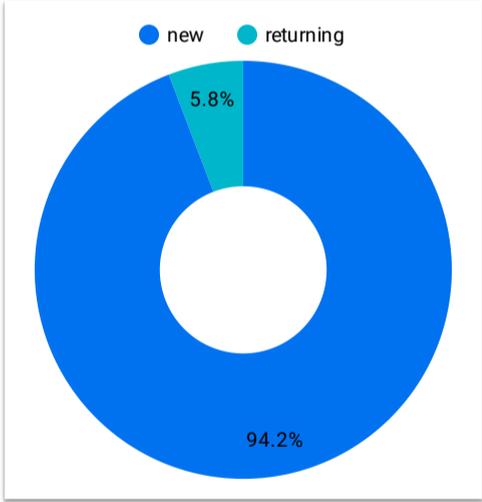


**Section 1: Website Traffic Report**

**Website Traffic Overview**



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



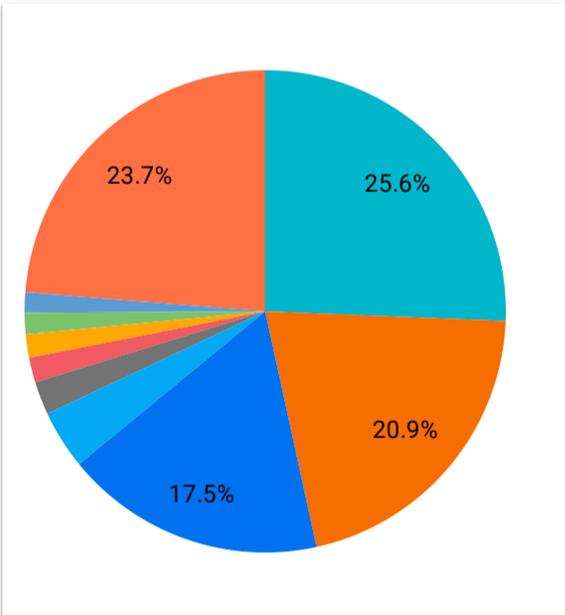
| Language            | Active users   | % Active Users |
|---------------------|----------------|----------------|
| 1. English          | 297,233        | 91.06%         |
| 2. Spanish          | 9,806          | 3%             |
| 3. French           | 4,712          | 1.44%          |
| 4. German           | 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%          |
| <b>Grand total</b>  | <b>326,410</b> | <b>100%</b>    |



**Website Traffic Sources**

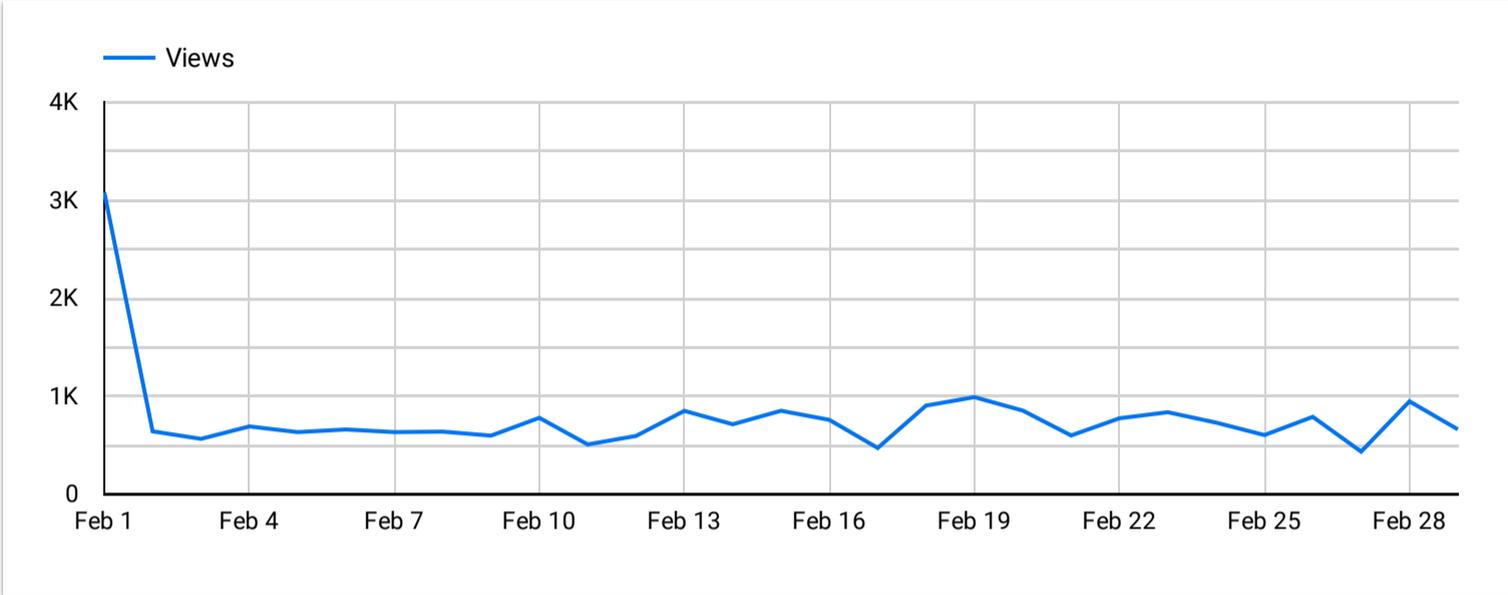


|     | First user source / medium   | Active users | % Active Users |
|-----|--|--------------|----------------|
| 1.  | google / organic   | 83,443       | 25.56%         |
| 2.  | google / cpc   | 68,193       | 20.89%         |
| 3.  | (direct) / (none)  | 57,004       | 17.46%         |
| 4.  | visitflorida.com / referral  | 12,845       | 3.94%          |
| 5.  | KeyWestDirectFlightFacebookInstagramTinsleyCa<br>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%          |

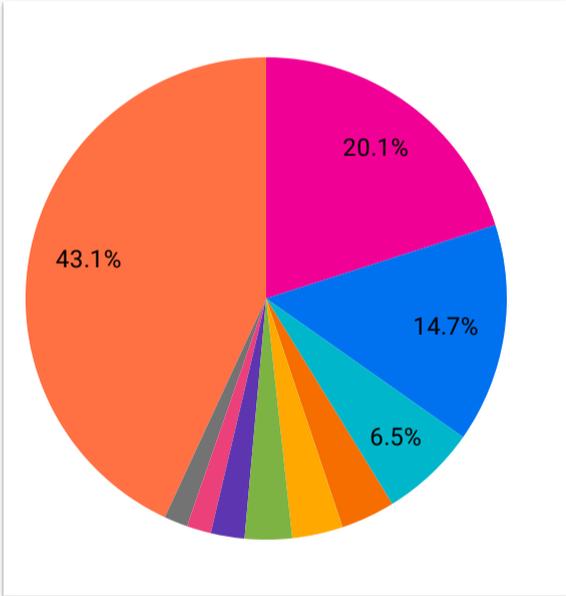




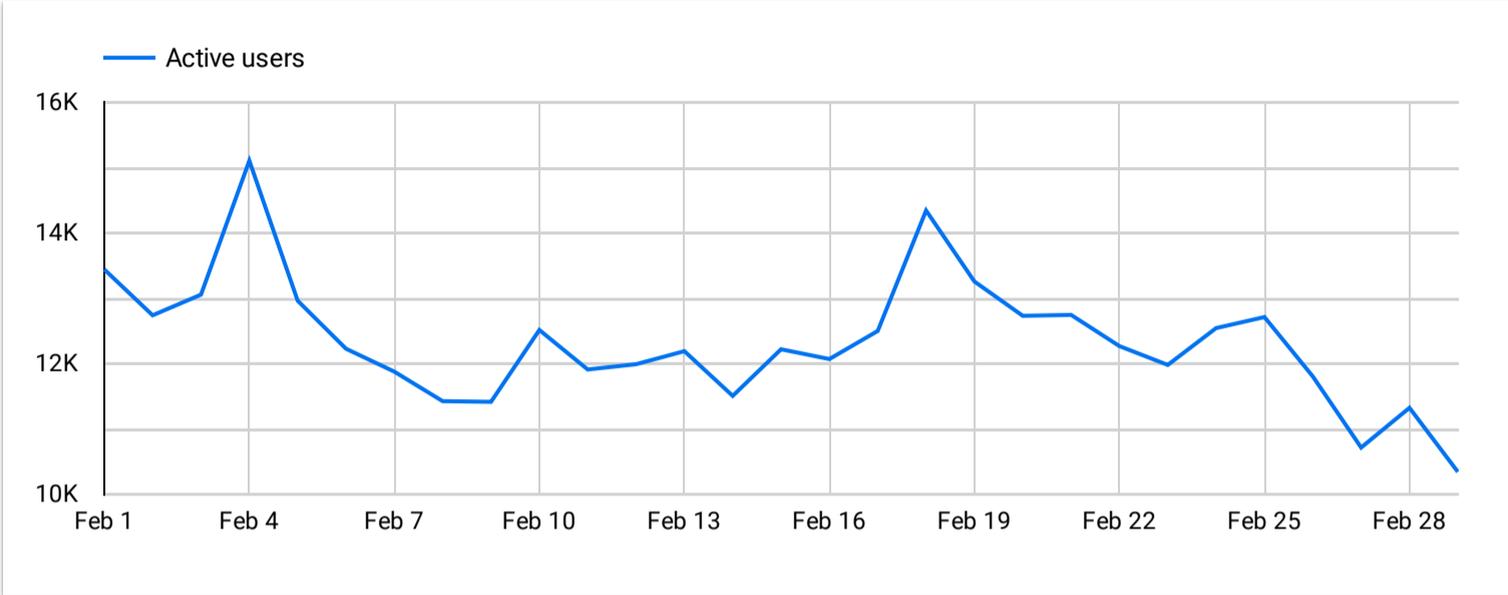
**Most Visited Sections of Website**



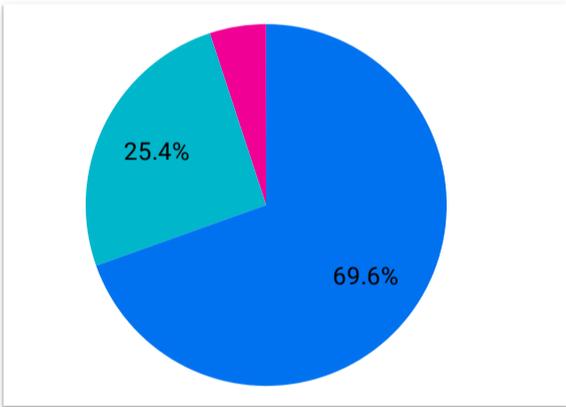
|    | Full page URL  | Views         | % Views     |
|----|--|---------------|-------------|
| 1. | <a href="http://fla-keys.co.uk/">fla-keys.co.uk/</a>   | 2,401         | 10.58%      |
| 2. | <a href="http://flakeys.com/">flakeys.com/</a>   | 554           | 2.44%       |
| 3. | <a href="http://fla-keys.com/">fla-keys.com/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



## Device Usage



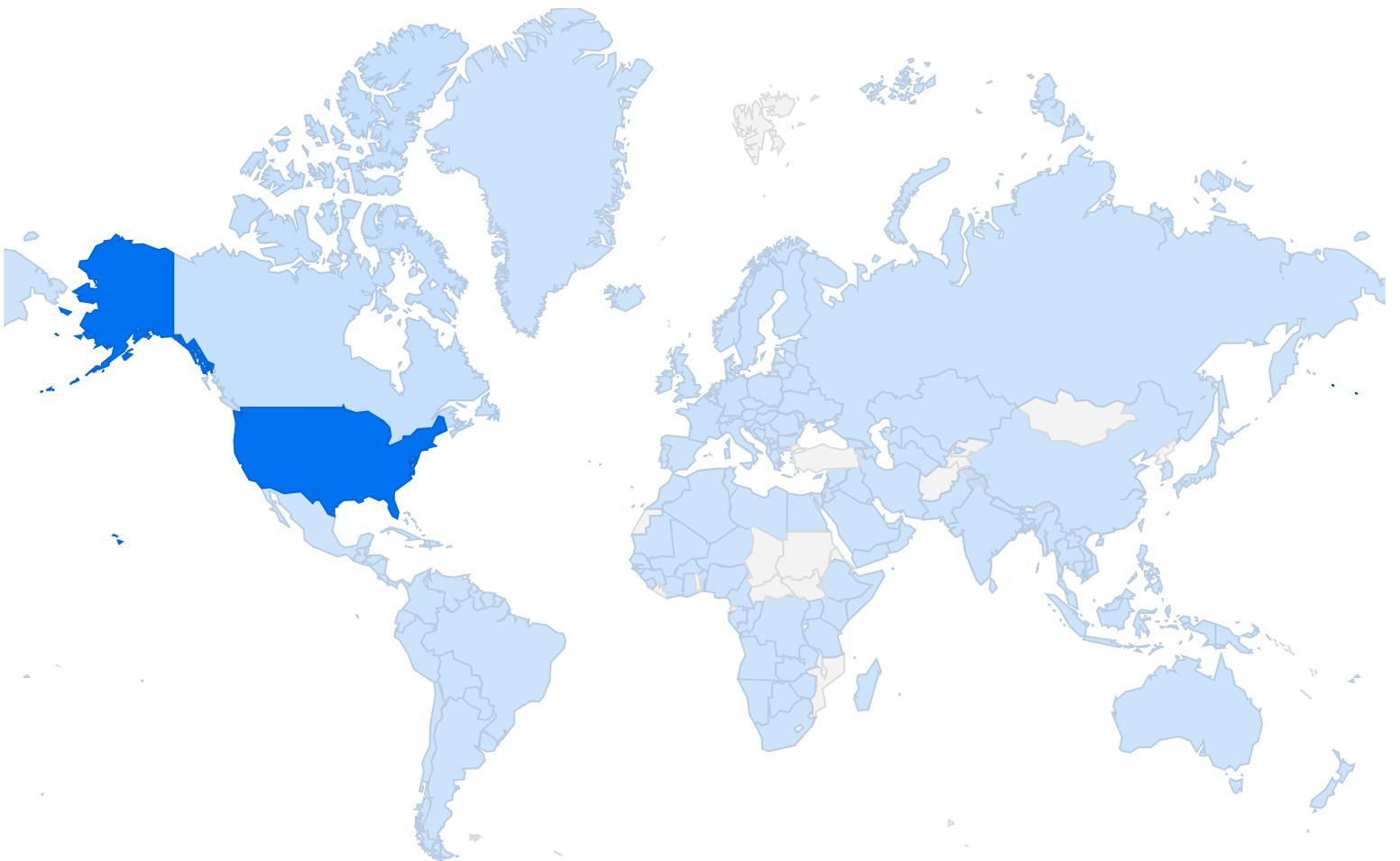
|    | Device category | Active users | % Active Users |
|----|-----------------|--------------|----------------|
| 1. | mobile          | 226,065      | 69.26%         |
| 2. | desktop         | 82,505       | 25.28%         |
| 3. | tablet          | 16,375       | 5.02%          |
| 4. | smart tv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



# The Florida Keys & Key West

... come as you are®

## Section 2: Geographic Data on Website Visitors

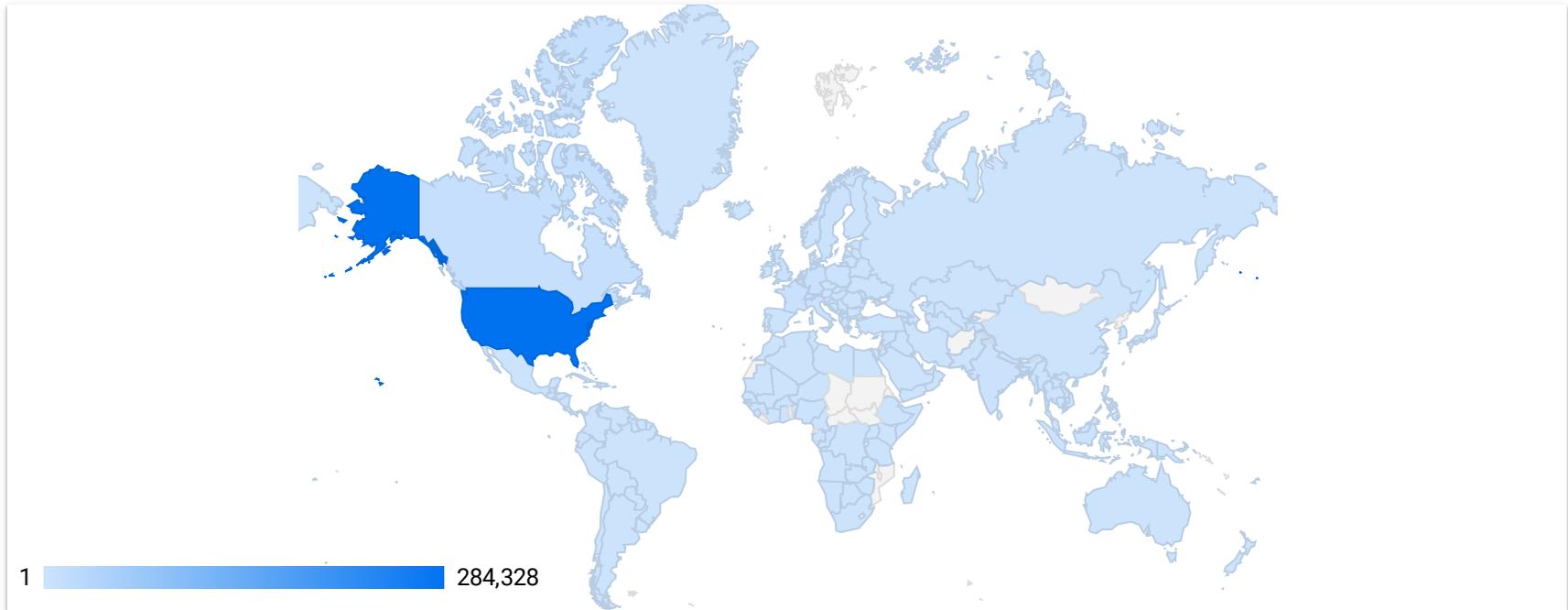


# The Florida Keys & Key West

come as you are®

J.1.

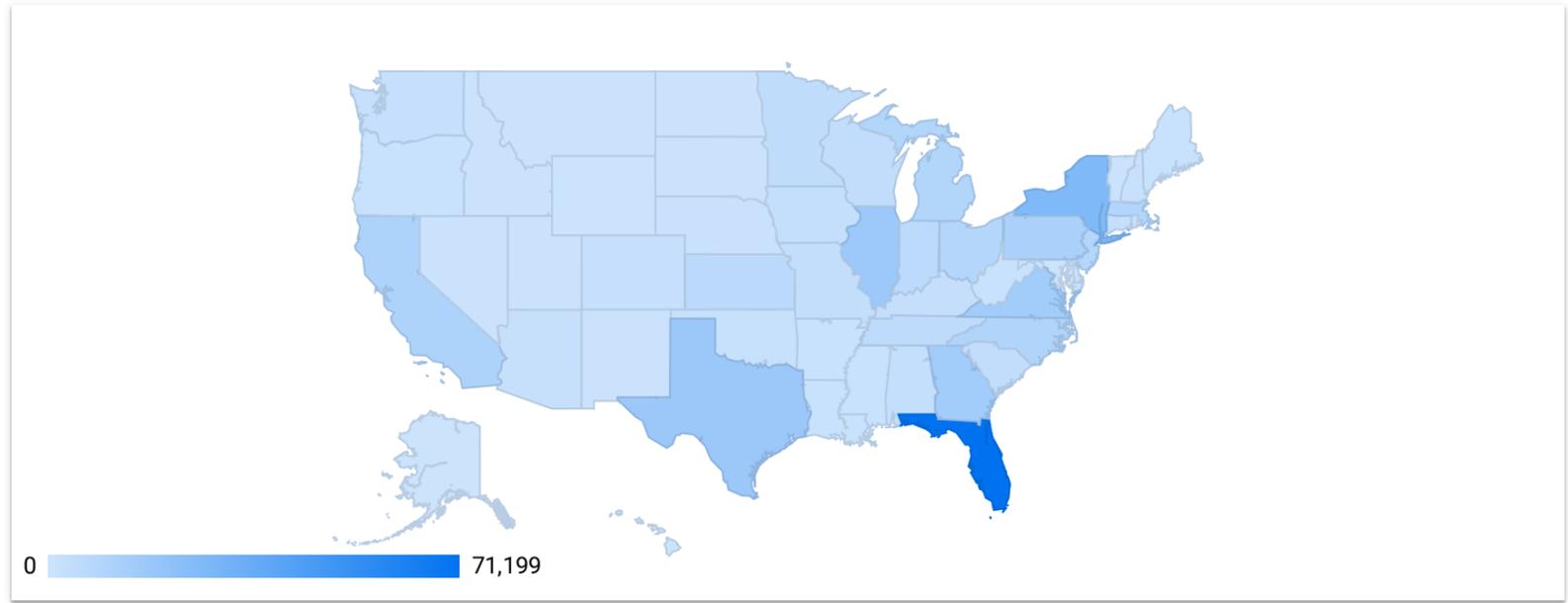
## World



|     | Country            | Active users ▾ | New users      | Sessions       | Bounce rate  | Views per session | Average session duration |
|-----|--------------------|----------------|----------------|----------------|--------------|-------------------|--------------------------|
| 1.  | United States      | 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                 |
|     | <b>Grand total</b> | <b>326,410</b> | <b>316,096</b> | <b>372,400</b> | <b>45.7%</b> | <b>0.06</b>       | <b>00:17:41</b>          |

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

USA

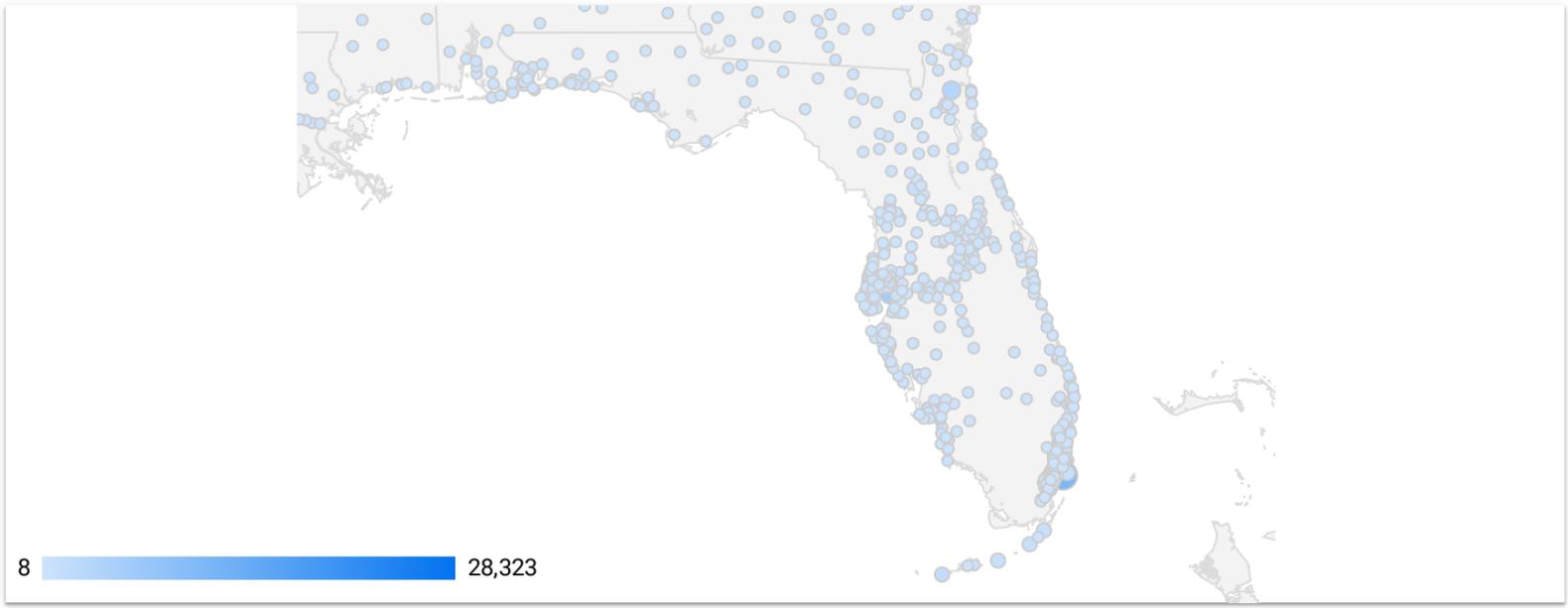


| Region                   | Active users ▾ | New users      | Sessions       | Bounce rate   | Views per session | Average session duration |
|--------------------------|----------------|----------------|----------------|---------------|-------------------|--------------------------|
| 1. Florida               | 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                 |
| <b>Grand total</b>       | <b>284,328</b> | <b>277,866</b> | <b>332,567</b> | <b>45.28%</b> | <b>0.05</b>       | <b>00:18:10</b>          |

# The Florida Keys & Key West J.1.

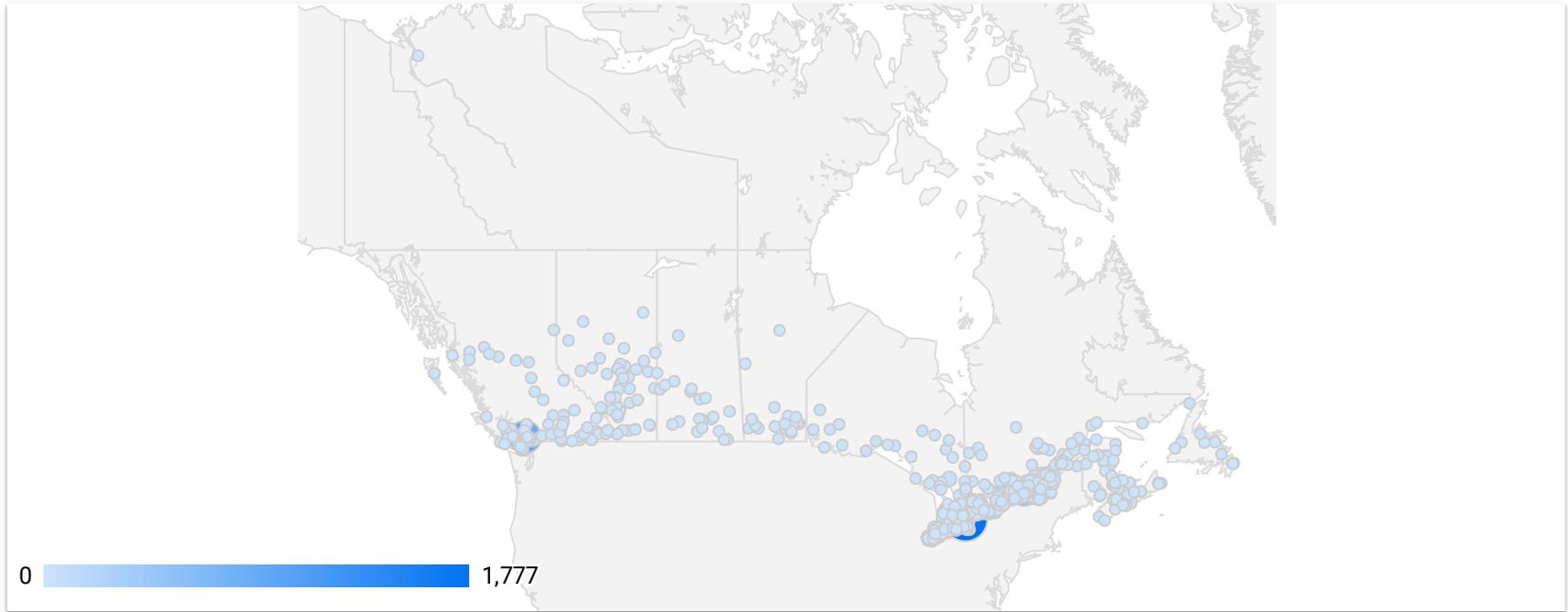
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## Florida



|     | 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                 |
|     | <b>Grand total</b> | <b>71,199</b>  | <b>67,187</b> | <b>82,112</b> | <b>42.54%</b> | <b>0.03</b>       | <b>00:15:37</b>          |

## Canada



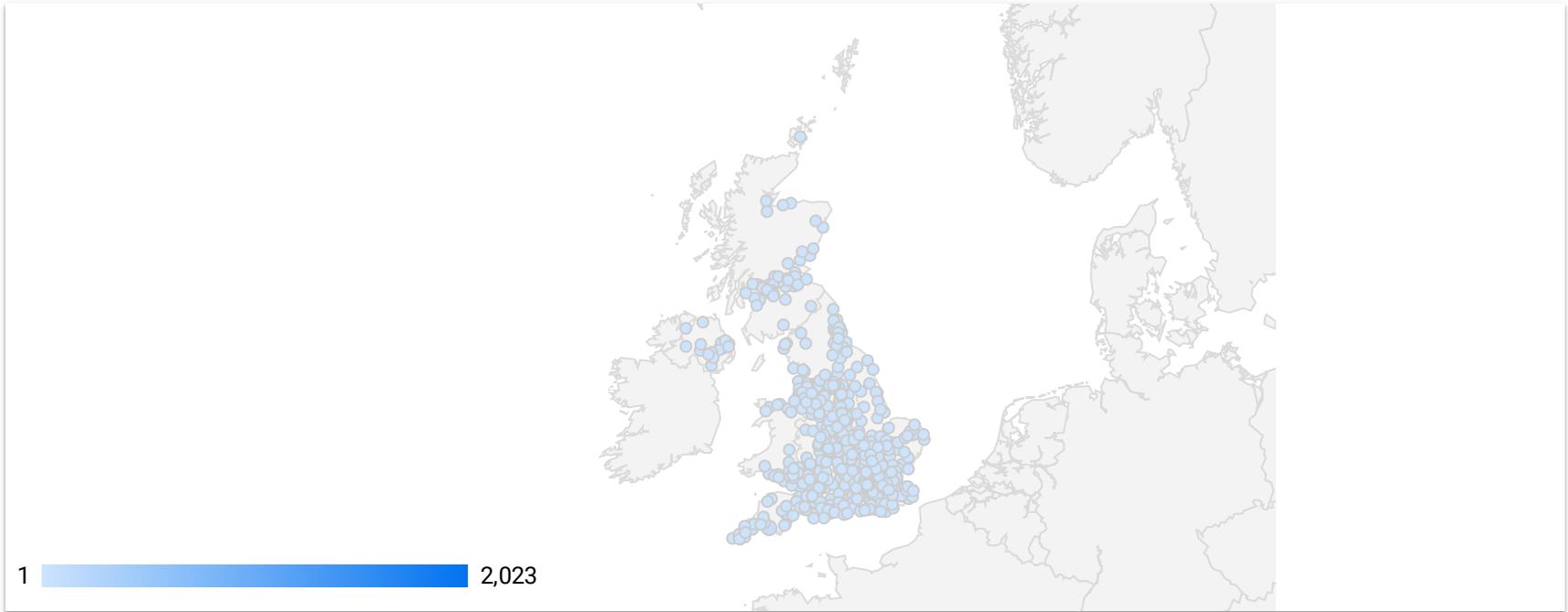
|     | City                          | Active users ▾ | New users    | Sessions      | Bounce rate   | Views per session | Average session duration |
|-----|-------------------------------|----------------|--------------|---------------|---------------|-------------------|--------------------------|
| 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                 |
|     | <b>Grand total</b>            | <b>9,359</b>   | <b>8,998</b> | <b>10,596</b> | <b>45.05%</b> | <b>0.07</b>       | <b>00:17:43</b>          |

# The Florida Keys & Key West

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UK

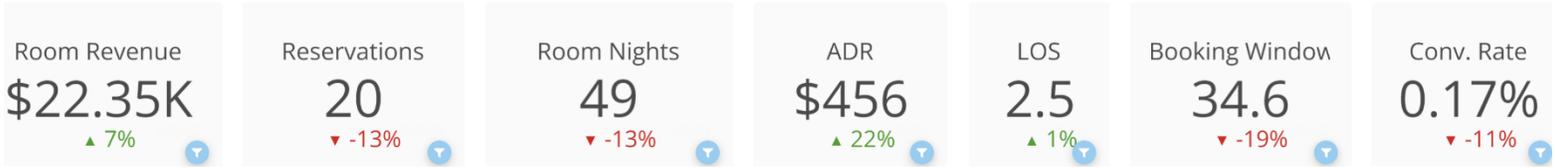


|     | City                | Active users ▾ | New users    | Sessions     | Bounce rate   | Views per session | Average session duration |
|-----|---------------------|----------------|--------------|--------------|---------------|-------------------|--------------------------|
| 1.  | London              | 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                 |
|     | <b>Grand total</b>  | <b>5,481</b>   | <b>5,354</b> | <b>6,001</b> | <b>45.31%</b> | <b>0.11</b>       | <b>00:14:40</b>          |

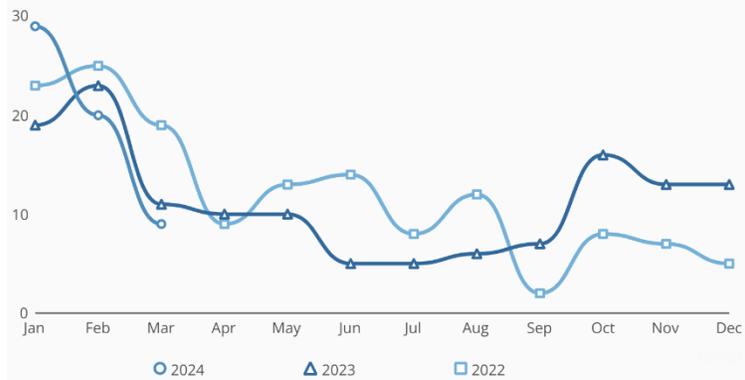
# The Florida Keys & Key West

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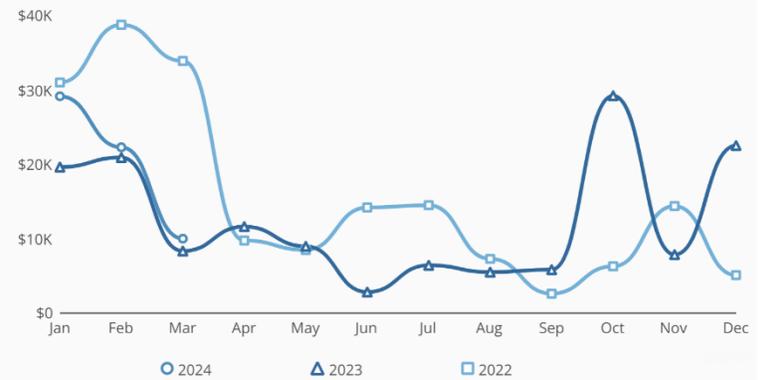
## Ecommerce Performance Summary



YTD Reservations vs Last 2 Years



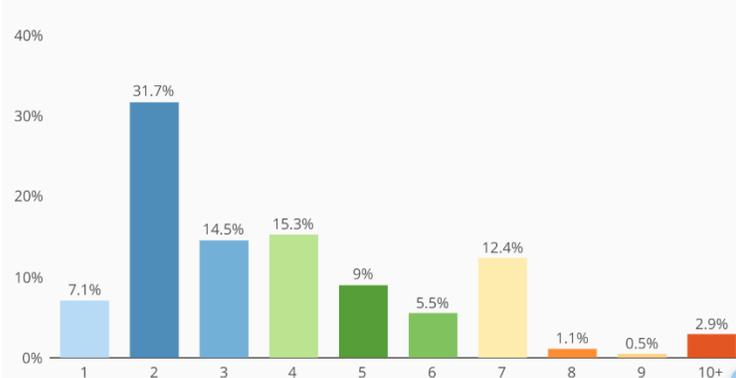
YTD Revenue vs Last 2 Years



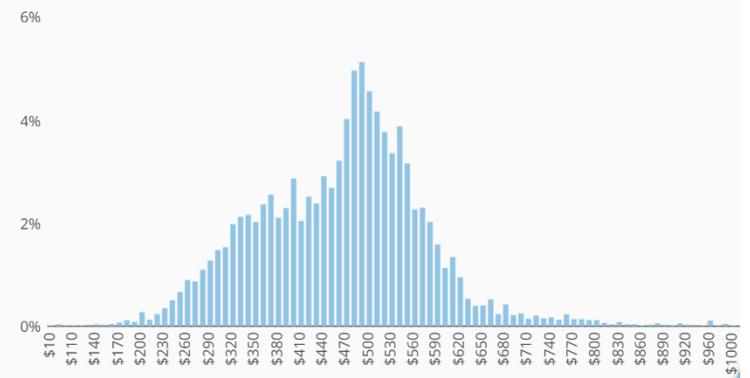
## Travel Trends (Search/Travel Intent)



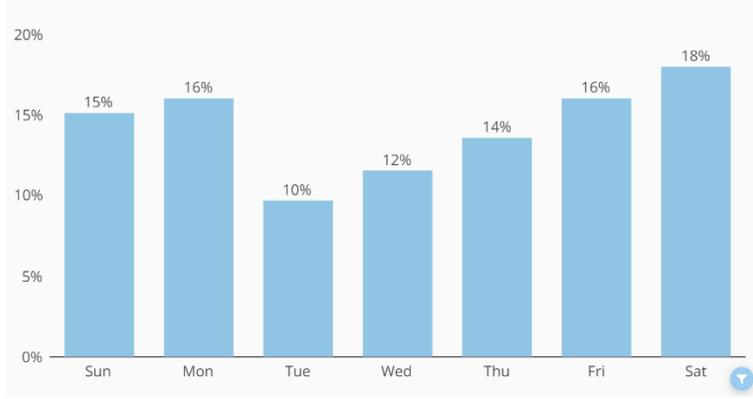
Length of Stay Distribution



Avg Daily Rate Distribution



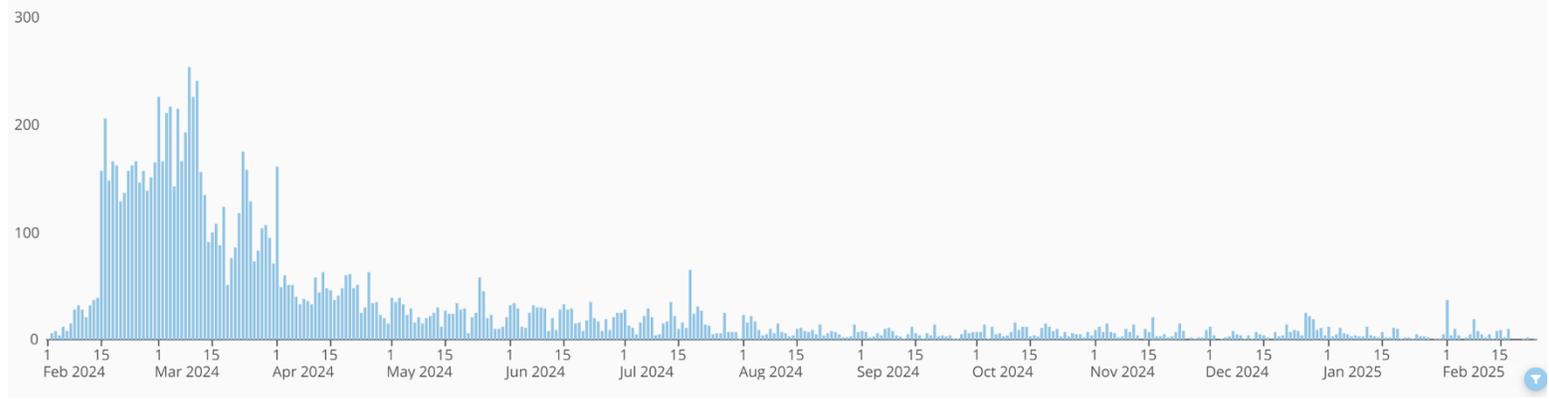
### Check-In Day Distribution



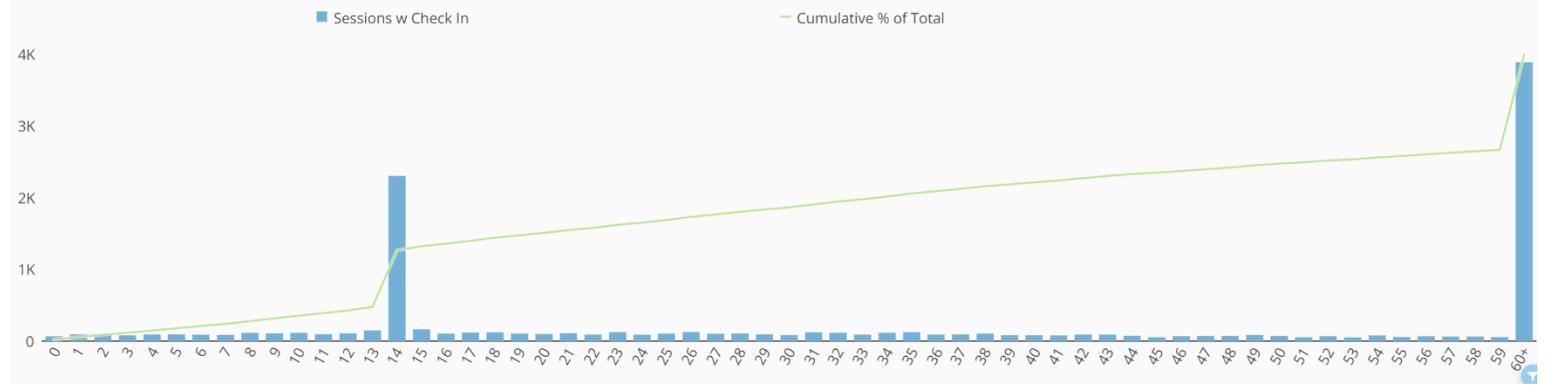
### Top Check-In Dates

| 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



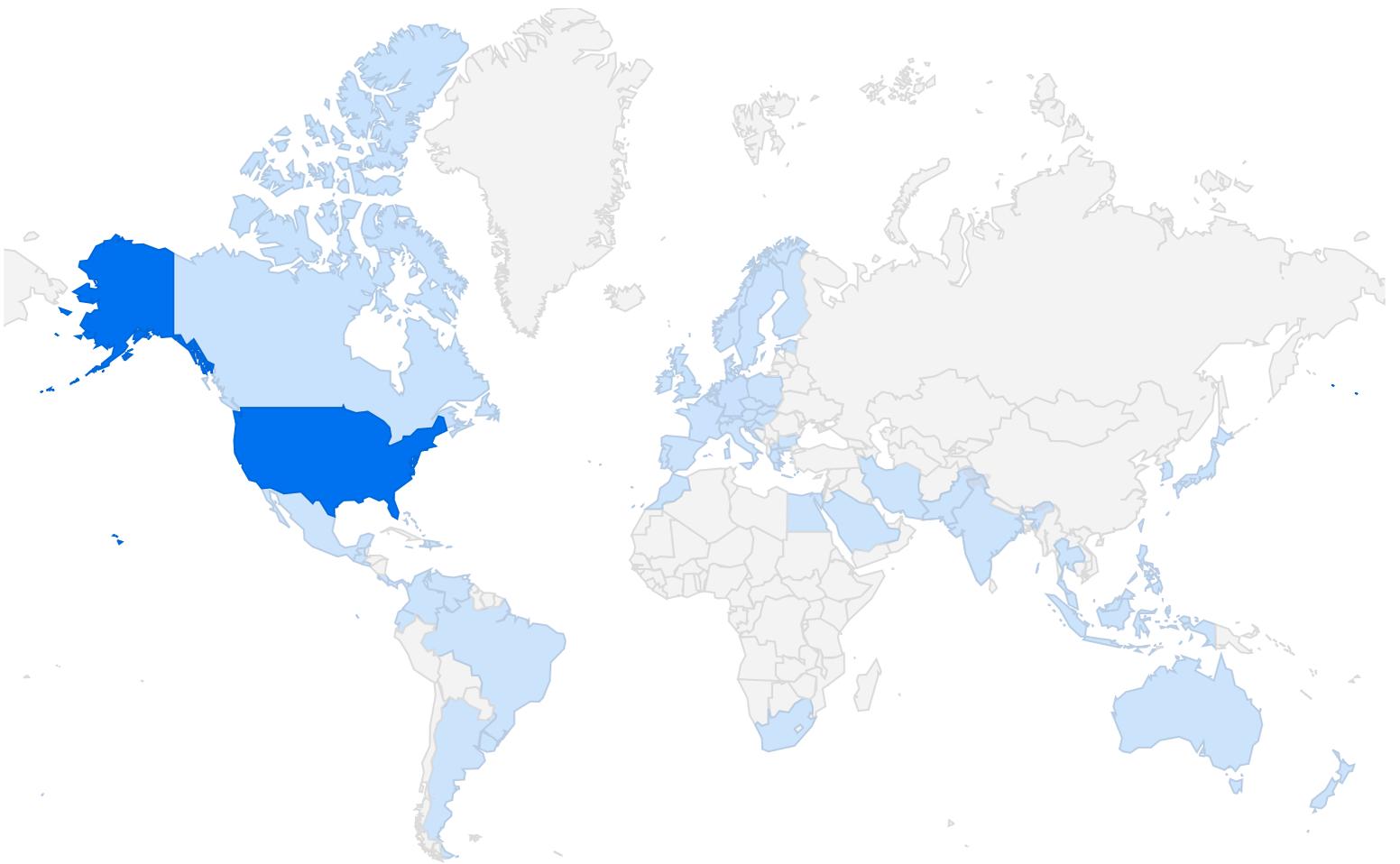
### Booking Window Distribution



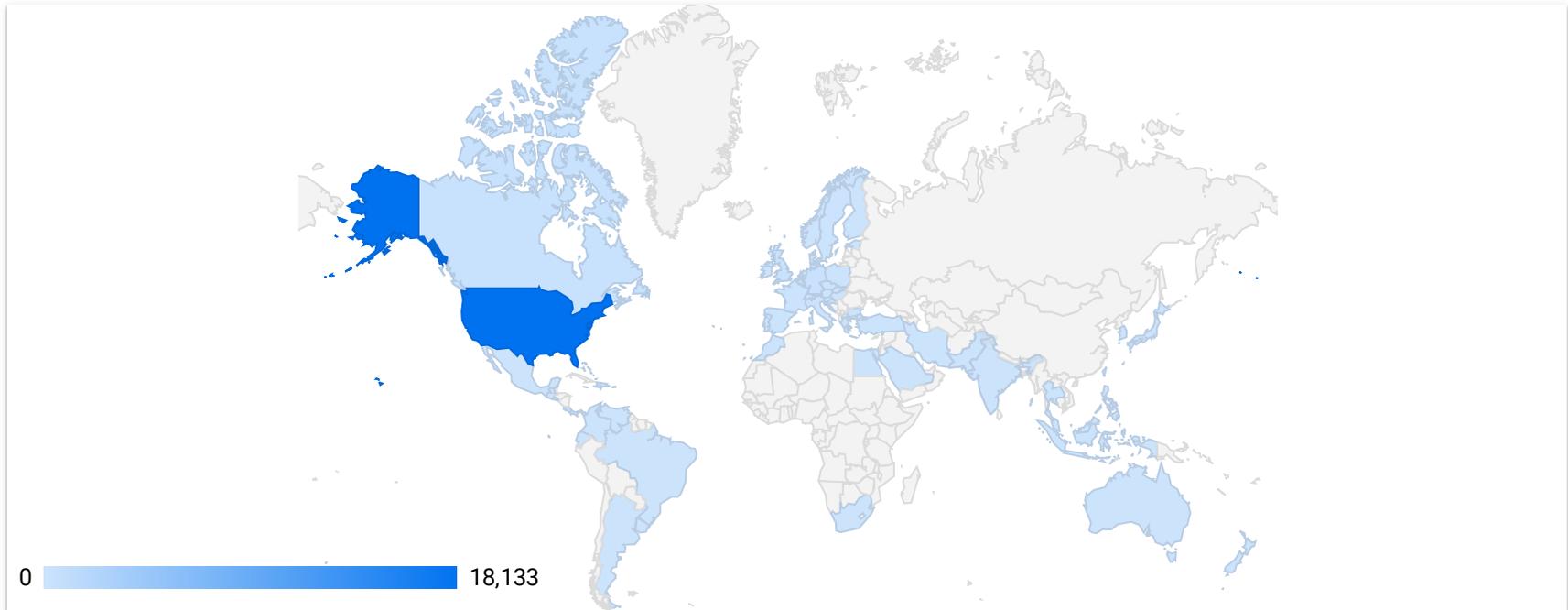
# The Florida Keys & Key West

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## Section 2: Geographic Data on Website Visitors

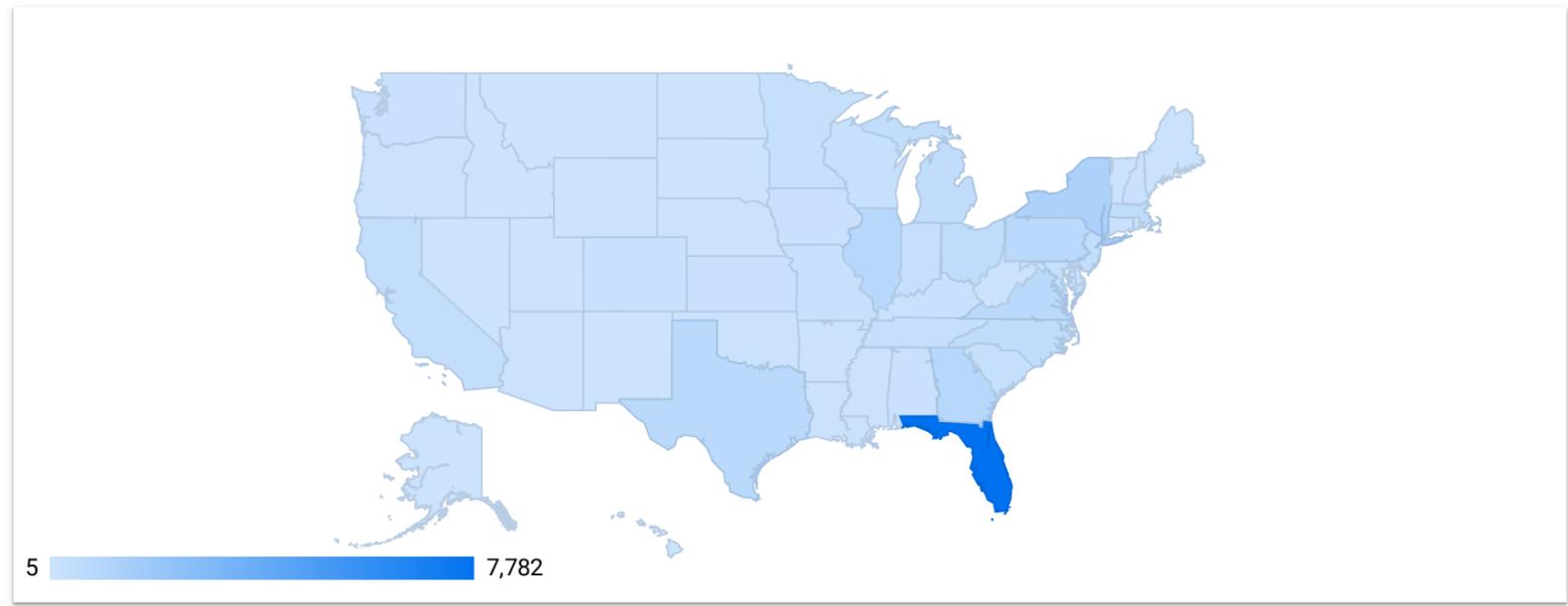


## Islamorada - World



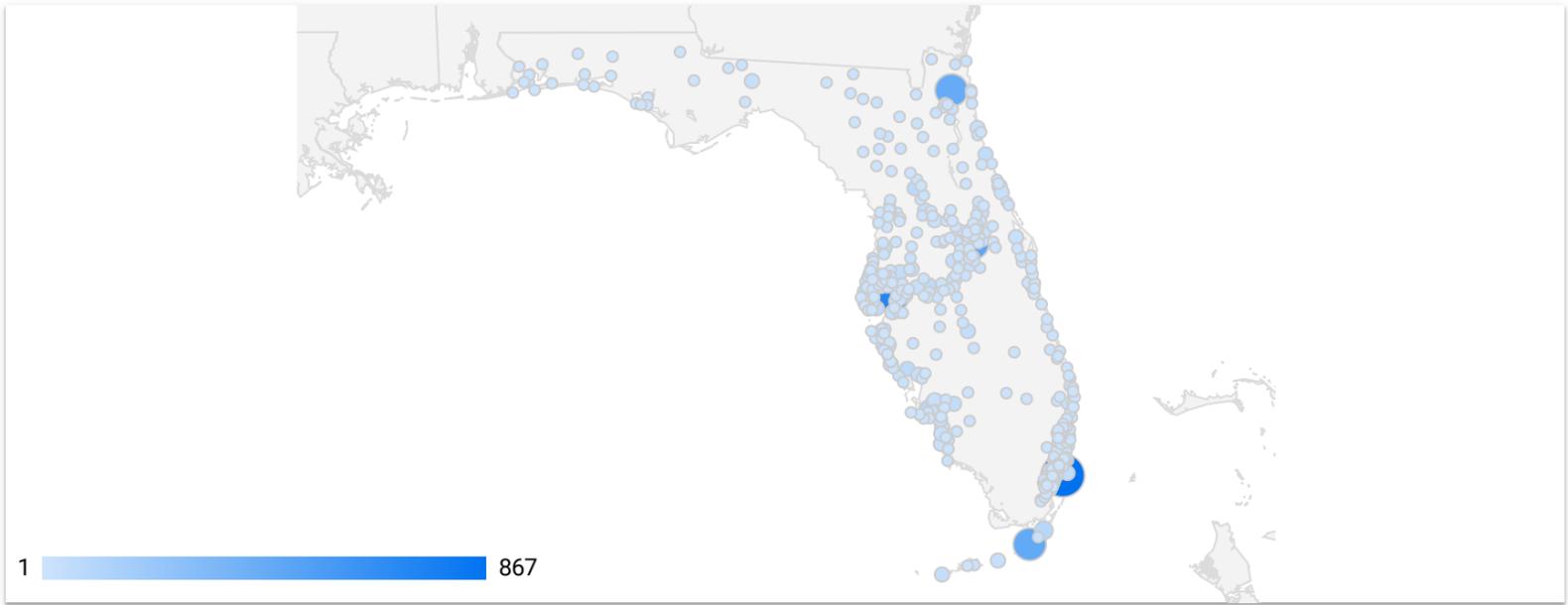
|     | Country            | Active users ▾ | New users     | Sessions      | Bounce rate   | Views per session | Average session duration |
|-----|--------------------|----------------|---------------|---------------|---------------|-------------------|--------------------------|
| 1.  | United States      | 18,133         | 11,586        | 19,550        | 23.02%        | 0.07              | 00:11:29                 |
| 2.  | Canada             | 342            | 123           | 391           | 6.65%         | 0.09              | 00:17:37                 |
| 3.  | Germany            | 271            | 126           | 281           | 14.95%        | 0.1               | 00:07:28                 |
| 4.  | United Kingdom     | 230            | 92            | 276           | 9.78%         | 0.14              | 00:20:17                 |
| 5.  | France             | 67             | 20            | 69            | 8.7%          | 0.07              | 00:02:38                 |
| 6.  | Sweden             | 51             | 13            | 65            | 1.54%         | 0.02              | 00:49:34                 |
| 7.  | Indonesia          | 34             | 23            | 36            | 41.67%        | 0                 | 00:02:39                 |
| 8.  | India              | 30             | 19            | 31            | 48.39%        | 0                 | 00:04:28                 |
| 9.  | Denmark            | 28             | 8             | 32            | 15.63%        | 0.03              | 00:11:12                 |
| 10. | Netherlands        | 27             | 16            | 27            | 14.81%        | 0                 | 00:02:11                 |
| 11. | Italy              | 25             | 5             | 25            | 8%            | 0                 | 00:06:08                 |
| 12. | Brazil             | 24             | 12            | 24            | 0%            | 0                 | 00:03:33                 |
| 13. | Norway             | 22             | 8             | 22            | 4.55%         | 0                 | 00:01:28                 |
| 14. | Spain              | 22             | 15            | 22            | 54.55%        | 0                 | 00:01:42                 |
| 15. | Switzerland        | 22             | 12            | 22            | 4.55%         | 0                 | 00:08:41                 |
| 16. | Australia          | 20             | 7             | 20            | 20%           | 0                 | 00:14:37                 |
| 17. | (not set)          | 18             | 18            | 18            | 61.11%        | 0                 | 00:00:02                 |
| 18. | Hungary            | 17             | 10            | 17            | 41.18%        | 0                 | 00:00:48                 |
| 19. | Mexico             | 13             | 9             | 13            | 15.38%        | 0                 | 00:20:27                 |
| 20. | Austria            | 12             | 9             | 12            | 8.33%         | 0                 | 00:46:00                 |
| 21. | Finland            | 12             | 8             | 12            | 41.67%        | 0                 | 00:00:12                 |
| 22. | Poland             | 12             | 5             | 13            | 15.38%        | 0                 | 00:02:31                 |
| 23. | Belgium            | 7              | 4             | 7             | 14.29%        | 0                 | 00:02:11                 |
| 24. | Ireland            | 7              | 5             | 8             | 0%            | 0                 | 00:02:56                 |
| 25. | Philippines        | 7              | 2             | 10            | 20%           | 0                 | 00:10:17                 |
|     | <b>Grand total</b> | <b>19,450</b>  | <b>12,212</b> | <b>21,017</b> | <b>22.33%</b> | <b>0.07</b>       | <b>00:11:40</b>          |

Islamorada - USA



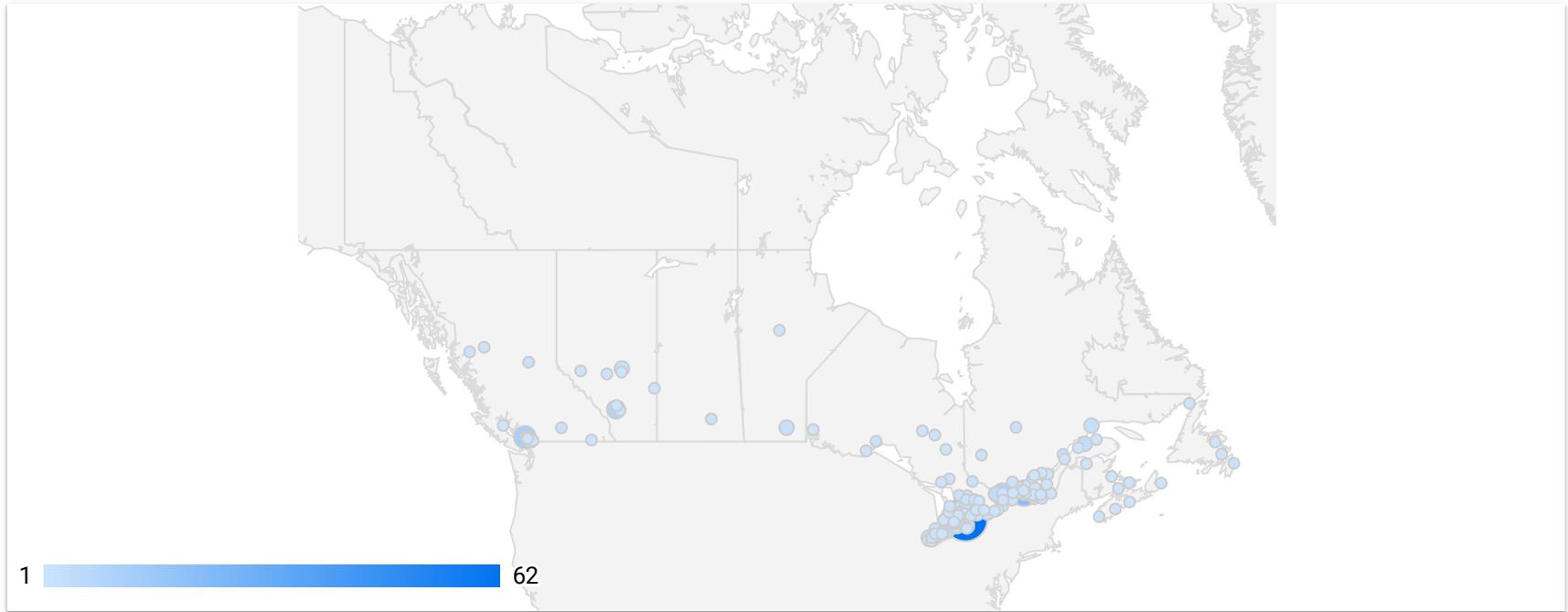
|     | Region               | Active users ▾ | New users     | Sessions      | Bounce rate   | Views per session | Average session duration |
|-----|----------------------|----------------|---------------|---------------|---------------|-------------------|--------------------------|
| 1.  | Florida              | 7,782          | 5,787         | 8,096         | 31.48%        | 0.02              | 00:09:33                 |
| 2.  | New York             | 1,222          | 671           | 1,339         | 16.73%        | 0.1               | 00:14:33                 |
| 3.  | Georgia              | 797            | 462           | 858           | 17.48%        | 0                 | 00:12:35                 |
| 4.  | Illinois             | 794            | 403           | 866           | 18.36%        | 0.04              | 00:12:22                 |
| 5.  | Texas                | 709            | 355           | 742           | 18.73%        | 0.04              | 00:07:43                 |
| 6.  | Virginia             | 708            | 383           | 747           | 16.73%        | 0.06              | 00:07:24                 |
| 7.  | Pennsylvania         | 660            | 352           | 734           | 17.57%        | 0.08              | 00:10:40                 |
| 8.  | North Carolina       | 503            | 292           | 538           | 16.17%        | 0.16              | 00:17:18                 |
| 9.  | Ohio                 | 475            | 265           | 503           | 7.95%         | 0.17              | 00:09:42                 |
| 10. | Massachusetts        | 461            | 238           | 515           | 13.4%         | 0.17              | 00:16:07                 |
| 11. | Michigan             | 443            | 208           | 473           | 8.25%         | 0.04              | 00:13:10                 |
| 12. | New Jersey           | 409            | 231           | 468           | 16.67%        | 0.15              | 00:21:53                 |
| 13. | California           | 332            | 161           | 359           | 19.78%        | 0.29              | 00:10:33                 |
| 14. | Indiana              | 268            | 132           | 291           | 11%           | 0.06              | 00:14:52                 |
| 15. | Tennessee            | 252            | 132           | 261           | 12.26%        | 0.1               | 00:08:18                 |
| 16. | South Carolina       | 232            | 125           | 243           | 9.05%         | 0.39              | 00:10:05                 |
| 17. | Minnesota            | 225            | 100           | 236           | 5.93%         | 0.09              | 00:10:38                 |
| 18. | Maryland             | 224            | 140           | 255           | 20.78%        | 0.07              | 00:13:23                 |
| 19. | Missouri             | 179            | 83            | 197           | 10.15%        | 0.23              | 00:09:06                 |
| 20. | Wisconsin            | 178            | 87            | 188           | 7.45%         | 0.01              | 00:07:11                 |
| 21. | Colorado             | 165            | 92            | 193           | 24.87%        | 0                 | 00:08:56                 |
| 22. | Kentucky             | 154            | 84            | 160           | 8.75%         | 0.44              | 00:10:47                 |
| 23. | Connecticut          | 125            | 55            | 136           | 10.29%        | 0.03              | 00:14:14                 |
| 24. | Kansas               | 121            | 49            | 121           | 21.49%        | 0.05              | 00:11:58                 |
| 25. | Washington           | 118            | 52            | 126           | 7.94%         | 0.1               | 00:11:10                 |
| 26. | New Hampshire        | 116            | 55            | 131           | 19.08%        | 0                 | 00:10:33                 |
| 27. | Iowa                 | 116            | 52            | 120           | 11.67%        | 0                 | 00:10:04                 |
| 28. | Alabama              | 109            | 56            | 114           | 9.65%         | 0.31              | 00:07:32                 |
| 29. | Arizona              | 82             | 33            | 91            | 10.99%        | 0.12              | 00:08:50                 |
| 30. | Oklahoma             | 80             | 36            | 92            | 15.22%        | 0.02              | 00:26:02                 |
| 31. | West Virginia        | 77             | 43            | 79            | 13.92%        | 0.14              | 00:02:34                 |
| 32. | Maine                | 76             | 36            | 84            | 15.48%        | 0.04              | 00:05:14                 |
| 33. | Louisiana            | 66             | 31            | 68            | 7.35%         | 0.12              | 00:03:35                 |
| 34. | (not set)            | 65             | 45            | 66            | 43.94%        | 0                 | 00:12:11                 |
| 35. | Nebraska             | 61             | 26            | 63            | 11.11%        | 0.06              | 00:10:27                 |
| 36. | District of Columbia | 60             | 37            | 64            | 26.56%        | 0.02              | 00:05:38                 |
| 37. | Delaware             | 55             | 22            | 58            | 6.9%          | 0.03              | 00:12:46                 |
| 38. | Mississippi          | 53             | 23            | 56            | 16.07%        | 0.11              | 00:07:31                 |
| 39. | Arkansas             | 51             | 19            | 54            | 16.67%        | 0                 | 00:20:44                 |
| 40. | Oregon               | 45             | 21            | 46            | 6.52%         | 0.07              | 00:16:36                 |
| 41. | Utah                 | 36             | 10            | 36            | 13.89%        | 3.11              | 00:15:54                 |
| 42. | Idaho                | 35             | 14            | 35            | 2.86%         | 0.03              | 00:07:36                 |
| 43. | Vermont              | 34             | 11            | 41            | 14.63%        | 0                 | 00:36:46                 |
| 44. | Rhode Island         | 31             | 12            | 35            | 8.57%         | 0.11              | 00:17:13                 |
| 45. | Nevada               | 29             | 8             | 30            | 6.67%         | 0                 | 00:07:30                 |
| 46. | Montana              | 26             | 8             | 28            | 10.71%        | 0.11              | 00:19:33                 |
| 47. | Wyoming              | 25             | 9             | 27            | 3.7%          | 0                 | 00:03:16                 |
| 48. | South Dakota         | 24             | 11            | 26            | 7.69%         | 0                 | 00:12:00                 |
| 49. | New Mexico           | 23             | 13            | 23            | 0%            | 0                 | 00:06:37                 |
| 50. | North Dakota         | 19             | 8             | 23            | 13.04%        | 0                 | 00:11:03                 |
|     | <b>Grand total</b>   | <b>18,133</b>  | <b>11,586</b> | <b>19,550</b> | <b>23.02%</b> | <b>0.07</b>       | <b>00:11:29</b>          |

Islamorada - Florida



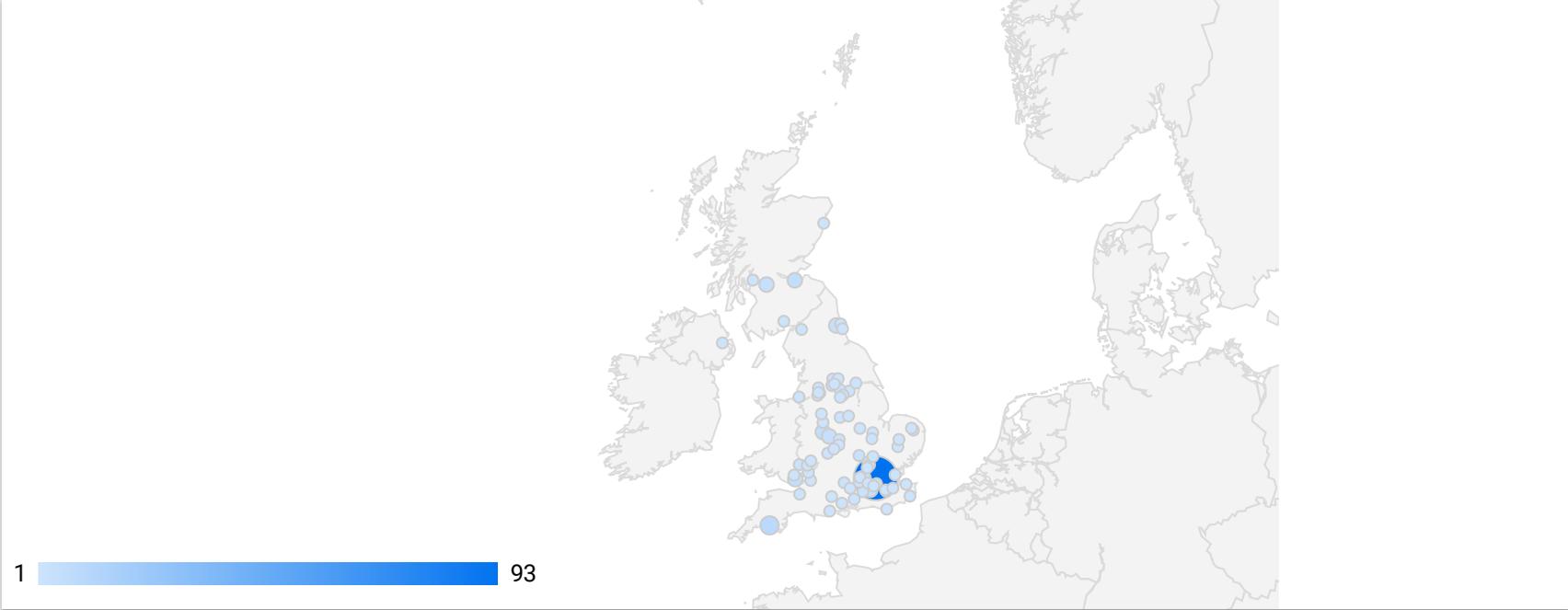
|     | City               | Active users ▾ | New users    | Sessions     | Bounce rate   | Views per session | Average session duration |
|-----|--------------------|----------------|--------------|--------------|---------------|-------------------|--------------------------|
| 1.  | Miami              | 867            | 593          | 940          | 10.64%        | 0.02              | 00:18:44                 |
| 2.  | Tampa              | 720            | 548          | 753          | 40.5%         | 0                 | 00:06:27                 |
| 3.  | (not set)          | 703            | 473          | 736          | 26.63%        | 0.01              | 00:09:42                 |
| 4.  | Orlando            | 465            | 375          | 477          | 46.96%        | 0                 | 00:06:12                 |
| 5.  | Islamorada         | 449            | 398          | 491          | 14.05%        | 0                 | 00:24:55                 |
| 6.  | Jacksonville       | 428            | 343          | 444          | 41.89%        | 0                 | 00:00:52                 |
| 7.  | Cape Coral         | 96             | 76           | 99           | 44.44%        | 0.06              | 00:03:55                 |
| 8.  | Key Largo          | 93             | 54           | 101          | 13.86%        | 0.02              | 00:11:28                 |
| 9.  | Fort Myers         | 91             | 66           | 94           | 37.23%        | 0                 | 00:04:12                 |
| 10. | Sarasota           | 79             | 62           | 81           | 33.33%        | 0.02              | 00:07:26                 |
| 11. | Brandon            | 75             | 55           | 78           | 39.74%        | 0                 | 00:01:24                 |
| 12. | Ocala              | 72             | 53           | 77           | 40.26%        | 0.39              | 00:01:06                 |
| 13. | Lakeland           | 71             | 57           | 72           | 33.33%        | 0                 | 00:01:01                 |
| 14. | Bradenton          | 69             | 50           | 72           | 40.28%        | 0                 | 00:00:28                 |
| 15. | North Port         | 68             | 48           | 69           | 34.78%        | 0                 | 00:05:47                 |
| 16. | Spring Hill        | 62             | 53           | 66           | 50%           | 0                 | 00:00:15                 |
| 17. | St. Petersburg     | 56             | 36           | 57           | 40.35%        | 0                 | 00:04:02                 |
| 18. | Clearwater         | 55             | 45           | 58           | 37.93%        | 0                 | 00:00:22                 |
| 19. | Palm Coast         | 55             | 46           | 56           | 51.79%        | 0                 | 00:00:33                 |
| 20. | Doral              | 51             | 40           | 55           | 16.36%        | 0                 | 00:08:47                 |
| 21. | Wesley Chapel      | 48             | 35           | 51           | 39.22%        | 0                 | 00:01:24                 |
| 22. | Miami Beach        | 47             | 28           | 52           | 11.54%        | 0.04              | 00:35:53                 |
| 23. | Lehigh Acres       | 46             | 39           | 48           | 52.08%        | 0                 | 00:00:26                 |
| 24. | Winter Haven       | 46             | 28           | 46           | 41.3%         | 0                 | 00:02:39                 |
| 25. | Daytona Beach      | 44             | 37           | 46           | 30.43%        | 0.24              | 00:02:17                 |
| 26. | Fort Lauderdale    | 44             | 28           | 45           | 8.89%         | 0                 | 00:06:36                 |
| 27. | Palm Bay           | 43             | 33           | 44           | 54.55%        | 0                 | 00:00:14                 |
| 28. | Sebring            | 43             | 34           | 45           | 46.67%        | 0                 | 00:00:18                 |
| 29. | The Villages       | 43             | 32           | 43           | 39.53%        | 0                 | 00:03:23                 |
| 30. | Key West           | 40             | 22           | 46           | 10.87%        | 0.02              | 00:09:11                 |
| 31. | Venice             | 40             | 29           | 41           | 43.9%         | 0                 | 00:00:51                 |
| 32. | Four Corners       | 37             | 34           | 37           | 59.46%        | 0                 | 00:00:23                 |
| 33. | Largo              | 37             | 25           | 38           | 26.32%        | 0                 | 00:10:32                 |
| 34. | Melbourne          | 37             | 28           | 45           | 40%           | 0.42              | 00:12:58                 |
| 35. | Port Charlotte     | 37             | 27           | 38           | 50%           | 0                 | 00:02:48                 |
| 36. | Pinellas Park      | 36             | 28           | 38           | 47.37%        | 0                 | 00:03:14                 |
| 37. | Ruskin             | 35             | 26           | 35           | 42.86%        | 0                 | 00:00:26                 |
| 38. | Zephyrhills        | 34             | 24           | 37           | 40.54%        | 0                 | 00:02:19                 |
| 39. | Haines City        | 32             | 27           | 32           | 34.38%        | 0                 | 00:00:27                 |
| 40. | Bonita Springs     | 29             | 24           | 29           | 48.28%        | 0                 | 00:00:45                 |
| 41. | Marathon           | 29             | 14           | 30           | 6.67%         | 0                 | 00:36:50                 |
| 42. | Pompano Beach      | 29             | 17           | 34           | 11.76%        | 0                 | 00:24:46                 |
| 43. | Tallahassee        | 28             | 10           | 30           | 10%           | 0                 | 00:23:54                 |
| 44. | Trinity            | 28             | 19           | 29           | 58.62%        | 0                 | 00:00:24                 |
| 45. | Gibsonton          | 27             | 20           | 29           | 41.38%        | 0                 | 00:00:16                 |
| 46. | Deltona            | 27             | 23           | 29           | 51.72%        | 0                 | 00:00:20                 |
| 47. | North Fort Myers   | 27             | 20           | 30           | 36.67%        | 0                 | 00:01:43                 |
| 48. | St. Augustine      | 27             | 20           | 28           | 42.86%        | 0                 | 00:00:13                 |
| 49. | Kissimmee          | 26             | 22           | 26           | 53.85%        | 0                 | 00:04:02                 |
| 50. | Palm Harbor        | 26             | 17           | 31           | 51.61%        | 0                 | 00:27:26                 |
|     | <b>Grand total</b> | <b>7,782</b>   | <b>5,787</b> | <b>8,096</b> | <b>31.48%</b> | <b>0.02</b>       | <b>00:09:33</b>          |

## Islamorada - Canada



|     | City               | Active users ▾ | New users  | Sessions   | Bounce rate  | Views per session | Average session duration |
|-----|--------------------|----------------|------------|------------|--------------|-------------------|--------------------------|
| 1.  | Toronto            | 62             | 23         | 63         | 3.17%        | 0.3               | 00:04:47                 |
| 2.  | Montreal           | 22             | 7          | 22         | 13.64%       | 0                 | 00:02:38                 |
| 3.  | (not set)          | 15             | 5          | 15         | 0%           | 0                 | 00:00:57                 |
| 4.  | Vancouver          | 12             | 3          | 12         | 25%          | 0                 | 00:33:35                 |
| 5.  | Ottawa             | 11             | 0          | 12         | 8.33%        | 0.08              | 00:06:48                 |
| 6.  | Calgary            | 9              | 3          | 9          | 11.11%       | 0                 | 00:01:40                 |
| 7.  | Barrie             | 7              | 2          | 7          | 14.29%       | 0                 | 00:01:26                 |
| 8.  | London             | 7              | 0          | 7          | 0%           | 0                 | 00:03:21                 |
| 9.  | Burlington         | 6              | 2          | 6          | 0%           | 0                 | 00:57:36                 |
| 10. | Mississauga        | 6              | 3          | 6          | 0%           | 0                 | 00:00:41                 |
| 11. | Vaughan            | 6              | 0          | 6          | 16.67%       | 0                 | 00:00:15                 |
| 12. | Arnprior           | 5              | 3          | 5          | 0%           | 0                 | 00:00:52                 |
| 13. | Hamilton           | 5              | 2          | 6          | 0%           | 0                 | 00:38:03                 |
| 14. | Matane             | 4              | 2          | 4          | 0%           | 0                 | 00:01:04                 |
| 15. | Oakville           | 4              | 3          | 4          | 0%           | 0                 | 01:09:03                 |
| 16. | Windsor            | 4              | 2          | 4          | 0%           | 0                 | 00:02:55                 |
| 17. | Bolton             | 3              | 2          | 3          | 66.67%       | 0                 | 00:00:12                 |
| 18. | Brantford          | 3              | 2          | 3          | 0%           | 0                 | 00:00:41                 |
| 19. | Edmonton           | 3              | 2          | 3          | 0%           | 0                 | 00:05:32                 |
| 20. | Guelph             | 3              | 0          | 3          | 0%           | 0                 | 00:02:11                 |
| 21. | Kitchener          | 3              | 1          | 7          | 0%           | 0                 | 00:01:17                 |
| 22. | Langley Township   | 3              | 3          | 3          | 100%         | 0                 | 00:00:00                 |
| 23. | Markham            | 3              | 2          | 4          | 25%          | 0                 | 00:08:11                 |
| 24. | Port-Cartier       | 3              | 1          | 3          | 0%           | 0                 | 00:27:29                 |
| 25. | St. Catharines     | 3              | 0          | 4          | 0%           | 0                 | 00:01:23                 |
|     | <b>Grand total</b> | <b>342</b>     | <b>123</b> | <b>391</b> | <b>6.65%</b> | <b>0.09</b>       | <b>00:17:37</b>          |

Islamorada - UK



|     | City                | Active users ▾ | New users | Sessions   | Bounce rate  | Views per session | Average session duration |
|-----|---------------------|----------------|-----------|------------|--------------|-------------------|--------------------------|
| 1.  | London              | 93             | 41        | 105        | 17.14%       | 0.31              | 00:10:32                 |
| 2.  | (not set)           | 33             | 12        | 57         | 12.28%       | 0                 | 01:08:45                 |
| 3.  | Plymouth            | 9              | 3         | 9          | 11.11%       | 0.33              | 00:09:03                 |
| 4.  | Cardiff             | 5              | 3         | 5          | 0%           | 0                 | 00:01:43                 |
| 5.  | Edinburgh           | 5              | 0         | 5          | 0%           | 0                 | 00:01:35                 |
| 6.  | Wolverhampton       | 5              | 3         | 5          | 0%           | 0                 | 00:00:49                 |
| 7.  | Birmingham          | 4              | 0         | 4          | 0%           | 0                 | 00:00:32                 |
| 8.  | Dorking             | 4              | 3         | 4          | 0%           | 0                 | 00:46:34                 |
| 9.  | Glasgow             | 4              | 1         | 4          | 0%           | 0                 | 00:17:54                 |
| 10. | Newcastle upon Tyne | 4              | 1         | 4          | 0%           | 0                 | 00:01:59                 |
| 11. | Slough              | 4              | 3         | 4          | 0%           | 0                 | 00:00:41                 |
| 12. | Godalming           | 3              | 0         | 3          | 0%           | 0                 | 00:01:09                 |
| 13. | Luton               | 3              | 1         | 3          | 0%           | 0                 | 00:00:34                 |
| 14. | Manchester          | 3              | 0         | 3          | 0%           | 1.33              | 00:03:49                 |
| 15. | Milton Keynes       | 3              | 0         | 3          | 0%           | 0                 | 00:00:40                 |
| 16. | Norwich             | 3              | 0         | 3          | 0%           | 0                 | 00:01:29                 |
| 17. | Abergavenny         | 2              | 2         | 2          | 0%           | 0                 | 00:00:44                 |
| 18. | Coventry            | 2              | 1         | 2          | 0%           | 0                 | 00:06:47                 |
| 19. | Derby               | 2              | 0         | 2          | 0%           | 0                 | 00:00:36                 |
| 20. | Evesham             | 2              | 0         | 2          | 0%           | 0                 | 00:01:09                 |
| 21. | Newbury             | 2              | 0         | 2          | 0%           | 0                 | 00:01:38                 |
| 22. | Tonbridge           | 2              | 0         | 2          | 0%           | 0                 | 00:00:15                 |
| 23. | Doncaster           | 1              | 0         | 1          | 0%           | 0                 | 00:00:28                 |
| 24. | Whitstable          | 1              | 1         | 1          | 0%           | 0                 | 00:00:37                 |
| 25. | Barnsley            | 1              | 0         | 1          | 0%           | 0                 | 00:00:11                 |
|     | <b>Grand total</b>  | <b>230</b>     | <b>92</b> | <b>276</b> | <b>9.78%</b> | <b>0.14</b>       | <b>00:20:17</b>          |

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**DATE:** April 9, 2024  
**To:** District Advisory Committee Members  
**FROM:** Elaine Cooke - Two Oceans Digital  
**RE:** **Consideration and Action re: District Webcams**

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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 IV Webcam and cost:

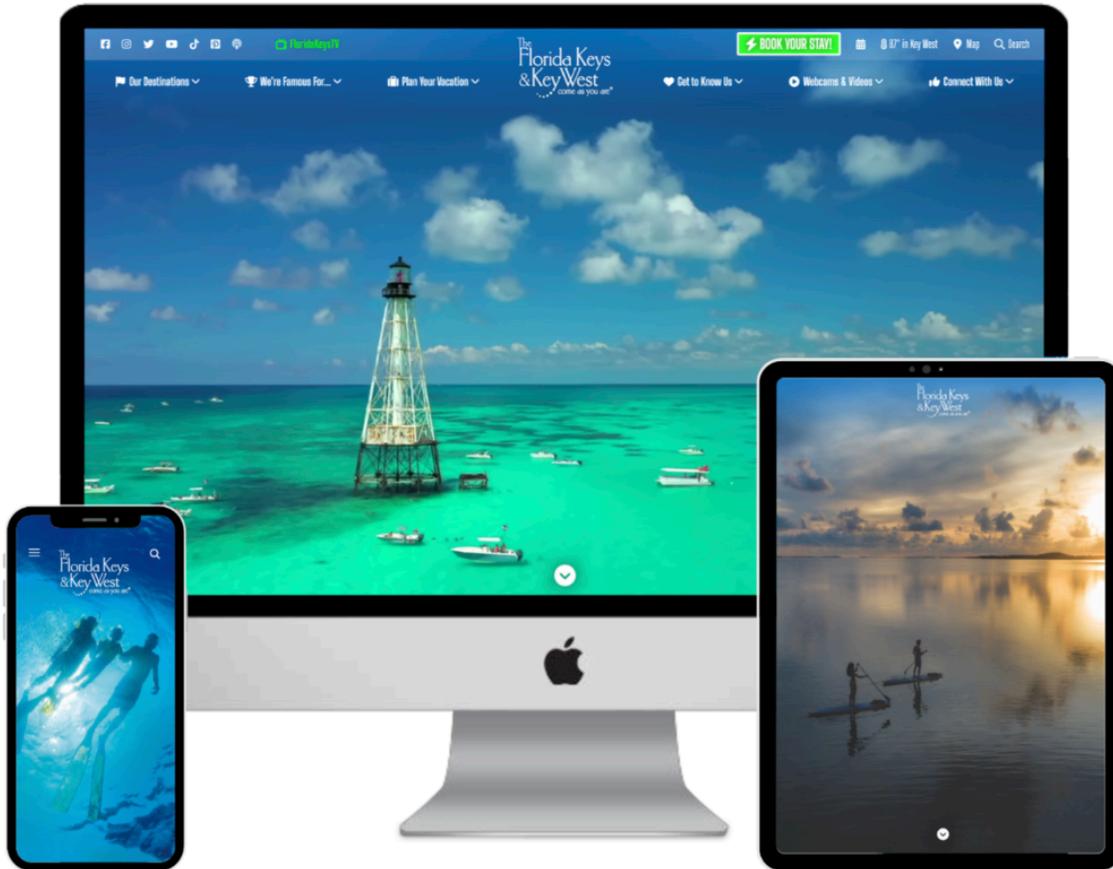
| <b>Name</b>                                  | <b>Location</b>                | <b>Amount per month</b> | <b>Amount per year</b> |
|--|--------------------------------|-------------------------|------------------------|
| Islamorada Streaming Cam                     | Whale Harbor                   | \$1,233.33              | \$14,799.96            |
| Islamorada Worldwide Sportsman Streaming Cam | Worldwide Sportsman            | \$500.00                | \$6,000.00             |
|  | <b>DAC 4 Webcam Cost Total</b> | <b>\$1,733.33</b>       | <b>\$20,799.96</b>     |

# Florida Keys & Key West

... fla-keys.com

## Webcam Status Report Fla-Keys.com

2023 - 2024 Webcam Data for the  
April DAC Meetings





## DAC 4 Webcam Reports 2023-2024

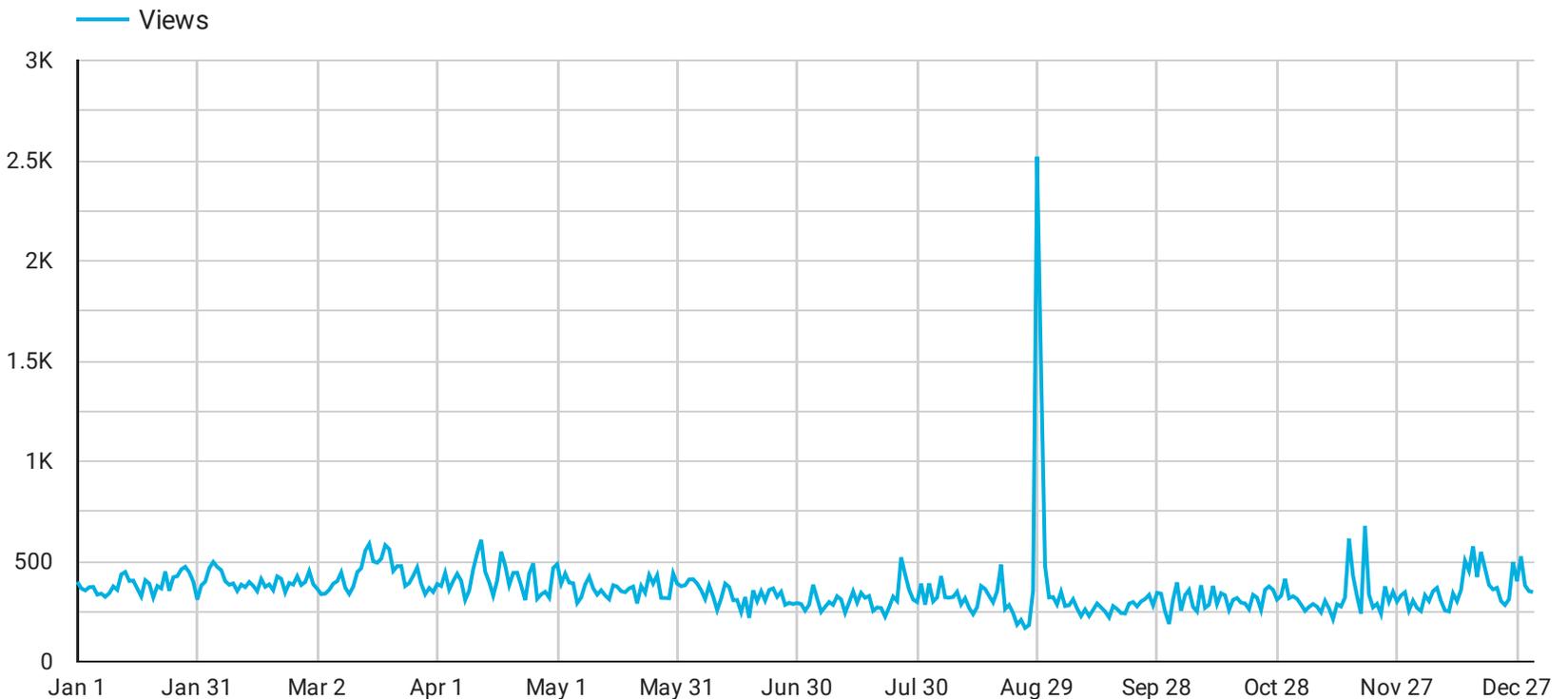
Jan 1 - March 19, 2024 compared to Jan 1 - March 19, 2023

| Page title  | Page path and screen class      | Full page URL  | Views ▾ | % Δ      | Total users | % Δ      |
|---|---------------------------------|--|---------|----------|-------------|----------|
| 1. Islamorada Streaming Cam - Webcams in the Florida Keys                     | /webcams/islamorada-cam/stream/ | <a href="http://fla-keys.com/webcams/islamorada-cam/stream/">fla-keys.com/webcams/islamorada-cam/stream/</a>                                       | 4,737   | 19.9% ↑  | 5,348       | 283.6% ↑ |
| 2. Webcams in the Florida Keys   Islamorada Webcams                           | /webcams/islamorada/            | <a href="http://fla-keys.com/webcams/islamorada/">fla-keys.com/webcams/islamorada/</a>   | 3,652   | 137.8% ↑ | 5,492       | 553.8% ↑ |
| 3. Islamorada Worldwide Sportsman Streaming Cam - Webcams in the Florida Keys | /webcams/islamorada-wws/stream/ | <a href="http://fla-keys.com/webcams/islamorada-wws/stream/">fla-keys.com/webcams/islamorada-wws/stream/</a>                                       | 2,706   | 14.6% ↑  | 3,508       | 206.4% ↑ |
| 4. Islamorada Streaming Cam - Webcams in the Florida Keys                     | /webcams/islamorada-cam/stream/ | <a href="http://fla-keys.com/webcams/islamorada-cam/stream/?utm_cam=islamorada">fla-keys.com/webcams/islamorada-cam/stream/?utm_cam=islamorada</a> | 701     | -22.9% ↓ | 1,269       | 197.2% ↑ |
| 5. Islamorada Cam - Webcams in the Florida Keys                               | /webcams/islamorada-cam/        | <a href="http://fla-keys.com/webcams/islamorada-cam/">fla-keys.com/webcams/islamorada-cam/</a>   | 395     | 46.8% ↑  | 740         | 306.6% ↑ |
| 6. Islamorada Worldwide Sportsman Cam - Webcams in the Florida Keys           | /webcams/islamorada-wws/        | <a href="http://fla-keys.com/webcams/islamorada-wws/">fla-keys.com/webcams/islamorada-wws/</a>   | 295     | 13.5% ↑  | 396         | 189.1% ↑ |

1 - 8 / 8 < >

**Last Calendar Year 2023**  
DAC 4 Webcam Pageviews

Views  
**131,938**

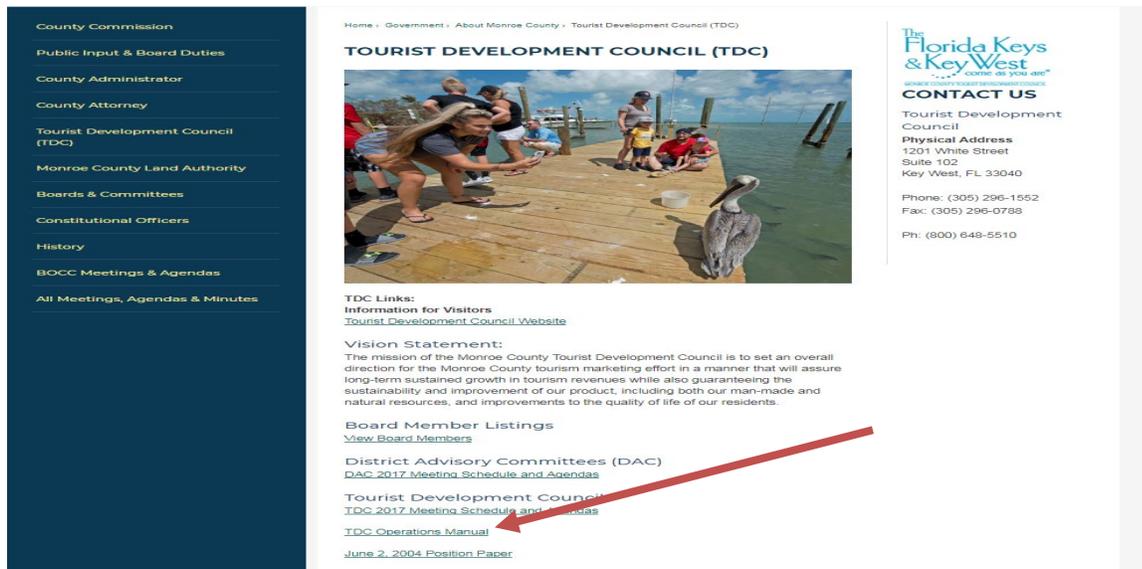




Date: March 28, 2024  
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual  
 Re: **OPERATIONS MANUAL UPDATES**

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)

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

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

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

# **\*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 3<sup>rd</sup> 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 200<sup>th</sup> 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 61<sup>st</sup> 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 3<sup>rd</sup> Round Capital Project Funding Allocations totaling \$602,082: Mayor Johnston moved approval of the DAC III FY 2024 3<sup>rd</sup> 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<br>Irwin, Rita | NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE<br>Tourist Development Council  |
| MAILING ADDRESS<br>58901 Overseas Highway       | THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF:<br><input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY |
| CITY<br>Grassy Key                              | COUNTY<br>Monroe  |
| DATE ON WHICH VOTE OCCURRED<br>March 26, 2024   | NAME OF POLITICAL SUBDIVISION:<br>Monroe County BOCC  |
|   | MY POSITION IS:<br><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.

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**DATE:** March 28, 2025

**To:** District IV Advisory Committee Members

**FROM:** Maxien Pacini, Office Manager

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

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The District IV Advisory Committee at your meeting of February 24, 2021 moved approval to enter into an Agreement with the Islamorada Chamber of Commerce, Inc. in an amount not to exceed \$165,375/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.

**ISLAMORADA 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 **Islamorada 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.

Islamorada Chamber of Commerce  
Visitor Information Services – FY 2022  
ID #: 2603

- 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.fl-keys.com](http://www.fl-keys.com) as the first response for destination web site 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 hyperlinked to the district page within [fla-keys.com](http://fla-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: regular working hours of 9:00 a.m. to 5:00 p.m. Monday through Friday, 9:00 a.m. to 4:00 p.m. on Saturday, 9:00 a.m. to 3:00 p.m. on 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, 9:00 a.m. to 4:00 p.m. on Saturday, 9:00 a.m. to 3:00 p.m. on Sunday. The Provider will 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 its district 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 IV 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 **\$165,375** (One hundred sixty-five thousand three hundred and seventy-five dollars) per year. Amount shall be paid in twelve (12) monthly payments of \$13,781.25 (Thirteen thousand seven hundred and eighty-one dollars and twenty-five cents) 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

Islamorada Chamber of Commerce  
 Visitor Information Services – FY 2022  
 ID #: 2603

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 \$165,375/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 12<sup>TH</sup> 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 no 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  
Islamorada Chamber of Commerce  
83274 Overseas Highway  
PO Box 915  
Islamorada, FL 33036

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 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 Islamorada Chamber of Commerce Visitor Information Services – FY 2022 ID #: 2603

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.

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.

Islamorada Chamber of Commerce  
Visitor Information Services – FY 2022  
ID #: 2603



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

Attest: Kevin Madok, Clerk

Garnett Stannick  
As Deputy Clerk

Board of County Commissioners  
of Monroe County

Michelle Collier  
Mayor/Chairman

Islamorada Chamber of Commerce, Inc.

MONROE COUNTY ATTORNEY  
APPROVED AS TO FORM:  
Christine Lambert-Barrows  
CHRISTINE LAMBERT-BARROWS  
ASSISTANT COUNTY ATTORNEY  
DATE: 3/9/21

By: CEAS  
CEAS Mabey  
Print Name

AND TWO WITNESSES

(1) Judy Hull  
Print Name: Judy Hull  
Date: 3-2-2021

(2) Nathan McKinley  
Print Name: Nathan McKinley  
Date: 3/2/2021

FILED FOR RECORD  
2021 APR 23 11:11:55  
CLERK OF 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](http://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](http://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](http://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](http://www.fla-keys.com), to see which accommodations 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?

**DATE:** April 9, 2024  
**TO:** District IV 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.

|  |                       |             |          |
|--|-----------------------|-------------|----------|
| <b>Wind Games</b><br>The Otherside Boardsports LLC<br><i>Review Attached</i>   | 2/9/2024 – 2/17/2024  | Destination | \$20,000 |
| <b>Upper Keys Rotary Gigantic Nautical Market</b><br>Upper Keys Rotary Foundation Inc.<br><i>Review Attached/Will Attend</i> | 2/24/2024 – 2/25/2024 | Turnkey     | \$20,000 |

Below is a list of **current and upcoming events** so you can plan ahead to attend and keep an eye on the impact on your community.

|  |                       |             |          |
|--|-----------------------|-------------|----------|
| <b>St. Patty's Day 5K &amp; 10K</b><br>Islamorada Running Company LLC                            | 3/16/2024 – 3/17/2024 | Turnkey     | \$20,000 |
| <b>Florida Keys Island Fest – 32<sup>nd</sup> Annual</b><br>Islamorada Chamber of Commerce, Inc. | 3/23/2024 – 3/24/2024 | Destination | \$15,000 |
| <b>I.CARE Trash Derby</b><br>I.CARE Corporation  | 5/3/2024 – 5/5/2024   | Destination | \$45,000 |

EVENT NAME: Wind Games  
 EVENT WEBSITE ADDRESS: [www.WindGames2024.com](http://www.WindGames2024.com)  
 DATE(S) OF EVENT: 2/9/24-2/11/24

1. What was the primary purpose of your event?

To draw out-of-county visitors to the destination and put "Heads in Beds".

- x 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: 600

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>378</u>            |
| b. How many visitors to a room?   | b. <u>2</u>              |
| c. How many nights will the visitors stay?  | c. <u>4</u>              |
| d. Calculate: <b>Room Nights = (a/b) x c</b><br><i>Divide line a by line b. Then multiple by line c</i> | *Room Nights: <u>756</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 photos of crowd

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 | survey |
|-----------------------|--------|

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:

We used TDC funding for 3 instagram boosts totaling \$250.04. We chose to utilize instagram's suggested audience as our intention was to reach both riders/participants from out of town as well as spectators of all ages who may be geographically nearby. The audience is chosen based on interest, browsing behavior and basic demographics. Reports Attached.

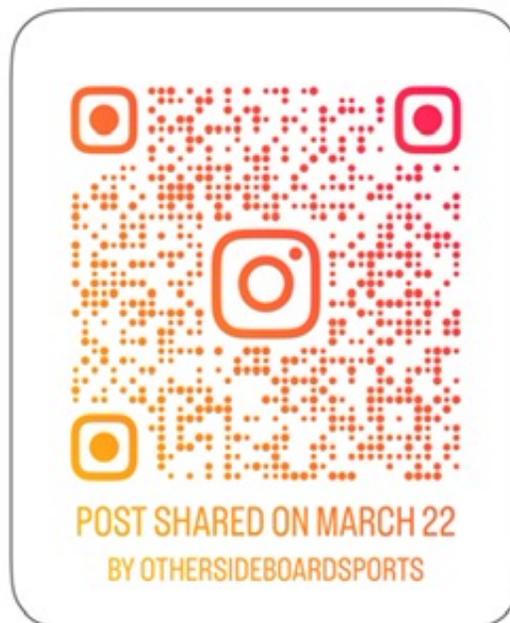
Continued on next page....

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

Feedback from this event has been tremendously positive both from within the wind sports industry as well as the local community. Our room block at Sunset Inn was 100% filled. Our hosting venue has said, "It was really a Fantastic Event. Very impressive. I met tons of really nice people just out to have fun. I'm a huge supporter of trying to continue this event. Revenues from the beach bar was very strong. Significantly more than expected. Friday night registration at the SandBar was awesome. Friday nights are very strong at SandBar and I wondered how our regulars would feel about the change of vibe and potential lack of seating. They loved it all. Overall it was a great event from our perspective."

Separately, we were approached by two other local property owners/event sites asking if we'd consider using their property to host this event or something similar.

Please watch our recap video here:



# Wind Games 2024

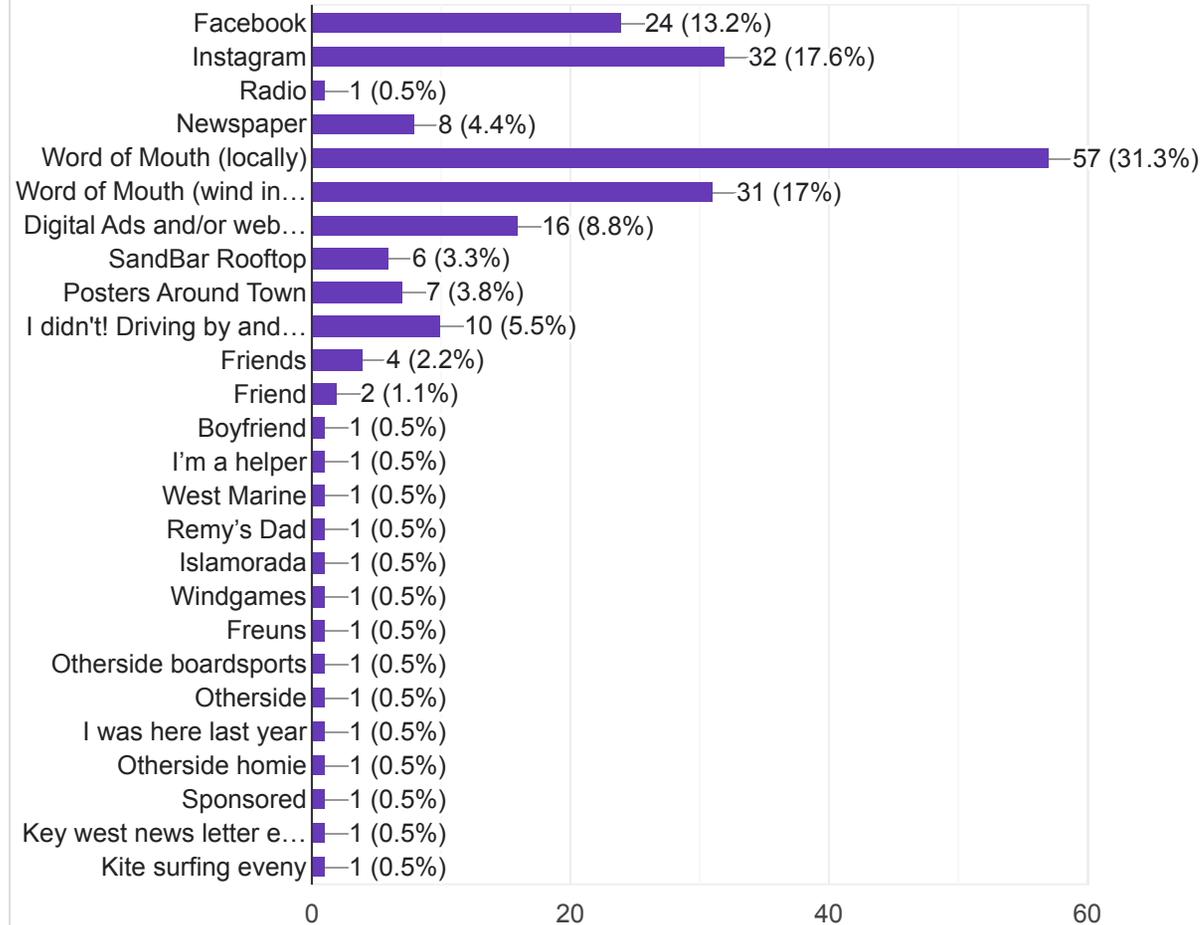
182 responses

[Publish analytics](#)

How did you hear about Wind Games? (check all that apply)

 [Copy](#)

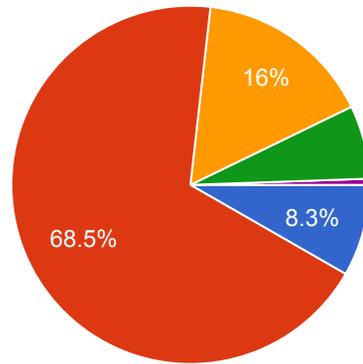
182 responses



## Are you competing in the games?

 Copy

181 responses

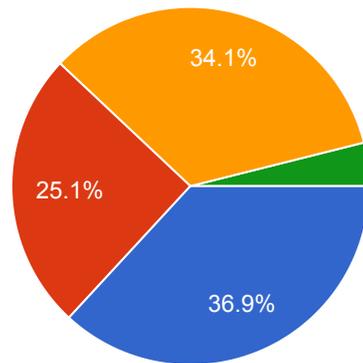


- No, I am here to help
- No, I came to watch
- Yes, 1-2 games
- Yes, 3-5 games
- What games? I like the colorful things...

## How far was your journey to this event?

 Copy

179 responses



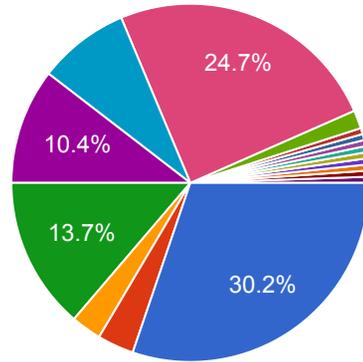
- Keys Local
- I'm Floridian
- Out of State
- Out of country



### How many nights will you stay in the Keys?

 Copy

182 responses



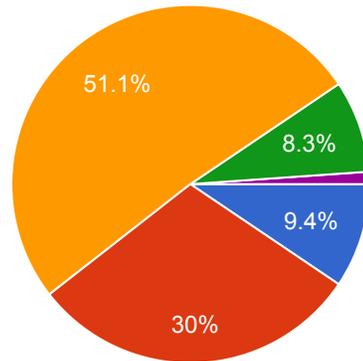
- I live here
- None, just came for the day
- 1 night
- 2 nights
- 3 nights
- 4 nights
- 5 or more nights
- 2 months

▲ 1/3 ▼

### How many people came to the event with you?

 Copy

180 responses



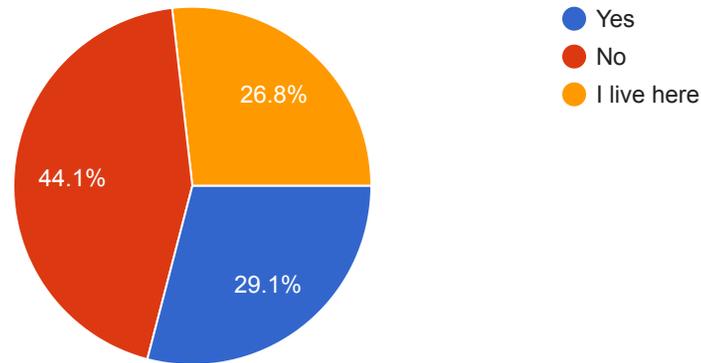
- Just me, I'm a solo rider
- +1!
- 3-5
- 5-10
- Squad goals



### Did you come to the Keys specifically for this event?

 Copy

179 responses

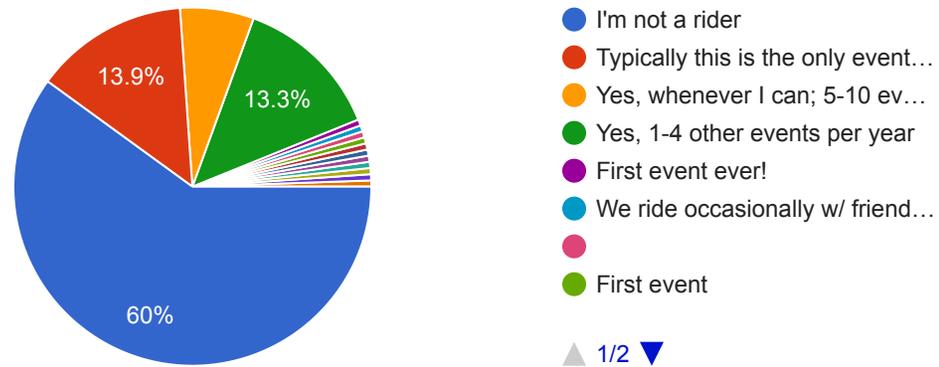


### Untitled Section

### Do you participate in other industry (Kite, Wing, Foil) events?

 Copy

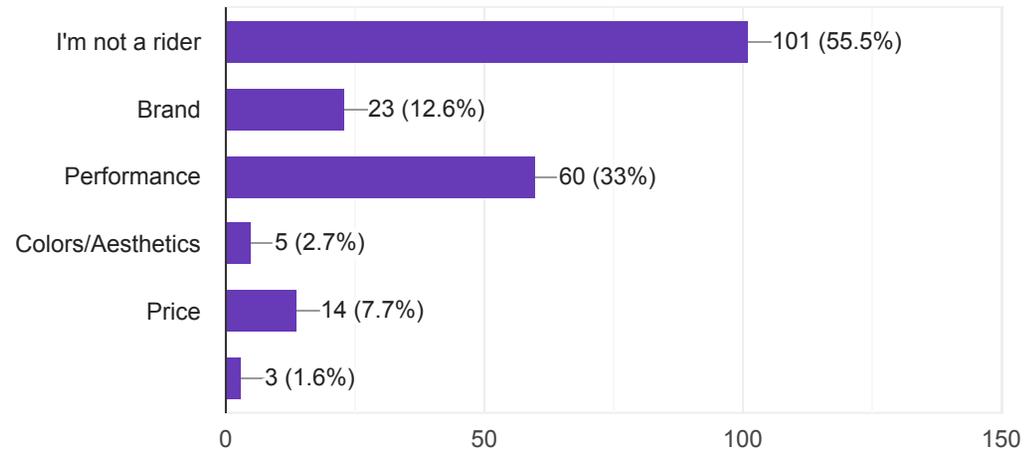
180 responses



# What is MOST important to you when purchasing wind equipment?

 Copy

182 responses



## Welcome to my Ted Talk: (leave us a note, anything you want)

57 responses

Great event!

Purse

Woot woot so excited for our first competition!! Thanks for having us!!

Awesome event!!

Amazing wvent

Thank you for that hat: )

Love the hats

Love the freestyle!

Great job!

Great event

Here to help my mom 😊😊😊😊

Can't wait for next year

Great event bring it back

This event is awesome!

Thanks for being so friendly and welcoming!

Very fun event



Fun!!!

Enjpy

How's it brah👍

Fun event to watch

This event is awesome! Well laid out and organized.

Super cool event.

Awesome event!

Got with the flow👍

Always a great time in the Keys...so lucky to be here!

So exciting!

Thanks for being here

Great vibes here at the wind games! Thanks for the great energy and smiles all around

Great event!!

I love this event! So fun! It's a great event for everyone...friends, family, dogs, riders and spectators ! Already excited for next year!

It's the best!

We love Otherside and The Sanbar! Thank you for being great hosts!

Y'all rock!

Love your products



Good questions

Year 2! Great job! So fun!

Love this event!! Keep it going

Yewwwwww thanks for the event!  
Dylan Shewfelt kite Puerto Rico

Thank you

Yall rock!

Rad event thanks!

Thanks for the hat. I'll rep you at work, REI

Love this!

We are so glad that bote products are such high quality!!!!

This wa sick!

Sick event

Hey

Yew!!

James Moran

Kiteboarding

Awesome event! From Minnesota, this is amazing!

Great event, cheers to many more!!



Hi

Good

Awesome

Hi here to watch the event.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#).

# Google Forms





### Ad Insights



The Wind Games- the kite and wing competition for all...

January 10 · Duration 0:05

|      |     |   |   |   |
|------|-----|---|---|---|
|      |     |   |   |   |
| 8482 | 123 | 2 | 4 | 2 |

### Overview ⓘ

|                   |       |
|-------------------|-------|
| Reach             | 7,167 |
| Reel interactions | 131   |
| <b>Ad goal</b>    |       |
| Website visits    | 124   |
| From latest ad    |       |

### Reach ⓘ

7,167

Accounts Center accounts reached

\$ 13.05

www.instagram.com/  
 reel/c18T  
 vOjM4mm/  
 ? igsh=MZ  
 R10DBi#N  
 WFIZA = =



# Ad Insights

Accounts Center accounts reached  
5486 from latest ad

Plays 8,482

## Reel interactions ⓘ 131

Likes 123

Shares 4

Comments 2

Saves 2

## Ad ⓘ

Ad insights only includes insights for the most recent reel ad you boosted through Instagram.

# 5,486

Accounts Center accounts reached

Impressions 7,571

Ad plays 6,690

Profile visits 51





# Ad Insights

## Ad goal

# 124

Website visits

Spend \$73.05 of \$150.00  
49% spent

Cost per website visit \$0.59

Status Completed

Ad details  
Audience Automatic  
Budget & duration \$150.00 over 30 days

## Facebook organic ⓘ

Facebook Organic insights exclude numbers that were counted when your reel was delivered as an ad.

Plays 0

Reactions 0

Boost again >

Delete ad



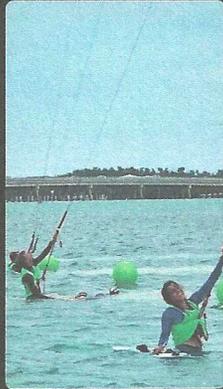


# Ad Insights

\$84.21

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.

[Learn More](#)



www.  
Instagram  
.com/reel/  
CALROWQ  
u1zR/?  
igsh=  
MZR10DBi  
NWF1ZA==

## Tom's Team Relay- My person favorite event at Wind Ga...

January 16 · Duration 0:35

- 5463 (Play icon)
- 197 (Heart icon)
- 8 (Comment icon)
- 11 (Share icon)
- 3 (Bookmark icon)

### Overview ⓘ

Reach 4,626

Reel interactions 219

**Ad goal**  
Messaging conversations started --  
From latest ad

### Reach ⓘ



# Ad Insights

## Reach ⓘ

**4,626**

Accounts Center accounts reached  
2706 from latest ad

Plays 5,463

## Reel interactions ⓘ **219**

Likes 197

Shares 11

Comments 8

Saves 3

## Ad ⓘ

Ad insights only includes insights for the most recent reel ad you boosted through Instagram.

**2,706**

Accounts Center accounts reached





# Ad Insights

|                |       |
|----------------|-------|
| Impressions    | 4,007 |
| Ad plays       | 3,072 |
| Profile visits | 43    |

## Ad goal

--

Messaging conversations started

Spend \$84.21 of \$150.00  
 57% spent

Cost per messaging conversation started --

Status Completed

Ad details

Audience Automatic

Budget & duration \$150.00 over 15 days

## Facebook organic ⓘ

Facebook Organic insights exclude numbers that were counted when your reel was delivered as an ad.

Plays 0

Reactions 0





# Ad Insights



Wind Games 2024 is right around the corner! February...

January 6 · Duration 1:30

|       |     |    |    |   |
|-------|-----|----|----|---|
|       |     |    |    |   |
| 15601 | 336 | 18 | 57 | 5 |

## Overview ⓘ

|                   |        |
|-------------------|--------|
| Reach             | 12,703 |
| Reel interactions | 416    |
| <b>Ad goal</b>    |        |
| Website visits    | 275    |
| From latest ad    |        |

## Reach ⓘ

# 12,703

Accounts Center accounts reached

\$92.78

www.  
 instagram.com  
 /reel/C1xzJ  
 4BMcFV/?  
 igsh=MzK10  
 DBiNWF1ZA  
 ==



# Ad Insights

Accounts Center accounts reached  
7660 from latest ad

Plays 15,601

## Reel interactions ⓘ 416

Likes 336

Shares 57

Comments 18

Saves 5

## Ad ⓘ

Ad insights only includes insights for the most recent reel ad you boosted through Instagram.

# 7,660

Accounts Center accounts reached

Impressions 9,975

Ad plays 9,274

Profile visits 43





# Ad Insights

## Ad goal

# 276

Website visits

Spend \$92.78 of \$150.00  
62% spent

Cost per website visit \$0.34

Status Completed

Ad details  
Audience Automatic  
Budget & duration \$150.00 over 30 days

## Facebook organic ⓘ

Facebook Organic insights exclude numbers that were counted when your reel was delivered as an ad.

Plays 0

Reactions 0

Boost again >

Delete ad



EVENT NAME: Upper Keys Rotary Gigantic Nautical Market  
 EVENT WEBSITE ADDRESS: https://rotarynauticalmarket.com/  
 DATE(S) OF EVENT: 2/24/24 -- 2/25/24

1. What was the primary purpose of your event?
- To draw out-of-county visitors to the destination and put "Heads in Beds".
  - xx 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: 15,000\_\_\_\_\_

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. 300_____                     |
| b. How many visitors to a room?   | b. <u>1</u>                     |
| c. How many nights will the visitors stay?  | c. <u>2</u>                     |
| d. Calculate: <b>Room Nights = (a/b) x c</b><br><i>Divide line a by line b. Then multiple by line c</i> |                                 |
|   | <b>*Room Nights: <u>600</u></b> |

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
- xx Survey of attendees from last event (Attach Survey Results)
- Registration from Last Event
- Social Media Analytics from Last Event
- xx Other, please specify 370 vendors: 60% out of Keys addresses: more than 1 person per

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

|  |   |
|--|---|
| xx <input checked="" type="checkbox"/> Other, please specify | 370 vendors with 60% out-of-Keys addresses... none were single person. So 300 is an estimate. They stayed 2 nights. |
|--|---|

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:

Our social media and Internet campaigns include paid ads on Facebook, Instagram, and YouTube along with paid banner ads in online newspapers and magazines. Our paid audience demographic on Meta was age-limited (above 21) and geographic: Marathon to Hollywood. We also did paid Interest demographics for specific boating ads. We joined with four social media "Influencers" who have followers numbering in the many hundreds of thousands on major media outlets. (The smallest has over 600,000 followers.) We produced ten 15 second "Reels" (or "Shorts") and five minute long videos using Facebook, Instagram, YouTube, and paid email blasts from Coastal Angler, two radio networks, and Keys Weekly. Organizations such as the Village of Islamorada produced their own promotional video using our material.

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

With 29 years of experience, our Marketing Campaign has defined goals and subgoals. Primary goals are: 1. Put faces in front of our vendors (while everyone has a good time). 2. Create a "Destination Activity" for the Upper Keys. 3. Spread a positive story about our community. Our annual marketing slogan is: "A Boat Show with a Beach". In other words, a family event.

We use every available marketing channel except banner towing airplanes. We use multiple radio stations, multiple social media and Internet outlets including Facebook, Instagram, and YouTube. We use social media influencers, extensive newspaper publications, banners on vehicles, and signs along the highway. The newspaper, magazine, and radio outlets have their own established email newsletters and Websites with loyal followers and we pay to be on those outlets too.

We focus our paid marketing with Meta, Google, and radio from Marathon to Hollywood. But the reach of the Internet is infinite and both radio and newspapers cover Key West.

We encourage you to look at our attendee survey results. We only do surveys every other year because the results are uniform over a decade. Note that we only ask for a \$5 "donation" at the gate and many people enter through the soccer fields or come by boat, so the gate receipts are far below the actual attendance. We can prove 10,000 visitors by gate receipts, but "head counters" run over 15,000. (No, we don't think it's worth chasing people across the soccer fields to ask for \$5.)

We have many video interviews with visitors, including international visitors, who claim they schedule their time in Islamorada to coincide with this show. The farthest we have on video came from Hong Kong.

The positive story we tell revolves around the success of or high school graduates who received Rotary scholarships. The funds derived from producing the Gigantic Nautical Market go to scholarships for students at Coral Shores High School. We provide support to students through their bachelor's degree or certification in a trade. Our annual "Show Guide" tells the stories of these students. We project and promote the image, which has the advantage of being true, of a strong and caring community.

The Gigantic Nautical Market is a planned destination for visitors from across the United States and for visitors from many places outside the US. We had significant success with a day trip crowd from up "Across the Blue Bridge". Please look at the survey report. It's interesting reading.

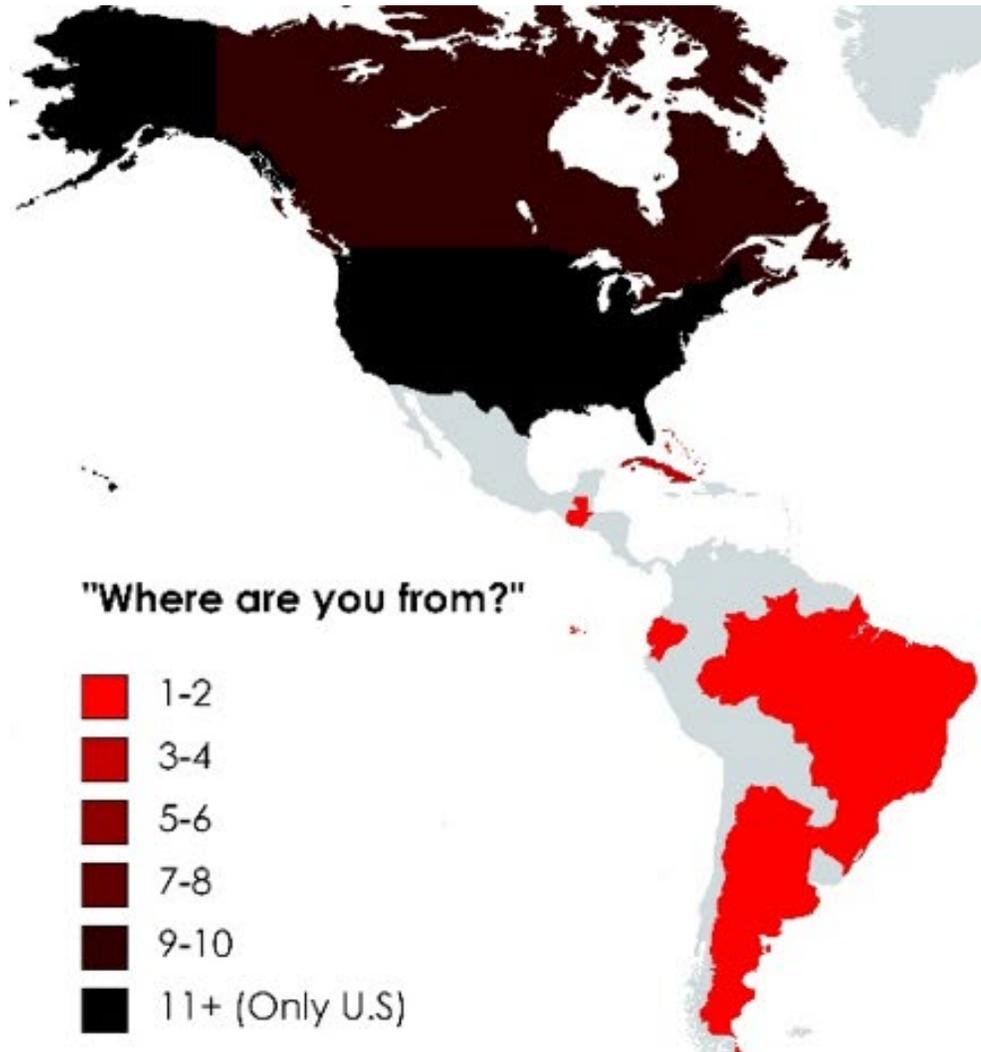
Thank you for the support of the TDC. Your funding helped us raise our marketing to a new level.

# GNM 2024 Attendee Survey

Note: we usually survey every other year.



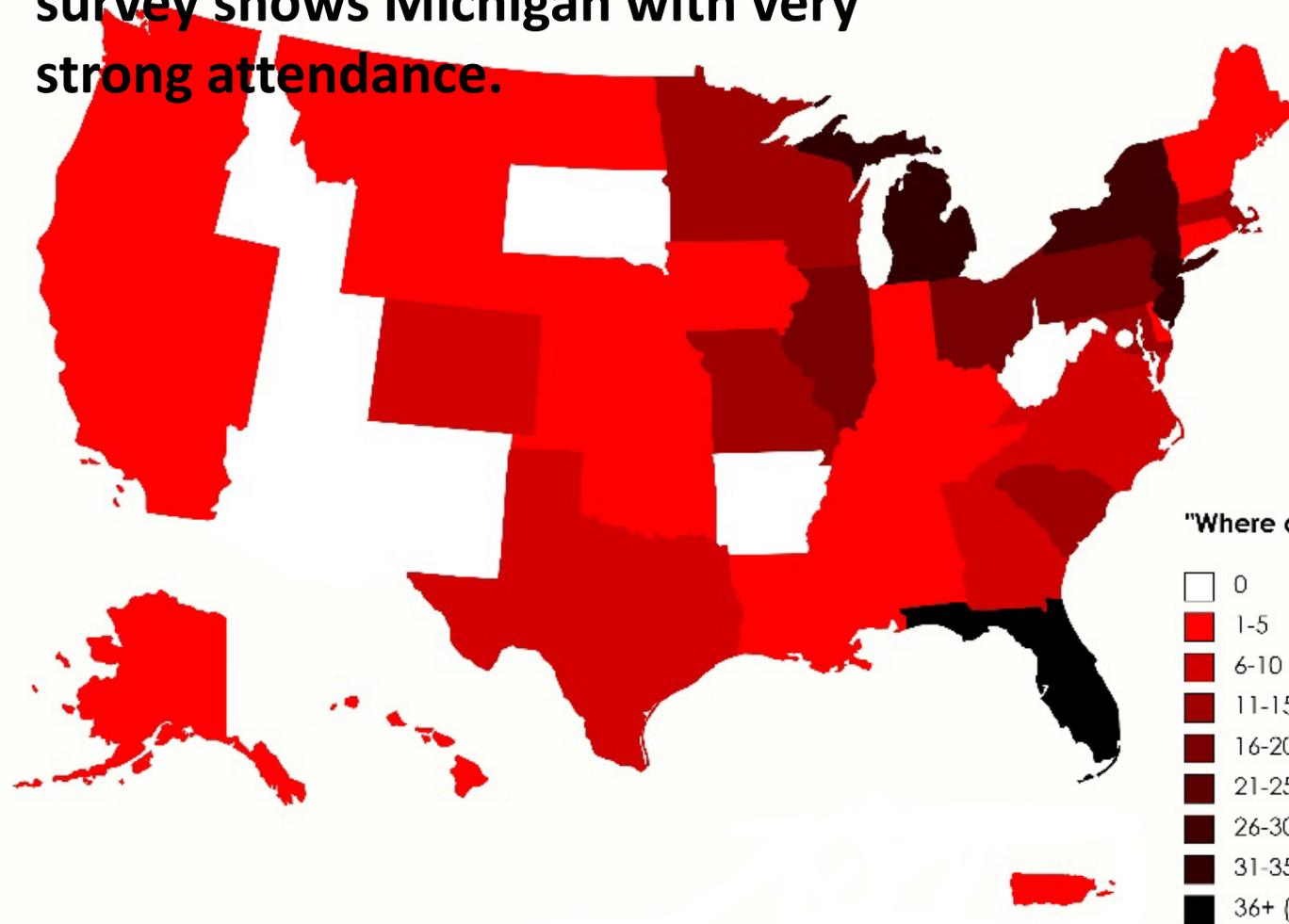
# Sample Size= 950 “Where Are You From?”



South Korea  
Nigeria, Bulgaria,  
Chile, Russia  
Ireland, Australia  
Cuba, Brazil  
UK, Mexico  
New Zealand

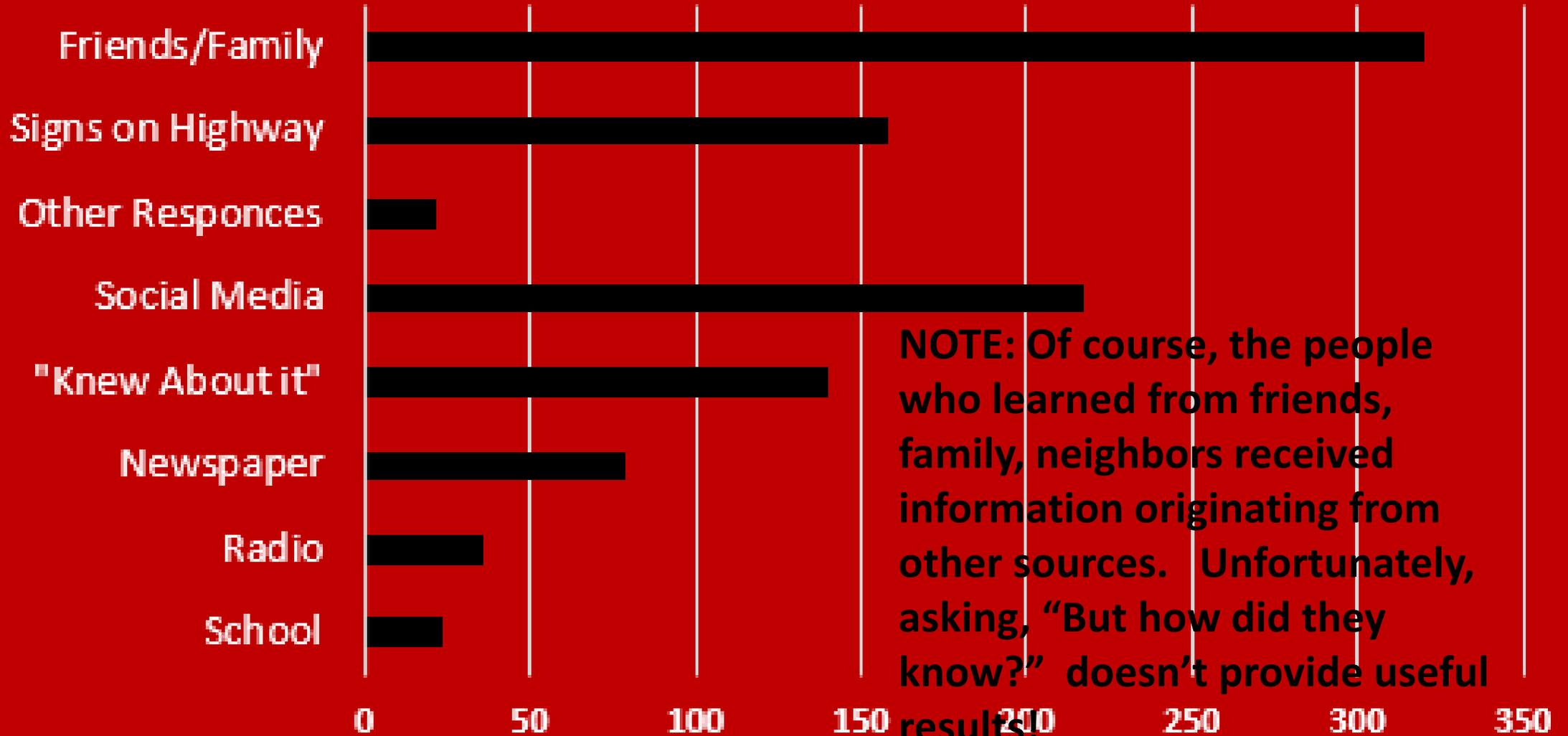
**NOTE: We pull strongly from our “Day Tripper” area to the north. Our survey shows Michigan with very strong attendance.**

# “Where Are You From?”



|                          |             |
|--------------------------|-------------|
| <b>UPPER KEYS</b>        | <b>28%</b>  |
| <b>MIAMI / DADE</b>      | <b>26%</b>  |
| <b>MIDDLE/LOWER KEYS</b> | <b>6%</b>   |
| <b>UPPER FL</b>          | <b>5%</b>   |
| <b>MICHIGAN</b>          | <b>5%</b>   |
| <b>NEW JERSEY</b>        | <b>3.5%</b> |
| <b>PENNSYLVANIA</b>      | <b>2.4%</b> |
| <b>MINNESOTA</b>         | <b>2.1%</b> |
| <b>NEW YORK STATE</b>    | <b>2%</b>   |
| <b>TEXAS</b>             | <b>1.6%</b> |
| <b>ILLINOIS</b>          | <b>1.8%</b> |
| <b>VIRGINIA</b>          | <b>1.3%</b> |

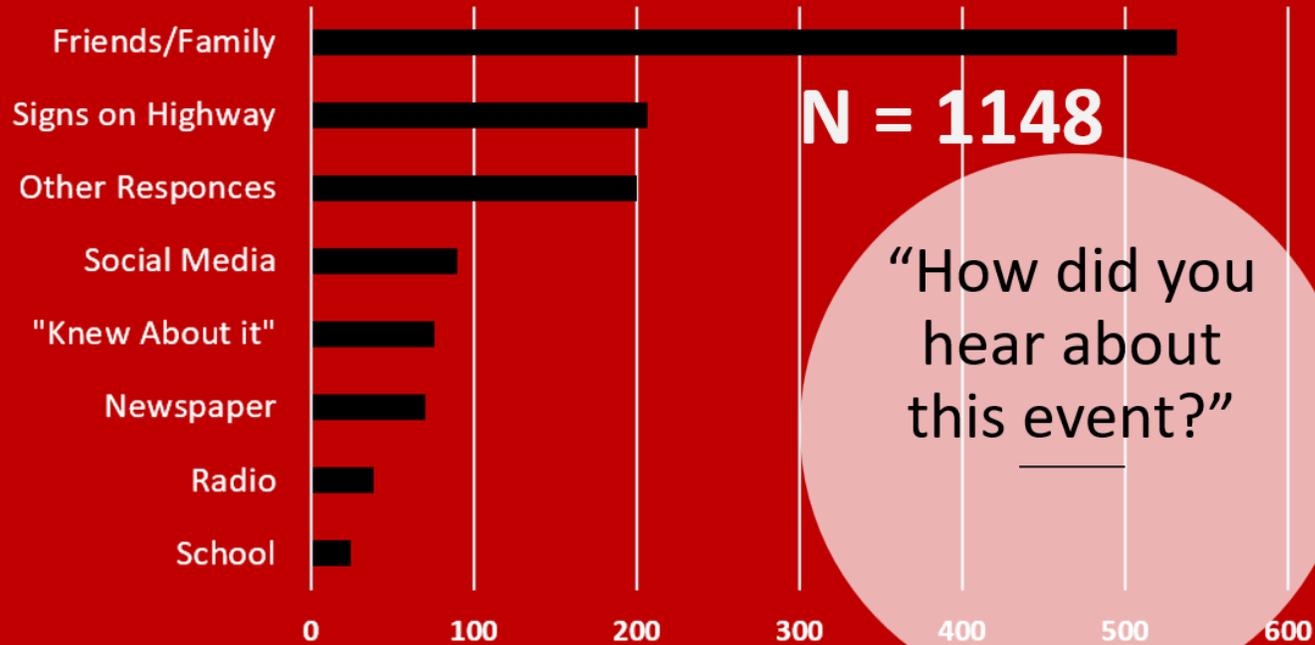
# "How did you hear about this Event?"



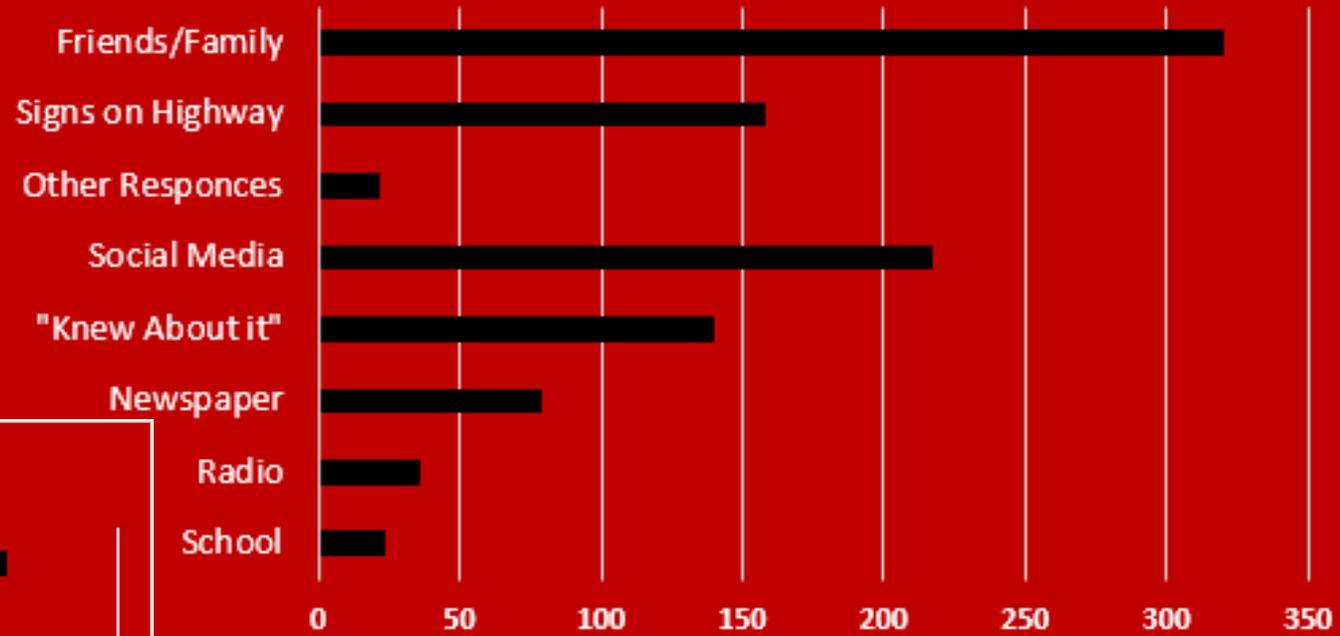
# 2024

# 2022

### "How did you hear about the Flea Market?"



### "How did you hear about this Event?"



# SOCIAL MEDIA INFLUENCERS



## Life By The Bow

@LifeByTheBow · 199K subscribers · 163 videos

Hey guys and welcome to Life By the Bow! If you're

[lifebythebow.com](http://lifebythebow.com) and 1 more link



ajcoastal

Following ▾

431 posts

240K followers

Jules 🌞

@ajcoastal

Florida Beach Girl 🌸🐠🌊

[linktr.ee/AJCoastal](http://linktr.ee/AJCoastal)



ajcoastal

Jules 🌞

Messages

62 Following 677.5K Followers 35.8M Likes

Beach Gal 🌸🌸🌞

AJCoastalContact@gmail.com

[linktr.ee/Ajcoastal](http://linktr.ee/Ajcoastal)

## Accounts



blacktip ✓

Blacktip · 3.8M Followers

I love to go fishing and being o



hannah.leigh

Hannah

Follow

240 Following 2.3M Followers 92.2M Likes

# Videos or "Shorts" promoted on Facebook, Instagram and YouTube



GNM 2024 OVER PIRATE



GNM REEL 1



GNM REEL 2



GNM REEL 3



GNM REEL 4



GNM REEL 5



GNM REEL 6



GNM REEL 7



GNM REEL 8



GNM REEL 9



GNM REEL 10



Pirate with my vid

These signs were placed on dozens of vehicles driving around South Florida for two months.

**KEYS DECK & DOCK SUPPLY'S**

# GIGANTIC

**NAUTICAL MARKET**

**PRESENTED BY THE POOL SPA BILLIARD STORE**

 **FEBRUARY 24 & 25** **16 FOOD TRUCKS!**  
**FOUNDERS PARK • ISLAMORADA** **A BEACH!**  
**ROTARYNAUTICALMARKET.COM** *The Florida Keys & Key West*  
come as you are™

**EDGE LINE**

**Note: This radio spot played on multiple stations from Key West to Miami.  
Multiple plays in prime time every day for a week.**

**UPPER KEYS ROTARY GIGANTIC NAUTICAL MARKET**  
**60 SECONDS**

PIRATE PETE: WELL AHOY, ME HEARTIES! PIRATE PETE, HERE...

POLLY: \*SQUAWK\* AND POLLY, TOO!

PIRATE PETE: ...INVITIN' YE TO THE UPPER KEYS ROTARY / KEYS DECK & DOCK SUPPLY'S GIGANTIC NAUTICAL MARKET, PRESENTED BY THE POOL SPA BILLIARD STORE, SATURDAY AND SUNDAY FEBRUARY 24TH AND 25TH AT FOUNDERS PARK, MILE MARKER 87 BAYSIDE IN ISLAMORADA. 'TIS THE BOAT SHOW WITH A BEACH!

POLLY: \*SQUAWK\* BOAT SHOW WITH A BEACH!

PETE: YOU'LL FIND A TREASURE TROVE OF NAUTICAL ITEMS WITH OVER 300 VENDORS! NEW AND USED BOATS, FISHING AND DIVE GEAR, CLOTHING, MARINE EQUIPMENT AND PRODUCTS, AND DOCKING EQUIPMENT! PLUS, NAUTICAL ARTS AND CRAFTS, ANTIQUES, AND SO MUCH MORE! AND SHIVER ME TIMBERS, THERE BE FOOD TRUCKS ALL AROUND THE PARK! 16 OF 'EM, WITH DELICACIES FOR EVERY PALATE!

POLLY: \*SQUAWK\* EVERY PALATE! EVERY PALATE!

PETE: BE YOU AN AVID BOATER, OUTDOOR ENTHUSIAST, OR JUST LOOKIN' FOR A GREAT DAY OUT WITH THE FAMILY, THIS IS THE EVENT YE BEEN WAITIN' FER! SET A COURSE FOR THE UPPER KEYS ROTARY / KEYS DECK & DOCK SUPPLY'S GIGANTIC NAUTICAL MARKET, PRESENTED BY THE POOL SPA BILLIARD STORE, SATURDAY AND SUNDAY FEBRUARY 24TH AND 25TH AT FOUNDERS PARK, MILE MARKER 87 BAYSIDE IN ISLAMORADA. THE BOAT SHOW WITH A BEACH!

POLLY: \*SQUAWK\* FOR MORE INFORMATION, VISIT [ROTARYNAUTICALMARKET.COM](http://ROTARYNAUTICALMARKET.COM)!

PETE: BROUGHT TO YOU BY THE MONROE COUNTY TOURIST DEVELOPMENT COUNCIL.



This full page ad ran in multiple issues of Keys Weekly newspaper throughout

the Keys **KEYS DECK & DOCK SUPPLY'S**

# GIGANTIC

# Nautical Market

Presented by **The Pool Spa Billiard Store**



*"The Boat Show With A Beach!"*



The Pool Spa Billiard Store

Purchase 50/50 Raffle Tickets!



**SAT 8 AM - 5 PM | SUN 9 AM - 3 PM**

**FEBRUARY 24TH & 25TH | FOUNDERS PARK | ISLAMORADA**



FIRST STATE BANK • TRICIA & JEFF HYNES • CUSTOM ELECTRICAL • BRIAN'S LANDSCAPING • ASAP MARINE CONSTRUCTION  
FIRST HORIZON BANK • HOUSTON INSURANCE AGENCY • NATURE CRAFT JEWELRY & TEES BY BO



**DONATION: \$5 Contribution to the Scholarship Fund • ALL PROCEEDS BENEFIT AREA YOUTH  
FREE SHUTTLE BOTH DAYS DURING SHOW HOURS FROM CORAL SHORES HIGH SCHOOL, MM 90**