

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, MAY 21, 2024 2:00 p.m.
CHEECA LODGE & SPA, ISLAMORADA**

*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. April 9, 2024 Regular Meeting Minutes
2. March 26, 2024 TDC Meeting Minutes - FYI

E. Budget:

1. FY 2024 Budget
2. Four Penny Revenue Report
3. Consideration and Action re: FY 2025 Budget

F. District IV Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI
2. Consideration and Action re: FY 2025 Media Plan

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: April 30, 2024 TDC Meeting
3. Consideration and Action re: Florida Keys Lionfish Derby – Event Schedule and Date Change
4. Review of Recent Events Funded by DAC
5. Voting Conflict of Interest

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 April 9, 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, Ms. Margie Smith (arrived at 2:01), Mr. Rob Stober (arrived at 2:01) and Mr. Michael Walsh (arrived at 2:01)

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

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

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

- D.1. March 12, 2024 Regular Meeting Minutes
- D.2. January 30, 2024 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. Update re: March 26, 2024 TDC Meeting
- L.3. Consideration and Action re: Amendment to Agreement with Islamorada Chamber for Visitor Information Services

Mr. Kinney seconded. Motion passed unanimously.

Consideration and Action re: District Webcams: Ms. Elaine Cooke presented an overview of the District’s two DAC funded webcams including analytics for the webcams.

The Committee discussed possible locations for additional webcams including Alligator Lighthouse, Papa Joe’s, and locations with water and nature views.

Ms. Gillis moved approval to continue the two current DAC funding webcams in an amount not to exceed \$20,799.96 and to add up to two additional DAC funded webcams in an amount not to exceed \$12,000/year, Mr. Walsh seconded. Motion passed unanimously.

Ms. Cooke, with the input provided at today's meeting, will research options for the two additional webcams and bring back recommendations at the next meeting for approval.

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

Wind Games: The Otherside Boardsports, LLC was allocated \$20,000 for Wind Games in February 2024. Mr. Mike Walsh provided a review of the event. A written report was provided in the meeting packet.

Upper Keys Rotary Gigantic Nautical Market: Upper Keys Rotary Foundation, Inc. was allocated \$20,000 for Upper Keys Rotary Gigantic Nautical Market in February 2024. Mr. Frank Derfler was in attendance and provided a review of the event. A written report was provided in the meeting packet.

General Discussion: Ms. Pacini reminded the Committee that the next three meetings will be held in person.

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

Monroe County Tourist Development Council Meeting

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

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

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

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

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

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

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

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

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

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

Mr. Fernandez moved approval of the following bulk items:

F. **Administrative**

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

G. **Budget**

- 1.** Four Penny Revenue Report

H. **Advertising**

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

I. **Film Commission**

- 1.** Status Report

J. **Public Relations**

1. Status Report

K. **Sales and Marketing**

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

L. **Research**

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

M. **Website**

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

N. **TDC Related Items**

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

O. **District Advisory Committee Items**

1. **District I**

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

2. **District II**

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

3. **District III**

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

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

4. **District IV**

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

5. **District V**

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

P. **Cultural Umbrella**

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

Q. **Fishing Advisory Committee**

- 1. Minutes of Fishing Advisory Committee Meeting – FYI

R. **Dive Umbrella**

- 1. Minutes of Dive Umbrella Meeting – FYI

Mr. Root seconded. Motion passed unanimously.

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

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

Mayor Raschein arrived at 10:33 a.m.

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

Visit Florida Keys Meeting

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

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

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

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

Mr. Fernandez seconded. Motion passed unanimously.

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

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

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

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

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

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

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

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

Ms. Stanelly 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 Tippett

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

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

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

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

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

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

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

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

A roll call vote was taken with the following results:

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

motion passed.

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

Ms. Irwin passed the gavel to Mr. Fernandez

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

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

Motion passed.

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

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

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

Motion passed.

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

Mr. Fernandez returned the gavel to Ms. Irwin

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

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

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

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

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

WHO MUST FILE FORM 8B

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

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

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

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

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

* * * * *

ELECTED OFFICERS:

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

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

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

* * * * *

APPOINTED OFFICERS:

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

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

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

APPOINTED OFFICERS (continued)

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

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

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

DISCLOSURE OF LOCAL OFFICER'S INTEREST

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

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

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

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

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

3/26/2024
Date Filed


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.

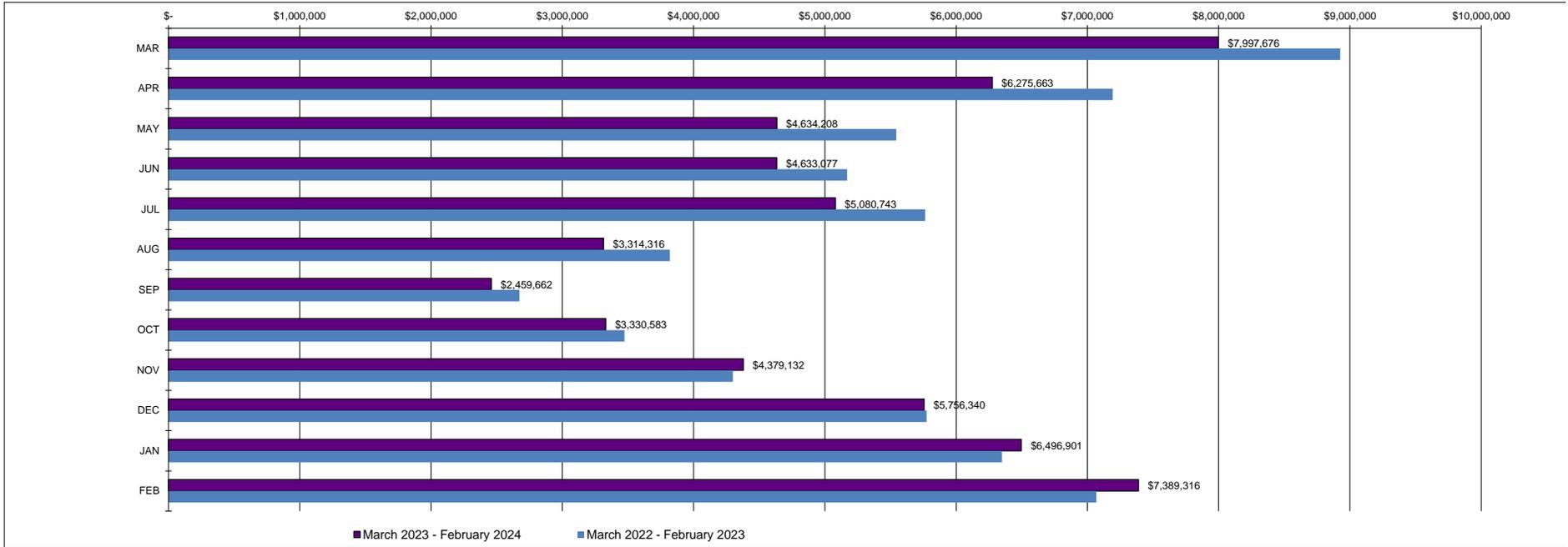
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2024
 April 26, 2024

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	(458)	5,542	
SC_00036	ADMINISTRATION SERVICES	70003	130,000	(46,125)	83,875	
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	(792,584)	(775)	(115,783)
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	(1,079,497)	(147,844)	5,763,478
GENERIC TWO PENNY						
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
DISTRICT I	56.64%	55.87%	55.87%	54.12%	59.02%	54.09%	48.31%	46.46%	47.74%	46.54%	50.31%
DISTRICT II	5.91%	6.03%	5.46%	6.58%	6.16%	6.34%	7.40%	8.24%	7.97%	8.12%	8.66%
DISTRICT III	14.34%	14.99%	15.81%	15.59%	13.00%	15.88%	18.17%	18.36%	18.05%	18.50%	16.66%
DISTRICT IV	11.03%	10.71%	10.60%	10.48%	7.38%	9.80%	11.04%	11.27%	10.68%	11.21%	9.15%
DISTRICT V	12.09%	12.40%	12.26%	13.24%	14.46%	13.89%	15.08%	15.67%	15.56%	15.62%	15.22%
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.

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2024
 04/12/2024

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

												FY 2024 VS FY 2023		DISTRICT I
DISTRICT I	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,364,034.19	\$ 1,424,750.16	\$ 1,084,205.41	\$ 2,060,616.25	\$ 1,825,021.09	\$ 1,823,321.40	\$ (1,699.69)	-0.1%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,674,064.31	\$ 1,655,860.89	\$ 1,193,432.99	\$ 2,512,232.36	\$ 2,229,625.59	\$ 2,338,420.77	\$ 108,795.18	4.7%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,853,527.02	\$ 1,635,800.98	\$ 2,015,970.59	\$ 2,050,493.26	\$ 1,809,575.59	\$ 3,201,559.53	\$ 2,774,519.35	\$ 2,806,976.91	\$ 32,457.56	1.2%	DECEMBER	
JANUARY	\$ 1,935,016.81	\$ 2,010,243.59	\$ 2,030,585.36	\$ 1,822,735.79	\$ 2,210,961.82	\$ 2,375,637.81	\$ 1,850,876.87	\$ 3,363,875.48	\$ 3,103,222.73	\$ 3,241,937.61	\$ 138,714.88	4.3%	JANUARY	
FEBRUARY	\$ 2,133,283.81	\$ 2,289,575.40	\$ 2,207,505.55	\$ 2,187,393.49	\$ 2,439,351.52	\$ 2,724,208.81	\$ 2,414,156.84	\$ 3,720,975.71	\$ 3,348,524.19	\$ 3,550,260.51	\$ 201,736.32	5.7%	FEBRUARY	
MARCH	\$ 2,355,616.65	\$ 2,569,415.10	\$ 2,456,267.49	\$ 2,448,007.99	\$ 2,783,503.85	\$ 1,594,212.42	\$ 3,227,981.09	\$ 4,162,258.72	\$ 3,628,479.40			0.0%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,742.12	\$ 2,150,505.70	\$ 49,253.68	\$ 2,971,170.00	\$ 3,368,508.14	\$ 2,902,934.83			0.0%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,980.29	\$ 1,777,033.97	\$ 39,110.99	\$ 2,874,624.32	\$ 2,746,442.50	\$ 2,209,053.93			0.0%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,642.28	\$ 1,531,254.52	\$ 905,221.49	\$ 2,562,695.08	\$ 2,224,897.71	\$ 1,890,690.84			0.0%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,579,024.35	\$ 1,660,665.94	\$ 1,054,068.76	\$ 2,811,452.93	\$ 2,465,046.29	\$ 2,043,870.80			0.0%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,306,828.59	\$ 1,221,506.63	\$ 802,853.99	\$ 1,914,257.90	\$ 1,751,145.00	\$ 1,435,739.18			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 895,801.24	\$ 779,150.79	\$ 855,725.10	\$ 1,582,417.69	\$ 1,295,713.07	\$ 1,167,576.40			0.0%	SEPTEMBER	
TOTAL	\$ 19,174,705.87	\$ 20,509,958.27	\$ 19,900,374.16	\$ 19,260,886.76	\$ 21,608,003.83	\$ 15,531,397.36	\$ 26,296,846.71	\$ 32,873,270.76	\$ 28,559,258.33	\$ 13,760,917.20	\$ 480,004.25	3.6%		
% INC/DEC PREVIO	10.4%	7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.7%	25.0%	-13.1%					

												FY 2024 VS FY 2023		DISTRICT II
DISTRICT II	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 103,796.34	\$ 84,034.61	\$ 127,946.10	\$ 135,758.89	\$ 200,653.21	\$ 307,547.78	\$ 237,954.09	\$ 252,729.04	\$ 14,774.95	5.8%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,644.36	\$ 117,078.46	\$ 114,059.49	\$ 164,928.20	\$ 166,558.09	\$ 225,908.38	\$ 403,166.40	\$ 348,805.85	\$ 370,145.58	\$ 21,339.73	5.8%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,697.15	\$ 182,056.07	\$ 173,013.31	\$ 235,035.09	\$ 250,410.94	\$ 355,959.31	\$ 518,605.52	\$ 487,420.91	\$ 497,291.33	\$ 9,870.42	2.0%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,892.56	\$ 258,515.27	\$ 194,811.57	\$ 290,088.18	\$ 321,112.04	\$ 398,291.96	\$ 621,830.48	\$ 594,901.24	\$ 616,284.20	\$ 21,382.96	3.5%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,976.75	\$ 285,885.39	\$ 223,504.83	\$ 279,536.61	\$ 331,312.51	\$ 436,187.29	\$ 625,354.33	\$ 567,805.25	\$ 631,845.45	\$ 64,040.20	10.1%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 275,720.75	\$ 328,705.63	\$ 265,635.47	\$ 340,786.51	\$ 262,985.73	\$ 555,905.77	\$ 690,582.92	\$ 623,189.28			0.0%	MARCH	
APRIL	\$ 180,265.69	\$ 172,288.01	\$ 241,056.23	\$ 179,747.97	\$ 230,469.91	\$ 35,076.34	\$ 503,204.47	\$ 518,331.74	\$ 473,820.40			0.0%	APRIL	
MAY	\$ 150,539.07	\$ 138,942.58	\$ 218,061.79	\$ 155,681.99	\$ 190,065.63	\$ 28,597.37	\$ 473,454.08	\$ 433,634.82	\$ 389,527.53			0.0%	MAY	
JUNE	\$ 156,044.62	\$ 146,293.97	\$ 200,273.42	\$ 159,185.03	\$ 186,844.86	\$ 214,025.26	\$ 471,523.98	\$ 416,142.44	\$ 383,650.12			0.0%	JUNE	
JULY	\$ 185,300.25	\$ 175,736.00	\$ 258,264.76	\$ 197,372.86	\$ 223,816.43	\$ 241,816.57	\$ 459,063.02	\$ 437,758.17	\$ 412,530.32			0.0%	JULY	
AUGUST	\$ 151,199.62	\$ 127,980.32	\$ 182,352.84	\$ 154,768.75	\$ 169,474.52	\$ 211,415.17	\$ 316,975.98	\$ 302,866.50	\$ 274,200.49			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 91,389.90	\$ 42,991.21	\$ 107,389.60	\$ 92,329.85	\$ 181,168.73	\$ 264,916.83	\$ 211,225.14	\$ 189,553.13			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 2,004,925.89	\$ 2,419,037.41	\$ 2,009,205.48	\$ 2,531,321.89	\$ 2,380,237.64	\$ 4,662,044.28	\$ 5,487,046.24	\$ 4,983,358.61	\$ 2,368,295.60	\$ 131,408.26	5.9%		
% INC/DEC PREVIO	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 February 29, 2024
 04/12/2024

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT III											FY 2024 VS FY 2023		DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,733.47	\$ 356,078.84	\$ 540,200.64	\$ 492,682.64	\$ 437,745.24	\$ (54,937.40)	-12.6%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,194.06	\$ 401,207.51	\$ 416,370.49	\$ 703,589.73	\$ 649,592.79	\$ 646,551.56	\$ (3,041.23)	-0.5%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,259.98	\$ 644,822.25	\$ 735,702.27	\$ 1,097,404.98	\$ 1,031,701.97	\$ 1,059,230.94	\$ 27,528.97	2.6%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 573,178.65	\$ 677,390.02	\$ 784,286.20	\$ 1,236,923.38	\$ 1,078,603.31	\$ 1,104,888.45	\$ 26,285.14	2.4%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,587.84	\$ 863,911.04	\$ 933,062.57	\$ 1,311,187.73	\$ 1,261,962.63	\$ 1,307,713.71	\$ 45,751.08	3.5%	FEBRUARY
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 879,468.17	\$ 582,866.26	\$ 1,369,124.97	\$ 1,648,196.15	\$ 1,545,246.22			0.0%	MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,587.95	\$ 26,801.41	\$ 1,119,596.29	\$ 1,372,645.35	\$ 1,196,398.41			0.0%	APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,817.91	\$ 30,122.52	\$ 1,003,364.08	\$ 918,385.84	\$ 761,797.65			0.0%	MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,771.53	\$ 596,181.12	\$ 1,136,716.67	\$ 1,121,666.19	\$ 1,028,579.40			0.0%	JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,788.00	\$ 768,799.79	\$ 1,306,176.90	\$ 1,316,471.18	\$ 1,219,595.32			0.0%	JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,992.36	\$ 617,080.13	\$ 773,763.54	\$ 756,669.03	\$ 700,820.97			0.0%	AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 122,101.24	\$ 213,290.81	\$ 189,918.78	\$ 361,356.78	\$ 458,032.39	\$ 407,627.29	\$ 384,874.33			0.0%	SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,735.47	\$ 6,345,178.63	\$ 5,841,272.30	\$ 10,392,275.21	\$ 12,430,967.49	\$ 11,351,855.64	\$ 4,556,129.90	\$ 41,586.56	0.9%	
% INC/DEC PREVIO	17.0%	12.8%	-1.3%	-26.1%	49.8%	-7.9%	63.8%	19.6%	-8.7%				

DISTRICT IV											FY 2024 VS FY 2023		DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 189,586.23	\$ 203,708.76	\$ 187,483.79	\$ 48,468.25	\$ 177,267.30	\$ 199,023.24	\$ 264,309.62	\$ 412,139.82	\$ 380,153.90	\$ 317,842.25	\$ (62,311.65)	-19.6%	OCTOBER
NOVEMBER	\$ 215,503.59	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,153.89	\$ 487,625.34	\$ 442,342.66	\$ 383,630.26	\$ (58,712.40)	-15.3%	NOVEMBER
DECEMBER	\$ 306,994.40	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 681,291.02	\$ 620,432.60	\$ 532,468.66	\$ (87,963.94)	-16.5%	DECEMBER
JANUARY	\$ 326,738.22	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 679,985.42	\$ 659,161.75	\$ 555,639.68	\$ (103,522.07)	-18.6%	JANUARY
FEBRUARY	\$ 385,093.39	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 810,730.20	\$ 798,711.02	\$ 714,211.07	\$ (84,499.95)	-11.8%	FEBRUARY
MARCH	\$ 491,711.58	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 957,842.31	\$ 905,256.17			0.0%	MARCH
APRIL	\$ 365,609.48	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 798,560.29	\$ 725,918.29			0.0%	APRIL
MAY	\$ 307,789.03	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,208.71	\$ 637,739.25	\$ 586,535.97	\$ 539,953.27			0.0%	MAY
JUNE	\$ 297,304.17	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 408,994.83	\$ 682,196.30	\$ 584,958.94	\$ 552,414.05			0.0%	JUNE
JULY	\$ 335,251.35	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,343.17	\$ 713,043.52	\$ 635,820.01	\$ 594,646.56			0.0%	JULY
AUGUST	\$ 266,991.96	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 327,886.41	\$ 455,425.80	\$ 439,273.94	\$ 386,092.69			0.0%	AUGUST
SEPTEMBER	\$ 185,892.51	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,855.55	\$ 352,180.03	\$ 280,778.69	\$ 275,843.65			0.0%	SEPTEMBER
TOTAL	\$ 3,674,465.91	\$ 3,891,230.82	\$ 3,851,995.96	\$ 2,407,467.81	\$ 3,914,763.09	\$ 3,549,423.32	\$ 6,380,946.18	\$ 7,355,541.95	\$ 6,880,926.61	\$ 2,503,791.92	\$ (397,010.01)	-13.7%	
% INC/DEC PREVIO	8.7%	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.3%	-6.5%				

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2024
 04/12/2024

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT V

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,942.55	\$ 220,948.31	\$ 239,400.86	\$ 220,916.75	\$ 240,047.97	\$ 279,268.35	\$ 374,579.58	\$ 585,765.00	\$ 538,266.14	\$ 498,944.97	\$ (39,321.17)	-7.9%	OCTOBER
NOVEMBER	\$ 255,439.24	\$ 285,020.89	\$ 316,577.07	\$ 280,784.16	\$ 327,219.33	\$ 396,587.21	\$ 388,937.00	\$ 694,269.89	\$ 629,807.29	\$ 640,383.70	\$ 10,576.41	1.7%	NOVEMBER
DECEMBER	\$ 375,645.98	\$ 400,154.58	\$ 433,572.13	\$ 398,985.25	\$ 475,711.60	\$ 579,320.29	\$ 615,757.76	\$ 1,037,868.82	\$ 861,355.70	\$ 860,372.59	\$ (983.11)	-0.1%	DECEMBER
JANUARY	\$ 428,051.96	\$ 438,677.45	\$ 455,101.54	\$ 442,511.72	\$ 518,511.82	\$ 621,581.56	\$ 620,016.44	\$ 963,792.54	\$ 913,155.49	\$ 978,151.50	\$ 64,996.01	6.6%	JANUARY
FEBRUARY	\$ 492,443.37	\$ 512,999.35	\$ 534,081.27	\$ 515,090.06	\$ 625,384.28	\$ 765,828.01	\$ 831,248.32	\$ 1,195,612.30	\$ 1,090,654.81	\$ 1,185,285.04	\$ 94,630.23	8.0%	FEBRUARY
MARCH	\$ 620,400.43	\$ 669,846.81	\$ 715,717.62	\$ 709,533.31	\$ 890,067.11	\$ 523,456.91	\$ 1,202,261.81	\$ 1,467,577.81	\$ 1,295,505.41			0.0%	MARCH
APRIL	\$ 415,348.46	\$ 402,850.64	\$ 529,746.40	\$ 446,678.47	\$ 603,105.20	\$ 25,976.61	\$ 989,499.85	\$ 1,134,326.67	\$ 976,590.96			0.0%	APRIL
MAY	\$ 304,895.49	\$ 340,158.91	\$ 381,782.24	\$ 340,246.06	\$ 422,821.05	\$ 19,954.56	\$ 873,896.74	\$ 859,075.71	\$ 733,875.38			0.0%	MAY
JUNE	\$ 329,332.15	\$ 337,841.97	\$ 384,910.57	\$ 393,741.95	\$ 477,672.68	\$ 383,405.77	\$ 936,610.58	\$ 822,153.59	\$ 777,742.09			0.0%	JUNE
JULY	\$ 371,186.88	\$ 399,124.44	\$ 432,084.02	\$ 434,723.85	\$ 475,252.37	\$ 510,374.13	\$ 932,690.48	\$ 909,012.32	\$ 810,099.86			0.0%	JULY
AUGUST	\$ 257,962.46	\$ 262,395.63	\$ 298,405.25	\$ 328,742.47	\$ 306,181.45	\$ 386,335.00	\$ 605,948.45	\$ 569,280.56	\$ 517,462.82			0.0%	AUGUST
SEPTEMBER	\$ 199,510.34	\$ 231,575.38	\$ 147,414.53	\$ 207,022.52	\$ 185,840.29	\$ 354,716.79	\$ 498,185.80	\$ 477,874.19	\$ 441,814.54			0.0%	SEPTEMBER
TOTAL	\$ 4,257,159.31	\$ 4,501,594.36	\$ 4,868,793.50	\$ 4,718,976.57	\$ 5,547,815.15	\$ 4,846,805.19	\$ 8,869,632.81	\$ 10,716,609.40	\$ 9,586,330.49	\$ 4,163,137.80	\$ 129,898.37	3.2%	
% INC/DEC PREVIO	14.9%	5.7%	8.2%	-3.1%	17.6%	-12.6%	59.9%	20.8%	-10.5%				

DISTRICT V

MONROE COUNTY

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,965,638.53	\$ 2,141,983.41	\$ 2,162,002.77	\$ 1,660,004.44	\$ 2,124,908.96	\$ 2,309,534.11	\$ 2,279,826.66	\$ 3,906,269.49	\$ 3,474,077.86	\$ 3,330,582.90	\$ (143,494.96)	-4.3%	OCTOBER
NOVEMBER	\$ 2,148,748.22	\$ 2,478,637.41	\$ 2,543,719.04	\$ 2,005,392.99	\$ 2,702,301.22	\$ 2,890,712.74	\$ 2,488,802.75	\$ 4,800,883.72	\$ 4,300,174.18	\$ 4,379,131.87	\$ 78,957.69	1.8%	NOVEMBER
DECEMBER	\$ 2,956,880.78	\$ 3,221,329.22	\$ 3,285,866.97	\$ 2,651,385.22	\$ 3,570,234.48	\$ 3,894,576.84	\$ 3,961,004.08	\$ 6,536,729.87	\$ 5,775,430.53	\$ 5,756,340.43	\$ (19,090.10)	-0.3%	DECEMBER
JANUARY	\$ 3,463,660.30	\$ 3,617,875.63	\$ 3,616,879.23	\$ 3,007,537.53	\$ 3,924,987.25	\$ 4,396,420.40	\$ 4,106,166.69	\$ 6,866,407.30	\$ 6,349,044.52	\$ 6,496,901.44	\$ 147,856.92	2.3%	JANUARY
FEBRUARY	\$ 3,802,363.52	\$ 4,070,265.76	\$ 4,042,764.16	\$ 3,575,523.44	\$ 4,421,416.73	\$ 5,202,403.62	\$ 5,206,034.31	\$ 7,663,860.27	\$ 7,067,657.90	\$ 7,389,315.78	\$ 321,657.88	4.4%	FEBRUARY
MARCH	\$ 4,457,322.28	\$ 4,866,704.04	\$ 4,777,298.66	\$ 4,307,027.76	\$ 5,465,922.20	\$ 3,323,590.80	\$ 7,175,447.16	\$ 8,926,457.91	\$ 7,997,676.48			0.0%	MARCH
APRIL	\$ 3,290,256.80	\$ 3,325,685.45	\$ 3,846,507.43	\$ 3,131,727.47	\$ 4,034,934.12	\$ 145,278.61	\$ 6,287,111.20	\$ 7,192,372.19	\$ 6,275,662.89			0.0%	APRIL
MAY	\$ 2,714,188.93	\$ 2,882,150.00	\$ 2,997,091.49	\$ 2,602,630.52	\$ 3,190,434.85	\$ 124,994.15	\$ 5,863,078.47	\$ 5,544,074.84	\$ 4,634,207.76			0.0%	MAY
JUNE	\$ 2,560,223.11	\$ 2,718,250.05	\$ 2,862,749.87	\$ 2,756,069.96	\$ 3,208,348.17	\$ 2,507,828.47	\$ 5,789,742.61	\$ 5,169,818.87	\$ 4,633,076.50			0.0%	JUNE
JULY	\$ 2,926,512.99	\$ 3,242,390.19	\$ 3,399,460.21	\$ 2,986,140.92	\$ 3,467,341.97	\$ 3,003,402.42	\$ 6,222,426.85	\$ 5,764,107.97	\$ 5,080,742.86			0.0%	JULY
AUGUST	\$ 2,345,769.35	\$ 2,336,817.13	\$ 2,474,083.57	\$ 2,378,391.11	\$ 2,443,270.76	\$ 2,345,570.70	\$ 4,066,371.67	\$ 3,819,235.03	\$ 3,314,316.15			0.0%	AUGUST
SEPTEMBER	\$ 1,687,692.19	\$ 1,811,272.35	\$ 763,549.39	\$ 1,570,440.73	\$ 1,392,981.88	\$ 2,004,822.95	\$ 3,155,732.74	\$ 2,673,218.38	\$ 2,459,662.05			0.0%	SEPTEMBER
TOTAL	\$ 34,319,257.00	\$ 36,713,360.64	\$ 36,771,972.79	\$ 32,632,272.09	\$ 39,947,082.59	\$ 32,149,135.81	\$ 56,601,745.19	\$ 68,863,435.84	\$ 61,361,729.68	\$ 27,352,272.42	\$ 385,887.43	1.4%	
% INC/DEC PREVIO	11.9%	7.0%	0.2%	-11.3%	22.4%	-19.5%	41.7%	21.7%	-10.9%				

MONROE COUNTY

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2024
 04/12/2024

DATE: May 10, 2024
TO: District IV Advisory Committee
FROM: Maxine Pacini, TDC Office Manager
RE: FY 2025 Budget

Below is the projected District IV budget for FY 2025.

Projected Annual Two Penny Revenue FY 2025	\$ 3,369,000
Less 5% non-collection allowance (F.S.129.01)	<u>\$ (168,450)</u>
Total FY25 District 1V Projected Bed tax revenue	\$ 3,200,550

Fund Balance Forward	
Estimated unexpended capital contracts	\$ 958,055
Unexpended capital resources	\$ 1,050
Capital Economic Disaster Fund	\$ 600,000
Promotional Resources	\$ 87,039
Affordable Housing (Previously Special Public Facilities)	\$ 4,119,377
	\$ 8,966,071

The FY 2025 budget is allocated as follows:

Administration (3%)	\$ 101,070
*Advertising Campaign Resources	\$ 1,629,248
Less VIS/Webcam	<u>\$ (198,175)</u>
Available	\$ 1,431,073
Promotional/Storm Resources	\$ 87,039
Unexpended Capital Resources FY 2024	\$ 1,050
New Capital Resources FY 25 (20%)	\$ 1,347,600
Less Village Ongoing Beach Cleaning Commitments	<u>\$ (99,000)</u>
FY 2025 Available Capital Resources	\$ 1,249,650
Economic/Natural Disaster Capital Emergency BBF	\$ 600,000
**New Event Resources FY 25	\$ 195,806
(\$73,174 from Generic/\$122,632 DAC)	
***Affordable Housing (Previously Special Public Facilities)	\$ 4,119,377

*Advertising based on 93% after Admin and Capital District Funds

**Events based on 7% after Admin and Capital District Funds

*****SB 1456 Title- Counties Designated as Areas of Critical State Concern**
Affordable Housing (Previously included in DAC budget under "Special Public Facilities Projects Category")

The bill passage allows (1) A county that has been designated as an area of critical state concern that levies a tourist development tax may use any accumulated surplus from such taxes collected through September 30, 2024, not to exceed \$35,000,000 for the purpose of providing housing that is: (a) Affordable, as defined in s. 420.0004, Florida Statutes; and (b) Available to employees of private sector tourism related businesses in the county. Any housing financed with funds from the surplus described in subsection (1) may be used only to provide housing that is affordable, as defined in s. 420.0004, Florida Statutes, for a period of no less than 99 years. This act shall take effect July 1, 2024.

E.3.

Currently the funds for this line item are held within each of the district's budgets (The current Monroe County Code only allows for this type of expenditure from the 3rd/4th pennies) and were taken from unappropriated revenue/expense variance (fund balance). It is anticipated that these amounts will be transferred to a County or Land Authority line item during FY 25.



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Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.com

F.1.

May 5, 2024

TO: District IV Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities March 23, 2024, through May 5, 2024

The following report highlights ongoing public relations activities on behalf of District IV from March 23, 2024, through May 5, 2024.

- Agency representatives attended the TDC meeting.
- Agency representatives attended the DAC IV meeting via Zoom.
- U.K. representative KBC's Sam Kirton and Rachael Mathewson represented the Florida Keys at a travel media networking event organized by media platform Roxhill, meeting with key editors and representatives of outlets including the Daily Telegraph, Conde Nast Traveller, National Geographic Traveller, Metro, Financial Times and Sunday Times.
- KBC's Rachael Mathewson represented the destination at the latest Social With Media networking event, meeting with representatives of outlets including Travel Gossip, Travel Trade Gazette, JRNY and The Independent.
- During the annual International Media Marketplace (IMM) in Berlin, German associate Claasen Communication promoted the Florida Keys & Key West at 24 one-on-one meetings with representatives of outlets including Kurier, Globetrotter Magazin, Kabel Eins, Prestige Travel and Funke Medien.
- While promoting the destination at ITB in Berlin, Claasen participated in the annual Visit USA Media Breakfast and met with representatives of outlets including Chronic Wanderlust, B&B Medien, Radio Bremen, A Nomad's Passport and Places & Pleasure. In addition, meetings were held with representatives of Tagesspiegel and Neue Westfaelische at the show booth.
- To spotlight the Keys at the annual Spartacus Traveler Awards, a major event at ITB and on the LGBTQ+ media calendar, Claasen secured the headline sponsorship for the TDC. Exposure included Keys videos and images running on-screen throughout the event, branding on all literature and a Keys introduction speech to all attendees.
- Claasen and NewmanPR assisted Christiane Neubauer, editor-in-chief of German biking magazine Radtouren and prolific freelance travel writer, before and during her

March research visit to the Keys. The agencies created an itinerary that included cycling parts of the Overseas Highway, coordinated contacts and logistical support, and provided personal help for Neubauer while she was in the Keys. Her first articles have already appeared.

- Claasen continues to develop the German Facebook page. During the reporting period, follower numbers increased from 21,778 to 22,256, aided by boosted posts — including one that was liked by more than 6,800 Facebook users, received more than 100 comments and achieved a total reach in excess of 108,000.
- KBC issued two releases during the reporting period. One focused on upcoming events in the destination and the second outlined new spring and summer developments of interest to visitors. Claasen issued one release covering opportunities for LGBTQ+ travelers. All releases were uploaded to the relevant Keys market websites and to the Visit USA Association news portals.
- For the U.K., Irish and other European markets, KBC and NewmanPR are planning media visits for Lis Bellamy, freelance travel writer for Woman and Woman's Own magazines; and for David Mitchell, editor of Sea Angler magazine. In Germany, Claasen and NewmanPR are planning a media visit for Erik Lorenz of the Weltwach podcast.
- Canadian affiliate LMA began scheduling 24 allocated meetings with journalists and content creators to take place during the 2024 Travel Media Association of Canada (TMAC) Media Marketplace. LMA continued preparations to represent the Keys at the TMAC event, to be held June 12-16 in Saint Johns, Newfoundland, marking the 30th anniversary of the association and offering a two-day split media marketplace.
- LMA continued planning a radio show remote from the Keys for The Informed Traveller with Randy Sharman. The final in a series of three, it is under consideration for June. The radio remote visits already completed were for Region 105.9 with Robert Pagetto and The Travel Radio Show Ontario with Greg Hetherington.
- LMA continued to connect with representatives of media outlets and influencers to increase their awareness of the Florida Keys and explore potential upcoming visits. They included Lisa Kadane of Vancouver Sun newspaper; Barry Choi, Things to Know T.O. reporter; Jim Byers, Canada's Travel Guy; and Jami Savage, Adventure Awaits influencer.
- During the reporting period, LMA confirmed Keys coverage with Ontario Travel Radio, Travel Industry Today and Region 105.9 Radio (social posts).
- LMA represented the Keys at the Travel Media Association of Canada event held in late April.
- LMA distributed the following media advisories and releases to targeted Canadian media: "Cultural Heritage Quest" Offers Chance to Win a Florida Keys Getaway, Scuba-Diving "Easter Bunny" Conducts Underwater Egg Hunt in Florida Keys, and "What's New in the Florida Keys & Key West" for spring 2024.
- 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. Meta (the parent company for Facebook and Instagram) has made changes to its Application Programming Interface, which affects the data available to third-party metrics platforms including the one used by NewmanPR to generate monthly social media reports. This means that the audience engagement previously reflected in the reports is no longer available on a 30-day basis, but only on a 90-day basis regardless of how the date parameters are set. Therefore, moving forward, NewmanPR is shifting to a quarterly report structure for social media metrics. The attached social report contains 30-day reporting parameters for all metrics except Facebook's audience engagement, which reflects the past 90 days. The next social media report will be provided at the end of June and will reflect data for April, May and June.

- Agency's Laura Myers finalized preparations and represented the Keys at IPW 2024, held May 3-7 in Los Angeles. As well as providing media support to the TDC sales team, she promoted the Keys during the day-long media marketplace, with 20 scheduled media appointments, more than 10 drop-by discussions, during events and during impromptu meetings at the Keys booth. Myers prepared for discussions about the Keys for IPW's media marketplace and wrote a special edition of "What's New in the Florida Keys & Key West" and "What's New in the Florida Keys & Key West for Meetings" for attending media.
- Agency's Ashley Serrate promoted the destination during Visit Florida's New York City media mission. Two unique events drew solid participation from a variety of media outlets, content creators and freelancers including representatives of Travel + Leisure, Northstar Meetings Group, Modern Luxury and others. The first event was a brunch featuring Florida themed cuisine and the second event involved an outing to a baseball game between the New York Yankees and Miami Marlins at Yankee Stadium.
- 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 continued working with TwoOceansDigital.com on graphic identification and other differentiation 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 Green Lodging identification and accommodations sections are close to completion, with the Blue Star component still underway. The goal of the ongoing project is to encourage visitors to make sustainable lodging and recreation choices.

- Agency finalized all arrangements for an Escape to the Keys social media contest to take place May 6-20 in partnership with Smarter Travel Magazine. The prize is to include airfare and ground transportation, a 2-night stay at Playa Largo Resort, a 2-night stay at Lighthouse Hotel by Key West Historic Inns, a sandbar swim with Islander Girl Tours, an experience at The Lagoon on Grassy Key, kayaking or paddleboarding with Lazy Dog Adventures and dinner for two at The Docks Stock Island. The giveaway is an element of the Escape to the Keys initiative included in the 2024 PR plan.
- Working with TwoOceansDigital.com, agency produced, distributed and posted the April regular issue of the “Keys Traveler” e-newsletter and May’s “Escape to the Keys” themed issue. The “Escape to the Keys” issue presented articles about each district’s relaxing, rejuvenating activities that visitors can experience, as well as an overview of the island chain as a place to escape from “real-world” stresses. Each regular issue generally features Keys cultural, fishing, dive and special event stories as well as a video segment, a Q&A profile of a designated “Steward of the Keys” and a “Local’s Choice” piece. “Local’s Choice” pieces introduce Keys residents who showcase aspects of the island chain’s way of life and its value, paired with suggestions for visitors on how they can experience it.
- Agency wrote and posted weekly insider columns for the “Keys Voices” online feature blog and promoted them via social media outlets. In May, all blogs are focusing on “Escape to the Keys” activities in each Keys district. Each regular 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 2024 annual issue of “What’s New in the Florida Keys & Key West” targeting the meetings and incentive markets.
- Agency wrote, distributed to media and posted on the website a release on Earth Day event highlights around the Keys.
- Agency wrote, distributed to media and posted on the website a release on I.CARE’s second annual Trash Derby, designed to draw underwater dive and land-based cleanup crews to remove debris impacting ecosystems around the Keys. When the Trash Derby took place, agency produced video, still photography and story packages and distributed them to widespread media. Two photos were moved to media points around the world via Thomson Reuters and other wire services. The video package featured underwater and on-land footage, an interview with event organizer Mike Goldberg of I.CARE, and comments from a derby participant. Overall, coverage appeared in outlets including national exposure on CBS Mornings and the quad cities in Iowa and other markets.
- Agency wrote, distributed to media and posted on the website a release on Islamorada’s Bay Jam presented by Islamorada Community Entertainment.
- Each Thursday, Andy Newman provides a live report on Keys events on U.S. 1 Radio’s Morning Magazine.

- Agency wrote and distributed to targeted media a release on the upcoming May 30th Hurricane Preparedness Workshop organized by the agency and supported by the Lodging Association.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on the Keys' value as a haven where visitors can escape everyday stress.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on backcountry kayaking.
- When the 2024 Underwater Easter Egg Hunt took place in the waters off Islamorada, led by a scuba-diving "Easter bunny," agency produced video and still photography packages on it and distributed to them to the media. One photo moved to media points around the world via Thomson Reuters, Agence France Presse, EFE and other news wire services. The broadcast package appeared on almost 500 network affiliates in major markets around the U.S., and earned some national airings including one on NBC News Now. It also achieved international coverage via Sky News in regions including the Portuguese island of Madeira. More than \$475,000 in media coverage was realized. Social media posts for the TDC's platforms were produced as well.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on activities, sites and experiences that can be part of an "Escape to Islamorada."
- Agency coordinated and aided with media visits by individual journalists and social media influencers including freelancers Maddie Bilis and Kelsey Glennon, James Werner and Michael Sheridan of Fagabond and Ed Tommasi of Marvel/Walt Disney Company.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including "The Key to a Perfect Roadtrip" by Michelle Jackson for the Irish Mail on Sunday.
- Event information and photography are regularly posted on the Keys website.

###

The Florida Keys
Islamorada



DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

May 21 DAC IV MEETING





MEDIA RECAP & REPORTING - JUNE & JULY

TELEVISION

- **In-State Spot Market TV - 6/1 - 7/31**

- Tampa-St. Petersburg DMA
- Orlando-Melbourne DMA
- West Palm Beach DMA
- Jacksonville DMA
- Ft. Myers-Naples DMA

- **National Cable TV - 6/1 - 6/30**

- The Fish Guyz
- Into the Blue (Discovery)



MEDIA RECAP & REPORTING - JUNE & JULY

DIGITAL

- Datafy OLV/CTV - 7/1 - 7/31
- Epsilon-Conversant - 7/1 - 7/31
- Adara - 7/1 - 7/31
- The Knot Custom Package - 6/1 - 7/31
- SportFishing/SaltwaterSportsman - 6/1 - 6/30
- ScubaDiving.com/PADI.com - Annual

Stocked to the gills.

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

fla-keys.com/islamorada 1.800.322.5397

The Florida Keys Islamorada

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



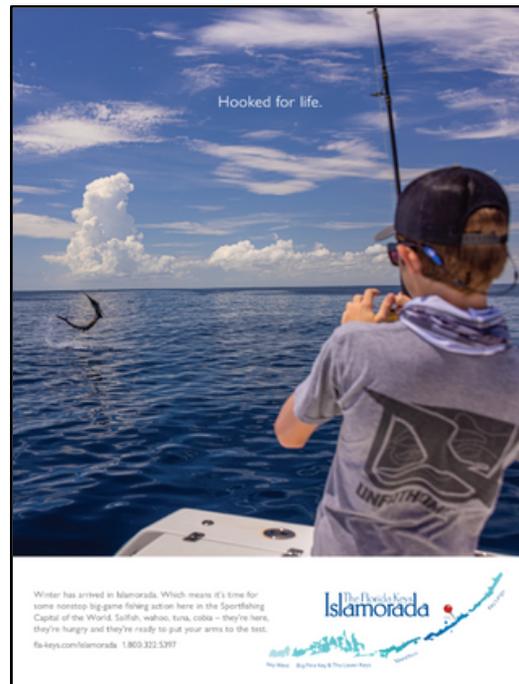
MEDIA RECAP & REPORTING - JUNE & JULY

SEM

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

PRINT

- *Marlin Magazine* - June/July



MEDIA RECAP & REPORTING - MARCH

VIDEO

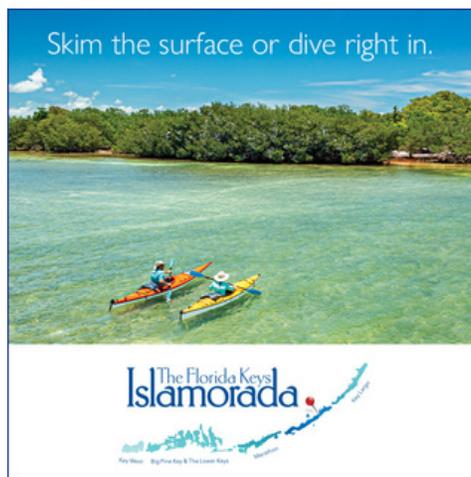
March 2024			
Date	Pre-Roll Video	Impressions	VCR
Dedicated			
3/1-3/31	Adara	2,166,274	82%
	Epsilon/Conversant	916,827	85.00%
	Datafy	693,597	90%
	Vizio	250,418	99.64%
	MNI	152,770	95.77%
	GumGum	59,496	89.49%
	Outside	49,253	97.20%
	Afar	17,405	42.83%



MEDIA RECAP & REPORTING - MARCH

BANNERS

March 2024				
Date	Banner Ads	Impressions	Clicks	Click-through %
Dedicated				
3/1-3/31	The Knot	108,968	122	0.11%
	Afar	73,820	46	0.07%



MEDIA RECAP & REPORTING - MARCH

NATIVE

March 2024

Date	Native	Page Views	Clicks	Average Time Spent	Click-through %
3/1-3/31	The Knot	3,973	932	0:03:37	23.46%

the knot

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MEDIA RECAP & REPORTING - MARCH

EBLAST

March 2024						
Date	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate %	Click-through %
3/10	Bonnier	56,065	23,106	458	41.00%	0.82%
3/20	CNTraveler	35,508	22,046	387	62.30%	1.10%

Condé Nast Traveler

A SPECIAL MESSAGE FROM OUR PARTNER



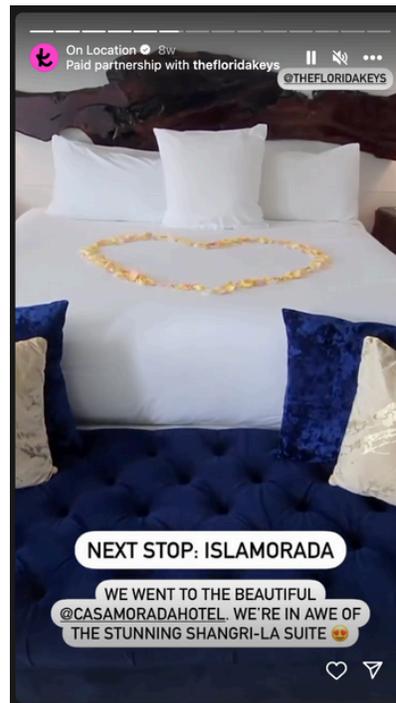
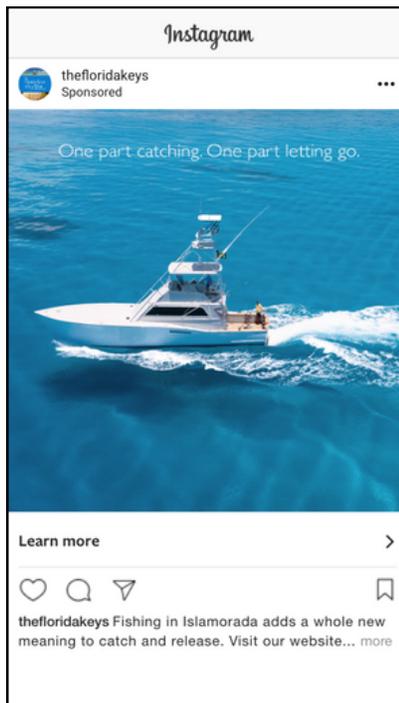

Discover Paradise in Islamorada: Where Adventure Meets Relaxation

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

MEDIA RECAP & REPORTING - MARCH

SOCIAL

March 2024				
Date	Social	Impressions	Clicks	Click-through %
Dedicated				
3/1-3/31	Facebook/Instagram	299,984	5,479	1.83%
	The Knot	118,917	4,082	3.43%





MEDIA RECAP & REPORTING - MARCH

GOOGLE ADWORDS

March 2024				
Date	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
3/1-3/31	florida vacation	3,062	90	2.94%
	best fishing in florida	2,378	5	0.21%
	florida fishing trips	1,055	17	1.61%
	florida fishing vacations	930	3	0.32%
	florida honeymoons	329	74	22.49%
	swim with dolphins florida	224	4	1.79%
	florida vacation rentals on the beach	105	5	4.76%
	pet friendly resorts in florida	87	3	3.45%
	pet friendly florida beach resorts	67	6	8.96%



MEDIA RECAP & REPORTING - MARCH

BING, YAHOO & AOL SEARCH

March 2024

Date	Bing, Yahoo and AOL Search (Top Performing Keywords)	Impressions	Clicks	Click-through %
3/1-3/31	florida keys fishing	34,729	1,035	2.98%
	islamorada fishing	15,876	512	3.22%
	florida fishing	9,861	177	1.79%
	fishing in florida	5,199	145	2.79%
	florida keys fishing	5,186	131	2.53%
	florida fishing	2,245	81	3.61%
	flats fishing	513	6	1.17%

MEDIA PROJECTS

- Research, planning and preparation for the new media plan for FY 24/25
- 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

- Completed production of Dive sunscreen bottle
- Currently designing the new Dive Destination Brochure
- Selected topics for Culture Magazine 2025 and collecting artist content
- Currently designing the new 2025-2026 FL Keys Calendar



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
- Ad development of interactive map unit with MobileFuse
- Ad development of interactive map Fishing ad unit with Undertone
- 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 with TravelWeekly and TravelPulse for travel trade ads in international German, Canadian and UK markets
- 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
- Ad coordination of content through Salt Water Sportsman
- Ad development of new Outside magazine ad concept
- Ad coordination for Visit FL Undiscovered FL content
- Ad development of French-language ads for French tourism
- Ad development of paid social ads for KeysTV initiative



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
- 2-minute long-form Dive spot
- 2-minute long-form Fishing spot
- 2-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 4/9 and 4/10 DAC meetings
- Agency attended the 4/24 Fishing Advisory Committee meeting and received approval for the FY25 FAC Media plan
- Agency attended the 4/30 TDC Meeting at which the FY25 advertising budget was approved; received approval for the \$655k Special Projects estimate to fulfill FY24 Marketing Goals production of new video spots and photoshoot; received approval for \$75k Co-Op Video Program



ISLAMORADA FY 23/24 MEDIA PLAN





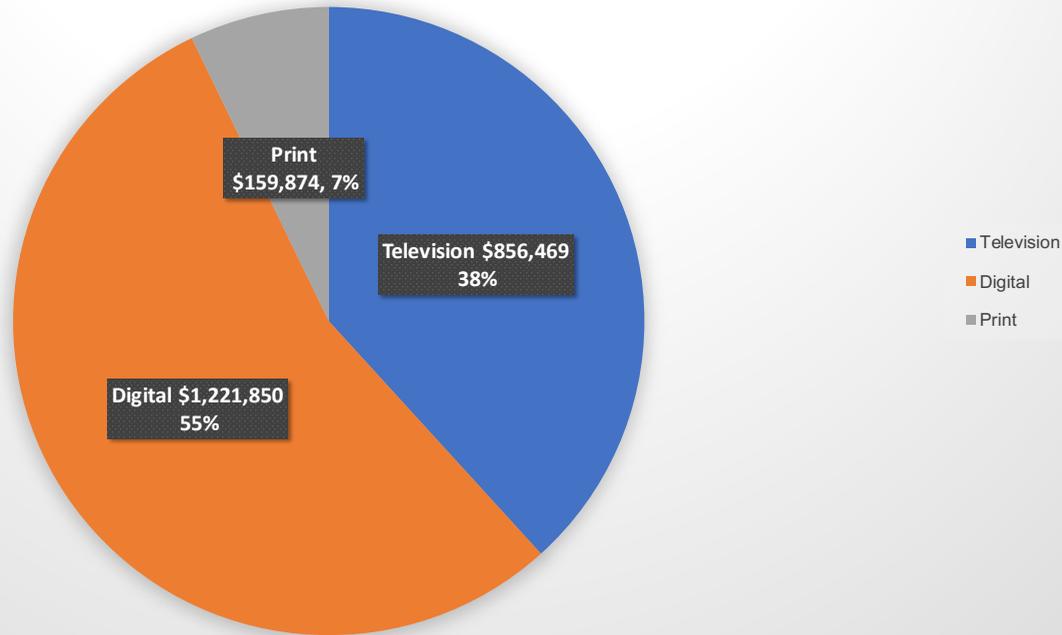
FY 2024 MEDIA PLAN



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)		*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							6/6-8/18				
Broward County Public Schools:	11/18-26			12/23-1/7				3/17-3/26							6/6-8/18				
Palm Beach County Public Schools:	11/18-26			12/23-1/8				3/17-3/26							5/30-8/8				
Martin County Public Schools:	11/22-26			12/23-1/3				3/9-3/17							5/23-8/8				
Hillsborough County Public Schools:	11/18-26			12/23-1/7				3/9-3/17							5/24-8/8				
Pinellas County Public Schools:	11/18-26			12/23-1/7				3/9-3/17							5/29-8/8				
Orange County Public Schools:	11/18-26			12/23-1/7				3/16-3/24							5/24-8/11				
Osceola County Public Schools:	11/18-26			12/16-1/2				3/9-3/17							5/31-8/9				
Seminole County Public Schools:	11/18-26			12/21-1/3				3/15-3/24							5/24-8/8				
Duval County Public Schools:	11/22-26			12/16-1/2				3/21-3/27							5/31-8/18				

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)

To: DAC IV Members
From: Eric Gitlin, SVP/Media Director
Date: May 21, 2024
Re: Consideration & Action: FY 2025 DAC 4 Media Plan
CC: John Underwood, Ricky Rosenberg, Jaclyn Fortier

Based on input from the DAC IV members at our 3/12/24 meeting, the Agency will present the FY 2025 media plan at the May 21, 2024 meeting for final approval. See attached for reference.



Holidays/Events		*Thanksgiving (11/28)	*Christmas (12/25)	*President's Day (2/17)	*Easter (4/20)	*Memorial Day (5/26)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Labor Day (9/1)
*Columbus Day (10/14)	*Halloween (10/31)	*Election Day (11/5)	*Art Basel (12/6-12/8)	*New Year's Day (1/1)	*MLK Day (1/20)			*Lobster Season (8/6-3/31)	
School Breaks		Fall Break	Winter Break	Spring Break	Summer Break				
Miami-Dade County Public Schools:	11/23-12/1	12/20-1/7	3/21-31	6/6-8/18					
Broward County Public Schools:	11/23-12/1	12/21-1/5	3/21-31	6/6-8/18					
Palm Beach County Public Schools:	11/23-12/1	12/21-1/7	3/22-4/1	5/30-8/8					
Martin County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/30-8/8					
Hillsborough County Public Schools:	11/23-12/1	12/21-1/6	3/15-23	5/31-8/8					
Pinellas County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/30-8/8					
Orange County Public Schools:	11/23-12/1	12/21-1/6	3/14-23	5/29-8/11					
Osceola County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/31-8/9					
Seminole County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/29-8/10					
Duval County Public Schools:	11/27-12/1	12/21-1/5	3/15-23	5/30-8/18					

	4TH QUARTER												1ST QUARTER												2ND QUARTER												3RD QUARTER												TOTAL		
	OCT '24			NOV '24			DEC '24			JAN '25			FEB '25			MAR '25			APR '25			MAY '25			JUN '25			JUL '25			AUG '25			SEP '25																	
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug		1-Sep	8-Sep
SPOT TELEVISION (Local News Dayparts)																																																			
• West Palm Beach DMA	:30																																																	\$24,150	
• Jacksonville DMA	:30																																																	\$17,250	
• Ft. Myers-Naples DMA	:30																																																	\$17,250	
FISHING CABLE TELEVISION																																																			
• Saltwater Experience	3 episodes filmed in Islamorada + :30 spots & billboards in all airings																																																	\$57,500	
Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia																																																			
																																																TELEVISION TOTAL:	\$539,350		
DIGITAL																																																			
Connected TV (CTV) / Over-the-Top (OTT):																																																			
• Datafy OLV+CTV - w/ attribution of arrivals in Islamorada	:15 & :30	3,391,618	10/7-12/22												1/6-3/31												5/1 - 7/31												\$129,375												
A35-64 \$150k+ targeted. Geo-targeted to NY, LA, BOS, CHI, DC, PHL; Summer: FL, GA, TN, NC, TX																																																			

☐ = To Be Ordered Media ■ = Ordered Media



Holidays/Events		*Thanksgiving (11/28)	*Christmas (12/25)	*President's Day (2/17)	*Easter (4/20)	*Memorial Day (5/26)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Labor Day (9/1)
*Columbus Day (10/14)	*Halloween (10/31)	*Election C (12/8)	*Art Basel (12/6-1/1)	*MLK Day (1/20)				*Lobster Season (8/6-3/31)	
School Breaks		Fall Break	Winter Break	Spring Break	Summer Break				
Miami-Dade County Public Schools:	11/23-12/1	12/20-1/7	3/21-31	6/6-8/18					
Broward County Public Schools:	11/23-12/1	12/21-1/5	3/21-31	6/6-8/18					
Palm Beach County Public Schools:	11/23-12/1	12/21-1/7	3/22-4/1	5/30-8/8					
Martin County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/30-8/8					
Hillsborough County Public Schools:	11/23-12/1	12/21-1/6	3/15-23	5/31-8/8					
Pinellas County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/30-8/8					
Orange County Public Schools:	11/23-12/1	12/21-1/6	3/14-23	5/29-8/11					
Osceola County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/31-8/9					
Seminole County Public Schools:	11/23-12/1	12/21-1/5	3/15-23	5/29-8/10					
Duval County Public Schools:	11/27-12/1	12/21-1/5	3/15-23	5/30-8/18					

	4TH QUARTER												1ST QUARTER												2ND QUARTER												3RD QUARTER												TOTAL		
	OCT '24			NOV '24			DEC '24			JAN '25			FEB '25			MAR '25			APR '25			MAY '25			JUN '25			JUL '25			AUG '25			SEP '25																	
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug		1-Sep	8-Sep
DIGITAL																																																			
• Sojern CTV - w/attribution of arrivals in Islamorada	:30	2,171,428	10/7-12/22																								5/1 - 7/31																								\$87,400
A35-64 \$150k+ targeted. Geo-targeted to NY, LA, BOS, CHI, DC, PHL; Summer: FL, GA, TN, NC, TX																																																			
Contextual Advertising:																																																			
• GumGum - Video unit targeted in articles and online content about adventure travel, fishing, relaxation travel, luxury travel Geo: Fall/Winter: NY, LA, BOS, DC, PHL, CHI, CLT, Summer: FL, GA, TN, NC, TX	:15 In-Screen	6,625,000	October			November			December			January			February			March			April			May			June			July			August						\$69,000												
Expandable Video & Mobile Scroller																																																			
• Paramount+ CTV (Local EyeQ)	:30	1,010,101	10/7-12/22												1/6-3/31																																				\$34,500
A35-64 \$150k+ targeted. Geo-targeted to NY, LA, BOS, CHI, DC, PHL																																																			
Weather Triggered:																																																			
• Accuweather.com Custom Mobile Hero/App Background Integration/15 Pre-roll/320 x 50 Target Affluent Travelers; Trigger: Rain/Cold/Severe Weather/Snow. Geo Targeted: NY, IL, MA, PA, DC		1,388,888	11/1 - 2/28																																																\$28,750
Streaming Audio:																																																			
• Katz Digital Audio (includes Spotify, Pandora, iHeart & streaming radio stations) Geo-targeted to NY, LA, BOS, DC, PHL, CHI, CLT	:30 audio ads	2,307,692	10/7-12/22																																																\$34,500
+300 x 250 & 640 x 640 200kb																																																			

☐ = To Be Ordered Media ■ = Ordered Media



Holidays/Events		*Thanksgiving (11/28)	*Christmas (12/25)	*President's Day (2/17)	*Easter (4/20)	*Memorial Day (5/26)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Labor Day (9/1)
		*Columbus Day (10/14)	*Halloween (10/31)	*Election Day (11/3)	*Art Basel (12/6-12/8)	(12/6-1/1)	*MLK Day (1/20)		*Lobster Season (8/6-3/31)
School Breaks		Fall Break	Winter Break	Spring Break		Summer Break			
Miami-Dade County Public Schools:	11/23-12/1		12/20-1/7		3/21-31			6/6-8/18	
Broward County Public Schools:	11/23-12/1		12/21-1/5		3/21-31			6/6-8/18	
Palm Beach County Public Schools:	11/23-12/1		12/21-1/7		3/22-4/1			5/30-8/8	
Martin County Public Schools:	11/23-12/1		12/21-1/5		3/15-23			5/30-8/8	
Hillsborough County Public Schools:	11/23-12/1		12/21-1/6		3/15-23			5/31-8/8	
Pinellas County Public Schools:	11/23-12/1		12/21-1/5		3/15-23			5/30-8/8	
Orange County Public Schools:	11/23-12/1		12/21-1/6		3/14-23			5/29-8/11	
Osceola County Public Schools:	11/23-12/1		12/21-1/5		3/15-23			5/31-8/9	
Seminole County Public Schools:	11/23-12/1		12/21-1/5		3/15-23			5/29-8/10	
Duval County Public Schools:	11/27-12/1		12/21-1/5		3/15-23			5/30-8/18	

	4 TH QUARTER												1 ST QUARTER									2 ND QUARTER									3 RD QUARTER									TOTAL																		
	OCT '24			NOV '24			DEC '24			JAN '25			FEB '25			MAR '25			APR '25			MAY '25			JUN '25			JUL '25			AUG '25			SEP '25																								
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun		30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep	15-Sep	22-Sep					
DIGITAL																																																										
High Impact:																																																										
• TripAdvisor.com - Custom Hub Page for Islamorada	400,000												12/1 - 2/28																											\$46,000																		
Native ad driver, 300 x 600, 300 x 250, 728 x 90, 320 x 50																																																										
Diving:																																																										
• ScubaDiving.com/PADI.com - Custom article about families, new divers and experienced divers in Islamorada. Sponsored emails & Facebook posts (created by PADI)	700,000	October			November			December			January			February			March			April			May			June			July			August			September			\$14,355																				
Fishing:																																																										
• SportFishingMag.com/Saltwater Sportsman.com (Bonnier) Video banner (video created by Bonnier on Islamorada fishing + conservation to be covered) and Instagram social posts	650,000												February									March									April									May									\$22,236									
• Sportfishingmag.com E-Newsletter	600 px.	34,000												11/5																											\$7,574																	
• Saltwatersportsman.com E-Newsletter	600 px.	55,000												2/18																																												
Native - Weddings/Honeymoons:																																																										
• TheKnot.com Wedding/Honeymoon Custom Content Package:	2,158,163																														May									June									July									\$57,500
-Custom Content Islamorada Weddings/Honeymoons Brand Integrated Article																																																										
-Roadblock Banners Promoting Custom Content- 970x90/970x66/728x90,300x600,300x250,320x50																																																										
-Run of Site Banners - 970 x 90/970 x 66/728 x 90, 300 x 600, 300 x 250, 320 x 50																																																										
-Email Newsletter Banner - 7/23/2025																																																										
-Network Email Banner 9-12 mos. to wedding- 5/15/2025 & 6/12/2025																																																										
- Instagram - 1 story card co-promo - 5/27/2025																																																										



Holidays/Events		*Thanksgiving (11/28)	*Christmas (12/25)	*President's Day (2/17)	*Easter (4/20)	*Memorial Day (5/26)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Labor Day (9/1)
*Columbus Day (10/14)	*Halloween (10/31)	*Election Day (11/5)	*Art Basel (12/8)	*New Year's Day (1/1)	*MLK Day (1/20)			*Lobster Season (8/6-3/31)	
School Breaks		Fall Break	Winter Break	Spring Break	Summer Break				
Miami-Dade County Public Schools:	11/23-12/1	12/20-1/7		3/21-31	6/6-8/18				
Broward County Public Schools:	11/23-12/1	12/21-1/5		3/21-31	6/6-8/18				
Palm Beach County Public Schools:	11/23-12/1	12/21-1/7		3/22-4/1	5/30-8/8				
Martin County Public Schools:	11/23-12/1	12/21-1/5			5/30-8/8				
Hillsborough County Public Schools:	11/23-12/1	12/21-1/6		3/15-23	5/31-8/8				
Pinellas County Public Schools:	11/23-12/1	12/21-1/5		3/15-23	5/30-8/8				
Orange County Public Schools:	11/23-12/1	12/21-1/6		3/14-23	5/29-8/11				
Osceola County Public Schools:	11/23-12/1	12/21-1/5		3/15-23	5/31-8/9				
Seminole County Public Schools:	11/23-12/1	12/21-1/5		3/15-23	5/29-8/10				
Duval County Public Schools:	11/27-12/1	12/21-1/5		3/15-23	5/30-8/18				

	4TH QUARTER												1ST QUARTER												2ND QUARTER												3RD QUARTER												TOTAL																																					
	OCT '24			NOV '24			DEC '24			JAN '25			FEB '25			MAR '25			APR '25			MAY '25			JUN '25			JUL '25			AUG '25			SEP '25																																																				
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May	12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug		1-Sep	8-Sep	15-Sep	22-Sep																																	
DIGITAL																																																																																						
Native - Travel Enthusiasts:																																																																																						
• CNTraveler.com - Conde Nast Traveler Islamorada native content story lives on a special FL Keys content hub; promoted with high impact custom created unit plus 728 x 90, 300 x 600, 300 x 250 & 320 x 50.	1,200,000																																																																																					
		10/1 - 1/31																																																																																				
Active/Adventure Enthusiasts:																																																																																						
• OutsideOnline.com Content Package FY 2025:	1,331,404																																																																																					
-The Road Less Eaten Sponsorship Package- Outside CTV Channel, Outside Linear TV Vhannel and Outside Watch VOD (website/app)																																																																																						
-Filmed locations in Islamorada																																																																																						
-Elements include :30 video ad, Facebook/Instagram :30 cutdowns, instagram post, high impact ad unit/online video, display banners 970 x 250, 970 x 90, 728 x 90, 300 x 600, 300 x 250, 320 x 50, 320 x 100, 300 x 50																																																																																						
		December												January												February												March												April												May																								Included
Search Engine Marketing																																																																																						
• Google Ad Words Search Engine Marketing	Copy/URL	October			November			December			January			February			March			April			May			June			July			August			September			\$27,600																																																
• Microsoft Advertising (Yahoo/Bing/AOL) Search	Copy/URL	October			November			December			January			February			March			April			May			June			July			August			September			\$13,800																																																



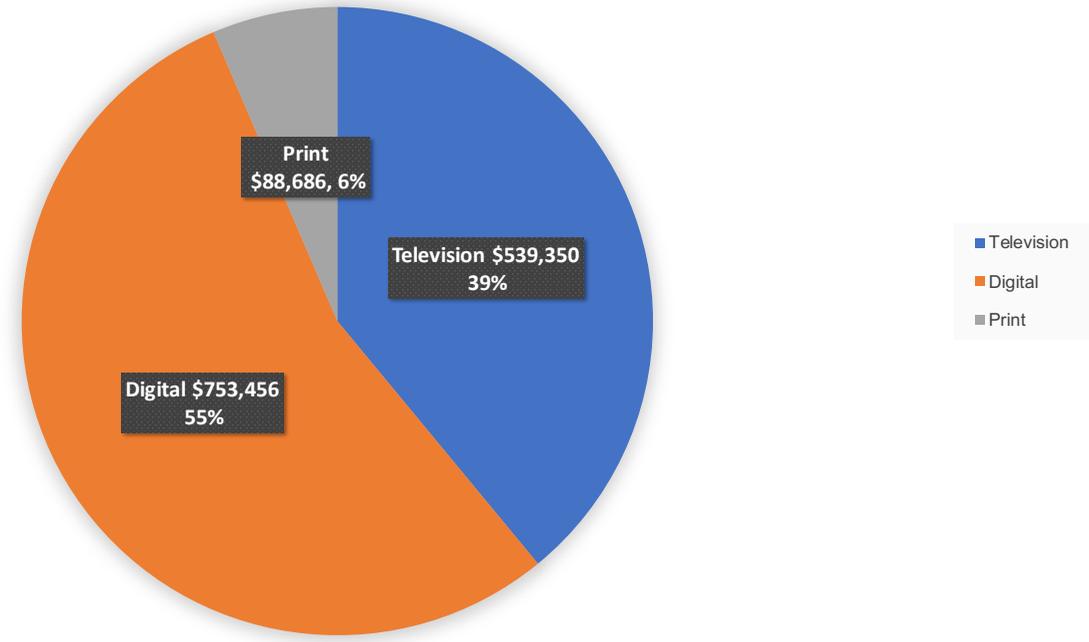
FY 2025 MEDIA PLAN



Holidays/Events		*Thanksgiving (11/28)		*Christmas (12/25)		*President's Day (2/17)		*Easter (4/20)		*Memorial Day (5/26)		*Ind. Day (7/4)		*Lobster Mini Season (7/24-25)		*Labor Day (9/1)	
*Columbus Day (10/14)		*Halloween (10/31)		*Election Day (11/3)		*Art Basel (12/8)		(12/6-1/1)		*MLK Day (1/20)							
School Breaks		Fall Break		Winter Break		Spring Break		Summer Break									
Miami-Dade County Public Schools:	11/23-12/1		12/20-1/7			3/21-31			6/6-8/18								
Broward County Public Schools:	11/23-12/1		12/21-1/5			3/21-31			6/6-8/18								
Palm Beach County Public Schools:	11/23-12/1		12/21-1/7			3/22-4/1			5/30-8/8								
Martin County Public Schools:	11/23-12/1		12/21-1/5			3/15-23			5/30-8/8								
Hillsborough County Public Schools:	11/23-12/1		12/21-1/6			3/15-23			5/31-8/8								
Pinellas County Public Schools:	11/23-12/1		12/21-1/5			3/15-23			5/30-8/8								
Orange County Public Schools:	11/23-12/1		12/21-1/6			3/14-23			5/29-8/11								
Osceola County Public Schools:	11/23-12/1		12/21-1/5			3/15-23			5/31-8/9								
Seminole County Public Schools:	11/23-12/1		12/21-1/5			3/15-23			5/29-8/10								
Duval County Public Schools:	11/27-12/1		12/21-1/5			3/15-23			5/30-8/18								

Weeks begin on Mondays	4TH QUARTER								1ST QUARTER								2ND QUARTER								3RD QUARTER								TOTAL																		
	OCT '24		NOV '24		DEC '24		JAN '25		FEB '25		MAR '25		APR '25		MAY '25		JUN '25		JUL '25		AUG '25		SEP '25																												
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	7-Apr	14-Apr	21-Apr	28-Apr	5-May		12-May	19-May	26-May	2-Jun	9-Jun	16-Jun	23-Jun	30-Jun	7-Jul	14-Jul	21-Jul	28-Jul	4-Aug	11-Aug	18-Aug	25-Aug	1-Sep	8-Sep

**DAC IV/ISLAMORADA
FY 2025 PLAN DISTRIBUTION BY MEDIA**



PROPOSED MEDIA SPEND TO DATE: \$1,381,492

H.1 Dashboard

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

Occupancy for Monroe County for March was 86.8% which is a 1.4% increase over 2023.

The Average Daily Rate (ADR) for March was \$492.72, representing a 2.1% ADR increase over 2023 and a 3.6% increase in RevPAR.

Islamorada's occupancy for March was 86.6% and an ADR of \$530.78, thus resulting in a RevPAR increase of 9.4% over 2023.

Visitor Volume Estimates

March

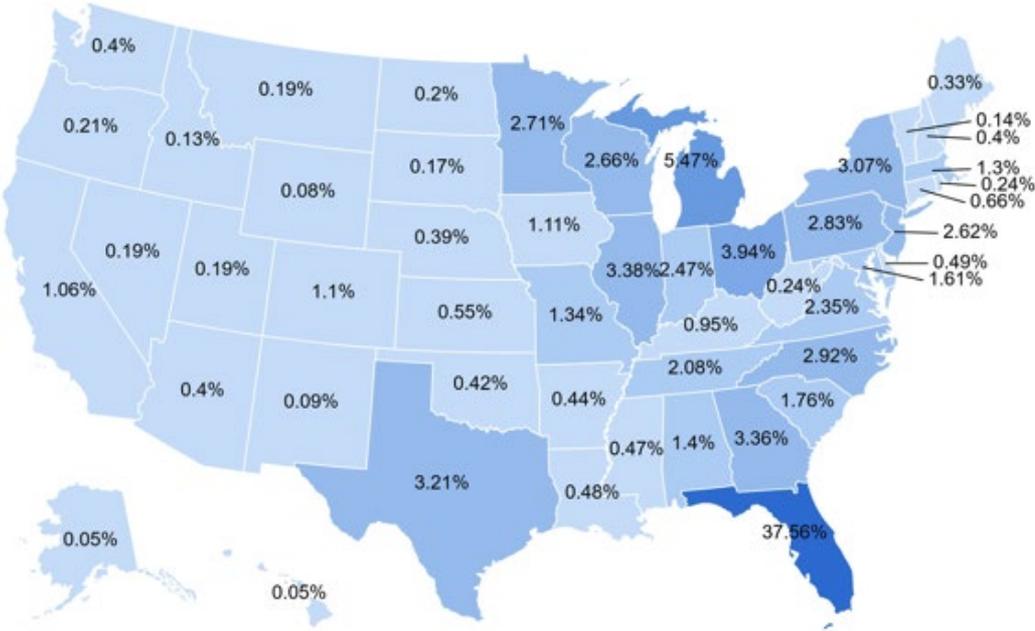
2023 vs. 2024

Reporting Filters

Distance: Excludes country residents, and day-trips to Monroe county, 50+ Miles, March 1 - 31



Share of Visitors By State by Trips



Share of Trips By Market - Monroe County

(Top Feeder Markets)

Top Feeder market March 2023 vs. 2024

2023

Miami-Ft. Lauderdale
18.31%

West Palm Beach-Ft. Pierce
4.85%

Orlando-Daytona Bch-Mel...
4.31%

Tampa-St. Pete -Sarasota
4.18%

New York
3.87%

Chicago
2.87%

Minneapolis-St. Paul
2.84%

Ft. Myers-Naples
2.54%

Philadelphia
2.53%

Atlanta
2.51%

2024

Miami-Ft. Lauderdale
18.63%

West Palm Beach-Ft. Pierce
5.2%

Orlando-Daytona Bch-Mel...
4.76%

Tampa-St. Pete -Sarasota
4.48%

New York
3.64%

Chicago
2.88%

Minneapolis-St. Paul
2.71%

Ft. Myers-Naples
2.66%

Philadelphia
2.28%

Detroit
2.17%

Visitors: Excluding Monroe County Residents & Day-trips

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

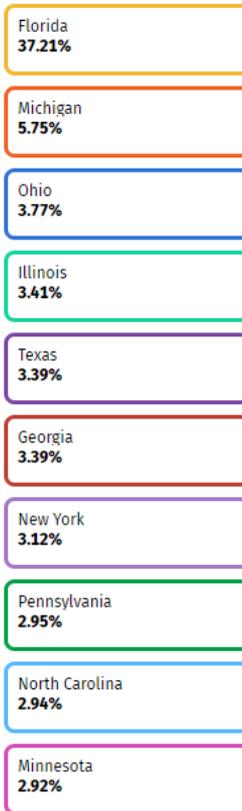


Share of Trips By Market - Monroe County

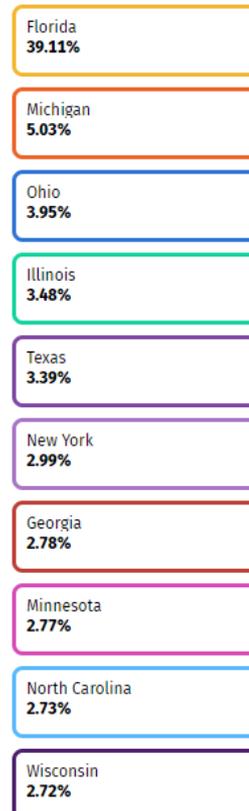
(Top States)

Top States March 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

March 2024

Percentage of trips to Districts

Key Largo	47.99%
Key West	43.02%
Islamorada	42.61%
Marathon	37.69%
Lower Keys	29.3%

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



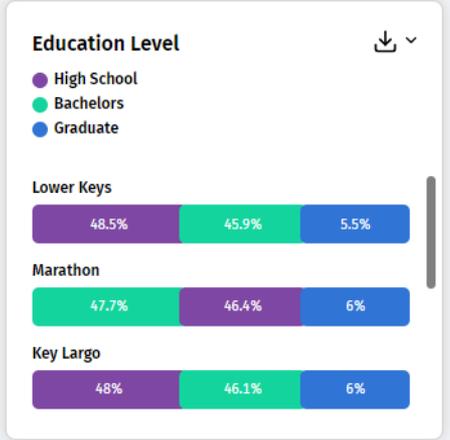
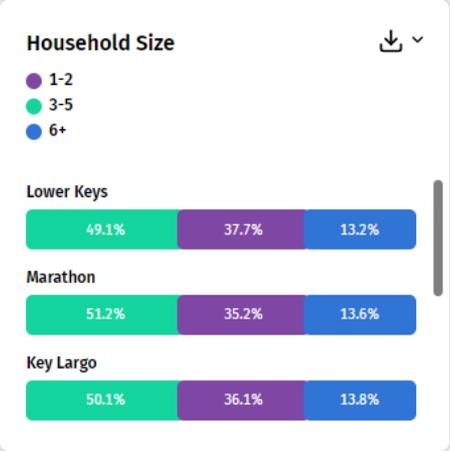
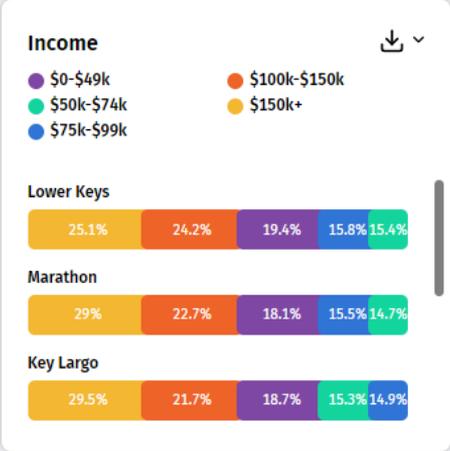
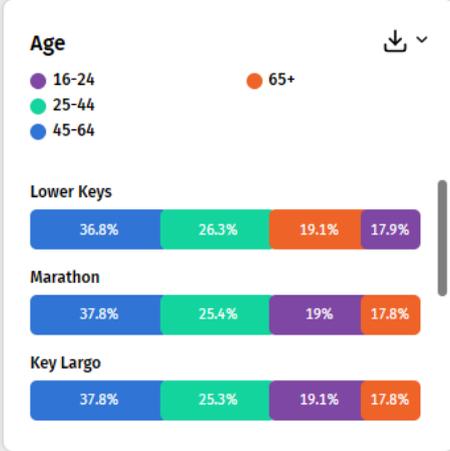
March 2024

- 2 Days 8.59%
- 3 Days 11.6%
- 4 Days 14.1%
- 5 Days 15.3%
- 6+ Days 50.4%

Avg Length of Stay: 4.4 Days



Household Demographics March 2023 vs. 2024



Demand 360

Occupancy vs STLY

Market	Monroe County					
Year	Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
2024	26.1%	2.9%	5.0%	2%		
Q2	54.8%	0.5%	-3.8%	1%		
May	66.0%	4.0%	10.3%	3%		
June	43.2%	-4.7%	-18.5%	-1%		
Q3	19.1%	2.6%	2.6%	3%		
July	26.6%	-2.4%	-28.3%	2%		
August	18.1%	8.4%	28.6%	5%		
September	12.3%	6.1%	23.3%	1%		
Q4	14.1%	10.0%	20.2%	5%		
October	16.3%	9.6%	10.1%	9%		
November	15.3%	13.1%	21.9%	7%		
December	10.8%	6.3%	30.0%	-5%		
Total	26.1%	2.9%	5.0%	2%		

TravelClick
an amadeus company

As-of date
May 05, 2024

Stay dates
5/1/2024 12/31/2024

Market
Monroe County

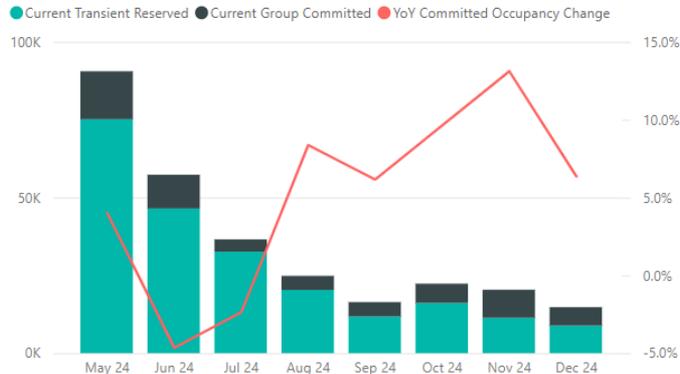
Tier
ALL Tiers

Weekpart
 Weekday
 Weekend

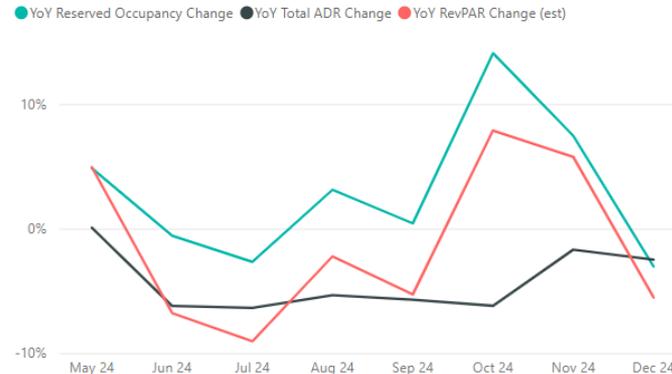
Green: flat or up
Yellow: -10% to flat
Red: less than -10%

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

Current Transient and Group Committed and YoY Committed Occupancy Change



YoY Occupancy, ADR & RevPAR Change *



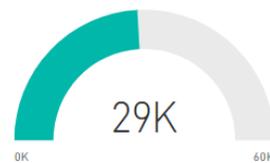
Demand 360

Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	23.2%	-4%	9%	9%	12%
Q2	52.3%	-3%	11%	10%	15%
May	64.9%	0%	9%	11%	3%
Apr 28	84.5%	2%	10%	13%	-2%
May 05	70.9%	1%	10%	12%	-0%
May 12	65.5%	2%	7%	8%	2%
May 19	57.4%	-1%	10%	10%	16%
May 26	52.6%	-2%	11%	10%	13%
June	39.3%	-6%	13%	10%	55%
Jun 02	46.3%	-6%	17%	9%	145%
Jun 09	41.4%	-6%	13%	10%	31%
Jun 16	36.7%	-7%	11%	10%	21%
Jun 23	33.1%	-4%	10%	8%	57%
Total	23.2%	-4%	9%	9%	12%

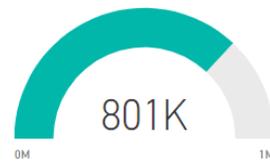
Reserved Pickup					
Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	23.2%	-4%	9%	9%	12%
Q2	52.3%	-3%	11%	10%	15%
May	64.9%	0%	9%	11%	3%
June	39.3%	-6%	13%	10%	55%
Q3	16.4%	-5%	9%	9%	6%
July	24.3%	-7%	9%	9%	1%
August	15.1%	-4%	9%	9%	23%
September	9.7%	-6%	8%	9%	4%
Q4	10.7%	-4%	6%	6%	6%
October	13.8%	-4%	5%	6%	2%
November	10.8%	-3%	6%	7%	4%
December	7.6%	-4%	7%	5%	15%
Total	23.2%	-4%	9%	9%	12%

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	5.0%	60,472	2%	29,221	12%	2%	800,959	2%
Q2	-3.8%	26,264	3%	19,537	15%	0%	122,060	1%
May	10.3%	15,403	-0%	13,838	3%	4%	46,638	3%
Apr 28	0.8%	2,968	-4%	2,861	-2%	-6%	2,642	-4%
01	-9.0%	728	-3%	688	-1%	1%	974	-1%
02	3.7%	845	-3%	815	-2%	-7%	641	-3%
03	5.8%	724	-6%	715	-3%	-10%	586	-7%
04	3.9%	671	-5%	643	-2%	-9%	441	-5%
May 05	12.8%	3,856	-1%	3,454	-0%	2%	8,600	-1%
05	1.8%	335	-1%	285	4%	1%	1,215	-1%
06	23.7%	449	-5%	390	2%	2%	1,281	1%
07	40.2%	638	-3%	578	-1%	8%	1,249	1%
08	32.9%	792	1%	731	-1%	3%	1,186	-1%
09	22.1%	784	0%	713	-1%	-1%	1,165	-1%
10	-12.4%	502	-1%	448	-1%	1%	1,204	-1%
11	-22.6%	356	-1%	309	-1%	-2%	1,300	-2%
May 12	6.7%	4,082	0%	3,819	2%	12%	10,424	6%
Total	5.0%	60,472	2%	29,221	12%	2%	800,959	2%

Group Reserved vs Committed



Remaining RN vs Capacity



As-of date

May 05, 2024

Stay dates

5/1/2024 12/31/2024

Market

Monroe County

Tier

ALL Tiers

Weekpart

Weekday

Weekend

Geolocation Origin Markets - County & Hotels

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



Geolocation Origin Markets - County & Hotels

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



Visitor Volume Estimates

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

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

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



Monroe County

I.1.

AT&T Call Report*

March 19- April 18, 2024

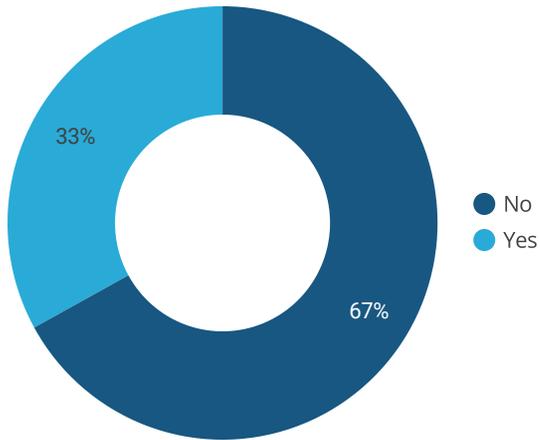
1-800-FLA-KEYS and District 1-800 Numbers

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	25	19	44
Lower Keys	8	16	24
Marathon	0	14	14
Islamorada	23	3	26
Key Largo	34	5	39

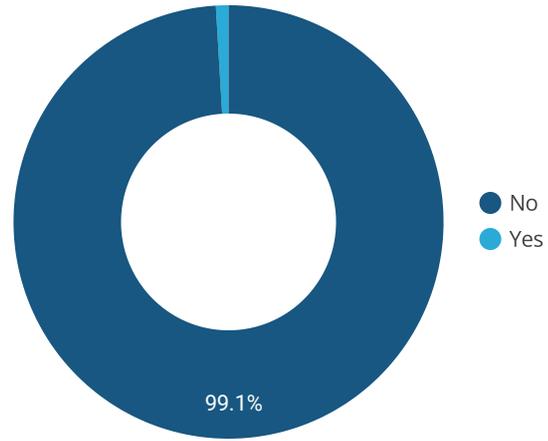
*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 305 business number

Islamorada VIS Responses

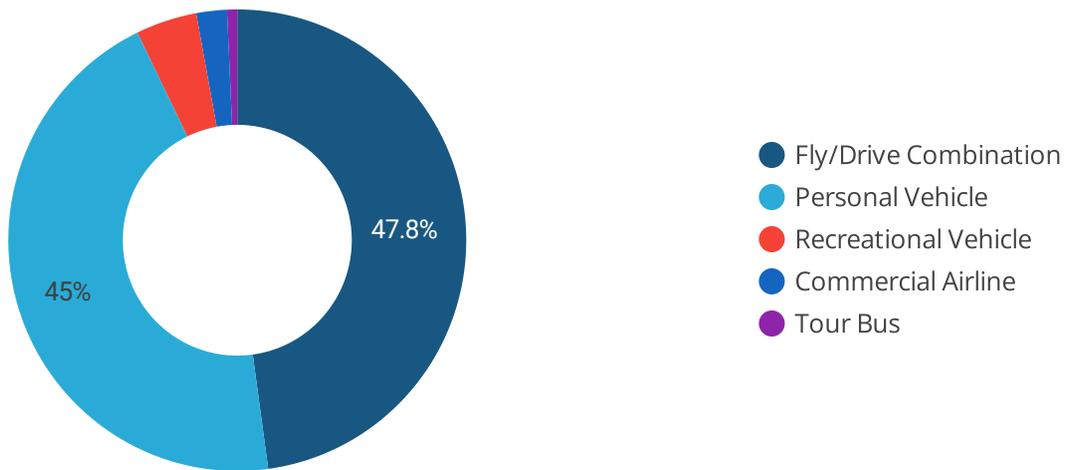
Have you been to the Keys Before?



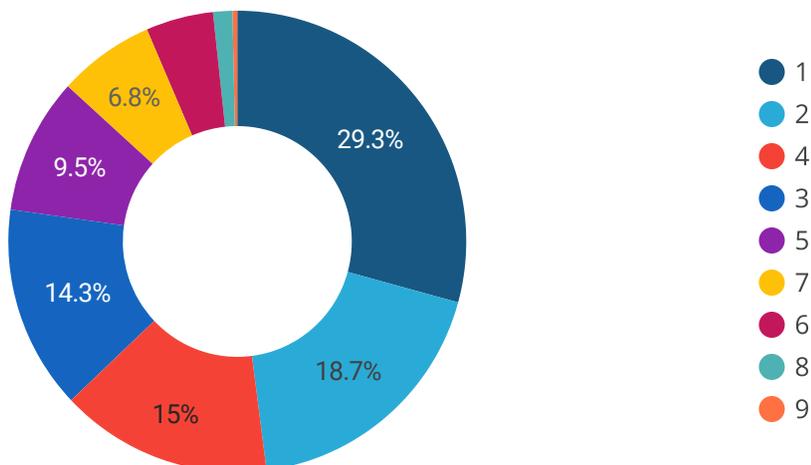
Was your previous visit via a cruise ship?



Transportation

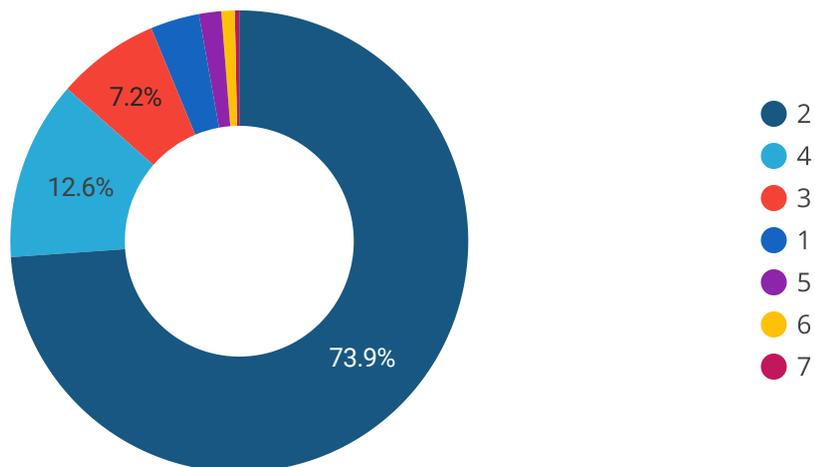


Length of trip in days

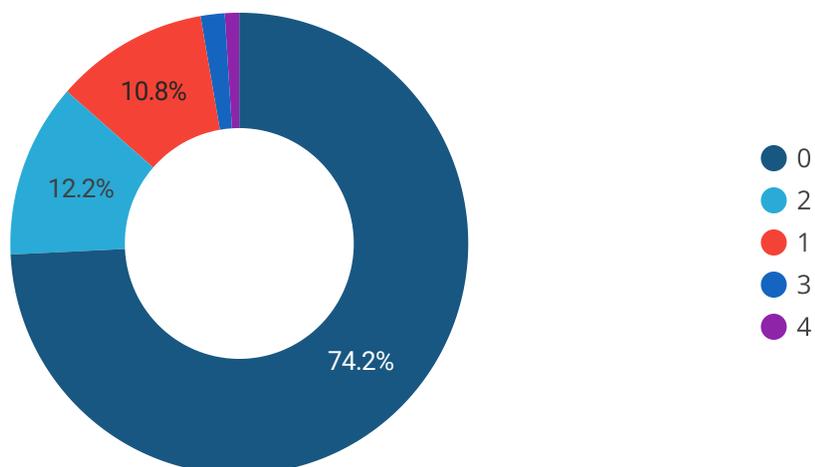


Islamorada VIS Responses

Number of Adults

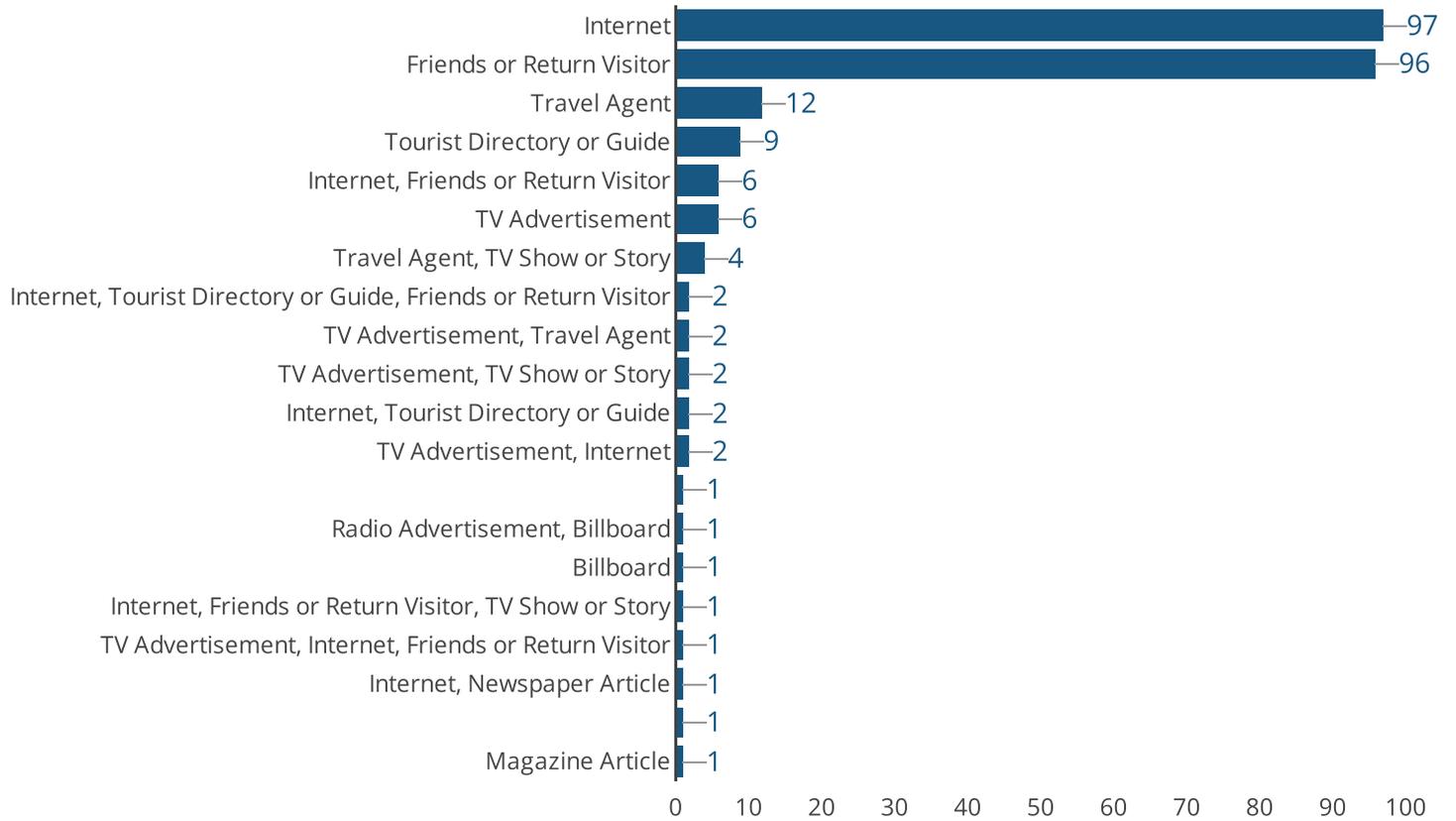


Number of Children

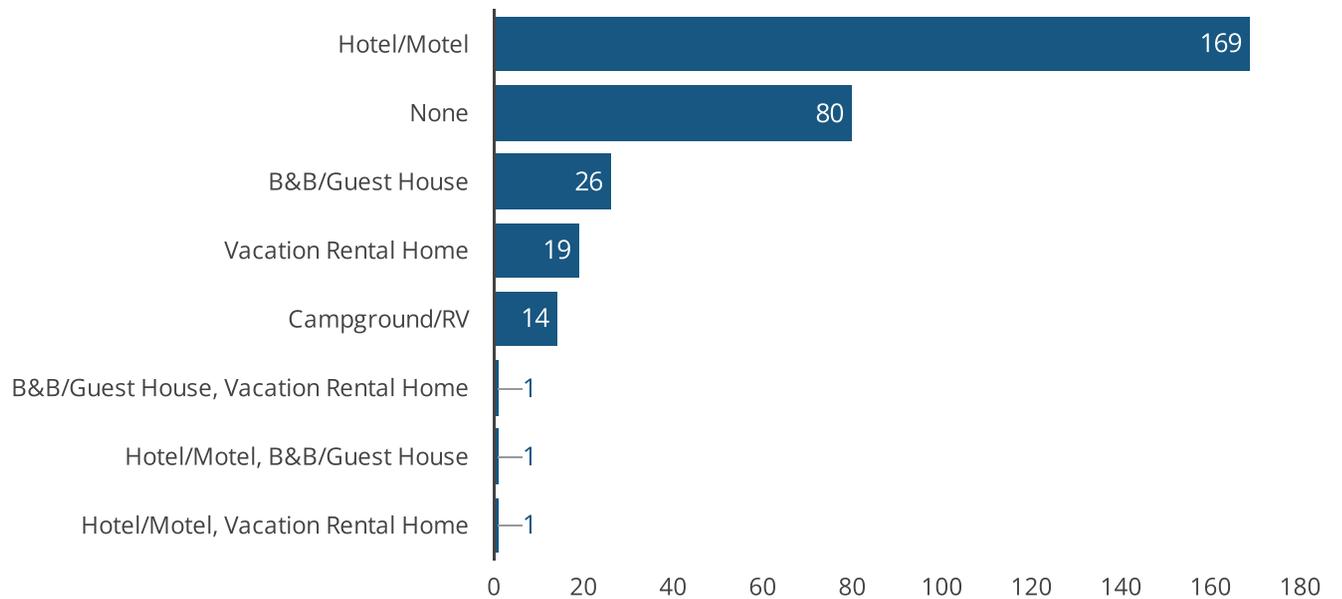


Islamorada VIS Responses

Advertising Source

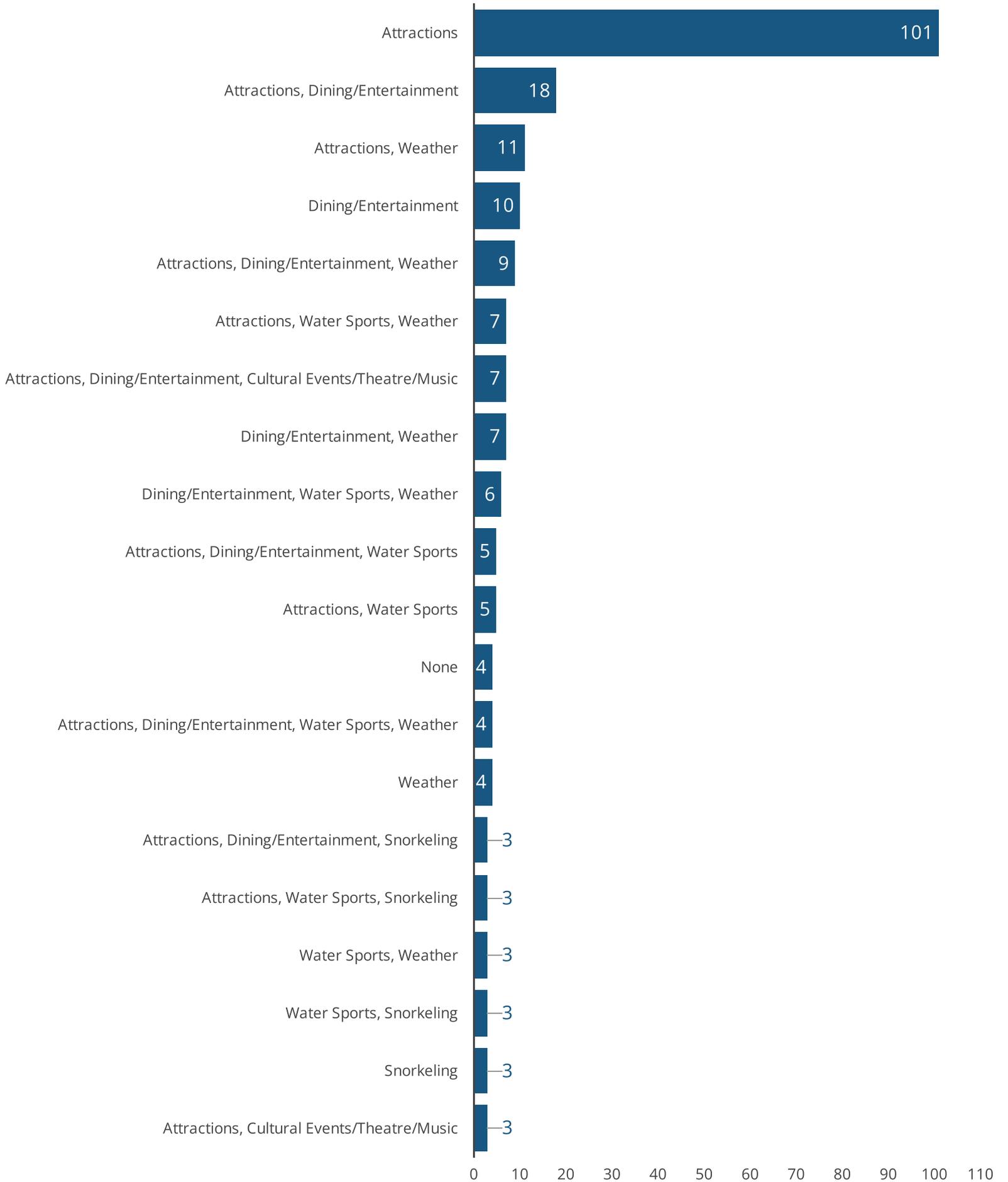


Type of Accommodations

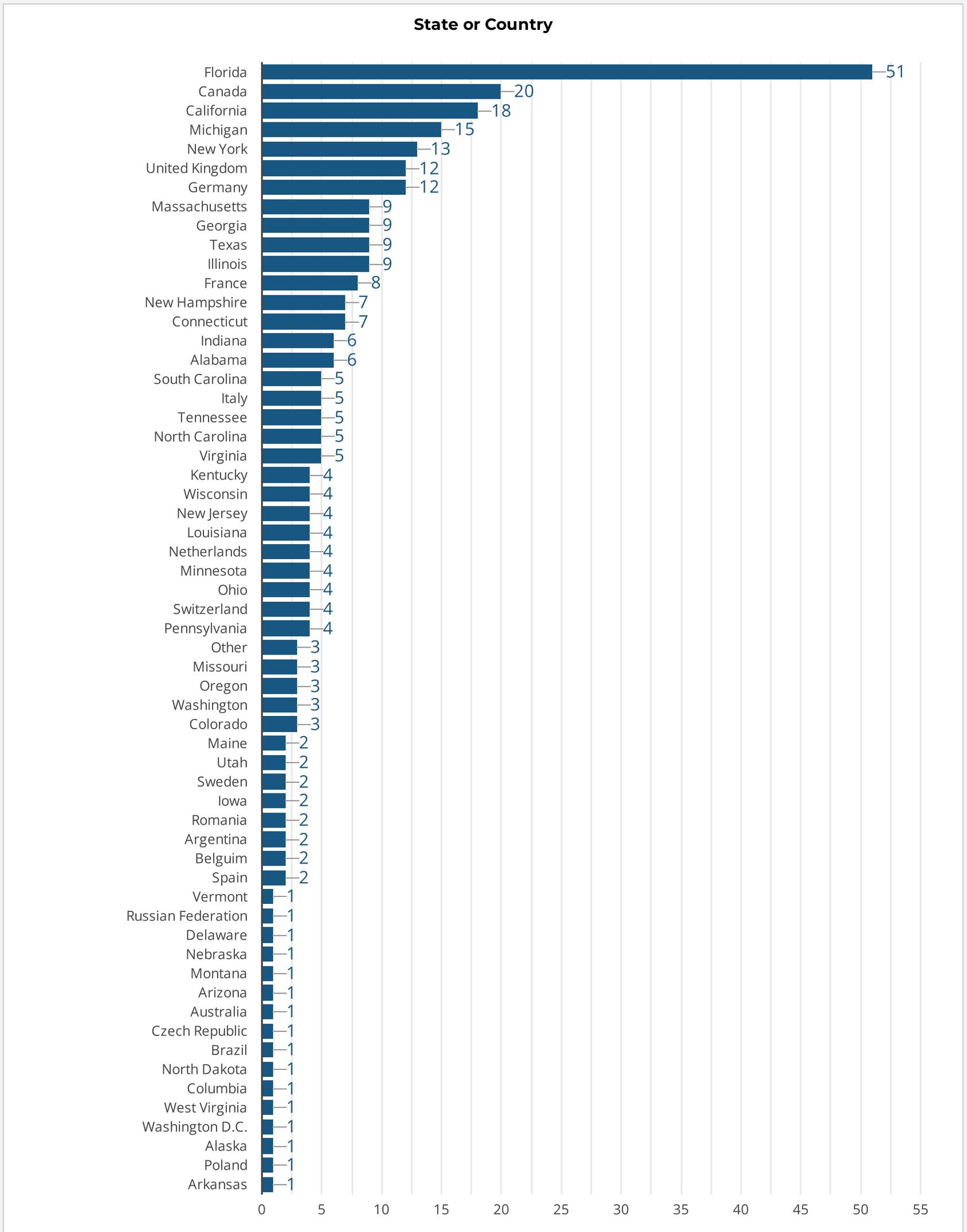


Islamorada VIS Responses

Interests

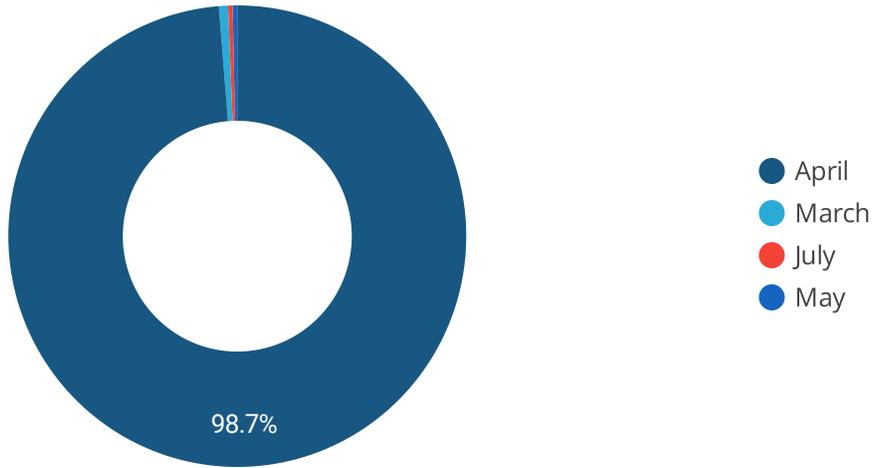


Islamorada VIS Responses

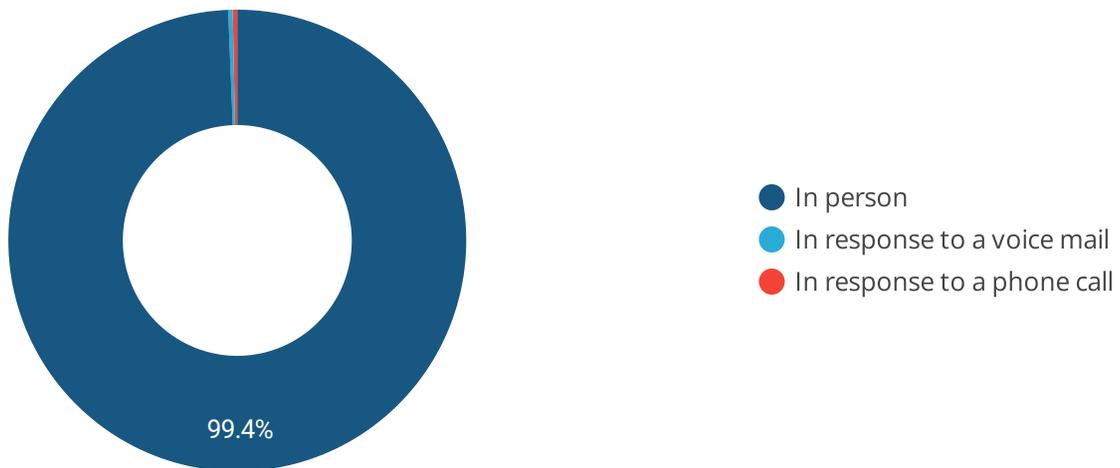


Islamorada VIS Responses

Month Traveling



The survey was filled out:

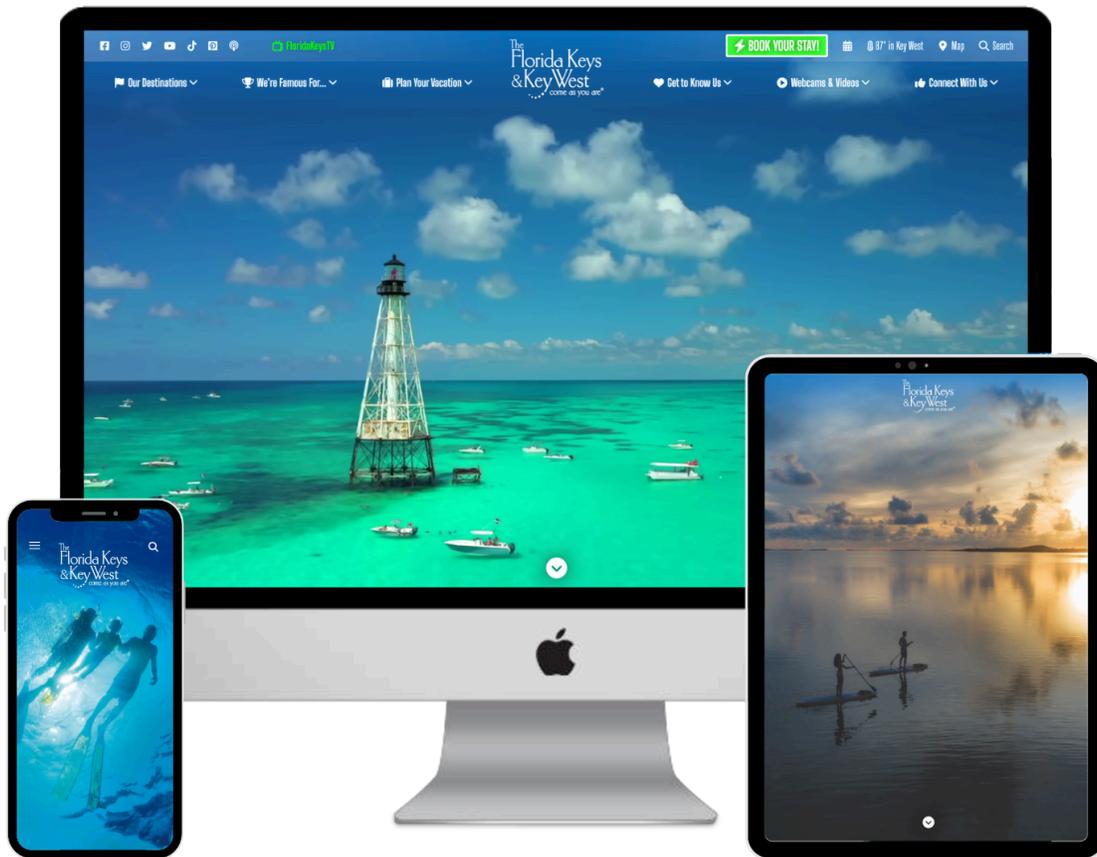


Florida Keys & Key West

... fla-keys.com

Website Status Report Fla-Keys.com

April 2024 Data for the
May 21 & 22, 2024
DAC Meetings



Section 1: Website Traffic Report

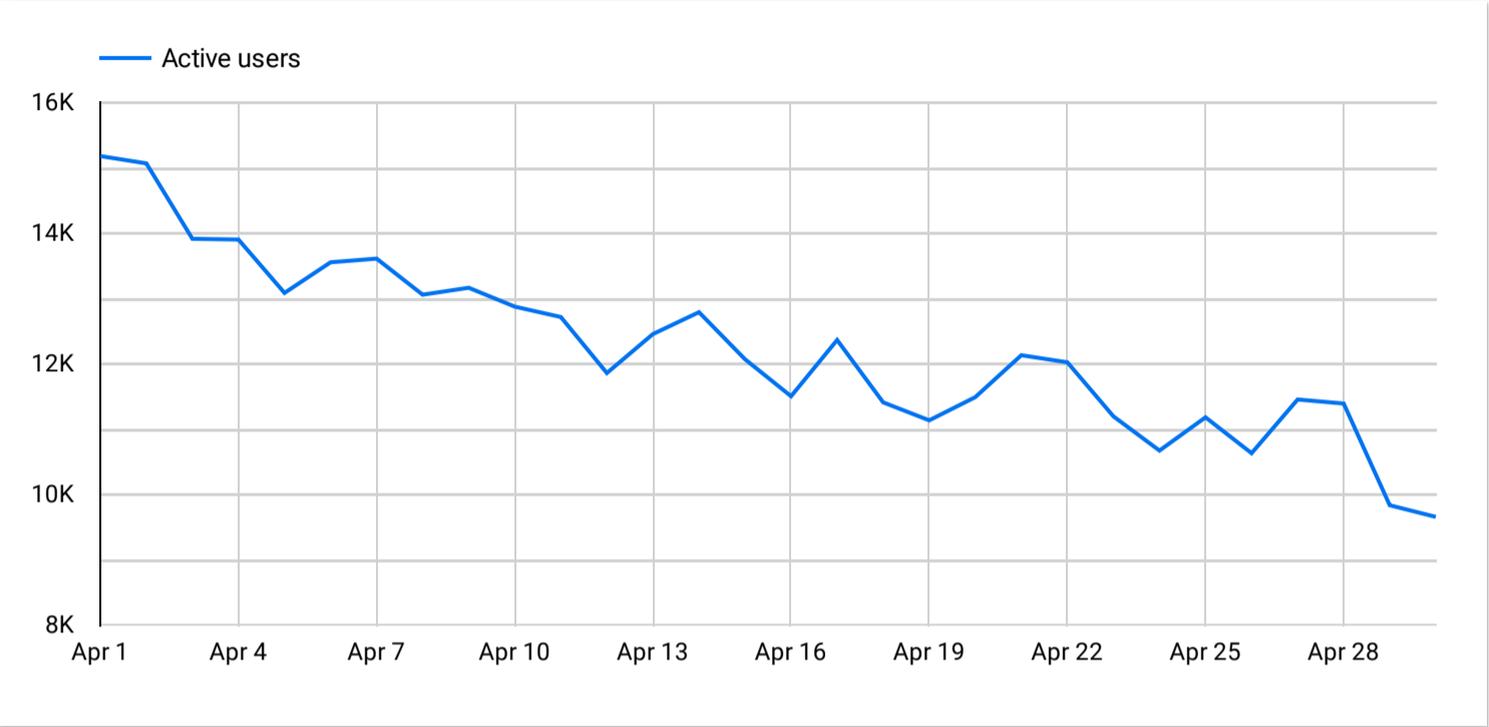
Section 2: Geographic Data on Website Visitors



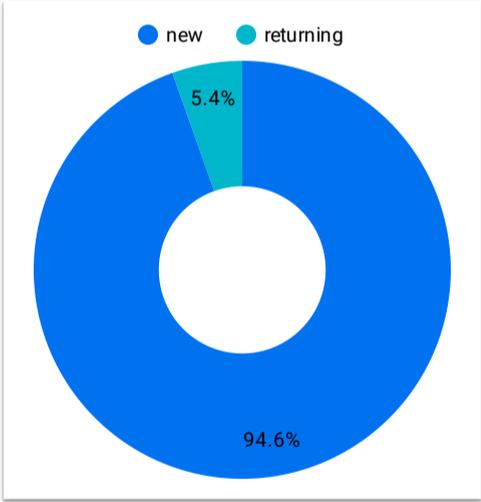


Section 1: Website Traffic Report

Website Traffic Overview



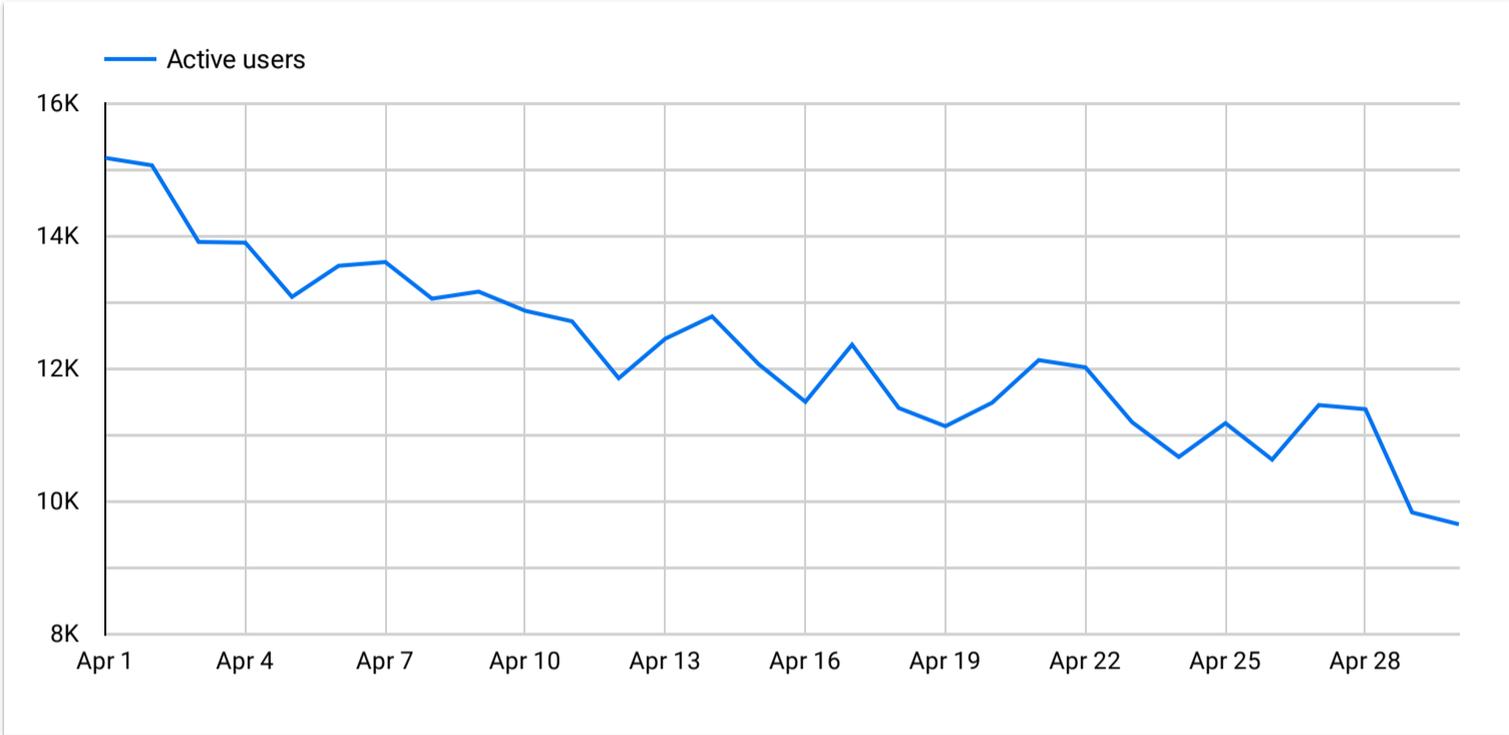
Active users 336,498	New users 327,313	Sessions 397,865	Sessions per user 1.18
Views 753,343	Views per session 1.89	Average session duration 00:16:26	Bounce rate 46.21%



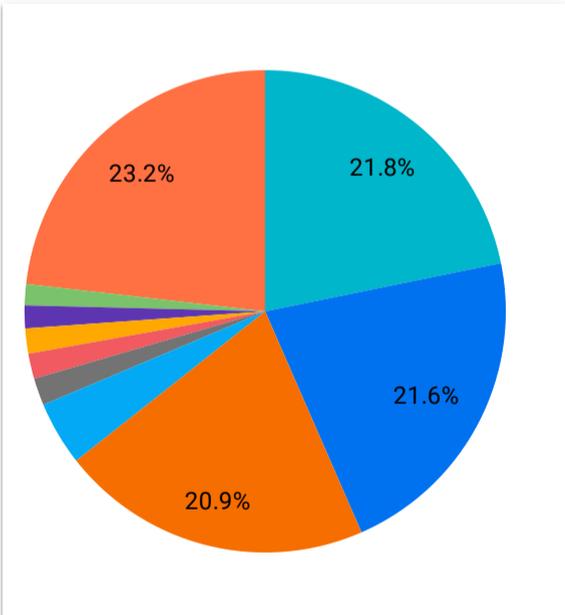
Language	Active users	% Active Users
1. English	304,405	90.46%
2. Spanish	11,951	3.55%
3. German	4,722	1.4%
4. Italian	3,816	1.13%
5. French	3,014	0.9%
6. Swedish	1,748	0.52%
7. Portuguese	1,038	0.31%
8. Chinese	925	0.27%
9. Polish	479	0.14%
10. Russian	464	0.14%
Grand total	336,498	100%



Website Traffic Sources

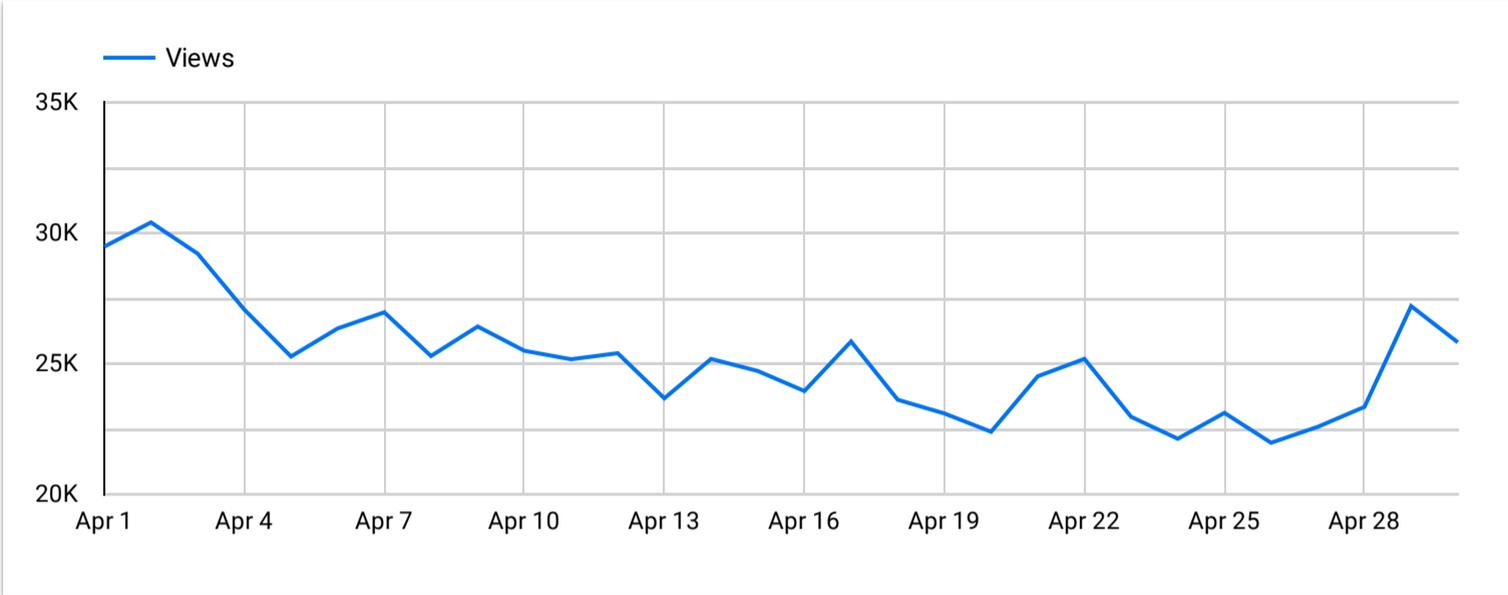


	First user source / medium	Active users	% Active Users
1.	google / organic	72,951	21.68%
2.	(direct) / (none)	72,449	21.53%
3.	google / cpc	70,030	20.81%
4.	visitflorida.com / referral	14,375	4.27%
5.	go.bargainboom.com / referral	6,107	1.81%
6.	Microsoft Bing Yahoo AOL Paid SEM Tinsley Adv / Search	5,661	1.68%
7.	bing / organic	5,637	1.68%
8.	imasdk.googleapis.com / referral	5,111	1.52%
9.	bingsearch / referral	4,752	1.41%
10.	tiktok.com / referral	3,127	0.93%

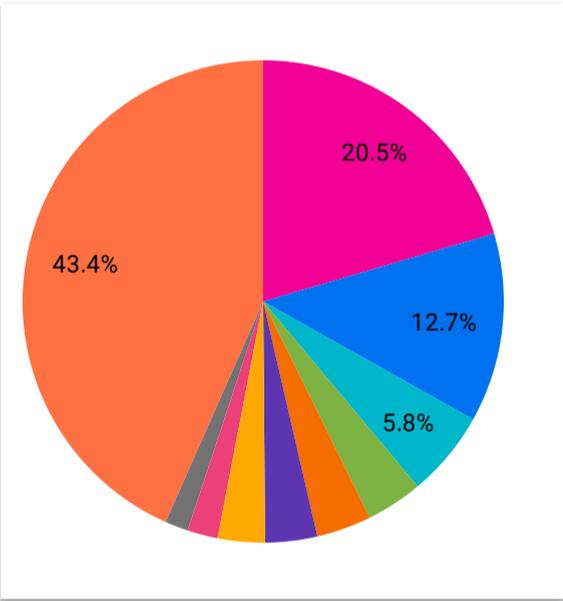




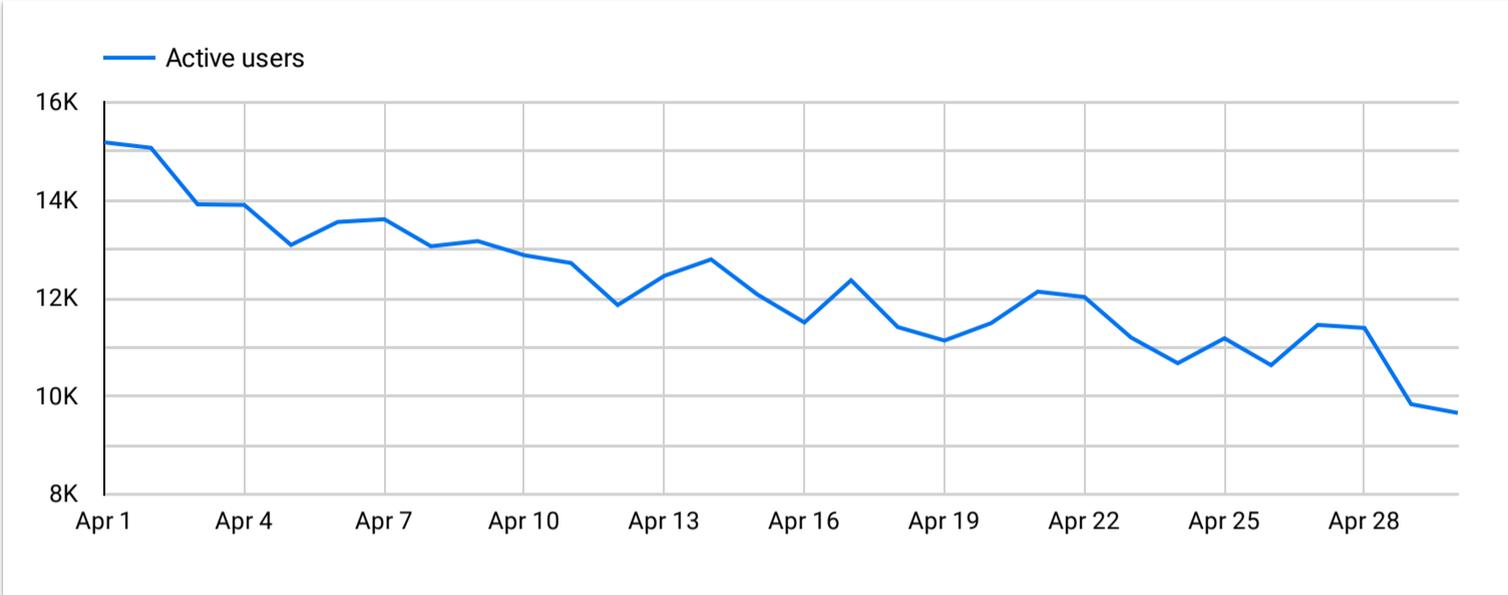
Most Visited Sections of Website



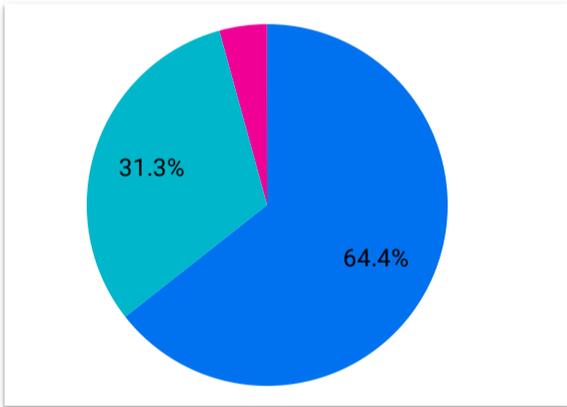
	Full page URL	Views	% Views
1.	fla-keys.com/	76,894	10.21%
2.	fla-keys.com/webcams/key-west/	44,989	5.97%
3.	fla-keys.com/key-west/	36,424	4.84%
4.	fla-keys.com/marathon/	22,940	3.05%
5.	fla-keys.com/webcams/	22,698	3.01%
6.	fla-keys.com/key-largo/	21,665	2.88%
7.	fla-keys.com/islamorada/	20,888	2.77%
8.	fla-keys.com/webcams/mallory-square/	12,825	1.7%
9.	fla-keys.com/lower-keys/	12,798	1.7%
10.	fla-keys.com/webcams/marathon-cam/	11,080	1.47%
	Grand total	753,343	100%



Device Usage



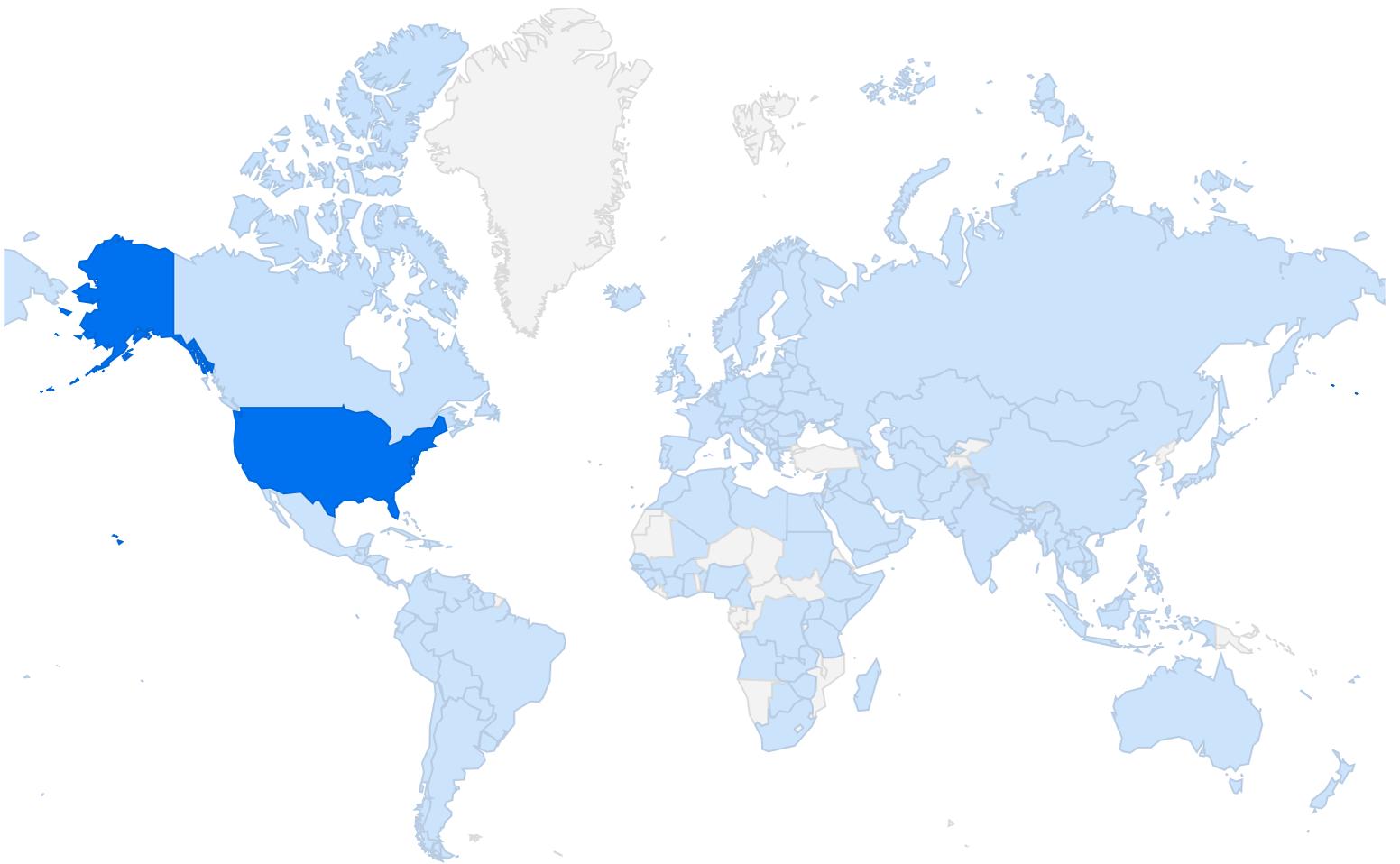
	Device category	Active users ▾	% Active Users
1.	mobile	216,835	64.44%
2.	desktop	105,510	31.36%
3.	tablet	14,303	4.25%
4.	smart tv	73	0.02%



The Florida Keys & Key West

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Section 2: Geographic Data on Website Visitors

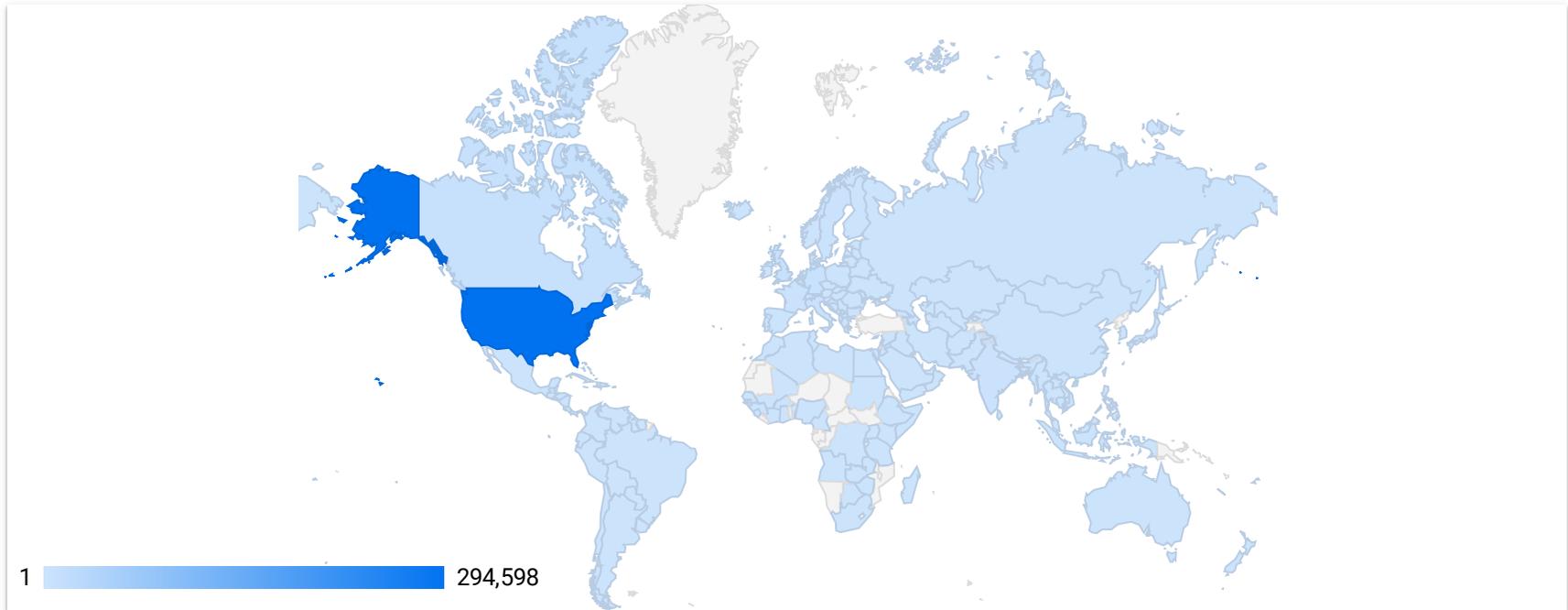


The Florida Keys & Key West

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J.1.

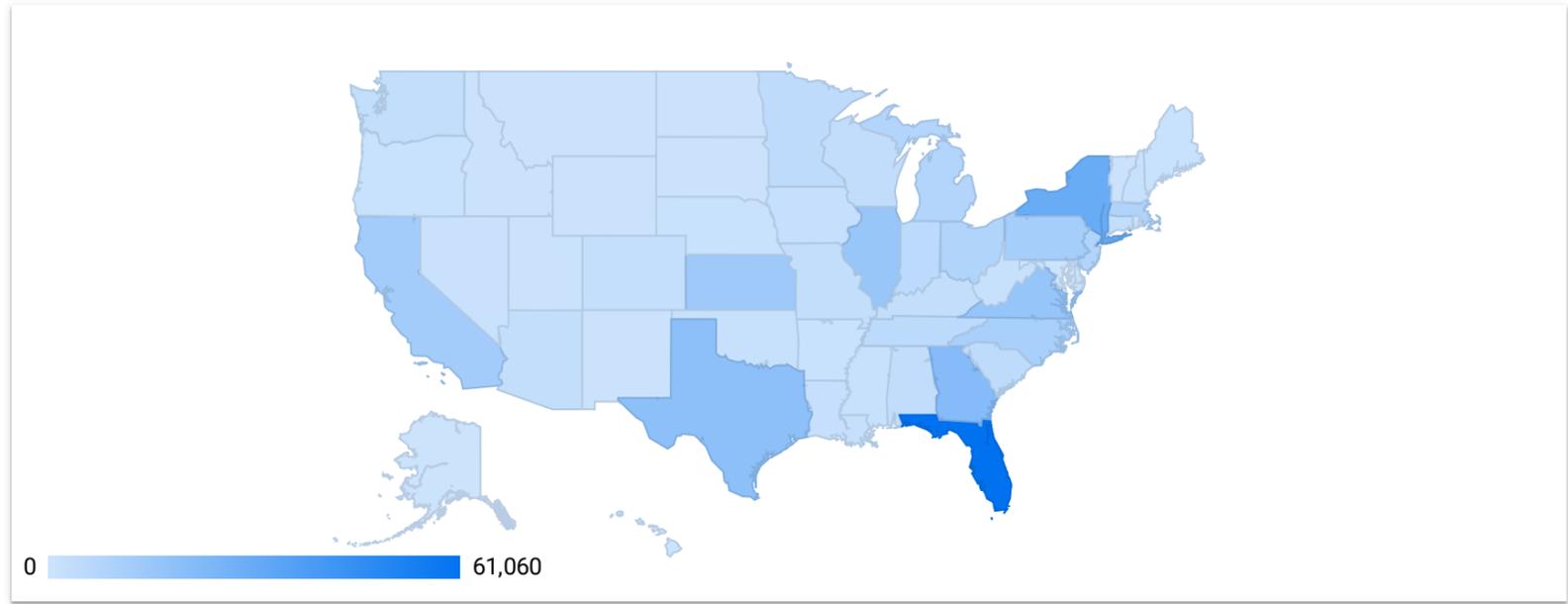
World



	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	294,598	285,964	347,473	45.16%	1.91	00:17:08
2.	United Kingd...	7,610	7,437	8,557	51.49%	1.69	00:12:34
3.	Canada	6,628	6,402	7,639	30.66%	3.56	00:23:22
4.	Germany	5,919	5,360	6,457	46.07%	1.63	00:12:30
5.	Italy	4,901	4,820	5,431	71.92%	1.15	00:05:09
6.	(not set)	3,258	3,258	3,281	92.01%	0.99	00:00:06
7.	Sweden	2,111	2,086	2,204	74.23%	1.21	00:02:16
8.	India	1,828	1,639	1,846	48.32%	1.09	00:01:41
9.	France	1,726	1,668	1,956	44.84%	1.95	00:13:53
10.	Netherlands	570	523	627	30.14%	2.07	00:14:34
11.	Brazil	565	534	632	24.05%	2.53	00:18:56
12.	Australia	447	431	497	26.36%	1.9	00:12:12
13.	Indonesia	441	402	500	40.6%	1.91	00:11:53
14.	Spain	433	417	521	53.36%	2	00:22:15
15.	Norway	416	403	443	57.34%	1.6	00:07:58
16.	Denmark	338	334	402	55.22%	1.77	00:15:58
17.	Japan	331	235	337	32.05%	1.24	00:03:34
18.	Switzerland	330	314	368	19.57%	2.6	00:13:20
19.	China	288	284	289	13.84%	1.02	00:01:30
20.	Mexico	279	270	295	40.34%	1.77	00:15:39
21.	Ireland	247	242	257	22.57%	1.58	00:09:13
22.	Philippines	195	192	221	40.72%	1.64	00:13:30
23.	Iran	184	146	293	56.66%	1.12	00:24:23
24.	Hungary	181	167	224	40.63%	2.31	00:27:05
25.	Thailand	180	177	216	56.48%	1.28	00:15:09
	Grand total	336,498	327,313	397,865	46.21%	1.89	00:16:26

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

USA

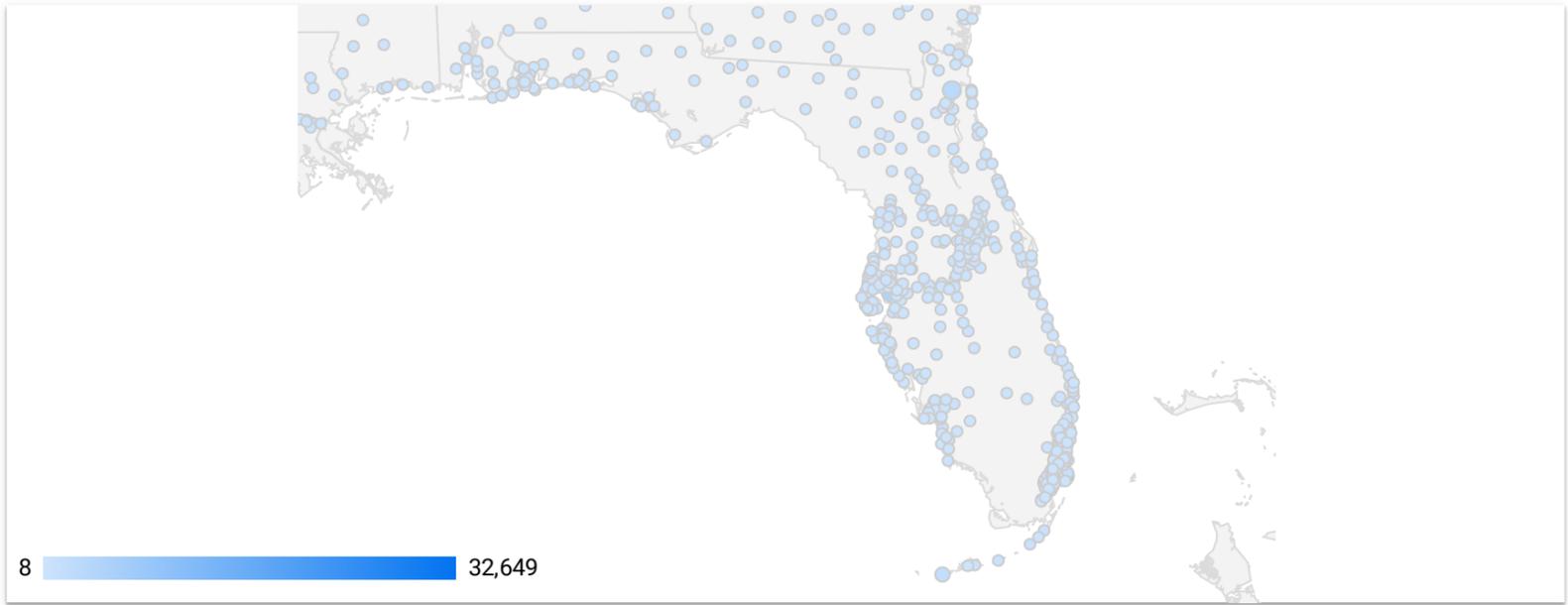


Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1. Florida	61,060	57,078	68,979	35.43%	1.95	00:18:41
2. New York	29,527	27,893	33,531	53.44%	1.64	00:13:21
3. Georgia	21,379	19,234	23,971	41.78%	1.77	00:17:38
4. Texas	18,796	17,619	20,225	50.79%	1.84	00:13:04
5. Virginia	16,187	14,687	17,847	45.45%	1.88	00:19:08
6. Illinois	15,506	14,691	17,040	50.58%	1.99	00:15:56
7. Kansas	13,850	13,684	14,487	20.23%	1.33	00:02:57
8. California	12,207	11,324	12,914	43.53%	1.66	00:10:10
9. Pennsylvania	11,277	10,164	13,385	42.73%	1.97	00:18:29
10. North Carolina	10,422	9,230	11,622	41.73%	1.79	00:17:10
11. Massachusetts	8,497	7,903	9,606	46.56%	2.02	00:16:00
12. New Jersey	8,089	7,707	9,474	43.91%	2.07	00:22:11
13. Ohio	8,009	6,823	9,881	31.81%	2.35	00:25:41
14. Michigan	7,410	6,339	8,510	37.38%	2	00:20:46
15. Tennessee	4,890	4,288	5,488	38.47%	1.82	00:16:35
16. Indiana	4,888	4,101	5,533	37.43%	1.86	00:19:07
17. Minnesota	4,176	3,873	4,719	44.18%	2.03	00:18:44
18. South Carolina	4,066	3,516	4,594	36.83%	2.05	00:20:17
19. Maryland	3,948	3,630	4,847	41.63%	2.04	00:24:30
20. Alabama	3,256	2,979	3,666	40.34%	1.99	00:15:42
21. (not set)	3,197	2,762	3,243	46.25%	1.3	00:02:32
22. Wisconsin	3,024	2,709	3,814	39.49%	2.28	00:23:57
23. Missouri	2,917	2,557	3,386	32.75%	2.36	00:20:26
24. Washington	2,890	2,694	3,369	40.37%	1.9	00:15:28
25. Kentucky	2,779	2,271	3,206	31.53%	1.96	00:17:41
26. Connecticut	2,627	2,391	3,042	43.95%	1.93	00:24:11
27. Arizona	2,601	2,410	2,986	33.62%	1.99	00:17:24
28. Colorado	2,265	2,028	2,789	28.4%	2.47	00:30:29
29. Iowa	2,174	1,874	2,516	35.65%	2.09	00:25:18
30. Louisiana	1,982	1,775	2,182	36.53%	1.95	00:16:32
31. Oklahoma	1,604	1,329	1,789	36.28%	2.2	00:14:49
32. New Hampshire	1,501	1,269	1,631	41.94%	1.91	00:15:24
33. West Virginia	1,410	1,088	1,624	35.59%	1.93	00:22:42
34. Mississippi	1,402	1,211	1,528	36.52%	2	00:15:10
35. Oregon	1,341	1,223	1,468	39.03%	1.83	00:10:09
36. Maine	1,277	1,005	1,379	33.79%	1.75	00:18:21
37. Arkansas	1,236	1,038	1,372	35.93%	1.97	00:16:20
38. Nebraska	1,075	903	1,206	34%	2.23	00:18:55
39. District of Columbia	1,047	982	1,171	50.98%	1.63	00:14:04
40. Delaware	947	847	1,149	38.03%	2.29	00:26:44
41. Nevada	902	805	979	39.73%	1.7	00:15:44
42. Utah	718	638	814	32.68%	3.43	00:25:39
43. New Mexico	536	460	608	37.66%	1.83	00:14:31
44. Rhode Island	501	437	623	27.61%	2.18	00:27:32
45. Montana	492	411	533	36.21%	1.72	00:13:51
46. Idaho	482	400	546	34.25%	2.19	00:12:02
47. Vermont	446	354	530	41.51%	1.86	00:19:56
48. Wyoming	441	376	476	32.56%	1.54	00:10:12
49. South Dakota	404	323	432	38.19%	2	00:14:53
50. North Dakota	355	284	412	34.95%	2.16	00:18:04
Grand total	294,598	285,964	347,473	45.16%	1.91	00:17:08

The Florida Keys & Key West J.1.

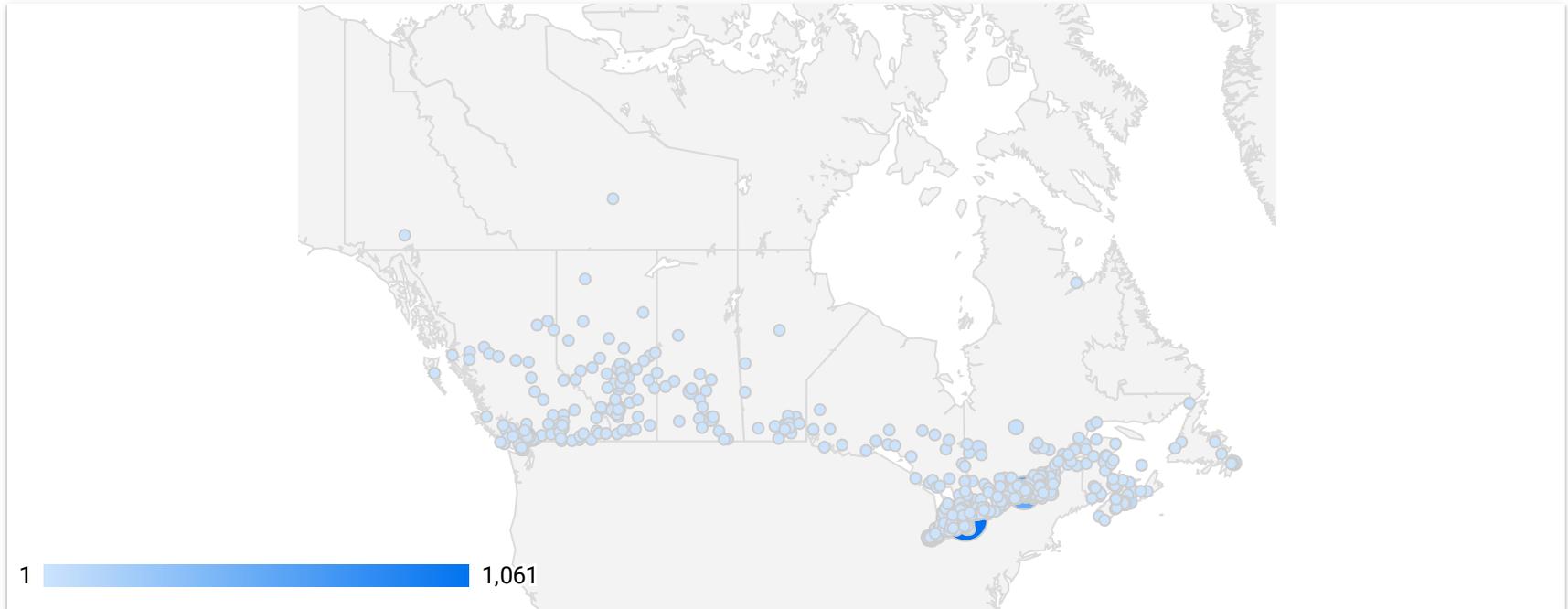
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Florida



City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1. (not set)	8,480	7,534	9,169	39.52%	1.85	00:18:41
2. Miami	7,718	6,700	8,929	26.81%	1.97	00:24:15
3. Tampa	4,364	4,018	4,777	35.75%	1.65	00:12:48
4. Orlando	3,583	3,363	3,812	42.89%	1.65	00:08:56
5. Jacksonville	2,817	2,684	3,086	46.31%	1.6	00:10:37
6. Key West	1,423	1,160	1,900	17.84%	2.54	00:41:52
7. Fort Myers	839	738	927	33.01%	1.81	00:19:27
8. Ocala	754	680	840	43.69%	1.68	00:10:21
9. Miami Beach	745	663	812	22.29%	1.9	00:19:56
10. Key Largo	699	593	987	18.64%	3.2	00:54:20
11. Marathon	664	547	803	17.56%	2.41	00:38:26
12. Cape Coral	655	594	718	36.77%	2.03	00:15:30
13. Islamorada	613	548	714	15.27%	2.49	00:40:14
14. Sarasota	519	484	592	41.55%	1.99	00:25:46
15. Gainesville	514	469	567	36.68%	1.71	00:20:03
16. Bradenton	509	464	618	44.01%	1.96	00:22:13
17. Port St. Lucie	508	484	613	35.24%	2.17	00:24:41
18. St. Petersburg	491	470	575	40.87%	1.98	00:23:31
19. North Port	458	439	491	46.44%	1.6	00:04:47
20. Tallahassee	431	378	482	34.65%	1.76	00:19:54
21. Lakeland	381	361	405	38.02%	1.63	00:03:43
22. Brandon	356	315	386	43.52%	1.54	00:10:57
23. Fort Lauderdale	339	300	418	20.57%	2.18	00:22:58
24. Spring Hill	331	313	356	43.82%	1.64	00:05:53
25. Palm Coast	327	308	371	47.44%	1.46	00:04:07
26. Daytona Beach	323	296	346	39.02%	1.79	00:13:06
27. Clearwater	316	307	336	44.05%	2.63	00:13:36
28. Palm Bay	309	292	351	39.6%	2.51	00:14:44
29. The Villages	289	271	312	44.55%	1.52	00:06:35
30. Pompano Beach	276	244	308	25.65%	2.43	00:16:35
31. Melbourne	275	263	297	41.08%	1.91	00:08:04
32. Winter Haven	248	215	265	41.89%	1.45	00:07:17
33. Venice	247	232	264	47.35%	1.67	00:06:52
34. West Palm Beach	246	225	276	26.81%	1.89	00:28:49
35. Big Pine Key	234	199	304	19.08%	2.12	00:35:03
36. Largo	232	225	254	33.46%	1.56	00:20:14
37. Boca Raton	231	205	280	25%	2.29	00:21:08
38. Boynton Beach	222	209	260	34.23%	2.08	00:15:41
39. Hialeah	219	185	248	20.56%	2.5	00:17:36
40. St. Augustine	217	205	269	41.64%	1.78	00:12:34
41. Doral	215	207	231	15.15%	3.05	00:26:07
42. Leesburg	210	182	226	45.58%	1.69	00:07:09
43. Port Orange	210	195	242	35.54%	1.92	00:19:38
44. Wesley Chapel	205	198	215	47.91%	1.9	00:02:21
45. Port Charlotte	198	187	213	46.01%	1.6	00:01:26
46. Windermere	197	178	206	34.95%	1.47	00:12:09
47. Lehigh Acres	192	182	219	35.62%	1.87	00:07:36
48. Four Corners	191	184	207	35.27%	1.9	00:10:21
49. Palatka	188	140	208	41.35%	1.82	00:12:35
50. Titusville	183	173	217	41.01%	1.67	00:11:16
Grand total	61,060	57,078	68,979	35.43%	1.95	00:18:41

Canada



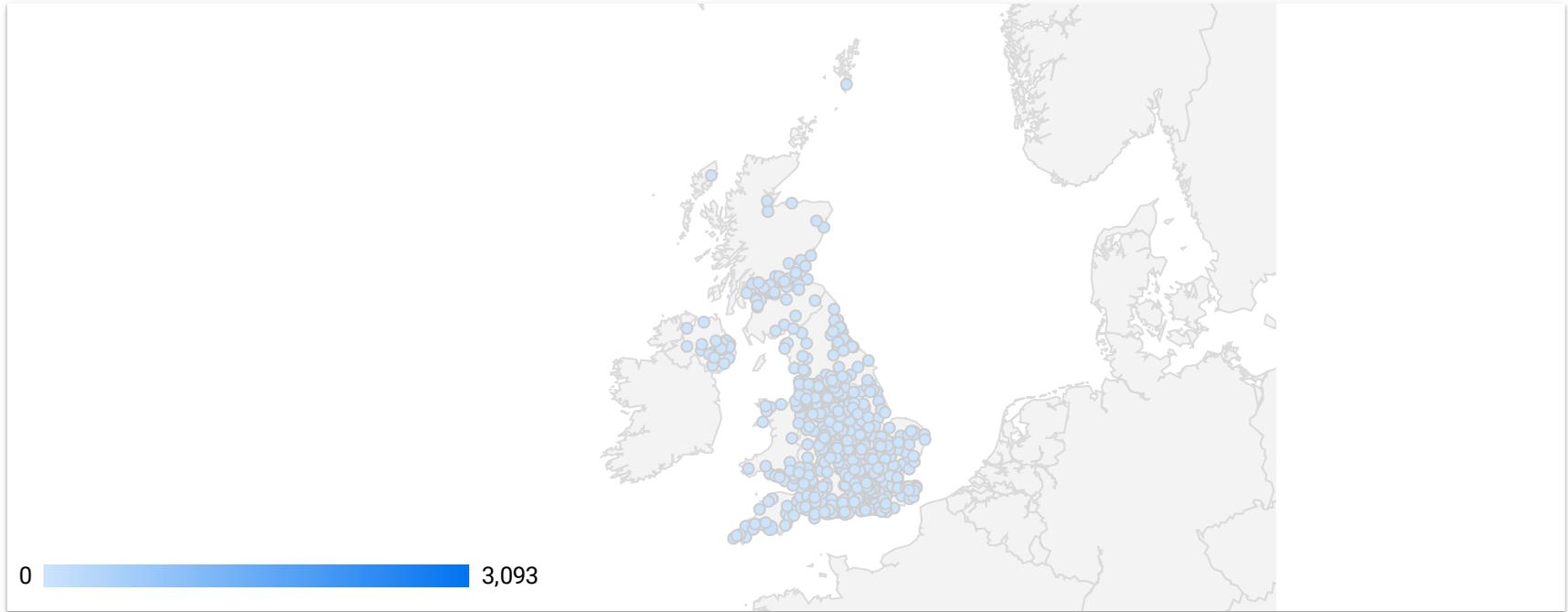
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	1,061	982	1,174	35.43%	10.43	00:16:50
2.	(not set)	817	777	852	22.89%	1.43	00:12:45
3.	Montreal	537	507	584	32.02%	1.91	00:11:55
4.	Vancouver	253	230	277	37.55%	1.99	00:17:02
5.	Ottawa	164	154	189	29.63%	1.96	00:21:54
6.	Calgary	146	139	190	27.89%	2.28	00:16:33
7.	Edmonton	133	123	143	42.66%	1.8	00:08:38
8.	Brampton	111	108	113	48.67%	1.51	00:16:20
9.	Mississauga	105	97	111	30.63%	1.46	00:07:50
10.	Winnipeg	94	89	113	38.05%	1.86	00:08:42
11.	Hamilton	92	79	123	24.39%	2.95	00:27:39
12.	Halifax Regional Municipality	89	83	97	37.11%	1.69	00:12:10
13.	Windsor	77	67	99	17.17%	2.67	00:28:59
14.	Surrey	70	64	95	40%	1.37	00:34:53
15.	London	64	59	70	30%	2.61	00:23:23
16.	Vaughan	64	56	66	48.48%	1.95	00:05:48
17.	Quebec City	59	58	63	33.33%	2.73	00:04:02
18.	Markham	56	50	60	53.33%	1.15	00:04:28
19.	Oakville	46	39	49	36.73%	1.69	00:02:42
20.	Richmond	46	42	47	59.57%	0.53	00:04:01
21.	Burnaby	40	39	63	39.68%	1.87	01:25:34
22.	Guelph	38	33	51	5.88%	3.39	00:30:50
23.	Kitchener	38	33	49	26.53%	2.16	00:16:17
24.	Richmond Hill	35	31	46	41.3%	1.93	00:09:00
25.	St. Catharines	35	31	37	24.32%	2.22	00:10:32
	Grand total	6,628	6,402	7,639	30.66%	3.56	00:23:22

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	3,093	2,997	3,313	60.55%	1.55	00:10:23
2.	(not set)	846	762	908	44.05%	1.84	00:10:36
3.	Birmingham	186	166	204	39.71%	1.67	00:08:59
4.	Edinburgh	120	99	127	44.88%	1.44	00:16:45
5.	Norwich	117	92	124	36.29%	1.4	00:12:57
6.	Wolverhampton	109	81	117	30.77%	1.44	00:29:53
7.	Belfast	105	92	107	41.12%	1.42	00:13:41
8.	Plymouth	102	77	109	30.28%	1.57	00:09:55
9.	Newcastle upon Tyne	98	80	109	35.78%	1.94	00:11:19
10.	Manchester	95	92	104	40.38%	1.77	00:19:34
11.	Milton Keynes	95	75	99	29.29%	2.05	00:13:14
12.	Cardiff	78	62	83	32.53%	1.45	00:07:41
13.	Croydon	72	63	88	40.91%	1.73	00:10:35
14.	Leeds	69	63	73	43.84%	1.66	00:06:04
15.	Glasgow	68	67	69	50.72%	1.51	00:05:12
16.	Liverpool	63	58	71	30.99%	2.38	00:21:13
17.	Luton	58	45	62	30.65%	1.85	00:19:57
18.	Nottingham	56	56	56	42.86%	1.7	00:03:46
19.	Bristol	53	50	56	50%	1.68	00:04:54
20.	Sheffield	41	40	42	42.86%	2	00:05:03
21.	Coventry	35	34	35	37.14%	1.97	00:22:25
22.	Slough	34	34	34	52.94%	1.41	00:03:57
23.	Leicester	31	29	32	43.75%	1.31	00:04:31
24.	Kingston upon Hull	25	25	26	53.85%	1.85	00:07:35
25.	Brighton	23	22	27	37.04%	1.63	00:24:08
	Grand total	7,610	7,437	8,557	51.49%	1.69	00:12:34

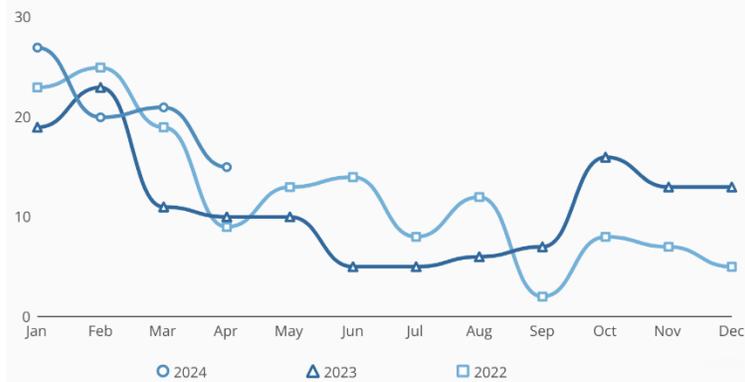
The Florida Keys & Key West

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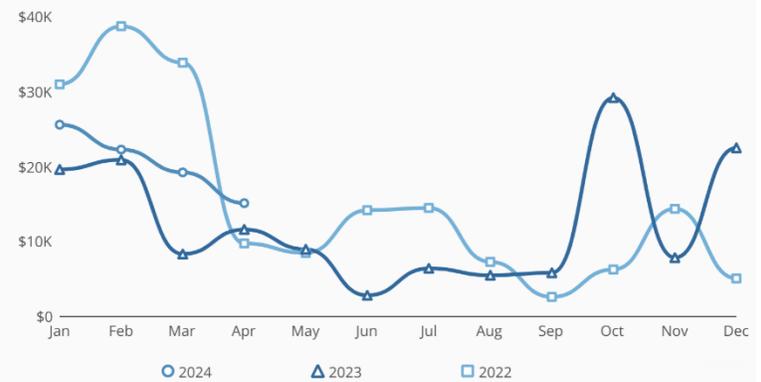
Ecommerce Performance Summary

Room Revenue \$15.18K ▲ 30%	Reservations 15 ▲ 50%	Room Nights 37 ▲ 16%	ADR \$410 ▲ 13%	LOS 2.5 ▼ -23%	Booking Window 37.4 ▲ 87%	Conv. Rate 0.17% ▲ 45%
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YTD Reservations vs Last 2 Years



YTD Revenue vs Last 2 Years



Travel Trends (Search/Travel Intent)

Sessions 24.12K ▲ 190%	Searches 24.5K ▲ 114%	Booking Window 83.9 ▼ -9%	LOS 4.1 ▼ -8%	ADR	Value Add % 0% ▼ 0
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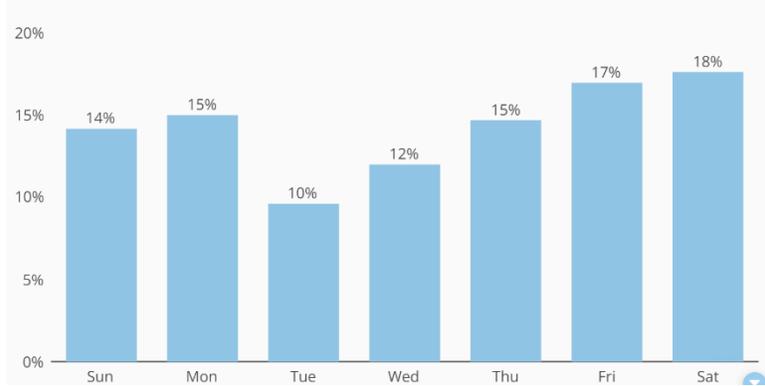
Length of Stay Distribution



Avg Daily Rate Distribution

No data in filtered range

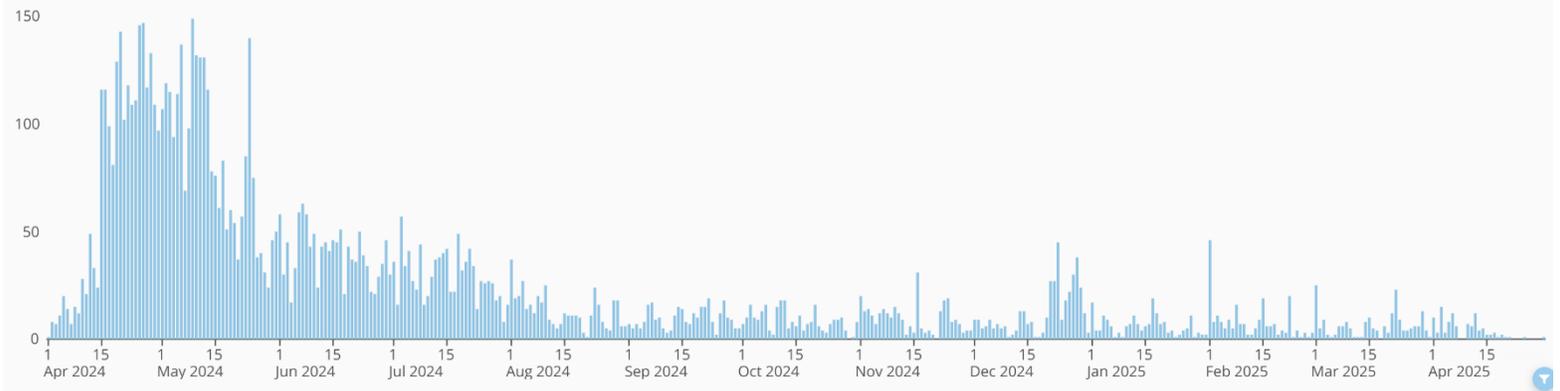
Check-In Day Distribution



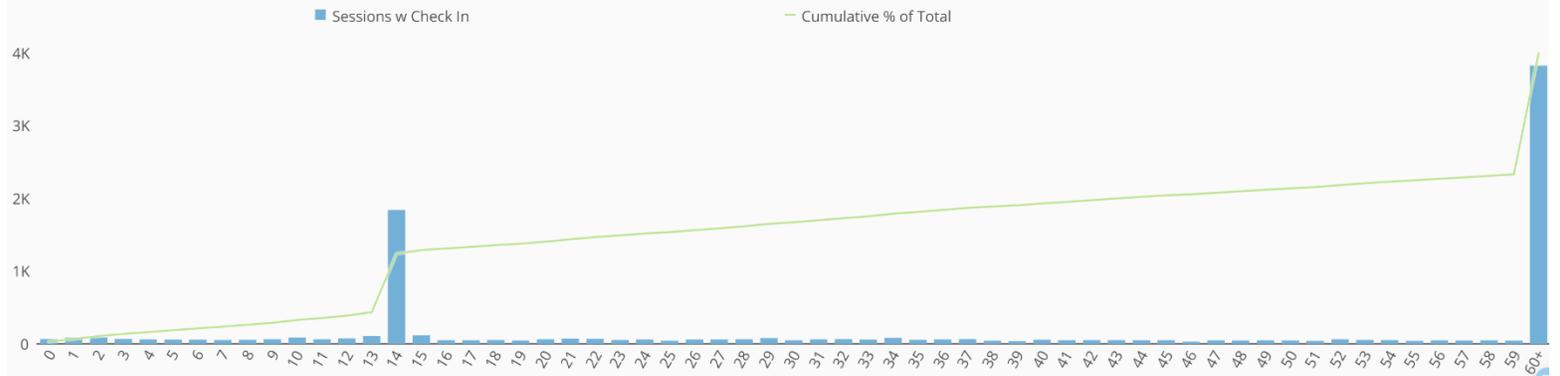
Top Check-In Dates

Check-In Date	Searches	% of Total
May 9th, 2024	149	1.62%
April 26th, 2024	147	1.60%
April 25th, 2024	146	1.59%
April 20th, 2024	143	1.56%
May 24th, 2024	140	1.53%
May 6th, 2024	137	1.49%
April 28th, 2024	133	1.45%
May 10th, 2024	132	1.44%
May 11th, 2024	131	1.43%
May 12th, 2024	131	1.43%
April 19th, 2024	129	1.41%

Check-In Date Distribution



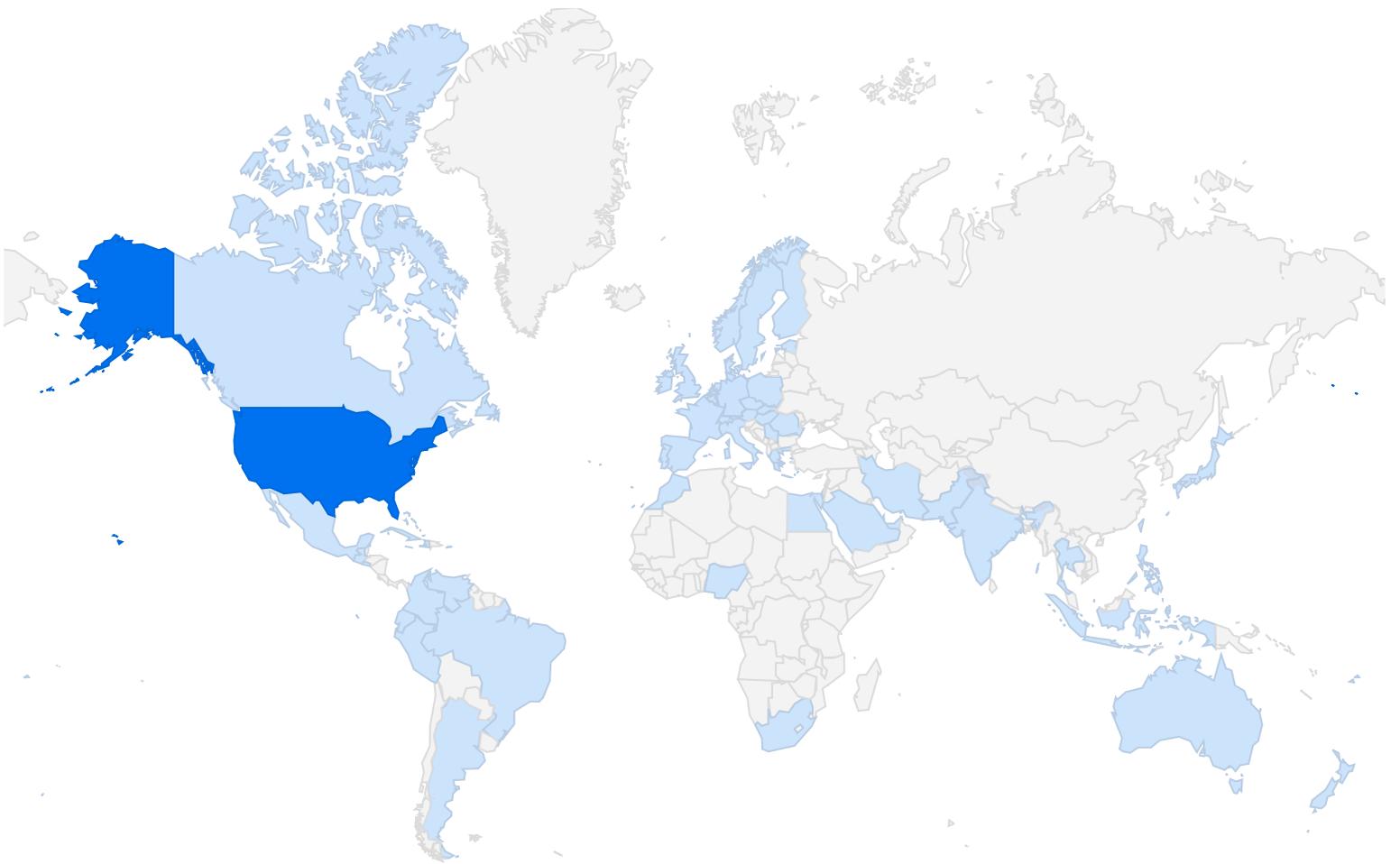
Booking Window Distribution



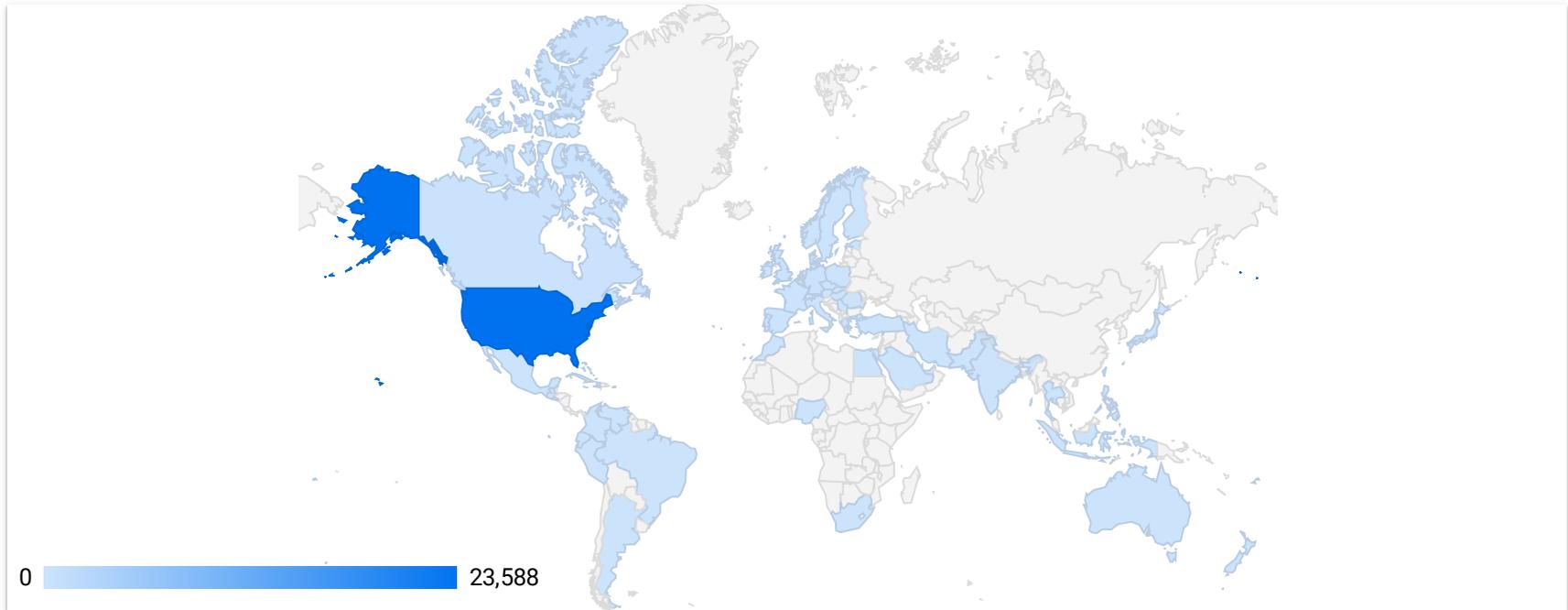
The Florida Keys & Key West

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Section 2: Geographic Data on Website Visitors

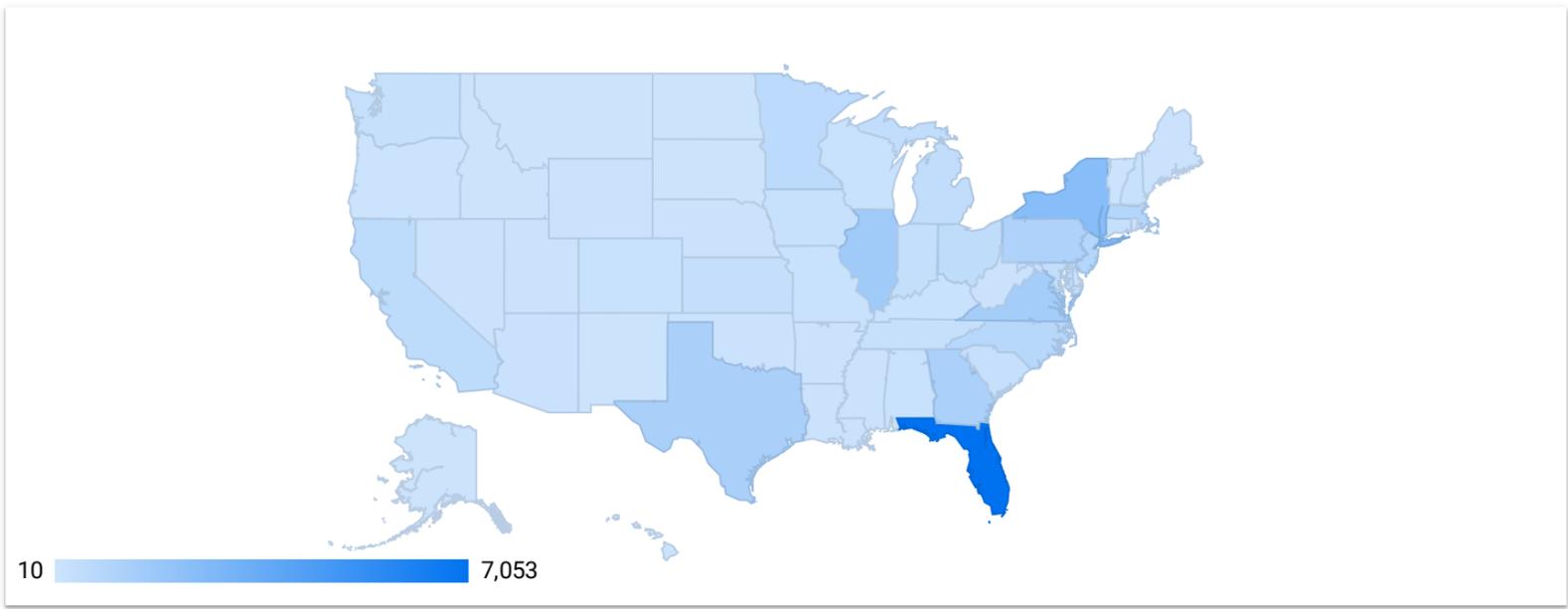


Islamorada - World



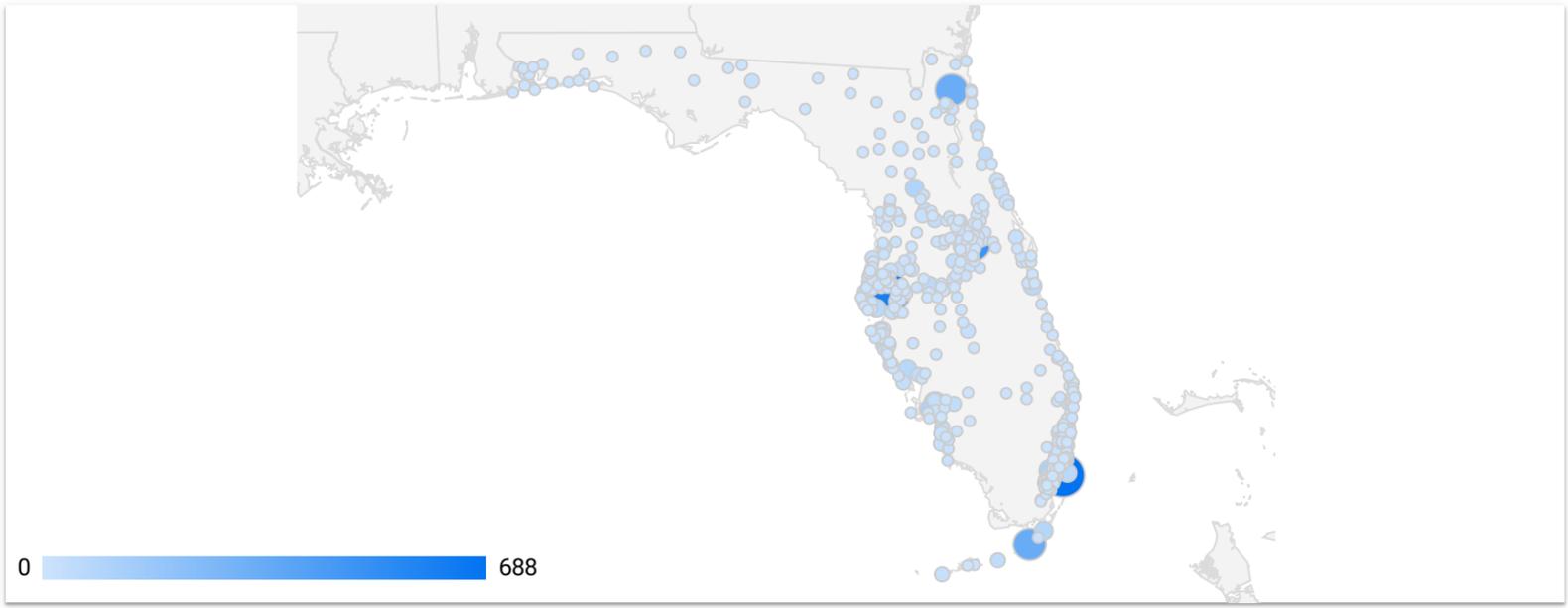
	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	23,588	17,341	24,893	32.97%	1.63	00:11:11
2.	(not set)	449	448	448	95.54%	1	00:00:00
3.	Canada	259	101	343	12.83%	1.8	00:24:08
4.	Germany	197	100	208	18.27%	1.35	00:08:09
5.	United Kingdom	192	67	216	12.96%	1.68	00:10:32
6.	France	61	40	63	31.75%	1.86	00:16:12
7.	India	34	20	35	51.43%	1.23	00:03:29
8.	Italy	31	14	36	11.11%	1.56	00:01:34
9.	Netherlands	31	15	32	6.25%	3.09	00:29:07
10.	Switzerland	31	18	35	14.29%	1.86	00:25:16
11.	Brazil	29	8	30	10%	2.27	00:11:41
12.	Sweden	27	13	28	17.86%	1.46	00:06:29
13.	Indonesia	26	15	28	21.43%	1.39	00:07:44
14.	Spain	25	21	25	64%	1.36	00:00:49
15.	Japan	22	17	22	59.09%	1.14	00:00:10
16.	Australia	21	13	22	18.18%	1.64	00:13:54
17.	Austria	20	12	20	5%	1.2	00:14:49
18.	Denmark	13	7	13	7.69%	1.62	00:00:39
19.	Argentina	11	4	11	9.09%	1.55	00:04:11
20.	Hungary	11	8	11	45.45%	1.64	00:01:02
21.	Poland	10	6	11	9.09%	1.73	00:06:36
22.	New Zealand	9	3	9	0%	1.67	00:13:43
23.	Norway	9	3	9	0%	2.89	00:07:49
24.	Belgium	8	4	8	12.5%	1.63	00:01:34
25.	Ireland	8	7	8	0%	2.88	00:02:12
	Grand total	25,217	18,347	26,495	33.32%	1.63	00:11:13

Islamorada - USA



	Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Florida	7,053	5,217	7,474	28.95%	1.54	00:10:19
2.	New York	2,377	1,903	2,496	44.79%	1.48	00:10:09
3.	Illinois	1,518	1,210	1,603	45.48%	1.52	00:07:12
4.	Virginia	1,385	1,082	1,456	38.87%	1.43	00:10:00
5.	Texas	1,193	856	1,237	38.56%	1.49	00:08:24
6.	Georgia	1,149	695	1,236	20.06%	1.65	00:14:36
7.	Pennsylvania	1,049	796	1,096	38.05%	1.76	00:10:29
8.	Massachusetts	839	682	873	44.67%	1.52	00:09:48
9.	New Jersey	832	669	924	42.75%	1.5	00:16:09
10.	North Carolina	737	528	776	31.83%	1.52	00:13:05
11.	Minnesota	551	448	569	45.87%	1.5	00:07:09
12.	California	526	316	560	21.43%	1.75	00:09:19
13.	Ohio	441	240	495	13.54%	1.87	00:13:26
14.	Michigan	376	184	394	13.96%	1.71	00:13:46
15.	Maryland	340	247	364	38.46%	1.42	00:08:41
16.	Kansas	300	97	307	21.5%	1.32	00:04:39
17.	Indiana	284	163	303	21.78%	1.61	00:16:10
18.	South Carolina	244	128	257	19.07%	1.87	00:11:04
19.	Connecticut	229	158	235	38.72%	1.6	00:07:13
20.	Washington	223	169	231	10.82%	1.6	00:02:57
21.	Tennessee	214	91	224	10.71%	1.71	00:13:38
22.	(not set)	199	144	200	55%	1.04	00:02:21
23.	Iowa	197	141	206	6.31%	1.56	00:05:40
24.	New Hampshire	178	137	188	40.96%	1.34	00:10:14
25.	Colorado	163	70	179	10.06%	2.12	00:12:34
26.	Kentucky	160	84	177	10.73%	1.74	00:11:27
27.	Wisconsin	157	86	164	14.63%	1.58	00:14:26
28.	Alabama	156	66	164	12.2%	1.54	00:11:53
29.	Missouri	138	62	154	7.79%	2.01	00:09:57
30.	District of Columbia	125	106	131	51.15%	1.31	00:12:24
31.	Arizona	113	53	123	12.2%	1.76	00:07:46
32.	Louisiana	93	46	97	15.46%	2.54	00:12:43
33.	Wyoming	93	78	93	6.45%	1.09	00:02:49
34.	Delaware	92	66	95	31.58%	1.48	00:15:15
35.	West Virginia	92	46	99	12.12%	1.47	00:06:09
36.	Maine	78	39	81	17.28%	1.69	00:19:47
37.	Mississippi	70	26	72	13.89%	1.56	00:26:32
38.	Oklahoma	70	26	72	9.72%	2.03	00:17:46
39.	Arkansas	58	25	63	17.46%	1.71	00:06:56
40.	Nebraska	55	25	56	10.71%	1.88	00:10:07
41.	Nevada	42	20	46	13.04%	2.09	01:13:56
42.	Utah	42	20	48	6.25%	3.19	00:32:15
43.	Oregon	38	14	39	12.82%	1.54	00:10:19
44.	Vermont	38	21	83	45.78%	1.65	00:51:42
45.	Rhode Island	33	17	34	11.76%	1.53	00:24:40
46.	Idaho	22	8	25	20%	1.56	00:12:16
47.	Hawaii	19	8	24	20.83%	1.46	00:06:30
48.	North Dakota	18	6	25	12%	1.92	00:00:56
49.	New Mexico	16	5	16	6.25%	2.13	00:35:21
50.	South Dakota	16	6	16	18.75%	1.44	00:02:31
	Grand total	23,588	17,341	24,893	32.97%	1.63	00:11:11

Islamorada - Florida



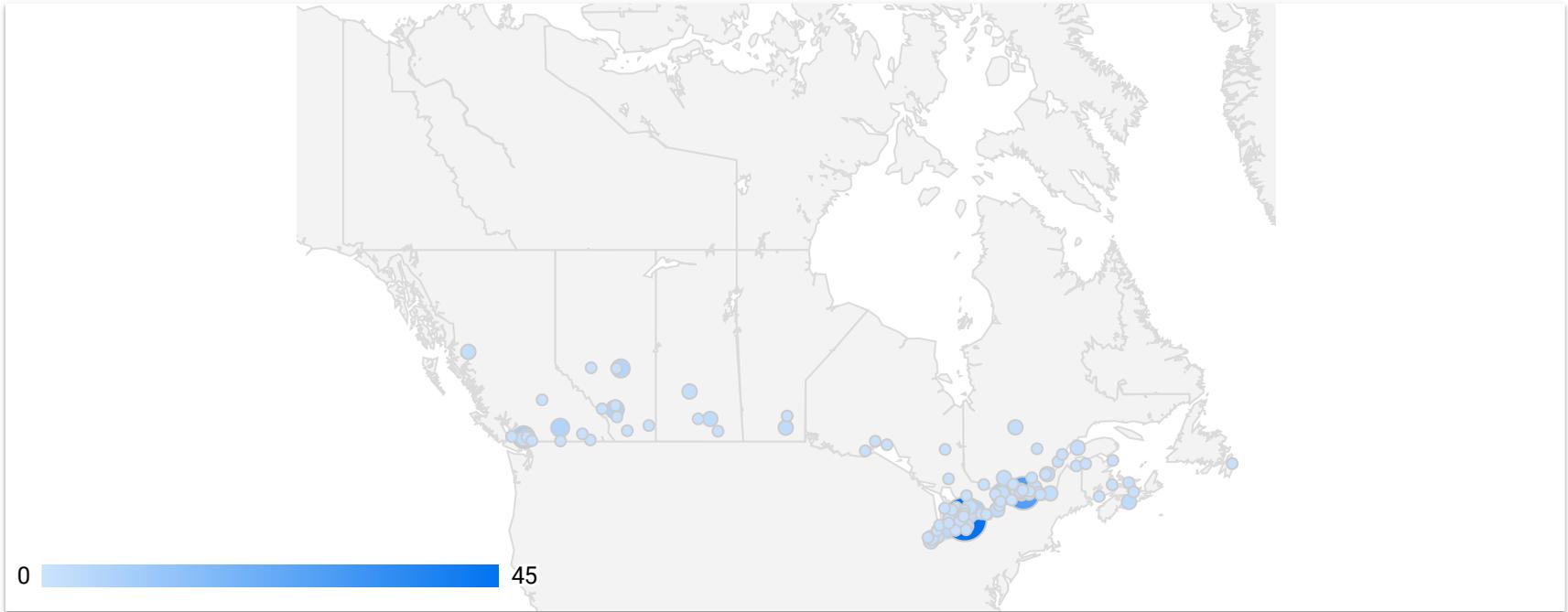
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	(not set)	688	450	717	27.75%	1.48	00:11:55
2.	Miami	679	430	739	13.13%	1.67	00:15:03
3.	Tampa	607	468	633	33.97%	1.38	00:05:26
4.	Orlando	476	382	498	43.78%	1.27	00:02:42
5.	Islamorada	335	300	369	12.74%	2.62	00:29:31
6.	Jacksonville	330	244	347	41.79%	1.22	00:02:47
7.	Fort Myers	110	78	118	24.58%	1.39	00:21:17
8.	Doral	109	104	117	11.11%	2.7	00:26:41
9.	Cape Coral	105	81	107	29.91%	1.5	00:14:00
10.	Ocala	92	72	93	40.86%	1.15	00:04:56
11.	Key Largo	77	36	100	5%	1.96	00:07:32
12.	Bradenton	74	52	78	37.18%	1.15	00:02:53
13.	North Port	67	51	73	36.99%	1.23	00:06:59
14.	Sarasota	66	47	72	37.5%	1.17	00:00:53
15.	Miami Beach	61	44	64	10.94%	1.83	00:20:14
16.	St. Petersburg	60	42	64	35.94%	1.19	00:21:15
17.	Palm Bay	59	47	61	27.87%	1.21	00:04:48
18.	Lakeland	58	46	58	37.93%	1.34	00:01:20
19.	Palm Coast	52	38	52	34.62%	1.15	00:00:40
20.	Port Charlotte	47	41	47	44.68%	1.26	00:00:24
21.	Spring Hill	47	33	49	32.65%	1.2	00:00:29
22.	The Villages	45	29	45	37.78%	1.31	00:00:45
23.	Clearwater	44	34	45	37.78%	1.16	00:00:15
24.	Marathon	43	26	44	13.64%	2.05	00:03:26
25.	Daytona Beach	40	29	41	24.39%	1.32	00:02:20
26.	Wesley Chapel	37	30	38	44.74%	1.18	00:00:42
27.	Lehigh Acres	36	27	36	33.33%	1.17	00:05:15
28.	Venice	35	26	35	37.14%	1.31	00:05:26
29.	Brandon	34	20	36	36.11%	1.19	00:01:32
30.	Melbourne	34	21	34	29.41%	1.44	00:10:50
31.	St. Augustine	34	26	36	33.33%	1.25	00:00:35
32.	Largo	33	27	34	23.53%	1.29	00:05:49
33.	Bonita Springs	32	25	32	28.13%	1.44	00:13:24
34.	Fort Lauderdale	32	20	35	17.14%	2.43	00:22:04
35.	Leesburg	31	21	31	38.71%	1.23	00:00:39
36.	North Fort Myers	31	21	32	31.25%	1.31	00:03:44
37.	Rotonda West	31	26	33	48.48%	1.06	00:00:31
38.	Four Corners	30	24	32	46.88%	1.38	00:01:33
39.	Ruskin	30	25	31	61.29%	1.13	00:00:17
40.	Winter Haven	30	21	31	45.16%	1.03	00:09:45
41.	Pompano Beach	27	19	27	3.7%	3.52	00:23:21
42.	Clermont	25	23	26	46.15%	1.23	00:01:15
43.	DeLand	25	18	25	44%	1.24	00:00:24
44.	Haines City	25	21	26	46.15%	1	00:00:09
45.	Titusville	25	22	25	44%	1.12	00:00:19
46.	Windermere	25	18	27	40.74%	1.04	00:05:05
47.	Key West	24	15	24	12.5%	1.67	00:15:57
48.	Sebring	24	17	24	25%	1.13	00:01:22
49.	Boca Raton	23	13	36	13.89%	1.64	00:18:02
50.	Deltona	23	16	24	37.5%	1.13	00:00:30
	Grand total	7,053	5,217	7,474	28.95%	1.54	00:10:19

The Florida Keys & Key West

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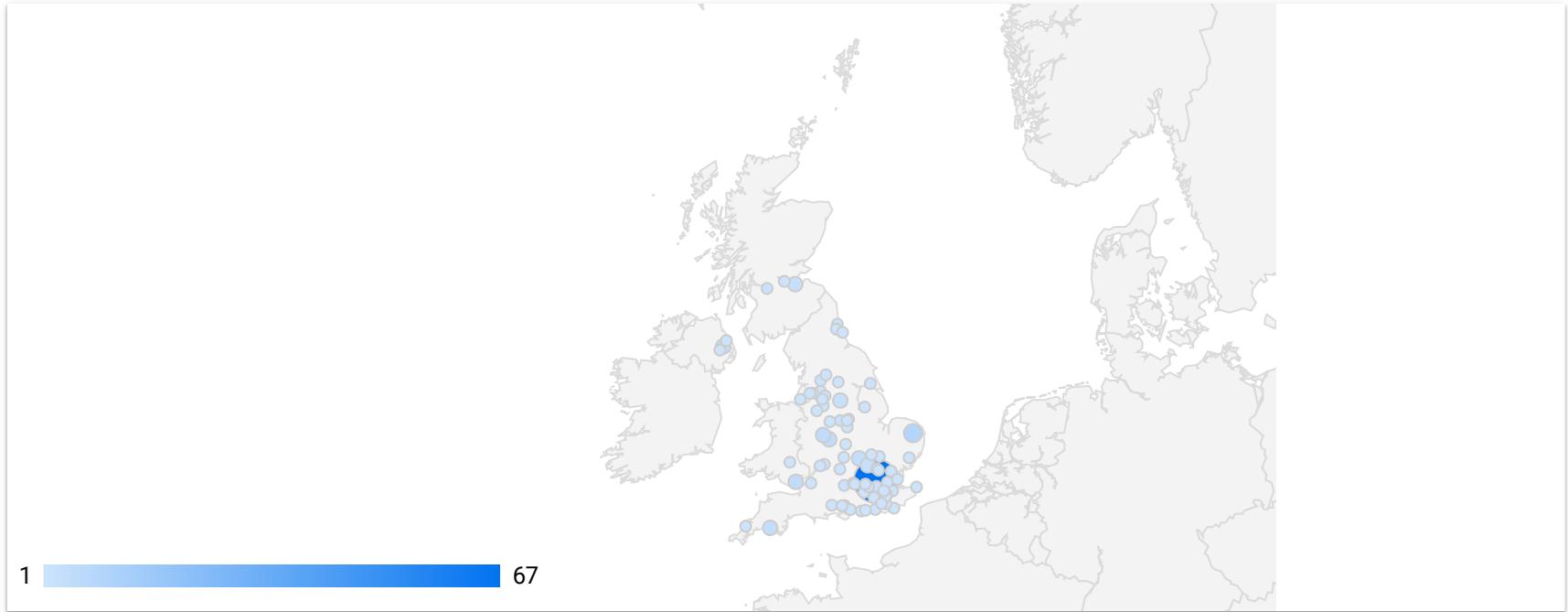
J.2.

Islamorada - Canada



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	45	16	48	12.5%	2	00:15:46
2.	Montreal	27	13	27	37.04%	1.67	00:00:56
3.	(not set)	14	12	14	57.14%	0.93	00:00:43
4.	Vancouver	9	3	9	0%	2.11	00:03:08
5.	Ottawa	8	3	8	12.5%	2.13	00:25:16
6.	Peterborough	7	0	12	8.33%	1.33	00:00:07
7.	Calgary	6	1	6	0%	1.5	00:06:52
8.	Kelowna	6	5	30	20%	1.7	01:51:32
9.	Edmonton	5	0	5	20%	1.6	00:04:59
10.	Guelph	4	2	4	0%	2	00:08:30
11.	London	4	0	4	0%	1.5	00:00:29
12.	Mississauga	4	0	5	0%	1.4	00:00:24
13.	Surrey	4	3	4	25%	1.25	00:01:46
14.	Winnipeg	3	0	3	0%	1.33	00:00:42
15.	Gananoque	3	2	32	0%	1.97	01:26:36
16.	Halifax Regional Municipality	3	1	3	33.33%	2	00:00:29
17.	Hamilton	3	1	4	25%	4.5	00:25:55
18.	Kitchener	3	0	13	0%	1.46	00:26:02
19.	Quebec City	3	3	3	66.67%	1	00:00:12
20.	Regina	3	1	3	0%	1.67	00:01:20
21.	Whitby	3	1	3	0%	3	00:01:20
22.	Burlington	3	1	3	0%	1	00:01:01
23.	Kingsville	2	1	2	0%	2.5	00:02:53
24.	Chatham-Kent	2	2	2	50%	1.5	00:00:12
25.	Chibougamau	2	0	2	0%	0.5	00:01:15
	Grand total	259	101	343	12.83%	1.8	00:24:08

Islamorada - UK



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	67	27	72	19.44%	1.61	00:09:05
2.	(not set)	22	7	28	25%	1.18	00:03:44
3.	Norwich	9	6	9	11.11%	1.67	00:02:40
4.	Belfast	5	2	5	0%	3	00:01:05
5.	Birmingham	5	1	5	0%	3.2	00:01:58
6.	Cardiff	5	0	5	0%	1.2	00:06:21
7.	Wolverhampton	5	1	5	20%	1.2	00:06:42
8.	Milton Keynes	4	2	4	0%	1.5	00:03:59
9.	Plymouth	4	1	4	25%	1	00:00:24
10.	Edinburgh	3	0	3	0%	2	00:02:06
11.	Luton	3	0	3	0%	1	00:00:49
12.	Sheffield	3	0	3	0%	1	00:00:28
13.	Croydon	2	0	2	0%	1.5	01:23:58
14.	Derby	2	1	2	0%	1	00:00:30
15.	Glasgow	2	0	2	0%	2	00:00:30
16.	Maidstone	2	1	2	50%	1	00:00:06
17.	Manchester	2	2	2	0%	1.5	00:00:32
18.	Newbury	2	2	2	0%	2.5	00:02:15
19.	Reading	2	1	2	0%	4	00:07:29
20.	Tonbridge	2	0	2	0%	2	00:10:24
21.	Hastings	1	0	2	0%	1	00:00:10
22.	Witney	1	0	1	0%	1	00:00:27
23.	B'ness	1	0	1	0%	3	00:07:38
24.	Bognor Regis	1	0	1	0%	4	00:00:34
25.	Brecon	1	0	1	0%	1	00:01:04
	Grand total	192	67	216	12.96%	1.68	00:10:32

DATE: May 9, 2024
To: District Advisory Committee Members
FROM: Elaine Cooke - Two Oceans Digital
RE: **Consideration and Action re: District Webcam Additional Locations**

During the May DAC Meeting, Two Oceans Digital will present additional locations for webcams within the DAC. Minutes from the April meeting stating the action to be taken are below.

“Ms. Gillis moved approval to continue the two current DAC funding webcams in an amount not to exceed \$20,799.96 and to add up to two additional DAC funded webcams in an amount not to exceed \$12,000/year, Mr. Walsh seconded. Motion passed unanimously.”

District V Webcam Proposed Locations and Cost:

Location	Amount per month	Amount per year
Founders Park	\$500.00	\$6,000.00
Annes Beach	\$500.00	\$6,000.00
Papa Joes	\$500.00	\$6,000.00



Date: May 10, 2024
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual
 Re: **OPERATIONS MANUAL UPDATES**

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

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



Operations Manual – description of updates

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

1. Section I Tourist Development Council Members

- o Updated Member List to reflect appointment of Mr. Bobby Mongelli to TDC (BOCC 4/17/24)

DATE: May 10, 2024
To: District Advisory Committee Members
FROM: Ammie Machan, Administrative Assistant
RE: **Update re: April 30, 2024 TDC Meeting**

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

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

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, APRIL 30, 2024, 10:00 A.M.
MARATHON GOVERNMENT CENTER, MARATHON
2798 OVERSEAS HIGHWAY, MARATHON FL 33050**

The meeting is open to the public.

Members of the public can also attend via Communications Media Technology at:

Zoom webinar: <https://mcbocc.zoom.us/j/83300176016>

Or iPhone one-tap :

US: +16465189805,,83300176016# or +16699006833,,83300176016#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 518 9805 or +1 669 900 6833

Webinar ID: 833 0017 6016

International numbers available: <https://mcbocc.zoom.us/j/83300176016>

To report problems with the Zoom webinar, please call (305) 872-8831.

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., prior to the scheduled meeting; if you are hearing or voice impaired, call "711". Live Closed Captioning is available via Zoom webinar.

A person may submit written comments or other physical evidence on a particular agenda item for consideration at the TDC meeting via email to Maxine Pacini: Maxine@Fla-keys.com , Tourist Development Council Administrative Office, no later than 3:00 P.M. on the Monday prior to the meeting. The email must include the submitter's name, address, phone number and email address and the agenda item number the documents/comments are regarding. Any intellectual property submitted must include the appropriate authorization for use.

Any person who wishes to be heard shall, prior to an item being called, sign up with his/her name and residence, and the agenda item on which he or she wishes to be heard. An individual has three minutes to address the TDC. However, the first person representing an organization has five minutes to address the TDC. Subsequent speakers for the same organization have three minutes to address the TDC. Speakers appearing remotely via communications media technology may speak under the same time constraints as those speakers appearing live before the TDC. Remote speakers need not sign up to speak but must identify themselves and their addresses at the beginning of their remarks. Failure to do so may result in early termination of their speaking privileges for that item. Members of the public who are attending via Communications Media Technology and participating via Zoom are reminded to use *9 to raise your hand and *6 to mute and unmute your microphone. For additional assistance, please call 305-296-1552 or email your inquiry to: Ammie@fla-keys.com

- 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. March 26, 2024 Regular Meeting Minutes

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

- F. **Administrative**
 - 1.** Status Report
 - 2.** Interim Director's Report
 - 3.** Operations Manual Update – FYI
 - 4.** Consideration and Action re: TDC Office Lease

- G. **Budget**
 - 1.** Four Penny Revenue Report
 - 2.** Consideration and Action re: Strategic Budget Plan

- H. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4.** Search Engine Marketing Report – FYI
 - 5.** Consideration and Action re: Video Shoot and Video Concepts
 - 6.** Consideration and Action re: Additional Summer Generic Co-op Program

- I. **Film Commission**
 - 1.** Status Report

- J. **Public Relations**
 - 1.** Status Report
 - 2.** Presentation: Current PR

- K. **Sales and Marketing**
 - 1.** Status Report

- L. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update

- M. **Website**
 - 1.** Website Status Report

N. TDC Related Items

- 1.** Consideration and Action re: Amendment to Extend Tinsley Advertising Agreement
- 2.** Consideration and Action re: Agreement with Keys Dive Operators, Inc. – Dive Umbrella
- 3.** Update re: TDC Meeting Venues
- 4.** Consideration and Action re: Approval of Waivers of Standard of Conduct
- 5.** Update re: Search Company for New Marketing Director/Executive Director/CEO (Possible Consideration of related Scopes and Schedules)

O. District Advisory Committee Items

1. **District I**
 - a).** DAC I March 13, 2024 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Amendment to Agreement with Greater Key West Chamber of Commerce, Inc. for Visitor Information Services
 - c).** Consideration and Action re: Amendment to Agreement with MCBOCC for the West Martello Air Conditioning and Electrical Upgrades Project
2. **District II**
 - a).** DAC II March 12, 2024 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Amendment to Agreement with Lower Keys Chamber of Commerce, Inc. for Visitor Information Services
 - c).** Consideration and Action re: Ms. Stacy Peele/Tourist Related Representative
3. **District III**
 - a).** DAC III March 13, 2024 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Amendment to Agreement with Greater Marathon Chamber of Commerce, Inc. for Visitor Information Services
4. **District IV**
 - a).** DAC IV March 12, 2024 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Amendment to Agreement with Islamorada Chamber of Commerce, Inc. for Visitor Information Services
 - c).** Consideration and Action re: Mr. Lou Sena/Lodging Representative
5. **District V**
 - a).** DAC V March 12, 2024 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Amendment to Agreement with Key Largo Chamber of Commerce, Inc. for Visitor Information Services
 - c).** Consideration and Action re: Amendment to Agreement with MCBOCC for Rowell's Waterfront Park Phase III Project
 - d).** Consideration and Action re: Amendment to Agreement with MCBOCC for Jacobs Aquatic Center Pool Liner Project

P. Cultural Umbrella

- 1.** Minutes of Cultural Umbrella Meeting – FYI

Q. Fishing Advisory Committee

- 1.** Minutes of Fishing Advisory Committee Meeting – FYI

R. Dive Umbrella

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

S. Public/Industry Input

T. General Discussion

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

Call to Order

Roll Call

U. **Visit Florida Keys**

1. Consideration and Action re: Visit Florida Keys portion of the March 26, 2024 meeting minutes
2. Update re: Search Company for New Marketing Director/Executive Director/CEO (Possible Consideration of related Scopes and Schedules)

Adjourn the meeting of Visit Florida Keys

Monroe County Tourist Development Council Meeting

The April 30, 2024 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. in person at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

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

TDC Members Absent Were: Mr. Timothy Root (2nd Absence in Fiscal Year)

District Advisory Committee Chairpersons Present Were: Ms. Kim Wilkerson (DAC II), Ms. Vicki Tashjian (DAC III), and Mr. John Harrison (DAC IV)

District Advisory Committee Chairperson Absent Were: Mr. Steve Robbins (DAC I) and Ms. Suzanne Holmquist (DAC V)

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin 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: **Mr. Fernandez moved approval of the agenda as presented, Ms. Laron seconded. Motion passed unanimously.**

Approval of the Minutes: **Ms. Laron moved approval of the March 26, 2024 TDC meeting minutes as presented, Mr. Fernandez 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.b. Consideration and Action re: Amendment to Agreement Greater Key West Chamber of Commerce, Inc. for Visitor Information Services

Mayor Johnston moved approval of the following bulk items:

F. **Administrative**

- 1.** Status Report
- 3.** Operations Manual Update – FYI
- 4.** Consideration and Action re: TDC Office Lease

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**
- 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: Amendment to Extend Tinsley Advertising Agreement
 2. Consideration and Action re: Agreement with Keys Dive Operators, Inc. – Dive Umbrella
 3. Update re: TDC Meeting Venues
 4. Consideration and Action re: Approval of Waivers of Standard of Conduct
- O. District Advisory Committee Items**
 - 1. District I**
 - a). DAC I March 13, 2024 Regular Meeting Minutes – FYI
 - c). Consideration and Action re: Amendment to Agreement with MCBOCC for the West Martello Air Conditioning and Electrical Upgrades Project
 - 2. District II**
 - a). DAC II March 12, 2024 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Lower Keys Chamber of Commerce, Inc. for Visitor Information Services
 - c). Consideration and Action re: Ms. Stacy Peele/Tourist Related Representative
 - 3. District III**
 - a). DAC III March 13, 2024 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Greater Marathon Chamber of Commerce, Inc. for Visitor Information Services
 - 4. District IV**
 - a). DAC IV March 12, 2024 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Islamorada Chamber of Commerce, Inc. for Visitor Information Services
 - c). Consideration and Action re: Mr. Lou Sena/Lodging Representative
 - 5. District V**
 - a). DAC V March 12, 2024 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Key Largo Chamber of Commerce, Inc. for Visitor Information Services
 - c). Consideration and Action re: Amendment to Agreement with MCBOCC for Rowell’s Waterfront Park Phase III Project
 - d). Consideration and Action re: Amendment to Agreement with MCBOCC for Jacobs Aquatic Center Pool Liner Project
- 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

Mr. Fernandez 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 TDC staff to review the TDC agenda and discussed the activities of each department.

Consideration and Action re: Strategic Budget Plan: Ms. Kelli Fountain, Director of Market Research, presented data forecasting that FY 2025 budget will remain relatively flat. She reported that while the destination leads Florida markets in Average Daily Rate, high costs remain the top impediment to travel, with travelers seeking value for their money. The International market is expected to continue to make a comeback, with these travelers seeing Florida as expensive but willing to treat themselves to the expense.

Ms. Tina Boan stated that the estimated revenue of \$60M is approximately a 3% decrease from last year.

Ms. Limbert provided an update on Senate Bill 1456, noting that the bill had been passed and just needs to be signed by the Governor. The bill allows for surplus funds, in an amount not to exceed \$35M to be set aside for affordable housing for tourism related business. She stated that there is a Public Hearing on the May BOCC agenda for an ordinance to allow these funds to be utilized for affordable housing. In addition to this, the policy regarding Special Public Facilities in the TDC Operations Manual would be revised to clarify that the funds could be utilized in accordance to the Senate Bill and Monroe County Ordinance.

Mayor Johnston moved approval of the FY 2025 Strategic Budget Plan as presented, Mr. Fernandez seconded.

A roll call vote was taken with the following results:

Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Mr. Bobby Mongelli	Yes
Mayor Holly Raschein	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Rita Irwin	Yes

Motion passed.

Consideration and Action re: Video Shoot and Video Concepts: Mr. Dorn Martel presented storyboards for four 2-minute videos for generic, cultural, dive and fishing; a :30 and 15: second epicurean video; a :30 and :15 second video for the meetings market; a :30 and :15 second generic co-op video; and a :30 and :15 second sizzle reel for the sales department. Mr. Martel stated that these videos were included as goals in the FY 2024 Marketing plan. Mr. Martel explained that this proposal would include concepting, pre and post-production, shoot hours, all video production, audio production and would build the image library for the destination. If approved, the shoot would begin in July and be completed by September at a cost not to exceed \$655,000 FY 2024 Generic Media Advertising Resources.

Mr. Fernandez moved approval of the video shoot and video concepts as presented in an amount not to exceed \$655,000 FY 2024 Generic Media Advertising Resources, Ms. Laron seconded. Motion passed unanimously.

Consideration and Action re: Additional Summer Generic Co-op Program: Mr. Eric Gitin presented a proposal to utilize \$75,000 FY 2024 Generic Advertising Resources to support a summer co-op program for hotels and resorts to promote summer bookings. The Co-op would run from June 15, 2024 to July 31, 2024 and would allow up to 6 participants at a cost per participant of \$2,500.

Mr. Fernandez moved approval of the Additional Summer Generic Co-op Program as presented, Ms. Laron seconded. Motion passed unanimously.

Sales Update: Mr. Markham McGill, Director of Sales, presented an overview of the Sales department including the mission and goals of the Sales department, a recap of recent attendance at travel/trade shows, and a review of upcoming activities for the department.

Presentation: Current PR: Mr. Andy Newman presented recent public relations activities including coverage of the 7 Mile Bridge Run in Marathon, Conch Republic Days Drag Races in Key West, underwater Easter egg hunt in Islamorada, and a turtle release in Marathon.

Ms. Ashely Serrate reported that due to changes in how Facebook/Meta provides engagement data, the Social Media reporting provided in the meeting packets will now include quarterly data instead of monthly data.

Ms. Serrate also provided an update on the international PR efforts including coverage in BBC Wildlife and individual media familiarization trips for the UK market, a Dive focused familiarization trip for the German market, and a radio campaign for a trip give away in the Canadian market.

Mr. Newman informed the Board that the Agency would be hosting the annual Hurricane Conference on May 30th via zoom.

Update Re: Search Company for New Marketing Director/Executive Director: Ms. Diane Schmidt provided an update on the hiring of a search company to assist with the hiring of a new director. She stated that an Agreement had been entered into with Search Wide Global. Staff had met with the company to start discussions on the timeline and process for the search. She stated that there will be a 7-person search committee including a TDC member, a County Commissioner, 3 industry members, and 3 other members. Search Wide Global will conduct a Needs Assessment to determine the job description and scope of services for the position. Search Wide Global will then conduct a search and bring forward 8-10 candidates to the Search Committee. The Search Committee will review the candidates and bring forward the top 5-6 candidates for zoom/online interviews. Once the interviews have been conducted the top candidates will be brought in for in-person interviews with the Search Committee. The Search Committee will then make a recommendation to Visit Florida Keys for their top candidate. The goal is to have a candidate identified by the end of July with employment commencing by October.

Consideration and Action re: Amendment to Agreement with Greater Key West Chamber of Commerce, Inc. for Visitor Information Services: **Ms. Stanley moved approval to extend the Agreement with the Greater Key West Chamber of Commerce, Inc. for an additional two-year period to September 30, 2026, Mr. Mongelli seconded.**

A roll call vote was taken with the following results:

Mr. George Fernandez	Abstain*
Ms. Peg Laron	Yes

Mr. Bobby Mongelli	Yes
Ms. Diane Schmidt	Abstain*
Ms. Patti Stanley	Yes
Ms. Rita Irwin	Yes Motion passed.

*Mr. Fernandez and Ms. Schmitt abstained due to sitting on the Board for the Greater Key West Chamber of Commerce, Inc.

There being no further business the meeting of the Tourist Development Council was adjourned at 12:22 p.m.

Visit Florida Keys Meeting

The April 30, 2024 meeting of Visit Florida Keys was called to order by President Rita Irwin at 12:22 p.m. at the Marathon Government Center in Marathon via a hybrid Zoom meeting platform.

TDC Members in Attendance: Mr. George Fernandez, Ms. Peg Laron, Mr. Bobby Mongelli, Ms. Diane Schmidt, Ms. Patti Stanley

TDC Members Absent: Mayor Teri Johnston, Mayor Holly Raschein and Mr. Timothy Root,

Approval of Bulk Items: Ms. Schmit moved approval of the following bulk item:

U.1. Consideration and Action re: Visit Florida Keys Portion of the March 26, 2024 Meeting minutes

Ms. Stanley seconded. Motion passed unanimously.

Update re: Search Company for New Marketing Director/Executive Director/CEO (possible consideration of related scopes and schedule): Ms. Limbert stated that this item had been placed on the Corporation agenda as a companion item to TDC Item N.5. She stated that no action is required at this time.

There being no further business of the corporation, the meeting was adjourned at 12:24 p.m.

DATE: May 10, 2024

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Florida Keys Lionfish Derby – Event Schedule and Date Change**

The District IV Advisory Committee at your meeting of August 8, 2023 moved approval to fund Reef Environmental Education Foundation, Inc. in an amount not to exceed \$20,000 for the Florida Keys Lionfish Derby & Festival in June 2024.

Attached is a request from Reef to revise the schedule of activities and the date of the event.

Previous Event Date: June 2024

New Event Date: August 2024

Previous Schedule of Activities: a five (5) day event to include open house; workshops; lionfish derby; festival with vendors; awards ceremony

New Schedule of Activities: a five (5) day event to include open house; workshops; lionfish derby; Tasting Event; awards ceremony; beach clean up

Approval of the new event date and new schedule of activities is requested.

TDC Event Funding Policies states that a revision to the event name, date of the event and schedule of activities requires approval by the Advisory Committee and TDC Director (TDC Operations Manual, Section II, Page 14)

From: [Alli Candelmo](#)
To: sydney@fla-keys.com; [Ammie Machan](mailto:Ammie.Machan); Maxine@fla-keys.com
Subject: Re: 3104 Florida Keys Lionfish Derby & Festival
Date: Thursday, April 4, 2024 5:08:06 PM

Hello,

Our Florida Keys Lionfish Derby & Festival event has had some unexpected changes for 2024. Our venue, Postcard Inn went under construction this winter. In anticipation to them not being opened in time we had moved the date of the event from June to August 18th however we recently heard from Postcard Inn that they will not be opened until September at the earliest and that is not a guarantee.

Due to the unexpected loss of our venue we are planning to modify our event.

We will still host a lionfish derby which will consist of a captains meeting Thursday, two days of fishing Friday and Saturday and weigh-in and awards on Sunday at REEF campus. We will have some demonstrations, games activities and drinks and lionfish tastings available on Sunday and it will be open to participants as well as the public.

During that week/weekend we will host workshops as planned as well as have open house at REEF campus and a beach clean-up Sunday morning.

In addition we are proposing to host an event at Florida Keys Brewing Company in Islamorada that with lionfish tastings, demonstrations and games. We encourage participants in the derby and workshops to attend the event.

Please advise me on how we should proceed in terms of the TDC funding.

To date we have only spent \$500 on a videographer for promotion but we had planned to begin promotion of the event soon. With the changes to the event us our contract with TDC still valid? We would still use the funds as planned to promote and increase participation in the derby, promote the workshops and promote the event at FKBC via promotional materials, social media and printed ads.

I am happy to join you for a call early next week if it would be easier.

Thank you,

Alli Candelmo

Alli Candelmo, PhD (she, her)
Director of Conservation Science
Reef Environmental Education Foundation (REEF)
Protecting Marine Life Through Education, Service, and Research

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www.REEF.org

305-852-0030 office | 305-852-0301 fax

signature_2142807232



DATE: May 21, 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 with 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.

St. Patty's Day 5K & 10K Islamorada Running Company LLC <i>Review Attached</i>	3/16/2024 – 3/17/2024	Turnkey	\$20,000
Florida Keys Island Fest – 32nd Annual Islamorada Chamber of Commerce, Inc. <i>Review Attached</i>	3/23/2024 – 3/24/2024	Destination	\$15,000

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.

I.CARE Trash Derby I.CARE Corporation	5/3/2024 – 5/5/2024	Destination	\$45,000
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EVENT NAME: St. Paddy's Island 5K/10K
 EVENT WEBSITE ADDRESS: <https://runsignup.com/Race/FL/Islamorada/StPattysIslandRun>
 DATE(S) OF EVENT: 3/17/23

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: 325

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?	250
b. How many visitors to a room?	1.5
c. How many nights will the visitors stay?	2
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>333</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. XX
Social Media Analytics from Last Event |

Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Bookings through TDC's Website booking engine

Based on host hotel group pick up

Other, please specify	Based on what county they are from
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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:

N/A

Continued on next page....

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

The first year for this event was successful and we sold out to over 300 registrations early on. Our original goal was to sell more registrations, but based on the change of course that the Village wanted us to go with for the first year, we felt it was good to stay with a more manageable number. Moving forward we plan to sell more registrations.

EVENT NAME: 32nd Annual Florida Keys Island Fest
 EVENT WEBSITE ADDRESS: https://islamoradachamber.com/island-fest/
 DATE(S) OF EVENT: March 23 & 24, 2024

1. What was the primary purpose of your event?

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

2. Estimated total number of attendees: 4,000

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. <u>2,000</u>
b. How many visitors to a room?	b. <u>2</u>
c. How many nights will the visitors stay?	c. <u>2</u>
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	
	*Room Nights: <u>2,000</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 Parking

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

<input checked="" type="checkbox"/> Other, please specify	<u>Survey results</u>
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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 digital advertising campaign with the Sun-Sentinel in Broward and Miami-Dade Counties yielded exceptional results, garnering over 200,000 impressions. Targeting the key demographic of 25 to 65-year-olds, our programmatic benchmarks outperformed expectations with a click-through rate of 0.11%, exceeding industry standards and showcasing the effectiveness of our strategy."

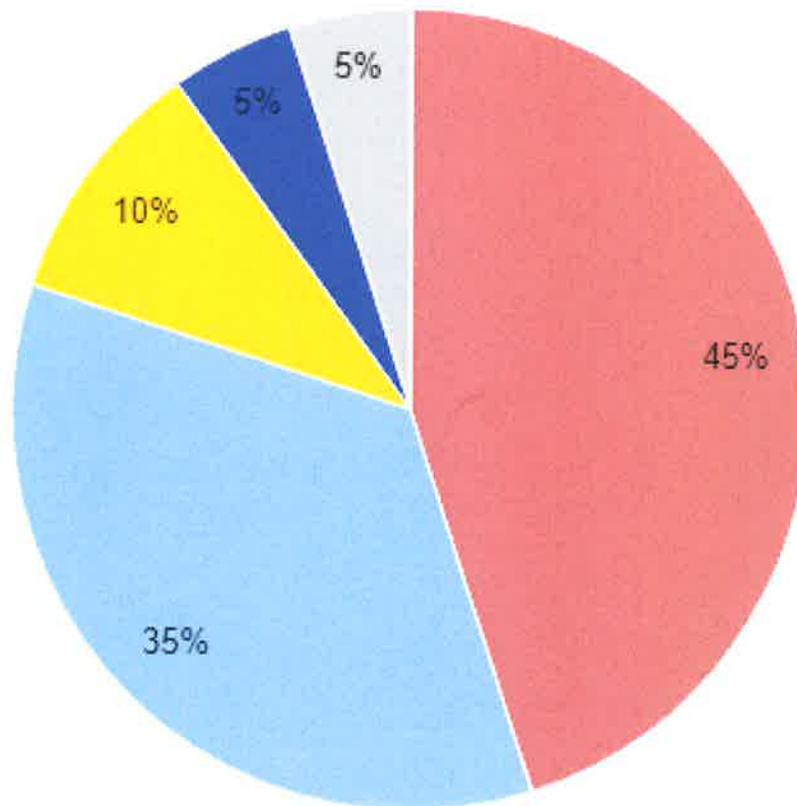
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7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

2024 presented unique challenges for Island Fest. Despite encountering severe weather conditions on Friday and Saturday, March 22 & 23, including rain, fierce winds, tornado warnings, and lightning displays, we prioritized safety for all vendors and attendees. While some vendors chose to set up on Friday and experienced notable sales on Saturday, most opted for Sunday setup due to the conditions. Despite the initial setbacks, Sunday brought gorgeous weather and record crowds, with scheduled Saturday features seamlessly moved to Sunday. Heartwarming feedback from attendees highlighted the event's significance, despite the weather hurdles. While our numbers for the year may be challenging to reconcile, our surveys affirmed the effectiveness of newspaper ads, prompting our continued investment in print advertising alongside online ads and expanding our social media presence. Social media also played a pivotal role in attracting antique car enthusiasts from as far as West Palm Beach, further enhancing the event's reach and impact.

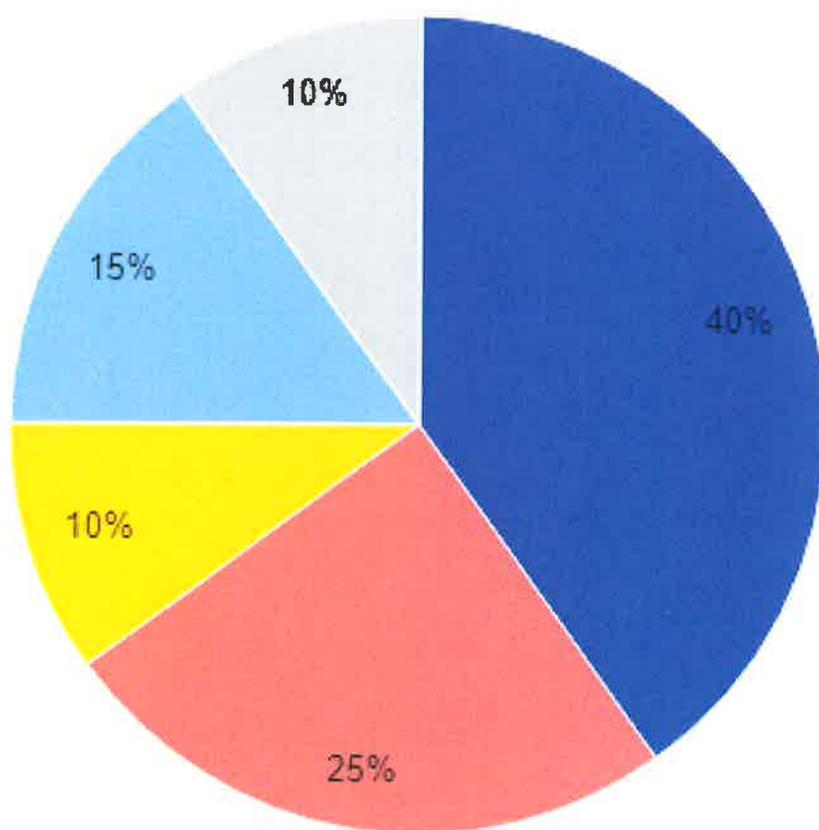


Marketing Results



● Print ● Digital ● Radio ● Magazines ● Unknown

Length of Stay



● 3+ nights ● 2 nights ● 1 night ● Local ● N/A

DATE: May 10, 2024
To: District Advisory Committee Members
FROM: Ammie Machan, Administrative Assistant
RE: **Voting Conflict of Interest**

TDC staff, with the assistance of Assistant County Attorney Christine Limbert, began collecting required forms from those Advisory Committee members who abstain from voting when a conflict arises under the State voting conflict statute, F.S. 112.3143.

An example of a voting conflict under State Statute would be if an Advisory Committee member is employed by or receives compensation (Example: they provide accounting services, legal services, perform paid for an event, perform construction services for a capital project, and other possible services) from the organization that is receiving funding. An Advisory Committee member who sits on the Board for an organization will still need to abstain from voting but will not need to complete the following forms.

If an Advisory Committee Member abstains from voting for the above reasons, then they must complete the following forms:

- 8B Memorandum of Voting Conflict for County, Municipal and other Public Officers Form
 - These forms will need to be completed and included within the meeting minutes each time an Advisory Committee member abstains from voting under the State voting conflict statute. (This form does not need to go to the TDC/BOCC for approval, but does need to be attached to the minutes of the meeting where the member abstained from voting. This form will need to be completed each time the Advisory Committee Member abstains from voting)
- Form 4A – Disclosure of Business Transaction, Relationship or Interest from.
 - In accordance with the State voting conflict statute, as the appointing body, the TDC may waive potential conflicts for advisory board members. Form 4A only needs to be completed once for the disclosing of a business transaction, relationship or interest. The members currently abstain from voting on such matters and will continue to do so even with the waivers granted by the TDC/BOCC. (This form only needs to be completed and approved by the TDC/BOCC once. Lodging and Tourist related representations will have their waivers approved by the TDC and At Large members will have their waivers approved by the BOCC)

In preparation of FY 2025 capital and event funding, please see attached list of organizations that have applied for funding, if any committee member has a conflict with any of the organizations applying for funding, please let Staff know so that staff can provide these forms to the member and seek a waiver (form 4A) from the TDC at their June Meeting or BOCC at their July meeting.

Going forward, as conflicts arise, TDC Staff will collect the necessary forms from those members who have voting conflicts and will place them on the appropriate TDC or BOCC agenda for approval.

Capital Organizations - DAC IV
Friends of the Pool, Inc.
Islamorada, Village of Islands
The Florida Keys History of Diving Museum, Inc.
The Coral Restoration Foundation Inc
Reef Environmental Education Foundation Incorporated
Reef Renewal USA, Inc.
Florida Keys Wild Bird Rehabilitation Center, Inc.
Florida Keys History and Discovery Foundation, Inc.

Event Organizations - DAC IV
Reef Environmental Education Foundation Incorporated
Islamorada Community Entertainment, Inc.
Islamorada Chamber of Commerce, Inc.
San Pedro Catholic Parsh In Tavernier, Inc.
Key West Tourist Development Association, Inc
Upper Keys Rotary Foundation
I.CARE Corporation
Island Community Church, Inc.
Morale Welfare and Recreation NAS Key West
Islamorada Running Company
Friends of the Pool, Inc.
Hall of Fame Committee of UM, Inc.

All applicatins are still being reviewed for legal sufficenty, list of organzations subject to change