

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 I ADVISORY COMMITTEE

REGULAR SESSION, WEDNESDAY, March 25, 2026, 3:00 p.m.

Join Zoom Meeting <https://zoom.us/j/99166952969?pwd=VdqJSRPUrtNWqgh5DONBL3vUF8Bj1r.1>

Meeting ID: 991 6695 2969

Passcode: 005754

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*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. LEADERSHIP REPORT

1. Leadership Update

E. APPROVAL OF THE MINUTES:

1. October 8, 2025 Regular Meeting Minutes

F. BUDGET:

1. Four Penny Revenue Report
2. DAC I Budget

G. MARKETING & COMMUNICATIONS

1. Input for FY 2027 Media Plan

H. OLD BUSINESS:

I. NEW BUSINESS:

1. Consideration and Action re: Amendment to Extend Agreement with City of Key West for the Southernmost Point Phase I and II Project
2. Consideration and Action re: Amendment to Extend Agreement with Old Island Restoration Foundation, Inc. for Repair of Oldest House Project
3. Consideration and Action re: Amendment to Extend Agreement with Mel Fisher Maritime Heritage Society, Inc. for 2024/2025 Repairs and Improvements Project
4. Consideration and Action re: Amendment to Extend Agreement with Mel Fisher Maritime Heritage Society, Inc. for 2026 Repairs and Improvements Project
5. Consideration and Action re: Agreement with Key West Chamber of Commerce for Visitor Information Services
6. Consideration and Action re: District I FY 2027 Webcams

J. GENERAL DISCUSSION

K. PUBLIC/INDUSTRY INPUT

L. ADJOURNMENT

District I Advisory Committee Meeting

The October 8, 2025 Meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Steve Robbins at 3:00 p.m. via Zoom.

DAC Members Present Were: Mr. Casey Arnold, Ms. Jody Gross, Ms. Leslie Johnson, Ms. Kate Miano, Ms. Jovanie Vasquez, Ms. Piper Smith, Mr. Mark Vose and Ms. Kim Works

TDC Representatives Present Were: Ms. Diane Schmidt

Election of FY 2026 Officers: Nominations were taken with the following officers being elected:

Chairperson	Mr. Steve Robbins
Vice Chair	Mr. Mark Vose

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

- E.1 June 4, 2025 Regular Meeting Minutes
- E.2 June 25, 2025 Regular Meeting Minutes
- F.1. Four Penny Revenue Report
- F.2. DAC I Budget

Ms. Smith seconded, motion passed unanimously.

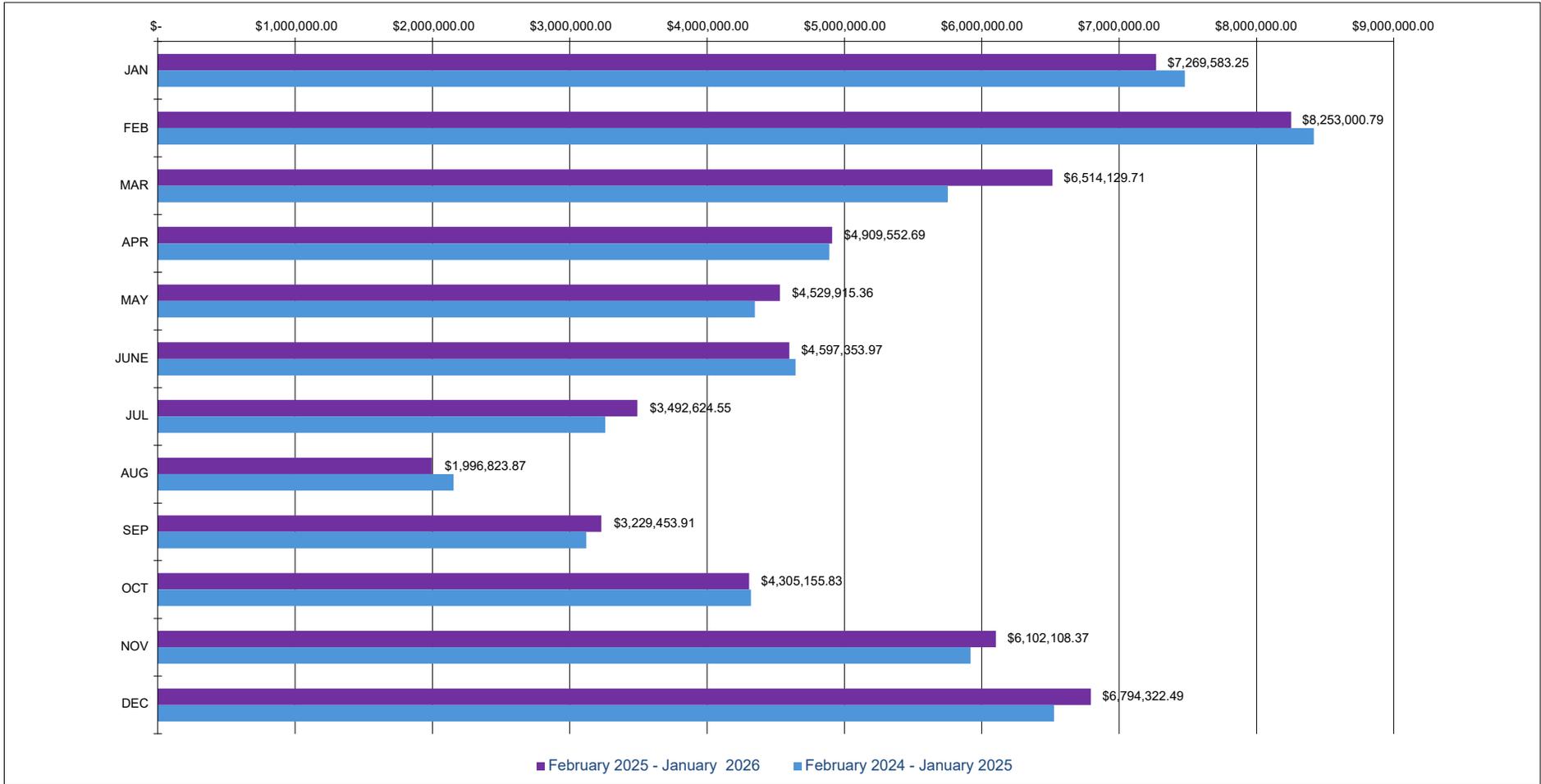
Consideration and Action re: Amendment to Agreement with City of Key West for the Amphitheatre Phase III Project: Ms. Works moved approval to amend the Agreement with the City of Key West for the Amphitheater Phase III Project as presented, Mr. Vose seconded. Motion passed unanimously.

Consideration and Action re: Amendment to Agreements with Mel Fisher Maritime Heritage Society, Inc. for the FY 2019 2nd Round Improvements Project and 2024/2025 Repairs project: Mr. Arnold moved approval to amend the Agreements with the Mel Fisher Maritime Heritage Society, Inc. as presented, Ms. Works seconded. Motion passed unanimously.

There being no further business the meeting was adjourned at 3:56 p.m.

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

F.1.



MARKET SHARE	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026 Year To Date
DISTRICT I	55.89%	54.13%	59.02%	54.09%	48.30%	46.43%	47.66%	46.41%	47.49%	46.80%	50.43%
DISTRICT II	5.46%	6.59%	6.18%	6.36%	7.43%	8.24%	7.98%	8.15%	8.46%	8.56%	8.93%
DISTRICT III	15.80%	15.57%	12.97%	15.87%	18.16%	18.39%	18.09%	18.58%	18.08%	18.13%	16.11%
DISTRICT IV	10.59%	10.47%	7.37%	9.79%	11.04%	11.26%	10.69%	11.21%	9.90%	10.65%	10.10%
DISTRICT V	12.26%	13.24%	14.46%	13.89%	15.08%	15.68%	15.58%	15.65%	16.06%	15.87%	14.43%
TOTAL	100.00%										

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

DISTRICT I	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026 VS FY 2025		
												FY 2026	% INC/DEC	
OCTOBER	\$ 1,397,009.59	\$ 1,393,542.99	\$ 1,111,621.66	\$ 1,365,510.06	\$ 1,425,763.39	\$ 1,084,205.41	\$ 2,060,616.25	\$ 1,825,233.68	\$ 1,825,233.75	\$ 1,762,160.39	\$ 1,781,742.75	\$ 19,582.36	1.1%	OCTOBER
NOVEMBER	\$ 1,542,085.80	\$ 1,554,367.99	\$ 1,322,002.52	\$ 1,675,104.43	\$ 1,656,803.29	\$ 1,193,432.99	\$ 2,512,232.36	\$ 2,229,862.63	\$ 2,338,252.53	\$ 2,330,438.29	\$ 2,294,758.19	\$ (35,680.10)	-1.5%	NOVEMBER
DECEMBER	\$ 1,811,261.05	\$ 1,855,374.29	\$ 1,637,648.25	\$ 2,017,591.62	\$ 2,051,381.84	\$ 1,809,575.59	\$ 3,201,559.53	\$ 2,779,401.15	\$ 2,813,944.88	\$ 2,840,950.29	\$ 2,909,958.91	\$ 69,008.62	2.4%	DECEMBER
JANUARY	\$ 2,012,090.86	\$ 2,032,432.63	\$ 1,824,432.90	\$ 2,212,743.54	\$ 2,375,937.93	\$ 1,851,949.98	\$ 3,363,875.48	\$ 3,105,003.21	\$ 3,244,016.45	\$ 3,232,949.61	\$ 3,317,637.33	\$ 84,687.72	2.6%	JANUARY
FEBRUARY	\$ 2,291,422.67	\$ 2,209,352.82	\$ 2,189,090.60	\$ 2,441,072.24	\$ 2,724,208.81	\$ 2,415,590.13	\$ 3,720,975.71	\$ 3,350,579.46	\$ 3,572,941.47	\$ 3,473,733.82			0.0%	FEBRUARY
MARCH	\$ 2,571,262.37	\$ 2,458,114.76	\$ 2,449,705.10	\$ 2,785,085.62	\$ 1,594,865.79	\$ 3,228,698.44	\$ 4,163,451.88	\$ 3,630,267.26	\$ 3,759,022.87	\$ 3,712,986.87			0.0%	MARCH
APRIL	\$ 1,898,566.03	\$ 2,035,531.41	\$ 1,894,633.41	\$ 2,151,741.52	\$ 49,435.37	\$ 2,973,128.38	\$ 3,369,278.21	\$ 2,903,169.22	\$ 2,757,582.92	\$ 3,053,288.98			0.0%	APRIL
MAY	\$ 1,681,959.62	\$ 1,665,774.16	\$ 1,579,761.19	\$ 1,778,251.97	\$ 39,292.68	\$ 2,875,070.78	\$ 2,746,633.09	\$ 2,209,092.73	\$ 2,356,858.70	\$ 2,288,476.26			0.0%	MAY
JUNE	\$ 1,389,927.25	\$ 1,402,531.83	\$ 1,486,408.03	\$ 1,532,566.71	\$ 905,615.91	\$ 2,562,695.08	\$ 2,225,089.43	\$ 1,890,729.64	\$ 1,813,410.64	\$ 1,810,840.06			0.0%	JUNE
JULY	\$ 1,636,455.85	\$ 1,645,531.33	\$ 1,580,650.21	\$ 1,661,378.09	\$ 1,054,810.11	\$ 2,811,452.93	\$ 2,465,085.09	\$ 2,044,161.26	\$ 1,923,086.06	\$ 1,851,661.54			0.0%	JULY
AUGUST	\$ 1,252,983.09	\$ 1,281,543.09	\$ 1,307,963.37	\$ 1,222,595.61	\$ 804,277.95	\$ 1,914,257.90	\$ 1,751,183.80	\$ 1,436,005.64	\$ 1,473,330.21	\$ 1,442,260.95			0.0%	AUGUST
SEPTEMBER	\$ 1,047,101.33	\$ 388,444.10	\$ 897,241.97	\$ 780,556.56	\$ 856,968.48	\$ 1,582,417.69	\$ 1,295,751.87	\$ 1,168,859.47	\$ 1,087,934.71	\$ 958,579.31			0.0%	SEPTEMBER
TOTAL	\$ 20,532,125.51	\$ 19,922,541.40	\$ 19,281,159.21	\$ 21,624,197.97	\$ 15,539,361.55	\$ 26,302,475.30	\$ 32,875,732.70	\$ 28,572,365.35	\$ 28,965,615.19	\$ 28,758,326.37	\$ 10,304,097.18	\$ 137,598.60	1.4%	
% INC/DEC PREVIOUS YEAR		7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.6%	25.0%	-13.1%	1.4%	-0.7%			

DISTRICT II	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026 VS FY 2025		
												FY 2026	% INC/DEC	
OCTOBER	\$ 87,363.54	\$ 103,796.34	\$ 84,889.16	\$ 128,767.65	\$ 136,543.77	\$ 201,400.94	\$ 308,290.35	\$ 239,186.50	\$ 253,275.67	\$ 222,751.20	\$ 255,977.03	\$ 33,225.83	14.9%	OCTOBER
NOVEMBER	\$ 121,644.36	\$ 117,078.46	\$ 114,883.86	\$ 165,720.63	\$ 167,314.72	\$ 226,628.97	\$ 404,138.77	\$ 350,011.57	\$ 372,943.00	\$ 324,319.92	\$ 363,674.70	\$ 39,354.78	12.1%	NOVEMBER
DECEMBER	\$ 178,697.15	\$ 182,056.07	\$ 173,862.17	\$ 235,850.69	\$ 251,189.52	\$ 356,875.06	\$ 520,849.25	\$ 494,537.17	\$ 502,089.59	\$ 531,457.70	\$ 522,754.52	\$ (8,703.18)	-1.6%	DECEMBER
JANUARY	\$ 248,892.56	\$ 258,585.75	\$ 195,657.81	\$ 290,900.83	\$ 321,887.58	\$ 399,031.35	\$ 623,264.30	\$ 596,730.81	\$ 619,307.44	\$ 630,205.08	\$ 681,122.48	\$ 50,917.40	8.1%	JANUARY
FEBRUARY	\$ 239,976.75	\$ 286,671.46	\$ 224,266.90	\$ 280,268.06	\$ 332,010.35	\$ 436,853.13	\$ 627,051.04	\$ 571,171.70	\$ 647,508.58	\$ 633,584.22			0.0%	FEBRUARY
MARCH	\$ 275,720.75	\$ 329,573.46	\$ 265,636.61	\$ 341,592.96	\$ 263,755.18	\$ 556,357.12	\$ 692,385.56	\$ 631,683.83	\$ 701,161.58	\$ 685,639.42			0.0%	MARCH
APRIL	\$ 172,288.01	\$ 241,894.60	\$ 180,559.05	\$ 231,247.60	\$ 35,818.04	\$ 503,913.37	\$ 520,501.57	\$ 475,840.90	\$ 473,857.17	\$ 556,009.92			0.0%	APRIL
MAY	\$ 138,942.58	\$ 218,930.07	\$ 156,853.52	\$ 190,866.07	\$ 29,360.43	\$ 473,454.08	\$ 435,649.68	\$ 390,819.75	\$ 420,932.15	\$ 407,870.78			0.0%	MAY
JUNE	\$ 146,293.97	\$ 201,111.18	\$ 159,990.85	\$ 187,616.35	\$ 214,760.97	\$ 471,262.98	\$ 417,910.36	\$ 385,581.39	\$ 355,044.84	\$ 381,654.58			0.0%	JUNE
JULY	\$ 175,736.00	\$ 259,127.54	\$ 198,202.73	\$ 224,610.68	\$ 242,573.65	\$ 459,917.19	\$ 439,314.94	\$ 414,865.81	\$ 379,860.85	\$ 391,517.65			0.0%	JULY
AUGUST	\$ 127,980.32	\$ 183,212.10	\$ 155,595.82	\$ 170,265.60	\$ 212,169.00	\$ 317,978.33	\$ 304,460.71	\$ 276,147.80	\$ 260,956.50	\$ 312,023.74			0.0%	AUGUST
SEPTEMBER	\$ 91,389.90	\$ 43,820.93	\$ 108,187.19	\$ 93,092.39	\$ 181,895.41	\$ 265,595.82	\$ 212,364.85	\$ 191,926.17	\$ 173,831.38	\$ 180,085.27			0.0%	SEPTEMBER
TOTAL	\$ 2,004,925.89	\$ 2,425,857.96	\$ 2,018,585.67	\$ 2,540,799.51	\$ 2,389,278.62	\$ 4,669,268.34	\$ 5,506,181.38	\$ 5,018,503.40	\$ 5,160,768.75	\$ 5,257,119.48	\$ 1,823,528.73	\$ 114,794.83	6.7%	
% INC/DEC PREVIOUS YEAR		-3.1%	21.0%	-16.8%	25.9%	-6.0%	83.8%	17.9%	-8.9%	2.8%	1.9%			

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

DISTRICT III													FY 2026 VS FY 2025		DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,733.47	\$ 356,719.73	\$ 540,800.25	\$ 495,193.60	\$441,166.04	\$402,033.89	\$ 409,257.94	\$ 7,224.05	1.8%	OCTOBER	
NOVEMBER	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,194.06	\$ 401,207.51	\$ 416,370.49	\$ 705,397.80	\$ 652,851.49	\$650,896.71	\$620,173.61	\$ 600,131.94	\$ (20,041.67)	-3.2%	NOVEMBER	
DECEMBER	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,259.98	\$ 644,822.25	\$ 737,162.10	\$ 1,098,949.36	\$ 1,036,397.85	\$1,066,155.83	\$1,072,666.57	\$ 1,104,892.77	\$ 32,226.20	3.0%	DECEMBER	
JANUARY	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 573,178.65	\$ 677,390.02	\$ 785,980.37	\$ 1,251,111.46	\$ 1,098,823.16	\$1,118,141.46	\$1,118,150.74	\$ 1,176,212.21	\$ 58,061.47	5.2%	JANUARY	
FEBRUARY	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,587.84	\$ 863,911.04	\$ 939,759.81	\$ 1,318,021.03	\$ 1,272,968.21	\$1,331,523.98	\$1,269,128.67			0.0%	FEBRUARY	
MARCH	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 879,468.17	\$ 582,866.26	\$ 1,369,868.46	\$ 1,651,331.87	\$ 1,553,626.42	\$1,643,100.67	\$ 1,614,422.32			0.0%	MARCH	
APRIL	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,587.95	\$ 26,801.41	\$ 1,129,424.18	\$ 1,376,617.91	\$ 1,203,064.29	\$971,078.41	\$ 1,117,542.85			0.0%	APRIL	
MAY	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,817.91	\$ 30,122.52	\$ 1,004,352.43	\$ 921,387.63	\$ 767,937.50	\$814,810.57	\$ 865,404.01			0.0%	MAY	
JUNE	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,771.53	\$ 596,181.12	\$ 1,137,878.42	\$ 1,124,416.92	\$ 1,035,009.87	\$985,779.29	\$ 985,331.06			0.0%	JUNE	
JULY	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,788.00	\$ 769,572.43	\$ 1,307,546.27	\$ 1,321,488.88	\$1,226,790.57	\$1,036,939.22	\$ 1,038,056.85			0.0%	JULY	
AUGUST	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,992.36	\$ 617,727.09	\$ 775,507.52	\$ 759,469.20	\$706,253.44	\$659,201.15	\$ 737,978.73			0.0%	AUGUST	
SEPTEMBER	\$ 249,246.50	\$ 122,101.24	\$ 213,290.81	\$ 189,918.78	\$ 362,000.38	\$ 458,499.55	\$ 409,523.96	\$387,695.47	\$307,801.73	\$ 297,411.02			0.0%	SEPTEMBER	
TOTAL	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,735.47	\$ 6,345,178.63	\$ 5,843,335.50	\$ 10,419,069.33	\$ 12,478,516.27	\$ 11,436,611.87	\$ 11,026,595.06	\$ 11,138,300.32	\$ 3,290,494.86	\$ 77,470.05	2.4%		
% INC/DEC PREVIOUS YEAR		12.8%	-1.3%	-26.1%	49.8%	-7.9%	64.2%	19.8%	-8.3%	-3.6%	1.0%				

DISTRICT IV													FY 2026 VS FY 2025		DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 203,708.76	\$ 187,483.79	\$ 48,468.25	\$ 177,267.30	\$ 199,023.24	\$ 264,404.17	\$ 412,231.31	\$ 381,326.08	\$ 318,256.07	\$ 264,959.40	\$ 314,807.33	\$ 49,847.93	18.8%	OCTOBER	
NOVEMBER	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,192.69	\$ 487,716.60	\$ 443,430.69	\$ 385,265.86	\$ 389,045.64	\$ 428,841.94	\$ 39,796.30	10.2%	NOVEMBER	
DECEMBER	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 682,100.56	\$ 624,018.49	\$ 535,281.86	\$ 600,146.88	\$ 651,586.65	\$ 51,439.77	8.6%	DECEMBER	
JANUARY	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 681,725.74	\$ 662,397.37	\$ 557,951.40	\$ 586,398.39	\$ 669,303.37	\$ 82,904.98	14.1%	JANUARY	
FEBRUARY	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 812,604.67	\$ 800,098.16	\$ 724,105.31	\$ 738,174.60			0.0%	FEBRUARY	
MARCH	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 960,094.50	\$ 905,929.63	\$ 886,267.94	\$ 924,307.57			0.0%	MARCH	
APRIL	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 799,860.98	\$ 727,566.90	\$ 593,653.83	\$ 734,745.66			0.0%	APRIL	
MAY	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,303.81	\$ 637,739.25	\$ 587,801.14	\$ 541,352.66	\$ 500,727.31	\$ 544,622.59			0.0%	MAY	
JUNE	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 409,444.89	\$ 682,196.30	\$ 586,138.39	\$ 553,919.37	\$ 482,055.03	\$ 566,171.99			0.0%	JUNE	
JULY	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,856.11	\$ 713,043.52	\$ 637,597.23	\$ 596,060.11	\$ 512,345.57	\$ 565,461.86			0.0%	JULY	
AUGUST	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 328,391.00	\$ 455,523.36	\$ 440,765.59	\$ 386,595.69	\$ 331,703.13	\$ 413,858.15			0.0%	AUGUST	
SEPTEMBER	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,964.93	\$ 352,180.03	\$ 281,904.42	\$ 276,111.68	\$ 213,288.46	\$ 213,234.98			0.0%	SEPTEMBER	
TOTAL	\$ 3,891,230.82	\$ 3,851,995.96	\$ 2,407,467.81	\$ 3,914,763.09	\$ 3,551,095.39	\$ 6,381,177.09	\$ 7,370,541.13	\$ 6,898,806.83	\$ 6,040,901.77	\$ 6,541,127.71	\$ 2,064,539.29	\$ 223,988.98	12.2%		
% INC/DEC PREVIOUS YEAR		5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.5%	-6.4%	-12.4%	8.3%				

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

DISTRICT V												FY 2026 VS FY 2025		DISTRICT V
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	
OCTOBER	\$ 220,948.31	\$ 239,671.35	\$ 221,249.58	\$ 240,338.77	\$ 279,564.03	\$ 374,618.38	\$ 586,465.86	\$ 539,629.59	\$ 501,126.36	\$ 466,750.74	\$ 467,668.86	\$ 918.12	0.2%	OCTOBER
NOVEMBER	\$ 285,020.89	\$ 316,838.18	\$ 281,446.18	\$ 327,501.23	\$ 396,881.93	\$ 388,975.80	\$ 695,247.16	\$ 631,800.32	\$ 644,276.64	\$ 654,089.85	\$ 617,749.06	\$ (36,340.79)	-5.6%	NOVEMBER
DECEMBER	\$ 400,154.58	\$ 433,952.66	\$ 399,405.50	\$ 475,992.59	\$ 579,614.01	\$ 615,796.56	\$ 1,039,559.77	\$ 864,700.26	\$ 872,928.72	\$ 872,341.31	\$ 912,915.52	\$ 40,574.21	4.7%	DECEMBER
JANUARY	\$ 438,954.21	\$ 455,527.53	\$ 442,897.09	\$ 518,816.11	\$ 621,899.72	\$ 621,311.20	\$ 967,603.77	\$ 921,199.43	\$ 985,726.89	\$ 959,031.92	\$ 950,047.10	\$ (8,984.82)	-0.9%	JANUARY
FEBRUARY	\$ 513,498.15	\$ 534,454.16	\$ 515,400.07	\$ 625,687.69	\$ 766,533.69	\$ 833,014.45	\$ 1,198,785.63	\$ 1,096,696.50	\$ 1,201,834.01	\$ 1,154,961.94			0.0%	FEBRUARY
MARCH	\$ 670,122.23	\$ 715,984.65	\$ 710,197.40	\$ 890,882.05	\$ 523,871.20	\$ 1,204,685.58	\$ 1,472,713.97	\$ 1,301,457.52	\$ 1,427,945.31	\$ 1,315,644.61			0.0%	MARCH
APRIL	\$ 403,116.52	\$ 530,004.09	\$ 447,471.21	\$ 603,406.69	\$ 26,291.65	\$ 991,549.89	\$ 1,137,353.89	\$ 981,551.52	\$ 956,300.91	\$ 1,052,542.30			0.0%	APRIL
MAY	\$ 340,432.94	\$ 382,047.86	\$ 341,209.59	\$ 423,121.56	\$ 20,268.46	\$ 875,764.92	\$ 861,047.82	\$ 737,769.43	\$ 797,388.02	\$ 803,179.05			0.0%	MAY
JUNE	\$ 338,106.49	\$ 385,166.88	\$ 394,027.75	\$ 477,972.17	\$ 383,718.70	\$ 937,915.48	\$ 824,177.17	\$ 781,300.03	\$ 711,556.70	\$ 785,917.67			0.0%	JUNE
JULY	\$ 399,397.02	\$ 432,348.03	\$ 435,017.08	\$ 475,550.95	\$ 510,412.93	\$ 933,472.99	\$ 911,365.94	\$ 814,669.90	\$ 792,655.00	\$ 750,656.07			0.0%	JULY
AUGUST	\$ 262,667.54	\$ 298,848.73	\$ 329,034.89	\$ 306,479.05	\$ 386,373.80	\$ 606,615.60	\$ 571,362.98	\$ 520,792.83	\$ 532,893.52	\$ 586,502.98			0.0%	AUGUST
SEPTEMBER	\$ 231,837.85	\$ 147,807.14	\$ 207,305.92	\$ 186,136.91	\$ 354,755.59	\$ 498,784.30	\$ 478,603.75	\$ 443,783.26	\$ 371,202.02	\$ 347,513.29			0.0%	SEPTEMBER
TOTAL	\$ 4,504,256.73	\$ 4,872,651.26	\$ 4,724,662.26	\$ 5,551,885.77	\$ 4,850,185.71	\$ 8,882,505.15	\$ 10,744,287.71	\$ 9,635,350.59	\$ 9,795,834.10	\$ 9,749,131.73	\$ 2,948,380.54	\$ (3,833.28)	-0.1%	
% INC/DEC PREVIOUS YEAR	5.8%	8.2%	-3.0%	17.5%	-12.6%	60.0%	21.0%	-10.3%	1.7%	-0.5%				

MONROE COUNTY												FY 2026 VS FY 2025		MONROE COUNTY
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	\$ INC/DEC	
OCTOBER	\$ 2,143,830.68	\$ 2,164,120.53	\$ 1,663,039.09	\$ 2,127,497.18	\$ 2,311,627.90	\$ 2,281,348.63	\$ 3,908,404.02	\$ 3,480,569.45	\$ 3,339,057.89	\$ 3,118,655.62	\$ 3,229,453.91	\$ 110,798.29	3.6%	OCTOBER
NOVEMBER	\$ 2,480,484.68	\$ 2,545,827.42	\$ 2,008,726.65	\$ 2,704,415.67	\$ 2,892,706.49	\$ 2,489,600.94	\$ 4,804,732.69	\$ 4,307,956.70	\$ 4,391,634.74	\$ 4,318,067.31	\$ 4,305,155.83	\$ (12,911.48)	-0.3%	NOVEMBER
DECEMBER	\$ 3,223,176.49	\$ 3,288,094.77	\$ 2,654,501.60	\$ 3,572,952.10	\$ 3,896,537.72	\$ 3,963,418.46	\$ 6,543,018.47	\$ 5,799,054.92	\$ 5,790,400.88	\$ 5,917,562.75	\$ 6,102,108.37	\$ 184,545.62	3.1%	DECEMBER
JANUARY	\$ 3,619,999.66	\$ 3,619,222.97	\$ 3,010,466.25	\$ 3,927,885.91	\$ 4,397,814.22	\$ 4,110,968.12	\$ 6,887,580.75	\$ 6,384,153.98	\$ 6,525,143.64	\$ 6,526,735.74	\$ 6,794,322.49	\$ 267,586.75	4.1%	JANUARY
FEBRUARY	\$ 4,072,611.83	\$ 4,045,770.39	\$ 3,578,292.63	\$ 4,424,172.31	\$ 5,203,807.14	\$ 5,216,596.81	\$ 7,677,438.08	\$ 7,091,514.03	\$ 7,477,913.35	\$ 7,269,583.25			0.0%	FEBRUARY
MARCH	\$ 4,868,826.73	\$ 4,780,280.79	\$ 4,309,390.10	\$ 5,469,125.36	\$ 3,325,427.91	\$ 7,179,783.12	\$ 8,939,977.78	\$ 8,022,964.66	\$ 8,417,498.37	\$ 8,253,000.79			0.0%	MARCH
APRIL	\$ 3,327,798.60	\$ 3,849,450.76	\$ 3,135,222.58	\$ 4,037,249.12	\$ 146,517.04	\$ 6,301,656.41	\$ 7,203,612.56	\$ 6,291,192.83	\$ 5,752,473.24	\$ 6,514,129.71			0.0%	APRIL
MAY	\$ 2,884,271.30	\$ 3,000,072.66	\$ 2,606,546.48	\$ 3,192,753.80	\$ 126,347.90	\$ 5,866,381.46	\$ 5,552,519.36	\$ 4,646,972.07	\$ 4,890,716.75	\$ 4,909,552.69			0.0%	MAY
JUNE	\$ 2,720,361.84	\$ 2,865,691.21	\$ 2,758,927.33	\$ 3,210,731.34	\$ 2,509,721.59	\$ 5,791,948.26	\$ 5,177,732.27	\$ 4,646,540.30	\$ 4,347,846.50	\$ 4,529,915.36			0.0%	JUNE
JULY	\$ 3,244,510.04	\$ 3,402,434.27	\$ 2,988,889.88	\$ 3,469,146.95	\$ 3,006,225.23	\$ 6,225,432.90	\$ 5,774,852.08	\$ 5,096,547.65	\$ 4,644,886.70	\$ 4,597,353.97			0.0%	JULY
AUGUST	\$ 2,338,936.31	\$ 2,477,233.58	\$ 2,380,645.38	\$ 2,445,448.42	\$ 2,348,938.84	\$ 4,069,882.71	\$ 3,827,242.28	\$ 3,325,795.40	\$ 3,258,084.51	\$ 3,492,624.55			0.0%	AUGUST
SEPTEMBER	\$ 1,813,382.09	\$ 766,618.99	\$ 1,572,962.45	\$ 1,395,446.81	\$ 2,007,584.79	\$ 3,157,477.39	\$ 2,678,148.85	\$ 2,468,376.05	\$ 2,154,058.30	\$ 1,996,823.87			0.0%	SEPTEMBER
TOTAL	\$ 36,738,190.25	\$ 36,804,818.34	\$ 32,667,610.42	\$ 39,976,824.97	\$ 32,173,256.77	\$ 56,654,495.21	\$ 68,975,259.19	\$ 61,561,638.04	\$ 60,989,714.87	\$ 61,444,005.61	\$ 20,431,040.60	\$ 550,019.18	2.8%	
% INC/DEC PREVIOUS YEAR	7.0%	0.2%	-11.2%	22.4%	-19.5%	41.7%	21.7%	-10.7%	-0.9%	0.7%				

Fund 117
DAC I

3/14/2026
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
FISCAL YEAR 2026

Revenue	\$14,817,150
5% Reserve State Statute 129.01	-\$740,858
	\$14,076,293
Fund Balance Forward Revenue / Expense Variance	\$0
Fund Balance Forward Contracted - Commitments (EVENTS/CAPITAL)	\$7,749,676
Fund Balance Forward - Special Beach Fund	\$313,962
Event Resources Brought Forward	\$488,133
Capital Resources Brought Forward	\$0
Fund Balance Forward - Promotional Resources	\$500,000
Fund Balance Forward - Capital Economic Disaster	\$660,900
Total	\$23,788,964

Cost Center	Spend Category		Appropriations	Encumbrances	Expenses	Balance
77003	ADMINISTRATIVE SERVICES	SC 00036	235,201.00	-	28,584.39	206,616.61
77003	ADMINISTRATION RESOURCES	SC_00039	-	-	-	-
77003	UTILITY SERVICES	SC_00046	125,067.00	-	32,748.67	92,318.33
77003	ADVERTISING	SC_00068	1,000.00	-	250.00	750.00
77003	COMMISSIONERS & FEES (FINANCE)	SC_00069	28,855.00	20,349.60	6,789.18	1,716.22
86531	COUNTY COST ALLOCATION	ST_CA004	54,392.00	-	-	54,392.00
	ADMIN FUNDING		444,515			355,793
77010	DIST VIS	SC_00036	350,450.00	233,632.64	116,816.41	0.95
77012	GAY & LESBIAN VIS	SC_00036	57,882.00	33,764.00	24,117.25	0.75
77020	DISTRICT I AD CAMPAIGN	SC_00066	6,250,318.00	1,639,918.47	430,298.91	4,180,100.62
77020	DAC I WEB CAMS	SC_00036	6,923.00	3,400.00	1,700.00	1,823.00
77020	PROMO/STORM & ADV RESOURCES	SC_00039	500,000.00	-	-	500,000.00
	TOTAL PROMOTIONAL / VIS		7,165,573			4,681,925
77042	DAC I CAPITAL PROJECTS RESOURCES	SC_00039	-	-	-	-
77011	HIGGS BCH - CLEANING -	SC_00036	262,325.00	-	-	262,325.00
77011	HIGGS BEACH SAND / REPAIRS / MAINT	SC_00062	31,185.00	-	-	31,185.00
77011	HIGGS BCH - UTILITIES	SC_00046	137,940.00	-	-	137,940.00
77041	SALARIES & WAGES - HIGGS BCH W MARTELLO SALARIES	SC_00016	120,095.00	-	48,895.97	71,199.03
77041	SALARIES - RESERVE	SC_00018	16,926.00	-	2,466.91	14,459.09
77041	FICA - HIGGS BCH W MARTELLO	SC_00019	9,187.00	-	3,828.66	5,358.34
77041	RETIREMENT - HIGGS BCH W MARTELLO	SC_00023	16,849.00	-	9,278.92	7,570.08
77041	GROUP INSURANCE - HIGGS BCH W MARTELLO	SC_00020	31,056.00	-	15,528.00	15,528.00
77041	WORKERS COMPENSATION - HIGGS BCH W MARTELLO	SC_00026	3,459.00	-	864.75	2,594.25
77011	HIGGS SAND / REPAIR / MAINT	SC_00062	-	-	-	-
77011	HIGGS BCH OPERATING SUPPLIES	SC_00083	69,750.00	-	-	69,750.00
77011	MUSEUM RISK MANAGEMENT	SC_00057	1,561.00	-	-	1,561.00
77044	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	SC_00062	900,000.00	681,249.99	218,750.01	-
77040	DAC I FUNDED CAPITAL PROJECTS	SC_00062	8,849,554.00	-	-	8,849,554.00
77056	EAST MARTELLO MAIN GALLERY HVAC/WINDOWS/E CLASSROOM 24		1,178,576.00	-	294,195.00	884,381.00
77051	EAST MARTELLO NE WALL BRICK REPAIR 24		307,125.00	-	-	307,125.00
77052	KEY WEST LIGHTHOUSE ADA BATHROOMS 24		250,000.00	-	-	250,000.00
77054	KEY WEST LIGHTHOUSE ADA BATHROOMS SUPPLEMENTAL		336,500.00	-	-	336,500.00
77035	REYNOLDS STREET PIER REPAIRS- \$259,448 bring forward to FY26		259,448.00	-	-	259,448.00
77038	LIGHTHOUSE STABLES		520,000.00	-	-	520,000.00
77039	WEST MARTELL AIR		250,000.00	-	-	250,000.00
77055	WEST MARTELLO SUPPLEMENTAL		125,000.00	-	-	125,000.00
	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000.00				
	MEL FISHER MASONRY REPAIR & ELECTRICAL FY 24	50,000.00				
	KW BOTANICAL GARDEN OUTDOOR MAGNETIC WALL BOARDS FY 26	6,426.00				
	CUSTOM HOUSE SITE WORK & PARKING LOT IMPROVEMENTS	242,880.00				
	CUSTOM HOUSE ELEVATOR 24	175,695.00				
	CUSTOM HOUSE ARCHIVE FIRE SUPPRESSION UPGRADE	282,500.00				
	SOUTHERNMOST PLAZA PHASE 1 (STUDY COMPLETE)	994,000.00				
	CORAL RESTORATION (CRF) FY26	106,125.00				
	SAN CARLOS HVAC SYSTEM FY 26	215,000.00				
	CITY OF KW MALLORY SQUARE WHARF FY 26	2,603,464.00				
	SOUTHERNMOST PLAZA PHASE 2	1,501,302.00				
	OLDEST HOUSE REPAIRS AND CATERING KITCHEN	310,000.00				
	REEF RENEWAL CORAL RESTORATION FY 26	28,500.00				
	SCHOOL BOARD CONCH CAFE AND BASEBALL MUSEUM FY 26	500,000.00				
	OLDEST HOUSE REPAIRS FY26	341,600.00				
	THE COLLEGE OF T HE FLORIDA KEYS AQUATIC CENTER GEO THERMAL	142,000.00				
	MEL FISHER REPAIRS FY26	480,000.00				
	INGHAM MUSEUM FY 26	45,412.00				
	KW WILDLIFE CENTER AVIARY 24 - \$250,000 bring forward to FY 26	250,000.00				
	KW COFFEE BUTLER AMPHITHEATER PHASE 3 FY 24 - \$641,830 bring forward to FY 26	641,830.00				

	WATERFRONT PLAYHOUSE REPAIRS		247,820.00		
	TOTAL CAPITAL FUNDING			13,676,536	12,401,478
77030	DAC I EVENT RESOURCES	SC_00039	1,397.00		1,397.00
	DAC II EVENT FUNDING CONTRACTUAL	SC_00036	-		-
	DAC II EVENT FUNDING PROMOTIONAL SIGNS	SC_00414	22,347.00	16,150.00	6,197.00
	DAC II EVENT FUNDING PROMOTIONAL ITEMS	SC_00415	63,120.00	41,573.72	21,546.28
	DAC I EVENT FUNDING PROGRAMS & PLAYBILLS	SC_00417	13,350.00	11,815.00	35.00
	DAC I PUBLIC RELATIONS	SC_00418	91,700.00	57,150.00	34,550.00
	DAC I EVENT FUNDING MEDIA PLACEMENT & PRODUCTION	SC_00459	1,284,734.00	(66,122.00)	360,557.00
	DAC I EVENT FUNDING GENERAL NON ALLOCATED	SC_00463	50,830.00	45,103.00	3,879.00
	JUST A FEW FRIENDS 26		80,080.00		
	TENNESSEE WILLIAMS KEY WEST FESTIVAL 26		11,833.00		
	FLORIDA KEYS SEAFOOD FESTIVAL 26		29,500.00		
	KEY WEST LOBSTER FEST 26		31,500.00		
	HEMINGWAY 5K SUNSET RUN & BEER MILE 26		21,833.00		
	CONCH REPUBLIC INDEPENDENCE CELEBRATION		66,167.00		
	KEY WEST END OF PROHIBITION		13,000.00		
	ANNUAL DAGGER DIVE & TLWH COMMUNITY EVENT 26		10,000.00		
	CFK SWIM AROUND KEY WEST 26		10,000.00		
	KEY LIME FESTIVAL 26		78,667.00		
	KEY WEST FILM FESTIVAL 26		29,500.00		
	KEY WEST HOLIDAY FEST 26		74,500.00		
	KEY WEST INTERNATIONAL DANCE COMPANY 26		98,667.00		
	KEY WEST LITERARY SEMINAR		87,000.00		
	KEY WEST PADDLE CLASSIC 26		11,833.00		
	KEY WEST PRIDE 26		74,500.00		
	KEY WEST SONGWRITERS FESTIVAL 26		166,167.00		
	KEY WEST TRIATHLON 26		23,167.00		
	MILE 0 FEST KEY WEST 26		106,167.00		
	NEW YEARS EVE SHOE DROP 26		70,333.00		
	POLE VAULT IN PARADISE 26		22,167.00		
	RWO OFFSHORE WORLD CHAMPIONSHIP 26		174,500.00		
	TASTE OF KEY WEST 26		10,000.00		
	THE SOUTHERNMOST REGATTA 26		70,333.00		
	TROPICAL HEAT 26		26,500.00		
	TRUMAN WATERFRONT FARMERS MARKET 26		10,000.00		
	WOMANFEST KEY WEST 26		39,500.00		
	ZOMBIE BIKE RIDE 26		78,667.00		
	TOTAL EVENTS			1,527,478	1,057,337
77043	ECONOMIC NATURAL DISASTER RESOURCE	SC_00039	660,900.00		660,900.00
77050	HIGGS BEACH SPECIAL FUND	SC_00062	313,962.00		313,962.00
			974,862		974,862
	FUND 117 TOTAL			23,788,964	19,471,396
	DAC I Events Funded by Generic Fund 115				
75361	DAC I EVENTS CONTRACT SERVICES	SC_00036	9,086.00		9,086.00
75361	DAC I EVENTS CONTRACT SERVICES	SC_00459	406,834.00		212,334.00
				#####	
	28TH ANNUAL KEY WEST HALF MARATHON & RUNFEST		29,500.00		
	FANTASY FEST		194,500.00		
	JUST A FEW FRIENDS, KEY WEST		35,253.00		
	KELLY MCGILLIS CLASSIC		23,500.00		
	TOUR DE KEYS 2025		26,167.00		
	Total Events			415,920	221,420

DATE: March 13, 2026
To: District Advisory Committee Members
RE: **Input on FY 2027 Media Plan**

During the meeting, the Marketing team will review the FY 2026 media plan and seek input for development of the FY 2027 plan.

A full copy of the destination's marketing plan can be found:
[FY 2026 Marketing Plan](#)

DATE: March 13, 2026

To: District II Advisory Committee Members

FROM: Ammie Machan, Sr. Manager of Compliance and Contracts

RE: **Consideration and Action re: Amendment to Agreements with the City of Key West for the Southernmost Point Phase I and II Project**

The District I Advisory Committee previously approved funding for the City of Key West for multiple phases of the Southernmost Plaza Project. Funding approvals were granted for Phase I (\$1,000,000) and Phase II (\$1,501,302) of the project during FY 2023 through FY 2024, with subsequent extensions approved to allow additional time for completion of the project. Segment 1 of Phase I (impact study) in the amount of \$6,000 has been completed and reimbursed, leaving \$994,000 remaining for Segment 2.

The City of Key West has submitted a request to further extend the completion dates for Phase I and Phase II of the Southernmost Plaza Project December 31, 2027 to allow additional time to complete the work.

The funds are available to be rolled into the FY 2027 budget. Copies of the projects' Exhibit A (Scope of Services) are attached for reference.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

January 20, 2026

Monroe County Tourist Development Council
District I Advisory Committee
1201 White Street, Suite 102
Key West, FL 33040

RE: Key West Southernmost Plaza (Public Facility)
Contract ID# 2985; \$1,000,000.00 in capital funding
Request for 15-month time extension to grant award agreement

Dear District I Advisory Committee:

The City of Key West respectfully requests a 15-month time extension to December 31, 2027, to the Grant Agreement Period for the Key West Southernmost Plaza Phase 1 (Public Facilities) Project. The current end date is September 30, 2026. With the end date extended to December 31, 2027, the City is requesting to roll the Segment 1 amount of \$1,000,000.00 into FY 2027-28.

With County Attorney approval obtained in February 2024, one Tourism Impact Study encompassing both Phase 1 and Phase 2 of this project was performed. The Study was completed in September 2024.

Similar to the Phase 2 Project, re-design, which includes both South Street ID #2985 and Whitehead Street ID #3231 as described in both respective Grant Award Agreements, is approximately 95% complete. After careful discussion with the residents and businesses in the project limits, a collective decision from a safety and storm water management standpoint was made to adjust the design from curb less back to a traditional curbed roadway. With this change, it was determined by South Water Management District that the project would have to re-apply for the general permit, which is why there has been a delay in construction. Originally the Invitation to Bid (ITB) was advertised on August 7, 2025 but with the design change it made sense to cancel the bid, go through the design change process, and ultimately re-bid the project which is slated for the beginning of February 2026. The scope of the project includes a two-way roadway project, pavement/sidewalk materials selection, drainage design, utilities coordination, landscape and hardscape design, plant uplighting, and signage. Construction is anticipated by June 2026 with an approximate 10 to 12-month construction. The 15-month extension will allow for unforeseen conditions and weather events.

Your continued support and patience are much appreciated. Thank you for considering this request for a time extension. If you have any questions, please contact me Keith Bring at 305-809-3866 or Carolyn Sheldon at (305) 809-3741 or via email keith.bring@cityofkeywest-fl.gov or csheldon@cityofkeywest-fl.gov.

City of Key West
2985 Southernmost Plaza Phase 1
Request for Time Extension Page 2

Sincerely,

Keith Bring

Keith Bring
Project Manager



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

January 20, 2026

Monroe County Tourist Development Council
District I Advisory Committee
1201 White Street, Suite 102
Key West, FL 33040

RE: Key West Southernmost Plaza (Public Facility)
Contract ID# 3231; \$1,501,302 in capital funding
Request for 15-month time extension to grant award agreement

Dear District I Advisory Committee:

The City of Key West respectfully requests a 15-month time extension to December 31, 2027, to the Grant Agreement Period for the Key West Southernmost Plaza Phase 2 (Public Facilities) Project. The current end date is September 30, 2026. With the end date extended to December 31, 2027, the City is requesting to roll the Segment 1 amount of \$1,501,302.00 into FY 2027-28.

With County Attorney approval obtained in February 2024, one Tourism Impact Study encompassing both Phase 1 and Phase 2 of this project was performed. The Study was completed in September 2024.

Similar to the Phase 1 Project, re-design, which includes both South Street ID #2985 and Whitehead Street ID #3231 as described in both respective Grant Award Agreements, is approximately 95% complete. After careful discussion with the residents and businesses in the project limits, a collective decision from a safety and storm water management standpoint was made to adjust the design from curb less back to a traditional curbed roadway. With this change, it was determined by South Water Management District that the project would have to re-apply for the general permit, which is why there has been a delay in construction. Originally the Invitation to Bid (ITB) was advertised on August 7, 2025 but with the design change it made sense to cancel the bid, go through the design change process, and ultimately re-bid the project which is slated for the beginning of February 2026. The scope of the project includes a two-way roadway project, pavement/sidewalk materials selection, drainage design, utilities coordination, landscape and hardscape design, plant uplighting, and signage. Construction is anticipated by June 2026 with an approximate 10 to 12-month construction. The 15-month extension will allow for unforeseen conditions and weather events.

Your continued support and patience are much appreciated. Thank you for considering this request for a time extension. If you have any questions, please contact me Keith Bring at 305-809-3866 or Carolyn Sheldon at (305) 809-3741 or via email keith.bring@cityofkeywest-fl.gov or csheldon@cityofkeywest-fl.gov.

City of Key West
3231 Southernmost Plaza Phase 2
Request for Time Extension
Page 2

Sincerely,

A handwritten signature in black ink that reads "Keith Bring". The signature is written in a cursive style with a prominent loop at the end of the word "Bring".

Keith Bring
Project Manager

EXHIBIT A

NAME OF ENTITY: City of Key West

NAME OF PROJECT: City of Key West Southernmost Plaza (Public Facilities)

NUMBER OF SEGMENTS TO PROJECT: 2

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> • Perform independent professional tourism impact study 	<p><u>Total Cost: \$6,000</u></p> <p>In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$6,000</u></p>
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EXHIBIT A

Segment #:2
Description: Materials, equipment and labor required to:

- Construct improvements on South Street up to the intersection of South Street with Whitehead Street near the Southernmost Point to include, but not limited to demolition, landscaping, vehicular surface paving, pedestrian pavements, electrical/lighting, bollards and bike racks, seating and hardscaping

*Segment 2 will only move forward if the independent professional tourism impact analysis (Segment 1) of Agreement shows a positive impact on tourist related businesses as required by F.S. 125.0104(5)(a)(6.)(e.)

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$2,208,889 TDC portion: \$994,000

In-Kind: No in-kind will be used towards reimbursement of this project

Southernmost Point Plaza

Project Phase Map

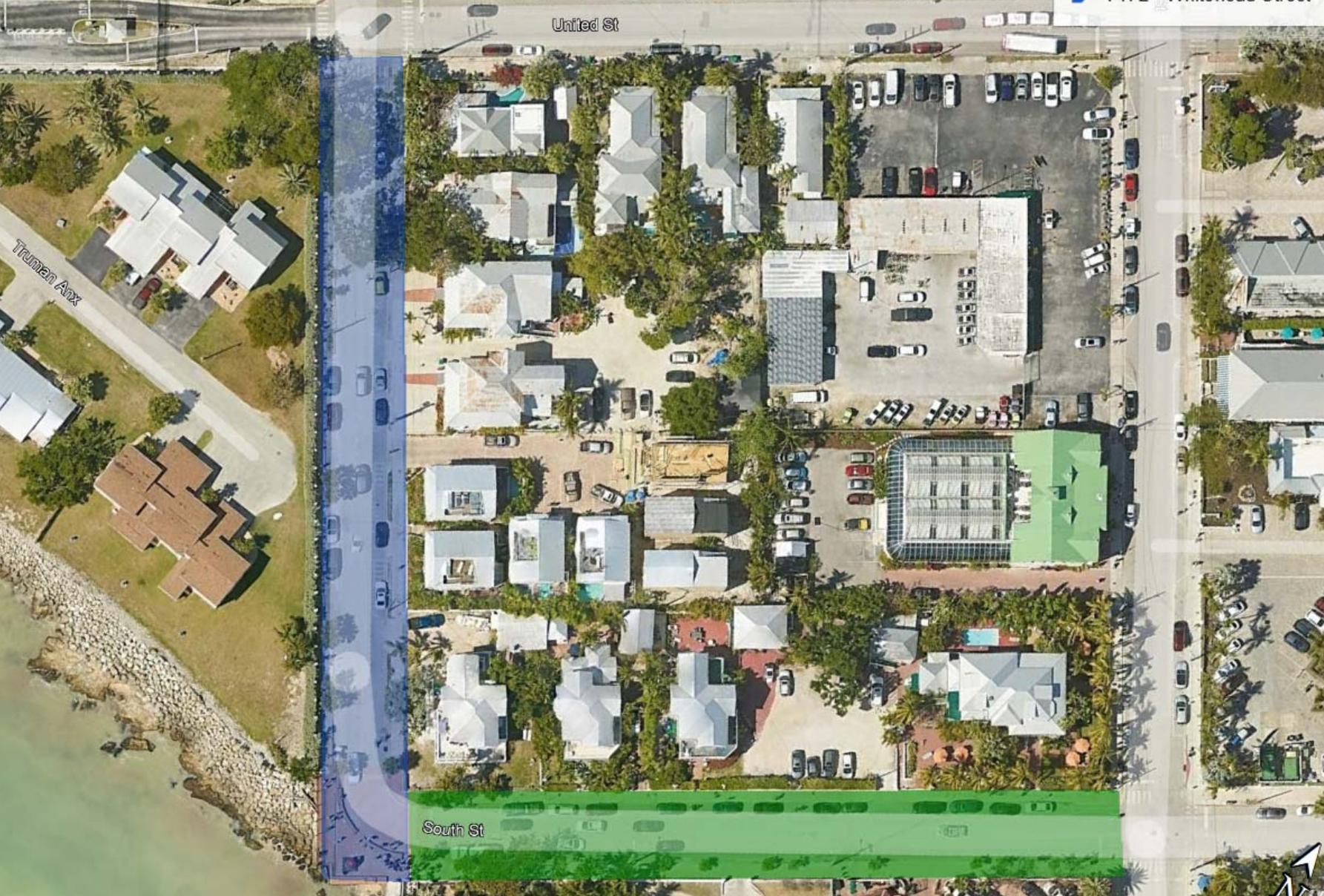


EXHIBIT A

NAME OF ENTITY: City of Key West

NAME OF PROJECT: City of Key West Southernmost Plaza Phase II (Public Facility)

NUMBER OF SEGMENTS TO PROJECT: 1

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> • Construct improvements on Whitehead St up to the intersection of South Street with Whitehead Street near the Southernmost Point to include, but not limited to demolition, landscaping, vehicular surface paving, pedestrian pavements, electrical/lighting, bollards and bike racks, seating and hardscaping <p style="color: red; font-size: small;">*The required independent professional tourism impact analysis for the project has been performed under a previously funded agreement and showed a positive impact on tourist related businesses as required by F.S. 125.0104(5)(a)(6.)(e.).</p> <p style="color: red; font-size: small;">(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p style="text-align: center;"><u>Total Cost: \$2,144,717</u></p> <p style="color: red; font-size: small;">In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p style="text-align: center;"><u>TDC portion: \$1,501,302</u></p>
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DATE: March 13, 2026

To: District I Advisory Committee Members

FROM: Ammie Machan, Sr. Manager of Compliance and Contracts

RE: **Consideration and Action re: Amendment to Agreement with Old Island Restoration Foundation, Inc. for the Repair of Oldest House Project**

The District I Advisory Committee approved funding for Old Island Restoration Foundation, Inc. in the amount of \$341,600 for the Repair of Oldest House Project in FY 2026 to be completed by September 30, 2026.

Attached is a request to extend the completion date of the project to September 30, 2027. A copy of the project's scope of service is attached as an FYI.

Upon approval by the DAC this item will be placed on the next available TDC and BOCC meeting agendas for approval.



Protecting, Promoting and Celebrating Key West's Architecture, Culture and Intangible Heritage Since 1960

January 22, 2026

Re: Request for One-Year Extension of Capital Project Grant Contract ID # 3548

Dear Monroe County District One Advisory Committee:

On behalf of the Old Island Restoration Foundation, I respectfully request a one-year extension of FY 2026 Capital Project Funding Contract ID #3548, in the amount of \$341,600, to allow the agreement to conclude on September 30, 2027. This extension is requested so that the Foundation may complete the approved improvements under Capital Project Funding Contract ID #3227, valued at \$310,000, by September 30, 2026, in accordance with the current agreement, and then proceed with Contract ID #3548 in a phased and responsible manner.

Concentrating all construction phases of both contracts by September 30, 2026, would result in prolonged disruption to the operations of the Oldest House Museum and Tom Majors Garden and significantly diminish the visitor experience and subsequently significantly reduce earned revenue that directly supports site operations and community programming. Allowing Contract ID # 3548 to be extended will allow us to maintain public access, program continuity, and financial stability during construction.

In addition, the Foundation has recently brought on a new executive director and is currently operating with reduced administrative and facilities staffing while striving to expand community partnerships, and income generating initiatives such as museum and garden rentals for private events. As part of ongoing strategic planning, the Foundation is identifying opportunities to enhance interpretive content, visitor flow, accessibility, and long-term sustainability in ways that were not previously contemplated. These enhancements are fully aligned with the County's goals of historic preservation, cultural tourism, and community benefit.





Protecting, Promoting and Celebrating Key West's Architecture, Culture and Intangible Heritage Since 1960

An extension will allow us to provide proper capital project oversight, contractor supervision, and financial compliance consistent with County standards. Additional time will improve coordination, cost control, and risk management while ensuring preservation standards are fully met.

For these reasons, we respectfully request approval of a one-year extension of the grant performance period for Contract ID # 3548. This request does not change the approved scope or funding amount but will significantly strengthen project delivery and long-term stewardship of the Oldest House Museum and Tom Majors Garden.

We greatly appreciate Monroe County's and the Tourist Development Council's continued partnership and remain committed to full compliance, transparency, and successful completion of all approved improvements.

Respectfully submitted,

Nance Frank

A handwritten signature in black ink, appearing to be "Nance Frank", written in a cursive style.

President



EXHIBIT A

NAME OF ENTITY: Old Island Restoration Foundation, Inc.

NAME OF PROJECT: Repair the Oldest House

NUMBER OF SEGMENTS TO PROJECT: 4

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> Perform outhouse restoration, including relocation of electricity, plumbing for irrigation pump, and building irrigation pump house <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$26,100</u></p> <p><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$26,100</u></p>
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EXHIBIT A

Segment #:2

Description: Materials, equipment and labor required to:

- Perform restoration of museum interior including plaster repairs and painting

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$206,400

TDC portion: \$206,400

In-Kind: No in-kind will be used towards reimbursement of this project.

EXHIBIT A

Segment #:3

Description: Materials, equipment and labor required to:

- Replace exterior fence around perimeter of property

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$95,100

TDC portion: \$95,100

In-Kind: No in-kind will be used towards reimbursement of this project.

EXHIBIT A

Segment #:4

Description: Materials, equipment and labor required to:

- Perform cistern repairs

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$14,000

TDC portion: \$14,000

In-Kind: No in-kind will be used towards reimbursement of this project

DATE: March 13, 2026

To: District I Advisory Committee Members

FROM: Ammie Machan, Sr. Manager of Compliance and Contracts

RE: **Consideration and Action re: Amendment to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2024/2025 Repairs and Improvements Project**

The District I Advisory Committee approved funding for the Mel Fisher Maritime Heritage Society, Inc. in FY 2025 for the Mel Fisher 2024/2025 Repairs and Improvements Project.

Attached is a request to extend the completion date of the project to September 30, 2027. A copy of the project's scope of service is attached as an FYI.

Upon approval by the DAC this item will be placed on the next available TDC and BOCC meeting agendas for approval.



March 12, 2026

Maxine Pacini
Tourist Development Council of Monroe County
1200 White Street
Key West, FL 33040

RE: TDC DAC I Capital Project Line Item #117 77040 00062
Mel Fisher Maritime Museum 2024-25 Repairs & Improvements
Contract ID: 3223 \$500,000
Request for extension of completion date

Dear Ms. Pacini,

We would like to request an extension for this project completion date to 9/30/2027 for segments 1, 2, and 3 totaling \$250,000. The project requires materials and services to be provided including that are proving to be difficult to obtain from the manufacturers. Further, we can realize some savings, needed in light of increased material(s) costs by scheduling the work when the building is scaffolded. We understand that reimbursements for work completed will need to be held for reimbursement until the new fiscal year.

We request that you roll forward the date for expenditure of all remaining funds awarded under this agreement

Thank you for your assistance,

Melissa Kendrick
President/CEO
mkendrick@melfisher.org



EXHIBIT A

NAME OF ENTITY: Mel Fisher Maritime Heritage Society, Inc.

NAME OF PROJECT: Mel Fisher Maritime Museum 2024-2025 Repairs and Improvements

NUMBER OF SEGMENTS TO PROJECT: 4

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u> <u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none">• Install wheel chair lift at front of building including removing old unit and any necessary electrical work <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$25,000</u></p> <p>In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$25,000</u></p>
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EXHIBIT A

Segment #:2

Description: Materials, equipment and labor required to:

- Install exterior lighting including all fixtures, controls, feeding circuits, and exterior outlets

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$125,000

In-Kind: No in-kind will be used towards reimbursement of this project.

TDC portion: \$125,000

EXHIBIT A

Segment #:3

Description: Materials, equipment and labor required to:

- Update treasure gallery exhibit including expanding square footage, installing permanently affixed gallery furniture and cases, install lighting, install interpretative signage, install security devices

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$100,000

TDC portion: \$100,000

In-Kind: No in-kind will be used towards reimbursement of this project.

EXHIBIT A

Segment #:4

Description: Materials, equipment and labor required to:

- Perform repairs to the remaining western side damaged pilasters, rehabilitate western side shed roof/awning trusses, replace shed/awning roof

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$250,000

TDC portion: \$250,000

In-Kind: No in-kind will be used towards reimbursement of this project.

DATE: March 13, 2026

To: District I Advisory Committee Members

FROM: Ammie Machan, Sr. Manager of Compliance and Contracts

RE: **Consideration and Action re: Amendment to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher FY 2026 Repairs and Improvements Project**

The District I Advisory Committee approved funding for the Mel Fisher Maritime Heritage Society, Inc. in FY 2026 for the Mel Fisher FY 2026 Repairs and Improvements Project.

Attached is a request to extend the completion date of the project to September 30, 2027. A copy of the project's scope of service is attached as an FYI.

Upon approval by the DAC this item will be placed on the next available TDC and BOCC meeting agendas for approval.



March 12, 2026

Maxine Pacini
Tourist Development Council of Monroe County
1200 White Street
Key West, FL 33040

RE: TDC DAC I Capital Project
Mel Fisher Maritime Museum 2024-25 Repairs & Improvements
Contract ID: 3498 \$480,000
Request for extension of completion date

Dear Ms. Pacini,

We would like to request an extension for this project completion date to 9/30/2027 for all segments totaling \$480,000. The project requires materials and services to be provided including that are proving to be difficult to obtain from the manufacturers. Further, we can realize some savings, needed in light of increased material(s) costs by scheduling the work when the building is scaffolded. We understand that reimbursements for work completed will need to be held for reimbursement until the new fiscal year.

We request that you roll forward the date for expenditure of all remaining funds awarded under this agreement

Thank you for your assistance,

Melissa Kendrick
President/CEO
mkendrick@melfisher.org



EXHIBIT A

NAME OF ENTITY: The Mel Fisher Maritime Heritage Society, Inc.

NAME OF PROJECT: Mel Fisher Maritime Museum FY 2026 Capital Repairs

NUMBER OF SEGMENTS TO PROJECT: 3

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> Install cooling system replacement and expansion on museums 3rd floor <p style="color: red; font-size: small; margin-top: 20px;">(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p style="text-align: center;"><u>Total Cost: \$105,000</u></p> <p style="color: red; font-size: small;">In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p style="text-align: center;"><u>TDC portion: \$105,000</u></p>
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EXHIBIT A

Segment #:1

Description: Materials, equipment and labor required to:

- Replace fire escape including any necessary repairs to fire escape landings

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$75,000

In-Kind: No in-kind will be used towards reimbursement of this project.

TDC portion: \$75,000

EXHIBIT A

Segment #:1

Description: Materials, equipment and labor required to:

- Perform masonry repairs to north side of building

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)

Total Cost: \$300,000

TDC portion: \$300,000

In-Kind: No in-kind will be used towards reimbursement of this project.

DATE: March 13, 2026

To: District Advisory Committee Members

From: Ammie Machan, Sr. Manager of Compliance and Contracts and Ed Simon, EVP and Chief Sales Officer

RE: **Consideration and Action re: Agreement with Greater Key West Chamber of Commerce for VIS Services**

Visit Florida Keys (VFK) staff have been working with the Greater Key West Chamber of Commerce to develop a revised Visitor Information Services Agreement that reflects current operational needs and strengthens collaboration between the Chamber and VFK.

As part of this process, staff coordinated with Chamber leadership to create a Strategic Partnership Membership that enhances communication, engagement, and collaboration between the two organizations while supporting tourism-related initiatives within the Key West community. Two significant updates are being brought forward for DAC consideration and approval:

- Creation of a new Strategic Partner Membership between the Chamber and VFK; and
- Revision of the Visitor Information Services Agreement scope of services to remove items that are no longer necessary or applicable.

The Strategic Partner Membership includes the following benefits:

Engagement & Networking

- Unlimited staff attendance at monthly “Business After Hours” networking events
- Up to three (3) attendees monthly for monthly “General Membership Meetings”
- Up to three (3) attendees at the annual “Installation and Awards” Event
- Opportunity to have a standard center room booth at the annual “Showcase of Key West Businesses” Trade Show to showcase services available to the business community
- Opportunity to set up a tent (Tee Box Sponsorship) at the annual “Tiger in the Woods” Golf Tournament to showcase and promote VFK services

Communications & Visibility

- Banner advertisement on the home page of the Chamber website: www.keywestchamber.org
- Logo placement in the weekly “Chamber Chatter” e-newsletter with link back to URL of VFK choice
- Placement of all TDC promotional brochures in the Visitor Center
- Social media mentions or tags when appropriate
- Opportunities to share information with members through the weekly e-news
- Four (4) dedicated blast emails to members each year to promote VFK programs or surveys
- Signage in the Visitor Center promoting VFK
- Continued collection of data from visitors in the Visitor Center

Collaboration & Advocacy

- Opportunities for staff to participate in Chamber committees, including Government and Legislative Affairs, Education and Tourism, further strengthening community relationships

- Participation in policy discussions or forums relevant to tourism and economic development
- Access to Chamber statistical data prepared directly by the Greater Key West Chamber of Commerce
- Consideration and discussion of possible digital marketing in the Visitor Center

Tourism Data & Market Insights

- Opportunity for Visit Florida Keys to serve as the primary presenter and interpreter of TDC-sourced tourism data to Chamber members and share information
- Any TDC -sourced data shared by the Chamber will include the citation “Tourism Data from Visit Florida Keys”

The Scope of Services includes the following:

- a. The Provider shall respond to all telephone inquiries from generic and district toll free number(s), and from the Chamber’s (305) line(s) with information about the Florida Keys and any specified district destination within the Keys.
- b. Provider shall respond to all e-mail (Internet) inquiries for fulfillment requests and interact with potential visitors requests for destination information.
- c. Provider shall give the TDC official website address www.visitfloridakeys.com as the first response for destination web site information and shall introduce the official TDC website to all caller and e-mail inquiries as a source for further information on the destination. This provision shall not preclude Provider from introducing its own web site as a secondary source of information. Provider shall place TDC supplied banner ad hyperlinked to the district page within visitfloridakeys.com
- d. Provider shall respond to all telephone and Internet inquiries for the benefit of Monroe County as a whole and not for the benefit of Provider or its members. Provider shall not discriminate between chamber and non-chamber members in its responses where generic/district materials are provided by the TDC to Provider.
- e. Provider may make referrals to lodging accommodations; however, it shall do so in a manner that provides fair and equitable distribution of referrals to all entities in Provider’s district, matching the inquirer’s criteria, which collect and remit to the County the tourist development tax, with no preferential treatment for any entity having a business relationship with the Provider. Further, Provider, shall have and maintain the following:
 - (i) a binding agreement to hold harmless and indemnify the County from any claims of liability, loses and causes of action which may arise out of or as a result of the referrals;
 - (ii) general liability insurance with a minimum of \$1 million coverage which includes Monroe County as a named insured; and
- f. Provider is prohibited from distributing visitor name and address information recorded from visitor collateral requests to third parties without the express verbal or written consent of the visitors. Provider shall at all times comply with the Telecommunications Act, relevant Postal Regulations or other regulations regarding third party mail distribution. The Provider shall have and maintain a binding agreement to hold harmless and indemnify the County from any claims of liability, identity theft, bodily harm, loss of life, invasion of privacy, theft identity, and all other losses and causes of action which may arise out of or as a result of the distribution of visitor information by the Provider to a third party.
- g. The provider shall provide live telephone and Internet service, the minimum of which shall be as follows:
 - (i) 9:00 a.m. to 5:00 p.m. 7 days a week (Sunday through Saturday).
 - (ii) Provider may be closed on Thanksgiving, Christmas Eve, Christmas Day, New Year’s Day, Memorial Day, Easter Sunday, Forth of July and Labor Day

Sub-contracted live operator(s), voicemail, answering machine or similar procedures will be provided to capture required information during off hour operation.

- h. The Provider shall provide Visitor Information Services to visitors walking into the facility during as follows:
 - (i) 9:00 a.m. to 5:00 p.m. 7 days a week (Sunday through Saturday). P
 - (ii) Provider may be closed on Thanksgiving, Christmas Eve, Christmas Day, New Year's Day, Memorial Day, Easter Sunday, Forth of July and Labor Day
- i. Provider may cease fulfillment of service minimums as outlined in items g and h in this agreement following an official ordered evacuation of Monroe County residents in its district or when County and/or Visit Florida Keys office are closed due to emergency situations without penalty or loss of compensation by the County. Further, in the event of a declared state of emergency in Monroe County where the destination is closed for visitors, Provider may at its discretion adjust its hours of operation to ensure the safety of its staff, and facility, without penalty or loss of compensation by the County. In the event of closure as outlined above, Provider shall not be required to resume contractual service minimums until such a time as:
 - i. declared state of emergency for its district has been lifted and the destination is open for visitors
 - ii. resident evacuation orders for its district has been lifted
 - iii. Provider has determined its facility has adequate resources (such as power) and is by its determination sufficiently safe to resume its operations.

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

- j. The Provider shall provide fast Internet access to the TDC web site and TDC VIS software for all staff members fulfilling Visitor Information Service program requirements as outlined in this agreement. The Provider shall be responsible for the provision and proper maintenance of computer equipment and Internet connections utilized by the staff members to access the Internet in fulfillment of Visitor Information Services requirements. The TDC shall be responsible for the provision and proper maintenance of the VIS software.
- k. The Visitor Information Service program is subject to review and periodic change by the Monroe County Tourist Development Council. Any significant change resulting in additional costs and/or time in the scope of services, requires the written and signed consent of both parties as an amendment to this Agreement.
- l. The toll-free number telephone lines for which the tourist development tax pays, shall be used only for tourism-related business purposes including, fulfillment of Call Me requests.
- m. County shall provide the toll-free number phone lines and routing services to handle the service required by this Agreement.
- n. When implemented by TDC, Provider shall install TDC's online booking system for District lodging properties on the chambers website.
- o. Provider at its own cost shall install a computer kiosk or other electronic/digital technology in the district's visitor center to conduct Digital Visitor Surveys and provide the collected information to TDC

Approval to enter into a three-year agreement with an option to extend for an additional two years with the Greater Key West Chamber of Commerce to provide Visitor Information services in an amount not to exceed \$403,018/year is requested. Upon approval by the DAC this item will be placed on the March TDC and the May BOCC meeting agendas with an effective date of October 1, 2026



DATE: March 16, 2026
To: District Advisory Committee I Members
FROM: Jeanne Quinn, SVP of Partnerships & Tech, Visit Florida Keys
RE: **Consideration and Action re: FY27 webcams – DAC I**

The discussion will focus on the potential use of funds to install additional webcams in DAC I for FY27.

This topic was previously discussed in the spring of 2024. **At that time, DAC I approved the installation of two additional webcams using DAC funds.** Some potential locations for the webcams were discussed, but the topic was then paused due to changes in both TDC leadership and the in agency managing the website/webcams.

Webcams help potential visitors picture themselves here in The Florida Keys & Key West by giving them a real-time view of our waters, sunsets, and daily island life. In the past year, our webcams generated **more than 1M views** with an average viewing time of **2 minutes 45 seconds**, showing that people spend meaningful time watching these live scenes. This kind of engagement helps inspire the early “dreaming” stage of trip planning and keeps the Florida Keys top-of-mind when people decide where they want to travel.

The spring 2024 decision approved adding up to two additional webcams with an overall annual cost not-to-exceed \$26,799.96/year.

In working with our new webcam agency, Overseas Media Group, we estimate that **maintaining the existing DAC I webcam** (Key West Bight cam at Waterfront Brewery) and **adding two additional webcams** would have an overall annual cost not-to-exceed **\$20,980/year for all three cams.**

Approval for this webcam expansion is requested and would include discussions of potential locations in DAC I for Overseas Media Group to then explore and bring back for final consideration and approval at the next DAC meeting on April 29.