

**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 II ADVISORY COMMITTEE  
REGULAR SESSION, TUESDAY, March 24, 2026, 6:00 p.m.**

**Join Zoom Meeting <https://zoom.us/j/96280598700?pwd=CP1a1bcTuTfoTPMCjRb3l5FPo4TmQ.1>**

Meeting ID: 962 8059 8700

Passcode: 113828

One tap mobile

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+13017158592,,96280598700#,,,,\*113828# US (Washington DC)

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

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

**D. LEADERSHIP REPORT**

1. Leadership Update

**E. APPROVAL OF THE MINUTES:**

1. October 7, 2025 Regular Meeting Minutes

**F. BUDGET:**

1. Four Penny Revenue Report
2. DAC II Budget

**G. MARKETING & COMMUNICATIONS**

1. Input re: FY 2027 Media Plan

**H. OLD BUSINESS:**

**I. NEW BUSINESS:**

1. Consideration and Action re: Agreement with Lower Keys Chamber for VIS Agreement
2. Consideration and Action re: FY 2027 District II Webcams

**J. GENERAL DISCUSSION**

**K. PUBLIC/INDUSTRY INPUT**

**L. ADJOURNMENT**

**District II Advisory Committee**

The October 7, 2025 Meeting of the District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Kim Wilkerson at 6:00 p.m. via Zoom.

DAC Members Present Were: Mr. Harry Appel, Mr. Daniel Hamilton, Ms. Heidi Morris, Ms. Charlotte Palmer, Ms. Stacy Peele, Ms. Colleen Quirk, Mr. Troy Talpas, Mr. Johnny Vance

Approval of the Agenda: Mr. Appel moved approval of the agenda as presented and the following bulk items:

- E.1. June 3, 2025 Regular Meeting Minutes
- E.2. June 24, 2025 Regular Meeting Minutes
- F.1. Four Penny Revenue Reprot
- F.2. DAC II Budget

Ms. Palmer seconded. Motion passed unanimously.

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

Chairperson	Ms. Kim Wilkerson
Vice Chair	Ms. Colleen Quirk

Leadership Report: Ms. Franker provided an update on activities that had taken place since the last DAC meeting. Comprehensive departmental updates were also provided.

Consideration and Action re: FY 2026 2<sup>nd</sup> Round Capital Project Funding Allocations: Ms. Pacini instructed the Committee on the procedure for scoring the applications using the Capital Worksheet. The applications were reviewed and scored using the Capital Worksheet, with an opportunity for project managers to answer questions from the DAC Members. Applications were required to score 18 points or above by the majority of the sitting DAC members to be considered for funding.

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

Mote – Coral Restoration	23.11
CRF- Coral Restoration	22.22
MCCBOCC Watson Field	17.78*

\*The majority of the sitting DAC Members scored the project 18 points or above, and the project was eligible to be considered for funding.

Mr. Talpas moved approval to fund The Coral Restoration Foundation, Inc. in an amount not to exceed \$ 69,750 DAC II FY 2026 Capital Resources for CRF – Coral Restoration – Lower Keys 2026 2<sup>nd</sup> Round, Mr. Appel seconded. Motion passed unanimously.

Ms. Quirk moved approval to fund Monroe County BOCC in an amount not to exceed \$250,000 DAC II FY 2026 Capital Resources for Watson Field Sports Lighting, Ms. Morris seconded. Motion passed unanimously.

Ms. Morris moved approval to fund Mote Marine Laboratory, Inc. in an amount not to exceed \$650,000 DAC II FY 2026 Capital Resources, Ms. Quirk seconded.

A roll call vote was taken with the following results:

Mr. Harry Appel	Yes
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*District II Advisory Committee Meeting*

*October 7, 2025*

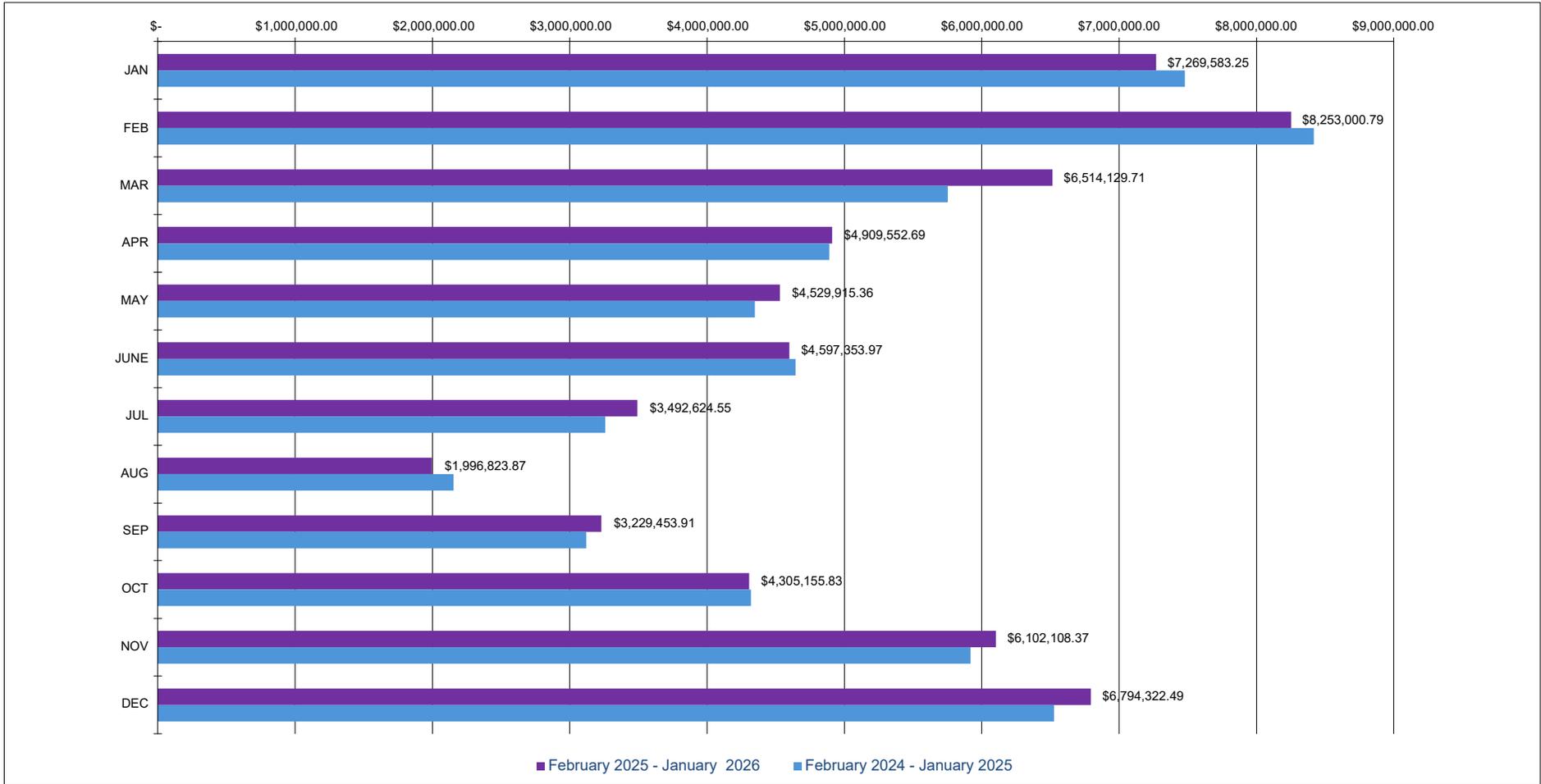
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Mr. Daniel Hamilton	Yes	
Ms. Heidi Morris	Yes	
Ms. Charlotte Palmer	Yes	
Ms. Stacy Pelle	Yes	
Ms. Colleen Quirk	Yes	
Mr. Troy Talpas	Yes	
Mr. Johnny Vance	Yes	
Ms. Kim Wilkeron	Yes	Motion passed.

There being no further business the meeting was adjourned at 7:32 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%
<b>TOTAL</b>	<b>100.00%</b>										

**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

DISTRICT III

													<b>FY 2026 VS FY 2025</b>		
	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	
<b>OCTOBER</b>	\$ 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%	<b>OCTOBER</b>	
<b>NOVEMBER</b>	\$ 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%	<b>NOVEMBER</b>	
<b>DECEMBER</b>	\$ 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%	<b>DECEMBER</b>	
<b>JANUARY</b>	\$ 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%	<b>JANUARY</b>	
<b>FEBRUARY</b>	\$ 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%	<b>FEBRUARY</b>	
<b>MARCH</b>	\$ 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%	<b>MARCH</b>	
<b>APRIL</b>	\$ 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%	<b>APRIL</b>	
<b>MAY</b>	\$ 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%	<b>MAY</b>	
<b>JUNE</b>	\$ 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%	<b>JUNE</b>	
<b>JULY</b>	\$ 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%	<b>JULY</b>	
<b>AUGUST</b>	\$ 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%	<b>AUGUST</b>	
<b>SEPTEMBER</b>	\$ 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%	<b>SEPTEMBER</b>	
<b>TOTAL</b>	\$ 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

DISTRICT IV

													<b>FY 2026 VS FY 2025</b>		
	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	
<b>OCTOBER</b>	\$ 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%	<b>OCTOBER</b>	
<b>NOVEMBER</b>	\$ 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%	<b>NOVEMBER</b>	
<b>DECEMBER</b>	\$ 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%	<b>DECEMBER</b>	
<b>JANUARY</b>	\$ 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%	<b>JANUARY</b>	
<b>FEBRUARY</b>	\$ 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%	<b>FEBRUARY</b>	
<b>MARCH</b>	\$ 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%	<b>MARCH</b>	
<b>APRIL</b>	\$ 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%	<b>APRIL</b>	
<b>MAY</b>	\$ 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%	<b>MAY</b>	
<b>JUNE</b>	\$ 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%	<b>JUNE</b>	
<b>JULY</b>	\$ 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%	<b>JULY</b>	
<b>AUGUST</b>	\$ 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%	<b>AUGUST</b>	
<b>SEPTEMBER</b>	\$ 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%	<b>SEPTEMBER</b>	
<b>TOTAL</b>	\$ 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**

**DISTRICT V**

												<b>FY 2026 VS FY 2025</b>		
	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>	<b>FY 2025</b>	<b>FY 2026</b>	<b>\$ INC/DEC</b>	
<b>OCTOBER</b>	\$ 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%	<b>OCTOBER</b>
<b>NOVEMBER</b>	\$ 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%	<b>NOVEMBER</b>
<b>DECEMBER</b>	\$ 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%	<b>DECEMBER</b>
<b>JANUARY</b>	\$ 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%	<b>JANUARY</b>
<b>FEBRUARY</b>	\$ 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%	<b>FEBRUARY</b>
<b>MARCH</b>	\$ 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%	<b>MARCH</b>
<b>APRIL</b>	\$ 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%	<b>APRIL</b>
<b>MAY</b>	\$ 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%	<b>MAY</b>
<b>JUNE</b>	\$ 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%	<b>JUNE</b>
<b>JULY</b>	\$ 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%	<b>JULY</b>
<b>AUGUST</b>	\$ 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%	<b>AUGUST</b>
<b>SEPTEMBER</b>	\$ 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%	<b>SEPTEMBER</b>
<b>TOTAL</b>	\$ 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**

**MONROE COUNTY**

												<b>FY 2026 VS FY 2025</b>		
	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>FY 2024</b>	<b>FY 2025</b>	<b>FY 2026</b>	<b>\$ INC/DEC</b>	
<b>OCTOBER</b>	\$ 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%	<b>OCTOBER</b>
<b>NOVEMBER</b>	\$ 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%	<b>NOVEMBER</b>
<b>DECEMBER</b>	\$ 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%	<b>DECEMBER</b>
<b>JANUARY</b>	\$ 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%	<b>JANUARY</b>
<b>FEBRUARY</b>	\$ 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%	<b>FEBRUARY</b>
<b>MARCH</b>	\$ 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%	<b>MARCH</b>
<b>APRIL</b>	\$ 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%	<b>APRIL</b>
<b>MAY</b>	\$ 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%	<b>MAY</b>
<b>JUNE</b>	\$ 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%	<b>JUNE</b>
<b>JULY</b>	\$ 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%	<b>JULY</b>
<b>AUGUST</b>	\$ 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%	<b>AUGUST</b>
<b>SEPTEMBER</b>	\$ 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%	<b>SEPTEMBER</b>
<b>TOTAL</b>	\$ 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 118  
DAC II

3/13/2026  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
FISCAL YEAR 2026

Revenue	\$2,294,250
5% Reserve State Statute 129.01	-\$114,713
	<b>\$2,179,538</b>
Fund Balance Forward Revenue / Expense Variance	\$0
Fund Balance Forward Contracted - Commitments	\$300,000
Event Resources Brought Forward	\$1,405
Capital Resources Brought Forward	\$613,322
Fund Balance Forward - Promotional Resources	\$100,000
Fund Balance Forward - Capital Economic Disaster	\$170,000
<b>Total</b>	<b>\$3,364,265</b>

Cost Center	Spend Category		Appropriations	ncumbranci	Expenses	Balance
78003	ADMINISTRATION RESOURCES	SC_00039	-			-
78003	COMMISSIONERS & FEES (FINANCE)	SC_00069	4,468.00	3,150.88	1,051.22	265.90
86532	COUNTY COST ALLOCATION	ST_CA005	14,975.00			14,975.00
78003	UTILITIES	SC_00046	19,365.00		5,070.73	14,294.27
78003	ADMINISTRATIVE SERVICES	SC_00036	30,020.00		4,348.93	25,671.07
	<b>ADMIN FUNDING</b>		<b>68,828</b>			<b>55,206</b>
78010	DIST VIS	SC_00036	100,548.00	58,653.00	41,895.00	-
78020	DISTRICT II AD CAMPAIGN	SC_00066	995,106.00	276,738.43	97,634.10	620,733.47
78020	DAC II WEB CAMS	SC_00036	13,845.00	8,040.00	4,020.00	1,785.00
78020	PROMO/STORM & ADV RESOURCES	SC_00039	100,000.00			100,000.00
	<b>TOTAL PROMOTIONAL / VIS</b>		<b>1,209,499.00</b>			<b>722,518.47</b>
78040	DAC I CAPITAL PROJECTS RESOURCES	SC_00039	5,040.00			5,040.00
78042	SALARIES & WAGES - LITTLE DUCK KEY BCH (ALL EMPLOYEES)	SC_00016	80,142.00		31,792.20	48,349.80
78042	SALARIES - RESERVE	SC_00018	18,678.00			18,678.00
78042	FICA - LITTLE DUCK KEY BEACH	SC_00019	6,130.00		2,397.73	3,732.27
78042	RETIREMENT - LITTLE DUCK KEY BEACH	SC_00023	11,244.00		4,460.47	6,783.53
78042	GROUP INSURANCE - LITTLE DUCK KEY BEACH	SC_00020	15,528.00		7,764.00	7,764.00
78042	WORKERS COMPENSATION - LITTLE DUCK KEY BEACH	SC_00026	2,308.00		577.00	1,731.00
78044	LITTLE DUCK KEY BEACH UTILITIES/REPAIRS AND MAINTENANCE	SC_00062	2,952.00		1,546.00	1,406.00
78044	LITTLE DUCK KEY BEACH UTILITIES/REPAIRS AND MAINTENANCE	SC_00050	6,700.00		1192	5508
78044	LITTLE DUCK KEY BEACH UTILITIES/REPAIRS AND MAINTENANCE	SC_00046	8,300.00		4,651.74	3,648.26
78050	BIG PINE AMPITHEATRE 24	SC_00062	300,000.00			300,000.00
78051	COUNTY BIG PINE PARK SKATEPARK 26	SC_00062	260,000.00		247,731.29	12,268.71
78052	WATSON FIELD SPORTS LIGHTING 26	SC_00062	250,000.00			250,000.00
78041	CAPITAL PROJECTS NON PROFITS	SC_00062	864,000.00		144,250.00	719,750.00
	<b>TOTAL CAPITAL FUNDING</b>		<b>1,831,022</b>		<b>20,260</b>	<b>1,384,660</b>
78030	DAC II EVENT FUNDING CONTRACTUAL	SC_00036	55,833.00			55,833.00
78030	DAC II EVENT FUNDING PROMOTIONAL SIGNS	SC_00414	2,900.00			2,900.00
78030	DAC II EVENT FUNDING PROMOTIONAL ITEMS	SC_00415	7,900.00			7,900.00
78030	DAC II EVENT FUNDING PROGRAMS & PLAYBILLS	SC_00417	400.00			400.00
78030	DAC II EVENT FUNDING MEDIA PLACEMENT & PRODUCTION	SC_00459	17,383.00			17,383.00
78030	DAC II EVENT FUNDING GENERAL NON ALLOCATED	SC_00463	500.00			500.00
	<b>TOTAL EVENTS</b>		<b>84,916</b>			<b>84,916</b>
78043	ECONOMIC NATURAL DISASTER RESOURCE	SC_00039	170,000.00			170,000.00
			<b>170,000</b>			<b>170,000</b>
	<b>FUND 118 TOTAL</b>		<b>3,364,265</b>			<b>2,417,300</b>
<b>DAC II Events Funded by Generic Fund 115</b>						
75360	DAC II EVENTS CONTRACT SERVICES	SC_00036	10,000.00			10,000.00
75360	DAC II EVENTS CONTRACT SERVICES	SC_00459	60,000.00			60,000.00
	<b>Total Events</b>		<b>70,000</b>			<b>70,000</b>

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

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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](#)

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**DATE:** March 13, 2026

**To:** District Advisory Committee Members

**From:** Ammie Machan, Sr. Manager of Compliance and Contracts and Jeanne Quinn, Sr. Vice President of Partnership and Technology

**RE:** **Consideration and Action re: Agreement with Lower Keys Chamber of Commerce for VIS Services**

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Visit Florida Keys (VFK) staff have been working with the Lower Keys 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 Lower Keys 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:**

**Annual Signature Events & Recognition**

- 2 seats at Annual Awards & Installation events
- Inclusion at no cost at non-TDC-funded Chamber events (e.g., golf tournaments, fundraisers, community festivals, special themed business events). Note: The two main Chamber signature events (Nautical Expo & Arts Festival) sell out 6–9+ months in advance; participation requests should be made 9–12 months in advance.
- Recognition as a Strategic Partner at applicable annual Chamber events

**Communications & Visibility**

- Inclusion in Chamber digital newsletters, including logo placement or name recognition as a Strategic Partner
- Opportunity to submit VFK updates or announcements for inclusion in Chamber newsletter
- Listing as a Strategic Partner Member on the Chamber website
- Up to 6 dedicated email blasts per year sent to the Chamber’s membership list on behalf of VFK (in addition to newsletter inclusion)
- Social media mentions or tags when appropriate (events, collaborations, initiatives)

**Collaboration & Advocacy**

- Opportunity to collaborate on workforce development conversations, tourism and business alignment initiatives, and community or regional projects
- Participation in policy discussions or forums relevant to tourism and economic development
- Access to Chamber insight on local business trends and concerns

### **Tourism Data & Market Insights**

- Opportunity for Visit Florida Keys to serve as the primary presenter and interpreter of TDC-sourced tourism data at Chamber annual meetings, targeted business briefings, and Chamber newsletters. All tourism data shared will be sourced and provided by the TDC and presented at an aggregate, informational level.
- 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](http://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](http://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. Monday through Friday, 10:00 a.m. to 4:00 p.m. Saturday and Sunday
  - (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.1.

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. Monday through Friday, 10:00 a.m. to 4:00 p.m. Saturday and Sunday
  - (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 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 or when County and/or Visit Florida Keys office are closed due to emergency situations, 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 Lower Keys Chamber of Commerce to provide Visitor Information services in an amount not to exceed \$115,631/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**



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

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

This topic was previously discussed in the spring of 2024. **At that time, DAC II 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 two DAC II webcams** (Stock Island Waterfront cam at the Perry Hotel/Marina and Bahia Honda State Park cam) and **adding two additional webcams** would have an overall annual cost not-to-exceed **\$28,120/year for all four cams.**

Approval for this webcam expansion is requested and would include discussions of potential locations in DAC II for Overseas Media Group to then explore and bring back for final consideration and approval at the next DAC meeting on April 28.