

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

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT III ADVISORY COMMITTEE

REGULAR SESSION, WEDNESDAY, March 25, 2026 9:30 a.m.

Join Zoom Meeting <https://zoom.us/j/92115952710?pwd=0h5O8Kan3AXkyLCCZ4m3Y5PF5q7pob.1>

Meeting ID: 921 1595 2710

Passcode: 648136

One tap mobile

+13052241968,,92115952710#,,,,*648136# US

+13017158592,,92115952710#,,,,*648136# 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 8, 2025 Regular Meeting Minutes

F. BUDGET:

1. Four Penny Revenue Report
2. DAC III Budget

G. MARKETING & COMMUNICATIONS

1. Input re: FY 2027 Media Plan

H. OLD BUSINESS:

1. Update re: Agreement with Dolphin Research Center, Inc for Dolphin Lagoon Project

I. NEW BUSINESS:

1. Consideration and Action re: Amendment to Extend Agreement with Hidden Harbor Marine Environmental Project for The Turtle Hospital Expand Guest Educational Area
2. Consideration and Action re: Marathon Airport Access Control System Funding
3. Consideration and Action re: Amendment to Extend Agreement with Dolphin Research Center, Inc. for the Sewall Improvement Project
4. Consideration and Action re: Amendment to Extend Agreement with Florida Keys Land and Sea Trust, Inc. for the Historic Bridge Project
5. Consideration and Action re: Amendment to Extend Agreement with Pigeon Key Foundation, Inc. for Solar Array Project
6. Consideration and Action re: Agreement with Greater Marathon Chamber of Commerce for VIS Agreement
7. Consideration and Action re: FY 2027 District III Webcams

J. GENERAL DISCUSSION

K. PUBLIC/INDUSTRY INPUT

L. ADJOURNMENT

District III Advisory Committee Meeting

The October 8, 2025 Meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. via Zoom.

DAC Members Present Were: Ms. Rachel Bowman, Ms. Kate Koler, Mr. Justin Nels, Ms. Charlotte Quinn, Ms. Kelly Vaughn Williams

DAC Members Absent Were: Ms. Leslie Christneson (1st absence in Fiscal Year), Mr. Ben Daughtry (1st absence in Fiscal Year) and Mr. Kelly McKinnon (1st absence in Fiscal Year)

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Quinn moved approval of the agenda as presented with the following bulk 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 III Budget

Ms. Koler seconded. Motion passed unanimously.

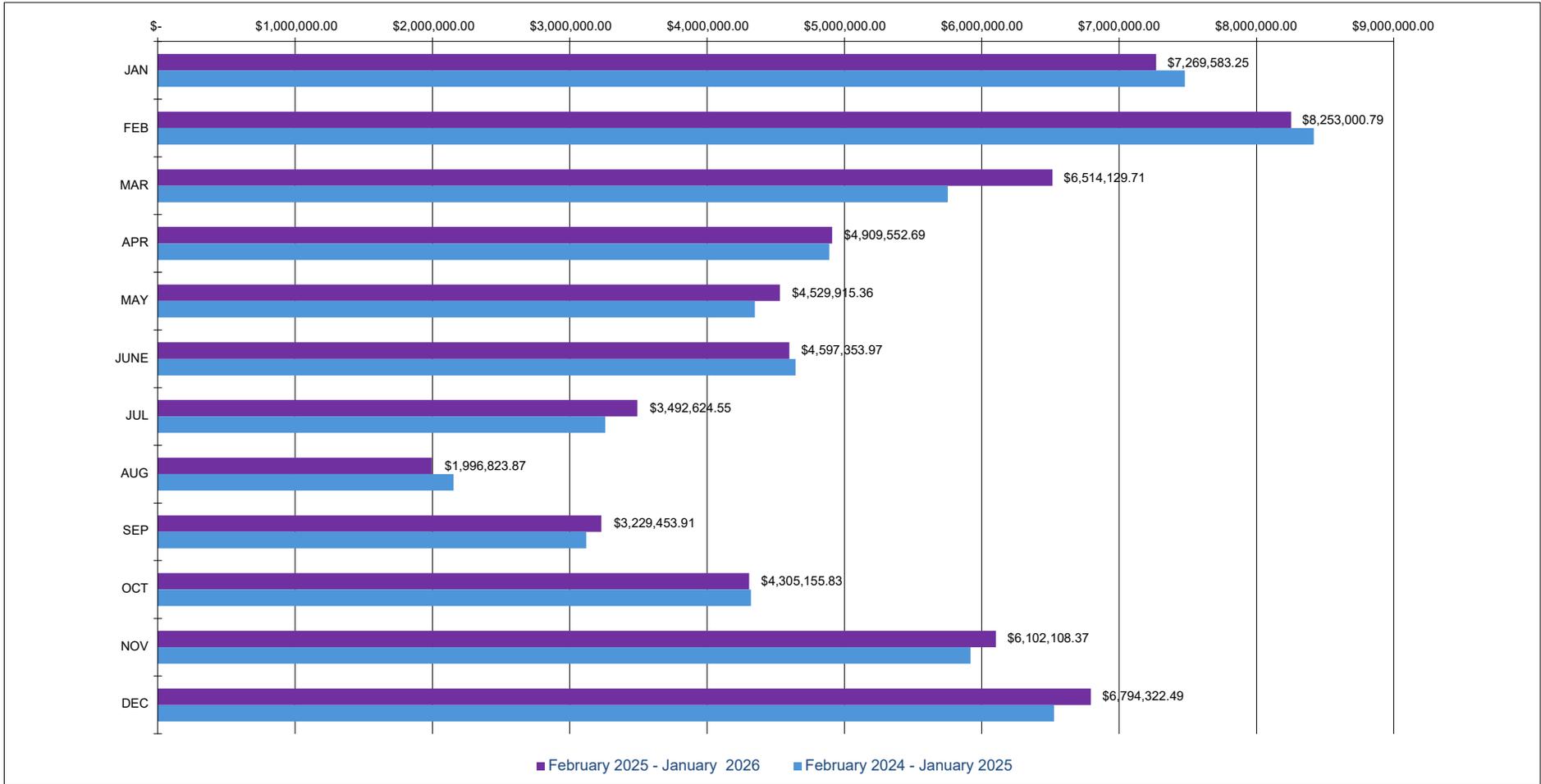
Election of Officers: Nominations were taken with the following officers being elected:

Chairperson:	Ms. Vicki Tashjian
Vice Chair:	Mr. Kelly McKinnon

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

There being no further business the meeting was adjourned at 10:17 a.m.

FOUR PENNY REVENUE REPORT
Fiscal Year 2026



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%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	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	% 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			DISTRICT II
												FY 2026	\$ INC/DEC	% 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

													FY 2026 VS FY 2025		
	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

DISTRICT IV

													FY 2026 VS FY 2025		
	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

DISTRICT V

												FY 2026 VS FY 2025		
	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

MONROE COUNTY

												FY 2026 VS FY 2025		
	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 119
DAC III

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

Revenue	\$4,463,100
5% Reserve State Statute 129.01	-\$223,155
	\$4,239,945
Fund Balance Forward Revenue / Expense Variance	\$0
Fund Balance Forward Contracted - Commitments	\$1,574,017
Event Resources Brought Forward	\$0
Capital Resources Brought Forward	\$564,588
Fund Balance Forward - Promotional Resources	\$365,886
Fund Balance Forward - Capital Economic Disaster	\$500,000
Total	\$7,244,436

Cost Center	Spend Category		Appropriations	ncumbrance	Expenses	Balance
79003	ADMINISTRATION RESOURCES	SC_00039	-			-
79003	COMMISSIONERS & FEES (FINANCE)	SC_00069	8,692.00	6,129.54	2,044.98	517.48
86533	COUNTY COST ALLOCATION	ST_CA005	13,595.00			13,595.00
79003	UTILITIES	SC_00046	37,672.00		9,864.27	27,807.73
79003	ADMINISTRATIVE SERVICES	SC 00036	73,934.00		14,542.73	59,391.27
	ADMIN FUNDING		133,893			101,311
79010	DIST VIS	SC_00036	176,400.00	102,900.00	73,500.00	-
79020	DISTRICT III AD CAMPAIGN	SC_00066	2,332,841.00	651,726.07	177,436.65	1,503,678.28
79020	DAC III WEB CAMS	SC_00036	15,000.00	2,800.00	1,400.00	10,800.00
79020	PROMO/STORM & ADV RESOURCES	SC_00039	-			-
	TOTAL PROMOTIONAL /		2,524,241			1,514,478.28
79042	CAPITAL REPAIRS AND MAINTENANCE PROJECTS FUND	SC_00062	3,331,190			3,331,190.00
	DAC III CAPITAL	AMOUNT FUNDED				
	BEACH MAINTENANCE -MULTI YEAR		154,333.00			-
	CITY OF MARATON DOG AREA FY26		99,500.00			-
	CITY OF MARATHON SOMBRERO BEACH RENOURISHMENT FY26		200,000.00			-
	79042 - CITY MARATHON SPLASHPAD/RESTROOM/CONCESSION		300,174.00			-
	CITY MARATHON TOWER AND RESTROOM (public facilities) FY 26		24,040.00			-
	DRC SEAWALL & DECK FY26		472,500.00			-
	FK LAND & SEA INTERACTIVE MUSEUM PHASE 2 FY26		263,916.00			-
	TURTLE HOSPITAL GUEST EDUCATIONAL AREA FY26		260,000.00			-
	PIGEON KEY EMERGENCY BROADCAST SYSTEM & AUDIO FY26		59,565.00			-
	FL LAND & SEA BRIDGE FY 26		195,000.00			-
	CORAL RESTORATION (CRF) FY26		80,700.00			-
	REEF RENEWAL CORAL RESTORATION FY 26		42,000.00			-
	KEY COLONY PICKLEBALL SHADE STRUCTURE FY26		178,500.00			-
	KEY COLONY SUNSET PARK PICNIC AREA FY26		19,600.00			-
	PIGEON KEY SOLAR ARRAY FY26		57,500.00			-
	MARINE PRESERVATION SOCIETY ANCHOR BUOYS F26		90,000.00			-
	CITY MARATHON SOMBRERO BEACH INFO & SEC STATION FY25		150,000.00			-
	CITY MARATHON 7 MILE MARINA FINGER DOCKS/SIGN FY25		490,700.00			-
	PIGEON KEY TRAIN ENTRY GATE FY24 2ND ROUND		63,162.00			-
	DRC RESTORE DOLPHIN LAGOON FY20		130,000.00			-
79046	OLD 7 MILE BRIDGE	SC_00062	562,655.00			562,655.00
	TOTAL CAPITAL		3,893,845			3,893,845
79030	DAC III EVENT RESOURCES		2,457.00			
79030	FANTASY FEST 25		30,000.00			
79030	DOWNWINDPALOOZA 26		20,000.00			
79030	HAWKS CAY RESORT BOAT SHOW 26		30,000.00			
79030	PIGEON KEY HOLIDAY SPECTACULAR		50,000.00			
79030	SOMBRERO BEACH RUN 26		10,000.00			
79030	MARATHON SEAFOOD FESTIVAL 26		50,000.00			
	CONTRACTED SERVICES	SC_00036	110,000.00			110,000.00
	RESOURCES	SC_00039	2,457.00			2,457.00
	PROMOTIONAL SIGNS	SC_00414	1,000.00			1,000.00
	PROMOTIONAL ITEMS	SC_00415	7,500.00			7,500.00
	PROGRAMS & PLAYBILLS	SC_00417	500.00			500.00
	MEDIA PLACEMENT & PRODUCTION COSTS	SC_00459	66,500.00			66,500.00
	DIRECT MAIL PROMOTIONS	SC_00462	1,000.00			1,000.00
	GENERAL NON ALLOCATED	SC_00463	3,500.00			3,500.00
	TOTAL EVENTS		192,457			192,457
79041	ECONOMIC NATURAL DISASTER RESOURCE	SC_00039	500,000.00			500,000.00
			500,000			500,000
	FUND 119 TOTAL		7,244,436			6,202,092
DAC III Events Funded by Generic Fund 115						
75360	GRASSY KEY PADDLE BATTLE		10,000.00			
75363	FLORIDA KEYS CELTIC FESTIVAL		50,000.00			
75363	WOMEN OF WING CLINIC		5,000.00			
	CONTRACTED SERVICES	SC_00036	10,000.00			10,000.00
	MEDIA PLACEMENT & PRODUCTION COSTS	SC_00459	60,000.00			60,000.00
	Total Events		65,000			65,000

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 III Advisory Committee Members

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

RE: **Update re: Agreement with Dolphin Research Center, Inc. for Dolphin Lagoon Project**

The District III Advisory Committee approved funding for Dolphin Research Center, Inc. in the amount of \$130,000 for the Dolphin Lagoon Project in FY 2020. The Committee approved several extensions to the completion date of the project and the agreement currently is set to expire September 30, 2026.

Dolphin Research Center has submitted notice that they are rescinding the funding for this project due to ongoing challenges associated with the project. Funding in the amount of \$130,000 will be placed into DAC III Capital Resources.



DOLPHIN RESEARCH CENTER

Providing Sanctuary and a Forever Home since 1984



January 17, 2026

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

Re: Request to Withdraw our FY2020 Capital Project #2347 – Restore Dolphin Lagoons

Dear DAC III Members:

We are writing this letter to withdraw our FY2020 Restore Dolphin Lagoons project. Due to ongoing challenges with this project, we are withdrawing it and releasing the funding back to the TDC/BOCC.

Sincerely,

Armando “Mandy” Rodriguez
Co-Founder/COO

CC: Maxine Pacini

DATE: March 13, 2026

To: District III Advisory Committee Members

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

RE: **Consideration and Action re: Amendment to Agreement with Hidden Harbor Marine Environmental Project for the Turtle Hospital Expand Guest Educational Area Project**

The District III Advisory Committee approved funding for Hidden Harbor Marine Environmental Project Inc. in the amount of \$260,000 for the Turtle Hospital Expand Guest Educational Area in FY 2026 to be completed by September 30, 2026.

Attached is a request to extend the completion date of the project to June 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.

Machan-Ammie

From: Turtle Hospital <turtlehospitalmarathon@gmail.com>
Sent: Wednesday, February 25, 2026 6:45 PM
To: Machan-Ammie
Cc: Pacini-Maxine
Subject: Extension Request for TDC Contract ID 3530

CAUTION: This email originated from outside of the County. Whether you know the sender or not, do not click links or open attachments you were not expecting.

Dear Ammie,

Thank you for your email.

I am writing to make a formal request to DAC III requesting an extension for TDC Contract ID 3530, \$260,000 Guest Educational Area from September 30, 2026, to June 2027.

Our founder/director Richie Moretti had some health challenges, which delayed the final design approval for the area.

We will complete the work by June 2027.

Thank you for your consideration.

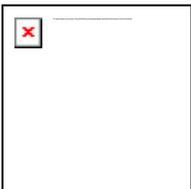
Please let me know if you need anything further from us.

Respectfully submitted,
Bette

--

Bette Zirkelbach
Manager
The Turtle Hospital
cell 305-923-8562

"Compassion is contagious!"



Rescuing, Rehabilitating, and Releasing Sea Turtles back into the wild for over 36 years!

EXHIBIT A

NAME OF ENTITY: Hidden Harbor Marine Environmental Project, Inc.

NAME OF PROJECT: The Turtle Hospital Expand Guest Educational Area

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"> • Enlarge and enclose current “drive though” area for use as a guest education area <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: \$520,000</u></p> <p>In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$260,000</u></p>
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DATE: March 13, 2026
TO: District III Advisory Committee
FROM: Kara Franker, President and CEO, Visit Florida Keys
RE: **Consideration and Action re: Marathon Airport Access Control System Funding**

Monroe County is on the verge of a significant milestone: the return of commercial air service to the Marathon International Airport. VFK has been actively working with airport leadership and regional partners to support that effort, and momentum is building. A key component of restoring commercial service is ensuring the airport meets federal security requirements, which includes completing the Airport Access Control System project.

Visit Florida Keys respectfully requests that the District III Advisory Committee conditionally authorize up to \$800,000, plus the cost of a required tourism impact study (price to be determined), from the DAC III unappropriated fund balance for the Marathon Airport Access Control System project. This authorization would serve as a procedural step to ensure funding is available should it be needed, while the Airport continues to actively pursue outside funding sources.

Should full or partial funding be secured from other sources, the requested amount would be reduced accordingly or the request withdrawn entirely, and any reserved funds would remain in DAC III. This request does not affect FY 2027 capital project funding available to municipalities and nonprofit organizations, as it draws solely from the unappropriated fund balance.

Upon DAC III approval, this item will advance to the TDC for consideration at its Budget Strategy Meeting on April 9, 2026.

Assistant County Attorney Christine Limbert has reviewed this request and determined it qualifies as a permissible expenditure under the "Public Facilities" category of Florida's Tourist Development Tax statute. A tourism impact study must be completed to confirm a positive effect on tourist-related businesses. If confirmed, District III may fund up to 70% of the project cost. DAC III funds cannot be expended prior to October 1, 2026.

Legal Opinion – Christine Limbert (March 5, 2026)

In my opinion, this project would be permissible as set forth in detail below.

Under F.S. 125.0104(5)(a)(6), the Marathon International Airport would qualify as a "public facility" and further qualifies under the explicated stated category of transportation. The statute defines "public facilities" as "major capital improvements



that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities" (See F.S. 125.0104(5)(a)(6). The definition explicitly includes "transportation" within the broader category of public facilities, and the phrase "including, but not limited to" indicates this is a non-exhaustive list of examples.

The Marathon Airport International Airport Access Control System clearly meets the statutory definition as major capital improvements with life expectancies exceeding five years. The statute's inclusion of "transportation" as an example of public facilities encompasses airports, which are transportation infrastructure.

This interpretation is reinforced by F.S. 125.01(1)(l), which grants counties the power to "provide and operate air, water, rail, and bus terminals; port facilities; and public transportation systems" F.S. 125.01, treating airports as part of the county's transportation infrastructure authority. Additionally, F.S. 163.3180(h)(1)(b) explicitly categorizes "airport passenger terminals and concourses, air cargo facilities, and hangars" as "public transit facilities" for concurrency exemption purposes. See F.S. 163.3180, further confirming that airports function as transportation facilities within Florida's statutory framework.

Therefore, airports are public facilities under F.S. 125.0104(5)(a)(6), specifically falling within the transportation category of such facilities. This means tourist development tax revenues can be used to acquire, construct, or improve airports if they are needed to increase tourist-related business activities and the other statutory conditions are satisfied.

As discussed at the previous BOCC meeting, these improvements are needed for the expansion of services at the Marathon airport and to increase tourist-related business activities.

An independent professional analysis to determine the "positive impact of the infrastructure project on tourist-related businesses" will need to be conducted as per the conditions set forth in the statute. If that is not already included in the \$800,000 requested, please add the estimated amount for the study, as that is funded by the TDC if the project is approved.

Additionally, as per the statute, no more than 70 percent of the cost of the proposed project can be paid with tourist development tax revenues, and sources of funding for the remaining cost are to be identified and confirmed by the county governing board.

DATE: March 13, 2026

To: District III Advisory Committee Members

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

RE: **Consideration and Action re: Amendment to Agreement with Dolphin Research Center, Inc. for the Seawall Restoration & Deck Replacement**

The District III Advisory Committee approved funding for Dolphin Research Center, Inc. in the amount of \$472,500 for the Dolphin Lagoon 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.



DOLPHIN RESEARCH CENTER

Providing Sanctuary and a Forever Home since 1984



January 16, 2026

Maxine Pacini
Monroe County Tourist Development Council
1201 White Street, Suite 102
Key West, FL 33040

Re: Extension Request for our FY2026 Capital Project – Seawalls & Decks

Dear Maxine:

We are writing this letter to request an extension for the completion of our FY2026 Seawalls Restoration & Deck Replacements project. Due to government permitting delays, we will be unable to complete this project by the September 30, 2026 end date. We are requesting a 12 month extension, until September 30, 2027 in order to complete this project.

Thank you for your consideration in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Armando Rodriguez".

Armando "Mandy" Rodriguez
Co-Founder/COO

EXHIBIT A

NAME OF ENTITY: Dolphin Research Center, Inc.

NAME OF PROJECT: DRC Seawall Restoration & Deck Replacement

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"> • Prepare project area and deploy turbidity barriers; remove and replace existing concrete slab from west section of seawall; install approx. 6-7 pin piles; install CIP seawall in front of west section of the existing seawall; remove and replace one existing deck, including installation of approx.. 4 PVC encased pin piles and framing and decking <p style="color: red; font-weight: bold; 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: \$207,280</u></p> <p style="color: red; font-weight: bold; margin-top: 20px;"><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p style="text-align: center;"><u>TDC portion: \$201,938</u></p>
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EXHIBIT A

Segment #:2

Description: Materials, equipment and labor required to:

- Shore up existing tiki structure over east section of seawall; remove and replace the existing concrete slab from east section of seawall; install approx. 6-7 pin piles; install CIP seawall in front of existing east section of seawall; remove and replace one existing wood deck including installation of approx. 4 PVC encased pin piles and framing and decking; replace tiki support posts and remount tiki to posts

(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: \$138,242

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

TDC portion: \$134,679

EXHIBIT A

Segment #:3

Description: Materials, equipment and labor required to:

- Repair/replace existing riprap under/around existing 3rd wood deck; remove/replace existing 3rd deck and framing as needed for riprap repair/replacement (existing timber support posts to remain); remove/replace existing 4th wood deck, framing and railing as necessary for seawall installation; remove waterward timber support posts and replace with PVC encased pin piles (existing landward timber posts to remain); demolish existing seawall on north side of lagoon as necessary; remove/replace existing concrete slab as necessary for installation of seawall

Total Cost: \$139,478

TDC portion: \$135,883

(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)

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

DATE: March 13, 2026

To: District III Advisory Committee Members

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

RE: **Consideration and Action re: Amendment to Agreement with Florida Keys Land and Sea Trust, Inc. for the Crane Point Historic Bridge Project**

The District III Advisory Committee approved funding for Florida Keys Land and Sea Trust, Inc. in the amount of \$195,000 for the Crane Point Historic Bridge 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.

Machan-Ammie

Subject: FW: Request Extension Crane Point Bridge Grant

From: cranepointmuseum@gmail.com <cranepointmuseum@gmail.com>

Sent: Wednesday, January 21, 2026 5:06 PM

To: Pacini-Maxine <maxine@fla-keys.com>

Subject: Request Extension Crane Point Bridge Grant

...

CAUTION: This email originated from outside of the County. Whether you know the sender or not, do not click links or open attachments you were not expecting.

Project name Historic Bridge at the Point

Number 3538

Project amount \$195,000.00

Reason for request The Benthic Survey came back with three small pieces of coral underneath the bridge.

Siderastrea radians coral colonies were observed within the bridge footprint just off the east wall on rubble, another just north and east of the east wall on rubble, and three on another large chunk of rubble in the center of the channel just under the southern edge of the bridge span. Due to these findings

the State is requiring additional surveys. Will Campbell is the Engineer working with the State to get the project

permitted. We have approval from the Core of Engineers, waiting on Department of Protection, and Marine Sanctuary approval.

Date of extension requested 9/31/2027

Thank you for considering!

Charlotte Quinn

CEO

Florida Keys Land & Sea Trust, Inc DBA Crane Point Museum & Nature Center

305-393-9501

cranepointmuseum@gmail.com

EXHIBIT A

NAME OF ENTITY: Florida Keys Land & Sea Trust, Inc.

NAME OF PROJECT: Crane Point Historic Bridge

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"> • Replace historic bridge at Crane Point including but not limited to concrete pilings; concrete tie beams; wood railings; Rip rap revetment <p style="color: red; font-weight: bold; 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><u>Total Cost: \$195,000</u></p> <p style="color: red; font-weight: bold; margin-top: 10px;"><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$195,000</u></p>
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DATE: March 13, 2026

To: District III Advisory Committee Members

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

RE: **Consideration and Action re: Amendment to Agreement with the Pigeon Key Foundation, Inc. for the Pigeon Key Solar Array Project**

The District III Advisory Committee approved funding for the Pigeon Key Foundations, Inc. in the amount of \$57,500 for the Pigeon Key Solar Array Project in FY 2025 to be completed by September 30, 2025. In FY 2025 the District III Advisory Committee approved an extension to the completion date to September 30, 2026.

Attached is a request from the Pigeon Key Foundation to extend the completion date of the project to September 30, 2027. The funds are available to be rolled into the FY 2027 budget. A copy of the project's Exhibit A, outlining the scope of services for the project 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 final approval.



1/24/26

Maxine,

Due to timing of historic approvals, availability of materials, permitting and scheduling the Pigeon Key Foundation would like to request an extension of the solar power upgrades project. We request that we extend the deadline to September 30, 2027 date to make sure we complete the project and do not interfere with TDC budgeting timelines.

Thank you

Kelly McKinnon
Executive Director
Pigeon Key Foundation

EXHIBIT A

NAME OF ENTITY: Pigeon Key Foundation, Inc.
NAME OF PROJECT: Pigeon Key Solar Array Project

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> <u>Description:</u> Materials, equipment, mobilization of materials and labor required to:</p> <ul style="list-style-type: none"> • Remove and dispose of existing solar panels • Mount and connect new solar panels to existing support structures • Connect new solar panels to current inverters and any additional required devices • Perform site restoration to clean up project area <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 style="text-align: center;"><u>Total Cost: \$62,000</u></p> <p><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p style="text-align: center;"><u>TDC portion: \$57,500</u></p>
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DATE: March 13, 2026

To: District Advisory Committee Members

From: Ammie Machan, Sr. Manager of Compliance and Contracts and Crystal Blaskis, Sr. Director of Community Programs & Events

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

Visit Florida Keys (VFK) staff have been working with the Greater Marathon 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 Marathon 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

- 2 seats at monthly luncheons
- Unlimited VFK staff attendance at monthly Business After Hours networking events
- Participation in business networking events hosted by the Chamber

Annual Signature Events & Recognition

- 4 seats at Annual Awards & Installation events
- Inclusion at no cost at non-TDC-funded Chamber events, including golf tournaments, fundraisers, community festivals, and special themed business events
- Recognition as Executive Member (Starfish level) and named Strategic Partner at all Chamber functions, events, and applicable communications
- Mega Super Sponsorship status at The Marathon Seafood Festival
- Sponsor of one (1) Membership Luncheon per year

Communications & Visibility

- Monthly free quarter-page ad in the Chamber Connection e-newsletter, with special recognition as Executive Member (Starfish level)
- Quarterly flyer inserts in the Chamber Connection newsletter
- Annual web ad on Chamber and Seafood Festival websites, including rotating website banner for 12 months
- Website listing(s) linked at no cost
- Advertising space in the monthly Tourist-Travel Writer email blast for 12 months

- Four (4) private/exclusive Member Showcase eblasts per year
- Advertising in the Official Marathon Visitor Center (poster and rack cards)
- Annual access to Visitor Center guest-log book email list, with newly collected visitor email addresses supplied on a monthly basis
- 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

Education & Thought Leadership

- 2 attendees at educational workshops, speaker series, and economic outlook briefings
- Opportunity for Visit Florida Keys to present tourism updates and share industry data or insights at select Chamber meetings

Tourism Data & Market Insights

- Opportunity for Visit Florida Keys to serve as the primary presenter and interpreter of TDC-sourced tourism data at Chamber luncheons, annual meetings, targeted business briefings, and Chamber newsletters
- 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

I.6.

- 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, 9:00 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

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, 9:00 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.

I.6.

- 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 Marathon Chamber of Commerce to provide Visitor Information services in an amount not to exceed \$202,860/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 III**

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

This topic was previously discussed in the spring of 2024. **At that time, DAC III approved continued funding of the single DAC III webcam.** The other four DACs had approved adding more webcams in their districts 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.

In working with our new webcam agency, Overseas Media Group, we estimate that **maintaining the existing DAC III webcam** (Sombrero Beach webcam) and **adding two additional webcams** would have an overall annual cost not-to-exceed **\$20,080/year for all three cams.**

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