

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

## **AGENDA**

### **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT IV ADVISORY COMMITTEE**

**REGULAR SESSION, TUESDAY, March 24, 2026, 2:00 p.m.**

**Join Zoom Meeting <https://zoom.us/j/92395746623?pwd=sQEga86FSE29I8cLek7FpnNe0MAGaf.1>**

Meeting ID: 923 9574 6623

Passcode: 587836

One tap mobile

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

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

**D. LEADERSHIP REPORT**

1. Leadership Update

**E. APPROVAL OF THE MINUTES:**

1. October 7, 2025 Regular Meeting Minutes
2. June 3, 2025 Regular Meeting Minutes
3. June 24, 2025 Regular Meeting Minutes

**F. BUDGET:**

1. Four Penny Revenue Report
2. DAC IV Budget

**G. MARKETING & COMMUNICATIONS**

1. Input on FY 2027 Media Plan

**H. OLD BUSINESS:**

**I. NEW BUSINESS:**

1. Consideration and Action re: Amendment to Extend Agreement with Village of Islamorada for Beach Cleaning
2. Consideration and Action re: Amendment to Extend Agreements with Friends of the Pool, Inc. for Alligator Reef Light Station Phases I-III
3. Consideration and Action re: Agreement with Islamorada Chamber of Commerce for VIS Agreement
4. Consideration and Action re: FY 2027 DAC IV Webcams

**J. GENERAL DISCUSSION**

**K. PUBLIC/INDUSTRY INPUT**

**L. ADJOURNMENT**

**District IV Advisory Committee Meeting**

The October 8, 2025 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. via Zoom.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Mr. Hunter Kinney, Ms. Katie McKimm, Mr. Robbie Reckwerdt, Mr. Rob Stober, and Ms. Lee Christine Young

DAC Members Absent Were: Mr. Lou Sena (1<sup>st</sup> absence in Fiscal Year)

TDC Members Present Were: Ms. Diane Schmidt and Ms. Peg Laron

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

Chairperson – Mr. John Harrison

Vice Chair – Ms. Deb Gillis

Approval of the Agenda and the Agenda Bulk Items: Ms. Gillis pulled items E.1. June 3, 2025 Regular Meeting Minutes and E.2. June 24, 2025 Regular Meeting Minutes for revisions and moved approval of the agenda as presented with the following bulk items:

F.1. Four Penny Revenue Report

F.2. DAC IV Budget

Mr. Stober seconded. Motion passed unanimously.

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 2:23 p.m.

**District IV Advisory Committee Meeting**

The June 3, 2025 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. at the Islander Resort.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Mr. Hunter Kinney, Mr. Robbie Reckwerdt, Mr. Rob Stober

DAC Members Absent Were: Ms. Katie McKimm (1<sup>st</sup> absence in Fiscal Year), Mr. Lou Sena (2<sup>nd</sup> absence in Fiscal Year), Ms. Lee Christine Young (1<sup>st</sup> Absence in Fiscal Year)

Approval of the Agenda: Ms. Gillis moved approval of the agenda as presented, Ms. Harris seconded. Motion passed unanimously.

Consideration and Action re: FY 2026 Destination/Turnkey Event Funding Allocations: Ms. Pacini instructed the Committee on the procedure for scoring the applications using the event worksheet. The applications were reviewed and scored using the event worksheet, with an opportunity for Event Coordinators to answer questions from the DAC members. Applications were required to score 17 points or above by the majority of the sitting DAC members to be considered for funding.

The following projects scored 17 points or above by the majority of the sitting DAC members and were eligible to be considered for funding:

Swim for Alligator Lighthouse	27.60
UM Sports Hall of Fame	23.00
Island Boat Show	22.50
Island Fest	22.40
Islamorada Half Marathon	22.25
Fantasy Fest	22.00
St. Patty's 5k/10k	19.00
Art Under the Oaks	18.80

The following event did not score 17 points or above by the majority of the sitting DAC members and was not eligible to be considered for funding:

Old Highway Walk	15.60
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Ms. Gillis moved approval to fund the following from FY 2026 DAC IV Event Resources:

- Friends of the Pool, Inc. in an amount not to exceed \$40,000 for Swim for Alligator Light House
- Islamorada Chamber of Commerce, Inc. in an amount not to exceed \$20,000 for Island Fest
- San Pedro Catholic Parish in Tavernier, Inc. in an amount not to exceed \$10,000 for Art Under the Oaks

Mr. Kinney seconded. Motion passed unanimously.

Mr. Kinney moved approval to fund Key West Tourist Development Association, Inc. in an amount not to exceed \$10,000 FY 2026 DAC IV Event Resources for Fantasy Fest, Ms. Harris seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis	No
Ms. Marry Beth Harris	Yes

Mr. Hunter Kinney            Yes  
Mr. Robbie Reckwerdt      Yes  
Mr. Rob Stober              Yes  
Mr. John Harrison          Yes    Motion passed.

Ms. Gillis moved approval to fund Hall of Fame Committee of UM, Inc. in an amount not to exceed \$20,000 FY 2026 DAC IV Event Resources for UM Sports Hall of Fame & Museum Fan Fest, Mr. Harrison seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis                Yes  
Ms. Marry Beth Harris      Yes  
Mr. Hunter Kinney          Yes  
Mr. Robbie Reckwerdt      Yes  
Mr. Rob Stober              Yes  
Mr. John Harrison          Yes    Motion passed.

Ms Gillis moved approval to fund Island Community Church, Inc. in an amount not to exceed \$30,000 FY 2026 DAC IV Event Resources for Island Boat Show 2026, Mr. Kinney seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis                Yes  
Ms. Marry Beth Harris      Yes  
Mr. Hunter Kinney          Yes  
Mr. Robbie Reckwerdt      Abstain\*  
Mr. Rob Stober              Yes  
Mr. John Harrison          Yes    Motion passed.  
Mr. Reckwerdt abstained due to his mother being the event coordinator.

Mr. Kinney moved approval to fund Islamorada Running Company, LLC in an amount not to exceed \$30,000 for the Islamorada Half Marathon, 10K Rumrunner Run and Beach N' Beer Mile, Ms. Gillis seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis                Yes  
Ms. Marry Beth Harris      Yes  
Mr. Hunter Kinney          Yes  
Mr. Robbie Reckwerdt      Abstain\*  
Mr. Rob Stober              Yes  
Mr. John Harrison          Yes    Motion passed.  
Mr. Reckwerdt abstained due to this event being held at his place of business.

Mr. Kinney moved approval to fund Islamorada Running Company, LLC in an amount not to exceed \$10,000 for the St. Paddy's Day 5k/10k Ms. Gillis seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis                Yes

Ms. Marry Beth Harris	Yes
Mr. Hunter Kinney	Yes
Mr. Robbie Reckwerdt	Abstain*
Mr. Rob Stober	Yes
Mr. John Harrison	Yes Motion passed.

Mr. Reckwerdt abstained due to the event taking place at his place of business.

Mr. Kinney moved approval to keep the remaining \$3,522 in FY 2026 DAC IV Event Resources, Mr. Reckwerdt seconded. Motion passed unanimously.

There being no further business the meeting was adjourned at 3:11 p.m.

**District IV Advisory Committee Meeting**

The June 24, 2025 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. at the Islander Resort.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Mr. Hunter Kinney, Mr. Robbie Reckwerdt, Mr. Lou Sena, Mr. Rob Stober, and Ms. Lee Christine Young

DAC Members Absent Were: Ms. Katie McKimm (2<sup>nd</sup> absence in Fiscal Year)

Approval of the Agenda: Ms. Harris moved approval of the agenda as presented, Ms. Gillis seconded. Motion passed unanimously.

Consideration and Action re: FY 2026 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:

Alligator Light Station Phase III	25.88
CRF – Islamorada 2026	25.00
History of Dive Generator	24.25
Wild Bird Boardwalk	23.83
I.Care Islamorada 2026	23.13
Founders Park Pool Resurface	23.00

Mr. Kinney moved approval to fund Friends of the Pool, Inc. in an amount not to exceed \$130,000 DAC IV FY 2026 Capital Resources for the Alligator Reef Light Station Phase III project, Ms. Gillis seconded. Motion passed unanimously.

Ms. Gillis moved approval to fund The Coral Restoration Foundation, Inc. in an amount not to exceed \$47,325 DAC IV FY 2026 Capital Resources for the CRF – Coral Restoration – Islamorada 2026 project, Mr. Kinney seconded. Motion passed unanimously.

Mr. Stober moved approval to fund The Florida Keys History of Diving Museum, Inc. in an amount not to exceed \$25,000 DAC IV FY 2026 Capital Resources for the Dive Museum Replace and Upgrade Emergency Generator Project, Ms. Gillis seconded. Motion passed unanimously.

Ms. Gillis moved approval to fund Florida Keys Wild Bird Rehabilitation Center, Inc. in an amount not to exceed \$145,000 DAC IV FY 2026 Capital Resources for the Wild Bird Center Repairs to the Sanctuary’s Boardwalk project, Mr. Kinney seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis	Yes
Ms. Marry Beth Harris	Abstain*
Mr. Hunter Kinney	Yes

Mr. Robbie Reckwerdt Abstain\*  
Mr. Lou Sena Yes  
Mr. Robert Stober Yes  
Ms. Lee Christine Young Yes  
Mr. John Harrison Yes Motion passed.

\*Ms. Harris abstained due to her husband providing services to the organization, and Mr. Reckwerdt abstained due to his business having a business relationship with the organization.

Ms. Gillis moved approval to fund I.Care Corporation in an amount not to exceed \$145,000 DAC IV FY 2026 Capital Resources for the I.Care – Coral Restoration – Islamorada 2026 project Ms. Young seconded. Motion passed unanimously.

Mr. Stober moved approval to fund the Village of Islamorada in an amount not to exceed \$436,800 DAC IV FY 2026 Capital Resources for the Founders Park Pool Resurfacing Project, Mr. Kinney seconded.

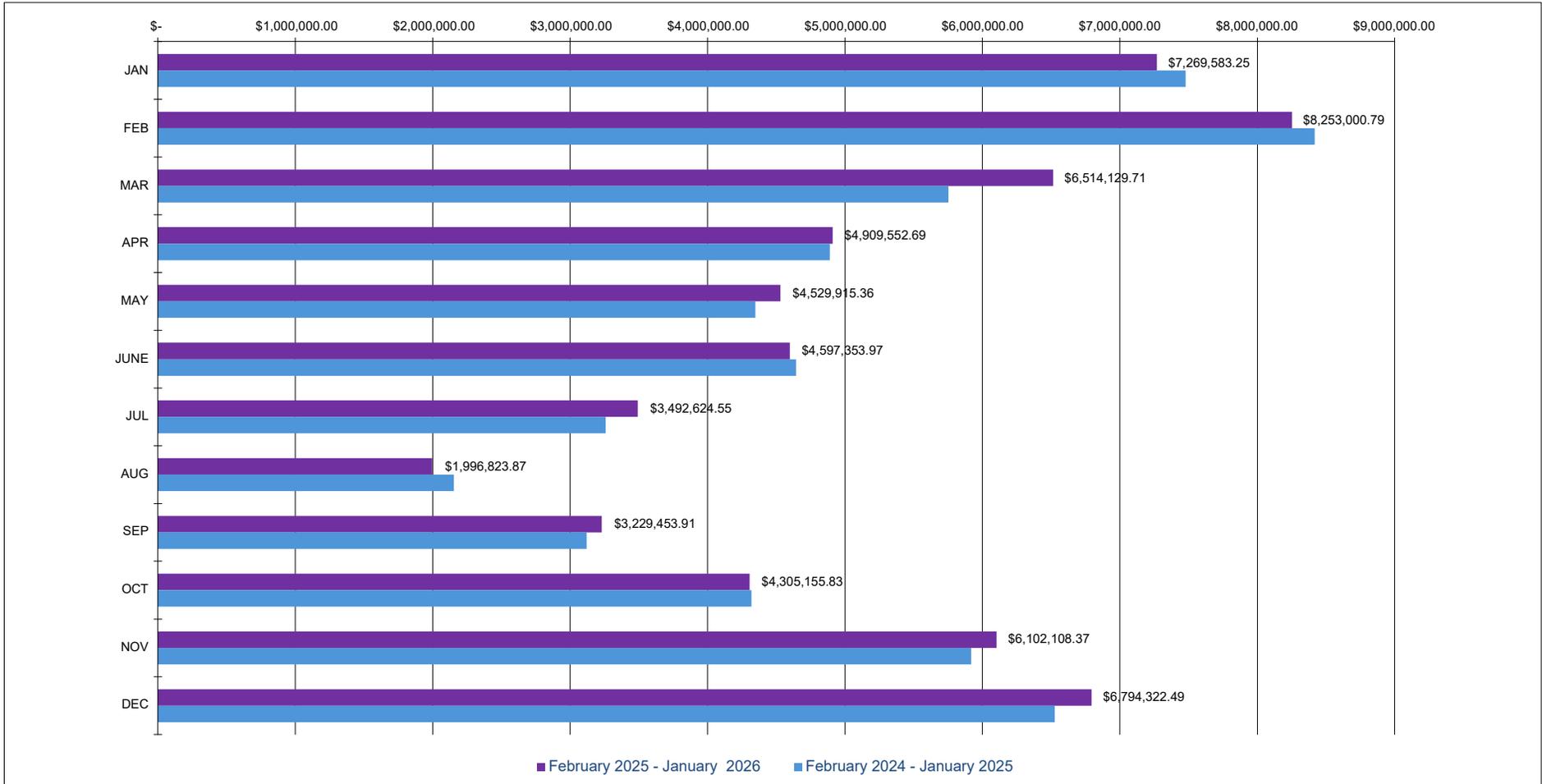
A roll call vote was taken with the following results:

Ms. Deb Gillis Abstain\*  
Ms. Marry Beth Harris Yes  
Mr. Hunter Kinney Yes  
Mr. Robbie Reckwerdt Yes  
Mr. Lou Sena Yes  
Mr. Robert Stober Yes  
Ms. Lee Christine Young Yes  
Mr. John Harrison Yes Motion passed.

\*Ms. Gillis abstained due to sitting on the Village of Islamorada Council.

There being no further business the meeting was adjourned at 2:42 p.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	
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

													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	
<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

													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	
<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**

												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	
<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**

												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	
<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 120  
DAC IV

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

Revenue	\$2,679,000
5% Reserve State Statute 129.01	-\$133,950
	<b>\$2,545,050</b>
Fund Balance Forward Revenue / Expense Variance	\$0
Fund Balance Forward Contracted - Commitments	\$1,134,771
Event Resources Brought Forward	\$806
Capital Resources Brought Forward	\$0
Fund Balance Forward - Promotional Resources	\$87,039
Fund Balance Forward - Capital Economic Disaster	\$600,000
<b>Total</b>	<b>\$4,367,666</b>

Cost Center		Spend Category	Appropriations	Encumbrances	Expenses	Balance
70003	ADMINISTRATION RESOURCES	SC_00039	-			-
70003	COMMISSIONERS & FEES (FINANCE)	SC_00069	5,217.00	3,679.29	1,227.51	310.20
86534	COUNTY COST ALLOCATION	ST_CA005	13,002.00			13,002.00
70003	UTILITIES	SC_00046	22,613.00		5,921.07	16,691.93
70003	ADMINISTRATIVE SERVICES	SC 00036	39,538.00		21,767.21	17,770.79
	<b>ADMIN FUNDING</b>		<b>80,370</b>			<b>47,775</b>
70010	DIST VIS	SC_00036	165,375.00	96,468.75	68,906.25	-
70020	DISTRICT IV AD CAMPAIGN	SC_00066	1,116,268.00	406,972.58	183,545.16	525,750.26
70020	DAC IV WEB CAMS	SC_00036	13,921.00	9,280.00	4,640.00	1.00
70020	PROMO/STORM & ADV RESOURCES	SC_00039	87,039.00			87,039.00
	<b>TOTAL PROMOTIONAL / VIS</b>		<b>1,382,603.00</b>			<b>612,790.26</b>
70041						
70040	CAPITAL PROJECTS RESOURCES	SC_00039	43,475.00			43,475.00
70041	CAPITAL PROJECTS REPAIR & MAINTENANCE	SC_00062	2,162,896.00	736,120.02	23,004.98	1,403,771.00
	BEACH MAINTENANCE -MULTI YEAR		99,000.00			
	MOTE ISLAMORADA 24		215,000.00			
	ALLIGATOR REEF LIGHT STATION 25		207,000.00			
	ALLIGATOR REEF LIGHT STATION 24		100,000.00			
	ALLIGATOR REEF LIGHT STATION PHASE 1 23		115,000.00			
	FOUNDERS PARK BEACH INCLUSIVE 25		497,771.00			
	WILD BIRD CENTER BOARDWALK FY 26		145,000.00			
	ALLIGATOR REEF LIGHT STATION FY 26 PHASE III		130,000.00			
	ICARE CORAL RESTORATION FY 26		145,000.00			
	FOUNDERS PARK POOL RESURFACING FY 26		436,800.00			
	CRF CORAL RESTORATION FY 26		47,325.00			
	DIVE MUSEUM GENERATOR FY 26		25,000.00			
	<b>TOTAL CAPITAL FUNDING</b>		<b>2,206,371</b>			<b>1,447,246</b>
70030	DAC IV EVENT RESOURCES	SC_00039	3,522.00			3,522.00
70030	DAC IV CONTRACTUAL SERVICES	SC_00036	94,800.00			94,800.00
	ISLAMORADA HALF MARATHON & BEACH & BEER 26		4,800.00			
	FLORIDA KEYS CELTIC FESTIVAL 26		20,000.00			
	ART UNDER THE OAKS 26		10,000.00			
	ISLAND BOAT SHOW 26		30,000.00			
	ST. PADDY'S ISLAND 5K/10K 26		10,000.00			
	UM SPORTS HALL OF FAME 26		20,000.00			
	<b>TOTAL EVENTS</b>		<b>98,322</b>			<b>98,322</b>
70045	ECONOMIC NATURAL DISASTER RESOURCE	SC_00039	600,000.00			600,000.00
			<b>600,000</b>			<b>600,000</b>
	<b>FUND 120 TOTAL</b>		<b>4,367,666</b>			<b>2,806,133</b>
	<b>DAC IV Events Funded by Generic Fund 115</b>					
75364	EVENT CONTRACTUAL SERVICES	SC_00036	0.00			0.00
75364	FLORIDA PI ACFMFNT & PRODUCTION COSTS	SC 00459	50,000.00			50,000.00
75364	RESOURCES	SC 00039	25,200.00			
	ISLAMORADA HALF MARATHON & BEACH & BEER 26		25,200.00			25,200.00
	FANTASY FEST		10,000.00			10,000.00
	SWIM FOR ALLIGATOR LIGHTHOUSE		40,000.00			40,000.00
	<b>Total Events</b>		<b>75,200</b>			<b>75,200</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 IV Advisory Committee Members

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

**RE:** **Consideration and Action re: Amendment to Agreement with Village of Islamorada for Beach Cleaning**

---

The District IV Advisory Committee approved funding for the Village of Islamorada for beach cleaning services in an amount not to exceed \$99,000 per fiscal year, beginning in FY 2021 for an initial three-year term.

In FY 2024, the District IV Advisory Committee exercised the option to extend the agreement for an additional three-year period, with an expiration date of September 30, 2026.

The Village of Islamorada has submitted a request to extend the agreement for an additional two-year period, through September 30, 2028, and to increase the annual funding amount to \$130,000 per fiscal year.

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



## *Islamorada, Village of Islands*

December 11, 2025

Maxine Pacini  
Tourist Development Council  
1201 White St. Suite 201  
Key West, FL 33040

**RE: Request to extend Contract ID#2500 that expires on 9/30/2026 for an additional two-year period to 9/30/2028 with consideration for a budget increase.**

Dear Maxine Pacini,

Islamorada, Village of Islands (the "Village"), wishes to extend the Grant Award Agreement with Monroe County to continue funding for the Islamorada Beach and Beach Park Facility Cleaning project. Section 1 of the Grant Award Agreement between the County and the Village dated February 17, 2021, provides for an initial Grant Agreement Period of October 1, 2020 through September 30, 2023 with one option to extend for an additional three-year period. The Village requested this extension through September 30, 2026 and the request was granted, amending Section 1 of the Grant Award Agreement between the County and the Village on April 19, 2023. The Village wishes to extend the agreement an additional two years, through September 30, 2028.

The Village appreciates the support of Monroe County and the Tourist Development Council for cleaning and maintenance of beaches and beach facilities in Islamorada to benefit tourism and the community. The Village has applied for and received this funding since 2006. The agreement from October 2010 to 2020 provided annual reimbursement of \$45,000, which was increased to an amount not to exceed \$99,000 annually in 2020 to 2026. Fiscal year expenditures for materials and services are well in excess of the \$99,000.00 per year reimbursement through the grant. Currently, FDOT is completing a \$1.8 million landscaping project covering the Fill Keys which will subsequently increase maintenance. Commensurate with increased salaries, maintenance, cost of materials and services, the Village would like to request an increase in the annual not to exceed amount from the current \$99,000 to \$130,000.

The Village Council accepted the Grant Agreement through the adoption of Resolution 21-01-02. The Resolution also authorizes me, as Village Manager, to sign any extensions to the Grant Agreement.

Sincerely,

A handwritten signature in blue ink, appearing to be "M. Pacini", written over the word "Sincerely".

Village Manager

---

**DATE:** February 20, 2026

**To:** Committee Members

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

**RE:** **Consideration and Action re: Amendment to Agreements with Friend of the Pool, Inc., Alligator Reef Light Station Restoration Projects Phases I-III**

---

The District IV Advisory Committee previously approved funding for Friends of the Pool, Inc. for multiple phases of the Alligator Reef Light Station Restoration Project.

Funding approvals were granted for Phase I (\$115,000), Phase I Part II (\$100,000), Phase II (\$207,000) and Phase III (\$130,000) of the project during FY 2022 through FY 2026, with subsequent extensions approved to allow additional time for completion of the restoration activities.

Friends of the Pool, Inc. has submitted a request to further extend the completion dates for Phase I, Phase I Part II, Phase II and Phase III of the Alligator Reef Light Station Restoration Project to September 30, 2027 to allow additional time to complete the work due to delays in the permitting process with NOAA, Army Corp of Engineers and the Department of Environmental Protection.

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

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

**EXHIBIT A**

**NAME OF ENTITY:** Friends of the Pool, Inc.

**NAME OF PROJECT:** Alligator Reef Light Station Restoration Phase I

**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"><li>• Perform repairs to existing metal deck plates at dwelling platform including, stabilization, repair or replacement</li><li>• Replace existing access ladder including security access gate. Reinforce adjacent platform deck as necessary</li></ul> <p><b>(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)</b></p>	<p><u>Total Cost: \$115,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$115,000</u></p>
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# EXHIBIT A

**NAME OF ENTITY:** Friends of the Pool, Inc.

**NAME OF PROJECT:** Alligator Reef Light Station Phase I part II

**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"> <li>Remove and replace cast iron staircase with new stair assembly.</li> <li>Install new doors at watch room and bottom of stair cylinder</li> </ul> <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: \$100,000</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 style="text-align: center;"><u>TDC portion: \$100,000</u></p>
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# EXHIBIT A

**NAME OF ENTITY:** Friends of the Pool, Inc.

**NAME OF PROJECT:** Alligator Reef Light Station Phase II

**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"> <li>Repair cracked cast iron connection fittings at tier 1</li> <li>Remove existing non-original clamshell yokes and repair horizontal framing members</li> <li>Repair tension rod connections at the center pile</li> <li>Repair beams and framing members at tier 2</li> <li>Access site and containment</li> </ul> <p><b>(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)</b></p>	<p style="text-align: center;"><u>Total Cost: \$207,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p style="text-align: center;"><u>TDC portion: \$207,000</u></p>
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# EXHIBIT A

**NAME OF ENTITY:** Friends of the Pool, Inc.  
**NAME OF PROJECT:** Alligator Reef Light Station Phase III

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 and labor required to:</p> <ul style="list-style-type: none"> <li>• Remove the existing boat dock and install new dock</li> <li>• Replace ladder from tier 1 to the main platform with new ladder from landing platform to the main platform</li> <li>• Remove non-original hoist mechanism and install new hoist mechanism similar to original in design</li> <li>• Install permanently installed security measures</li> </ul> <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: \$130,000</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: \$130,000</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 Allison Morgan, Director of Communications

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

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

- Two seats at monthly Chamber luncheons.
- Up to five complimentary attendees for Chamber Business After Hours networking events.
- Unlimited participation in Chamber-hosted business networking events and community gatherings.

**Annual Signature Events & Recognition**

- Two complimentary seats at the Chamber's Annual Awards & Installation Banquet.
- Recognition as a Strategic Partner at applicable annual Chamber events.

**Communications & Visibility**

- Monthly inclusion in the Chamber Connection newsletter, featuring a complimentary ¼-page advertorial.
- Recognition as a Strategic Partner in applicable Chamber communications.
- Priority opportunity to distribute Visit Florida Keys announcements to the Chamber membership through dedicated Chamber e-blast communications, when appropriate.
- Listing as a Strategic Partner Member on the Chamber website, including a homepage graphic link directing visitors to the Visit Florida Keys website.
- Complimentary ¼-page advertisement in the annual Islamorada Visitors Guide

**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 regarding local business trends and concerns.

### **Education & Thought Leadership**

- Unlimited attendance at Chamber educational programs, including educational workshops, speaker series, and economic outlook briefings.
- Opportunity for Visit Florida Keys to provide tourism updates and share industry insights at Chamber monthly luncheons, presented by the Director of the Monroe County TDC or the Director's designee, as appropriate.

### **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, losses 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, 9:00 a.m. to 4:00 p.m. Saturday and 9:00 a.m. to 3:00 p.m. 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.3.

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 9:00 a.m. to 3:00 p.m. 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 or when the County and/or VFK offices are closed due to an emergency without penalty or loss of compensation by the County. Further, in the event of a declared state of emergency in Monroe County where the destination is closed for visitors, Provider may at its discretion adjust its hours of operation to ensure the safety of its staff, and facility, without penalty or loss of compensation by the County. In the event of closure as outlined above, Provider shall not be required to resume contractual service minimums until such a time as:
  - i. declared state of emergency for its district has been lifted and the destination is open for visitors
  - ii. resident evacuation orders for its district has been lifted
  - iii. Provider has determined its facility has adequate resources (such as power) and is by its determination sufficiently safe to resume its operations.

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

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

**Approval to enter into a three-year agreement with an option to extend for an additional two years with the Islamorada Chamber of Commerce to provide Visitor Information services in an amount not to exceed \$190,182/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 I Members  
**FROM:** Jeanne Quinn, SVP of Partnerships & Tech, Visit Florida Keys  
**RE:** **Consideration and Action re: FY27 webcams – DAC IV**

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

This topic was previously discussed in the spring of 2024. **At that time, DAC IV 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 \$38,799.96/year.

In working with our new webcam agency, Overseas Media Group, we estimate that **maintaining the existing two DAC IV webcams** (Little Basin cam at Worldwide Sportsman and Charter Boats cam at Whale Harbor) and **adding two additional webcams** would have an overall annual cost not-to-exceed **\$30,160/year for all four cams.**

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