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AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DISTRICT V ADVISORY COMMITTEE

REGULAR SESSION, TUESDAY, March 24, 2026 10:00 a.m.

Join Zoom <https://zoom.us/j/96069774528?pwd=vU4FD5eop5mMtlbbVIOEqAzMWOGzB0.1>

Meeting ID: 960 6977 4528

Passcode: 551409

One tap mobile

+13052241968,,96069774528#,,,,*551409# US

+13126266799,,96069774528#,,,,*551409# US (Chicago)

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

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

D. LEADERSHIP REPORT

1. Leadership Update

E. APPROVAL OF THE MINUTES:

1. October 7, 2025 Regular Meeting Minutes

F. BUDGET:

1. Four Penny Revenue Report
2. DAC V Budget

G. MARKETING & COMMUNICATIONS

1. Input on FY 2027 Media Plan

H. OLD BUSINESS:

1. Update re: Key Largo Welcome Sign

I. NEW BUSINESS:

1. Consideration and Action re: Amendment to Agreement with Marine Resources Development Foundation, Inc. for Marine Lab Lagoon Access Improvements Project
2. Consideration and Action re: Agreement with Key Largo Chamber of Commerce for VIS Agreement
3. Consideration and Action re: FY 2027 District V Webcams

J. GENERAL DISCUSSION

K. PUBLIC/INDUSTRY INPUT

L. ADJOURNMENT

District V Advisory Committee

The October 7, 2025 meeting of the District V Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Rick McKeown at 10:00 a.m. via Zoom.

DAC Members Present Were: Ms. Gina Boilini, Mr. William Doxey, Ms. Jaclyn Kelley, Mr. Michael Mayer, Ms. Suzanne Holmquist, Ms. Tracey Nierode, Mr. Robert Stokey

DAC Member Absent Was: Ms. Audra Hill Wallace (1st absence in Fiscal Year)

TDC Representative Present Were: Ms. Peg Laron

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

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

Mr. Stokey seconded. Motion passed unanimously.

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

- Chairperson: Mr. Rick McKeown
- Vice Chair: Mr. Robert Stoky

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

Mr. Stokey departed the meeting.

Consideration and Action re: DAC V FY 2026 2nd Round Capital Project 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 applications scored 18 points or above by the majority of the sitting DAC members and were eligible to be considered for funding:

John Pennekamp Beach Renourishment	25.17
Marine Preservation Anchor Buoys	25.00
CRF Coral Restoration	23.67
Reef Visitor Space Improvements	23.29
Mote Coral Restoration	22.86
Harry Harris Park Playground	22.43
Wild Bird Boardwalk	22.14
Reef Kitchen and Support Space	21.71
Reef Audiovisual	21.71
IDC Fence	21.00
Murray Nelson Marque	20.57
Harry Harris Park Basketball Court	19.86
John Pennekamp Archway	19.17

Ms. Kelley moved approval to fund Friends of John Pennekamp Coral Reef State Park and Dagny Johnson Key Largo Hammock Botanical Park, Inc. in an amount not to exceed \$10,700 DAC V FY 2026 Capital Resources for John Pennekamp Beach Renourishment, Ms. Holmquist seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	Yes
Mr. William Doxey	Abstain*
Ms. Suzanne Holmquist	Yes
Ms. Jaclyn Kelley	Yes
Mr. Michael Mayer	Yes
Ms. Tracey Nierode	Yes
Mr. Rick McKeown	Yes Motion passed.

*Mr. Doxey abstained due to providing banking services for Friends of John Pennekamp Coral Reef State Park and Dagny Johnson Key Largo Hammock Botanical Park, Inc.

Mr. Doxey moved approval to fund Marine Preservation Society of the Florida Keys, Inc. in an amount not to exceed \$150,00 DAC V FY 2026 Capital Resources for Marine Preservation Society – Anchor Buoys Key Largo, Ms. Kelley seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	No
Mr. William Doxey	Yes
Ms. Suzanne Holmquist	No
Ms. Jaclyn Kelley	Yes
Mr. Michael Mayer	No
Ms. Tracey Nierode	No
Mr. Rick McKeown	No Motion failed.

Ms. Holmquist moved approval to fund Marine Preservation Society of the Florida Keys, Inc. in an amount not to exceed \$75,000 DAC V FY 2026 Capital Resources for Marine Preservation Society – Anchor Buoys Key Largo, Ms. Nierode seconded. Motion passed unanimously.

Mr. Mayer moved approval to fund The Coral Restoration Foundation, Inc. in an amount not to exceed \$70,000 DAC V FY 2026 Capital Resources for CRF – Coral Restoration – Key Largo FY 2026 2nd Round, Ms. Holmquist seconded. Motion passed unanimously.

A roll call vote was taken with the following results:

Ms. Gina Boilini	Yes
Mr. William Doxey	Abstain*
Ms. Suzanne Holmquist	Yes
Ms. Jaclyn Kelley	Yes
Mr. Michael Mayer	Yes
Ms. Tracey Nierode	Yes
Mr. Rick McKeown	Yes Motion passed.

*Mr. Doxey abstained due to providing banking services for The Coral Restoration Foundation, Inc.

Mr. Doxey moved approval to fund Reef Environmental Education Foundation Incorporated in an amount not to exceed \$44,000 DAC V FY 2026 Capital Resources for REEF: Outdoor Oasis Visitor Space, Ms. Holmquist seconded. Motion passed unanimously.

Ms. Holmquist moved approval to fund Monroe County BOCC in an amount not to exceed \$80,000 DAC V FY 2026 Capital Resources for Harry Harris Playground, Ms. Kelley seconded. Motion passed unanimously.

Mr. Doxey moved approval to fund Florida Keys Wild Bird Rehabilitation Center, Inc. in an amount not to exceed \$280,000 DAC V FY 2026 Capital Resources for Wild Bird Center Extending the Bird Sanctuary Boardwalk, Ms. Nierode seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	No	
Mr. William Doxey	Yes	
Ms. Suzanne Holmquist	No	
Ms. Jaclyn Kelley	No	
Mr. Michael Mayer	No	
Ms. Tracey Nierode	Yes	
Mr. Rick McKeown	No	Motion failed.

Mr. Mayer moved approval to fund Reef Environmental Education Foundation Incorporated in an amount not to exceed \$18,000 DAC V FY 2026 Capital Resources for Reef Kitchen and Support Space, Mr. Doxey seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	No	
Mr. William Doxey	Yes	
Ms. Suzanne Holmquist	No	
Ms. Jaclyn Kelley	No	
Mr. Michael Mayer	Yes	
Ms. Tracey Nierode	No	
Mr. Rick McKeown	No	Motion failed.

Ms. Holmquist moved approval to fund Reef Environmental Education Foundation Incorporated in an amount not to exceed \$5,000 DAC V FY 2026 Capital Resources for Reef Kitchen and Support Space, Ms. Boilini seconded. Motion passed unanimously.

Ms. Kelley moved approval to fund Reef Environmental Education Foundation Incorporated in an amount not to exceed \$10,000 DAC V FY 2026 Capital Resources for Reef Audiovisual, Mr. Doxey seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	No	
Mr. William Doxey	Yes	
Ms. Suzanne Holmquist	No	
Ms. Jaclyn Kelley	Yes	
Mr. Michael Mayer	Yes	
Ms. Tracey Nierode	No	
Mr. Rick McKeown	No	Motion failed.

Mr. Mayer moved approval to fund Reef Environmental Education Foundation Incorporated in an amount not to exceed \$5,000 DAC V FY 2026 Capital Resources for Reef Audiovisual, Ms. Holmquist seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	Yes	
Mr. William Doxey	Yes	
Ms. Suzanne Holmquist	Yes	
Ms. Jaclyn Kelley	Yes	
Mr. Michael Mayer	Yes	
Ms. Tracey Nierode	Yes	
Mr. Rick McKeown	Yes	Motion passed.

Ms. Kelley moved approval to fund Island Dolphin Care, Inc. in an amount not to exceed \$85,000 DAC V FY 2026 Capital Resources for IDC Perimeter Fence. Motion died due to lack of a second.

Ms. Holmquist moved approval to fund Island Dolphin Care, Inc. in an amount not to exceed \$40,000 DAC V FY 2026 Capital Resources for IDC Perimeter Fence, Ms. Boilini seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	Yes	
Mr. William Doxey	Abstain*	
Ms. Suzanne Holmquist	Yes	
Ms. Jaclyn Kelley	Yes	
Mr. Michael Mayer	Yes	
Ms. Tracey Nierode	Yes	
Mr. Rick McKeown	Yes	Motion passed.

*Mr. Doxey abstained due to providing banking services for Island Dolphin Care, Inc.

Ms. Holmquist moved approval to fund Monroe County BOCC in an amount not to exceed \$68,000 DAC V FY 2026 Capital Resources for Murray Nelson Marquee Replacement, Ms. Nierode seconded. Motion passed unanimously.

Ms. Holmquist moved approval to fund Monroe County BOCC in an amount not to exceed \$14,000 DAC V FY 2026 Capital Resources for Harry Harris Basketball Court Repairs, Ms. Kelley seconded. Motion passed unanimously.

Ms. Holmquist moved approval to fund Friends of John Pennekamp Coral Reef State Park and Dagny Johnson Key Largo Hammock Botanical Park, Inc. in an amount not to exceed \$44,000 DAC V FY 2026 Capital Resources for John Pennekamp Archway Repair, Ms. Kelley seconded.

A roll call vote was taken with the following results:

Ms. Gina Boilini	Yes	
Mr. William Doxey	Abstain*	
Ms. Suzanne Holmquist	Yes	
Ms. Jaclyn Kelley	Yes	
Mr. Michael Mayer	Yes	
Ms. Tracey Nierode	Yes	
Mr. Rick McKeown	Yes	Motion passed.

*Mr. Doxey abstained due to providing banking services for Friends of John Pennekamp Coral Reef State Park and Dagny Johnson Key Largo Hammock Botanical Park, Inc.

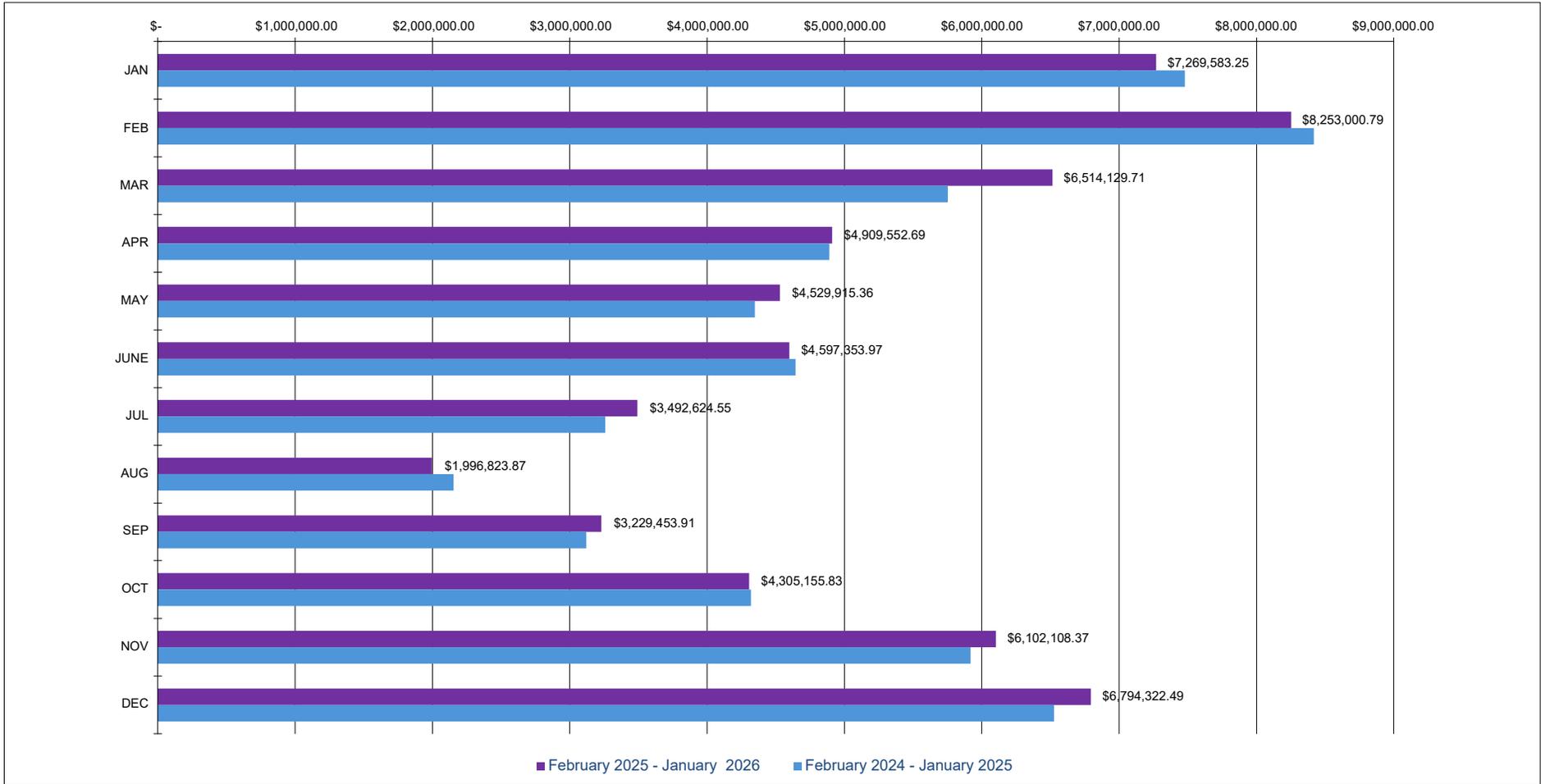
Ms. Holmquist moved approval to fund Florida Keys Wild Bird Rehabilitation Center, Inc. in an amount not to exceed \$280,000 DAC V FY 2026 Capital Resources for Wild Bird Center Extending the Bird Sanctuary Boardwalk, Ms. Kelley seconded.

Ms. Holmquist moved approval to fund Mote Marine Laboratory, Inc. in an amount not to exceed \$243,127 DAC V FY 2026 Capital Resources for Mote – Coral Restoration – Key Largo FY 2026 2nd Round, Ms. Nierode seconded.

There being no other business, the meeting was adjourned at 12:15 p.m.

FOUR PENNY REVENUE REPORT
Fiscal Year 2026

F.1.



MARKET SHARE	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026 Year To Date
DISTRICT I	55.89%	54.13%	59.02%	54.09%	48.30%	46.43%	47.66%	46.41%	47.49%	46.80%	50.43%
DISTRICT II	5.46%	6.59%	6.18%	6.36%	7.43%	8.24%	7.98%	8.15%	8.46%	8.56%	8.93%
DISTRICT III	15.80%	15.57%	12.97%	15.87%	18.16%	18.39%	18.09%	18.58%	18.08%	18.13%	16.11%
DISTRICT IV	10.59%	10.47%	7.37%	9.79%	11.04%	11.26%	10.69%	11.21%	9.90%	10.65%	10.10%
DISTRICT V	12.26%	13.24%	14.46%	13.89%	15.08%	15.68%	15.58%	15.65%	16.06%	15.87%	14.43%
TOTAL	100.00%	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			
												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 121
DAC V

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

Revenue	\$4,246,500
5% Reserve State Statute 129.01	-\$212,325
	\$4,034,175
Fund Balance Forward Revenue / Expense Variance	\$0
Fund Balance Forward Contracted - Commitments	\$995,000
Event Resources Brought Forward	\$0
Capital Resources Brought Forward	\$1,177,910
Fund Balance Forward - Promotional Resources	\$309,392
Fund Balance Forward - Capital Economic Disaster	\$800,000
Total	\$7,316,477

Cost Center	Spend Category		Appropriations	Encumbrances	Expenses	Balance
71003	ADMINISTRATION RESOURCES	SC_00039	-			-
71003	COMMISSIONERS & FEES (FINANCE)	SC_00069	8,270.00	5,832.07	1,945.73	492.20
86535	COUNTY COST ALLOCATION	ST_CA008	26,318.00			26,318.00
71003	UTILITIES	SC_00046	35,844.00		9,385.48	26,458.52
71003	ADMINISTRATIVE SERVICES	SC_00036	56,963.00		14,507.07	42,455.93
	ADMIN FUNDING		127,395			95,725
71010	DIST VIS	SC_00036	156,555.00	91,323.75	65,231.25	-
71020	DISTRICT V AD CAMPAIGN	SC_00066	1,890,058.00	492,320.01	228,973.99	1,168,764.00
71020	DAC V WEB CAMS	SC_00036	20,767.00	12,080.00	6,040.00	2,647.00
71020	PROMO/STORM & ADV RESOURCES	SC_00039	309,392.00			309,392.00
	TOTAL PROMOTIONAL / VIS		2,376,772.00			1,480,803.00
71040	DAC V CAPITAL PROJECTS	SC_00062	1,238,496	156,019		1,082,476.59
71041	DAC V CAPITAL PROJECTS RESOURCES	SC_00062	979,627.00			979,627.00
71056	H. HARRIS PARK - CLEANING	SC_00062	50,000.00			50,000.00
71056	H. HARRIS PARK - UTILITIES	SC_00046	68,970.00			68,970.00
71056	H. HARRIS PARK -POSTAGE & FREIGHT	SC_00040	1,000.00			1,000.00
71056	H. HARRIS PARK - SUPPLIES	SC_00083	20,000.00			20,000.00
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLERS PARK- SALARY	SC_00016	219,013.00		84,811.13	134,201.87
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLER'S PARK- RESERVE	SC_00018	30,236.00		4,453.84	25,782.16
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLER'S PARK - FICA	SC_00019	16,753.00		6,628.36	10,124.64
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLER'S PARK- RETIREMENT	SC_00023	30,728.00		12,320.16	18,407.84
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLER'S PARK - GROUP INS.	SC_00020	58,230.00		29,115.00	29,115.00
71045	H. HARRIS PARK, ROWELL'S PARK & SETTLER'S PARK- WORKER'S	SC_00026	8,457.00		214.25	8,242.75
71057	JACOBS AQUATIC CENTER - MAINTENANCE AND REPAIRS	SC_00062	150,000.00	150,000.00		-
71055	ROWELLS WATERFRONT PARK PHASE III 23	SC_00062	500,000.00			500,000.00
71058	JACOBS AQUATIC ACTIVITY POOL SUPPLEMENTAL FY 26	SC_00062	500,000.00	437,831.52		62,168.48
	CAPITAL PROJECTS FUNDED					
	LAGOON SEAWALL IMPROVEMENT & EDUCATIONAL SIGNAGE		245,000.00			
	RENEWING SOUTH CARYSFORT, HORSESHOE, MOLASSES AND		150,000.00			
	DOLPHINS PLUS HABITAT SEAWALL FY 26		105,000.00			
	DOLPHINS PLUS TIKI HUTS FY 26		19,750.00			
	WILD BIRD CENTER SANTUARY BOARDWALK FY 26		175,000.00			
	ISLAND DOLPHIN THERAPY BUILDING FY 26		60,000.00			
	MARINE RESOURCES LAGOON ACCESS IMPROVEMENTS FY 26		28,100.00			
	REEF CAMPUS OUTDOOR ATTRACTIONS FY 26		19,896.00			
	REEF HISTORIC BUILDING NEW ROOF FY 26		17,800.00			
	REEF HISTORIC CAMPUS RESTORATION FY 26		19,900.00			
	REEF RENEWAL CORAL RESTORATION FY 26		224,125.00			
	CRF CORAL RESTORATION FY 26		173,925.00			
	WILD BIRD CENTER BIRD SANCTUARY 26 2ND ROUND		280,000			
	JOHN PENNEKAMP BEACH 26 2ND ROUND		10,700			
	JOHN PENNEKAMP DAGNY BOTANICAL 26 2ND ROUND		44,000			
	ISLAND DOLPHIN CARE FENCE 26 2ND ROUND		40,000			
	MARINE PRESERVATION BUOYS 2ND ROUND 26		75,000			
	COUNTY HARRY HARRIS PARK BASKETBALL 26 2ND ROUND		14,000			
	COUNTY HARRY HARRIS PLAYGROUND		80,000			
	COUNTY MURRY NELSON MARQUEE 26 2ND ROUND		68,000			
	MOTE CORAL RESTORATION 26 2ND ROUND		243,127			
	REEF OUTDOOR OASIS 26 2ND ROUND		44,800			
	CRF CORAL RESTORATION 26 2ND ROUND		70,000			
	REEF KITCHEN 26 2ND ROUND		5,000			
	REEF AUDIO VISUAL 26 2ND ROUND		5,000			
	TOTAL CAPITAL FUNDING		3,871,510			2,990,116
71030	EVENT CONTRACTED SERVICES	SC_00036	140,800			140,800
71030	SPECIAL EVENTS RESOURCES					-

71030	KEY LARGO BRIDGE RUN 26		40,000.00	
71030	KEY LARGO TRIATHLON 26		800.00	
71030	BUCCANEER BLAST 26		15,000.00	
71030	ORANGE BOWL 26		25,000.00	
71030	REEF FEST PRE PROMOTION 26		25,000.00	
71030	TASTE OF THE KEYS PRE-PROMOTION 26		35,000.00	

TOTAL EVENTS

140,800

140,800

71047	ECONOMIC NATURAL DISASTER RESOURCE	SC_00039	800,000.00	800,000.00
			800,000	800,000

FUND 121 TOTAL

7,316,477

5,507,444

DAC V Events Funded by Generic Fund 115

75365	EVENT CONTRACTUAL SERVICES	SC_00036	24,200.00	24,200.00
	PROMOTIONAL SIGNS	SC_00414	2,750.00	2,750.00
	PROMOTIONAL ITEMS	SC_00415	10,000.00	10,000.00
	PROGRAMS & PAYABLES	SC_00417	2,500.00	2,500.00
	PUBLIC RELATIONS	SC_00418	2,250.00	2,250.00
	MEDIA PLACEMENT & PRODUCTION COSTS	SC_00459	68,750.00	68,750.00
	DIRECT MAIL PROMOTIONS	SC_00462	1,500.00	1,500.00
	GENERAL NON-ALLOCATED	SC_00463	7,250.00	7,250.00
	CELEBRATING FREEDOM JULY 4TH PARADE, PICNIC, & FIREWORKS		40,000.00	
	FANTASY FEST		10,000.00	
	KEY LARGO TRIATHOLON		14,200.00	
	SWIM FOR ALLIGATOR LIGHTHOUSE		25,000.00	
	TOUR DE KEYS 25		10,000.00	

Total Events

119,200

119,200

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 9, 2026
FROM: Crystal Blaskis, Senior Director of Community Programs & Events,
 Visit Florida Keys
 Maxine Pacine, Senior Director of Grants & Budget
RE: Key Largo Welcome Sign Update

Background

In 2011, the District V Advisory Committee (DAC) utilized advertising funds to design, produce, and install the Key Largo Welcome Sign. The design was created by the advertising agency at the time and Eye Catchers Signs was contracted to fabricate and install the sign.

In August of 2023, the sign was damaged in an automobile accident. Since that time, DAC V has expressed its desire to move forward with repairing and replacing the sign to restore this important gateway feature.

At its February meeting, the Board of County Commissioners (BOCC) approved Item C12 authorizing the waiver of the price quote requirement under the County's purchasing policy and approval to enter into an agreement for the repair and replacement of the US 1 Key Largo Welcome Sign.

Approved Action

The BOCC approved:

- Entering into an agreement with Handstands Plus, Inc. d/b/a Eye Catchers Signs
- A total amount not to exceed \$54,232.00
- Funding to be paid from Tourist Development Tax (TDT) revenues and applicable insurance settlement proceeds

Eye Catchers Signs originally manufactured and installed the welcome sign, making them the most appropriate and efficient vendor for the repair and replacement work.

Funding Overview:

Insurance funds currently set aside in our ledger for the repair total \$22,257.10. The remaining balance of approximately \$31,974.90 will be covered by DAC V Advertising Funds.

We anticipate recouping the \$31,974.90 through ongoing insurance reimbursements; however, these payments are expected to be received at approximately \$100 per month.

Next Steps & Timeline:

Work is expected to move forward promptly following agreement execution. We anticipate completion and installation of the new signage by the end of the current fiscal year – September 30th, 2026.

DATE: March 13, 2026

To: District V Advisory Committee Members

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

RE: **Consideration and Action re: Amendment to Agreement with Marine Resources Development Foundation, Inc. for the Marine Resources Lagoon Access Project**

The District V Advisory Committee approved funding for Marine Resources Development Foundation, Inc. in the amount of \$28,100 for the Marine Resources Lagoon Access Project in FY 2026 to be completed by September 30, 2026.

Attached is a request to revise Exhibit A of the Agreement outlining Scope of Services for the project to remove the replacement of the lagoon stairs due to permitting issues and to reduce the funding allocation from \$28,100 to \$12,000. A copy of the revised Exhibit A is attached.

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

Machan-Ammie

From: Ginette Hughes <ginettehughes@mrdf.org>
Sent: Tuesday, March 10, 2026 3:33 PM
To: Machan-Ammie
Subject: Request to Revise Scope Contract ID 3549

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.

Good afternoon,

We are requesting to revise the scope of our TDC Grant Contract 3549.

After submitting drawings of our new lagoon stairs to the County for the permit process and learning that they had problems with our plans to expand the footprint, and speaking with contractors about the materials of the lagoon stairs in this contract, we have decided that the existing stair configuration and construction are sufficient.

We would like to allocate some of the funds from the lagoon stairs portion of the contract to the lagoon signage. The amount allocated for the lagoon stairs was \$21,000 and the lagoon signage was \$5,000. We would like to increase the lagoon signage to \$12,000 to get ALL the signs for the lagoon area, including signage about the marine research artifacts on the land adjacent to the lagoon.

Sincerely,

Ginette Hughes
Chief Executive Officer
MarineLab
Marine Resources Development Foundation
305.451.1139 ext 5

In 2024, we connected over 7,000 students and teachers with the ocean through our hands-on discovery programs. Nearly 25% of those participants attended thanks to scholarships from our wonderful supporters. [Donate today](#) to help create more scientists, policy makers, and eco-conscious citizens in 2025!



REVISED EXHIBIT A

NAME OF ENTITY: Marine Resources Development Foundation, Inc.

NAME OF PROJECT: Marine Lab Lagoon Access Improvements

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, permits and labor required to:</p> <ul style="list-style-type: none">• Install permanently installed educational signage around the lagoon <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: \$16,228</u></p> <p>In-Kind: No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$12,000</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 Christina Day, Sr. Director of Partnerships

RE: **Consideration and Action re: Agreement with Key Largo Chamber, Inc. For VIS Agreement**

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

As part of this process, staff coordinated with Chamber leadership to create a Strategic Partnership Membership that enhances communication, engagement, and collaboration between the two organizations while supporting tourism-related initiatives within the Key Largo 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:

Logo/Brand Recognition

- Business logo on home page of chamber website
- Logo on Taste the Keys website
- Logo recognition in the annual visitor and newcomer guide
- Logo recognition and acknowledgement at every luncheon

Print & Digital Communications

- 1/2-page full color ad in the monthly Legend Newsletter
- Opportunity for VFK/TDC updates in the monthly Legend Newsletter
- Six (6) targeted eblasts per year

Events & Networking

- Monthly meeting luncheons for 2 attendees
- 2 attendees at evening Members in Motion events at no cost
- 1 attendee at quarterly Sunrise Business Networking events
- 2 General Admission tickets to the Chairman's Ball

Physical Presence

- Opportunity to place brochures/rack cards in the Florida Keys Visitor Center

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.

I.2.

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

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 County and/or Visit Florida Keys office are closed due to emergency situations without penalty or loss of compensation by the County. Further, in the event of a declared state of emergency in Monroe County where the destination is closed for visitors, Provider may at its discretion adjust its hours of operation to ensure the safety of its staff, and facility, without penalty or loss of compensation by the County. In the event of closure as outlined above, Provider shall not be required to resume contractual service minimums until such a time as:

I.2.

- 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 Key Largo Chamber to provide Visitor Information services in an amount not to exceed \$180,039/year is requested. Upon approval by the DAC this item will be placed on the April 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 V**

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

This topic was previously discussed in the spring of 2024. **At that time, DAC V 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 \$33,000/year.

In working with our new webcam agency, Overseas Media Group, we estimate that **maintaining the existing three DAC V webcams** (Jewish Creek cam at Anchorage Resort, Key Largo Marina cam at Courtyard by Marriott, and Key Largo Dolphin cam at Dolphin Life Hospital) and **adding two additional webcams** would have an overall annual cost not-to-exceed **\$34,360/year for all five cams.**

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