

Fiscal Year Ending September 30, 2021

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are[®]

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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January 1, 2022

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the thirty second annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2021. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During this thirteenth year of my chairmanship, the TDC made available approximately 6 million additional dollars for capital related projects. While enhancing our appeal to visitors, the availability of these capital funds lessens the tax burden on our residents and contributes to residents' quality of life. The TDC has continued to fund municipalities for public facilities improvements, beach maintenance and restoration, park improvements, museum restoration projects and new restroom facilities. Non-Profit organizations have received funding throughout the Keys for such projects as Coral Restoration, structural repairs and improvements to the Customs House and Oldest House Museums, Mel Fisher Maritime Heritage Society, Pigeon Key, Dolphin Research Center, Florida Keys History and Discovery Foundation, Reef Environmental Interpretive and Marine Conservation Center, History of Diving Museum, Turtle Hospital and the Upper Keys Garden Club. In total, twenty-three capital projects received funding from the TDC.

Our Market Research program included tasking Rockport analytics with conducting an economic impact study for 2019. The first draft was delivered to the Director and will be disseminated once the final draft is prepared. In addition, we partnered with a company called Destination Analysts, who provided detailed traveler sentiment during the pandemic on a weekly basis. We continued referencing the Smith Travel trends report as well as the Travel Clicks product called Demand 360 which provided us with a forward booking analysis. These reports were downloaded, analyzed and then reviewed, providing data driven recommendations to key decision makers on how to best address the ever-changing consumer landscape during the pandemic.

Two Oceans Digital engaged in a holistic audit and review of the various user journeys through the destination's website. Enhancements were identified to increase conversions, time on site, pageviews and return site visits. Additionally, a commission free reservation booking engine was

adapted to our web site using an outside company called RootRez. Lodging entities were given the tools necessary to register and profit from this new source of bookings.

Due to the pandemic, we faced unprecedented challenges and persevered to maintain the Florida Keys and Key West's tourist-based economy.

The sales team began fiscal year 2021 by building upon and refining virtual and digital outreach efforts, as the pandemic continued to prevent in-person events. Staff organized and participated in several well-attended virtual FAM trips throughout the year focusing on the international and domestic markets, with the objective being to stay top of mind with our key travel trade partners. The creation and deployment of digital sales tools was key to our outreach successes in FY21 and included several Tinsley-created "digital postcards" which were deployed overseas while air travel was prohibitive. We also continued our efforts in the LGBTQ community by conducting hyper-focused webinars targeting key business associations, travel trade professionals and key social media influencers. When in-person travel restarted in July 2021, the team continued messaging to both consumer and trade segments about the naturally occurring wide-open spaces available throughout the Keys, as the desire among travelers to avoid large crowds continued. Other key selling points emphasized the many sustainability-focused "only in the Keys" activities that set us apart from other destinations in our competitive set.

As the agreement with the TDC's long time advertising agency was about to expire, a request for competitive solicitations was enacted with Underwood Martell, Inc. d/b/a Tinsley Advertising & Marketing, Inc. entering into a three-year agreement as the advertising agency of record. Throughout the solicitation and response period, the agency continued to focus on the evolving health crisis, with COVID-19 safety messaging continuing to be included in all advertising. The agency partnered with several local, county and state officials creating and deploying a campaign addressing lobster mini-season, a first between the TDC, its agencies of record and several law enforcement and government agencies.

Our Public Relations Agency, Newman PR continued to be proactive in communicating accurate information relating to the Coronavirus crisis to Keys tourism interests and travel consumers. The agency has continuously participated in regular Monroe County situation status conferences as well as communicating with various county officials including the Health Director, Emergency Management Director and County Administrator. The agency continued to update the TDC website to communicate protective health and safety guidelines and mandates for Keys visitors.

The Film Commission re-designed and launched a new website at FilmKeys.com and added 6,087 images to the online image database covering locations from Key Largo to Key West.

In addition, the TDC reviewed the achievements of the FY 2021 marketing plan goals and continued to support and work with the Dive, Fishing and Cultural Umbrellas.

As part of our ongoing marketing strategy, TDC staff presented event funding workshops to assist the one hundred events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2020-2021 (10/1/2020 – 9/30/2021)
Monroe County Tourist Development Council

Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2021 and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs by category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/16 to 8/24

Reappointed by Coldiron
District Appointment
District III

Mr. James Bernardin

Pine & Palms Resort.
80401 Old Highway
Islamorada, FL 33036
Term of Service: 1/16 to 2/24,
Classification: Tourist Accommodations

Reappointed by Rice
District Appointment
District IV

Mayor Michelle Coldiron

Monroe County BOCC
25 Ships Way
Big Pine Key, FL 33043

Assigned to TDC on 1/20/2021
as per Ordinance

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/17 to 8/21
Classification: Tourist Related Industry

Reappointed as a
Mayoral Appointment 8/18/2021

Mayor Teri Johnston

City of Key West
1300 White Street
Key West, FL 33040
Term of Service: Assigned per Ordinance 12/17

BOCC Appointment

Mr. Timothy Root, Treasurer

Keys Energy Services Utility Board
1410 Johnson Street
Key West, FL 33040
Term of Service: 2/18 to 2/22
Classification: Elected Official

Appointed by Rice

Ms. Diane Schmidt, Co-Treasurer

Opal Key Resort & Marina
245 Front Street
Key West, FL 33040
Term of Service: 8/18 to 9/22

Appointed by Carruthers

Ms Peg Laron

Bay Harbor & Coconut Bay Resort
97702 Overseas Highway
Key Largo, FL 33037

Appointed by Forster
District Appointment
District V

Ms. Gayle Tippett

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043
Term of Service: 9/19 to 9/23
Classification: Tourist Related Industry

Appointed by Kolhage
District Appointment
District II

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Stacey Mitchell
Director

Maxine Pacini
Office Mgr.

Lynda Stuart
Corporate Mgr.

Kelli Fountain
Dir. of Market Research

Chad Newman
Film Commissioner

Ammie Machan
Admin. Asst.

Sharon Anaka
Finance Asst.

Laura Hamm
Admin Secty.

Katrina Cool
Office Asst.

Jack Meier
Sales Mgr.

Sabine Pons-Chilton
Sales Mgr.

Yves Vrielynck
Sales Mgr.

Guy A, Ross
Specialty Mkt. Sales
(through May 2021)

Pony Charvet
Specialty Mkt Sales
(as at July 2021)

Markham McGill
Sales Mgr.

Agencies of Record

ADVERTISING

Underwood Martel Inc dba Tinsley Advertising & Marketing Inc
2000 South Dixie Highway
Suite 105 B
Miami, FL 33133
(305) 856-6060

Representative:
Mr. John Underwood
Chief Executive Officer

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 209
Miami, FL 33133
(305) 461-3300

Representative:
Mr. Andy Newman
Vice President - Account Supervisor

WEBSITE PROVIDER

Cooke Communications Inc dba Two Oceans Digital and FloridaKeys.com
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:
Mr. Clinton Barras
Account Manager

FISCAL YEAR 2021

GENERIC TWO PENNY

Revenue	15,250,000
5% Reserve	<u>(762,500)</u>
Subtotal	14,487,500
Balance forward	<u>6,773,989</u>
Total Revenue available for appropriation	21,261,489

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	15,250,000
5% Reserve	<u>(912,500)</u>
Subtotal	14,337,500
Balance Forward	<u>16,780,936</u>
Total Revenue available for appropriation	31,118,436

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising, while 3% of net revenue may be used for program Administration.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

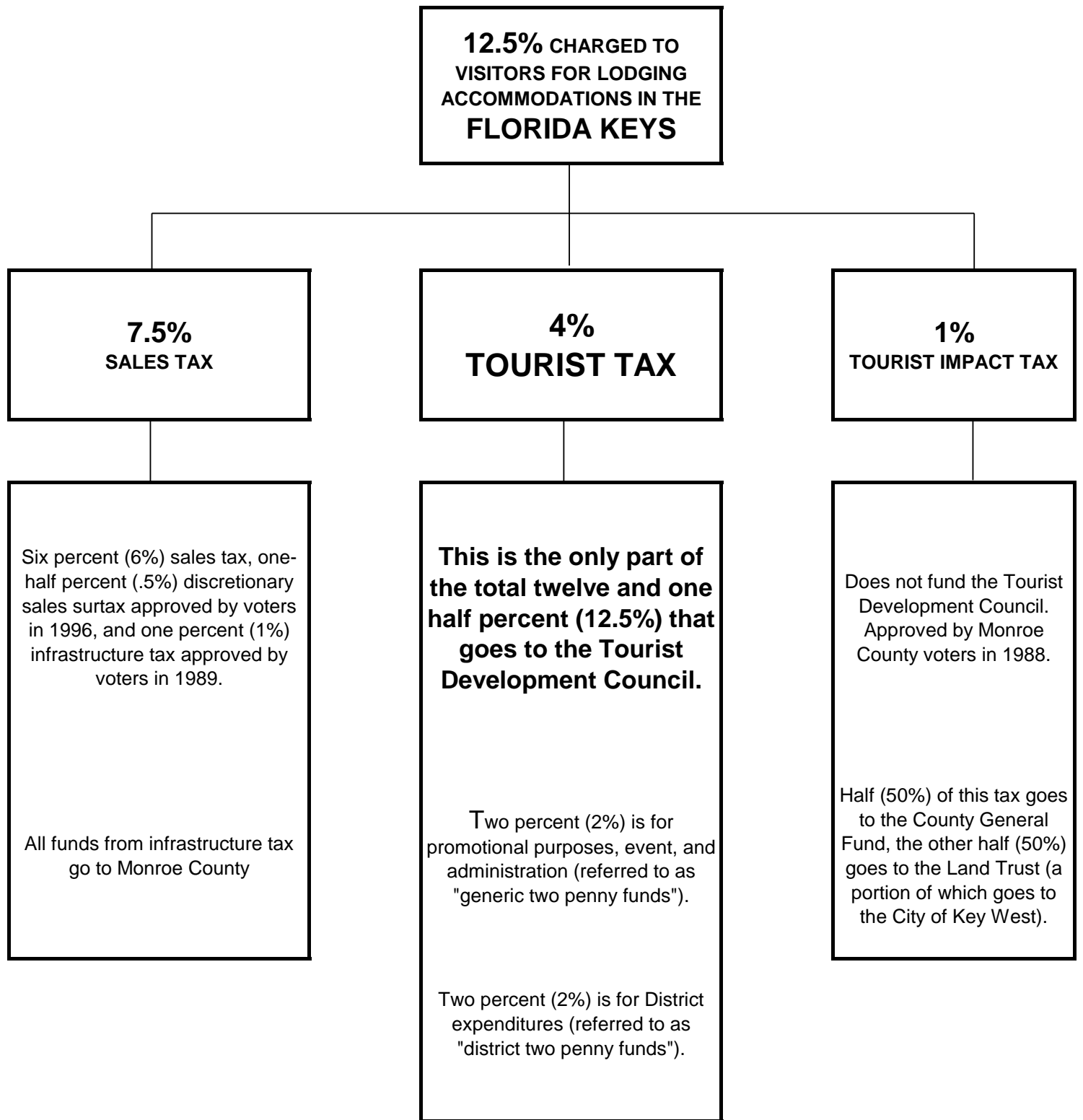
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommends to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism based economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

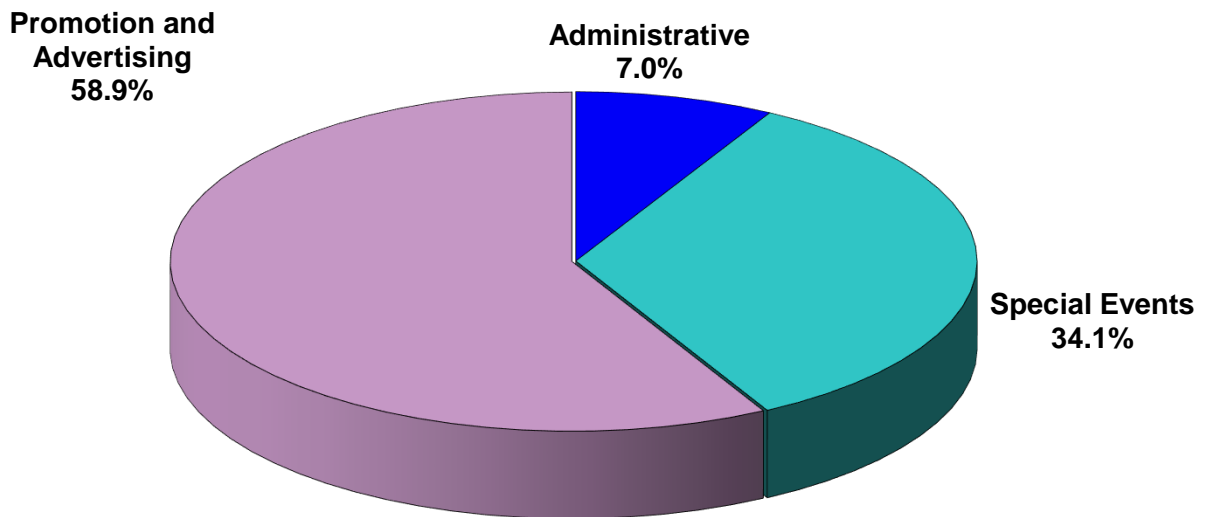
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total Generic Two Penny Expenditures FY 2021



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '20</u>	<u>FY '21</u>	<u>VARIANCE</u>
BED TAX REVENUE	12,393,938	10,286,125	2,107,813
5% RESERVES F.S.129.01	(619,697)	(514,306)	(105,391)
BALANCE FORWARD	<u>3,710,236</u>	<u>2,815,364</u>	<u>894,872</u>
TOTAL REVENUE	15,484,477	12,587,183	2,897,294

PROMOTIONAL

	<u>FY '20</u> <u>Appropriations</u>	<u>FY '20</u> <u>Expenditures</u>	<u>FY '21</u> <u>Appropriations</u>	<u>FY '21</u> <u>Expenditures</u>	<u>FY '21</u> <u>Carry-Over</u>
Advertising Resources	313,190	0	138,370	0	0
Fees & Commissions - Finance	21,158	19,865	21,158	15,279	0
Advertising	8,000,000	6,999,563	6,446,905	6,440,183	0
Advertising Expenses (Contractual)	100,000	52,210	65,000	61,679	0
Mail Fulfillment (Trade)	10,000	4,832	10,000	2,728	0
Media Materials (Other Contractua	665,000	541,380	569,000	562,604	0
Collateral Materials	70,000	55,273	60,000	39,690	0
Sales & Marketing	900,000	459,309	800,000	159,661	0
Website Related Expenses	165,000	39,687	147,000	80,683	0
Promotional Staffing	850,000	598,231	800,000	544,284	0
European Sales Agency	449,000	422,223	449,000	414,515	0
County Services	<u>74,281</u>	<u>74,281</u>	<u>74,281</u>	<u>0</u>	<u>0</u>
Total Promotional	11,617,629	9,266,854	9,580,714	8,321,306	0
GENERIC TWO PENNY					
PROMOTIONAL TOTAL	\$11,617,629	\$9,266,854	\$9,580,714	\$8,321,306	\$0

ADMINISTRATIVE

	<u>FY '20</u> <u>Appropriations</u>	<u>FY '20</u> <u>Expenditures</u>	<u>FY '21</u> <u>Appropriations</u>	<u>FY '21</u> <u>Expenditures</u>	<u>FY '21</u> <u>Carry-Over</u>
Salaries/Legal	90,432	82,301	91,755	80,219	0
Fees & Commissions - Finance	2,450	2,300	2,450	1,830	0
Administrative Advertising	23,000	21,991	18,000	18,000	0
Board & Admin Travel	50,000	16,744	50,000	5,106	0
Capital Outlay	17,500	8,181	10,000	1,350	0
County Services	39,997	39,997	39,997	0	0
Administrative Resources	94,487	0	50,285	0	0
Business Lease	165,000	122,443	165,000	105,050	0
Dues & Subscriptions	13,000	0	13,000	0	0
Communications	18,000	8,034	18,000	6,758	0
Equipment Rental & Leases	11,000	5,309	11,000	5,302	0
Visit Florida	12,000	0	12,000	6,000	0
Repair & Maint Services	<u>15,000</u>	<u>2,416</u>	<u>10,000</u>	<u>967</u>	<u>0</u>
Subtotal	551,866	309,716	491,487	230,582	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '20 <u>Appropriations</u>	FY '20 <u>Expenditures</u>	FY '21 <u>Appropriations</u>	FY '21 <u>Expenditures</u>	FY '21 <u>Carry-Over</u>
Office Supplies	20,000	9,500	15,000	9,009	0
Courier Service	3,000	45	3,000	16	0
Janitorial	12,000	6,000	12,000	5,000	0
Computer Software	3,000	0	3,000	0	0
Operating Supplies	5,000	2,806	5,000	1,035	0
Administrative Services	<u>845,000</u>	<u>374,763</u>	<u>850,000</u>	<u>18,213</u>	<u>0</u>
Total Administrative	1,439,866	702,830	1,379,487	263,855	0
 SPECIAL PROJECTS					
Dist I Ad Campaign	474,320	474,320	0	0	0
Dist II Ad Campaign	49,040	49,040	0	0	0
Dist III Ad Campaign	104,000	104,000	0	0	0
Dist IV Ad Campaign	59,280	59,280	0	0	0
Dist V Ad Campaign	<u>113,360</u>	<u>113,360</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Admin Special Projects	800,000	800,000	0	0	0
 RESERVES					
Emergency	426,982	0	426,982	0	426,982
Emergency	<u>1,200,000</u>	<u>0</u>	<u>1,200,000</u>	<u>0</u>	<u>1,200,000</u>
Total Admin Emergency	1,626,982	0	1,626,982	0	1,626,982
 GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$3,866,848	\$1,502,830	\$3,006,469	\$263,855	\$1,626,982
 GENERIC TWO PENNY TOTAL					
	\$15,484,477	\$10,769,684	\$12,587,183	\$8,585,161	\$1,626,982

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

REVENUE:	FY '20	FY '21	VARIANCE
BED TAX REVENUE	5,981,062	4,963,875	1,017,187
5% RESERVE F.S. 129.01	(299,053)	(248,194)	(50,859)
BALANCE FORWARD	<u>3,222,160</u>	<u>3,958,625</u>	<u>(736,465)</u>
TOTAL REVENUE	8,904,169	8,674,306	229,863

	FY '20 Appropriations	FY '20 Expenditures	FY '21 Appropriations	FY '21 Expenditures	FY '21 Carry-Over
ADMINISTRATIVE					
Fees & Commissions - Finance	11,393	10,696	11,393	10,968	0
Mail Fulfillment (Consumer)	60,000	30,763	60,000	22,690	0
Events Resources	266,602	0	64,774	0	0
FL Keys & Key West Film Comm	300,000	171,116	300,000	140,404	0
Florida Keys Council of the Arts	100,000	100,000	100,000	100,000	0
Public Relations Fees	650,000	650,000	682,500	567,364	0
Public Relations Expenses	1,150,000	744,200	1,114,224	356,893	0
Public Relations Stringer Fees	81,876	80,712	85,152	85,140	0
Market Research	600,000	370,994	600,000	282,406	0
County Services	<u>72,713</u>	<u>72,713</u>	<u>72,713</u>	<u>0</u>	<u>0</u>
Total Administrative	3,292,584	2,231,194	3,090,756	1,565,865	0

SPECIAL EVENTS

47th Annual Phil Peterson's Poker Run	10,000	0	10,000	0	0
Beach Trip Weekend	15,000	0	0	0	0
Coral Head Blues	20,000	0	20,000	0	0
Coral Head Music Festival	10,000	10,000	0	0	0
Fantasy Fest	365,000	159,500	373,000	30,075	140,000
Florida Keys Island Fest	15,000	7,825	13,470	0	0
Florida Keys Poker Paddle	10,000	7,539	0	0	0
Florida Keys Seafood Festival	0	0	10,000	0	0
FKCC Swim Around Key West	10,000	10,000	10,000	0	10,000
Heroes Salute Weekend	34,000	3,170	14,000	9,982	0
Islamorada Half Marathon & 10K	35,000	35,000	40,000	20,000	20,000
Island Boat Show	0	0	10,000	5,123	0
Jimmy Johnsons Quest for the Ring Fishing	20,000	20,000	0	0	0
Key Largo Brew on the Bay	0	0	15,000	0	0
Kelly McGillis Classic	0	0	10,000	7,549	0
Key Largo Bridge Run	10,000	9,655	25,000	0	15,000
Key Largo Original Music Festival	30,000	30,000	30,000	30,000	0
Key West Food & Wine Festival	0	0	5,000	5,000	0
Key West Holiday Fest	35,000	30,962	35,000	0	35,000
Key West Half Marathon	7,500	7,500	32,500	32,500	0
Key West Lime Fest	0	0	35,000	7,318	0
Key West Lobster Fest	0	0	10,000	3,240	6,760
Key West Songwriters Festival	150,000	0	250,000	100,000	0
Key West Triathlon & Expo	17,000	13,325	0	0	0
Key West Whiskey Fest	0	0	10,000	0	0
Mango Fest	0	0	15,000	10,500	0
Marathon Seafood Festival	0	0	40,000	36,117	0
Nautical Expo	7,500	5,541	0	0	0
Ocean Fest	0	0	10,000	0	10,000
Orange Bowl	40,000	0	80,000	0	40,000
REEF Fest	28,360	19,118	28,360	5,000	15,000
RWO Offshore World Championship	150,000	0	225,000	0	0
Smart Ride	0	0	10,000	0	10,000
Sombrero Beach Run	20,000	20,000	10,000	0	0
Stock Island Seafood Celebration	4,040	0	0	0	0
Swim for Alligator Lighthouse	30,000	0	30,000	30,000	0
Taste of the Islands	30,000	0	20,000	0	20,000
Tropical Heat	0	0	10,000	6,679	3,321
Uncorked Islamorada & Key Largo Food & Wine	20,000	20,000	0	0	0
Underwater Music Festival	10,000	9,898	15,000	13,956	0
Upper Keys Lionfish	4,281	4,281	14,281	4,281	10,000
Womenfest	24,320	7,492	41,510	0	0
DAC I Resources	12,282	0	0	0	0
DAC II Resources	0	0	1,135	0	0
DAC III Resources	0	0	5,065	0	0
DAC IV Resources	0	0	0	0	0
DAC V Resources	<u>0</u>	<u>0</u>	<u>22,640</u>	<u>0</u>	<u>0</u>
Total Special Events	1,174,283	430,806	1,535,961	357,320	335,081

**EVENTS
ALL DISTRICTS**

	FY '20	FY'20	FY '21	FY'21	FY'21
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Cultural Umbrella Resources	132,075	122,482	93,100	72,849	0
22th Annual Afro Roots World Music Fest	16,245	8,442	10,824	10,819	0
Lower Keys Chamber Island Art Festival	8,430	200	16,824	200	0
Christopher Peterson's Eycons	26,057	9,928	26,195	21,805	0
Florida Keys Celtic Festival	40,268	18,192	41,868	18,191	0
Florida Keys Guitar Festival	9,340	7,104	17,472	10,317	7,155
History and Discovery Lecture Series	11,360	0	11,360	0	0
Fringe Theater Key West	13,349	13,349	12,768	1,885	0
History of Diving Museum	11,201	3,497	8,962	8,962	0
ICE Season	12,782	12,386	11,095	0	0
I Love Stock Island	22,688	22,688	18,906	12,554	0
Impromptu Classical Concerts	11,712	9,326	11,846	0	0
Islamorada Moose Lodge Bacon Fest Seafood & Art Fest	0	0	8,151	0	0
Island Art Festival	8,000	0	0	0	0
Key West Art Center & Gallery	0	0	12,419	10,688	0
Key West Best Fest	0	0	12,488	0	0
Key West Garden Club	13,055	11,452	0	0	0
Key West Art & Hist Society	25,955	4,095	26,530	4,095	13,327
Key West Burlesque	13,167	0	25,095	9,516	15,579
Full Moon Experience	11,785	0	11,785	0	0
Key West Literary Seminar	13,058	13,058	12,322	0	0
Key West Theater	10,705	0	0	0	0
Key West Tropical Forest & Botanical	25,444	24,894	25,585	12,517	13,068
Little White House Presents	13,385	0	13,385	0	0
Marathon Community Theatre	46,667	16,685	47,042	16,685	23,875
Master Chef's Classic	6,678	3,334	6,487	0	0
Mel Fisher Maritime Museum	27,522	10,975	27,469	24,441	0
Morada Way Arts & Cultural District	25,273	0	19,571	0	0
Old Island Restoration Foundation	13,203	10,755	12,880	6,090	0
Pops in the Park	13,074	8,758	11,018	0	0
Rams Head Promotions	13,167	4,150	13,167	4,150	0
Randy Roberts Live	26,757	9,926	25,899	22,324	0
Red Barn Theatre	27,339	13,156	13,215	0	0
South Florida Smyphony Orchestra	12,367	12,367	12,488	2,380	0
Tennessee Williams Theatre	13,130	6,092	12,572	0	0
The Studios of Key West	13,494	13,494	12,908	0	0
Tropic Cinema	20,570	0	12,985	0	0
Waterfront Playhouse	13,167	12,635	13,075	1,180	0
Generic Arts Advertising	<u>240,000</u>	<u>239,616</u>	<u>195,000</u>	<u>195,000</u>	<u>0</u>
Total Cultural Umbrella	962,469	643,036	864,756	466,648	73,004

**EVENTS
ALL DISTRICTS**

	FY '20 <u>Appropriations</u>	FY '20 <u>Expenditures</u>	FY '21 <u>Appropriations</u>	FY '21 <u>Expenditures</u>	FY '21 <u>Carry-Over</u>
FISHING UMBRELLA EVENTS-TOURNAMENTS					
Fishing Umbrella Resources	10,000	0	0	0	0
Lower Keys Chamber of Commerce Dolphin Tournament	20,000	19,748	10,000	6,634	0
Cheeca Lodge All American Fishing	5,000	4,450	0	0	0
Cuda Bowl	5,000	5,000	3,500	0	0
Del Brown Invitational Permit	4,000	0	4,000	2,902	0
Herman Lucerne Memorial Backcountry Fishing	9,000	0	12,500	0	7,500
Herman Lucerne Memorial Cup Tarpon Cup	3,000	3,000	5,000	1,717	0
Islamorada All-Tackle Bonefish & Permit	3,000	2,904	3,000	0	0
Islamorada Sailfish Tournament	20,000	17,743	14,000	14,000	0
Key West Fishing Tournament	65,000	34,325	70,000	63,917	0
Key West Kingfish Mayhem	30,000	29,051	35,000	33,650	0
Key West Marlin Tournament	50,000	49,635	50,000	49,814	0
Ladies Let's Go Fishing Screamin' Reels	5,000	4,133	4,000	3,379	0
Ladies Let's Go Fishing Fever	4,000	3,885	4,000	3,460	0
Marathon Bull & Cow Dolphin	42,000	41,262	52,000	0	0
March Merkin Permit Tournament	5,000	4,863	5,000	4,835	0
Nick Sheahan Dolphin Rodeo	22,000	9,481	17,500	17,345	0
Skipper's Dolphin Tournament	20,000	5,000	17,500	0	0
Sugarloaf Showdown	5,000	5,000	5,000	5,000	0
Take Stock in Children	28,000	0	32,500	0	17,500
Tarponian Tournament	3,000	0	3,000	0	0
VWF Fishing Tournament	0	0	5,000	5,000	0
Fishing TV Production	0	0	205,000	203,519	0
Fishing Umbrella Advertising	250,000	247,855	0	0	0
District I Fishing Advertising	114,000	114,000	72,500	72,500	0
District II Fishing Advertising	6,500	6,500	0	0	0
District III Fishing Advertising	27,000	27,000	0	0	0
District IV Fishing Advertising	0	0	5,000	5,000	0
District V Fishing Advertising	1,500	1,500	0	0	0
Fishing Umbrella PR	<u>90,000</u>	<u>78,462</u>	<u>70,000</u>	<u>65,000</u>	<u>0</u>
Total Fishing Umbrella	847,000	714,797	705,000	557,672	25,000
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>800,000</u>	<u>723,877</u>	<u>650,000</u>	<u>600,914</u>	<u>0</u>
Total Dive Umbrella	800,000	723,877	650,000	600,914	0
RESERVES					
Emergency	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>0</u>
Total Emergency	1,827,833	0	1,827,833	0	0
GENERIC TWO PENNY EVENTS TOTAL					
	\$8,904,169	\$4,743,710	\$8,674,306	\$3,548,419	\$433,085

Community/Tourism Enhancements

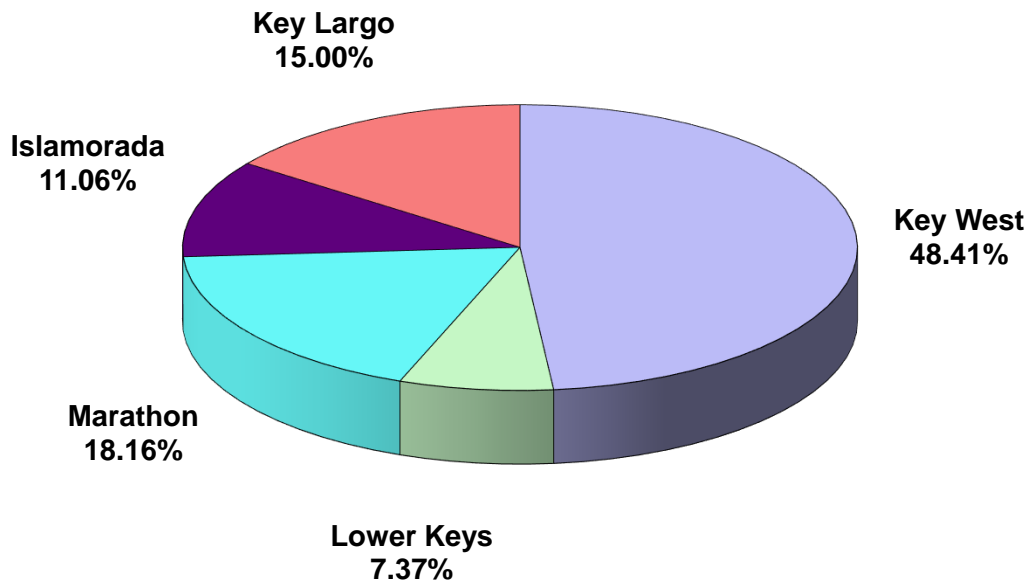
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but are not limited to:

- **Beaches:** Cleaning and maintenance of all Keys Beaches (including the building of restroom facilities; ADA facilities; Boardwalks; Tiki Huts and Kayak docks)
- **Museums:** Adderley House; Custom House; Studios of Key West; Pigeon Key; East and West Martello Towers; Truman Little White House; Audubon House; Mel Fisher; Oldest House; Florida Keys History and Discovery Center Museum; Florida Keys History of Diving Museum ongoing projects; Schooner Western Union Maritime Museum Refit Project; USCGC Ingham repairs; Key West Lighthouse – Preservation Project; Hellings House Museum Repairs and Restoration
- **Zoological Parks:** Dolphin Research Center; Marine Mammal Conservancy projects; Island Dolphin Care; Turtle Hospital
- **Artificial Reefs:** Sinking of offshore vessels (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- **Theatres:** Renovations and improvements of Marathon Community Theatre; Tennessee Williams Theatre; San Carlos; Waterfront Playhouse; Key West Players; Monroe County Key Largo Cultural Center
- **Nature Centers:** Marathon Garden Club; Florida Keys Wild Bird Center – Acquisition of building and sign projects; Key West Botanical Garden Projects; Mote Marine Lab; Florida Keys National Wildlife Refuge Nature Center Restrooms/ADA Ramp; Coral Restoration; Mote Marine; Crane Point Nature Center
- **Amphitheatres:** Founders Park; Marathon Park; Truman Annex
- Village of Islamorada Founder's Park Community and Kiddy Pool, repairs to the Hurricane Monument
- Friends of Mallory Square Memorial
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Florida Keys Eco-Discovery Center
- AIDS Memorial Repair; White Street Pier renovations
- Bayview Park Vietnam Veteran's Memorial Project
- Charter Boat Row Sidewalk Project

TDC continues to fund county and municipality employee salaries, utilities, and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike. District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2021 Bed Tax Revenue by District

As Per September 2021 MCTDC 4 Penny Bed Tax Report



**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

REVENUE:	FY '20	FY '21	VARIANCE
BED TAX REVENUE	9,975,788	8,256,350	1,719,438
5% RESERVES F.S. 129.01	(498,789)	(412,818)	(85,971)
BALANCE FORWARD	<u>9,030,008</u>	<u>9,791,739</u>	(761,731)
TOTAL REVENUE	18,507,007	17,635,272	871,736

	FY '20 Appropriations	FY '20 Expenditures	FY '21 Appropriations	FY '21 Expenditures	FY '21 Carry Over
ADMINISTRATIVE					
Fees & Commissions - Finance	19,002	17,840	19,002	13,683	0
Utilities	24,000	3,729	24,000	3,228	0
Administrative Services	400,000	172,211	400,000	385,178	0
County Services	54,392	54,392	54,392	0	0
Administrative Resources	<u>57,150</u>	<u>0</u>	<u>31,664</u>	<u>0</u>	<u>0</u>
Total Administrative	554,544	248,172	529,058	402,089	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	350,450	350,449	350,450	350,450	0
KWBG Gay & Lesbian VIS	<u>52,500</u>	<u>52,500</u>	<u>52,500</u>	<u>52,500</u>	<u>0</u>
Total VIS	402,950	402,949	402,950	402,950	0

	FY '20 Appropriations	FY '20 Expenditures	FY '21 Appropriations	FY '21 Expenditures	FY '21 Carry Over
CAPITAL PROJECTS					
W Martello/Higgs Beach - Salary	139,696	78,742	147,356	142,940	0
Higgs Beach Sand Renourishment Phase II	1,049,109	55,161	1,049,109	55,748	881,866
Capital Project Resources	1,293,564	0	1,293,517	0	0
Customs House Mechanical Repairs	90,000	0	90,000	0	0
Customs House Mechanical Phase 4	0	0	88,723	0	88,723
DAC I Emergency Resources	560,900	0	560,900	0	0
DAC I Higgs Beach Beach Clean	172,800	0	175,700	122,400	0
Charter Boat Row Sidewalk Improvements	58,000	44,430	0	0	0
Smathers/Rest Beach - Cleaning	790,500	790,500	790,500	596,000	0
Higgs Beach Util/Maint/Op	173,730	133,996	187,000	111,998	0
Higgs Beach Operating Supplies	6,500	6,500	8,700	7,053	0
Higgs Beach Restroom Phase 1 2019	456,000	14,370	386,820	44,810	342,010
Historic Jail Museum	1,200,000	25,552	1,200,000	164,249	663,000
Key West Amphithre 2019	125,000	0	125,000	125,000	0
Key West Lighthouse Outbuilding and Fencing Repairs	110,000	0	95,760	9,899	0
KW Lighthouse Gift Shop HVAC & Insulation	70,000	0	70,000	0	50,000
Florida Keys Eco-Discovery Center Interior Exhibits	225,000	0	225,000	0	0
Fire House Museum AC	2,963	2,963	0	0	0
Studios of KW Rooftop Garden & Exhibition Space	1,177,985	1,177,985	0	0	0
Botanical Playground Installation	45,000	0	45,000	0	0
Botanical Garden Front Entrance Sign	6,960	0	6,960	0	0
Mallory Square Sunshades and Landscape Improvements	0	0	167,890	4,925	155,890
Museum Maintenance	15,000	7,359	9,600	9,420	0
Museum Risk Management	996	871	871	871	0
East Martello Drainage and Parking Phase 2	590,000	3,133	553,458	553,458	0
E Martello Fort Musuem Drainage Phase III	650,000	0	650,000	21,740	628,260
E Martello Fort Musuem Window & HVAC Upgrades	350,000	5,710	350,000	14,496	335,504
East Martello Roof Phase 2 Casmate Bldg	0	0	1,050,000	0	1,050,000
West Martello Bricks & Mortar Restor 2018	84,300	4,200	0	0	0
West Martello Bricks & Mortar Restor 2019	800,000	622,785	0	0	0
West Martello AC/Windows/Doors 2019	150,000	6,960	136,100	17,400	0
Coral Restoration Key West	43,425	43,425	43,425	0	0
CRF - Coral Restoration - Key West 2021	0	0	97,800	0	97,800
Oldest House Museum Improvements	19,800	0	0	0	0
Repair & Improve Garden & Historic Landmark Oldest House	0	0	234,375	0	234,375
Mel Fisher MM Accessibility Improvements-Stairlift	0	0	8,063	6,039	0
Mel Fisher Restroom Addition Project	37,500	27,445	0	0	0
Mel Fisher Second Round 19 (Partial Rollover)	60,000	0	60,000	0	0
Mel Fisher Masonry Repair & Electrical 2020	281,250	0	281,250	0	0
Smathers Beach Restroom Facilities 2019	586,000	573,610	0	0	0
Rest Beach Enhancements 2019	35,000	0	35,000	0	35,000
Reynolds Street Pier Repairs	0	0	259,448	0	259,448
Mote Coral Restoration	90,000	90,000	0	0	0
USCGC Ingham Hull 2019	75,188	0	75,188	0	75,188
Total Capital Projects	11,622,166	3,715,697	10,558,513	2,008,446	4,897,064

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '20	FY '20	FY '21	FY '21	FY '21
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
SPECIAL EVENTS					
District I Event Resources	107,718	0	136,772	0	0
Conch Republic FY20 & FY21	35,000	4,941	41,200	41,200	0
FKCC Swim Around Key West	10,000	0	10,000	3,887	0
Florida Keys Seafood Festival	17,000	15,712	0	0	0
Kelly McGillis Classic	17,000	15,754	0	0	0
Key West Brewfest FY20 & FY21	25,000	0	42,000	13,208	3,792
Key West Pride	50,000	17,573	25,000	18,632	0
Key West Paddleboard	10,000	1,810	0	0	0
Key West Triathlon FY20 & FY21	25,000	0	42,000	0	0
Old Island Restoration - 60 Years	10,000	0	0	0	0
Tropical Heat FY19 & FY20	42,000	11,698	25,000	0	0
Hemingway Sunset 5K Run	17,000	10,939	10,000	0	0
Key West Film Festival FY20 & FY21	25,000	0	42,000	11,120	17,000
Key West Food & Wine Festival	35,000	33,200	17,000	13,900	0
Key West Half Marathon	50,000	50,000	0	0	0
Key West Holiday Fest	50,000	0	50,000	14,470	0
Mango Fest	10,000	4,000	0	0	0
MZF Mile Zero Fights FY 20 & FY21	10,000	0	60,000	0	0
New Year's Eve Shoe Drop FY19 & FY20 FY21	42,000	16,100	42,000	5,600	17,000
Paplos Kinetic Parade	0	0	10,000	0	0
Pole Vault in Paradise	10,000	8,230	0	0	0
Rams Head Presents 21	0	0	35,000	11,850	23,150
Southernmost Marathon Key West Running Fest FY20 & FY21	42,000	14,703	35,000	0	0
Tennessee Williams Birthday Celebration 21	0	0	10,000	5,173	0
The Key Lime Festival	17,000	0	0	0	0
The SMART Ride	17,000	16,550	10,000	0	10,000
Key West Ocean Fest	10,000	0	10,000	0	0
Womenfest FY19 & FY20 & FY21	<u>35,680</u>	<u>0</u>	<u>27,490</u>	<u>11,841</u>	<u>16,810</u>
Total Special Events	719,398	221,210	680,462	150,881	87,752
PROMOTION & ADVERTISING					
FCCA Conference & Trade Show (Cruiseships)	6,100	2,540	6,100	0	0
Promo & Advertising Resources	250,000	0	250,000	0	0
District #1 Advertising Campaign	4,623,049	4,552,934	4,879,342	4,805,338	0
DAC I Webcam	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>11,100</u>	<u>0</u>
Total Promo & Ad	4,893,949	4,570,274	5,150,242	4,816,438	0
Higgs Beach Special Fund	<u>314,000</u>	<u>0</u>	<u>314,047</u>	<u>0</u>	<u>314,047</u>
Total Special Beach Fund	314,000	0	314,047	0	314,047
KEY WEST DISTRICT TWO PENNY PROGRAM					
TOTAL	\$18,507,007	\$9,158,302	\$17,635,272	\$7,780,804	\$5,298,863

**DISTRICT TWO PENNY
ACTIVITIES
LOWER KEYS**

REVENUE:	<u>FY '20</u>	<u>FY '21</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,205,399	962,275	243,124
5% RESERVES F.S. 129.01	(60,270)	(48,114)	(12,156)
BALANCE FORWARD	<u>757,964</u>	<u>950,724</u>	<u>(192,760)</u>
TOTAL REVENUE	1,903,093	1,864,885	38,208

	<u>FY '20 Appropriations</u>	<u>FY '20 Expenditures</u>	<u>FY '21 Appropriations</u>	<u>FY '21 Expenditures</u>	<u>FY '21 Carry Over</u>
ADMINISTRATIVE					
Fees & Commissions - Finance	2,296	2,156	2,296	1,596	0
Utilities	3,000	379	3,000	376	0
Administrative Services	35,169	17,805	35,000	35,000	0
County Services	14,975	14,975	14,975	0	0
Administrative Resources	<u>1,652</u>	<u>0</u>	<u>675</u>	<u>0</u>	<u>0</u>
Total Administrative	57,092	35,315	55,946	36,972	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>100,548</u>	<u>92,169</u>	<u>100,548</u>	<u>100,548</u>	<u>0</u>
Total VIS	100,548	92,169	100,548	100,548	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	97,470	21,685	99,120	94,552	0
Little Duck Key Beach - Util/Maint/Op	10,000	9,745	4,500	4,500	0
Little Duck Key Beach - Cleaning	17,930	0	17,000	0	0
Mote Coral Reef Restoration - Lower Keys	90,000	90,000	55,800	0	55,800
CRF Coral Restoration - Lower Keys	22,425	22,425	22,425	22,425	0
Lower Keys Scenic Hwy Viewing Area	170,031	0	170,031	0	170,031
County Lower Keys Scenic Highway 2019	326,954	0	326,954	0	326,954
Economic Natural Disaster Resources FY21	0	0	100,000	0	100,000
Capital Projects Resources	60,000	0	159,825	0	0
DAC II Emergency Resources	<u>70,000</u>	<u>0</u>	<u>70,000</u>	<u>0</u>	<u>70,000</u>
Total Capital Projects	864,810	143,855	1,025,655	121,477	722,785
SPECIAL EVENTS					
Stock Island Seafood Celebration	<u>10,960</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	10,960	0	0	0	0
PROMOTION & ADVERTISING					
District Advertising Campaign	796,778	782,204	609,831	593,016	0
DAC II Webcam	21,000	20,800	21,000	12,133	0
Promotional/Storm Advertising Resources	<u>51,905</u>	<u>0</u>	<u>51,905</u>	<u>0</u>	<u>0</u>
Total Promo & Ad	869,683	803,004	682,736	605,149	0
LOWER KEYS DISTRICT TWO PENNY PROGRAM TOTAL					
	\$1,903,093	\$1,074,343	\$1,864,885	\$864,146	\$722,785

**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

REVENUE:	FY '20	FY '21	VARIANCE
BED TAX REVENUE	2,868,338	2,423,225	445,113
5% RESERVES F.S. 129.01	(143,417)	(121,161)	(22,256)
BALANCE FORWARD	<u>2,533,501</u>	<u>2,264,684</u>	<u>268,817</u>
TOTAL REVENUE	5,258,422	4,566,748	691,674

	FY '20 Appropriations	FY '20 Expenditures	FY '21 Appropriations	FY '21 Expenditures	FY '21 Carry Over
ADMINISTRATIVE					
Fees & Commissions - Finance	5,464	5,129	5,464	4,017	0
Administrative Services & Resources	131,693	37,759	110,994	104,852	0
Utilities	7,000	1,074	7,000	947	0
County Services	<u>13,595</u>	<u>13,595</u>	<u>13,595</u>	<u>0</u>	<u>0</u>
Total Administrative	157,752	57,557	137,053	109,816	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>176,400</u>	<u>176,400</u>	<u>176,400</u>	<u>176,400</u>	<u>0</u>
Total VIS	176,400	176,400	176,400	176,400	0

CAPITAL PROJECTS					
Marathon Beach Cleaning	140,000	140,000	140,000	140,000	0
Coco Plum Shore Restoration	125,000	0	125,000	56,300	68,700
Ampitheater Community Park Complex	534,000	265,087	0	0	0
Crane Point Adderly Trail	12,397	12,397	0	0	0
Crane Point Interior Train Restoration	37,350	37,350	0	0	0
Crane Point Adderly Roof	0	0	19,875	19,875	0
Crane Point Rachel Creek Trail Repairs	31,326	31,326	0	0	0
Crane Point Windows for Blue Room	0	0	13,125	13,125	0
DRC Welcome Center Generator	24,950	24,950	0	0	0
DRC Dolphin Lagoons	130,000	0	130,000	0	130,000
Marathon Sunset Park Restrooms	36,000	36,000	0	0	0
Pigeon Key Bridge Tenders & Bridge Foremans Ph II	72,000	52,290	0	0	0
Pigeon Key Buildings Additional Sprinklers 17	350,000	0	338,000	204,510	175,000
Pigeon Key Grid Tie Power Line Project	300,000	0	300,000	300,000	0
Pigeon Key Historic Paint Foremans Dorm Kitchen Reroof	0	0	84,375	0	0
Pigeon Key Roof FY18	60,000	0	0	0	0
Pigeon Key Ramp Repair	200,000	0	0	0	0
Pigeon Key Ramp Repair Phase II	50,000	0	0	0	0
Pigeon Key Reroofing Tender/Foreman	300,000	300,000	0	0	0
Pigeon Key Sprinkler Improvement Ph 1 2018	130,000	0	130,000	111,500	0
Pigeon Key Cottage and Negro Quarters Hurricane	800,000	19,100	800,000	0	685,911
Oceanfront Park Renovation	76,400	63,442	0	0	0
The Quay Restroom	0	0	75,000	4,999	70,000
Turtle Hospital	33,750	31,944	0	0	0
Turtle Hospital Waterfront Guest Programs Tiki	0	0	92,250	92,250	0
Coral Restoration	81,750	81,750	81,750	81,750	0
CRF - Coral Restoration - Marathon 2021	0	0	85,950	0	85,950
Capital Projects Resources	27,175	0	163,347	0	0
Economic Natural Disaster Resource	0	0	300,000	0	0
DAC III Emergency Resources	<u>75,000</u>	<u>0</u>	<u>75,000</u>	<u>0</u>	<u>0</u>
Total Capital Projects	3,627,098	1,095,636	2,953,672	1,024,309	1,215,561

SPECIAL EVENTS					
DAC III Event Resources	0	0	0	0	0
Heroes Salute Weekend	26,000	23,256	26,000	0	0
Marathon Seafood Festival	<u>40,000</u>	<u>40,000</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	66,000	63,256	26,000	0	0

PROMOTION & ADVERTISING					
DAC III Webcam	15,000	14,800	15,000	14,800	0
Promo & Adver Resources	50,000	0	50,000	0	0
District Advertising Campaign	<u>1,166,172</u>	<u>1,136,344</u>	<u>1,208,673</u>	<u>1,194,275</u>	<u>0</u>
Total Promo & Ad	1,231,172	1,151,144	1,273,673	1,209,075	0

MARATHON DISTRICT TWO PENNY PROGRAM TOTAL	\$5,258,422	\$2,543,993	\$4,566,748	\$2,519,600	\$1,215,561
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**DISTRICT TWO PENNY
ACTIVITIES
ISLAMORADA**

REVENUE:	<u>FY '20</u>	<u>FY '21</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,929,375	1,497,550	431,825
5% RESERVES F.S. 129.01	(96,469)	(74,878)	(21,591)
BALANCE FORWARD	<u>454,541</u>	1,179,620	(725,079)
TOTAL REVENUE	2,287,447	2,602,292	(314,845)

	<u>FY '20 Appropriations</u>	<u>FY '20 Expenditures</u>	<u>FY '21 Appropriations</u>	<u>FY '21 Expenditures</u>	<u>FY '21 Carry Over</u>
ADMINISTRATIVE					
Fees & Commissions- Finance	3,675	3,451	3,675	2,481	0
Utilities	5,000	885	5,000	369	0
Administrative Resources	3,330	0	1,392	0	0
Administrative Services	43,618	21,523	55,000	51,422	0
County Services	<u>13,002</u>	<u>13,002</u>	<u>13,002</u>	<u>0</u>	<u>0</u>
Total Administrative	68,625	38,861	78,069	54,272	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>165,375</u>	<u>165,375</u>	<u>165,375</u>	<u>165,375</u>	<u>0</u>
Total VIS	165,375	165,375	165,375	165,375	0
CAPITAL PROJECTS					
Dive Museum Cachalot Dive Chamber	94,875	0	0	0	0
Dive Museum Driveway Door and Water Fountain	0	0	14,438	10,717	0
Founders Park Pickleball Complex	96,000	68,053			0
Founders Park Tennis Complex	30,000	30,000			0
History and Discovery Interactive Museum Exhibit	9,210	0	9,210	9,210	0
History and Discovery Security System	0	0			0
Florida Keys Historical Station 2019	34,500	30,810	12,713	0	0
Florida Keys Station Phase II	14,999	0			0
Indian Key Exhibit Expansion Remodel Improvement	27,000	0	27,000	0	0
Islamorada Beach Cleaning	45,000	45,000	99,000	84,335	0
Sports Lighting For Founders Park Tennis Complex	0	0	55,500	55,500	0
Coral Reef Restoration - Islamorada	15,000	15,000	15,000	15,000	0
CRF Restore Coral Species Islamorada	22,425	22,425	22,425	22,425	0
CRF - Coral Restoration - Islamorada 2021	0	0	50,850	0	50,850
DAC IV Emergency Resources	348,000	0	100,000	0	100,000
Economic Natural Disaster Resources	0	0	298,575	0	298,575
Capital Projects Resources	<u>307,360</u>	<u>0</u>	<u>655,070</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,044,369	211,288	1,359,781	197,187	449,425
SPECIAL EVENTS					
DAC IV Event Resources	0	0	1,530	0	0
Lionfish Derby	5,719	2,076	5,719	2,076	0
Swim for Alligator Lighthouse	<u>30,000</u>	<u>0</u>	<u>30,000</u>	<u>20,000</u>	<u>0</u>
Total Special Events	35,719	2,076	37,249	22,076	0
PROMOTION & ADVERTISING					
District Advertising Campaign	922,359	921,426	890,818	880,366	0
Promo & Adv Resources	30,000	0	50,000		0
DAC IV Webcam	<u>21,000</u>	<u>20,800</u>	<u>21,000</u>	<u>21,000</u>	<u>0</u>
Total Promo & Adv	973,359	942,226	961,818	901,366	0
ISLAMORADA DISTRICT TWO PENNY PROGRAM TOTAL					
	\$2,287,447	\$1,359,826	\$2,602,292	\$1,340,276	\$449,425

**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

REVENUE:	FY '20	FY '21	VARIANCE
BED TAX REVENUE	2,396,100	2,110,600	285,500
5% RESERVES F.S. 129.01	(119,805)	(105,530)	(14,275)
BALANCE FORWARD	<u>1,853,141</u>	<u>2,444,169</u>	(591,028)
TOTAL REVENUE	4,129,436	4,449,239	(319,803)

	FY '20	FY '20	FY '21	FY '21	FY '21
ADMINISTRATIVE					
Fees & Commissions - Finance	4,564	4,284	4,564	3,498	0
Utilities	1,200	253	1,200	853	0
Administrative Services	85,000	41,158	85,000	85,000	0
County Services	26,318	26,318	26,318	0	0
Administrative Resources	<u>6,801</u>	<u>0</u>	<u>16,395</u>	<u>5,159</u>	<u>0</u>
Total Administrative	123,883	72,013	133,477	94,510	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>156,555</u>	<u>156,555</u>	<u>156,555</u>	<u>156,555</u>	<u>0</u>
Total VIS	156,555	156,555	156,555	156,555	0

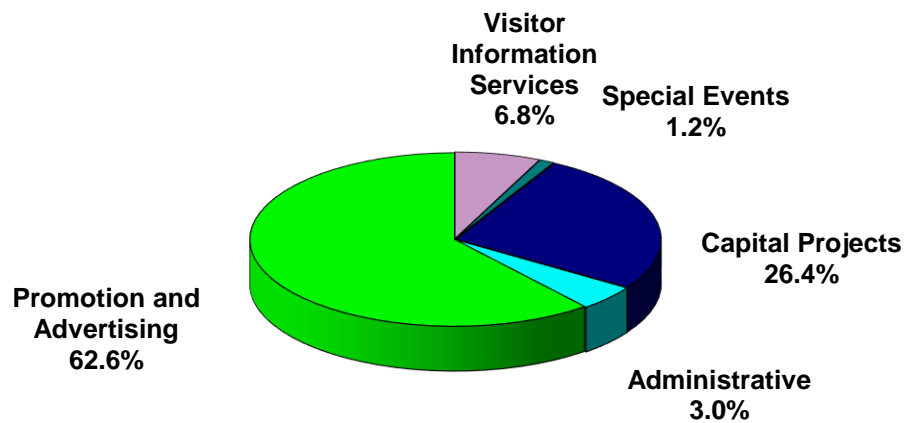
CAPITAL PROJECTS					
Harry Harris Beach Settlers Park - Salary	117,070	134,619	160,283	124,180	0
Harry Harris Beach - Cleaning	19,534	18,000	19,000	11,872	0
Harry Harris Beach - Util/Maint/Rprs	80,000	50,553	89,000	77,591	0
CRF Coral Restoration- Key Largo	224,925	224,925	224,925	224,925	0
Coral Restoration	0	0	156,955	0	156,955
Rowell's Bathrooms Phase 2	246,406	0	246,406	0	246,406
Rowells Waterfront Park Parking Lot Phase 2	257,830	0	257,830	33,598	224,232
Infrastructure Enhanced Communications Outreach	2,248	2,076	0	0	0
Jacobs Aquatic Center Spalling Plaster Railing Safety	36,675	18,980	0	0	0
Jacobs Aquatic Center Lighting Upgrade & Competitive Lane Line:	0	0	86,784	65,213	21,571
Garden Club Of The Upper Keys Property Enhancements	0	0	12,724	12,742	0
DAC V Emergency Resources	500,000	0	500,000	0	0
Economic Natural Disaster Resources 21	0	0	300,000	0	0
Capital Projects Resources	<u>437,953</u>	<u>0</u>	<u>437,917</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,922,641	449,153	2,491,824	550,121	649,164

SPECIAL EVENTS					
Uncorked	20,000	20,000			0
REEF Fest	1,640	0	1,640	0	0
Phil Petersons	10,000	0	10,000	0	0
Orange Bowl	40,000	40,000	0	0	0
Special Events Resources	<u>5,000</u>	<u>0</u>	<u>5,000</u>	<u>0</u>	<u>0</u>
Total Special Events	76,640	60,000	16,640	0	0

PROMOTION & ADVERTISING					
Promo & Adv Resources	170,000	0	170,000	0	0
District #5 Advertising Campaign	1,655,717	1,604,418	1,456,743	1,420,769	0
DAC V Webcam	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>0</u>
Total Promo & Ad	1,849,717	1,628,418	1,650,743	1,444,769	0

KEY LARGO DISTRICT TWO PENNY PROGRAM TOTAL	\$4,129,436	\$2,366,139	\$4,449,239	\$2,245,955	\$649,164
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Total District Two Penny Expenditures FY 2021



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2021 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCB OCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.