

Fiscal Year Ending September 30, 2016

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

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

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Table of Contents

Chairman’s Message.....	2
Explanation of Annual Fiscal Report	4
Tourist Development Council Members & Administrative Staff	5
Council’s Agencies of Record	7
Fiscal Year 2016 Budget Totals	8
Monroe County Tourist Development Council ... An Overview.....	9
12.5% Charged to Visitors.....	10
Total Generic Two Penny Expenditures FY 2016 by Percentage (Chart)	11
Generic Two Penny Promotional & Generic Two Penny Administrative	12
Generic Two Penny Events - All Districts	14
Community/Tourism Enhancements	18
Percentage of FY 2016 Bed Tax Revenue by District (Chart).....	19
District Two Penny Activities - Key West.....	20
District Two Penny Activities - Big Pine Key (Lower Keys).....	22
District Two Penny Activities - Marathon	23
District Two Penny Activities - Islamorada	25
District Two Penny Activities - Key Largo.....	26
Total District Two Penny Expenditures FY 2016 by Percentage (Chart).....	28
Afterword.....	29



January 27, 2017

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

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-seventh annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2016. 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 the eighth year of my chairmanship, the TDC allocated just over seven (7) million dollars for capital related projects. While enhancing our appeal to our visitors, the availability of these capital funds lessens the tax burdens on our residents, and contributes to residents' quality of life. The TDC has continued to fund municipalities for beach maintenance and restoration; new restroom facilities on Smathers Beach; park improvements; and museum restoration projects in all districts. Non-Profit organizations have received funding throughout the Keys for such projects as structural repairs to the Key West Oldest House; Botanical Garden improvements; theatre improvements; ADA upgrades; Coral Reef restoration; Dolphin Research Center and Crane Point Hammock new restroom facilities; Pigeon Key repairs; Florida Keys Bird Center and Island Dolphin Care renovations.

Our Market Research program included the creation of a Tourism Fact Sheet, a comprehensive study on Millennials, a summer season wave of the Keys Lodging study and a website usability study. Our big data analytics program, nSight for Travel, was expanded to included performance tracking by lodging price tier, competitive set analysis and market share tracking in our top feeder markets. The Market Research director also presented visitor trends to the TDC throughout the year.

The Sales Department completed a wide expansion of the Key Lime Academy program across all market segments. The project included enhancing the suggested itinerary modules, creating an LGBT introduction and itinerary as well as creating a Mandarin language voiceover of video content. The upgrades were applied to all areas of the academy and included all districts. It was rolled out to various travel professional networks during the course of the fiscal year including, but not limited to, Virtuoso, MLT Vacations, AAA travel offices as well as reservation centers across the U.S., Canada, UK, Germany, Scandinavia, Italy, Switzerland, the Benelux countries and France.

After successfully serving the TDC for thirty (30) years, Tinsley Advertising entered into a further three (3) year agreement to provide professional advertising services which includes consulting advice relating to the TDC marketing and promotion of tourism. The agency worked on a Keys-wide photography shoot that produced over 80 images and covered elements in each District such as; fishing, diving, culture, dining, wedding and soft adventure. These images will be used in advertisements going forward. Agency staff throughout the year kept the TDC apprised of media campaigns and current collateral materials.

NewmanPR worked alongside the advertising agency, sales department and research department in this year's "Own a City" campaign in Washington, DC. The agency coordinated a "Florida Keys Flash Fiction" contest with a focus on U.S. and top overseas markets, this contest awarded one short story writer a 21 day trip to Key West, and the opportunity to write in Ernest Hemingway's writing studio for 10 days. Towards the end of the fiscal year, Mr. Newman worked closely with the Florida Department of Health Monroe County Director to keep apprised on the effects of the Zika virus as it relates to tourism in the Keys. Throughout the year, agency staff kept the TDC updated on all PR coverage of special events.

During each TDC meeting Floridakeys.com provides monthly status reports for the review of the Board. This year the agency has been busy redesigning the TDC website in a way that utilizes an "edge to edge" design and will allow the site to "fit the screen" on any device it is viewed on, removing the need for a separate mobile website. The new design will allow visitors to have the same experience no matter what device the site is viewed on.

In addition, the TDC reviewed the achievements of the FY 2016 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 and twelve events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike. Staff has also taken the opportunity this year to update and modernize the reimbursement packets provided to event coordinators for submission of their invoices.

The TDC continued to modify their marketing plan to meet the economic trends resulting in a 6.6% increase of bed tax revenues over last year.

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 2015-2016 (10/1/2015 – 9/30/2016)
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, 2016, 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 for 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: 8/12 to 8/16

Appointed by Neugent
District Appointment
District III

Mr. Peter H. Batty, Co-Treasurer

Keys Energy Services Utility Board
912 Georgia Street
Key West, FL 33040
Term of Service: 8/13 to 8/17
Classification: Elected Official

Appointed by Murphy
District Appointment
District I

Mr. James Bernardin

Pine & Palms Resort.
148 Gulfside Dr.
Islamorada, FL 33036
Term of Service: 1/16 to 2/20
Classification: Tourist Accommodations

Appointed by Rice
District Appointment
District IV

Mayor Heather Carruthers

Monroe County BOCC
530 Whitehead Street
Key West, FL 33040
Term of Service: Assigned per ordinance
Classification: Elected Official

BOCC Appointment

Mayor Craig Cates, Co-Treasurer

City of Key West
525 Angela Street
Key West, FL 33040
Term of Service: 11/13 to 11/17
Classification: Elected Official

BOCC Appointment

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/13 to 7/17
Classification: Tourist Related Industry

Appointed by Murphy
Mayoral Appointment

Ms. Julie Fondriest, Treasurer

Historic Key West Inns
325 Julia Street
Key West, FL 33040
Term of Service: 9/14 to 9/18
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

Ms. Ronnie Harris

Kona Kai Resort
97802 Overseas Highway
Key Largo, FL 33037
Term of Service: 7/15 to 8/19
Classification: Tourist Accommodations

Appointed by Murphy
District Appointment
District V

Mr. Michael Shipley

Island Bay Resort
92530 Overseas Highway
Tavernier, FL 33070
Term of Service: 3/16 to 8/19
Classification: Tourist Accommodations

Appointed by Murphy
District Appointment
District V

Ms. Gayle Tippett

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043
Term of Service: 9/15 to 9/19
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

Harold D. Wheeler
Director

Lynda Stuart
Corporate Mgr.

Maxine Pacini
Office Mgr.

Stacey Mitchell
Dir. of Sales

Jessica Bennett
Dir. of Market Research

Rita Troxel
Film Commissioner

Ammie Machan
Admin. Asst.

Jean Brohaugh
Finance Asst.

Laura Hamm
Admin Secty.

Lynne Ragusea
Office Asst.

Jack Meier
Sales Mgr.

Sabine Pons-Chilton
Sales Mgr.

Liana Pyne
Sales Coordinator

Yves Vrielynck
Sales Mgr.

Guy A, Ross
Specialty Mkt. Sales

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:

Mr. John Underwood

Vice President – Account Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:

Mr. Andy Newman

Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(305) 292-1880

Representative:

Mr. Clinton Barras

Account Manager

FISCAL YEAR 2016

GENERIC TWO PENNY

Revenue	17,000,000
5% Reserve	<u>(850,000)</u>
Subtotal	16,150,000
Balance forward	<u>11,042,972</u>
Total Revenue available for appropriation	27,192,972

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	17,000,000
5% Reserve	<u>(850,000)</u>
Subtotal	16,150,000
Balance Forward	<u>8,182,997</u>
Total Revenue available for appropriation	24,332,997

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

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.

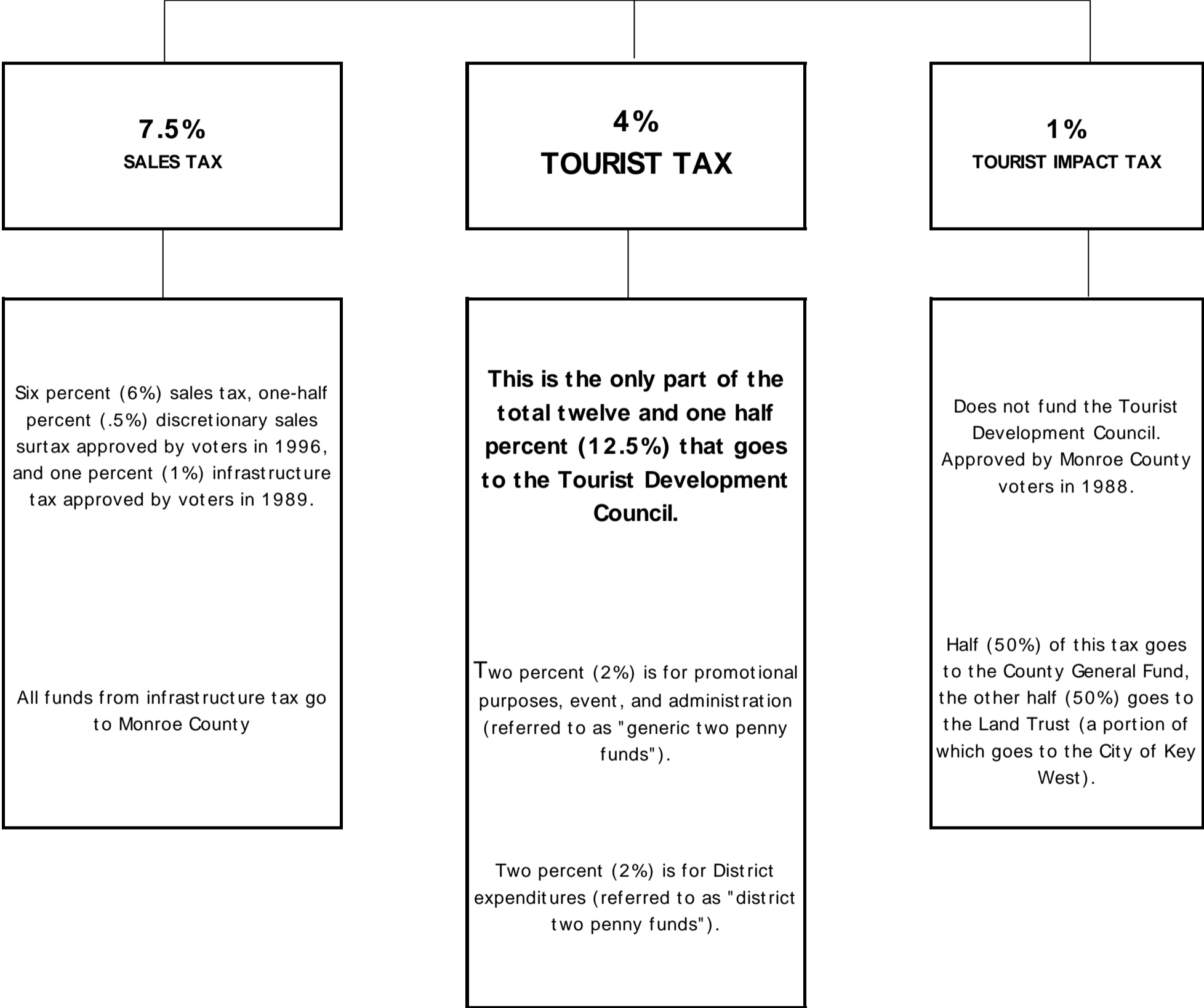
The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent 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 recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism 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.)

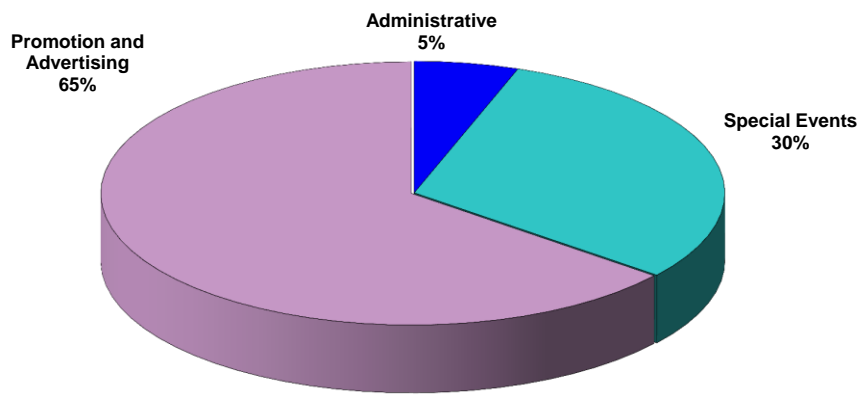
The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.

**12.5% CHARGED TO VISITORS
FOR LODGING ACCOMODATIONS IN
THE FLORIDA KEYS**



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 2016



**GENERIC TWO
PENNY**

<u>REVENUE:</u>	<u>FY '15</u>	<u>FY '16</u>	<u>VARIANCE</u>
BED TAX REVENUE	9,370,298	11,466,500	2,096,202
5% RESERVES F.S.129.01	(468,515)	(573,325)	(104,810)
BALANCE FORWARD	<u>5,340,089</u>	<u>6,040,776</u>	<u>700,687</u>
TOTAL REVENUE	14,241,872	16,933,951	2,692,079

PROMOTIONAL

	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '16</u> <u>Carry-Over</u>
Advertising Resources	200,741	0	289,620	0	0
Fees & Commissions - Finance	56,784	27,517	20,000	9,247	0
Advertising	7,070,000	7,034,978	8,537,641	8,323,366	0
Mail Fulfillment (Trade)	18,937	10,519	25,000	8,142	0
Sales & Marketing	829,000	816,632	925,000	923,966	0
Website Related Expenses	210,000	47,006	210,000	77,274	0
Promotional Staffing	879,221	521,232	905,597	578,069	0
European Sales Agency	338,000	336,961	419,000	417,055	0
Monroe Council of the Arts	72,500	72,500	72,500	72,500	0
County Services	<u>131,818</u>	<u>39,610</u>	<u>263,502</u>	<u>39,610</u>	<u>0</u>
Total Promotional	9,807,001	8,906,955	11,667,860	10,449,229	0
GENERIC TWO PENNY PROMOTIONAL TOTAL	\$9,807,001	\$8,906,955	\$11,667,860	\$10,449,229	\$0

ADMINISTRATIVE

	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '16</u> <u>Carry-Over</u>
Salaries/Legal	9,162	9,009	17,410	11,709	0
Fees & Commissions - Finance	18,270	8,855	60,000	27,741	0
Administrative Advertising	12,000	7,004	17,000	7,222	0
Board & Admin Travel	25,250	16,362	30,000	12,624	0
Capital Outlay	6,069	3,319	4,820	1,060	0
Administrative Resources	193,439	0	138,757	0	0
Business Lease	142,660	111,405	150,660	111,154	0
Dues & Subscriptions	8,700	7,998	12,000	8,314	0
Communications	20,500	7,521	35,500	7,483	0
Equipment Rental & Leases	12,000	6,490	15,000	6,069	0
Visit Florida	12,000	6,399	12,000	6,000	0
Repair & Maint Services	<u>4,500</u>	<u>3,130</u>	<u>6,500</u>	<u>6,408</u>	<u>0</u>
Subtotal	464,550	187,492	499,647	205,784	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '15	FY '15	FY '16	FY '16	FY '16
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Operating Supplies	290	289	861	858	0
Office Supplies	11,710	10,158	15,289	10,721	0
Courier Service	2,500	150	3,500	250	0
Janitorial	6,000	5,400	7,500	5,400	0
Computer Software	19,999	19,999	10,000	2,321	0
Small Equipment	1,931	1,927	6,030	6,020	0
Administrative Services	<u>603,761</u>	<u>545,012</u>	<u>758,761</u>	<u>660,370</u>	<u>0</u>
Total Administrative	1,110,741	770,427	1,301,588	891,724	0
 SPECIAL PROJECTS					
Dist I Ad Campaign ¹	669,730	650,605	955,318	955,318	0
Dist II Ad Campaign ²	56,622	56,622	105,523	105,523	0
Dist III Ad Campaign ³	159,130	159,130	243,441	243,441	0
Dist IV Ad Campaign ⁴	131,796	131,796	185,294	185,294	0
Dist V Ad Campaign ⁵	<u>134,685</u>	<u>134,685</u>	<u>202,760</u>	<u>202,532</u>	<u>0</u>
Total Admin Special Projects	1,151,963	1,132,838	1,692,336	1,692,108	0
 RESERVES					
Emergency	326,982	0	426,982	0	426,982
Emergency	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>
Total Admin Emergency	2,172,167	0	2,272,167	0	2,272,167
*Monroe County Finance previous year's corrections					
 GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$4,434,871	\$1,903,265	\$5,266,091	\$2,583,832	\$2,272,167
 GENERIC TWO PENNY TOTAL					
	\$14,241,872	\$10,810,220	\$16,933,951	\$13,033,061	\$2,272,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

¹ Page 21

² Page 22

³ Page 24

⁴ Page 25

⁵ Page 27

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

<u>REVENUE:</u>	<u>FY '15</u>	<u>FY '16</u>	<u>VARIANCE</u>
BED TAX REVENUE	4,521,915	5,533,500	1,011,585
5% RESERVE F.S. 129.01	(226,096)	(276,675)	(50,579)
BALANCE FORWARD	<u>3,913,999</u>	<u>5,002,196</u>	<u>1,088,197</u>
TOTAL REVENUE	8,209,818	10,259,021	2,049,203

	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '16 Appropriations</u>	<u>FY '16 Expenditures</u>	<u>FY '16 Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	28,631	28,153	42,527	31,628	0
Fees & Commissions - Finance	39,585	19,183	42,585	19,689	0
Mail Fulfillment (Consumer)	59,156	22,270	59,156	20,949	0
Events Resources	434,515	0	263,151	0	0
FL Keys & Key West Film Comm	250,000	162,583	285,000	172,118	0
Public Relations Fees	585,000	585,000	614,250	614,250	0
Public Relations Expenses	1,050,000	865,475	1,250,000	932,870	0
Market Research	583,500	329,919	708,500	297,553	0
County Services	<u>65,436</u>	<u>58,182</u>	<u>75,436</u>	<u>58,182</u>	<u>0</u>
Total Administrative	3,095,823	2,070,765	3,340,605	2,147,239	0

	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '16 Appropriations</u>	<u>FY '16 Expenditures</u>	<u>FY '16 Carry-Over</u>
SPECIAL EVENTS					
Battle in the Bay	6793	0	0	0	0
BP & LK Nautical Flea Market	0	0	10,000	6,501	0
Brew On The Bay	10,000	10,000	15,000	14,527	0
Conch Life Scramble	10,479	4,620	5,419	0	5,419
Fantasy Fest	140,000	0	140,000	140,000	0
Fantasy Fest	0	0	160,000	0	160,000
Florida Keys Island Fest	0	0	20,000	20,000	0
Florida Keys Ocean Fest	0	0	17,000	17,000	0
Florida Keys Seafood Festival	0	0	17,000	17,000	0
Goombay	25,000	16,394	0	0	0
Heros Welcome Tribute Weekend	30,000	26,136	30,000	26,506	30,000
Islamorada Swim for Alligator Lgthse	30,000	11,780	50,000	0	50,000
Key West Brewfest	17,000	15,178	25,000	0	25,000
Key West Food and Wine	0	0	35,000	29,453	0
Key West Paddleboard Classic	0	0	9,017	5,114	0
Key West Pride	0	0	35,000	23,514	0
Key West Race Week	120,000	120,000	0	0	0
Key West Songwriters Festival	0	0	120,000	120,000	0
Key West Triathlon & Expo	10,000	8,360	0	0	0
KW World's Championship	100,000	100,000	120,000	0	120,000
Key Largo Bridge Run	15,000	10,023	4,405	4,404	4,405
Key Largo Bridge Run	4,996	0	5,595	0	5,595
KL Stone Crab & Seafood Festival	0	0	40,000	39,005	0
Key Largo Original Music Festival	0	0	25,000	25,000	0
Marathon Superboat Grand Prix	0	0	50,000	49,747	0
Original Marathon Seafood Festival	50,000	50,000	40,000	39,776	0
Publix Mad Dog Mandich	3,602	0	3,602	3,602	0
Publix Mad Dog Mandich	0	0	10,000	0	10,000
NAS Key West	0	0	90,000	76,291	0
No Name Race	7,325	5,755	7,500	4,395	0
Orange Bowl Winter Training	50,000	0	50,000	50,000	50,000
REEF Fest	0	0	4,848	0	4,848
Sombrero Beach Run	0	0	20,000	20,000	0
Southernmost Marathon	17,000	10,002	0	0	0
FKCC Swim Around Key West	10,000	9,803	8,198	0	0
FKCC Swim Around Key West	8,198	0	10,000	0	10,000
Phil Peterson's Poker Run	20,000	19,506	0	0	0
Phil Peterson's Poker Run	95,000	0	215,000	95,000	120,000
Tropical Heat	8,948	5,830	10,000	7,574	10,000
Uncorked Isla & KL Food & Wine	20,000	19,090	45,000	42,929	0
Underwater Music Festival	0	0	15,000	10,648	0
Univ of Miami Sports Hall of Fame	40,000	40,000	40,000	40,000	0
Winter Poker Run	0	0	20,000	5,192	0
DAC II Resources	0	0	4,423	0	0
DAC III Resources	0	0	1,480	0	0
Aux DAC III Ad Campaign	14,891	0	0	0	0
Quantum Key West Race Week	0	0	100,000	100,000	0
Womenfest	<u>5,000</u>	<u>0</u>	<u>35,000</u>	<u>24,666</u>	<u>35,000</u>
Total Special Events	869,232	482,477	1,663,487	1,057,844	640,267

**EVENTS
ALL DISTRICTS**

	FY '15	FY'15	FY '16	FY'16	FY'16
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Art! Key West	20,211	20,211	20,150	0	0
Big Pine & Lower Keys Art Festival	9,150	0	8,213	5,774	0
Big Pine & Lower Keys Art Festival	8,213	1,345	5,474	0	5,474
Cultural Umbrella Resources	2,000	0	0	0	0
ICE Season	0	0	20,400	17,823	0
FK Birding & Wildlife Fest	13,730	75	0	0	0
FK Guitar Festival	0	0	19,290	14,164	19,290
FK History of Diving Museum	0	0	15,288	2,905	15,288
FK Celtic Festival	21,333	18,625	21,333	500	0
FK Celtic Festival	0	0	21,500	21,078	21,500
FK Wildlife Refuges Outdoor Fest	0	0	18,480	17,338	0
Garden Club of the Upper Keys	20,800	0	0	0	0
Generic Arts Advertising	470,499	453,854	602,880	599,040	0
Ginsberg Theatre Productions	20,250	17,954	0	0	0
Impromptu Concerts	19,356	16,119	20,200	14,241	0
International Sand Art Competition	12,338	9,784	15,840	15,274	0
Key Largo Songfest	0	0	18,456	17,082	0
Key West Garden Club	15,014	13,843	16,475	15,982	0
Key West House & Garden Tours	19,434	17,182	20,700	19,419	0
Key West Art & Hist Society	21,299	21,112	21,299	0	0
Key West Art & Hist Society	15,000	0	0	0	0
Key West Art & Hist Society	0	0	22,000	5,598	22,000
Key West Burlesque Season	12,000	0	19,123	0	0
Key West Burlesque Season	19,123	19,123	19,450	19,450	0
Key West Fringe	12,000	0	0	0	0
Key West Fringe	20,367	20,093	21,500	21,500	0
Key West Int'l Latin Arts Festival	10,000	0	0	0	0
Key West Summer Stage	14,365	7,693	14,360	9,542	0
HS Truman Foundation	12,000	0	0	0	0
Little White House Season	19,434	11,410	19,434	0	0
Little White House Season	0	0	16,769	12,252	0
Key West Literary Seminar	20,367	20,015	20,550	20,495	0
Key West Symphony Orchestra	21,997	18,732	22,600	22,600	0
KW Tropical Forest & Botanical	18,501	17,391	19,750	18,905	19,750
Keys Community Concert Band	19,679	18,121	0	0	0
Marathon Community Theatre	5,000	2,205	22,000	0	0
Marathon Community Theatre	20,000	12,925	19,750	11,447	19,750
Master Chef's Classic	9,622	9,413	9,613	5,552	0
Mel Fisher Maritime Museum	15,000	0	0	0	0
Mel Fisher Maritime Museum	20,444	20,444	20,444	0	0
Mel Fisher Maritime Museum	0	0	21,950	21,463	21,950
Morada Way Walkabouts	20,000	0	0	0	0
Morada Way Walkabouts	23,250	18,939	23,250	0	0
Morada Way Walkabouts	0	0	21,125	17,000	21,125
Nutcracker Key West	19,511	19,494	19,500	15,759	0
Pigeon Key Art Festival	<u>18,083</u>	<u>18,083</u>	<u>19,250</u>	<u>18,880</u>	<u>0</u>
Subtotal	1,039,370	824,185	1,238,396	981,063	166,127

**EVENTS
ALL DISTRICTS**

	FY '15 <u>Appropriations</u>	FY '15 <u>Expenditures</u>	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '16 <u>Carry-Over</u>
Pops in the Park	0	0	19,950	19,038	0
Red Barn Theatre	10,000	0	0	0	0
Red Barn Theatre	21,222	21,222	22,100	21,039	22,100
Southernmost Dance Theatre	19,589	6,743	0	0	0
Studios of Key West	21,066	20,418	22,300	22,300	0
Tennessee Williams Theatre	18,333	5,951	21,050	10,058	0
Tennessee Williams Birthday	3,762	3,762	8,300	8,300	0
Waterfront Playhouse	<u>21,338</u>	<u>21,338</u>	<u>23,000</u>	<u>23,000</u>	<u>0</u>
Total Cultural Umbrella	1,154,680	903,619	1,355,096	1,084,798	188,227

FISHING UMBRELLA EVENTS-TOURNAMENTS

Fishing Umbrella Resources	15,087	0	15,000	0	0
BP & Lower Keys Dolphin Tourn	13,000	10,275	15,000	12,360	0
Cheeca Lodge All American Fishing	5,000	3,376	0	0	0
Cuda Bowl	4,500	4,319	4,600	4,415	0
Del Brown Invitational Permit	3,500	3,053	4,410	4,377	0
Florida Keys Dolphin Championship	45,500	43,463	61,000	41,837	0
Fishing TV Production	46,613	45,200	46,613	46,613	0
Fishing Umbrella Advertising	368,500	364,499	422,787	407,635	0
District I Fishing Advertising	0	0	44,490	43,301	0
District II Fishing Advertising	0	0	2,000	2,000	0
District III Fishing Advertising	0	0	33,000	33,000	0
District V Fishing Advertising	0	0	11,000	11,000	0
Fishing Umbrella PR	60,000	55,876	75,000	50,700	0
Golden Fly Tarpon Tournament	1,000	1,000	3,000	3,000	0
Islamorada Spring Fishing Classic	5,000	5,000	7,500	5,274	0
Islamorada Summer Fishing Classic	0	0	5,000	4,303	0
Islamorada Winter Fishing Classic	5,000	4,927	7,500	6,926	0
Isla All-Tackle Bonefish Championship	1,750	1,750	0	0	0
Isla All-Tackle Bonefish & Permit	2,000	0	2,000	1,800	0
Isla All-Tackle Bonefish & Permit	0	0	2,500	0	2,500
Islamorada Jr. Sailfish Tourney	2,500	2,500	3,500	3,500	0
Islamorada Ladies Sailfish Tournament	2,000	2,000	5,000	5,000	0
Islamorada Sailfish Tournament	7,000	7,000	10,000	9,846	0
Islamorada Dolphin Tournament	5,000	5,000	0	0	0
Jim Boker Isla Bonfish & Redfish	2,000	1,875	2,500	2,500	0
Key Largo Sailfish Challenge	8,000	7,986	8,500	8,000	0
Key West Fishing Tournament	40,000	1,500	55,000	0	0
Key West Fishing Tournament	55,000	51,902	60,000	56,845	60,000
Key West Marlin Tournament	50,000	50,000	50,000	50,000	0
Key West Sailfish Championship	30,000	5,851	0	0	0
Final Sail	<u>0</u>	<u>0</u>	<u>30,000</u>	<u>23,413</u>	<u>0</u>
Subtotal	777,950	678,352	986,900	837,645	62,500

**EVENTS
ALL DISTRICTS**

	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '16</u> <u>Carry-Over</u>
Marathon Int'l Bonefish	5,000	2,377	5,000	3,004	0
Marathon Int'l Bonefish	5,000	0	3,000	0	3,000
Marathon Bull & Cow Dolphin	12,000	11,066	15,000	13,090	0
March Merkin Permit Tournament	3,000	1,652	5,000	4,874	0
Nick Sheahan Dolphin Rodeo	9,800	9,800	11,100	11,100	0
Robert James SLAM Celebrity	10,500	0	0	0	0
Skipper's Dolphin Tournament	0	0	5,000	5,000	0
Stock Island Marina King Mackerel	16,000	15,741	18,000	16,880	0
Take Stock in Children	5,000	5,000	10,000	10,000	0
Take Stock in Children	10,000	0	10,000	0	10,000
Tarponian Tournament	3,000	3,000	3,000	3,000	0
Viking Yachts Key West Challenge	<u>5,000</u>	<u>1,196</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Fishing Umbrella	862,250	728,184	1,072,000	904,593	75,500
 DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>700,000</u>	<u>673,231</u>	<u>1,000,000</u>	<u>987,656</u>	<u>0</u>
Total Dive Umbrella	700,000	673,231	1,000,000	987,656	0
 RESERVES					
Emergency	<u>1,527,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>0</u>
Total Emergency	1,527,833	0	1,827,833	0	0
 <small>*Monroe County Finance previous year's corrections</small>					
 GENERIC TWO PENNY					
EVENTS TOTAL					
	\$8,209,818	\$4,858,276	\$10,259,021	\$6,182,130	\$903,994

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

⁶ Page 22
⁷ Page 26
⁸ Page 23
⁹ Page 25
¹⁰ Page 28
¹¹ Page 26

Community/Tourism Enhancements

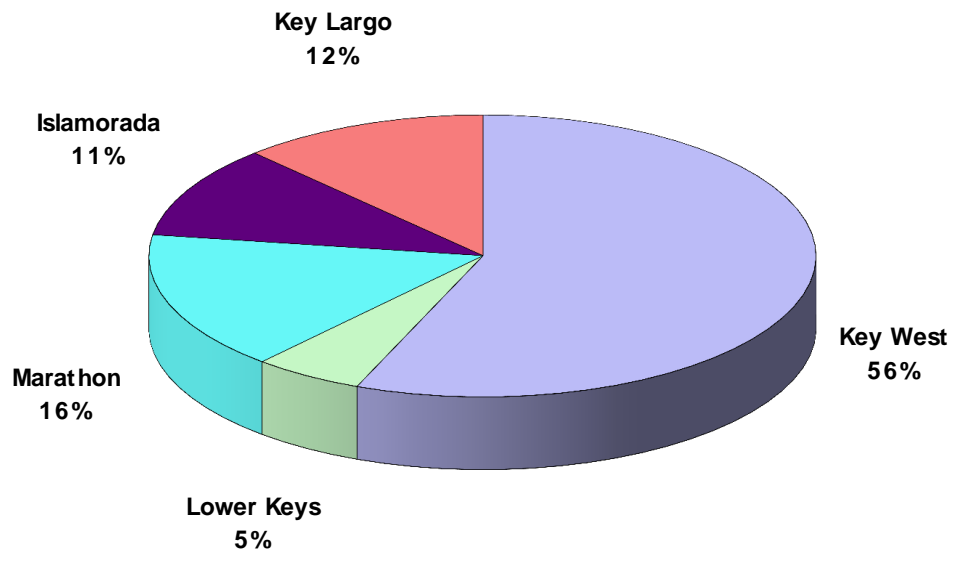
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

- Cleaning and maintenance of Keys Beaches (Smathers, Higgs, CB Harvey Rest (Key West); Veteran's Park/Little Duck Key (Big Pine Key); Sombrero & Coco Plum (Marathon); Anne's & Library (Islamorada) and Harry Harris and Settler's Park (Key Largo)
- Florida Keys Museum of Natural History restoration of the Adderley House
- Dolphin Research Center projects
- Pigeon Key Foundation – ongoing projects including solar energy installation
- Customs House in Key West
- White Street Pier/Higgs and Rest Beaches Projects
- Higgs Beach Special Fund encompassing several major projects
- Smathers Beach – continued maintenance and restoration
- Sinking of offshore vessels for artificial reef projects (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- Ongoing upgrades to East and West Martello Towers
- Marathon Community Theatre
- Marathon Garden Club
- City of Marathon – beach improvements, installation of observation boardwalk, kayak docks & tiki huts
- Friends of the Islamorada State Parks
- Village of Islamorada Founder's Park Community and Kiddo Pool, Amphitheatre and repairs to the Hurricane Monument, Islamorada beaches – beach parks cleaning and trash removal & boardwalk replacement project
- Friends of Mallory Square Memorial
- Kitzo-Berg Beach Walkway
- Florida Keys Wild Bird Center – Acquisition of building
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Botanical Garden Projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Mote Marine Lab – Coral Reef restorations (all districts)
- Coral Restoration Foundation – Coral Reef restorations (all districts)
- Tennessee Williams Theatre projects
- Studios of Key West projects
- Florida Keys Eco-Discovery Center
- Florida Keys History of Diving Museum projects
- Island Dolphin Care
- San Carlos repairs
- Audubon/Geiger House Museum & Tropical Gardens
- Little White House projects
- Waterfront Playhouse ongoing upgrades
- Old Island Restoration Foundation
- AIDS Memorial Repair
- Marine Mammal Conservancy projects
- Schooner Western Union Maritime Museum Refit Project
- Key West Players stage repair
- History of Diving Museum ongoing projects
- Monroe County Key Largo Cultural Center Improvements
- Rowell's Marina – beach renovations
- Bayview Park Vietnam Veteran's Memorial Project
- Truman Annex Waterfront Project – Amphitheater
- Scottish Rite Masonic Center – Building Improvements
- Oldest House – Repairs
- Key West Lighthouse – Preservation Project
- Mel Fisher Improvements Project
- Hellings House Museum restoration
- Crane Point projects

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 2016 Bed Tax Revenue by District

As Per September 2016 MCTDC 4 Penny Bed Tax Report



DISTRICT TWO PENNY ACTIVITIES KEY WEST	REVENUE:	FY '15	FY '16	VARIANCE
	BED TAX REVENUE	8,204,689	9,671,300	1,466,611
	5% RESERVES F.S. 129.01	(410,234)	(483,565)	(73,331)
	BALANCE FORWARD	<u>5,207,815</u>	<u>5,359,815</u>	<u>152,000</u>
	TOTAL REVENUE	13,002,270	14,547,550	1,545,280

	FY '15 <u>Appropriations</u>	FY '15 <u>Expenditures</u>	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '16 <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	11,451	11,261	14,096	11,421	0
Fees & Commissions - Finance	1,705	824	0	0	0
Utilities	19,477	3,625	20,000	3,453	0
Administrative Services	156,103	35,658	140,201	0	0
County Services	108,639	59,799	59,799	59,799	0
Administrative Resources	<u>101,644</u>	<u>0</u>	<u>80,751</u>	<u>0</u>	<u>0</u>
Total Administrative	399,019	111,167	314,847	74,673	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	333,761	333,761	333,761	333,761	0
KWBG Gay & Lesbian VIS	<u>50,000</u>	<u>50,000</u>	<u>50,000</u>	<u>50,000</u>	<u>0</u>
Total VIS	383,761	383,761	383,761	383,761	0

CAPITAL PROJECTS					
W Martello - Salary	48,940	48,148	51,777	49,054	0
Higgs Beach - Salary	61,989	61,280	73,087	73,085	0
Capital Project Resources	381,855	0	875,964	0	0
Customs House Fire Protection	20,912	20,912	0	0	0
Customs House Electrical Repairs	21,011	21,011	0	0	0
Customs House Plumbing Repair, Upgrades	19,100	19,100	0	0	0
Customs House Museum Roof Repairs	170,990	0	170,990	169,846	0
Smathers/Rest Beach - Cleaning	380,000	380,000	520,000	415,322	0
Higgs Beach Util/Maint/Op	144,000	104,866	130,000	126,462	0
Higgs Beach - Cleaning	133,853	132,611	134,925	134,745	0
Higgs Beach Operating Supplies	0	0	6,500	6,484	0
Higgs Beach Reestablish Shoreline	75,000	0	0	0	0
Key West Lighthouse Preservation	342,026	82,397	315,026	315,026	0
W Martello Meeting Room Restoration	163,000	152,638	0	0	0
Mel Fisher Museum Safety, Security	6,308	5,781	0	0	0
Mote Coral Reef Restoration - Key West	54,000	54,000	124,000	124,000	0
Museum Maintenance	15,000	11,992	20,000	11,501	0
Museum Utilities	25,000	24,011	25,000	23,452	0
Museum Risk Management	424	212	500	212	0
Hellings House Museum Phase I	0	0	80,954	0	0
E Martello Restroom Roof	90,000	0	0	0	0
E Martello Papio Gallery Installation	0	0	5,758	2,553	0
E Martello ADA Upgrades	0	0	300,000	24,295	300,000
Mel Fisher Museum Restrooms	0	0	6,195	5,929	0
Mel Fisher Museum Fencing Improvements	0	0	7,500	5,025	0
Key West Lighthouse Preservation Ph II	0	0	481,000	406,820	0
KWBGS Security/Accessibility	24,900	24,900	0	0	0
KWBGS Signage, Playground, Dem Garden	18,250	0	18,250	13,184	0
KWBGS Gate Water Fountain Sign Kiosk	0	0	15,254	15,254	0
Oldest House Replace Foundation Supports	0	0	45,000	0	0
City of KW Rest Beach Ren	245,000	0	245,000	0	0
City of KW Rest Beach Ren	207,000	0	207,000	0	0
City of KW Truman Wtrfnt Pk Amphitheater	2,000,000	0	2,000,000	0	2,000,000
City of KW Viet Nam Veterans Memorial	243,475	0	243,475	243,475	0
Oldest House Electrical, Roof Repair	16,913	8,425	23,955	0	0
Coral Reef Restoration Foundation Key West	0	0	12,000	12,000	0
Reef Restoration - Key West	0	0	12,000	12,000	0
Scottish Rite Masonic Renovation	151,000	151,000	0	0	0
Scottish Rite Masonic Renovation	300,000	300,000	0	0	0
Studios of Key West Phase III	150,000	0	150,000	25,000	150,000
Studios of Key West Roof Landscape Lt Elev	0	0	100,000	0	100,000
Studios of Key West Rooftop Garden	0	0	200,000	0	200,000
Smathers Beach Restroom Facilities	0	0	225,000	0	225,000
TWMS Lobby Expansion Enhancement	350,000	0	350,000	0	0
Truman Little White House Kitchen	19,500	19,500	0	0	0
Waterfront Playhouse Dressing Rms Lighting	0	0	91,300	91,300	0
Waterfront Playhouse A/C,Awnings, Lighting	<u>171,000</u>	<u>160,972</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	6,050,446	1,783,756	7,267,410	2,306,024	2,975,000

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '15 <u>Appropriations</u>	FY '15 <u>Expenditures</u>	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '16 <u>Carry Over</u>
SPECIAL EVENTS					
District I Event Resources	0	0	25,000	0	0
Fantasy Fest	120,000	120,000	0	0	0
Florida Keys Ocean Festival & Craft Show	10,000	10,000	0	0	0
Florida Keys Seafood Festival	17,000	17,000	0	0	0
Goombay	10,000	0	0	0	0
Hot Pink Holidays	10,000	1,473	10,000	7,657	0
Hot Pink Holidays	0	0	10,000	1,000	10,000
Kamp Key West	10,000	9,682	10,000	3,734	0
Key West Pride	25,000	23,187	0	0	0
Key West Brewfest	17,000	0	17,000	17,000	0
Key West Songwriter's Festival	120,000	120,000	0	0	0
Key West Paddleboard	10,000	8,093	7,983	7,983	0
Key West Land, Sea, Air	10,000	5,972	0	0	0
Key West Triathlon	0	0	17,000	0	17,000
Southernmost Marathon	0	0	25,000	22,075	25,000
Tropical Heat	1,052	0	0	0	0
Tropical Heat	10,000	10,000	10,000	0	0
Hemingway 5K Run & Paddleboard	10,000	10,000	10,000	10,000	0
Heroes & Villians 5K Run/Walk	10,000	6,086	0	0	0
Heroes & Villians 5K Run/Walk	10,000	0	10,000	8,667	0
Key West Film Festival	25,000	23,572	0	0	0
Key West Film Festival	25,000	0	25,000	7,361	0
Key West Food & Wine Festival	25,000	25,000	0	0	0
Key West Half Marathon	35,000	35,000	35,000	35,000	0
Key West Holiday Fest	35,000	22,020	35,000	0	35,000
Key West Holiday Fest	25,000	0	25,000	24,279	0
Key West Race Week	120,000	0	120,000	120,000	0
Key West Halloween Half Marathon	10,000	0	10,000	0	10,000
Key West Halloween Half Marathon	0	0	10,000	10,000	0
Keystock Music Festival	10,000	7,549	10,000	6,708	0
Mel Fisher Days	10,000	9,829			0
Miss Gay USA	10,000	10,000	10,000	7,927	0
New Year's Eve Shoe Drop	10,000	10,000	10,000	10,000	0
New Year's Eve Shoe Drop	10,000	0	10,000	0	10,000
Papios Kinetic Parade	0	0	10,000	7,300	0
P. Peterson's Key West Poker Run	75,000	72,268	0	0	0
Sunset Celebration Welcomes Tall Ships	10,000	2,052	0	0	0
Swim Around Key West	1,802	0	10,000	9,743	0
The Key Lime Festival	0	0	17,000	16,320	0
Womenfest	45,000	38,914	0	0	0
Womenfest	<u>35,000</u>	<u>35,000</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	916,854	632,697	488,983	332,754	107,000
PROMOTION & ADVERTISING					
PR Stringer Fees	31,500	31,500	33,075	33,075	0
FCCA Conference & Trade Show	4,200	3,351	5,900	5,885	0
Promo & Advertising Resources	100,000	0	205,900	0	0
District Advertising Campaign ¹	4,977,042	4,934,382	5,518,827	5,387,771	0
DAC I Webcam	<u>18,400</u>	<u>17,716</u>	<u>14,800</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	5,131,142	4,986,949	5,778,502	5,441,531	0
Higgs Beach Special Fund	114,047	0	314,047	0	314,047
Higgs Bch Roof Replace Plygrd	<u>7,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Beach Fund	121,047	0	314,047	0	314,047
KEY WEST DISTRICT TWO PENNY PROGRAM					
TOTAL	\$13,002,269	\$7,898,330	\$14,547,550	\$8,538,743	\$3,396,047

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

DISTRICT TWO PENNY ACTIVITIES LOWER KEYS	REVENUE:	FY '15	FY '16	VARIANCE
	BED TAX REVENUE	740,518	996,200	255,682
	5% RESERVES F.S. 129.01	(37,026)	(49,810)	(12,784)
	BALANCE FORWARD	<u>339,023</u>	<u>392,868</u>	<u>53,845</u>
	TOTAL REVENUE	1,042,515	1,339,258	296,743

	FY '15 <u>Appropriations</u>	FY '15 <u>Expenditures</u>	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '16 <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	1,145	1,126	1,499	1,254	0
Fees & Commissions - Finance	152	71	152	70	0
Utilities	2,232	416	2,000	350	0
Administrative Services	17,144	3,074	0	0	0
County Services	27,235	23,290	23,290	23,290	0
Administrative Resources	<u>8,037</u>	<u>0</u>	<u>8,989</u>	<u>0</u>	<u>0</u>
Total Administrative	55,945	27,977	35,930	24,964	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>0</u>
Total VIS	95,760	95,760	95,760	95,760	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	58,059	57,046	58,331	48,506	0
Little Duck Key Beach - Util/Maint/Op	6,844	6,844	10,000	9,074	0
Little Duck Key Beach - Cleaning	20,161	18,810	17,802	15,986	0
Mote Coral Reef Restoration - Lower Keys	54,000	54,000	49,000	49,000	0
Capital Projects Resources	<u>121,584</u>	<u>0</u>	<u>277,759</u>	<u>0</u>	<u>0</u>
Total Capital Projects	260,648	136,700	412,892	122,566	0
SPECIAL EVENTS					
Fantasy Fest '14	20,000	20,000	0	0	0
BP & LK Nautical Flea Market	15,000	12,048	0	0	0
No Name Race	175	0	0	0	0
Grimal Grove Holiday Chocolate Festival	0	0	5,000	0	0
P. Peterson's Key West Poker Run	15,000	13,769	0	0	0
P. Peterson's Key West Poker Run	15,000	0	15,000	15,000	0
Underwater Music Festival	<u>15,000</u>	<u>10,447</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	80,175	56,264	20,000	15,000	0
PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	11,025	11,025	0
District Advertising Campaign ²	514,186	471,716	742,850	714,762	0
DAC II Webcam	<u>20,300</u>	<u>20,300</u>	<u>20,801</u>	<u>20,801</u>	<u>0</u>
Total Promo & Ad	544,986	502,516	774,676	746,588	0
LOWER KEYS DISTRICT TWO PENNY PROGRAM					
TOTAL	\$1,037,514	\$819,217	\$1,339,258	\$1,004,878	\$0

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

DISTRICT TWO PENNY ACTIVITIES MARATHON	REVENUE:		<u>FY '15</u>	<u>FY '16</u>	<u>VARIANCE</u>
	BED TAX REVENUE		2,165,830	2,427,600	261,770
	5% RESERVES F.S. 129.01		(108,292)	(121,380)	(13,088)
	BALANCE FORWARD		<u>917,515</u>	<u>945,978</u>	<u>28,463</u>
	TOTAL REVENUE		2,975,053	3,252,198	277,145

		FY '15	FY '15	FY '16	FY '16	FY '16
		<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
ADMINISTRATIVE						
Salaries/Legal		2,292	2,252	2,881	2,228	0
Fees & Commissions - Finance		426	208	300	138	0
Administrative Services		41,775	8,607	40,644	0	0
Utilities		5,067	951	6,000	993	0
County Services		16,400	16,356	16,356	16,356	0
Administrative Resources		<u>26,737</u>	<u>0</u>	<u>11,266</u>	<u>0</u>	<u>0</u>
	Total Administrative	92,697	28,374	77,447	19,715	0

VISITOR INFORMATION SERVICES						
District Visitor Information Services		<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>0</u>
	Total VIS	168,000	168,000	168,000	168,000	0

CAPITAL PROJECTS						
City of Marathon Sombrero Bch Cleaning		65,194	58,551	65,194	58,800	0
City of Marathon Coco Plum Bch Cleaning		42,827	40,956	42,827	42,033	0
Coral Reef Restoration - Marathon Waters		0	0	24,000	24,000	0
Coco Plum Shore Restoration		0	0	125,000	0	125,000
Sombrero Beach Improvements		25,000	0	0	0	0
Crane Point Adderley House Restoration		0	0	58,261	58,261	0
Crane Point Resurface Nature Trails		0	0	9,850	4,900	0
Crane House Public Restroom Project		0	0	24,955	24,955	24,955
DRC Construct Environmental Svcs Bldg		87,388	87,388	0	0	0
DRC Animal Care & Training Office Building		48,120	0	48,120	48,120	0
DRC Shade Structures		40,000	34,107	0	0	0
DRC UV Sanitizer Sprayground		10,000	0	0	0	0
DRC Replace Ice Machine		4,500	0	0	0	0
DRC Construct Welcome Center Building		421,700	0	421,700	0	421,700
DRC Renovate Fish House Building		57,500	0	57,500	57,500	0
DRC Guest Restroom Change Rooms		0	0	134,894	0	134,894
DRC Signage Project		0	0	11,750	0	0
City of Mara Oceanfront Park Ph 4		150,000	150,000	0	0	0
City of Mara Oceanfront Park Ph 5		45,900	0	45,900	45,900	0
Pigeon Key Gang Quarters Roof Section		65,318	6,265	250,000	233,967	250,000
Pigeon Key Gang Quarters Bathroom Rprs		18,000	0	18,000	12,450	0
Pigeon Key Gang Quarters Window Repairs		3,400	3,400	0	0	0
Pigeon Key Fire Sprinkler System		0	0	150,000	13,200	150,000
Pigeon Key Wood Floor Restoration		0	0	10,000	6,250	0
Capital Projects Resources		<u>0</u>	<u>0</u>	<u>114,529</u>	<u>0</u>	<u>0</u>
	Total Capital Projects	1,084,847	380,667	1,612,480	630,336	1,106,549

SPECIAL EVENTS						
Event Resources		0	0	520	0	
Battle in the Bay		3,207	0	0	0	0
Heroes Salute Weekend		30,000	0	30,000	27,907	0
Sombrero Beach Run		20,000	18,376	0	0	0
Fantasy Fest		30,000	22,007	0	0	0
Fantasy Fest		30,000	0	30,000	27,741	0
Winter Poker Run & Regatta		<u>30,000</u>	<u>15,831</u>	<u>0</u>	<u>0</u>	<u>0</u>
	Total Special Events	143,207	56,214	60,520	55,648	0

PROMOTION & ADVERTISING						
PR Stringer Fees		10,500	10,500	11,025	11,025	0
DAC III Webcam		18,400	14,800	18,400	14,800	0
District Advertising Campaign ³		<u>1,457,403</u>	<u>1,440,005</u>	<u>1,304,326</u>	<u>1,275,543</u>	<u>0</u>
	Total Promo & Ad	1,486,303	1,465,305	1,333,751	1,301,368	0

**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '16</u> <u>Carry Over</u>
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
MARATHON					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$2,975,054	\$2,098,560	\$3,252,198	\$2,175,067	\$1,106,549

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

DISTRICT TWO PENNY ACTIVITIES ISLAMORADA	REVENUE:	FY '15	FY '16	VARIANCE
	BED TAX REVENUE	1,641,469	1,864,900	223,431
	5% RESERVES F.S. 129.01	(82,073)	(93,245)	(11,172)
	BALANCE FORWARD	<u>947,854</u>	<u>702,601</u>	<u>(245,253)</u>
	TOTAL REVENUE	2,507,250	2,474,256	(32,994)

	FY '15 <u>Appropriations</u>	FY '15 <u>Expenditures</u>	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '16 <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,292	2,252	2,881	2,228	0
Fees & Commissions- Finance	335	162	250	115	0
Utilities	3,911	713	4,500	817	0
Administrative Resources	21,564	0	13,741	0	0
Administrative Services	32,182	6,763	30,077	0	0
County Services	<u>14,790</u>	<u>12,023</u>	<u>12,023</u>	<u>12,023</u>	<u>0</u>
Total Administrative	75,074	21,913	63,472	15,183	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>0</u>
Total VIS	157,500	157,500	157,500	157,500	0

CAPITAL PROJECTS					
Staghorn Elkhorn Coral Restoration	41,300	41,300	0	0	0
Air Delivery to Divers	0	0	8,500	8,500	0
"Communities" Exhibit Buildout	0	0	30,000	27,183	0
Florida Keys Wild Bird Street Signage	0	0	15,000	12,553	0
Founders Park New Playground Equipment	31,027	29,899	0	0	0
History of Diving Museum Exhibit Enhance	29,729	29,729	0	0	0
History of Diving Exhibit Space	37,603	37,603	0	0	0
History of Diving Museum Sustainability	5,691	5,691	0	0	0
Diving Museum Timeline Enhancement	0	0	28,150	28,150	0
Keys History & Discovery Theater	164,000	146,590	0	0	0
Islamorada Village Library Bch Playground	0	0	12,739	12,131	0
Islamorada Bch Pk Facilities Cleaning	48,139	44,243	45,000	45,000	0
Coral Reef Restoration - Islamorada Waters	0	0	48,950	47,890	0
Capital Projects Resources	<u>282,120</u>	<u>0</u>	<u>581,086</u>	<u>0</u>	<u>0</u>
Total Capital Projects	639,609	335,055	769,425	181,407	0

SPECIAL EVENTS					
Beach Road Trip	0	0	10,000	0	10,000
Conch Life Scramble Golf Tournament	9,521	0	10,000	8,004	0
Conch Life Scramble Golf Tournament	10,000	0	4,581	0	4,581
Fantasy Fest	15,000	10,179	0	0	0
Florida Keys Island Festival	20,000	20,000	0	0	0
Islamorada Running Company	0	0	20,000	0	20,000
Keys Woofstock	0	0	10,000	6,363	0
Mad Dog Mandich Fishing Classic	10,000	9,550	0	0	0
Mad Dog Mandich Fishing Classic	6,398	0	6,398	4,553	0
Miami Boat Show Poker Run	10,000	7,082	0	0	0
P. Peterson's Key West Poker Run	10,000	9,197	0	0	0
P. Peterson's Key West Poker Run	10,000	0	10,000	10,000	0
Swim for Alligator Lighthouse	40,000	40,000	40,000	0	0
Upper Keys Reef Crawl	<u>10,000</u>	<u>2,280</u>	<u>10,000</u>	<u>0</u>	<u>0</u>
Total Special Events	150,919	98,288	120,979	28,920	34,581

PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	11,025	11,025	0
District Advertising Campaign ⁴	1,352,848	1,334,053	1,231,055	1,163,350	0
Promo & Adv Resources	100,000	0	100,000	0	0
DAC IV Webcam	<u>20,800</u>	<u>20,800</u>	<u>20,800</u>	<u>20,800</u>	<u>0</u>
Total Promo & Adv	1,484,148	1,365,353	1,362,880	1,195,175	0

ISLAMORADA DISTRICT TWO PENNY PROGRAM TOTAL	\$2,507,250	\$1,978,109	\$2,474,256	\$1,578,185	\$34,581
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To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

DISTRICT TWO PENNY ACTIVITIES KEY LARGO	REVENUE:	<u>FY '15</u>	<u>FY '16</u>	<u>VARIANCE</u>
	BED TAX REVENUE	1,665,395	2,040,000	374,605
	5% RESERVES F.S. 129.01	(83,270)	(102,000)	(18,730)
	BALANCE FORWARD	<u>745,591</u>	<u>781,735</u>	<u>36,144</u>
	TOTAL REVENUE	2,327,716	2,719,735	392,019

	<u>FY '15 Appropriations</u>	<u>FY '15 Expenditures</u>	<u>FY '16 Appropriations</u>	<u>FY '16 Expenditures</u>	<u>FY '16 Carry-over</u>
ADMINISTRATIVE					
Salaries/Legal	2,292	2,252	2,881	2,228	0
Fees & Commissions - Finance	365	180	0	0	0
Utilities	980	238	1,200	233	0
Administrative Services	40,355	7,378	12,876	0	0
County Services	53,468	37,424	37,424	37,424	0
Administrative Resources	<u>22,748</u>	<u>0</u>	<u>15,792</u>	<u>0</u>	<u>0</u>
Total Administrative	120,208	47,472	70,173	39,885	0

VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>0</u>
Total VIS	149,100	149,100	149,100	149,100	0

CAPITAL PROJECTS					
Harry Harris Beach - Salary	60,731	57,763	66,290	62,844	0
Settler's Park - Salary	30,820	29,758	33,022	32,254	0
Harry Harris Beach - Cleaning	24,500	23,235	25,000	19,000	0
Harry Harris Beach - Util/Maint/Rprs	39,500	39,500	45,000	45,000	0
Island Dolphin Care Exterior Painting	0	0	6,000	4,700	0
Coral Restoration - Key Largo	0	0	54,775	53,775	0
Reef Restoration - Key Largo	0	0	21,826	21,826	0
Old Settler's Park Improvements	49,200	47,817	0	0	0
Rowell's Beach Park Facility	55,132	10,610	0	0	0
Capital Projects Resources	<u>330,634</u>	<u>0</u>	<u>589,303</u>	<u>0</u>	<u>0</u>
Total Capital Projects	590,517	208,683	841,216	239,399	0

SPECIAL EVENTS					
Bogart Film Festival	25,000	13,493	25,000	25,000	0
Bogart Film Festival	0	0	25,000	0	25,000
Beach Road Trip	0	0	10,000	0	10,000
Jimmy Johnson Nat'l Billfish Championship	15,000	15,000	15,000	15,000	0
Key Largo Bridge Run	5,004	0	5,004	5,004	0
Key Largo Original Music Festival	25,000	24,370	0	0	0
Uncorked-KL & Islamorada Food & Wine	20,000	20,000	0	0	0
KL Stone Crab & Seafood Fest	30,000	28,894	0	0	0
Orange Bowl '14	35,000	18,961	0	0	0
REEF Fest	0	0	5,152	0	5,152
Upper Keys Reef Crawl	<u>10,000</u>	<u>2,520</u>	<u>10,000</u>	<u>0</u>	<u>0</u>
Total Special Events	165,004	123,238	95,156	45,004	40,152

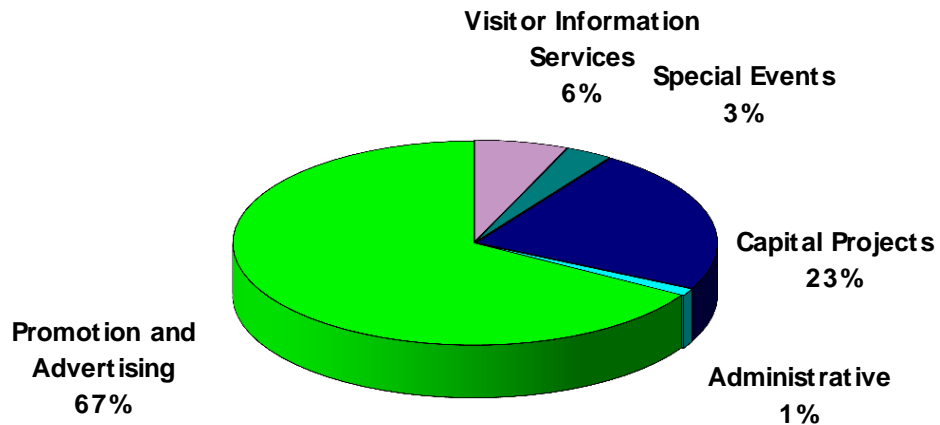
PROMOTION & ADVERTISING					
Promo & Adv Resources	50,000	0	100,000		0
District Advertising Campaign ⁵	1,193,391	1,140,372	1,429,065	1,362,683	0
PR Stringer Fees	10,500	10,500	11,025	11,025	0
DAC V Webcam	<u>48,996</u>	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>0</u>
Total Promo & Ad	1,302,887	1,174,872	1,564,090	1,397,708	0

**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

	<u>FY '15</u> <u>Appropriations</u>	<u>FY '15</u> <u>Expenditures</u>	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '13</u> <u>Carry Over</u>
RESERVES					
Emergency	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Emergency	0	0	0	0	0
*Monroe County Finance previous year's corrections					
KEY LARGO					
DISTRIC TWO PENNY PROGRAM					
TOTAL	\$2,327,716	\$1,703,365	\$2,719,735	\$1,871,096	\$40,152

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Two Penny (being that advertising and events fundings are permissible expenditures of the Two Penny fund) resulting in no net loss to the District.

Total District Two Penny Expenditures FY 2016



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2016 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 MCBOCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.