TOURIST DEVELOPMENT COUNCIL EXPENDITURES
CHECKS DISTRIBUTED FOR THE MONTH OF APRIL 2004

VENDOR	DESCRIPTION	AMOUNT
ADVERTISING		
COOKE COMMUNICATIONS	DAC/FSHG MTGS/BUS.REP	$270.97
FLORIDA KEYS KEYNOTER	DAC/FSHG/CULTURAL/TDC MTGS	$191.20
FLORIDA KEYS .COM	3/1-5/1/04	$2,500.00
THE REPORTER	DAC/FSHG MTGS	$70.98
TINSLEY ADVERTISING	SPAN.FLY FEB-MAR04	$45,200.00
TINSLEY ADVERTISING	OVERTURE JAN-FEB04	$23,185.23
TINSLEY ADVERTISING	GOOGLE FEB04	$3,054.83
TINSLEY ADVERTISING	PROMO ADV.	$927,485.89
TINSLEY ADVERTISING	GEN. FSHG ADS	$11,290.68
TINSLEY ADVERTISING	DIVE UMB	$13,143.64
TINSLEY ADVERTISING	GEN. ARTS	$24,680.05
TINSLEY ADVERTISING	DAC 1 ADV EXP	$276,406.32
TINSLEY ADVERTISING	DAC 2 ADV EXP	$18,525.16
TINSLEY ADVERTISING	DAC 3 ADV EXP	$5,711.00
TINSLEY ADVERTISING	DAC 4 ADV EXP	$45,862.83
TINSLEY ADVERTISING	DAC 5 ADV EXP	$35,254.90
		$1,432,833.68
BRICKS & MORTAR PROJECTS		
FLORIDA KEYS LAND & SEA TRUST	CP REFURBISHMENT PROJ.	$9,767.43
KEY WEST BOTANICAL GARDEN SOCIETY	PHASE 2	$20,012.60
		$29,780.03
VISITOR INFORMATION SERVICES		
KEY WEST CHAMBER OF COMMERCE	APR 04	$17,250.00
MARATHON CHAMBER OF COMMERCE	MAR 04	$6,666.66
ISLAMORADA CHAMBER OF COMMERCE	MAR 04	$6,666.66
KEY LARGO CHAMBER OF COMMERCE	MAR 04	$7,750.00
LOWER KEYS CHAMBER OF COMMERCE	APR 04	$4,500.00
		$42,833.32
EVENTS		
FLA KEYS COMM CONCERT	POPS IN THE PARK	$2,655.44
GRAND VIEW MEDIA GRP	BP & LWR KEYS DOLPHIN TOURN	$420.00
KEY WEST COUNCIL ON THE ARTS	IMPROMPTU CONCERTS	$713.75
KEY WEST FISHING TOURN	RQST 9&10	$7,306.40
KEY WEST PLAYERS INC	WATERFRONT PLAYHOUSE	$3,676.61
LOWER KEYS CHAMBER OF COMMERCE	BP & LWR KEYS DOLPHIN TOURN	$200.00
MS. MARGUERITE'S BAIT SHACK	JM KINGFISH TOURN	$1,000.00
OUTDOOR FLORIDA	BP & LWR KEYS DOLPHIN TOURN	$95.00
PIGEON KEY FOUNDATION INC	ART FEST	$4,360.24
PRIMEDIA	BP & LWR KEYS DOLPHIN TOURN	$500.00
SAN PEDRO WOMEN'S GUILD	ART UNDER THE OAKS	$932.70
TINSLEY ADVERTISING	ISLAND OPERA THEATRE	$2,582.79
TINSLEY ADVERTISING	KW HSE & GDN TOURS	$1,064.39
TINSLEY ADVERTISING	PIGEON KEY ART FEST	$1,440.75
TINSLEY ADVERTISING	ART UNDER THE OAKS	$1,275.77
		$28,223.84
OFFICE SUPPLIES & OPER COSTS		
BUCCANEER COURIER	3/16-4/15/04/DEL. TDC PACKETS	$237.10
C.B. SCHMITT REAL ESTATE	APR04 RENT	$7,503.60
CERTIFIED LOWER KEYS PLUMBING	FAUCET/HIGGS BCH	$116.00
CITY OF MARATHON	JAN-MAR04 MAINT SOMB. & COCO BCH	$31,166.70
DIVERSIFIED SERVICES	MAR04	$345.00
E AND E CONCRETE OF KW	E.MARTELLO POST REPLACE	$6,100.00
FEDERAL EXPRESS CORP	SHIPPING	$1,401.84
KEY WEST CITIZEN	1 YR SUBS 4/04-05	$102.00

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KEYS OFFICE EQUIPMENT	ELEC. TIME REC/HIGGS BCH	$279.95
OFFICE DEPOT	OFFICE SUPPLIES	$434.07
PITNEY BOWES	MAR-APR04	$302.00
PITNEY BOWES	TAPE ROLLS/CARTRIDGE	$118.21
RAYBRO CED	MUSEUM MAINT SUPPLIES	$187.06
ROBBIE'S SAFE HARBOR & MARINA	MAR04 MAINT SMTR & REST BCH	$11,476.25
ROBBIE'S SAFE HARBOR & MARINA	MAR04 MAINT VET PARK	$1,299.28
ROBBIE'S SAFE HARBOR & MARINA	MAR04 MAINT HIGGS BCH	$6,910.79
ROBBIE'S SAFE HARBOR & MARINA	MAR04 MAINT HARRY HARRIS PARK	$1,356.75
TOTAL TEMPERATURE CONTROL	APR04 MAINT	$99.95
TRUE-LINE REMODELING	REPAIR LOUVER/KW LTHSE	$1,750.00
XEROX CORP	FEB04 COPIER	$512.45
XEROX CORP	MAR04 FAX	$78.00
		$71,777.00

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD		$0.00
		$0.00

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	APR04 PR FEES	$31,500.00
STUART NEWMAN ASSOCIATES	PR EXP	$30,141.81
		$61,641.81

SALES & MARKETING

AMERICAN SOCIETY OF TRAVELERS	J.FARRER-1/1-12/31/04	$465.00
AMEUROP PHONE ASSIST	MAR04	$1,500.00
CASSWOOD INSURANCE AGENCY	SAN DIEGO PRIDE 04	$50.00
CELLET TRAVEL SVCS LTD	MAR04 FEES	$5,666.66
CELLET TRAVEL SVCS LTD	EXP	$8,959.91
COMMUNITY MARKETING INC	GLWTE APR04/BOX HANDLING	$30.00
EQUALITY FORUM INC.	REG-SUNDAY OUT,PA. 5/12/04	$125.00
FILM FLORIDA	REG-LONDON PRODUCTION SHW 5/18-20/04	$1,200.00
GET IT ACROSS	GERMAN SLS MISSION 6/7-11/04	$4,000.00
HOLLY PERKINS	11TH GLBT EXPO 3/20-21/04	$400.00
KEY WEST ALOE	PROMO STUFF-ITB,BERLIN	$89.67
KEYBOARD ADVERTISING SPEC	TAGS/SNAP ENVELOPES	$3,519.77
MEETING PROFESSIONALS INT'L	REG-WEC CONF,CO 7/24-27/04	$550.00
NORTHALSTEAD MARKET DAYS	REG-CHICAGO 8/7-8/04	$1,175.00
RECEPTIVE SERVICES ASSOC	S.MITCHELL 6/1/04-5/31/05	$385.00
ROBERT L ONEAL	TDC WEBSITE PHOTOS	$2,250.00
ROSEMONT EXPOSITION SERVICES	BOOTH EXP-OWU,CHICAGO 4/23-25/04	$2,571.50
SAN DIEGO LESBIAN & GAY PRIDE	BOOTH EXP-7/04	$595.00
SMITH TRAVEL RESEARCH	FEB04 DATA	$475.00
THE MARKET SHARE CO	MAR04 ADM FEE	$1,900.00
		$35,907.51

TELEPHONE & UTILITIES

AT&T	4535127MAR04	$58.50
AT&T	TDCMAR04	$3,550.89
AT&T	APR04 ADV FEATURES	$1,006.54
AT&T WIRELESS	5090402MAR04	$69.10
BELLSOUTH	2961936MAR04	$240.01
BELLSOUTH	2942901MAR04	$938.06
BELLSOUTH	2944641MAR04	$204.28
BELLSOUTH	Z510292APR04	$24.95
BELLSOUTH	Z510293MAR04	$72.17
BELLSOUTH	2950916MAR04	$462.38
CITY OF KEY WEST	APR04 LTHSE	$427.76
COMPUTER OFFICE SOLUTIONS	APR04	$22.00
FKAA	TDC MAR04	$54.88
FKAA	APR04 WH	$239.97
FKAA	MAR04 HH OCEAN	$0.45
KEYS ENERGY SERVICES	TDCAPR04	$325.99
MC MUNICIPAL SVC DIST	FEB04 HIGGS BCH	$1,742.48
WASTE MANAGEMENT OF FL	APR04 HIGGS BCH	$2,761.92

		$12,202.33

TRAVEL

DANAH KOZMA	FEB04REIMB	$47.00
HAROLD WHEELER	MAR-APR04 LA MTG	$36.00
HAROLD WHEELER	MAR-APR04 TDC MTG	$171.10
JUTTA FARRER	ITB,BERLIN 3/9-16/04 FINAL TVL	$1,218.09
KEY WEST TRAVEL CONDO	R.BROWN-TALLAHASSEE 3/23-25/04	$697.90
KEY WEST TRAVEL CONDO	S.MITCHELL-BERLIN 3/9-17/04	$781.49
KEY WEST TRAVEL CONDO	S.SMITH-NY/LA 3/19-25/04	$600.10
KEY WEST TRAVEL CONDO	S.TORTU-NY/NJ 3/14-29/04	$361.40
LYNDA STUART	APR04 MTG	$132.70
RITA BROWN	FF MTG,TALLAHASSEE 3/23-25/04	$371.20
RITA BROWN	SANTA MONICA 4/14-19/04 ADV TVL	$258.50
SABINE PONS-CHILTON	APR04 MTG	$121.30
SABINE PONS-CHILTON	BIT,MILAN 2/12-19/04	$4,894.94
STACEY MITCHELL	ITB,BERLIN 3/9-17/04 FINAL TVL	$524.96
STEVE K SMITH	GLBTE/CONF,NY/LA 3/19-25/04	$1,744.88
STEVE K SMITH	PRIDEFEST,PALM BCH 3/26-28/04	$478.82
SUSANNE TORTU	OWU,CHICAGO 4/22-26/04 ADV TVL	$1,348.00
SUSANNE TORTU	MAR04 REIMB-NY SLS CLS	$54.57
SUSANNE TORTU	NY/NJ 3/14-29/04 FINAL TVL	$332.11
		$14,175.06

TOTAL	**$1,729,374.58**