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

VENDOR	DESCRIPTION	AMOUNT
ADVERTISING		
COOKE COMMUNICATIONS	DAC/DIVE/TDC/FSHG UMB MTGS/MKT RSCH DIR	$1,332.33
FLORIDA KEYS KEYNOTER	DAC/FSHG/DIVE/TDC MTGS	$170.40
FLORIDA KEYS .COM	7/1-8/1/04	$1,250.00
THE REPORTER	DAC/FSHG/DIVE/ MTGS	$319.60
TINSLEY ADVERTISING	FLAUSA.COM JUN04	$744.62
TINSLEY ADVERTISING	SCUBADIVING.COM MAY04	$1,200.63
TINSLEY ADVERTISING	OVERTURE MAY04	$17,211.00
TINSLEY ADVERTISING	GOOGLE MAY04	$7,163.04
TINSLEY ADVERTISING	SPAN FLY MAY-JUN04	$39,550.00
TINSLEY ADVERTISING	GAY.COM MAY04	$3,601.83
TINSLEY ADVERTISING	PROMO ADV.	$405,567.06
TINSLEY ADVERTISING	DIVE UMB	$16,304.49
TINSLEY ADVERTISING	GEN. ARTS	$23,095.22
TINSLEY ADVERTISING	DAC 1 ADV EXP	$219,092.94
TINSLEY ADVERTISING	DAC 2 ADV EXP	$49,053.27
TINSLEY ADVERTISING	DAC 3 ADV EXP	$21,165.80
TINSLEY ADVERTISING	DAC 4 ADV EXP	$9,244.08
TINSLEY ADVERTISING	DAC 5 ADV EXP	$15,665.29
		$831,731.65
BRICKS & MORTAR PROJECTS		
FLORIDA KEYS COMMUNITY COLLEGE	TW THEATRE IMP	$40,039.75
KEY WEST FILM SOCIETY INC	AUDITORIUM PROJ	$13,167.00
OLD FIREHOUSE PRESERVATION	FIRE STN # 3 PROJ	$44,521.89
		$97,728.64
VISITOR INFORMATION SERVICES		
KEY WEST CHAMBER PF COMMERCE	JUL04	$17,250.00
MARATHON CHAMBER OF COMMERCE	JUN04	$6,666.66
ISLAMORADA CHAMBER COMMERCE	MAY-JUN04	$13,333.32
KEY LARGO CHAMBER OF COMMERCE	JUN04	$7,750.00
LOWER KEYS CHAMBER OF COMMERCE	JUL04	$4,500.00
		$49,499.98
EVENTS		
BURDINE'S WATERFRONT	DOLPHIN & BLACKFIN TOURN	$4,000.00
COMCAST SPOTLIGHT	MFMHS REEFS,WRECKS & RASCALS	$3,762.00
COOKE COMMUNICATIONS	TWFAC PERFORMING ARTS	$4,045.50
COOKE COMMUNICATIONS	KW CLASSIC TOURN	$551.00
DON HAWLEY INV TARPON TOURN	RQST 1 FY04	$3,000.00
EXECUTIVE ADVENTURES	WORLD SAILFISH CHAMP	$35,000.00
FLORIDA KEYS KEYNOTER	BP LWR KEYS DOLPHIN TOURN	$85.92
GOLD CUP TARPON TOURN	RQST 1 FY04	$2,000.00
ISLAMORADA SPRING BONEFISH TOURN	RQST 1 FY04	$2,000.00
KEY WEST ART & HISTORICAL SOCIETY	HEMINGWAY & EVANS	$6,162.61
KEY WEST FISHING TOURNAMENT	RQST 13 FY 04	$3,181.50
KEY WEST SYMPHONY ORCHESTRA	ADS	$2,849.59
KEY WESTER MAGAZINE INC	MFMHS REEFS,WRECKS & RASCALS	$420.00
KEYBOARD ADVERTISING	CANCER FOUNDATION DOLPHIN TOURN	$2,500.00
LOWER KEYS CHAMBER OF COMMERCE	UNDERWATER MUSIC FEST	$1,100.00
LSM RADIO PARTNERS LLC	BP & LWR KEYS DOLPHIN TOURN	$75.00
OUTDOOR FLORIDA	UNDERWATER MUSIC FEST	$140.00
RED BARN ACTORS STUDIO	LIVE THEATRE	$2,686.71
TINSLEY ADVERTISING	FK ISLAND FEST	$4,938.10
TINSLEY ADVERTISING	KW HOUSE & GARDEN TOURS	$696.87
TINSLEY ADVERTISING	PRIDEFEST 04	$9,705.29
TINSLEY ADVERTISING	TRUMAN LEGACY SYMPOSIUM	$6,859.15
TINSLEY ADVERTISING	WOMENFEST 04	$859.65
US 1 RADIO	BP & LWR KEYS DOLPHIN TOURN	$100.00
		$96,719.89

M4

OFFICE SUPPLIES & OPER COSTS

BSN SPORTS	HIGGS BCH MAINT SUPPLIES	$609.12
BUCCANEER COURIER	6/16-7/15/04/DEL. TDC PACKETS	$566.10
C.B. SCHMITT REAL ESTATE	JUL04 RENT	$7,503.60
CERTIFIED LOWER KEYS PLUMBING	BRASS FAUCET-L DUCK KEY	$240.00
DIVERSIFIED SERVICES	JUN04	$345.00
FEDERAL EXPRESS CORP	SHIPPING	$738.03
KEYS INSURANCE AGENCY INC	INS 8/23/04-05	$1,409.09
KEYS INSURANCE SERVICES	OCB-534407 8/15/04-05	$100.00
KEYS PEST CONTROL	HIGGS BCH SPRAYING	$295.00
MANLEY DEBOER	HIGGS BCH MAINT SUPPLIES	$522.43
MONROE CONCRETE PRODUCTS	HIGGS BCH MAINT SUPPLIES	$511.63
OFFICE DEPOT INC	OFFICE SUPPLIES	$1,054.53
PARADISE TECHNOLOGIES	SPEAKER SYS	$120.29
PFEWT INC DBA PAGE'S PAINT	PAINT/HIGGS BCH	$223.63
PITNEY BOWES INC	6/30-7/30/04	$151.00
PLAYMORE RECREATIONAL	FREDDY FIRE TRUCK	$4,053.00
ROBBIE'S SAFE HARBOR MARINA	JUN04 MAINT SMTR & REST BCH	$11,476.25
ROBBIE'S SAFE HARBOR MARINA	JUN04 MAINT VETERANS PARK	$1,299.23
ROBBIE'S SAFE HARBOR MARINA	JUN04 MAINT HH PARK	$1,582.87
ROBBIE'S SAFE HARBOR MARINA	JUN04 MAINT HIGGS BCH/SEAWEED CLEANUP	$7,903.54
SHOER TOWER INC	SHOWER STN/HIGGS BCH	$2,810.80
SOFTWARE HOUSE INT'L	ACROBAT PRO	$366.00
STRUNK ACE HARDWARE	L DUCK MAINT SUPPLIES	$99.99
THE HOME DEPOT	HIGGS BCH MAINT SUPPLIES	$64.99
TOTAL TEMP CONTROL	JUN04 MAINT	$99.95
UNITED STATES POSTMASTER	BULK PERMIT 120	$433.09
XEROX CORP	MAY04 COPIER	$512.45
XEROX CORP	JUN04 FAX	$73.00
ZENITH INSURANCE CO	WORKERS COMP 4/18-03/04	$646.00
		$45,815.75

PERSONAL SERVICES

3406 N. ROOSEVELT BLVD	JUL-AUG04	$23,809.13
		$23,809.13

PUBLIC RELATIONS

STUART NEWMAN ASSOCIATES	JUN04 PR FEES	$31,500.00
STUART NEWMAN ASSOCIATES	PR EXP	$69,665.65
		$101,165.65

SALES & MARKETING

ADVANSTAR COMMUNICATIONS	LUXURY TVL,NY 10/7-10/04	$1,825.00
AMERICAN EXHIBITION SVCS	AFF MTGS FALL04,NY	$395.00
AMEUROP PHONE ASSIST	JUN04	$1,500.00
AVW TELAV	AV EQUIP-MOTIVATION SHW,CHICAGO 9/28-30/04	$3,310.60
CELLET TRAVEL SERVICES	JUN04 FEES UK & GY	$5,666.66
CELLET TRAVEL SERVICES	EXP	$16,073.92
COMPUSYSTEMS INC	LD RTVL-DEMA,HOUSTON 10/12-16/04	$562.90
COMPUSYSTEMS INC	LD RTVL-ITME,CHICAGO 9/28-30/04	$1,294.00
KEYBOARD ADVERTISING SPEC	HATS	$1,094.11
MONROE COUNCIL OF THE ARTS	APR-JUN04	$11,250.00
SMITH TRAVEL RESEARCH	MAY04 DATA	$475.00
SUSANNE TORTU	JELLY BEANS-AFF MTG	$40.10
THE MARKET SHARE CO	JUN04 ADM	$1,900.00
THE MARKET SHARE CO	MAIL FULFILLMENT	$1,304.35
THE PEDDLER GRP INC	PLANTS-ATLANTA PRIDE	$385.00
TRAVEL INDUSTRY ASSOC	REG-ESTO,BOSTON 8/21-24/04	$375.00
VISIT FLORIDA	MEMB-7/1/04-6/30/05	$7,800.00
VOLUME SVCS AMERICA DBA CENTERPLATE	WATER-DEMA 10/7-10/03	$119.00
		$55,370.64

TELEPHONE & UTILITIES

AT&T	2213609JUN04	$4.16
AT&T	0277502JUL04	$844.35
AT&T WIRELESS	5090402JUN04	$69.10
BELLSOUTH	2961552JUN04	$509.57

BELLSOUTH	2941936JUN04	$255.23
BELLSOUTH	2942901JUN04	$939.03
BELLSOUTH	Z510292JUL04	$3.00
BELLSOUTH	Z510293JUL04	$37.45
CITY OF KEY WEST	JUL04 LT HSE	$440.46
COMPUTER OFFICE SOLUTIONS	JUL04	$22.00
FKAA	JUL04 WH	$1,244.91
KEYS ENERGY SERVICES	TDCJUL04	$507.75
KEYS ENERGY SERVICES	JUL04 W MART TOWER	$45.93
MC MUNICIPAL SVC DIST	JUN04 HIGGS BCH	$115.92
WASTE MANAGEMENT OF FL	JUL04 HIGGS BCH	$2,761.92
		$7,800.91

TRAVEL

HAROLD WHEELER	JUN-JUL04 MTG	$283.40
HAROLD WHEELER	LA 6/18/04	$13.00
JUTTA FARRER	EURO SLS MSN 6/3-25/04 FINAL TVL	$609.13
KEY WEST TRAVEL CONDO	J.FARRER-EUROPE 6/3-25/04	$1,064.63
KEY WEST TRAVEL CONDO	S.TORTU-CA 6/7-11/04	$754.60
RITA BROWN	DISNEY PRODN 7/8/04	$334.00
STEVE K SMITH	ATLANTA PRIDE,GEORGIA 6/26-28/04	$753.30
SUSANNE TORTU	AFF MTG,CA 6/7-11/04 FINAL TVL	$0.63
SUSANNE TORTU	LA 7/16/04	$13.00
		$3,840.72

TOTAL **$1,313,482.97**