

Fiscal Year Ending September 30, 2019

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, 2020

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

Dear Mayor and Commissioners:

It is our pleasure to present the thirtieth annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2019. 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 eleventh year of my chairmanship, the TDC made available approximately 7.3 million 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 beach maintenance and restoration, park improvements, museum restoration projects and new restroom facilities. This year a new public facilities funding category was added and we were able to fund the Key West Charter Boat Row Sidewalk Replacement project. 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, Key West Botanical Gardens, Pigeon Key, Dolphin Research Center, Anne's Beach, History of Diving Museum, Founders Park, Florida Keys History and Discovery Foundation, Reef Environmental Interpretive and Marine Conservation Center, History of Diving Museum, Island Dolphin Care and the USCGC Ingham Repair & Restoration project. In total, fifty one capital projects received funding from the TDC.

The TDC focused on sustainable tourism practices across all promotional disciplines throughout Fiscal Year 2019. Mindful tourism was evidenced in the advertising campaign, media relations, sales efforts, research studies as well as an on the visitor's website where an entire landing page was dedicated to educating our visitors on how to protect while connecting with our environment. The TDC embraced the various municipalities and the county's push to avoid using single use plastics by reminding our

visitors to skip the straw; we promoted the use of rash guards for sun protection and to reduce the use of plastic bags. The TDC also promoted the various alternative methods of transportation; bicycling whenever appropriate, using mass transit in the districts that offer such services and promoted airport shuttles to/from the major South Florida airports. For those who wanted to experience the iconic overseas highway, an app was developed in conjunction with the Sheriff's department focusing on safety while allowing visitors the full appreciation of experiencing one of America's scenic byways.

Our Market Research program included a Tourism Economic Impact Study which was developed in partnership with Rockport Analytics. This study identified total tourism related expenditures, number of jobs and resulting wages and salaries, tourism-related taxes collected as well as a cost-benefit comparison and conclusion. As a result of this study, it was determined that without tourism, Monroe County's 30,200 households would need to pay an additional \$3,750.00 in local taxes annually to maintain current levels of receipts. In addition, we partnered with H2R Market Research on a Vacation Home Rental Study to better understand our visitor's decision-making process when considering what type of accommodation to choose when traveling to the Florida Keys & Key West. We also evaluated, revamped and relaunched both our current on-line dive survey and our Business Guild LGBTQ survey. Furthermore, as we now subscribe to AirDNA, our monthly reporting line up now includes occupancy, ADR, and RevPAR reporting on Vacation Rental properties.

The Sales Department started the fiscal year 2019 educating the travel industry and consumers on the newly constructed and renovated product throughout the destination. This message was delivered through all methods available: trade shows, consumer promotions, webinars and tour operator trainings. Staff hosted a United Kingdom familiarization trip for inbound tour operators and coordinated a sales mission with local industry partners in the German speaking market highlighting this message. These product managers voiced their appreciation for work completed throughout the destination and the constant communication between supplier and buyer. The additional direct flight service into Key West Airport was highlighted throughout the fiscal year and a concentrated sales effort was performed in the Dallas market, highlighting the new DFW-EYW flight. Consumers displayed the desire to place the destination in their future travel plans and travel professionals shared their confidence in selling the destination to their clients. The responses were always supportive with an appreciation for the established long term, trusted partnership.

Tinsley Advertising sought and received approval to conduct an in-county Sustainability Campaign to include billboards, TV "public service" advertisements, 30 second PSA's on local radio stations, geo-targeted digital media, and local print media. Each advertisement included a call to action directing the visitor to a section on www.Fla-Keys.com where more information could be found. In the spring of this year, the agency utilized Generic Advertising Resources for a destination wide photo shoot to cover all five districts. The photos are utilized for all advertising efforts as well as made available for the destination's website, various sales and collateral efforts, and for partnership

usage. The agency ended the year utilizing resources to promote the destination and protect the fall market after Hurricane Dorian threatened the entire east coast of Florida.

Our Public Relations Agency, Newman PR continued to update the TDC on public relations coverage of Keys events and activities. The agency has worked with Crawford Productions to produce a one hour TV special to examine the sustainability movement and the importance of protecting our island chain's environment and second, respecting and preserving the local lifestyle. The focus of this FY concentrated on the Protect and Connect message, highlighting the sustainability efforts found throughout all five districts as well as the residential 'stewards' of our natural marine resources.

During each TDC meeting Two Oceans Digital provides monthly status reports for the board to review. The agency redesigned the Florida Keys and Key West travel app to allow for faster navigation, no wireless internet requirement and a more personalized user experience. They also developed a Recovery Lodging Database to connect lodging with first responders, local officials, emergency management coordinators, repair personnel and residents in need of lodging in the wake of a storm. With illegal vacation rentals being a concern in the Keys, the website landing pages for each district were updated with language urging visitors to be wary of potential vacation rental scams and to be considerate and respect their neighbors.

The Film Commission launched a new logo/awareness campaign and produced, in conjunction with Tinsley Advertising, a new production guide. In addition, the TDC reviewed the achievements of the FY 2019 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 eight 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.



Rita Irwin
Chairperson, Fiscal Year 2018-2019 (10/1/2018 – 9/30/2019)
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, 2019 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: 8/16 to 8/20

Reappointed by Neugent
District Appointment
District III

Mr. James Bernardin

Pine & Palms Resort.
80401 Old Highway
Islamorada, FL 33036
Term of Service: 1/16 to 2/20,
Classification: Tourist Accommodations

Reappointed by Rice
District Appointment
District IV

Mayor Heather Carruthers

Monroe County BOCC
530 Whitehead Street
Key West, FL 33040

Assigned to TDC on 12/11/2019
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 by Murphy
Mayoral Appointment

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 2/21
Classification: Elected Official

BOCC Appointment

Ms. Diane Schmidt, Co-Treasurer

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

Appointed by Carruthers

Mr. Michael Shipley

Island Bay Resort
92530 Overseas Highway
Tavernier, FL 33070
Term of Service: 8/19 to 8/23
Classification: Tourist Related Industry

Appointed by Murphy
District Appointment
District V

Ms. Gayle Tippett

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

Jim De Keyrel
Dir. of Sales

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

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 Management 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

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 2019

GENERIC TWO PENNY

Revenue	18,250,000
5% Reserve	<u>(912,500)</u>
Subtotal	17,337,500
Balance forward	<u>4,805,861</u>
Total Revenue available for appropriation	22,143,361

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	18,250,000
5% Reserve	<u>(912,500)</u>
Subtotal	17,337,500
Balance Forward	<u>12,867,426</u>
Total Revenue available for appropriation	30,204,926

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

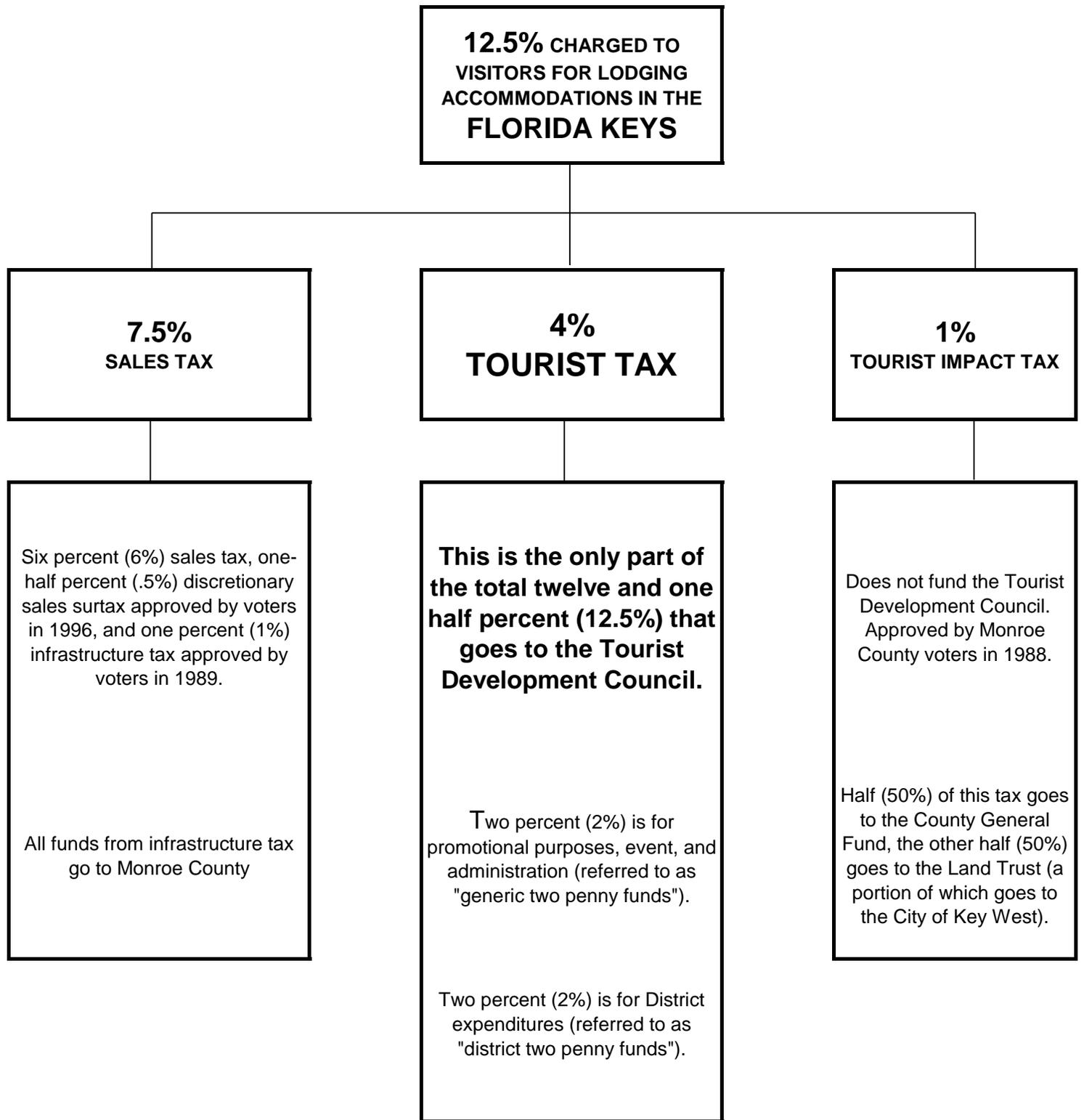
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in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

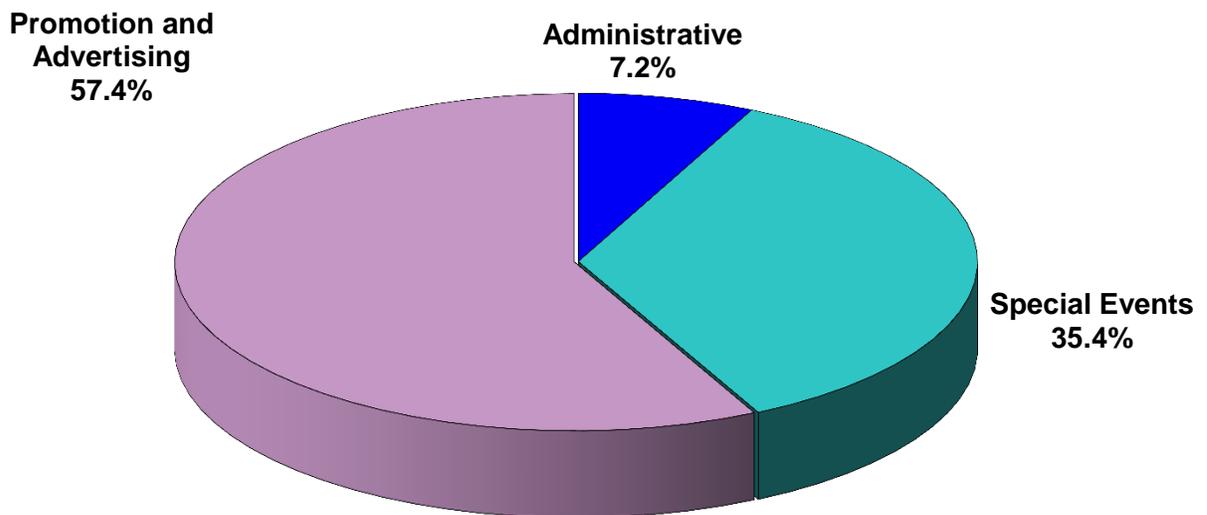
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

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 2019



GENERIC TWO PENNY

<u>REVENUE:</u>	<u>FY '18</u>	<u>FY '19</u>	<u>VARIANCE</u>
BED TAX REVENUE	12,555,817	12,309,625	246,192
5% RESERVES F.S.129.01	(627,791)	(615,481)	(12,310)
BALANCE FORWARD	<u>5,210,763</u>	<u>1,571,988</u>	<u>3,638,775</u>
TOTAL REVENUE	17,138,789	13,266,132	3,872,657

PROMOTIONAL

	<u>FY '18</u> <u>Appropriations</u>	<u>FY '18</u> <u>Expenditures</u>	<u>FY '19</u> <u>Appropriations</u>	<u>FY '19</u> <u>Expenditures</u>	<u>FY '19</u> <u>Carry-Over</u>
Advertising Resources	386,454	0	151,782	0	0
Fees & Commissions - Finance	60,000	0	60,000	0	0
Advertising	8,102,641	7,657,322	7,437,641	7,417,090	0
Advertising Expenses (Contractual)	100,000	64,621	100,000	91,424	0
Mail Fulfillment (Trade)	25,000	4,995	10,000	4,717	0
Media Materials (Other Contractua	665,000	304,979	330,000	271,643	0
Collateral Materials	70,000	28,624	70,000	56,829	0
Sales & Marketing	925,000	699,183	843,726	835,788	0
Website Related Expenses	165,000	42,947	165,000	63,498	0
Promotional Staffing	955,597	614,649	805,000	614,095	0
European Sales Agency	471,000	470,161	449,000	438,785	0
County Services	<u>39,610</u>	<u>39,610</u>	<u>39,610</u>	<u>39,610</u>	<u>0</u>
Total Promotional	11,965,302	9,927,090	10,461,759	9,833,479	0
GENERIC TWO PENNY					
PROMOTIONAL TOTAL	\$11,965,302	\$9,927,090	\$10,461,759	\$9,833,479	\$0

ADMINISTRATIVE

	<u>FY '18</u> <u>Appropriations</u>	<u>FY '18</u> <u>Expenditures</u>	<u>FY '19</u> <u>Appropriations</u>	<u>FY '19</u> <u>Expenditures</u>	<u>FY '19</u> <u>Carry-Over</u>
Salaries/Legal	80,647	75,881	83,310	72,972	0
Fees & Commissions - Finance	18,000	17,837	18,000	18,000	0
Administrative Advertising	18,000	12,175	18,000	15,711	0
Board & Admin Travel	26,000	24,790	121,000	31,445	0
Capital Outlay	10,000	1,510	7,200	1,514	0
Administrative Resources	206,283	0	152,616	0	0
Business Lease	165,000	110,576	165,000	111,912	0
Dues & Subscriptions	13,000	208	14,000	14,000	0
Communications	13,000	6,295	18,000	7,666	0
Equipment Rental & Leases	11,000	6,391	11,000	5,885	0
Visit Florida	12,000	6,000	12,000	6,000	0
Repair & Maint Services	<u>15,000</u>	<u>8,972</u>	<u>15,000</u>	<u>2,631</u>	<u>0</u>
Subtotal	587,930	270,635	635,126	287,736	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '18 <u>Appropriations</u>	FY '18 <u>Expenditures</u>	FY '19 <u>Appropriations</u>	FY '19 <u>Expenditures</u>	FY '19 <u>Carry-Over</u>
Office Supplies	20,000	10,460	22,800	12,679	0
Courier Service	3,000	279	3,000	375	0
Janitorial	9,500	5,400	9,500	5,850	0
Computer Software	3,000	0	3,000	0	0
Administrative Services	<u>835,000</u>	<u>419,299</u>	<u>803,965</u>	<u>619,562</u>	<u>0</u>
Total Administrative	1,458,430	706,073	1,477,391	926,202	0
 SPECIAL PROJECTS					
Dist I Ad Campaign ¹	822,241	822,421	0	0	0
Dist II Ad Campaign ²	69,186	69,186	0	0	0
Dist III Ad Campaign ³	245,846	245,846	0	0	0
Dist IV Ad Campaign ⁴	154,619	154,619	0	0	0
Dist V Ad Campaign ⁵	<u>172,998</u>	<u>172,998</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Admin Special Projects	1,464,890	1,465,070	0	0	0
 RESERVES					
Emergency	426,982	0	426,982	0	426,982
Emergency	<u>1,845,185</u>	<u>993,695</u>	<u>900,000</u>	<u>0</u>	<u>1,200,000</u>
Total Admin Emergency	2,272,167	993,695	1,326,982	0	1,626,982
 GENERIC TWO PENNY ADMINISTRATIVE TOTAL					
	\$5,195,487	\$3,164,838	\$2,804,373	\$926,202	\$1,626,982
 GENERIC TWO PENNY TOTAL					
	\$17,160,789	\$13,091,928	\$13,266,132	\$10,759,681	\$1,626,982

**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

REVENUE:	FY '18	FY '19	VARIANCE
BED TAX REVENUE	6,059,183	5,940,375	118,808
5% RESERVE F.S. 129.01	(302,959)	(297,019)	(5,940)
BALANCE FORWARD	<u>4,161,970</u>	<u>3,233,873</u>	<u>928,097</u>
TOTAL REVENUE	9,918,194	8,877,229	1,040,965

	FY '18 Appropriations	FY '18 Expenditures	FY '19 Appropriations	FY '19 Expenditures	FY '19 Carry-Over
ADMINISTRATIVE					
Salaries/Legal	0	0	0	0	0
Fees & Commissions - Finance	42,585	42,585	42,585	42,585	0
Mail Fulfillment (Consumer)	59,156	20,897	59,156	27,114	0
Events Resources	196,643	58,249	195,073	40,000	0
FL Keys & Key West Film Comm	300,000	155,703	300,000	175,064	0
Florida Keys Council of the Arts	100,000	100,000	100,000	100,000	0
Public Relations Fees	650,000	650,000	650,000	650,000	0
Public Relations Expenses	1,150,000	907,262	1,150,000	1,148,268	0
Public Relations Stringer Fees	81,876	80,712	81,876	80,712	0
Market Research	608,500	269,157	500,000	309,262	0
County Services	<u>58,182</u>	<u>58,182</u>	<u>72,713</u>	<u>72,713</u>	<u>0</u>
Total Administrative	3,246,942	2,342,747	3,151,403	2,645,718	0

SPECIAL EVENTS

46th Annual Phil Peterson's Poker Run	4,289	0	4,289	0	0
Battle in the Bay Boat Festival	10,000	3,543	0	0	0
Beach Trip Weekend	0	0	15,000	0	15,000
Conch Republic Independence Celebration	0	0	10,000	3,450	0
Fantasy Fest	30,000	0	175,000	15,000	160,000
Florida Keys Island Fest	20,000	16,722	15,000	13,918	0
Florida Keys Poker Paddle	0	0	10,000	0	10,000
Florida Keys Seafood Festival	0	0	10,000	10,000	0
FKCC Swim Around Key West 2018	10,000	0	10,000	9,959	0
FKCC Swim Around Key West 2019	0	0	10,000	0	10,000
Hemingway 5K and Paddleboard	0	0	10,000	9,665	0
Heros Salute Weekend	30,000	25,926	30,000	0	30,000
Heros Salute Weekend 2019	0	0	30,000	27,764	0
Islamorada Half Marathon & 10K 2018	13,361	0	13,361	13,361	0
Islamorada Half Marathon & 10K 2019	0	0	15,000	0	15,000
Island Boat Show	0	0	10,000	9,317	0
Jimmy Johnsons Quest for the Ring Fishing	0	0	20,000	20,000	0
Kelly McGillis Classic	0	0	10,000	9,171	0
Key Largo Brew On The Bay	15,000	0	0	0	0
Key Largo Bridge Run	7,061	0	10,000	0	10,000
Key Largo Original Music Festival	11,864	11,864	40,000	40,000	0
Key Lime Festival	0	0	10,000	8,142	0
Key West Brewfest	25,000	16,424	25,000	0	0
Key West Film Festival	17,000	0	17,000	0	0
Key West Food and Wine	0	0	17,000	16,115	0
Key West Holiday Fest	0	0	35,000	865	34,135
Key West Marathon & 5K Run	5,000	5,000	40,000	40,000	0
Key West Ocean Fest	0	0	10,000	7,498	0
Key West Paddle Classic	0	0	10,000	9,105	0
Key West Pride	0	0	35,000	30,674	0
Key West Songwriters Festival	150,000	150,000	120,000	120,000	0
Key West Triathlon & Expo	0	0	17,000	0	17,000
Key West World's Championship	0	0	12,282	0	12,282
Marathon Seafood Festival	40,000	40,000	20,129	20,129	0
NAS Key West	0	0	15,000	14,045	0
Nautical Expo	7,500	5,668	10,000	6,088	0
Orange Bowl Winter Training	40,000	0	0	0	0
REEF Fest 2018	15,000	0	15,000	14,964	0
REEF Fest 2019	0	0	15,000	0	15,000
Sombrero Beach Run	8,505	6,558	40,000	34,461	0
Swim for Alligator Lighthouse	25,000	22,050	25,000	0	25,000
Swim for Alligator Lighthouse 2019	0	0	30,000	30,000	0
Taste of the Islands	0	0	10,000	0	10,000
Tropical Heat	25,000	18,738	25,000	0	0
Uncorked Islamorada & Key Largo Food & Wine	15,000	15,000	26,473	26,473	0
Underwater Music Festival	0	0	14,612	13,032	0
Womenfest	14,122	14,122	0	0	0
DAC I Resources	0	0	163,411	150,000	0
DAC II Resources	0	0	15,000	15,000	0
DAC III Resources	0	0	30,000	29,774	0
DAC IV Resources	0	0	0	0	0
DAC V Resources	0	0	0	0	0
Total Special Events	538,702	351,615	1,250,557	767,970	363,417

**EVENTS
ALL DISTRICTS**

	FY '18	FY'18	FY '19	FY'19	FY'19
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Cultural Umbrella Resources	594,923	523,669	104,560	86,322	0
20th Annual Afro Roots World Music Fest	19,050	18,970	14,931	14,911	0
Big Pine & Lower Keys Art Festival	6,336	0	6,336	4,300	0
Christopher Peterson's Eycons	22,063	21,680	12,750	0	12,750
Florida Keys Celtic Festival	21,350	14,335	21,350	0	21,350
Florida Keys Celtic Festival 19	0	0	21,000	19,477	0
Florida Keys Guitar Festival	9,894	9,883	14,875	11,746	0
Florida Keys History of Diving Museum	21,900	0	21,900	19,989	0
Florida Keys Wildlife Refuges Outdoor Fest	21,100	17,338	0	0	0
Fringe Theater Key West	21,750	21,748	13,117	13,117	0
History of Diving Museum	0	0	12,369	12,165	0
ICE Season	20,250	20,041	14,630	14,234	0
I Love Stock Island	21,700	21,065	21,000	21,000	0
Impromptu Classical Concerts	20,350	14,168	11,692	11,529	0
International Sand Art Competition	0	0	11,107	10,962	0
Island Art Festival	0	0	8,000	7,780	0
Jazz-Age Retrospectacular	18,650	16,001	0	0	0
Key Largo Songfest	18,050	0	18,050	0	0
Key West Garden Club	22,005	20,431	12,042	10,803	0
Key West Art & Hist Society	19,750	3,000	12,752	9,772	2,980
Key West Burlesque Season	22,450	22,395	13,186	13,186	0
Key West Full Moon Experience	0	0	10,779	9,089	0
Key West Literary Seminar	21,550	21,483	12,825	12,825	0
Key West Theater	20,000	8,993	20,000	1,519	18,481
Key West Theater 2019	0	0	10,705	5,687	5,018
Key West Tropical Forest & Botanical	20,300	19,667	20,300	0	20,300
Key West Tropical Forest & Botanical 2019	0	0	12,459	0	12,459
Little White House Season	18,606	16,054	10,610	9,480	0
Marathon Community Theatre	16,850	4,380	16,850	5,013	11,837
Marathon Community Theatre 2019	0	0	23,500	21,472	0
Master Chef's Classic	10,470	8,705	6,415	6,415	0
Mel Fisher Maritime Museum	22,450	22,450	22,450	0	22,450
Mel Fisher Maritime Museum 2019	0	0	13,519	13,519	0
Morada Way Arts & Cultural District	21,300	9,000	21,300	5,295	16,005
Morada Way Arts & Cultural District 2019	0	0	13,563	4,000	0
Mystery Fest Key West	11,250	9,571	8,798	5,760	0
Nutcracker Key West	0	0	11,802	11,708	0
Old Island Restoration Foundation	22,400	21,404	13,117	12,237	0
Paradise Paint Out	19,600	0	0	0	0
Pigeon Key Art Festival	21,300	20,041	21,188	21,188	0
Pops in the Park	19,800	17,194	13,311	13,195	0
Rams Head Promotions	0	0	13,007	0	0
Randy Roberts Live	21,450	19,398	21,450	1,647	19,803
Randy Roberts Live 2019	0	0	13,263	13,263	0
Red Barn Theatre	23,050	21,434	13,373	12,113	0
South Florida Smyphony Orchestra	22,700	15,624	22,700	0	22,700
South Florida Smyphony Orchestra 2019	0	0	12,386	11,797	0
Tennessee Williams Theatre	22,400	9,005	13,154	4,538	0
Tennessee Williams Birthday	17,640	12,227	0	0	0
The Studios of Key West	21,750	21,732	12,788	12,788	0
Tropic Cinema	0	0	7,585	0	7,585
Waterfront Playhouse	23,563	23,297	13,592	13,490	0
Generic Arts Advertising	0	0	<u>240,000</u>	<u>235,764</u>	<u>0</u>
Total Cultural Umbrella	1,300,000	1,046,383	1,032,436	745,095	193,718

**EVENTS
ALL DISTRICTS**

	FY '18	FY '18	FY '19	FY '19	FY '19
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
FISHING UMBRELLA EVENTS-TOURNAMENTS					
Fishing Umbrella Resources	0	0	0	0	0
BP & Lower Keys Dolphin Tournament	15,000	11,889	10,000	9,727	0
Cheeca Lodge All American Fishing	5,000	0	5,000	5,000	0
Cuda Bowl	5,000	5,000	4,500	4,500	0
Del Brown Invitational Permit	3,500	3,230	3,300	3,300	0
Golden Fly Tarpon Tournament	3,000	3,000	2,000	1,400	0
Herman Lucerne Memorial Backcountry Fishing	0	0	4,000	0	4,000
Islamorada All-Tackle Bonefish & Permit	2,500	0	2,500	2,340	0
Islamorada Junior Sailfish Tourment	6,000	0	0	0	0
Islamorada Sailfish Tournament	15,000	14,531	14,000	14,000	0
Islamorada Womens Sailfish Tournament	6,000	0	0	0	0
Jim Boker Isla Bonfish & Redfish	2,500	2,223	2,500	1,893	0
Key West Co-Ed Mahi Masters	6,000	0	0	0	0
Key West Fishing Tournament	71,500	51,503	30,000	29,878	0
Key West Kingfish Mayhem	15,000	14,060	20,000	20,000	0
Key West Marlin Tournament	50,000	45,996	42,000	41,640	0
LLGF Fever Inshore/Offshore Tournament	0	0	3,500	2,835	0
Ladies Let's Go Fishing Screamin' Reels	0	0	3,500	3,118	0
Ladies Tarpon Fly Tournament	3,700	2,819	3,000	2,036	0
Marathon Bull & Cow Dolphin	25,000	23,949	35,000	34,101	0
March Merkin Permit Tournament	3,500	2,698	2,500	2,333	0
Nick Sheahan Dolphin Rodeo	17,000	16,477	20,000	20,000	0
Outdoor Channel Shark Tournament	5,000	0	0	0	0
Pre Tournament/Marathon Marlin Tournament	5,000	0	0	0	0
Skipper's Dolphin Tournament	17,000	16,863	19,000	18,528	0
Sugarloaf Showdown	10,000	9,634	7,000	6,613	0
Take Stock in Children	15,000	14,607	13,000	12,219	0
Take Stock in Children	0	0	15,000	14,607	0
Tarponian Tournament	3,000	3,000	3,000	2,100	0
Fishing TV Production	70,000	39,878	40,000	38,872	0
Fishing Umbrella Advertising	330,000	290,511	270,000	270,000	0
District I Fishing Advertising	156,128	154,582	113,700	113,700	0
District II Fishing Advertising	13,940	13,758	11,000	11,000	0
District III Fishing Advertising	44,608	42,640	26,000	26,000	0
District IV Fishing Advertising	45,668	45,668	0	0	0
District V Fishing Advertising	39,456	38,936	0	0	0
Fishing Umbrella PR	<u>75,000</u>	<u>70,936</u>	<u>90,000</u>	<u>2,548</u>	<u>0</u>
Total Fishing Umbrella	1,085,000	938,388	815,000	714,288	4,000
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>1,100,000</u>	<u>956,212</u>	<u>800,000</u>	<u>787,035</u>	<u>0</u>
Total Dive Umbrella	1,100,000	956,212	800,000	787,035	0
RESERVES					
Emergency	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>
Total Emergency	1,827,833	0	1,827,833	0	1,827,833
GENERIC TWO PENNY					
EVENTS TOTAL	\$9,098,477	\$5,635,345	\$8,877,229	\$5,660,106	\$2,388,968

Community/Tourism Enhancements

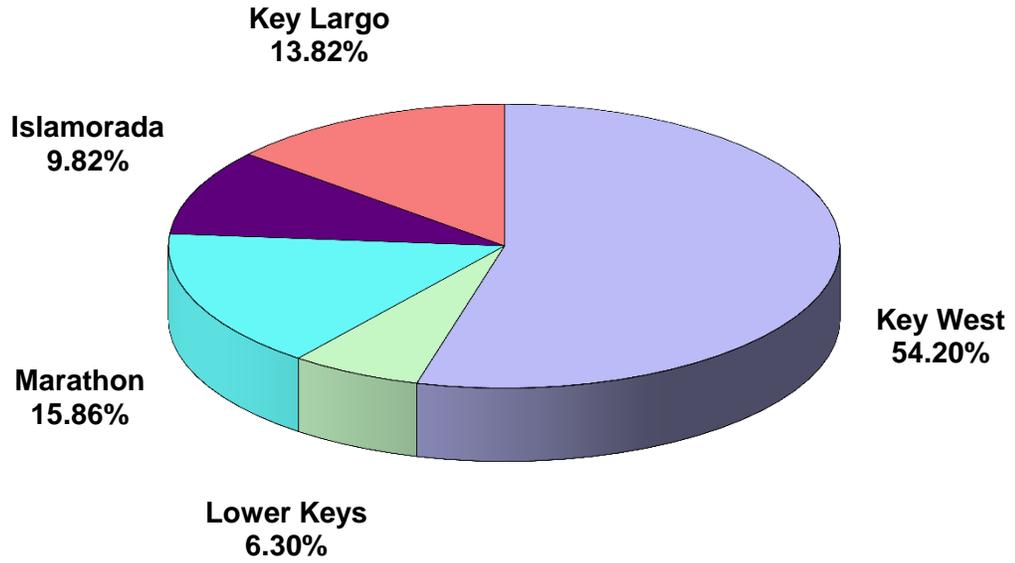
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but are not limited to:

- **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; Customs House; Studios of Key West; Pigeon Key; East and West Martello Towers; Truman Little Whitehouse; Audubon House; Mel Fisher; Oldest House; Florida Keys History of Diving Museum; 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
- **Artificial Reefs:** Sinking of offshore vessels (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- **Theatres:** Marathon Community Theatre; Tennessee Williams Theatre ongoing renovations; San Carlos repairs; Waterfront Playhouse ongoing upgrades; Key West Players stage repair; Monroe County Key Largo Cultural Center Improvements
- **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
- **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 2019 Bed Tax Revenue by District

As Per September 2019 MCTDC 4 Penny Bed Tax Report



DISTRICT TWO PENNY ACTIVITIES KEY WEST	REVENUE:	<u>FY '18</u>	<u>FY '19</u>	<u>VARIANCE</u>
	BED TAX REVENUE	10,446,737	9,938,950	507,787
	5% RESERVES F.S. 129.01	(522,337)	(496,948)	(25,389)
	BALANCE FORWARD	<u>8,983,008</u>	<u>7,564,435</u>	<u>1,418,573</u>
	TOTAL REVENUE	18,907,408	17,006,437	1,900,971

	<u>FY '18 Appropriations</u>	<u>FY '18 Expenditures</u>	<u>FY '19 Appropriations</u>	<u>FY '19 Expenditures</u>	<u>FY '19 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	0	0	0	0	0
Fees & Commissions - Finance	0	0	0	0	0
Utilities	20,000	3,968	23,000	4,271	0
Administrative Services	487,423	177,107	398,972	0	0
County Services	59,799	59,799	59,799	59,799	0
Administrative Resources	0	0	<u>28,421</u>	0	0
Total Administrative	567,222	240,874	510,192	64,070	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	333,761	333,760	333,761	333,760	0
KWBG Gay & Lesbian VIS	<u>50,000</u>	<u>49,992</u>	<u>50,000</u>	<u>49,992</u>	0
Total VIS	383,761	383,752	383,761	383,752	0

CAPITAL PROJECTS	<u>FY '18 Appropriations</u>	<u>FY '18 Expenditures</u>	<u>FY '19 Appropriations</u>	<u>FY '19 Expenditures</u>	<u>FY '19 Carry Over</u>
W Martello - Salary	60,648	55,483	66,774	60,475	0
Higgs Beach - Salary	78,746	73,798	79,344	61,329	0
Higgs Beach Sand Renourishment Phase II	1,049,109	0	1,049,109	26,084	1,049,109
Capital Project Resources	4,288,426	0	621,100	65,000	0
Customs House Masonry Restoration 17	127,310	127,310	0	0	0
Customs House Mechanical Repairs	0	0	86,813	86,813	0
Customs House Museum Permanent Flagpoles & Sig	0	0	19,125	0	0
DAC I Emergency Resources	322,087	317,692	489,125	0	0
Charter Boat Row Sidewalk Improvements	0	0	58,000	5,448	52,552
Smathers/Rest Beach - Cleaning	520,000	435,226	520,000	402,757	0
Higgs Beach Util/Maint/Op	105,000	101,892	139,000	118,906	0
Higgs Beach - Cleaning	138,721	137,150	141,635	141,635	0
Higgs Beach Operating Supplies	6,500	3,412	6,500	2,672	0
Higgs Beach Restroom Phase 1 2019	0	0	456,000	0	456,000
Historic Jail Museum	0	0	1,200,000	31,010	1,168,990
Key West Amphithe 2019	0	0	125,000	0	125,000
Key West Lighthouse Outbuilding and Fencing Repair	0	0	110,000	13,950	96,050
Lighthouse Exhibition Renovation	0	0	14,871	14,871	0
Florida Keys Eco-Discovery Signage	0	0	58,680	58,680	0
Studios of KW Roodtop Garden & Exhibition Space	0	0	1,177,985	0	1,177,985
Botanical Playground Installation	0	0	45,000	0	45,000
Museum Maintenance	15,000	4,143	15,000	15,000	0
Museum Utilities	22,000	22,000	22,000	22,000	0
Museum Risk Management	498	0	996	498	0
E Martello Parking Lot	400,000	21,320	400,000	39,782	0
E Martello Roof Replacement	989,648	5,600	989,648	925,561	0
E Martello Bricks and Mortar Restoration 17	500,000	465,099	0	0	0
East Martello Drainage and Parking Phase 2	0	0	590,000	466,711	123,289
West Martello Bricks & Mortar Restor 2018	120,000	33,200	84,300	0	84,300
West Martello Bricks & Mortar Restor 2019	0	0	800,000	201,280	598,720
West Martello AC/Windows/Doors 2019	0	0	150,000	0	0
Coral Restor KW Reef & Ft Zach Taylor 2018	73,694	73,694	0	0	0
Coral Restoration Key West	3,000	3,000	45,000	45,000	0
CRF - Coral Restoration - Key West 2nd Round	0	0	16,425	16,425	0
Lighthouse Ticket Counter 17	70,000	44,644	0	0	0
Old Firehouse Windows Restoration	0	0	1,950	1,950	0
Mel Fisher MM Improvements 2018	9,999	9,999	0	0	0
Mel Fisher MM 2nd Round Repairs and Improvement:	0	0	112,500	52,500	60,000
Mel Fisher Restroom Addition Project	0	0	37,500	0	37,500
KWBG Critical Boardwalk Repair	18,000	0	0	0	0
Smathers Beach Restroom Facilities	225,000	225,000	0	0	0
Smather Beach Restroom Facilities 2019	0	0	586,000	0	586,000
Rest Beach Enhancements 2019	0	0	35,000	0	35,000
TWT Stage Improvements 17	137,500	119,326	0	0	0
Window Restoration in Historic Oldest 2018	24,300	20,203	0	0	0
Mote Coral Restoration	0	0	90,000	0	90,000
Phase II Custom House Masonry Restor 2018	28,156	28,156	0	0	0
KW Lighthouse Keepers Qtrs Fdn Rpar 2018	81,500	6,300	81,500	55,200	0
KW Lighthouse Museum AC Upgrade 2018	20,000	5,380	5,740	0	0
USCGC Ingham Hull 2019	0	0	75,188	0	75,188
Window Replace Scottish Rite Temple 2018	<u>65,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	9,499,842	2,339,027	10,602,808	2,931,537	5,860,683

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '18	FY '18	FY '19	FY '19	FY '19
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
SPECIAL EVENTS					
District I Event Resources	0	0	0	0	0
DAC I Event Resources (new events)	0	0	10,000	0	0
Florida Keys Seafood Festival	17,000	17,000	0	0	0
Kelly McGillis Classic	10,000	7,150	0	0	0
Key West Pride	50,000	25,108	0	0	0
Key West Paddleboard	10,000	8,104	0	0	0
Key West Triathlon	17,000	7,598	17,000	3,241	0
Old Island Restoration - 60 Years	0	0	10,000	4,000	6,000
Southernmost Marathon	17,000	7,491	17,000	7,746	9,254
Southernmost Marathon 2019	0	0	17,000	0	17,000
Tropical Heat	0	0	17,000	13,085	3,915
Hemingway 5K Run & Paddleboard	10,000	10,000	0	0	0
Key West Food & Wine Festival	35,000	30,203	0	0	0
Key West Half Marathon	50,000	50,000	0	0	0
Key West Holiday Fest	50,000	539	50,000	44,384	0
Key West World Championship Race 2018	150,000	0	150,000	150,000	0
Key West World Championship Race 2019	0	0	107,718	0	107,718
Key West Yoga and Wellness	0	0	10,000	8,749	0
NAS Airshow 2019	0	0	50,000	50,000	0
New Year's Eve Shoe Drop 2018	17,000	0	17,000	14,985	2,015
New Year's Eve Shoe Drop 2019	0	0	17,000	0	17,000
Papios Kinetic Parade	17,000	16,122	10,000	8,333	0
PI Aquax Key West Championship	35,000	0	0	0	0
SUP Invitational	10,000	2,600	10,000	6,337	0
The Key Lime Festival	17,000	11,542	0	0	0
The SMART Ride	0	0	17,000	0	17,000
Mote's 8th Ann KW Ocean Fest	17,000	16,957	0	0	0
WINEDINE	10,000	0	0	0	0
Womenfest 2018	20,878	12,996	20,878	2,850	18,028
Womenfest 2019	<u>0</u>	<u>0</u>	<u>25,000</u>	<u>18,539</u>	<u>6,461</u>
Total Special Events	559,878	223,410	572,596	313,710	204,391
PROMOTION & ADVERTISING					
FCCA Conference & Trade Show (Cruiseships)	6,000	2,548	6,100	2,556	0
Promo & Advertising Resources	200,000	0	25,000	0	0
District Advertising Campaign ¹	5,043,315	4,640,756	4,577,180	4,709,963	0
DAC I Webcam	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>14,800</u>	<u>0</u>
Total Promo & Ad	5,264,115	4,658,104	4,623,080	4,727,319	0
Higgs Beach Special Fund	<u>314,047</u>	<u>0</u>	<u>314,000</u>	<u>0</u>	<u>314,047</u>
Total Special Beach Fund	314,047	0	314,000	0	314,047
KEY WEST					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$16,588,865	\$7,845,167	\$17,006,437	\$8,420,388	\$6,379,121

DISTRICT TWO PENNY ACTIVITIES KEY LARGO	REVENUE:	<u>FY '18</u>	<u>FY '19</u>	<u>VARIANCE</u>
	BED TAX REVENUE	2,237,523	2,352,425	(114,902)
	5% RESERVES F.S. 129.01	(111,876)	(117,621)	5,745
	BALANCE FORWARD	<u>661,997</u>	<u>1,269,314</u>	<u>(607,317)</u>
	TOTAL REVENUE	2,787,644	3,504,118	(716,474)

	FY '18	FY '18	FY '19	FY '19	FY '19
ADMINISTRATIVE					
Fees & Commissions - Finance	300	300	12,060	1,423	0
Utilities	1,200	273	65,546	290	0
Administrative Services	44,480	0	0	0	0
County Services	37,424	37,424	26,318	26,318	0
Administrative Resources	0	0	<u>1,200</u>	<u>0</u>	<u>0</u>
Total Administrative	83,404	37,997	105,124	28,031	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

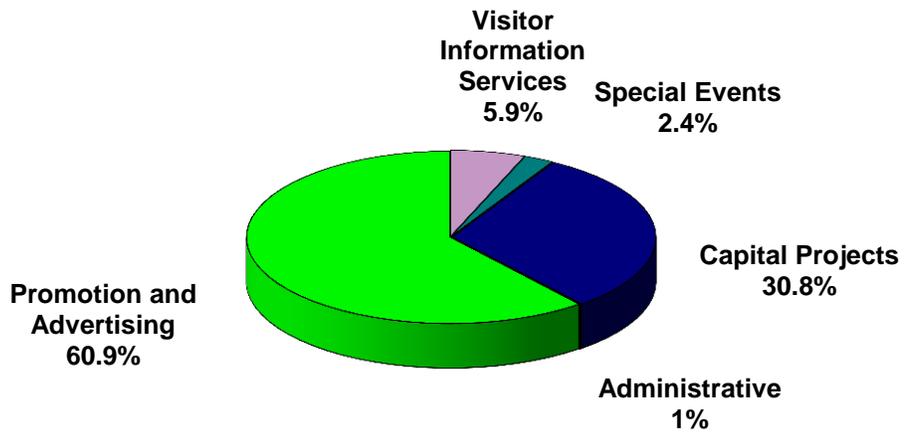
CAPITAL PROJECTS					
Harry Harris Beach - Salary	77,559	56,106	77,668	68,423	0
Settler's Park - Salary	35,016	31,329	35,350	33,589	0
Harry Harris Beach - Cleaning	19,133	11,250	19,534	18,000	0
Harry Harris Beach - Util/Maint/Rprs	45,000	17,411	80,000	65,717	0
Island Dolphin Awning Repair 19	0	0	1,163	1,163	0
Island Dolphin Elevator 19	0	0	43,217	43,217	0
CRF Coral Restoration- Key Largo	185,925	185,925	211,875	211,875	0
Green on the Go; Eco Attraction 2018	37,125	37,125	0	0	0
Laura Quinn Pelican Pond 2018	40,500	0	0	0	0
Marine Lab Undersea Museum 2018	13,125	3,859	0	0	0
Reef Charging Stations	0	0	26,438	22,219	0
Rowell's Bathrooms PH1	247,725	68,259	0	0	0
Rowells Waterfront Park Parking Lot Phase 2	0	0	257,830	250	257,580
DAC V Emergency Resources	103,270	103,270	245,424	0	0
Capital Projects Resources	<u>539,312</u>	<u>0</u>	<u>499,977</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,343,690	514,534	1,498,476	464,453	257,580

SPECIAL EVENTS					
Jimmy Johnson Nat'l Billfish Championship	25,000	24,600	0	0	0
Key Largo Bridge Run	2,939	0	0	0	0
Key Largo Original Music Festival	28,139	28,136	0	0	0
Uncorked	25,000	25,000	4,286	4,286	0
REEF Fest	10,000	0	0	0	0
Orange Bowl	0	0	40,000	0	40,000
Special Events Resources	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	91,078	77,736	44,286	4,286	40,000

PROMOTION & ADVERTISING					
Promo & Adv Resources	100,000	0	100,000	0	0
District Advertising Campaign ⁵	978,875	916,248	1,583,132	1,596,309	0
DAC V Webcam	<u>24,000</u>	<u>23,975</u>	<u>24,000</u>	<u>23,975</u>	<u>0</u>
Total Promo & Ad	1,102,875	940,223	1,707,132	1,620,284	0

KEY LARGO DISTRICT TWO PENNY PROGRAM TOTAL	\$2,770,147	\$1,719,590	\$3,504,118	\$2,266,154	\$297,580
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Total District Two Penny Expenditures FY 2019



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2019 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.