ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

DISTRICT I ADVISORY COMMITTEE

REGULAR SESSION, **WEDNESDAY, FEBRUARY 26, 2020**

MARRIOTT BEACHSIDE, KEY WEST – 3:00 p.m.

*Any person that wishes to be heard on any agenda item shall notify administrative staff prior to the start of the meeting.

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

1. Additions to and Approval of the Agenda/Bulk Items
2. Election of Chairperson
3. Capital Project Funding Workshop

D. APPROVAL OF THE MINUTES:

1. December 4, 2019 Regular Meeting Minutes
2. October 29, 2019 TDC Meeting Minutes - FYI
3. December 18, 2019 TDC Meeting Minutes – FYI

E. BUDGET:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. DISTRICT I PUBLIC RELATIONS:

1. Monthly Report from NewmanPR - FYI

G. ADVERTISING:

1. Advertising Recap - FYI
2. Presentation: Still Photography and Winter Media - FYI
3. Consideration and Action re: Boston Direct Flight Media

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI
2. Smith Travel Research Daily Occupancy Report – FYI
3. Vacation Rental Occupancy & Rate Report – FYI

I. VIS REPORTS:

1. Chamber Visitor Information Services Report – FYI
2. Key West Business Guild Services Report – FYI

J. WEBSITE:

1. Two Oceans Digital Report – FYI
2. District Google Analytics

K. OLD BUSINESS:

L. NEW BUSINESS:

1. Government in the Sunshine/Ethics and Public Records Information – FYI
2. TDC Annual Report – FYI
3. Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Restroom Phase I Project
4. Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Sand Renourishment Phase II Project

5. Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Outbuilding and Fencing Project

6. Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Ticket Counter HVAC Project

7. Consideration and Action re: Extension to Agreement with MCBOCC for the East Martello Drainage and Parking Phase I Project

8. Consideration and Action re: Extension to Agreement with MCBOCC for the West Martello Air Conditioning, Windows and Doors Project

9. Consideration and Action re: Extension to Agreement with City of Key West for the Rest Beach Enhancements Project

10. Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Enchantments Project

11. Review of Recent Events Funded by DAC

12. Update re: February 4, 2020 TDC Meeting

M. GENERAL DISCUSSION

N. PUBLIC/INDUSTRY INPUT

O. ADJOURNMENT

PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 305-296-1552 OR 1-800 648-5510.

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Election of DAC I Chairperson**

During the February meeting the District I Advisory Committee will need to elect a Chairperson to serve until September 30, 2020.

DATE: February 13, 2020

To: District Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Capital Project Funding Workshop**

The TDC Administrative Office will be advertising a Request for Applications (RFA) for FY 2021 Capital (Bricks and Mortar) Project Funding. Pending BOCC approval at their meeting of February 19, 2020, the application will be advertised beginning February 27, 2020 with a deadline for receipt of applications of April 29, 2020.

During the February DAC meetings, TDC staff will present a workshop to inform interested applicants, as well as DAC members, the process for applying for funds.

If you know of anyone who may be interested in applying for these funds, please invite them to attend the meeting or ask them to contact the TDC Administrative Office at (305) 296-1552.

I have attached a copy of the application so that you may follow along during the workshop.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

FY 2021 CAPITAL PROJECT (BRICKS AND MORTAR) FUNDING APPLICATION

REQUEST FOR APPLICATIONS FOR CAPITAL PROJECTS (BRICKS AND MORTAR)

All respondents must use the current application downloaded from the website www.demandstar.com. **Use of any other application will result in your application being rejected. All directions within the application must be followed or it will not be accepted.**

APPLICATION DEADLINE: April 29, 2020

All applications should be received no later than 5:00 p.m. (close of business day)

All applications submitted in response to this solicitation should be addressed to:

Monroe County Purchasing Department
1100 Simonton Street, 2nd Floor, Room 2-213
Key West, Florida 33040
ATTENTION: FY 2021 CAPITAL PROJECT FUNDING APPLICATION

Any applications not submitted in a sealed envelope or box will be rejected:

A. (1) USB flash drive with complete copy of application as a .pdf *(all attachments must be merged into one document: Please DO NOT include the instruction pages) and……..*
B. One (1) signed and marked as ORIGINAL paper copy PLUS…….
C. The correct number of paper copies for the district for which you are applying:

District I requires	**5**	**paper copies of application**
District II requires	**5**	**paper copies of application**
District III requires	**4**	**paper copies of application**
District IV requires	**6**	**paper copies of application**
District V requires	**4**	**paper copies of application**

All inquiries and correspondence should be made to the Monroe County Tourist Development Council. Contact Maxine Pacini or Ammie Machan at (305) 296-1552. All email correspondence should be addressed to Ammie@fla-keys.com.

CAPITAL PROJECT FUNDING PROCESS

This application is intended for applicants whose facility has a primary purpose of promoting tourism.

The Monroe County Tourist Development Council (TDC) administers the four (4) cent bed tax collected for the purpose of promoting the Florida Keys as a tourist destination. Each year, the TDC advertises a Request for Applications (RFA) for capital project funding through the TDC. Projects must be owned and operated by either a **governmental entity** or **non-profit organization**. Individuals and for-profit organizations and companies **are not eligible** to apply for Capital Projects funds. Applicants must be registered to do business in Florida. All applications will be reviewed by the appropriate District Advisory Committees (DAC's), who shall make recommendations on funding the project to the TDC. Upon approval of recommended funding allocation by the TDC, the administrative office will coordinate with the project coordinator to establish an agreement for the project and will present the proposed agreement to the County for final approval.

This application may be funded up to a seventy five (75%) reimbursement of funds expended by any individual non-profit organization and as a reimbursement of up to one hundred percent (100%) of funds expended by governmental entities. The applicant must show that all funds (100%) are available for the project at the time of application so that there is no delay in the progress of the project, and that TDC funding is not used as "matching" funds.

IMPORTANT INFORMATION

All information furnished or disclosed as part of the application process is considered public record by the laws of the State of Florida.

The applicant shall not lobby, solicit or act to influence the advisory committee members and/or the TDC board members in any way that may have an effect on the outcome of the competition, discussion or negotiations leading to the allocation of funding, or an award of an agreement as reviewed and approved by the County Attorney's office. Such action may lead to withdrawal of the application from consideration.

Commencement of Project: No portion of the project for which you are seeking TDC funding may commence prior to the approval of an agreement by the Monroe County Board of County Commissioners. Once your agreement has been approved by the BOCC then the project work described in Exhibit A must commence before the end of the fiscal year in which it is funded. Example: FY 2021 funding would be between October 1, 2020 to September 30, 2021, or between the date the BOCC approved your agreement and September 30, 2021. Proof that the project commenced within the fiscal year funded may be requested by the TDC administrative office. For projects requesting $19.999.99 and under please see page 6.

Prior to filling out application, please go to www.sunbiz.org to ensure that your organization is registered to do business in the state of Florida. Only applicants that are duly registered will be accepted. **Print out and attach as Exhibit A.**

Cost of preparation and submission of the application is the responsibility of the applicant.

Applicant shall complete, copy, sign (by an authorized officer) and submit the correct number of copies of the application to the Monroe County Purchasing Department. (Please DO NOT use three (3) ring hard binders, soft binders or spiral binding; no binders are preferred.)

Completed Application: The application shall be considered complete upon receipt and should stand alone with no other information being provided after-the-fact other than any additional information that may be requested by the TDC administrative office, or questions from the DAC at the allocation meeting.

All attachments should be noted as such in the top right hand corner of each sheet – please do not use tab inserts.

Applicant shall familiarize itself with referenced online materials noted in this application (sample agreement): http://www.monroecounty-fl.gov/DocumentCenter/View/22010/Sample-Capital-Agreement

Any part of the project for which the applicant wishes to seek reimbursement from the County, must NOT commence prior to the date of County approval.

Be advised that if your organization is awarded funding you will be required to enter into an agreement which delegates you to maintain accurate and complete documentation of the project. You will be required to obtain a signed amendment to the agreement before making any substantive changes to the project or you may nullify the County's obligation to pay. You will be required to comply with the following reimbursement procedures outlined in the sample reimbursement packet which can be found at:
http://www.monroecounty-fl.gov/DocumentCenter/Home/View/12300

The recipient of TDC capital project funding shall designate a project manager if no licensed architect, engineer or general contractor is involved in the project. If the project is performed by County or City personnel, the project manager shall be the Engineer, Building Official or Construction Manager of that local government.

Taxes: The TDC/County is exempt from Federal, Excise and State of Florida Sales Tax.

Maintenance: The applicant shall be responsible for all maintenance and operational costs of the premises improved or constructed with the use of funding from the TDC/County. The applicant shall be responsible to the TDC/County for the safekeeping and proper use of the property entrusted to applicant's care, to include any and all insurance for the value of the equipment and any maintenance or service contracts relating to such equipment for its service life. Any disposal of assets procured through funding under this agreement shall comply with chapter 274, F.S. or chapter 617, F.S., dependent upon the type of entity funded under this agreement.

Permits: Applicant shall be responsible for securing all federal, state and local development approval and permits necessary to complete the project. Award of funds under this application do not indicate any development approval by the County and applicant shall be required to comply with all County concurrency requirements under land use laws of the County and State. The TDC/County shall reimburse not for profits for the cost of permits required to complete the physical bricks and mortar portion of the project as outlined in the scope of services (Exhibit A) of the final agreement. Applicant shall submit for reimbursement for permits within the last segment of their proposed project. The TDC/County will not reimburse for permits obtained prior to approval of a funding agreement by the BOCC.

Insurance: Applicants requesting $20,000 or more in funding shall complete Exhibit Q (pg. 24-28 of application). Applicant shall provide the TDC/BOCC with current insurance certificates as per the requirements set forth within the funding agreement. The TDC/County shall not reimburse for the cost of insurance relating to the project for which the applicant is receiving funding.

Performance Guarantee: A successful applicant shall warrant, by signing this application, that applicant has the financial capability of completing the project as planned without the need to request further funding from TDC/County for same. Applicant shall warrant by signing this application and confirm in writing (in the form of bank statements; signed letter from the bank stating that funds are in the bank for the specified project; documentation provided by a financial institution of a line of credit assigned to the specific project within the application) that applicant has the funds in place at the time of the application for grant funds to be able to complete the project prior to seeking reimbursement of TDC funds. Applicant may be asked to provide proof that funds are available to complete all outstanding TDC grants in addition to this application. Applicant may also be asked to provide proof that funds are available if requesting an amendment to the agreement. A governmental applicant shall provide a line item budget for the project in question, and proof that the budget has been adopted by the governing board of that entity. The applicant by signing the application certifies that: applicant, its principals, and any previously owned business is/are not and have never been in default to Monroe County under the terms of any contract. (Default means failure to fulfill contractual obligations where County had to take legal action to obtain remedy or where a bonding company had to make good for applicant.)

In-kind services: Non-Profit Organization's funding obligation shall be 25% or more of the total project cost with an option of up to 50% of this funding obligation in the form of In-kind services which relate to the permissible elements of the project. In-kind services means donated/free/volunteered labor; materials; goods; services. Applicant shall provide a schedule of values for each unit of in-kind service and/or goods at the time of the application. Volunteered labor, as a component of in-kind services, will be calculated at a reasonable hourly rate for the type of work/service being performed (e.g. an architect who volunteers to paint will be able to seek reimbursement for the reasonable rate for the painting work performed not the professional rate of an architect). Should funding be allocated, County/TDC reserves the right to deny the application of certain in-kind services and goods and to negotiate a revised schedule of values for permissible items. For example, county will not accept as in-kind, the waiver of governmental fees, or in-kind towards the acquisition of property. The amount of in-kind services you note within your application shall be entered into your final agreement. Applicants will be able to request additional allowable in-kind services after submission of the application,

but only if the Applicant does not receive the full TDC funding requested in the application. In-kind services will not be reimbursed to the applicant.

Project Quotes and Bidding Process:
Governmental Entities: An applicant which is a governmental entity shall comply with the procurement regulations and policies to which it is subject. A copy or link to these policies will need to be submitted as part of your reimbursement request.

Not-for-Profits: Work **under $50,000** requires three written quotes **or** a notarized statement as to why such written quotes were not obtainable for the work to complete the project. Work **$50,000 or more** requires a competitive bid process. These will need to be submitted as part of your reimbursement request.

Construction and Other Contracts: Applicant, by signing the application, warrants that, if awarded funds for the project, all contracts, for construction or otherwise, to complete the project shall be met in compliance with all applicable laws and County purchasing policy and to comply particularly with F.S. Chapter 255, Chapter 274 and Chapter 287**.** Applicant further agrees to provide TDC/County and their designated representatives with:

a) Access to the project premises for inspection of the progress of the project;
b) Documentation including copies of all sub-contracts/Request For Bids verifying compliance with purchase/construction/architectural contract requirements of the County [Notice to owner: list of sub-contractors must be provided to County]; and
c) Access to all records concerning the project. These records must be retained by applicant for a minimum of four (4) years after the termination date of agreement. This requirement may be for a different time period than that required by other government agencies. All records must be kept in accordance with Generally Accepted Accounting Principles.

Termination for Default/Convenience: The TDC/County reserves the right to terminate any agreement if, in its opinion, there shall be a failure at any time to properly perform faithfully any portion of the project as funded by TDC/County according to the plan presented with the application, or as modified and accepted in writing by TDC/County. Further, TDC/County reserves the right to terminate payments under this agreement should the anticipated funding become unavailable for any reason. Should termination occur under this provision, TDC/County shall give applicant thirty (30) days' notice prior to termination.

Payments: Applicant shall submit all documentation required by the County Finance Department in accordance with instructions from said department, prior to payment of any funds awarded. **The TDC Application for Payment forms provided in the TDC reimbursement package shall be used.** Ten percent (10%) of every progress payment shall be withheld by County until certification of completion of project.

Design/Architectural Costs: Final design plans and architectural costs will be paid upon completion of the physical bricks and mortar portion of the project outlined within the agreement. Applicant shall submit for reimbursement of final design plans and architectural services within the last segment of their proposed project (Exhibit A). This is to ensure that TDC dollars are used for completed projects that are open to the public. No portion of the final design plans or architectural drawings for which you are seeking TDC funding may commence prior to the approval of an agreement by the Monroe County Board of County Commissioners.

Applicant may submit a preliminary plan within their application to provide the District Advisory Committee and TDC with an idea of the proposed plan.

Acquisition of Property: Applications for acquisition of property will only be considered if the applicant can confirm availability of funding for one hundred percent (100%) of the purchase price through a bank statement showing that the entity has funding set aside in a line item for the purchase of the property, or that a loan from a financial institution has been fully approved; there are no liens on the property; and a clear title of ownership will be held by the entity requesting funding upon the closing of the purchase of the property. A clear title in the name of the contracting entity will be required to submit for reimbursement of the TDC funds allocated. The property shall be used for a minimum of ten (10) years as a tourist facility. The County will evaluate non-compliance of use as a tourist facility and upon request by the County the applicant shall pay a prorated reimbursement of funding allocated. The purchase or down payment of the property may not commence prior to approval of a funding agreement between the County and contracted entity. No in-kind services apply to the purchase of property, and payment will be made in one reimbursement check upon completion of the requirements set forth within the funding agreement. A Restrictive Covenant on the property will be required to secure TDC/County funds.

Acknowledgements: Applicant shall be required to display an appropriate public acknowledgment of the support of the Monroe County Tourist Development Council in a publicly prominent area of the project.

Funding Allocations: DAC recommendation on funding allocations shall be limited to recommending allocations which do not exceed the amount requested by the applicant.

Funding requests may be denied or reduced to a lesser amount than requested by the applicant.

Projects Requesting $19,999.99 and Under: Projects requesting $19,999.99 and under may enter into a "Streamlined Process" (this eliminates the requirement for a formal contract to be entered into with the Board of County Commission which allows a faster start time for your project; insurance documentation; and County Engineer Department approval of work completed) whereby the applicant will swear or affirm that the work will be completed in accordance with the Streamline Process. Upon approval by the TDC, the administrative office will provide the applicant with a commencement date; project summary sheet; and reimbursement package. Applicant will be required to comply with reimbursement procedures outlined in the sample Project Summary Sheet, which can be found at:
http://www.monroecounty-fl.gov/DocumentCenter/View/13389/Sample-TDC-Project-Summary-Sheet-for-Projects-1999999-and-Under?bidId=

Public Facilities: TDC Capital funding may be utilized to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if needed to increase tourist related business activities and in accordance with the conditions as set forth in F.S. 125.0104(5)(a)(6.). These conditions include:

1) The use must be approved by a vote of at least two – thirds of the BOCC
2) An independent analysis, performed at the expense of the TDC, must demonstrate the positive impact of the infrastructure project on tourist related business in the county

3) No more than 70% of the cost of the project may be paid by the TDC

Applicants submitting an application for a Public Facility should complete the section on Pg. 13 pertaining to Public Facilities, the application for the project will be submitted as one application with two segments. The first segment of the project should include the request for the independent analysis "study", including an estimated completion date and funding request (100%) for the study. The second segment of the project should include the physical portion of the project. The applicant may request and may be allocated up to 70% of the total project cost for this segment. Upon approval by the DAC and TDC, an agreement including both segments will be placed on a BOCC agenda and must receive a two – thirds vote to utilize the funds. Upon approval by the BOCC, the applicant will be responsible for coordination of the study and will receive 100% reimbursement of the total cost of the study segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. If the study shows a positive impact of the project on tourist-related businesses, the remaining segments of the project will move forward as set forth in the agreement. If the study does not show a positive impact of the project on tourist-related businesses, then the remainder of the agreement will terminate. Regardless of the outcome of the study, the applicant will be reimbursed for the cost of the study, subject to the caps on expenditures set forth in the agreement. For more information on the process, please refer to flow chart: http://www.monroecounty-fl.gov/DocumentCenter/View/16271/Public-Facilities-Category_flowchart?bidId
"Public facilities" means major capital improvements that have a life expectancy of 5 or more years, including but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities.

Public Record: All information furnished or disclosed as part of the application process is considered public record by the laws of the State of Florida.

DISTRICT ADVISORY COMMITTEE WORKSHOPS FOR APPLICANTS

Workshops will be held in each of the districts at the following venues and times for those applicants that are interested in applying for funding. Attendance is strongly recommended. (*Please note that all venues and times are subject to change and can be confirmed by calling the TDC administrative office at (305) 296-1552*):

District I:	February 26, 2020	Marriott Beachside	3:00 p.m.
District II:	February 25, 2020	Mote Marine Facility	6:00 p.m.
District III:	February 26, 2020	Hyatt Place	9:30 a.m.
District IV:	February 25, 2020	Founders Park	2:00 p.m.
District V:	February 25, 2020	Murray Nelson Gov't	10:00 a.m.

PERMISSIBLE USES FOR CAPITAL PROJECT FUNDS

This application is intended for applicants whose facility has a primary purpose of promoting tourism.

All capital projects funded by TDC shall be owned and operated by either a **governmental entity** or **non-profit organization and open to the public**. Individuals and for-profit organizations and companies **are not eligible** to apply for Capital Projects funds. Applicant shall provide proof of property ownership, long-term lease or service contracts for consideration of funding, and should show sufficient expertise or financial capability to operate such facilities.

Tourist Development Council capital project funds may be used in Monroe County as follows:

1. To acquire, construct, extend, enlarge, remodel, repair, improve maintain, operate or promote one or more:

Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

Zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by non-profit organizations and open to the public; and

2. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, re-nourishment, restoration and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup or restoration of inland lakes and rivers to which there is public assess as those used relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river.

3. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if public facilities are needed to increase tourist related business activities and in accordance with the conditions as set forth in F.S. 125.0104(5)(a)(6.)
Authorized uses of revenue must be in compliance with Florida Statute 125.0104, as may be amended from time to time.

APPLICATION FOR CAPITAL PROJECT FUNDING

This application is to request funding from the following District:

☐ **District I:** Key West - (shall encompass the city limits of Key West)

☐ **District II:** Lower Keys - (city limits of Key West to west end of Seven Mile Bridge)

☐ **District III:** Marathon - (west end of Seven Mile Bridge to Long Key Bridge)

☐ **District IV:** Islamorada - (between Long Key Bridge and Mile Marker 90.939)

☐ **District V:** Key Largo - (from Mile Marker 90.940 to the Dade/Monroe County line and any portions of mainland Monroe County)

APPLICANT ORGIANIZATION: Organization Name Here
(Registered business name exactly as it appears on www.sunbiz.org) Attach as **Exhibit A**

TYPE OF APPLICANT: ☐ Non-Profit ☐ Governmental Entity

PROJECT TITLE: _____

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER OF APPLICATION'S ORGANIZATION:

_____

DESIGNATED PROJECT CONTACT PERSON:
Please provide a contact for general correspondence for this project. The person listed below should be able to accept responsibility for receipt of information including agreement and reimbursement information.

Name & Title: _____

Telephone/mobile no.: _____

E-mail address: _____

Address: _____

_____

WEBSITE FOR FACILITY: _____

LOCATION OR ADDRESS OF PROJECT: *Provide physical (postal service) address, RE# and legal description (lot, block, subdivision) and attach map.*

_____

_____

WHICH OF THE FOLLOWING APPLIES TO YOUR FACILITY?

☐ Publicly owned and operated ☐ Owned and operated by a non-profit organization

☐ Publicly owned and operated by a non-profit organization

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR FACILITY?

☐ Convention Center ☐ Sports Stadium ☐ Sports Arena ☐ Coliseum

☐ Auditorium ☐ Aquarium ☐ Museum ☐ Zoological Park

☐ Nature Center ☐ Fishing Pier ☐ *****Beach or Beach Park Facility, channel, estuary or lagoon

☐ Public facilities in accordance with conditions set forth in F.S. 125.0104(5)(a)(6)

WHICH OF THE FOLLOWING APPLIES TO YOUR PROJECT?

☐ Acquire ☐ Construct ☐ Extend ☐ Enlarge ☐ Remodel

☐ Repair ☐ Improve

***IF YOU CHECKED THE BOX FOR BEACH OR BEACH PARK FACILITY, WHICH OF THE FOLLOWING APPLIES?**

☐ Improvement ☐ Renourishment ☐ Restoration ☐ Erosion control

☐ Maintenance ☐ Construct ☐ Repair

If the TDC/County requires a Conservation Easement Deed or mortgage note requiring repayment of TDC monies in the event of transfer of ownership or change in use of the premises, would you be agreeable to executing same?

☐ Yes ☐ No

Code Enforcement: Does your organization/property have any outstanding code violations and/or fines/costs or liens? (Please note that pursuant to Section 2-25(e), Monroe County Code, organizations with outstanding code compliance fines are not eligible to receive grants or contracts from the county until such time as the fines are resolved through payment or settlement.) ☐ Yes ☐ No If you have answered yes, please explain below:

Please only complete the section of page 11 or 12 which corresponds to your type of application

Non-Profit Organizations

Payment may be up to 75% reimbursement of the total cost of each segment of the project, subject to the maximum reimbursement amount of expenditures for each segment (if the project work is segmented) as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment of work in advance of seeking the up to 75% reimbursement. For purposes of this application no more than fifty percent (50%) of out of pocket cost for non-profits shall be of in-kind services and materials, and no in-kind services shall be reimbursed. If the TDC Funds Requested are allocated at less than 75% of the total project cost, only then may the organization request to allow additional in-kind services after submission of the application, which must be entered into your final agreement. The project may be broken down into 2 or 3 segments. When one segment is completed, reimbursement of the TDC portion of that completed segment cost can be applied for through the TDC. For acquisition of property see important information on page 6.

Total Project Cost:	TDC Funds Requested: (Up to 75% of Total Project Cost)	Organization Out of Pocket Cost: (Total Project Cost less TDC Funds Requested)	Confirmed In-Kind Services (Up to 50% of Out of Pocket Costs)	Confirmed/Available Hard Dollar Funds: (Total Project Cost Less In-Kind Services)	Organizations Financial Investment: (Out of Pocket Cost Less In-Kind Services)
$	$	$	$	$	$

In the space below list all in-kind services and goods and their values. These values are subject to negotiation with TDC/County. Please refer to page 4 of this application.

Governmental Entities

Payment may be up to 100% reimbursement of the total cost of each segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment in advance of seeking up to 100% reimbursement. The project may be broken down into 2 or 3 segments. For acquisition of property see important information on page 6.

Total Project Cost:	TDC Funds Requested: (Up to 100% of Total Project Cost)	Governmental Agency Out of Pocket Cost (Total Project Cost less TDC Funds Requested)	I have highlighted the line item in budget for this specific project. Enclose portion of line item budget as proof of funding for **Exhibit B** ☐
$	$	$	

Public Facilities

Segment #1 – Study

Payment will be 100% reimbursement of the total cost of the study segment of the project, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of this segment in advance of seeking reimbursement. The project may be broken down into additional segments. For acquisition of property see important information on page 6.

Total Study Cost:	TDC Funds Requested: (Up to 100% of Total Study Cost)	Governmental Agency Out of Pocket Cost (Total Project Cost less TDC Funds Requested)	I have highlighted the line item in budget for this specific project. Enclose portion of line item budget as proof of funding for **Exhibit B** ☐
$ _____	$ _____	$ _____	

Estimated completion date for study:

_____

Segment #2 - Project

Payment will be up to 70% reimbursement of the physical project segment, subject to the cap on expenditures for that segment as set forth in the agreement. Applicant must be prepared to pay the entire cost of each segment in advance of seeking reimbursement. The project may be broken down into additional segments. For acquisition of property see important information on page 6.

Total Project Cost(not including study):	TDC Funds Requested: (Up to 70% of Total Project Cost)	Governmental Agency Out of Pocket Cost (Total Project Cost less TDC Funds Requested)	I have highlighted the line item in budget for this specific project. Enclose portion of line item budget as proof of funding for **Exhibit B** ☐
$ _____	$ _____	$ _____	

TDC requires confirmation in writing that project funds are in place at the time of this application for grant funds (see Performance Guarantee on page 4) **Enclose proof of funding as Exhibit B**.

In the space below list the specific items/services, and the estimated dollar amount for each of those items/services that your requested TDC funds will be spent on (please do not include contingency fees or warranty fees as part of your budget):

1. Use:
   a) Original use of structure/facility and date of construction:

_____

   b) Present use:

_____

   c) Proposed use:

_____

   d) Insert or attach photograph of existing site (**Enclose as Exhibit C**):

   e) Historic designation: Indicate whether the property has been listed in the National Register, is located in a National Register district, is a locally designated historic landmark or is located in a locally designated historic district. If located within a historic district, provide the official name of the district. This information is available from the planning agency having jurisdiction over the property.

_____

All Capital projects funded by the TDC shall be owned and operated by a governmental entity or non-profit organization. Applicant shall provide proof of property ownership, long-term lease or service contracts for consideration of funding, and should show sufficient expertise or financial capability to operate such facilities (**Enclose as Exhibit D**).

2. Ownership or other interest in property by applicant:

a) Official records reference for ownership documentation
b) If not owned by applicant, provide long-term lease of property, or service contract and provide notarized consent letter from owner for use of property as outlined in this application

3. If proposed project calls for transfer of title of real property to County, at least two (2) current real estate appraisals and one (1) environmental assessment shall be provided (**Enclose as Exhibit E**). The TDC/County shall ascertain, prior to acceptance of any donation or prior to purchase, that the property will pose no environmental hazard or liability for same, to County. The TDC/County must also ascertain permissible governmental interest in the transfer of title. Indicate any such proposed title transfers here.

4. This paragraph applies only to an acquisition funding request, but you will still need to complete items 5 through 13, whether this is new construction or renovations, additions or exhibits. Indicate the area of the property to be acquired in acres:

In evaluating applications for acquisition funding, an important consideration is the appropriateness of the size of the site to be acquired. Determinations of the appropriateness of site size will be made on a case-by-case basis and will depend on the characteristics for which the property is considered to be significant. Sufficient property should be acquired to assure that the historic relationship of a structure or archaeological site to its surrounding environment is preserved. However, it is important that no more property than is necessary to achieve established preservation objectives be included in the acquisition project application. As this factor is crucial to favorable consideration of your grant application and will have substantial impact on the cost of the required application documentation, we encourage prospective applicants to consult with the staff of the TDC Administrative Office prior to initiating the required documentation.

5. Protection of property: Indicate any type of state or federal protection currently afforded the property. It may be that more than one type may be applicable. Provide citations for applicable local protective ordinances. Include copies of property-specific restrictive legal instruments in an attachment. By signing and submitting this application, the proposer **warrants** that **all** restrictions are disclosed. Failure to include **every** restriction on the property may result in immediate termination of any agreement and demand for return of any monies paid thereunder (**Enclose as Exhibit F**).

6. Is the property threatened by imminent destruction, deterioration or other loss which may include demolition, vacancy, severe deterioration, loss of structural integrity, encroaching development, adverse environmental conditions, vandalism, etc.? Be specific regarding the nature of immediacy of the threat. If so, describe in detail:

7. a) Are there any building restrictions on the site? If so, describe. Attach copies of all recorded easement and restrictive covenants. By signing and submitting this application, the proposer **warrants** that **all** restrictions are disclosed. Failure to include **every** restriction on the property may result in immediate termination of any agreement and demand for return of any monies paid thereunder (**Enclose as Exhibit G**).

b) Is the proposed project compatible with the County's and/or the Municipality's Concurrency Requirements under the existing and proposed Land Use Comprehensive Plan?

☐ Yes ☐ No

Describe below how you have ascertained such compatibility. (Note: If your description does not provide information about existing permits and/or review by the County Planning Department, your application shall be rejected. Please list all permits required to complete this project)

c) Does the site contain endangered or threatened species of flora or fauna?

☐ Yes ☐ No If yes, attach explanation as **Exhibit H**

d) Indicate whether or not the project will be accessible to the handicapped per Chapter 553, Part V, Florida Statutes and the Americans with Disabilities Act of 1990, Public Law 101-336, as amended.

☐ Yes ☐ No If no, attach explanation as **Exhibit I**

e) Explain how your facility will utilize recycling within the work of your proposed project:

f) Public accessibility and use: Indicate the extent to which the property is currently or will be scheduled to be open to the public each year (hours per day, days per week and weeks per year) upon project completion. Estimate the number of persons who will use or visit the completed facility annually. For archaeological projects, if the site will not be accessible to the public, estimate the number of persons annually who will be exposed to the interpretive materials and reports resulting from the project. How was this estimate derived?

8. Describe present physical condition of site: (attach legal description per property tax records). Indicate the present condition of the property by checking the appropriate term below:

☐ Excellent: The property is habitable and occupied; no repairs are needed. All physical evidence indicates that the property is under continuous maintenance. Application is for expansion and enhancement.

☐ Good: The property is habitable and occupied; only replacement or cosmetic repairs are needed (e.g., peeling paint, missing ornamental features, windows, doors, some deteriorated mortar, etc.) Property is maintained but in need of minor repair.

☐ Fair: The property is habitable but may be vacant. Both the structural integrity (foundation, framing, etc.) and weather tight integrity of the property (siding, walls, roofing, etc.) are in jeopardy because of prolonged neglect.

☐ Poor: The property is uninhabitable and vacant. Major structural repairs are needed. Weather tight integrity has been lost. The property is derelict, abandoned and not habitable without major rehabilitation work.
List any specific factors or problems which contribute to the present condition of the property.

9. Status of Project Planning: (Any work initiated prior to the approval of an agreement by the Monroe County Board of County Commissioners will be at applicants' own cost):

- ☐ Not yet initiated
- ☐ Initiated
- ☐ Schematics complete
- ☐ Design development completed
- ☐ Construction documents completed
- ☐ Permits have been obtained (if required)

10. Name and Address of Project Consultant (architect, engineer, contractor, etc.).

_____

Enclose preliminary plans or architectural documents completed to date - 1 set (**Enclose as Exhibit J**).

11. Has an agreement for architectural services or construction services been executed?

☐ Yes (costs will not be reimbursed by TDC) ☐ No

☐ Project does not require architectural services

12. It is the County's policy **not to fund operations and maintenance costs** of facilities. Describe the means by which the structure(s) affected by this project will be maintained subsequent to restoration/rehabilitation. Include sources and estimated amounts of funding for such maintenance.

13. Estimated Project completion date _____

14. How will the project enhance tourism in Monroe County?

15. Applicant must demonstrate the ability to complete the project as proposed and to maintain and operate the project as a viable and long-term tourist attraction that is open to the public.

Included in this demonstration should be a proposed operational budget and marketing program to promote this facility as a tourist attraction. (**Attach as Exhibit K**)

NON-COLLUSION AFFIDAVIT and VERIFICATION
(Enclose as Exhibit L)

I, _____, of the city of _____, according to law on my oath, and under penalty of perjury, depose and say that:

1) I am _____, the applicant making the application for the project described as follows:

2) The prices in this application have been arrived at independently without collusion, consultation, communication or contract for the purpose of restricting competition, as to any matter relating to such prices with any other applicant or with any competitor;

3) Unless otherwise required by law, the prices which have been quoted in this application have not been knowingly disclosed by the applicant and will not knowingly be disclosed by the applicant prior to application opening, directly or indirectly, to any other applicant or to any competitor;

4) No attempt has been made or will be made by the applicant to induce any other person, partnership or corporation to submit, or not to submit, a application for the purpose of restricting competition; and

5) The statements contained in this affidavit are true and correct, and made with full knowledge that Monroe County relies upon the truth of the statements contained in this affidavit in awarding contracts for said project.

_____
(Signature)
Date: _____

STATE OF: _____

COUNTY OF: _____

Subscribed and sworn to (or affirmed) before me, by means of ☐ physical presence or ☐ online

notarization, on _____ (date) by

_____ (name of affiant). He/She is personally known to me or has produced

_____ (type of identification) as identification.

_____

NOTARY PUBLIC

DRUG FREE WORKPLACE FORM
(Enclose as Exhibit M)

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that:

_____
(Name of Business)

1. Publishes a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.

2. Informs employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.

3. Gives each employee engaged in providing the commodities or contractual services that are under application a copy of the statement specified in subsection (1).

4. In the statement specified in subsection (1), notifies the employees that, as a condition of working on the commodities or contractual services that are under application, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 (Florida Statutes) or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.

5. Imposes a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, or any employee who is so convicted.

6. Makes a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

_____
(Signature)
Date: _____

STATE OF: _____

COUNTY OF:_____

Subscribed and sworn to (or affirmed) before me, by means of ☐ physical presence or ☐ online notarization, on _____ (date) by _____ (name of affiant). He/She is personally known to me or has produced_____ (type of identification) as identification.

_____
NOTARY PUBLIC

HOLD HARMLESS/INDEMNIFICATION
(Enclose as Exhibit N)

Organization Name Here (herein after "Organization") hereby covenants and agrees to indemnify and hold harmless the Monroe County Board of County Commissioners and Monroe County Tourist Development Council (herein after "BOCC/TDC") and the 3406 North Roosevelt Blvd. Corporation or any of its officers and employees from and against any and all claims, liabilities, litigation, causes of action, bodily injury (including death), personal injury, and property damage, and another other losses, damages, costs, expenses (including but not limited to fees and expenses arising from any factual investigation, discovery or preparation for litigation), and the payment of any and all of the foregoing or any demands, settlements or judgments arising out of, or in connection with, Project Name (herein after "Project") being funded by the BOCC/TDC. The Organization shall immediately give notice to the BOCC/TDC of any suit, claim or action made against the Organization that is related to this Project, and will cooperate with the BOCC/TDC in the investigation arising as a result of any suit, action or claim related to this Project.

a.) Non-Waiver of Immunity. Notwithstanding the provisions of Sec. 768.28, Florida Statutes, the participation of the BOCC/TDC in reimbursing/funding any portion of the Project and the acquisition of any commercial liability insurance coverage, self-insurance coverage, or local government liability insurance pool coverage shall not be deemed a waiver of immunity to the extent of liability coverage, nor shall any contract entered into by the BOCC/TDC be required to contain any provision for waiver.

b.) Privileges and Immunities. All of the privileges and immunities from liability, exemptions from laws, ordinances, and rules and pensions and relief, disability, workers' compensation, and other benefits which apply to the activity of officers, agents, or employees of any public agents or employees of the BOCC/TDC, when performing their respective functions related to this Project within the territorial limits of the County shall apply to the same degree and extent to the performance of such functions and duties of such officers, agents, volunteers, or employees outside the territorial limits of the County.

c.) RESTRICTIONS ON AGREEMENTS FUNDED BY BOCC/TDC. The Organization shall include the following term in all agreements funded by the BOCC/TDC for this Project:

Hold harmless/indemnification. Contractor acknowledges that this agreement is funded at least in part by the BOCC/TDC and agrees to indemnify and hold harmless the BOCC/TDC and any of its officers and employees from and against any and all claims, liabilities, litigation, causes of action, damages, costs, expenses (including but not limited to fees and expenses arising from any factual investigation, discovery or preparation for litigation), and the payment of any and all of the foregoing or any demands, settlements or judgments (collectively claims) arising directly or indirectly from any negligence or criminal conduct on the part of contractor in the performance of the terms of this agreement. The contractor shall immediately give notice to the BOCC/TDC of any suit, claim or action made against the contractor that is related to the activity under this agreement, and will cooperate with the BOCC/TDC in the investigation arising as a result of any suit, action or claim related to this agreement.

_____

President of Organization/Mayor's Name Typed President's/Mayor's Signature

Sworn to and subscribed before me this _____ day of _____ 20_____

personally appeared _____, _____, and_____

known to be the person named in and who executed the foregoing document.

_____

My commission expires: Notary Public State of _____

Print off this page, complte and include as part of applcation

Form **W-9**
(Rev. November 2017)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

Requester's name and address (optional)

6 City, state, and ZIP code

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number

☐☐ – ☐☐☐☐☐☐☐

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person ▶** **Date ▶**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

Cat. No. 10231X Form **W-9** (Rev. 11-2017)

Insurance Check List and Agent/Bidders Statement
(Enclose as Exhibit Q)
Only for Applicants requesting $20,000 or more in funding

INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS FOR WORK

To assist in the development of your proposal, the insurance coverages marked with an "X" will be required in the event an award is made to your firm. Please review this form with your insurance agent and have him/her sign it in the place provided. It is also required that the bidder sign the requisite form reflecting coverage and submit it with the proposal.

WORKERS' COMPENSATION
AND
EMPLOYERS' LIABILITY

	X	Workers' Compensation	Statutory Limits
			Bodily Injury by Accident/Bodily Injury by Disease, policy limits/Bodily Injury by Disease each employee
WCI		Employers Liability	$100,000/$500,000/$100,000
WC2		Employers Liability	$500,000/$500,000/$500,000
WC3		Employers Liability	$1,000,000/$1,000,000/$1,000,000
WCUSLH		US Longshoremen & Harbor Workers Act	$1,000,000
WCJA	_____	Federal Jones Act	$1,000,000

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premises Operations
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GLI	_____	$300,000 Combined Single Limit
GL2	X	$500,000 Combined Single Limit
GL3	_____	$1,000,000 Combined Single Limit
GL4	_____	$2,000,000 Combined Single Limit
GLS	_____	$3,000,000 Combined Single Limit
GL6	_____	$4,000,000 Combined Single Limit
GL7	_____	$5,000,000 Combined Single Limit

Required Endorsement:

GLLIQ	_____	Liquor Liability
GLS		Security Services

All endorsements arc required to have the same limits as the basic policy.

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for: Owned; Non-owned;

and Hired Vehicles

Required Limits:

VLl	_____	$50,000 per Person: $100,000 per Occurrence $25,000 Property Damage Or $100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	X	$200,000 per Person; $300,000 per Occurrence $200,000 Property Damage or $300,000 Combined Single Limit
VL3	_____	$500,000 per Person; $1,000,000 per Occurrence $100,000 Property Damage or $1,000,000 Combined Single Limit
VL4	_____	$5,000,000 Combined Single Limit

MISCELLANEOUS COVERAGES

BRl	Builders' Risk	Limits equal to the Full Replacement Value of the completed project.
CLI	Cyber Liability	$1,000,000
MVC	Motor Truck Cargo	Limits equal to the maximum value of any one shipment.
PRO PR02 PR03	Professional Liability	$ 300,000 per Occurrence/$ 500,000 Agg. $ 500,000 per Occurrence/$1,000,000 Agg. $1,000,000 per Occurrence/$2,000,000 Agg.
POLl POL2 POL3 POL4	Pollution Liability	$ 500,000 per Occurrence/$(,000,000 Agg. $1,000,000 per Occurrence/$2,000,000 Agg. $3,000,000 per Occurrence/$6,000,000 Agg. $5,000,000 per Occurrence/$10,000,000 Agg.
EDt ED2	Employee Dishonesty	$ 10,000 $100,000
GKl GK2 GK3	Garage Keepers	$ 300,000 ($ 25,000 per Vehicle) $ 500,000 ($100,000 per Vehicle) $1,000,000 ($250,000 per Vehicle)

MEDl	Medical	$ 300,000/$ 750,000 Agg.
MED2	Professional	$ 500,000/$ 1,000,000 Agg.
MED3		$1,000,000/$ 3,000,000 Agg.
MED4		$5,000,000/$10,000,000 Agg.
IF	Installation Floater	Maximum value of Equipment Installed
VLPl	Hazardous	$ 300,000 (Requires MCS-90)
VLP2	Cargo	$ 500,000 (Requires MCS-90)
VLP3	Transporter	$1,000,000 (Requires MCS-90)
BLL	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's posession.
HK.Ll	Hangar keepers	$ 300,000
HK.L2	Liability	$ 500,000
HK.L3		$ 1,000,000
HK.L4		$ 5,000,000
AIRI	Aircraft	$ 1,000,000
AIR2	Liability	$ 5,000,000
AIR3		$50,000,000
AE01	Architects Errors	$ 250,000 per Occurrence/$ 500,000 Agg.
AE02	& Omissions	$ 500,000 per Occurrence/$1,000,000 Agg.
AE03		$ 1,000,000 per Occurrence/$3,000,000 Agg.
AE04		$ 3,000,000 per Occurrence/$5,000,000 Agg.
ARP	All Risk Property	Full Replacement Value ofStmcture
EOJ	Engineers Errors	$ 250,000 per Occurrence/$ 500,000 Agg.
E02	& Omissions	$ 500,000 per Occurrence/$!,000,000 Agg.
E03		$ I,000,000 per Occurrence/$2,000,000 Agg.
E04		$ 5,000,000 per Occurrence/$!0,000,000 Agg.
WLl	Water Craft	$ 500,000 per Occurrence
WL2	Liability	$ 1,000,000 per Occurrence

INSURANCE AGENT'S STATEMENT

I have reviewed the above requirements with the bidder named below. The following deductibles apply to the corresponding policy.

Policy	Deductibles

Liability policies are ☐ Occurrence ☐ Claims Made

Insurance Agency _____ Signature _____

BIDDERS STATEMENT

I understand the insurance that will be mandatory if awarded the contract and will comply in full with all the requirements.

Bidder's Name and Title _____ Signature _____

Company Name:_____

ATTACHMENTS AND CERTIFICATIONS
(Enclose as Exhibit P)

1. The following supporting documents are attached.

a) ☐ Print out of Sunbiz.org "Detail by Entity" (**Exhibit A**)

b) ☐ Documentation from bank of confirmed project funds (**Exhibit B**)

c) ☐ If applicable: Insert or attach photograph of existing site (**Exhibit C**)

d) ☐ Proof of ownership; long term lease or service contract (**Exhibit D**)
(Include consent of owner for use of property as described within this application)

e) ☐ If applicable: Enclose at least two (2) current real estate appraisals and one (1) environmental assessment (**Exhibit E**)

f) ☐ If applicable: Enclose citations for local protective ordinances (**Exhibit F**)

g) ☐ If applicable: Enclose copies of all recorded easement and restrictive covenants (**Exhibit G**)

h) ☐ If applicable: Enclose description of endangered/threatened special of flora or fauna (**Exhibit H**)

i) ☐ If applicable: Enclose ADA accessibility explanation (**Exhibit I**)

j) ☐ If applicable: Enclose preliminary plans or architectural documents - 1 set (**Exhibit J**)

k) ☐ Proposed operation budget and marketing plan (**Exhibit K**)

l) ☐ Notarized Non-Collusion affidavit and verification (**Exhibit L**)

m) ☐ Signed Drug Free Workplace Form (**Exhibit M**)

n) ☐ Notarized Hold Harmless/Indemnification form (**Exhibit N**)

o) ☐ Applicant has printed and completed the W-9 form included within the application (page 23) (**Exhibit O**)

p) ☐ Notarized Attachments and Certification form (**Exhibit P**)

q) ☐ Applicant has printed and completed the Insurance Worksheet (page 24-28) with their Insurance Agent (**Exhibit Q) (only required if requesting $20,000 or more in funding)**

r) ☐ I have read the Capital Project Funding Process and Importation Information provided on Pages 2-8 of this application

VERIFICATION

I swear and certify that the information contained in this application is true and correct, and that I am the duly authorized representative of the applicant.

_____

President's/Mayor's Name Typed President's/Mayor's Signature

Sworn to and subscribed before me this _____ day of _____ 20____

personally appeared _____, _____, and_____

known to be the person named in and who executed the foregoing document.

_____

My commission expires: Notary Public State of _____

District I Advisory Committee Meeting

The December 4, 2019 regular meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson George Galvan at 3:00 p.m. at the Doubletree Resort, Key West.

DAC Members Present Were: Ms. Julie Brown, Mr. Pony Charvet, Ms. Eugenia Dwyer, Ms. Patricia Neyra, Mr. Steve Robbins, Ms. Piper Smith, Ms. Rosi Ware, and Ms. Kim Works

TDC Representative in Attendance: Ms. Diane Schmidt

Agencies Present Were: Mr. Clinton Barras – Two Oceans Digital Ms. Carol Shaughnessy - NewmanPR

Administrative Staff Present Were: Ms. Stacey Mitchell, Ms. Maxine Pacini, and Ms. Ammie Machan

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Smith moved approval of the agenda with the following bulk agenda items:

D.2. October 2, 2019 Regular Meeting Minutes
D.3. September 17, 2019 TDC Meeting Minutes – FYI
E.1. FY 2020 Budget
E.2. Four Penny Revenue Report
F.1. Monthly Report from NewmanPR – FYI
G.1. Advertising Recap – FYI
H.1. Smith Travel Research Report – FYI
H.2. Smith Travel Research Daily Occupancy Report – FYI
H.3. Vacation Rental Occupancy & Rate Report – FYI
I.1. Chamber Visitor Information Services Report – FYI
I.2. Key West Business Guild Services Report – FYI
J.1. Two Oceans Digital Report – FYI
J.2. District Google Analytics
L.1. Operations Manual Update – FYI
L.2. Consideration and Action re: Additional Funding for Higgs Beach Cleaning

Ms. Works seconded. Motion passed unanimously.

Consideration and Action re: Additional City of Key West Beach Cleaning Funding: The City of Key West came before the DAC in June 2019 under the Capital Funding process and requested a total of $930,000 per year for beach cleaning commencing October 1, 2019. They were under a current Agreement of $520,000 per year through September 30, 2020 but wished to rescind that Agreement and begin a new one with additional funding.

The DAC allocated an amount not to exceed $620,000 per year and this funding was also approved by the TDC at their meeting of July 30, 2019. The City of Key West Commission approved same at their meeting of September 17, 2019. The Agreement was placed on the October 16, 2019 Board of County Commission (BOCC) agenda for final approval. During the October 16, 2019 BOCC meeting, the Commissioners decided not to approve the Agreement

as presented and asked that the Agreement be taken back to the DAC for consideration of additional funding.

Mr. Mark Finnigan and Mr. Marcus Davila were in attendance to answer questions from the DAC. Mr. Charvet asked if the increased funding would increase the number of times that the beach is cleaned. Mr. Finnigan stated that the City's agreement with Beach Raker to provide beach cleaning services was to provide 52 cleanings per year on Rest Beach, and at the current pace of beach cleaning, the contractor was set to exceed that number under the understanding that there would not be increased compensation for doing so. Mr. Finnigan stated that yes, there is increased beach cleaning, but stated that the number of times would be based on how practical it would be to clean the beach. He stated that if the increase in funding was to increase the number of beach cleanings he believed that Beach Raker would be agreeable to amend their agreement to increase the number of cleanings.

Mr. Robbins asked for the amount of the City's agreement with Beach Raker to provide these services. Mr. Finnigan replied that the first year of the agreement was $700,000, year two was $735,000 and year three was $770,000 with a 5% increase for years four and five. Ms. Ware clarified that the TDC funding would be a set amount for the grant period. Ms. Smith asked the TDC funding had to be for a 5-year period. Ms. Pacini stated that the funds did not need to be granted for 5 years but doing so assisted both the City and the DAC in their budget processes. Ms. Neyra asked if the City had funds within their budget to cover the cost of beach cleaning. Mr. Finnigan stated that there were funds set aside in the FY 2020 budget to cover the cost of beach cleaning, but not in future budgets as those budgets have not yet been set. Ms. Ware asked for the total cost of the beach cleaning. Mr. Finnigan stated that the original request was for $930,000, which included other permissible costs such as labor.

Ms. Works asked why the BOCC brought this item back to the DAC. Ms. Mitchell responded that the BOCC would like to see the agreement funded at a level closer to the requested amount and to have a discussion to get a better understanding of the funding for the project. Mr. Galvan asked if the scope of services that were originally presented to the DAC has changed, Mr. Finnigan stated that the scope of services had not changed. Mr. Charvet commented on the importance that clean beaches has on the visitor's perception of the destination. He stated that there are many weddings that take place on Smathers beach, that those photos are shared around the country and that it doesn't look good for the destination if the beaches are not clean. Ms. Mitchell asked if there was a sargassum bloom, if the contractor would be willing to increase cleanings to address the bloom without increasing the cost. Mr. Davila replied that yes, and that they had actually done so this past year with no cost increase.

Mr. Robbins moved approval to fund the City of Key West in an amount not to exceed $790,500 (85% of requested funds) DAC I Capital Resources for a five-year period effective October 1, 2019 for Beach Cleaning, Mr. Charvet seconded.

A roll call vote was taken with the following results:

Ms. Julie Brown	Yes
Mr. Pony Charvet	Yes
Ms. Eugenia Dwyer	Yes
Ms. Patricia Neyra	Yes
Mr. Steve Robbins	Yes
Ms. Piper Smith	Yes

Ms. Rosi Ware	Yes	
Ms. Kim Works	Yes	
Mr. George Galvan	Yes	Motion passed.

Review of Recent Events Funded by DAC: The following events had taken place since the last DAC meeting, with an opportunity for the Events to provide an update:

Fantasy Fest: Key West Tourist Development Association, Inc. was allocated $150,000 for Fantasy Fest in October 2019. A written report was provided in the meeting packet. Ms. Nadene Orr was in attendance and provided an update on the event.

Southernmost Marathon Half and 5K: Multirace, LLC was allocated $17,000 for Southernmost Marathon Half and 5K in October 2019. A written report was provided in the meeting packet. Ms. Liz Love was in attendance and reported that 91% of attendees were from out of County. She stated that the event was marketed to Florida, Georgia, North Carolina, New York and Pennsylvania.

Consideration and Action re: FY 2021 Event Funding Levels: Ms. Pacini informed the Committee that the Administrative office was currently working on the FY 2021 Destination and Turnkey Event Funding Application. She reviewed the current funding levels and provided an opportunity for the Committee to revise the funding levels.

Mr. Charvet asked if the DAC should consider a lower level for Turnkey funding. He stated that at last year's event funding meeting the DAC did not wish to fund the City of Key West for Fireworks at such a high funding level. Ms. Pacini reminded the Committee that Turnkey funding is reserved for events that have the most economic impact to the District. Ms. Mitchell stated that she believed that the Committee was in agreement during the event funding meeting that the DAC would have liked to have seen a strong marketing and promotion plan for the fireworks event. Mr. Robbins stated that the DAC does have the opportunity to fund an event that applied for Turnkey funding as a Destination event. Ms. Jodi Weinhofer commented that the purpose of event funding was to draw out of County visitors to the destination.

Ms. Ware moved approval to retain the same funding levels for FY 2021, Ms. Works seconded. Motion passed unanimously.

Update re: October 29, 2019 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the October 29, 2019 TDC Meeting.

Public/Industry Input: Ms. Virginia Panico introduced Mr. Scott Atwell to the Committee, who would be taking over her position at the Chamber of Commerce.

Mr. Galvan informed the Committee that this would be his last DAC meeting. He thanked the Committee, Staff, Agencies and members of the public for all that they do for the destination.

There being no further business the meeting was adjourned at 4:01 p.m.

Monroe County Tourist Development Council Meeting

The October 29, 2019 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., at the Murray Nelson Government Center, Key Largo.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Mayor Teri Johnston, Mayor Sylvia Murphy, Mr. Timothy Root, Ms. Diane Schmidt, Mr. Michael Shipley, Ms. Gayle Tippett

District Advisory Committee Chairpersons/Representatives Present Were: Ms. Patti Stanley (DAC IV) and Ms. Joy Boyd (DAC V)

District Advisory Committee Chairpersons Absent Were: Mr. George Galvan (DAC I), Mr. Henry Hamilton (DAC II), and Ms. Vicki Tashjian (DAC III)

Agencies Present Were: Mr. John Underwood and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras and Ms. Lauren Oropeza- Two Oceans Digital.com, Mr. Andy Newman and Ms. Julie Botteri-NewmanPR

Staff Present Were: Ms. Christine Limbert-Barrows – Assistant County Attorney, Ms. Stacey Mitchell – TDC Marketing Director, Ms. Kelli Fountain – TDC Director of Market Research, Mr. Jim DeKeyrel – TDC Director of Sales, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: Ms. Irwin deleted item N.2. Consideration and Action re: Excused Absence for Mr. James Bernardin from the agenda.

Mr. Fernandez moved approval of the agenda as amended, Mayor Johnston seconded. Motion passed unanimously.

Approval of the Minutes: **Mayor Murphy moved approval of the September 17, 2019 TDC meeting minutes as presented, Mr. Fernandez seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: Item O.3.b Consideration and Action re: Extension to Agreement with Dolphin Research Center, Inc. for the DRC Welcome Center Generator was pulled from the bulk items due to a voting conflict.

Mr. Bernardin moved approval of the following bulk items:

F. **Budget**
   1. Four Penny Revenue Report
G. **Advertising**
   1. Review of monthly accounting breakdown & FY 2020 Generic Destination & Umbrella campaign recap
   2. Response Report – FYI
   3. Advertising Recap – FYI
   4. Search Engine Marking Report – FYI
I. **Public Relations**
   1. Status Report
   2. Ameurop Report
J. **Sales and Marketing**
   1. Status Report
K. **Research**
   1. Status Report
   2. Review of VIS Call Reports

3. Monitoring Economic Status Update

L. **Administrative**

1. Status Report
2. Director's Report
3. Operations Manual Update – FYI
4. Consideration and Action re: Employee Compensation

M. **Website**

1. Website Status Report

N. **TDC Items**

1. Consideration and Action re: Amendment to Agreement with Tinsley Advertising to Change Key Personnel

O. **District Advisory Committee Items**

1. District I
   - **a).** DAC I August 7, 2019 Regular Meeting Minutes – FYI
   - **b).** Consideration and Action re: Extension to Agreement with Miami-Dade Historical Maritime Museum, Inc. for the USCGC Ingham Repair and Restoration of Hull Project
   - **c).** Consideration and Action re: Ms. Eugenia Dwyer/Lodging Representative
2. District II
   - **a).** DAC II August 6, 2019 Regular Meeting Minutes – FYI
3. District III
   - **a).** DAC III August 7, 2019 Regular Meeting Minutes – FYI
4. District IV
   - **a).** DAC IV August 6, 2019 Regular Meeting Minutes – FYI
5. District V
   - **a).** DAC V August 6, 2019 Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Umbrella**

1. Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

1. Minutes of Dive Umbrella Meeting – FYI

Mayor Murphy seconded. Motion passed unanimously.

Election of FY 2020 Officers: Nominations for FY 2020 officers were brought forward with the following members being seated:

Chairperson:	**Ms. Rita Irwin**
Vice Chairperson:	**Mr. George Fernandez**
Treasurer:	**Mr. Tim Root**
Co-Treasurer:	**Ms. Diane Schmidt**

Presentation: Fall Media: Mr. Gitlin presented an overview of the Fall Media Campaign in an amount of $3,392,206 to run October – December 2019. Television accounted for 50% of the campaign with advertisements airing on major cable networks in markets such as New York, Chicago, Boston, DC, Philadelphia, Columbus, Dallas, and Charlotte. Mr. Gitlin stated that National Geographic and Nat. Geo. WILD networks were added to the fall campaign to reach visitors who are interested in sustainable travel. Ads also ran in local spot markets such as New York, Chicago, Minneapolis-St. Paul and Toronto during the early and late news. Addressable Television in the New York market was used to target only those households who fit the destinations demographic. The spot "A Little Color" was shown.

Digital advertisements for the campaign included pre-roll video, social media sponsored ads, native content stories, banner, e-newsletters and search engine marketing. Examples of mobile swipe ads were shown. Digital pre-roll :15 second spots, e-newsletters and companion banner ads for each

district were shown. Mr. Gitlin explained that the digital ads were geo targeted and also targeted to those who meet the destinations demographic. Native Content included content in Food and Wine Magazine, Travel and Leisure Magazine, Martha Stewart Weddings and the LBGTQ market. Mr. Gitlin stated that the social media campaign included both paid sponsored posts on media partners social media accounts such as Sport Diver Magazine and the Knot and sponsored posts on the destinations own social media accounts. Targeted ads to direct flight markets were also included in the social media campaign.

Mr. Gitlin stated that magazines are a great way to reach niche markets including travel enthusiasts, divers, fishermen, and the LGBTQ markets. Samples of print ads were shown. International markets include Canada, Germany, France, the U.K., Italy, and Scandinavia. Efforts to the International markets include television, digital, print and branded taxis in the U.K. Mr. Gitlin stated that added value for the fall campaign was estimated to be $310,000 and included negotiated rates on all media, sponsorship mentions, free e-newsletters and video/banner impressions and upgraded ads at no additional cost.

Mr. Bernardin complimented the agency on the campaign and commented that he liked the addition of a seaplane in the ads. Mayor Johnston stated that she did not see a lot of diversity in the ads. Mr. Underwood replied that the agency would be presenting the entire photoshoot at the December meeting which included more diversity. Ms. Mitchell stated that there has been a move to include more diversity within the advertisements.

Mr. Shipley asked if there would be any advertising done to promote pre and post-Super Bowl stays. Mr. Gitlin replied that there will be some advertisements done in January and then more targeted ads once the final two teams are known.

<u>Consideration and Action re: Coral Reef Economic Impact Study:</u> Ms. Kelli Fountain stated that this study was included as a goal in the FY 2020 Marketing Plan. She introduced Ms. Danielle Schwarzmann, Economist with NOAA/NOS/Office of National Marine Sanctuaries, who presented a brief overview of the study. Ms. Schwarzmann stated that the goal of this study is to estimate the benefits and economic contributions of scuba divers, and snorkelers who visit areas managed by Florida Keys National Marine Sanctuary. This study will measure the visitation of three reef restoration sites located in Key Largo. Data will be collected from passengers of dive and snorkel trips with the survey including questions such as the number of days spent snorkeling/diving, attitudes and perception of the reef, perception of the value of conservation of the reef and the role, if any, that an operators Blue Star designation has in a visitors selection of a dive/snorkel operator. The data will also be used to estimate the expenditures of those who engage in these activities and their economic contributions to Monroe County. Ms. Schwarzmann stated that the survey is currently being developed and the dive/snorkel operators are being selected. The surveys will be implemented in the winter and summer seasons with the study being completed by September 30, 2020.

Ms. Julie Botteri asked if only Blue Star operators will be used. Ms. Schwarzmann replied that it is hoped that both Blue Star and non-Blue Star operators will participate in the study so that the role that the Blue Star designation plays in visitors selecting their dive/snorkel operators can be examined.

Mr. Shipley moved approval of the Coral Reef Economic Impact Study in an amount not to exceed $49,500, Mr. Fernandez seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mr. George Fernandez	Yes	
Mayor Teri Johnston	Yes	
Mayor Sylvia Murphy	Yes	
Mr. Timothy Root	Yes	
Ms. Diane Schmidt	Yes	
Mr. Michael Shipley	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	Yes	Motion passed

Ms. Mitchell commented that the data collected from this study could be used for target marketing for those interested in diving and snorkeling. She stated the dive market is aging and this data can be used to attract a younger dive market to come the destination. She stated that the younger markets are more mindful and therefore stewards of our natural resources. Mayor Johnston expressed concern over bringing more visitors to the reefs. Ms. Mitchell responded that dive shop operators and dive masters are stewards of our natural resources and are the first to want to protect and preserve the reefs. Mayor Johnston commented that she has witnessed unqualified divers damage the reef on dive trips. Ms. Tippett responded that she felt as if this happened much more in the past and that dive operators are now doing a better job at educating divers on how to protect the reefs.

Presentation: Florida Keys and Key West Updated App: Ms. Lauren Oropeza presented the recently updated Florida Keys and Key West App, including the recently launched in app driving tours. She stated that the benefits of an app for the destination included the speed at which visitors can access information, no need for Wifi, and the experience is able to be personalized. She stated that mobile users spend more time on apps than on mobile websites. The app is designed to be used by both people planning their vacation to the Keys and while visitors are in the destination and she briefly reviewed aspects of the app.

Ms. Oropeza stated that the development of the driving tours was a goal of the FY 2019 Marketing Plan to promote scenic, iconic and historical places of interest on the Overseas Highway. The points of interest were selected after consultation with TDC, Chambers of Commerce and Sheriff Rick Ramsey. The tours are organized in a north bound and south bound tour for ease and safe exit/entry on the highway and to ease congestion. Ms. Oropeza stated that once users open the app and select the tour they wish to take, a notification is sent to the app approximately 2 miles before the point of interest so that the user can decide if they wish to stop. The app encourages the passenger and not the driver to handle the mobile device. Ms. Oropeza played an overview of the north and south bound tours.

Ms. Irwin passed the gavel to Mr. Fernandez

Consideration and Action re: Extension to Agreement with Dolphin Research Center, Inc. for the DRC Welcome Center Generator Project: **Mr. Root moved approval to extend the Agreement with the Dolphin Research Center, Inc. for the DRC Welcome Center Generator Project to September 30, 2020, Ms. Tippett seconded.**

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mr. George Fernandez	Yes	
Mayor Teri Johnston	Yes	
Mayor Sylvia Murphy	Yes	
Mr. Timothy Root	Yes	
Ms. Diane Schmidt	Yes	
Mr. Michael Shipley	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	Abstain*	Motion passed

*Ms. Irwin abstained due to being an officer for Dolphin Research Center, Inc.

Mr. Fernandez returned the gavel to Ms. Irwin

General Discussion: Mayor Murphy stated that this would be her last meeting as a member of the TDC and stated that she would not be seeking another term on the County Commission. Ms. Irwin thanked the Mayor for her service and stated that she would be missed.

There being no further business, the meeting was adjourned at 11:25 a.m.

Visit Florida Keys Meeting

The October 29, 2019, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 11:25 a.m. at the Murray Nelson Government Center, Key Largo.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Mayor Teri Johnston, Mayor Sylvia Murphy, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

Consideration and Action re: Visit Florida Keys Portion of the September 17, 2019 meeting minutes: Ms. Tippett moved approval of the Visit Florida Keys Portion of the September 17, 2019 meeting minutes as presented, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Approval of Board Members as Appointed by TDC: Mr. Shipley moved approval of the Officers and Board of Directors for the 3406 North Roosevelt Boulevard Corp. d.b.a Visit Florida Keys as follows:

President:	Ms. Rita Irwin
Vice President:	Mr. George Fernandez
Secretary/Treasurer:	Mr. Tim Root
Co-Treasurer:	Ms. Diane Schmidt
Board of Directors:	Mr. James Bernardin
	Mayor Teri Johnston
	Mayor Sylvia Murphy
	Mr. Michael Shipley
	Ms. Gayle Tippett

Ms. Tippett seconded, motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:27 a.m.

Monroe County Tourist Development Council Meeting

The December 18, 2019 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., at the Marriott Beachside, Key West.

TDC Members Present Were: Mr. James Bernardin, Mayor Heather Carruthers, Mayor Teri Johnston, Ms. Diane Schmidt, Ms. Gayle Tippett

TDC Members Absent Were: Mr. George Fernandez (1st absence in Fiscal Year), Mr. Timothy Root (1st absence in Fiscal Year), and Mr. Michael Shipley (1st absence in Fiscal Year)

District Advisory Committee Chairpersons/Representatives Present Were: Ms. Piper Smith (DAC I), Mr. Henry Hamilton (DAC II), Ms. Vicki Tashjian (DAC III), Ms. Patti Stanley (DAC IV) and Ms. Peg Laron (DAC V)

Agencies Present Were: Mr. John Underwood, Mr. Dorn Martell and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman - NewmanPR

Staff Present Were: Ms. Christine Limbert-Barrows – Assistant County Attorney, Ms. Stacey Mitchell – TDC Marketing Director, Ms. Kelli Fountain – TDC Director of Market Research, Mr. Jim De Keyrel – TDC Director of Sales, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: **Mr. Bernardin moved approval of the agenda as presented, Mayor Johnston seconded. Motion passed unanimously.**

Approval of the Minutes: **Mayor Johnston moved approval of the October 29, 2019 TDC meeting minutes as presented, Mr. Bernardin seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Mr. Bernardin moved approval of the following bulk items:**

F. **Budget**
   1. Four Penny Revenue Report

G. **Advertising**
   1. Review of monthly accounting breakdown & FY 2020 Generic Destination & Umbrella campaign recap
   2. Response Report – FYI
   3. Advertising Recap – FYI
   4. Search Engine Marking Report – FYI

I. **Public Relations**
   1. Status Report
   2. Ameurop Report

J. **Sales and Marketing**
   1. Status Report

K. **Research**
   1. Status Report
   2. Review of VIS Call Reports
   3. Monitoring Economic Status Update

L. **Administrative**
   1. Status Report
   2. Director's Report

M. **Website**
   1. Website Status Report

N. **TDC Items**
   1. Consideration and Action re: 2020 TDC and DAC Meeting Schedule
   2. FY 2019 Marketing Plans Goals Report

O. **District Advisory Committee Items**

1. District I
   - **a).** DAC I October 2, 2019 Regular Meeting Minutes – FYI
   - **b).** Consideration and Action re: Mr. Mark Vose/Lodging Representative
   - **c).** Consideration and Action re: Additional Funding for City of Key West Beach Cleaning
   - **d).** Consideration and Action re: Additional Funding for Higgs Beach Cleaning
2. District II
   - **a).** DAC II October 1, 2019 Regular Meeting Minutes – FYI
   - **b).** Consideration and Action re: DAC II FY 2020 2nd Round Capital Project Funding Allocations totaling $22,452
   - **c).** Consideration and Action re: Ms. Andrea Paulson/Tourist Related Representative
3. District III
   - **a).** DAC III October 2, 2019 Regular Meeting Minutes – FYI
4. District IV
   - **a).** DAC IV October 1, 2019 Regular Meeting Minutes – FYI
   - **b).** Consideration and Action re: DAC IV FY 2020 2nd Round Capital Project Funding Allocations totaling $49,425
5. District V
   - **a).** DAC V October 1, 2019 Regular Meeting Minutes – FYI
   - **b).** Consideration and Action re: DAC V FY 2020 2nd Round Capital Project Funding Allocations totaling $38,959

P. **Cultural Umbrella**

- **1.** Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Umbrella**

- **1.** Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

- **1.** Minutes of Dive Umbrella Meeting – FYI

Mayor Johnston seconded. Motion passed unanimously.

Presentation: Still Photography Shoot: Mr. Dorn Martell was in attendance to present the recently completed destination wide photo shoot and stated that images from the photo shoot included the subject matter such as fishing, diving, snorkeling, culture, dining, soft adventure, watersports, wildlife and resort lifestyle. A diverse group of people were cast for the photo shoot which took place over 30 shoot days in June and July. The shoot produced over 1,700 images with 80 different set ups. Mr. Martell presented a compilation of selected images.

Discussion: Fodor's designation of the Florida Keys National Marine Sanctuary as a "No Go" Destination: Mr. Andy Newman stated that the Florida Keys National Marine Sanctuary was listed along with 13 other destinations on Fodor's 2020 "No Go" list. He stated that the Fodor's article focused on Florida's "sickly" coral reefs and how visitors can mitigate their effects on the reef. A tourism advisory was proactively developed for the industry with talking points on the issue. Despite some media coverage of the designation, after polling the Chamber of Commerce's there were no known phone calls or inquiries regarding the destination being placed on the "No Go" list and the advisory was not sent out. Mr. Newman showed news coverage showcasing the National Marine Sanctuary's "Mission Coral Reef" project which pledged to raise $100M for coral restoration over the next 20 years. Mayor Carruthers asked if the TDC had worked with dive operators to promote voluntourism dive trips. Ms. Irwin replied that voluntourism is promoted on the destination's website. Mayor Carruthers asked if there were any specific advertisements for this market. Mr. Underwood stated that there was a sustainability campaign which ran both in and out of county. Mr. Newman showed an article in the dive edition of the "Keys Traveler" magazine which promoted dive voluntourism.

Presentation: Current PR: Mr. Newman presented recent Public Relations efforts including coverage of Fantasy Fest in Key West, underwater pumpkin carving contest in Key Largo, and the Stone Crab eating contest in Marathon. Mr. Newman reported that CNN would be broadcasting from Key West on New Year's Eve. The agency produced an LGBTQ+ video, which would be used on the destinations website and social media accounts. A segment of "Florida Keys Protecting Paradise" was shown and Mr. Newman stated that it would begin to air on networks such as Discovery beginning December 29th.

Presentation: UK and German Travel Market Update: Mr. Jim De Keyrel introduced Ms. Emma Cashmore from Axis Travel Marketing, UK and Mr. Albert Jennings from Get it Across, Germany who were in attendance to present an update of the UK and German travel markets.

Mr. Jennings presented an overview of the German market. He stated that over 25% of German travelers who come to Florida visit the Florida Keys, totaling about 110,000 visitors to the Keys from this market annually. Mr. Jennings stated that the German market travels in the summer months with an average length of stay of 14 days and efforts have been made to extend the length of stay within the Florida Keys. Mr. Jennings showed examples of marketing efforts for the German market including affinity marking programs, online and digital marketing, LGBTQ marketing, and sponsorship of the 2020 Euro Games. Mr. Jennings stated that Get it Across works closely with Tinsley Advertising and Newman PR.

Ms. Emma Cashmore presented an overview of the UK market. She discussed Brexit and stated that after attending World Travel Market, there was no indication that Brexit would cause a significant decline in travel overseas to the US. Ms. Cashmore stated that this market travels year-round, with peek family travel in the summer months. She showed examples of marketing efforts for the UK market including marketing campaigns to the travel trade, marketing directly to the consumer, and LGBTQ marketing.

Consideration and Action re: Study on Economic Impacts of Sargassum Bloom on Tourism: Ms. Kelli Fountain reviewed the proposal to conduct a study that would examine the economic impacts of sargassum blooms on tourism.

Mayor Carruthers moved approval to conduct a study on the economic impacts of sargassum bloom on tourism in an amount not to exceed $32,750 FY 2020 Research Resources, Mayor Johnston seconded. Motion passed unanimously.

Consideration and Action re: Airport Visitors Trends: Ms. Kelli Fountain reviewed the proposal to conduct a study on airport visitor trends to better understand visitors who travel to the Keys through the Key West International Airport. The study would use data provided by Uber Media, which captures and tracks the movement of a large and representative sample of visitors GPS enabled devices.

Ms. Schmidt moved approval to conduct an airport visitor trends study in an amount not to exceed $18,250 FY 2020 Research Resources, Mr. Bernardin seconded.

Mayor Carruthers expressed concern over the accuracy of the data provided by Uber Media regarding determining if travelers are from the same or separate households. Ms. Fountain stated that she believed that this data could be isolated.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mayor Heather Carruthers	Yes	
Mayor Teri Johnston	Yes	
Ms. Diane Schmidt	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	Yes	Motion passed.

Consideration and Action re: Appeal of DAC II Decision to Deny Funding Monroe County BOCC for the Lower Keys Scenic Highway Viewing Area Nature Center Project: Ms. Mitchell stated that the DAC II had advertised a 2nd round of FY 2020 Capital Project Applications with available funds of $252,456. Two applications were received, one from Monroe County BOCC and one from the Coral Restoration Foundation. Coral Restoration Foundation was funded in an amount of $22,425 leaving a balance of $230,031 in DAC II Capital Resources. The DAC considered the request from Monroe County for the Lower Keys Scenic Highway Viewing Area Nature Center, but the application did not score 18 points or higher by the majority of the sitting DAC members and was not allocated funding. Ms. Mitchell stated that Monroe County BOCC has requested an appeal to the TDC of the DAC II decision of denying funding to the project.

Mr. Kevin Wilson, Assistant County Administrator, was in attendance to provide an overview of the project and to present the appeal. Mr. Wilson stated that while many of the projects that the County requests TDC funding for do not directly provide “heads in beds” they do enhance the experience of the visitor. He stated that the intent of this project was to create a small nature center on the water with a boardwalk, viewing tower and kayak/paddle board/canoe launch. The total project cost was estimated to be $1.9M, with a $1M grant from DOT partially funding the project. Mr. Wilson stated that with the TDC funds previously granted for the construction of restrooms at the facility and these requested funds, the total TDC funding portion would be around 25% of the total project cost. He stated that the reason for the appeal was that this project does benefit the community and the funds were available for the project. He commented that recently the BOCC has provided direction to the TDC to utilize more Capital Resources. Mr. Wilson said that the DACs roll is very important in making the decision of which projects to fund when there are more applications than available funds. He also commented that in several DAC’s he had heard that the reason for not spending all available Capital Resources was to save funds for larger projects and in case of a natural disaster. He stated that he did not believe that TDC Capital Resources were intended to solve problems after a natural disaster, and that was what insurance was for. Mayor Carruthers asked if there were any larger projects that the DAC was setting aside funding for. Ms. Mitchell stated that there had been no communication of larger projects coming forward. Mayor Carruthers commented that she liked the idea of having a “mini everglades” experience for visitors.

Ms. Irwin asked for input from the DAC II Chairperson. Mr. Henry Hamilton explained that previously the DAC had recommended funding for the bathroom portion of the project. He stated that the DAC had also funded bathrooms for the U.S. Fish and Wildlife Services for the Florida Keys National Wildlife Refuge Nature Center and cleaning/maintenance of the restrooms at Veterans Park. Mr. Hamilton stated that it was the understanding of the DAC that the County had available the $1.9M for the project and that the project would go forward without TDC funding and any funds reimbursed for the project would be spent elsewhere in the County. He said that the DAC would like to build up the Capital Resources for any larger projects that might come forward, but he was not aware of any upcoming projects. Ms. Tippett stated that she felt that this item should be sent back to the DAC to reconsider, as it was a unanimous vote not to fund the project. She thought that they missed how the

project would enhance the visitor's experience on Big Pine. She stated that she thought the DAC members have been "fed up" with funding restrooms that are not completed, and that the DAC had not looked at the overall picture. Mr. Wilson stated that when the applications are submitted, a specified "scope of work" must be provided for the funds requested, but in reality, an entire facility was being built. He commented that the timeline for building the facility has been lengthy as FDOT works on a 5-year funding cycle and that it was required to re-zone the property for the project. He also stated that while County funding was in place for the project, TDC funding would allow the County funds to be utilized for other projects that did not qualify for TDC funding. Mayor Carruthers asked for clarification on why the restrooms at the Nature Center had not yet been constructed. Mr. Wilson responded that part of the reason that the restrooms had not yet been constructed was because of waiting to begin construction on the remainder of the facility and another part was due to the lengthy permitting/approval process. Mayor Carruthers also asked Mr. Wilson to address the funding for Veterans Park. Mr. Wilson replied that he believed that no TDC funding was utilized for cleaning/maintenance of the park during the time period that the park was closed. Ms. Pacini stated that this was correct. Mr. Wilson continued that the County is working with the EPA and FEMA to restore and reopen the restrooms at Veterans Park, and that it has been a very long process. Mr. Hamilton stated that he was in agreement of sending the item back to the DAC for reconsideration.

Mayor Carruthers stated that she reviewed the DAC member score sheets for the application and stated that she was surprised by the difference in the scores given by the members from the different areas of the district and that she hated to see that there was a conflict when the members represent the same DAC. Ms. Jodi Weinhofer encouraged the TDC, as a general rule, to not overrule what the DAC recommends and instead send it back to the DAC to reconsider. She stated that the DAC members know what the district needs and wants are. Ms. Schmidt agreed that the item should be sent back to the DAC for reconsideration and that she felt it was a worthwhile project. Mayor Carruthers stated that the DAC was an advisory committee to the TDC and ultimately to the BOCC and while she did not object to sending the item back to the DAC that there are checks and balances in the system with the appeal process being one of them. Mayor Johnston agreed with sending the item back to the DAC. Mr. Bernardin stated that he did not mind sending the item back to the DAC, he also stated that he questioned the scoring of the project as there were several score sheets with the lowest possible score, which to him meant that the project had no redeeming value. He questioned how a project could have no redeeming value. Ms. Irwin stated that on paper this project is such a worthwhile project and was keeping within the TDC mission statement and how the TDC has been directed to spend Capital Resources. She also stated that the project had a coalition of organizations supporting the project and supports the image of the district. She stated that she was stunned that a project with these values received such low scores. Ms. Irwin stated that she has great respect for the DACs and for the process and did not want to waste time and resources and asked Mr. Hamilton if after hearing the input from the TDC Board members if he felt that the DACs decision would change. Mr. Hamilton stated that the DAC would discuss the project. He also stated that this project had requested all the DAC's available Capital Resources and not what was needed for the project. Mayor Carruthers commented that if this was the case, they would have requested the $900,000 the project was short after the grant from FDOT and that knowing that the DAC did not have $900,000 they only requested what was available. Mayor Carruthers asked if the DAC was able to allocate funding in a lesser amount than what was requested. Ms. Irwin stated yes, that happens often. Mr. Bernardin asked if the DAC had considered funding the project at a lesser amount. Mr. Hamilton replied that the project had not scored high enough to be considered for funding and that therefore it had not been discussed. Ms. Tippett stated that the item should be taken back to the DAC and that the DAC should be reeducated that a project can be funded at a lesser amount than

requested. She also stated that she felt that with the DAC being separated geographically that the DAC did not understand how important this project could be.

Ms. Irwin stated that she was hearing that the will of the TDC Board was to return the item to the DAC with education of the process and with the input from the TDC Board that the scoring of the project did not look as if it reflected the value of the project.

Mayor Johnston moved approval to return the item to the District II Advisory Committee to reconsider the application submitted by the Monroe County BOCC for the Lower Keys Scenic Highway Nature Center project, Ms. Tippett seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mayor Heather Carruthers	Yes	
Mayor Teri Johnston	Yes	
Ms. Diane Schmidt	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	No	Motion passed.

Presentation: Monroe County Airports Improvement Project: Mr. Richard Strickland, Director of Monroe County Airports was in attendance to present an overview of airport operations and improvement projects. He stated that the Key West airport has service to 13 different destinations, with the recently added Philadelphia, La Guardia and Boston markets. Mr. Strickland stated that every month in 2019 set a record high in capacity and 2020 should also be a record setting year. He reviewed the top markets for the airport, which included New York, Charlotte, South Florida Washington DC and Chicago. Mr. Strickland reported that the Key West airport serviced just over 970,000 passengers in 2019.

Mr. Strickland stated that in 2020 the baggage system, women's and family restrooms in the departure area would be upgraded and additional seating to the departure area would be added. He also reviewed several renovations and rehabilitations planned for the taxi ways, service roads and maintenance storage areas. Mr. Strickland stated that there are plans to construct a concourse with jetways and that this project was in the design phase.

Public/Industry Input: Ms. Irwin thanked Ms. Virginia Panico for her many years of service and wished her the best on her retirement.

Mayor Carruthers commented on the importance of educating residents and the community on what the TDC does. Ms. Panico stated that tourism has an impact on all aspects of the community, even businesses that are not involved in the tourist industry.

There being no further business, the meeting was adjourned at 12:13 p.m.

Visit Florida Keys Meeting

The December 18, 2019, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:13 p.m. at the Marriott Beachside, Key West.

TDC Members Present Were: Mr. James Bernardin, Mayor Heather Carruthers, Mayor Teri Johnston, Ms. Diane Schmidt, Ms. Gayle Tippett

TDC Members Absent Were: Mr. George Fernandez, Mr. Timothy Root, and Mr. Michael Shipley

Consideration and Action re: Visit Florida Keys Portion of the October 29, 2019 meeting minutes: Mr. Bernardin moved approval of the Visit Florida Keys Portion of the October 29, 2019 meeting minutes as presented, Mayor Johnston seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:14 p.m.

FYI

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

FISCAL YEAR 2020
January 29, 2020

Revenue	9,975,788
5% Reserve State Statute 129.01	(498,789)
	9,476,999
Fund Balance Forward Revenue Variance	(207,468)
Fund Balance Forward Contracted Commitments	7,253,800
Fund Balance Forward Expense Variance	903,091
Event Resources Brought Forward	10,000
Capital Resources Brought Forward	556,460
Balance Forward Promotional Resources	25,000
Balance Forward Capital Economic Disaster	489,125
	18,507,007

		Appropriations	Expenses	Encumbrances	Balance
T207A73X	UTILITIES	24,000	(1,296)	0	22,704
T207M34X	COMMISSIONERS & FEES (FINANCE)	19,002	(8,920)	0	10,082
T207A63X	ADMINISTRATIVE SERVICES	400,000	0	0	400,000
T207A23X	ADMINISTRATION RESOURCES	57,150	0	0	57,150
T207M01X	COUNTY COST ALLOCATION	54,392	0	0	54,392
	(ADMIN) SUBTOTAL	554,544	(10,216)	0	544,328
T207V14X	DIST VIS	350,450	(87,612)	0	262,838
T207V99X	GAY & LESBIAN VIS	52,500	(13,125)	(39,375)	0
	(VIS) SUBTOTAL	402,950	(100,737)	(39,375)	262,838
T207B04X	DAC I CAPITAL PROJECTS RESOURCES	1,293,564	0	0	1,293,564
T207M37X	DAC I HIGGS BEACH EMERGENCY BEACH CLEAN	9,600	0	0	9,600
T207M10X	SALARIES & WAGES - WEST MARTELLO (SANDS)	36,411	(9,671)	0	26,740
T207M10X	SALARIES - RESERVE	5,000	(4)	0	4,996
T207M10X	FICA - WEST MARTELLO	2,797	(719)	0	2,078
T207M10X	RETIREMENT - WEST MARTELLO	3,127	(820)	0	2,307
T207M10X	GROUP INSURANCE - WEST MARTELLO	13,228	0	0	13,228
T207M10X	WORKERS COMPENSATION - WEST MARTELLO	1,602	0	0	1,602
T207M20X	HIGGS BCH - CLEANING	163,200	(35,409)	0	127,791
T207M30X	HIGGS BEACH SAND / REPAIRS / MAINT	65,000	(17,025)	0	47,975
T207M60X	MUSEUM REPAIRS / MAINT	15,000	(3,592)	0	11,408
T207M70X	HIGGS BCH - UTILITIES	90,000	(33,824)	0	56,176
T207M11X	SALARIES & WAGES - HIGGS BCH SALARIES (ROBERTS)	42,291	(11,980)	0	30,311
T207M11X	SALARIES - RESERVE	10,000	(3,562)	0	6,438
T207M11X	FICA - HIGGS BCH	3,249	(1,247)	0	2,002
T207M11X	RETIREMENT - HIGGS BCH	3,632	(1,316)	0	2,316
T207M11X	GROUP INSURANCE - HIGGS BCH	13,228	0	0	13,228
T207M11X	WORKERS COMPENSATION - HIGGS BCH	1,861	0	0	1,861
T207M21X	HIGGS BCH OPERATING SUPPLIES	6,500	(3,950)	0	2,550
T207M31X	MUSEUM UTILITIES	22,000	(9,512)	0	12,488
T207M41X	MUSEUM RISK MANAGEMENT	996	0	0	996
T207K22X	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	790,500	0	0	790,500
TB97360Y	USCGC INGHAM HULL 19	75,188	0	0	75,188
TK97355Y	CHARTER BOAT ROW SIDEWALKS 19	58,000	0	0	58,000
TK97356Y	KEY WEST AMPITHEATRE 19	125,000	0	0	125,000
TK97357Y	REST BEACH ENHANCEMENTS 19	35,000	0	0	35,000
TK97979Y	SMATHERS BEACH RESTROOM FY19	586,000	0	0	586,000
TB97982Y	BOTANICAL PLAYGROUND INSTALLATION	45,000	0	0	45,000
TM97361Y	HIGGS BEACH RESTROOM PHASE 1 FY 19	456,000	(9,200)	0	446,800
TM97364Y	WEST MARTELLO AC/WINDOWS/DOORS 19	150,000	0	0	150,000
TM97984Y	EAST MARTELLO DRAINAGE AND PARKING PHASE 2	590,000	0	0	590,000
TM77904A	HIGGS BEACH SAND RENOURISHMENT PHASE II 17	1,049,109	0	0	1,049,109
TM97985Y	KEY WEST LIGHTHOUSE OUTBUILDING AND FENCING REPAIRS	110,000	0	0	110,000
TM87948Z	WEST MARTELLO BRICKS AND MORTAR RESTORATION 2018	84,300	0	0	84,300
TM97986Y	WEST MARTELLO BRICKS AND MORTAR RESTORATION	800,000	(169,492)	0	630,508
TB97971Y	STUDIOS OF KW ROOFTOP GARDEN & EXHIBITION SPACE	1,177,985	0	0	1,177,985
TM97362Y	HISTORIC JAIL MUSEUM FY 19	1,200,000	(900)	0	1,199,100
TB97988Y	MOTE CORAL RESTORATION	90,000	0	0	90,000
TB97983Y	MEL FISHER RESTROOM ADDITION PROJECT	37,500	0	0	37,500
TB97358Y	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000	0	0	60,000
T207N00X	OLDEST HOUSE MUSEUM IMPROVEMENTS	19,800	0	0	19,800
T207B98X	CUSTOM HOUSE MECHANICAL REPAIRS PHASE 2	90,000	0	0	90,000
T207N01X	BOTANICAL GARDEN FRONT ENTRANCE SIGN	6,960	0	0	6,960
T207M84X	EAST MARTELLO FORT MUSEUM DRAINAGE PHASE III	650,000	0	0	650,000
T207M87X	EAST MARTELLO FORT MUSUEM WINDOW AND HVAC UPGRADES	350,000	0	0	350,000
T207M77X	KEY WEST LIGHTHOUSE GIFT SHOP HVAC & INSULATION	70,000	0	0	70,000
T207B36X	FLORIDA KEYS ECO DISCOVERY CENTER INTERIOR EXHIBITS	225,000	0	0	225,000
T207N06X	FIRE HOUSE MUSEUM AC	2,963	(2,738)	0	225
T207B88X	CORAL REEF RESTORATION	43,425	0	0	43,425

T207B83X	MEL FISHER MASONRY REPAIR & ELECTRICAL 20	281,250	0	0	281,250
T207B97X	ECONOMIC NATURAL DISASTER RESOURCE	560,900	0	0	560,900
	(CAPITAL) SUBTOTAL	11,622,166	(314,961)	0	11,307,205
T207S23X	DAC I EVENT RESOURCES	107,718	0	0	107,718
TS97503Y	KEY WEST WORLD CHAMPIONSHIP RACE 19	0	0	0	0
TS97263Y	OLD ISLAND RESTORATION - 60 YEARS	10,000	0	0	10,000
TS97781Y	NEW YEARS EVE SHOE DROP 19	17,000	(14,809)	0	2,191
TS97779Y	SOUTHERNMOST MARATHON & HALF 5K FY19	17,000	(14,703)	0	2,297
TS97354Y	THE SMART RIDE	17,000	0	0	17,000
TS97588Y	TROPICAL HEAT	17,000	0	0	17,000
TS97024Y	WOMENFEST 19	25,000	0	0	25,000
T207S37X	KEY WEST OCEAN FEST 20	10,000	0	0	10,000
T207S14X	KEY WEST PADDLE CLASSIC 20	10,000	0	0	10,000
T207S42X	KEY WEST PRIDE 20	50,000	(2,467)	0	47,533
T207S15X	KEY WEST TRIATHLON 20	25,000	0	0	25,000
T207S04X	MANGO FEST 20	10,000	(2,000)	0	8,000
T207S05X	MZF MILE ZERO FIGHTS	10,000	0	0	10,000
T207S81X	NEW YEARS EVE SHOE DROP 20	25,000	0	0	25,000
T207S06X	POLE VAULT IN PARADISE 20	10,000	(5,150)	0	4,850
T207S07X	SOUTHERNMOST MARATHON KEY WEST RUNNING FESTIVAL 20	25,000	0	0	25,000
T207S58X	TROPICAL HEAT 20	25,000	(467)	0	24,533
T207S08X	WOMENFEST 20	10,680	0	0	10,680
T207M07X	CONCH REPUBLIC 20	35,000	0	0	35,000
T207M73X	FKCC SWIM AROUND KEY WEST 20	10,000	0	0	10,000
T207S74X	FLORIDA KEYS SEAFOOD FESTIVAL 20	17,000	(1,250)	0	15,750
T207S78X	HEMINGWAY SUNSET 5K 20	17,000	0	0	17,000
T207S65X	KELLY MCGILLIS CLASSIC 20	17,000	0	0	17,000
T207S63X	KEY LIME FESTIVAL 20	17,000	0	0	17,000
T207M52X	KEY WEST BREWFEST 20	25,000	0	0	25,000
T207M53X	KEY WEST FILM FESTIVAL 20	25,000	0	0	25,000
T207S22X	KEY WEST FOOD & WINE 20	35,000	(30,500)	0	4,500
T207S13X	KEY WEST HALF MARATHON 20	50,000	0	0	50,000
T207S57X	KEY WEST HOLIDAY FEST 20	50,000	0	0	50,000
T207S24X	DAC I EVENT RESOURCES new events	0	0	0	0
	(EVENTS) SUBTOTAL	719,398	(71,346)	0	648,052
T207P24X	PROMO/STORM & ADV RESOURCES	250,000	0	0	250,000
T207P93X	DISTRICT #1 AD CAMPAIGN	4,623,049	(101,662)	(4,521,387)	0
T207P65X	DAC I WEBCAM	14,800	(4,933)	0	9,867
T207P70X	FCCA CONFERENCE & TRADE SHOW (CRUISESHIPS)	6,100	(2,540)	0	3,560
	(PROMOTIONAL) SUBTOTAL	4,893,949	(109,135)	(4,521,387)	263,427
TH27662F	HIGGS BEACH SPECIAL FUND/Total towards Sand Renourishment FY 17 6/29/16 DAC Mtg	314,000	0	0	314,000
	(BEACH FUND) SUBTOTAL	314,000	0	0	314,000
	FUND TOTAL	18,507,007	(606,395)	(4,560,762)	13,339,850

TWO PENNY

TM95673Y	FKCC SWIM AROUND KEY WEST, OPEN WATER SWIM AND SWIM MEET FY19	10,000	(10,000)	0	0
TS95657Y	KEY WEST HOLIDAY FEST FY19	35,000	0	0	35,000
TS95715Y	KEY WEST TRIATHLON FY19	17,000	0	0	17,000
TM95711Y	FANTASY FEST FY19	120,000	(120,000)	0	0
TS95503Y	KEY WEST WORLD CHAMPIONSHIP RACE FY19	0	0	0	0
T205M08X	FANTASY FEST FY20	150,000	0	0	150,000
T205M58X	KEY WEST SONGWRITERS FY20	150,000	0	0	150,000
T205S50X	RW OFFSHORE WORLD CHAMPIONSHIP FY20	150,000	0	0	150,000
T205S08X	WOMENFEST FY20	24,320	(200)	0	24,120

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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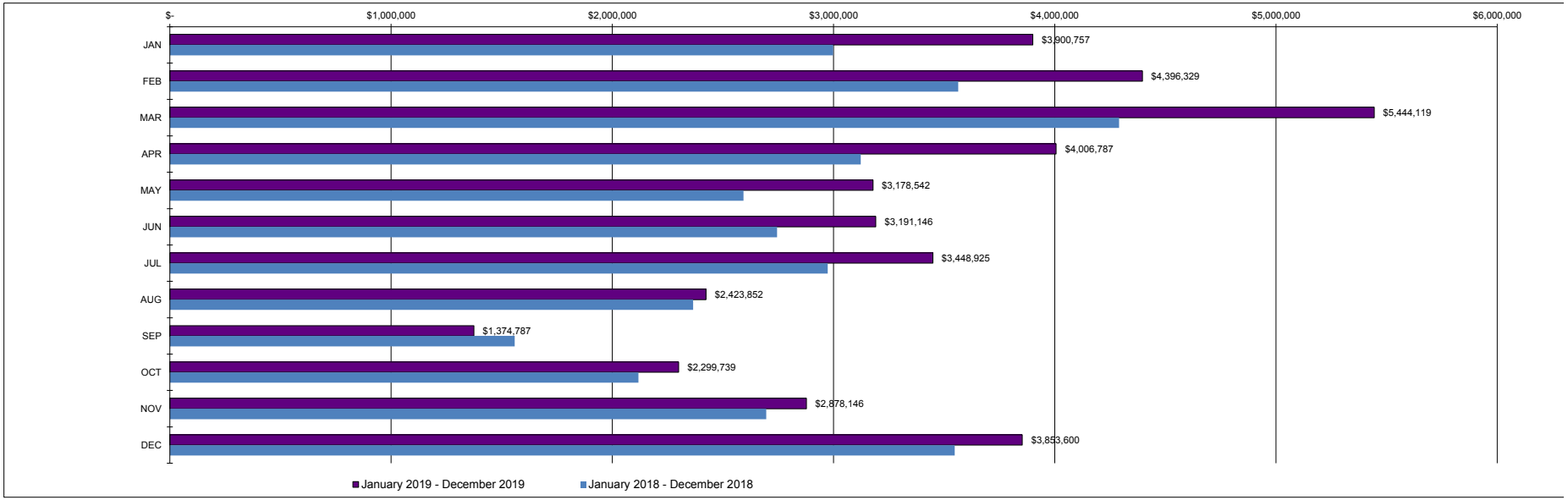

MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.91%	55.93%	54.24%	59.20%	54.14%	56.66%
DISTRICT II	5.03%	5.53%	5.33%	5.67%	5.65%	5.94%	5.97%	5.65%	5.41%	5.28%	5.05%	4.85%	5.02%	5.91%	6.03%	5.44%	6.56%	6.13%	6.31%	6.00%
DISTRICT III	13.30%	13.58%	13.99%	13.59%	13.58%	14.69%	14.64%	12.76%	14.34%	14.05%	14.37%	14.16%	14.01%	14.35%	15.00%	15.83%	15.60%	13.00%	15.89%	14.45%
DISTRICT IV	12.74%	12.91%	12.86%	12.85%	13.15%	13.58%	13.59%	12.75%	9.51%	10.42%	10.81%	11.00%	11.29%	11.02%	10.71%	10.61%	10.48%	7.40%	9.82%	9.25%
DISTRICT V	15.56%	14.30%	14.08%	13.93%	14.20%	13.60%	14.22%	14.05%	13.40%	12.32%	11.75%	11.68%	11.81%	12.05%	12.36%	12.19%	13.12%	14.30%	13.84%	13.64%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

This is a management report to reflect tourist tax revenues collected and remitted in Monroe County. Revenue is shown in the month collected in Monroe County. FY2018 is from October 1, 2017 to September 30, 2018.

DISCLAIMER: The figures are provided by DOR/Finance Department/Tax Collector's Office. Beginning October 1991, the figures are unaudited from the Finance Department.

NOTE: One Cent added to Bed Tax By Monroe County June 2009

NOTE: As the result of an audit, Dist II was credited $10,843.57 in tax revenues, interest and penalties in the 12/14 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited $20,533.78 in tax revenues, interest and penalties in the 12/14 tax report for collection period 07/10-06/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist II was credited $1,549.08 in tax revenues, interest and penalties in the 01/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited $2,843.14 in tax revenues, interest and penalties in the 01/15 tax report for collection period 07/10-06/13. The amount was distributed over 13 misc. months of the 36 month period.

NOTE: As the result of an audit, Dist II was credited $1,549.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited $2,843.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 06/10-12/13. The amount was distributed into misc. months over the 36 month period.

NOTE: As the result of an audit, Dist III was credited $2,843.14 in tax revenues, interest and penalties in the 03/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

NOTE: As the result of an audit, Dist III was credited $5,686.24 in tax revenues, interest and penalties in the 05/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

Priceline settlement revenues have been added to the January figures for years 2004 through 2010, with an additionnal amount added to July 2010 (to reflect the addition of 1 cent to bed tax collections.)

NOTE: As the result of a Priceline.Com settlement, Dist I was credited $581,701.00 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist II was credited $61,377.50 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist III was credited $149,734.93 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist IV was credited $134,490.20 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist V was credited $148,942.69 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

Monroe County Tourist Development Council

Administrative Office

Bed Tax Revenue Through December 31, 2019

02/14/202 0

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT I
OCTOBER	$ 1,276,637.24	$ 1,395,162.32	$ 1,391,695.72	$ 1,109,774.39	$ 1,362,895.67	$ 1,422,125.66	$ 59,229.99	5.3%	**OCTOBER**
NOVEMBER	$ 1,332,535.55	$ 1,540,238.53	$ 1,552,520.72	$ 1,320,155.25	$ 1,672,808.29	$ 1,652,422.99	$ (20,385.30)	-1.5%	**NOVEMBER**
DECEMBER	$ 1,648,530.05	$ 1,809,413.78	$ 1,852,943.28	$ 1,634,555.15	$ 2,000,736.24	$ 2,042,403.38	$ 41,667.14	2.5%	**DECEMBER**
JANUARY	$ 1,934,556.17	$ 2,009,799.33	$ 2,030,157.36	$ 1,822,136.57	$ 2,194,852.37			0.0%	**JANUARY**
FEBRUARY	$ 2,132,824.42	$ 2,289,132.38	$ 2,207,078.75	$ 2,186,795.70	$ 2,426,055.67			0.0%	**FEBRUARY**
MARCH	$ 2,355,158.65	$ 2,568,973.42	$ 2,455,842.08	$ 2,446,969.56	$ 2,780,946.12			0.0%	**MARCH**
APRIL	$ 1,838,222.78	$ 1,896,718.76	$ 2,033,684.14	$ 1,892,592.14	$ 2,132,180.22			0.0%	**APRIL**
MAY	$ 1,571,948.28	$ 1,680,112.35	$ 1,663,926.89	$ 1,577,875.31	$ 1,775,395.27			0.0%	**MAY**
JUNE	$ 1,319,486.96	$ 1,388,079.98	$ 1,400,684.56	$ 1,484,561.30	$ 1,528,619.56			0.0%	**JUNE**
JULY	$ 1,519,807.37	$ 1,634,608.58	$ 1,643,684.06	$ 1,576,916.96	$ 1,653,961.53			0.0%	**JULY**
AUGUST	$ 1,244,740.91	$ 1,251,135.82	$ 1,279,695.82	$ 1,301,594.78	$ 1,210,550.73			0.0%	**AUGUST**
SEPTEMBER	$ 998,879.46	$ 1,045,254.06	$ 386,596.83	$ 890,813.46	$ 767,836.21			0.0%	**SEPTEMBER**
TOTAL	$ 19,173,327.84	$ 20,508,629.31	$ 19,898,510.21	$ 19,244,740.57	$ 21,506,837.88	$ 5,116,952.03	$ 80,511.83	1.6%	
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%				

Priceline settlement reflected

DISTRICT II

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT II
OCTOBER	$ 95,755.27	$ 87,324.74	$ 102,404.79	$ 82,828.66	$ 126,371.60	$ 133,086.80	$ 6,715.20	8.1%	**OCTOBER**
NOVEMBER	$ 102,166.56	$ 121,094.67	$ 115,731.64	$ 112,892.67	$ 163,765.53	$ 163,365.77	$ (399.76)	-0.4%	**NOVEMBER**
DECEMBER	$ 187,880.96	$ 178,131.99	$ 181,064.92	$ 171,815.99	$ 233,286.98	$ 245,805.95	$ 12,518.97	7.3%	**DECEMBER**
JANUARY	$ 258,954.74	$ 248,329.12	$ 257,202.76	$ 193,457.56	$ 288,963.88			0.0%	**JANUARY**
FEBRUARY	$ 239,333.58	$ 239,465.39	$ 284,995.02	$ 221,804.35	$ 277,557.45			0.0%	**FEBRUARY**
MARCH	$ 280,479.47	$ 274,301.10	$ 328,164.09	$ 262,964.96	$ 337,953.37			0.0%	**MARCH**
APRIL	$ 180,265.69	$ 170,916.69	$ 240,532.53	$ 178,163.47	$ 228,627.57			0.0%	**APRIL**
MAY	$ 150,476.01	$ 137,530.74	$ 217,523.42	$ 153,787.84	$ 187,801.96			0.0%	**MAY**
JUNE	$ 156,005.82	$ 144,930.35	$ 199,714.02	$ 158,177.00	$ 184,406.27			0.0%	**JUNE**
JULY	$ 185,261.45	$ 174,332.56	$ 257,567.75	$ 195,632.26	$ 221,076.04			0.0%	**JULY**
AUGUST	$ 151,024.85	$ 126,451.47	$ 181,029.69	$ 153,312.70	$ 167,438.57			0.0%	**AUGUST**
SEPTEMBER	$ 80,250.79	$ 90,037.93	$ 41,855.10	$ 106,414.54	$ 91,051.72			0.0%	**SEPTEMBER**
TOTAL	$ 2,067,855.19	$ 1,992,846.75	$ 2,407,785.73	$ 1,991,252.00	$ 2,508,300.94	$ 542,258.52	$ 18,834.41	3.6%	
% INC/DEC PREVIOUS YEAR	14.1%	-3.6%	20.8%	-17.3%	26.0%				

Priceline settlement reflected

Monroe County Tourist Development Council
Administrative Office
Bed Tax Revenue Through December 31, 2019
02/14/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT III
OCTOBER	$ 196,717.24	$ 234,800.48	$ 239,587.26	$ 195,830.27	$ 214,455.94	$ 270,048.93	$ 55,592.99	28.4%	**OCTOBER**
NOVEMBER	$ 243,103.28	$ 293,276.57	$ 302,122.70	$ 210,106.83	$ 315,018.51	$ 399,390.45	$ 84,371.94	40.2%	**NOVEMBER**
DECEMBER	$ 437,829.39	$ 500,556.19	$ 491,045.96	$ 313,221.93	$ 519,590.00	$ 635,776.10	$ 116,186.10	37.1%	**DECEMBER**
JANUARY	$ 514,898.57	$ 577,463.89	$ 536,441.18	$ 378,839.02	$ 571,344.01			0.0%	**JANUARY**
FEBRUARY	$ 552,209.37	$ 616,201.24	$ 612,164.74	$ 433,137.44	$ 649,494.00			0.0%	**FEBRUARY**
MARCH	$ 709,114.15	$ 821,986.57	$ 761,001.07	$ 573,953.26	$ 875,574.08			0.0%	**MARCH**
APRIL	$ 490,810.39	$ 493,491.53	$ 616,867.76	$ 353,948.62	$ 646,498.12			0.0%	**APRIL**
MAY	$ 379,017.06	$ 410,244.76	$ 411,552.00	$ 288,820.66	$ 461,403.97			0.0%	**MAY**
JUNE	$ 458,055.21	$ 521,540.61	$ 530,978.98	$ 429,624.10	$ 660,615.36			0.0%	**JUNE**
JULY	$ 514,967.14	$ 655,572.62	$ 674,182.14	$ 475,457.51	$ 727,297.68			0.0%	**JULY**
AUGUST	$ 424,874.40	$ 431,148.60	$ 424,696.89	$ 354,001.56	$ 482,085.21			0.0%	**AUGUST**
SEPTEMBER	$ 223,120.29	$ 249,246.50	$ 121,117.70	$ 211,759.35	$ 188,267.62			0.0%	**SEPTEMBER**
TOTAL	$ 5,144,716.49	$ 5,805,529.56	$ 5,721,758.38	$ 4,218,700.55	$ 6,311,644.50	$ 1,305,215.48	$ 256,151.03	24.4%	
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.6%				

Priceline settlement reflected

DISTRICT IV

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT IV
OCTOBER	$ 189,322.64	$ 203,454.21	$ 187,483.79	$ 48,429.45	$ 177,136.72	$ 198,188.89	$ 21,052.17	43.5%	**OCTOBER**
NOVEMBER	$ 215,240.80	$ 238,203.29	$ 255,420.09	$ 78,972.73	$ 219,856.52	$ 269,930.66	$ 50,074.14	63.4%	**NOVEMBER**
DECEMBER	$ 306,732.33	$ 332,254.49	$ 325,665.79	$ 129,291.76	$ 321,993.05	$ 366,849.05	$ 44,856.00	34.7%	**DECEMBER**
JANUARY	$ 326,450.78	$ 342,320.70	$ 335,344.27	$ 167,829.51	$ 332,169.18			0.0%	**JANUARY**
FEBRUARY	$ 384,856.46	$ 411,236.34	$ 402,238.17	$ 214,323.08	$ 424,738.47			0.0%	**FEBRUARY**
MARCH	$ 491,475.35	$ 529,337.20	$ 513,626.62	$ 307,710.87	$ 569,044.57			0.0%	**MARCH**
APRIL	$ 365,373.93	$ 360,061.46	$ 422,724.47	$ 257,728.38	$ 401,030.45			0.0%	**APRIL**
MAY	$ 307,553.44	$ 312,691.40	$ 320,270.73	$ 239,012.54	$ 333,506.34			0.0%	**MAY**
JUNE	$ 297,069.21	$ 324,493.52	$ 343,415.53	$ 286,181.29	$ 342,818.26			0.0%	**JUNE**
JULY	$ 335,017.87	$ 377,076.05	$ 388,791.70	$ 297,183.05	$ 374,605.33			0.0%	**JULY**
AUGUST	$ 266,759.20	$ 263,885.05	$ 287,262.51	$ 231,661.53	$ 259,990.55			0.0%	**AUGUST**
SEPTEMBER	$ 185,637.20	$ 193,535.62	$ 64,406.78	$ 146,731.33	$ 145,349.92			0.0%	**SEPTEMBER**
TOTAL	$ 3,671,489.21	$ 3,888,549.33	$ 3,846,650.45	$ 2,405,055.52	$ 3,902,239.36	$ 834,968.60	$ 115,982.31	16.1%	
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.3%				

Priceline settlement reflected

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT V
OCTOBER	$ 206,240.82	$ 220,231.68	$ 236,389.88	$ 218,110.35	$ 237,468.09	$ 276,288.53	$ 38,820.44	17.8%	**OCTOBER**
NOVEMBER	$ 254,739.61	$ 284,943.29	$ 312,909.50	$ 277,996.16	$ 324,831.38	$ 393,035.78	$ 68,204.40	24.5%	**NOVEMBER**
DECEMBER	$ 374,948.24	$ 399,406.63	$ 429,751.50	$ 393,684.60	$ 471,873.23	$ 562,765.11	$ 90,891.88	23.1%	**DECEMBER**
JANUARY	$ 425,843.06	$ 436,057.11	$ 449,863.72	$ 435,537.74	$ 513,427.99			0.0%	**JANUARY**
FEBRUARY	$ 490,236.29	$ 511,208.23	$ 529,233.27	$ 508,127.57	$ 618,483.55			0.0%	**FEBRUARY**
MARCH	$ 618,001.92	$ 667,238.71	$ 710,026.65	$ 699,270.68	$ 880,600.76			0.0%	**MARCH**
APRIL	$ 412,941.93	$ 398,779.78	$ 522,907.39	$ 440,234.54	$ 598,450.48			0.0%	**APRIL**
MAY	$ 302,489.69	$ 335,263.97	$ 375,617.65	$ 334,218.47	$ 420,434.13			0.0%	**MAY**
JUNE	$ 327,971.43	$ 333,286.58	$ 377,661.51	$ 386,813.78	$ 474,686.10			0.0%	**JUNE**
JULY	$ 369,655.29	$ 395,641.75	$ 426,276.14	$ 428,851.08	$ 471,984.57			0.0%	**JULY**
AUGUST	$ 257,126.92	$ 258,869.65	$ 294,944.52	$ 324,541.66	$ 303,787.08			0.0%	**AUGUST**
SEPTEMBER	$ 198,677.04	$ 228,656.93	$ 146,997.90	$ 202,763.38	$ 182,281.14				**SEPTEMBER**
TOTAL	$ 4,238,872.24	$ 4,469,584.31	$ 4,812,579.63	$ 4,650,150.01	$ 5,498,308.50	$ 1,232,089.42	$ 197,916.72	19.1%	
% INC/DEC PREVIOUS YEAR	14.8%	5.4%	7.7%	-3.4%	18.2%				

Priceline settlement reflected

MONROE COUNTY

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	MONROE COUNTY
OCTOBER	$ 1,964,673.21	$ 2,140,973.43	$ 2,157,561.44	$ 1,654,973.12	$ 2,118,328.02	$ 2,299,738.81	$ 181,410.79	11.0%	**OCTOBER**
NOVEMBER	$ 2,147,785.80	$ 2,477,756.35	$ 2,538,704.65	$ 2,000,123.64	$ 2,696,280.23	$ 2,878,145.65	$ 181,865.42	9.1%	**NOVEMBER**
DECEMBER	$ 2,955,920.97	$ 3,219,763.08	$ 3,280,471.45	$ 2,642,569.43	$ 3,547,479.50	$ 3,853,599.59	$ 306,120.09	11.6%	**DECEMBER**
JANUARY	$ 3,460,703.32	$ 3,613,970.15	$ 3,609,009.29	$ 2,997,800.40	$ 3,900,757.43			0.0%	**JANUARY**
FEBRUARY	$ 3,799,460.12	$ 4,067,243.58	$ 4,035,709.95	$ 3,564,188.14	$ 4,396,329.14			0.0%	**FEBRUARY**
MARCH	$ 4,454,229.54	$ 4,861,837.00	$ 4,768,660.51	$ 4,290,869.33	$ 5,444,118.90			0.0%	**MARCH**
APRIL	$ 3,287,614.72	$ 3,319,968.22	$ 3,836,716.29	$ 3,122,667.15	$ 4,006,786.84			0.0%	**APRIL**
MAY	$ 2,711,484.48	$ 2,875,843.22	$ 2,988,890.69	$ 2,593,714.82	$ 3,178,541.67			0.0%	**MAY**
JUNE	$ 2,558,588.63	$ 2,712,331.04	$ 2,852,454.60	$ 2,745,357.47	$ 3,191,145.55			0.0%	**JUNE**
JULY	$ 2,924,709.12	$ 3,237,231.56	$ 3,390,501.79	$ 2,974,040.86	$ 3,448,925.15			0.0%	**JULY**
AUGUST	$ 2,344,526.28	$ 2,331,490.59	$ 2,467,629.43	$ 2,365,112.23	$ 2,423,852.14			0.0%	**AUGUST**
SEPTEMBER	$ 1,686,564.78	$ 1,806,731.04	$ 760,974.31	$ 1,558,482.06	$ 1,374,786.61			0.0%	**SEPTEMBER**
TOTAL	$ 34,296,260.97	$ 36,665,139.26	$ 36,687,284.40	$ 32,509,898.65	$ 39,727,331.18	$ 9,031,484.05	$ 669,396.30	8.0%	
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.4%	22.2%				

Total Priceline settlement reflected

Monroe County Tourist Development Council
Administrative Office
Bed Tax Revenue Through December 31, 2019
02/14/2020

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F1
Feb. 8, 2020

TO: District I Advisory Committee

FROM: NewmanPR

RE: Report of ongoing activities Nov. 17, 2019, through Feb. 8, 2020

The following report highlights ongoing public relations activities on behalf of District I from Nov. 17, 2019, through Feb. 8, 2020.

- Agency representatives attended the TDC meeting.
- Agency representative Carol Shaughnessy attended DAC I meeting.
- U.K. affiliate KBC held meetings with and pitched destination news and storytelling opportunities to media representatives from PA Media, TTG, Platinum Travel Magazine, Sunday Times Travel Magazine, Daily Express Saturday Magazine, S Magazine, Citizen Femme and Luxury Travel Magazine.
- KBC's French media representative Anne Zobenbuhler held meetings with and pitched the destination to France 2, France Inter and Top Parents, La Bombe Magazine, Caleluna and the TV magazine program Télé 2 Semaines.
- KBC's Beth Higham hosted a successful "Stewards of the Keys" U.K. group trip that took place Dec. 8-14. Six media attended: Rhona Carrier representing Travel Weekly and takethefamily.com, James Clark writing for sidetracked.com and theresident.co.uk, John Still for theculturetrip.com, Alex Holman of Viestra magazine, Josie Copson of OK! magazine and Annie MacPherson representing the Scottish Sun. KBC has since provided follow-up materials and is awaiting publication of agreed articles.
- KBC's David Ezra and Beth Higham participated in the U.K.'s annual trade show World Travel Market in November 2019. Working with NewmanPR and the TDC's international sales team, KBC developed a story theme for a trade media photograph based on sustainability efforts in the Keys. The photograph was taken on the opening morning of the show and was featured in the TTG WTM Daily Edition.

  David Ezra based himself at the Florida Keys & Key West booth for two days, assisting with media inquiries and undertaking meetings to pitch destination stories to

representatives of the Daily Telegraph, the Guardian, Rough Guides, SUITCASE magazine, Family Traveller, the Sunday Times, National Geographic Traveller, ABTA Magazine and others. David also attended the Visit Florida media reception on the Keys' behalf, meeting with representatives of the Daily Express, Reach newspapers and the Daily Mail among others.

- KBC represented the Florida Keys at both the Visit USA Association's U.K. annual Thanksgiving evening and TravMedia's quarterly reception in London. Media networked with included representatives of the Sunday Times, the Guardian, Travel Weekly, Independent.co.uk, Wanderlust, Silver Travel Advisor and Selling Travel.
- First airing of the dedicated Florida Keys episode of Tom Kerridge's America took place Oct. 17 on the Food Network TV channel in the U.K., featuring segments filmed at Latitudes, Amsterdam's Curry Mansion Inn and other locations. The show will repeat 24 times over a three-year period on the same channel, while additional transmission will take place on the U.K.'s Fine Living channel and is also very likely to be secured in other overseas markets as well. KBC and NewmanPR provided assistance to the production including B-roll footage, destination guidance, development of story segments, an itinerary and on-site support.
- KBC worked to draft copy and content for two paid e-newsletters to be distributed by U.K. digital travel trade outlet TravelMole. The promotion is designed to raise awareness of the Keys and their "Connect & Protect" initiative among the U.K. travel trade including agents and tour operators. The first e-newsletter focuses on "10 Reasons to Discover the Florida Keys in 2020" and the second focuses on "10 Ways Your Clients Can 'Connect and Protect' the Florida Keys." TravelMole is a premier provider of online information, news and features to the world's travel trade professionals and has 123,704 daily newswire subscribers within the U.K. and Ireland. A total of 42 percent of subscribers are travel advisors and 14 percent are tour operators, so the platform offers a key channel to reach the travel trade. Each month, the site sees about 3 million page views as a result of the production of daily newswires, partner editions, videos and interviews. In the social space, TravelMole has more than 130,000 followers across Facebook and Twitter.
- KBC is continuing to liaise with bloggers Whitney and Megan Bacon-Evans of LGBTQ platform What Wegan Did Next following their Nov. 17-22 visit to the Keys for a paid collaboration focused on eco-initiatives, pampering and romantic experiences in the island chain. The agreed blog post and social media coverage have been produced, as has Instagram coverage, and KBC has worked with Wegan to finalize their vlog content. Wegan's Instagram channels have close to 60,000 followers, their YouTube almost 45,000 and Facebook more than 7,000. Their blog has a monthly reach of 5,000.
- Anne Zobenbuhler is continuing plans to represent the destination at TravMedia's International Media Marketplace in Paris in March 2020. She anticipates a program of up to 20 journalist appointments during the event.
- Julia Hövelkamp of German affiliate GIA attended Visit Florida's Zurich Media Reception on Dec. 2 to represent the Florida Keys. She networked with journalists

from outlets including Dolce Vita Magazine, Tagblatt Zürich, Handelszeitung, Travel Inside, Sonntagszeitung and Travelnews.

- GIA held meetings with and pitched the destination to representatives of Austrian outlets including Kronen Zeitung, Kurier Freiheit, Reiselust, Madonna, Woman and World of Wellness magazine.
- GIA held its annual Thanksgiving Media Reception in Berlin with 13 media in attendance. They represented outlets including Blue Planet TV Production, America Journal, Spartacus Travel, Neues Deutschland, Berliner Kurier/Berliner Zeitung and Silent World magazine. Each received firsthand information on the Florida Keys.
- GIA's Markus Elter attended the annual German Travel Writers' Conference in Bonn, meeting with 60 travel editors and freelance writers and presenting the Florida Keys for potential future projects.
- GIA is continuing to work on activity relating to the Mapping the Keys project and will boost existing post content which sits on the German Facebook page to generate additional likes and foster engagement with the map. Additional new points of interest will be added to the map gradually.
- GIA and NewmanPR are continuing to make arrangements for the German group press trip scheduled May 25-30 before IPW 2020. Its theme will be "Connect & Protect the Florida Keys" and the trip will be hosted by GIA's Markus Elter. Four participants have already been secured: Helmut Widmann of Gute Reise, Ellen Gromann of PATOTRA, Friedrich Reip of Raufeld Media and Kriss Rudolph of Mannschaft Magazin. Efforts to secure additional participants are ongoing.
- GIA is continuing to make arrangements for the Florida Keys & Key West to be an exhibiting partner at the LGBTQ+ brunch at ITB in Berlin in March 2020.
- Canadian affiliate LMA has begun planning the Spring Canadian group press trip scheduled April 26-30. LMA is focusing on traditional outlets and will be confirming five or six media members/outlets in the coming weeks, as well as planning an itinerary and flight options.
- LMA provided on-site coordination for a Live On Location Remote for CHCH-TV. A total of 11 segments aired over a week's period on the morning show Nov. 18-22. There were nine segments shot with two repeats. Daily audience viewing numbers, as supplied by Numeris, are 256,000. DAC I segments focused on Key West attractions, the Literary Walking Tour, Sunset Celebration and a historical perspective with Clinton Curry; while a wrap-up segment concentrated on the entire Keys.
- LMA continues to make arrangements to participate in the 2020 Travel Media Association of Canada Annual Media Marketplace scheduled June 9-12 in Sudbury, Ontario. Media appointment planning will open shortly.
- LMA finalized all arrangements for a Toronto media mission that took place Dec. 2-5 and included a Dec. 5 media breakfast. NewmanPR's Ashley Serrate and LMA's Jerry Grymek hosted the mission. In addition, they were guests at media events held by the Travel Media Association of Canada and the Toronto Bloggers Collective to engage with further members and outlets. Media meetings were held with representatives of

outlets including Zoomer TV, the Toronto Sun and National Post, FAZE Media, Travel Industry Today, PAX News, Canadian Travel Press, OpenJaw and Travel Pulse Canada among others. LMA is following up with participating media on potential editorial and press trip opportunities for the year.

- LMA organized a media mission for Calgary that took place Nov. 24-26, and Jerry Grymek promoted the Keys to 13 Calgary media representatives.
- LMA secured bookings, sent invitations and coordinated two online travel agent webinars for the TDC sales team. The first webinar was held Nov. 12 with Travel Agents in Action and the second took place Nov. 21 with Canadian Travel Press. The first webinar drew 25 participants and the second attracted 33. Both webinars were saved on the Baxter Travel Network to provide agents the opportunity to download and view them at their own convenience.
- LMA worked with NewmanPR to finalize all details for a November influencer group trip and LMA's Jerry Grymek led the Keyswide trip. Influencer outlets included ForTwoPlz, Instagram: 90,000, Twitter: 8,900, Facebook: 1,900, Blog: 33,600 UVs; Justin Plus Lauren: Instagram: 67,600, Twitter: 52,700, Facebook: 6,700, Blog: 65,000 UVs; The Planet D, Instagram: 215,000, Twitter: 133,200, Facebook: 199,000, Blog: 1,000,000 UVs; XOXOBella, Instagram: 212,000, Twitter: 3,400, Facebook: 6,400, Blog: 60,000 UVs; Outbound Media, Instagram: 6,000, YouTube: 28,500, Blog: 45,000 UVs; Mirae Campbell, Instagram: 53,000 and Ola Krol, Instagram: 14,900, Blog: 25,000 UVs.
- LMA completed the Horizons integrated campaign, which included an editorial feature, social media posts and billboard placements. Campaign elements showcased the heritage, sustainability and people of the Florida Keys.
- LMA representatives promoted the Keys at monthly media events hosted by the Travel Media Association of Canada and the Travel Massive Toronto Blogger Collective.
- LMA met and conferenced with representatives of various media outlets, social media influencers and freelancers about visit opportunities to the Florida Keys in the coming months. They included Carolyn Ray (JourneyWoman), Robin and Arlene Karpan (freelancers), Doug Wallace (CAA Magazine), Randy Sharman (Informed Traveller Radio), Ilona Kauremszky (Dreamscapes Magazine), Barry Choi (MoneySense Magazine), Joseph Frey (Diver Magazine), Mary Poupart (Le Journal de Montreal Newspaper) and Dana Reinke (Incentive Magazine).
- Press releases were distributed in the U.K. during the reporting period that focused on SNUBA as a multi-generational activity in the destination, five top dives in the Florida Keys National Marine Sanctuary, Key West holiday events, the launch of the new driving tours on the Florida Keys travel app and the announcement by NOAA and its Florida Keys National Marine Sanctuary of the intent to raise almost $100 million to restore reef sites off the Keys. In France, press releases were translated and distributed that focused on SNUBA, five top dives in the Florida Keys National Marine Sanctuary, literary walking tours in Key West, festive events in Key West, the launch of new driving tours in the Keys app and NOAA's news of its plans to restore coral

reefs off the Keys coastline. In the German-speaking markets, GIA translated and distributed releases on SNUBA, five top dives in the Florida Keys National Marine Sanctuary, festive events in Key West, the launch of new driving tours in the Keys app and NOAA's news of its plans to restore coral reefs off the Keys coastline. Release content was uploaded to the Keys website and Mediadress portal, and releases were shared with key industry partners to ensure synergy of messaging.

LMA distributed media advisories and releases to targeted Canadian media focused on topics that included the Key West Film Festival, Key West Holiday Fest, offshore powerboat races, Key West 's Old Island Restoration Foundation home tours, the debut of driving tours in the Keys Travel App, NOAA and the Florida Keys National Marine Sanctuary's $100 million coral restoration program, holiday events throughout the Keys, the 22nd annual Key West Half Marathon, the Key West Dachshund Walk, the debut of the "Samantha Brown's Places to Love" Florida Keys episode and the "Protecting Paradise" television special, Key West's New Year's Eve "drops," the Key West Food and Wine Festival and 2020 event highlights around the Keys. In addition, LMA distributed monthly eBlasts highlighting a selection of events, festivals and hotel developments to a Canadian database of over 1,004 media contacts.

- KBC shared social media posts on Facebook and Twitter on topics and stories including the transmission of the Keys episode of Tom Kerridge's America, Fantasy Fest, inclusion of the destination in themed roundups by LoveExploring and the Visit USA Association, the "Stewards of the Keys" U.K. group trip, Key West's New Year's Eve celebrations and news of NOAA's plans to raise $100 million to restore reefs off the Keys.
- GIA reported the Keys' German Facebook page now has nearly 16,000 fans, while the Florida Keys & Key West "group" sits at 2,103 members.
- NewmanPR and its international affiliate agencies are planning Keys visits for Marko Wramén and Anna Thorbjörnsson for Sweden's Dagens Nyheter and Sydsvenskan, Helmut Stapel and Nicole Schulze-Aissen for Munich's Bayerischer Rundfunk radio station and Nordsee Medienverbund's newspapers, freelancer Ted Flett, Paul Knowles for Exchange Magazine, Benoit Legault of Le Devoir and L'Express magazines, freelancer Natalie Sicard, Emilia Harris of Citizen Femme, Kelly Wilton of Montreal Families Magazine and Jacquie Durand of Inspired Magazine.
- NewmanPR continued to work with DragonTrail Interactive, the organization contracted by the agency to handle digital marketing and social media efforts in China, until the emergence of the coronavirus made it prudent to temporarily cease messaging to the Keys' WeChat social media initiative's 1,347 fans. A Feb. 7 post wished those afflicted with the coronavirus a speedy recovery. Until messaging ceased, agency's Laura Myers gathered images and edited stories for weekly WeChat posts. Agency continued to quantify coverage produced as a result of the Sept. 16-20 visit of seven VIP Chinese KOLs coordinated with Visit Florida. Coverage produced thus far, according to Visit Florida, includes more than 6.5 million total impressions and 5,278 engagements by participant Pan Di for a media value of $48,000 on Weibo, a microblogging platform; more than 17.9 million total impressions and 6,806 engagements by participant Li Hao for a media value of $152,000 on Weibo; nearly

13.8 million total impressions and 22,182 engagements by participant Lu Na for a media value of $136,500 on Weibo; more than 9.3 million total impressions and more than 9,100 engagements by participant Marco Jiang for a total media value of $102,000 on Weibo; and a total exposure of 766,500 in Modern Magazine by journalist Yu Jia for a media value of more than $207,500 in a feature that included the Keys, Miami and Fort Myers. NewmanPR also monitors webinars produced by DragonTrail. Sixty percent of Keys WeChat fans are women and 40 percent men. WeChat growth trends tracking April through December 2019 results indicated a steady increase of fans, with cumulative post views from 1,838 to 25,623. Prior to the coronavirus outbreak, fans seemed especially interested in Keys festivals and events. Future peak travel periods this year for Chinese visitors could include the May Labor Day Holiday, May 1-5; July and August for families, and the Chinese National Day Holiday, Oct. 1-8, according to DragonTrail. The recent emergence of the coronavirus in China is being monitored closely by DragonTrail and NewmanPR. Chinese social messaging has been suspended for the immediate future.

- Agency finalized work with Crawford Productions on a one-hour show titled "Florida Keys: Protecting Paradise." The program explores the importance of respecting and preserving the island chain's environment and local lifestyle. Many segments feature local residents working to protect the Keys' environment, while highlighting the area's history of conservation, local sustainability efforts, eco-tourism offerings and ways visitors can become involved. Agency provided topic and script input, assisted with arrangements and logistics for the on-site shoot and provided significant input during the editing process. The show debuted Dec. 29 on Discovery Channel with Nielsen ratings indicated that 156,000 viewers were attracted to the show. There are subsequent planned airings on Destination America, WGNA and Fox Sun Sports. In addition, agency produced and distributed to the media two releases about the program's debut and subsequent airings.
- Agency concluded providing support during the pre-production, filming and editing of a Florida Keys episode of the 30-minute television series "Samantha Brown's Places to Love." Distributed by American Public Television, the episode began airing on public television stations nationwide in January 2020. Segments focus on the Keys' signature foods, literary culture, history, environment and sustainability initiatives, all seen with the guidance of selected local residents. NewmanPR provided assistance to the production including B-roll footage, destination guidance, development of story segments, an itinerary and on-site support. In addition, agency prepared a release on the program for inclusion in the January e-newsletter and distribution to media as well as a "Keys Voices" blog post. The first airing of the show reached 95 percent of PBS markets around the country. Agency assisted with coordination of a debut event with Samantha Brown on the evening after IMM. The Keys were a primary underwriter of the event that featured elements including a themed "photo booth" and a conch shell blowing lesson with Clinton Curry as well as Key Lime pies for tasting provided by Kermit's Key Lime Shoppe.
- Agency represented the destination at TravMedia's International Media Marketplace, held Jan. 23 in New York City. Agency's Andy Newman and Ashley Serrate represented the Keys at the marketplace. Some 40 appointments were realized with

travel journalists, bloggers and influencers. Andy Newman also had individual appointments at the Associated Press, CNN, Network News Service, CBS Newspath and Fox News Edge.

- Agency's Laura Myers finalized all arrangements and led a "Brand New Keys" press trip that took place Jan. 27-31. Five media participated in the Keyswide trip that featured an itinerary showcasing all-new and fully updated destination resorts and hotels, environmental activities, unusual event venues and one-of-a-kind cultural and eco-attractions. Participants include representatives of Corporate & Incentive Travel and The Meetings Magazines, Santorini Dave, Coastal Living, TravAlliance Media and Luxury Travel Advisor. Activities included a property tour and lunch at The Perry Hotel Key West; property tour, overnight stay, and breakfast with TDC Sales Director Jim De Keyrel at Parrot Key Hotel & Villas; tours of Audubon House and Gardens and Harry S. Truman Little White House, with paella sampling during the Key West Food and Wine 2020 Festival Paella Cook-Off; visits to Mallory Square and Grand Cafe Key West, photo at Southernmost Point, free time with Key West Attractions Association VIP passes, lunch at Kermit's Key West Key Lime Shoppe, an Honest Eco Sustainable Nature Tour, visit to Sails to Rails Museum and flight departures from Key West International Airport.
- Agency worked on elements of a Super Bowl-timed promotion centered around a social media contest to win a coral restoration dive trip and spotlight Keys reefs and coral restoration efforts. The "Florida Keys Superfan" eco-adventure giveaway launched Jan. 15 and continued through Feb. 2, attracting 7,752 entrants and achieving an overall social media reach of 1.33 million people. The winner is to receive a five-night vacation for two that includes waterfront accommodations at Key Largo's sustainable Baker's Cay Resort, eco-attractions and diving experiences to plant corals. In addition, scenic underwater B-roll showcasing Florida's Coral Reef (formerly known as the Florida Reef Tract) in the Keys ran at an environmental village booth highlighting the reef's significance during Super Bowl LIVE "fan fest" events Jan. 25 through Feb. 1 at Bayfront Park in downtown Miami. Finally, agency wrote, distributed to the media and posted on the website two releases on the contest and designed a vertical tabletop placard for booth display to encourage contest participation.
- Agency's Julie Botteri finalized all elements of "Northernmost-Southernmost" social media contest that will award the winner prizes including a Keys fishing vacation for two. The contest is designed to increase Midwestern freshwater anglers' awareness of the Keys' saltwater fishing and generate buzz about "twin" marker buoys designating the continental United States' northernmost (located in Lake of the Woods, Minnesota) and southernmost point of the Florida Keys. Consumers must follow Keys social media pages and answer questions to compete in the contest, which runs Feb. 12 through March 11.
- In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as

reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the “Art Loft” website.

- Agency finalized and debuted a video exploring Key West's heritage as a pioneering LGBTQ destination and its contemporary attractions for LGBTQ travelers, and posted it on the Keys website’s LGBTQ page and the "Florida Keys TV" YouTube channel. The video features unscripted commentary from three of Key West's LGBTQ community members on topics including the island's longstanding embrace of equality and diversity, the origin and development of its "One Human Family" philosophy, the creation and meaning of its 1.25-mile-long sea-to-sea rainbow flag, famous LGBTQ residents such as Tennessee Williams and activities and nightlife for today's visitors. Agency also wrote and distributed to targeted media a release on the video’s debut, as well as writing and posting a blog about it.
- Agency produced numerous Facebook Live segments on Keys elements that aired on the destination’s Facebook page. They included one on Key West’s New Year’s Eve activities on Duval Street that drew some 56,000 views, reached more than 120,000 people and earned nearly 15,000 engagements. Agency will continue to produce Facebook Live segments originating from all districts on events and other high-interest subjects.
- NewmanPR managed daily contributions to social media content across all Keys platforms. News and social media-specific items were posted on the TDC’s Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. As well as regular planned posting, agency continued to produce spontaneous photography and coordinate additional posts for the TDC’s social media outlets. A detailed social media report follows this document.
- Working with TwoOceansDigital.com, agency produced, distributed and posted the December and January regular issues of the “Keys Traveler” e-newsletter and the annual February all-cultural issue. All e-newsletter issues follow a responsive design developed to enhance reader appeal, especially for those using mobile devices. Each regular issue features stories on Keys cultural, fishing, diving, cuisine and event highlights. Each regular issue also contains a Q&A profile of a designated “Steward of the Keys,” a local resident in a tourism-related business who is passionate about protecting the Keys environment and way of life.
- Agency wrote and posted weekly insider columns for the “Keys Voices” online feature blog and promoted them via social media outlets. All “Keys Voices” feature-style columns focus on the attractions and attributes that characterize one or more Keys districts, as well as periodic in-depth stories on special events and monthly “Stewards of the Keys” Q&A profiles. Efforts to expand the blog’s readership among travel consumers and media are ongoing.
- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog. Blog entries cover events, attractions and aspects of the Keys that appeal to the market. Working with TwoOceansDigital.com, agency facilitated distribution of copy and live links to the LGBTQ blog directly to consumers via an opt-in email address list. Efforts are continuing to increase readership and awareness.

- Agency compiled and distributed to media a roundup of selected Keyswide event highlights for 2020.
- Agency wrote, distributed to widespread media and posted on the website the Winter 2019-20 edition of the quarterly “What’s New in the Florida Keys & Key West.”
- Agency wrote, distributed to targeted media and posted on the website the annual meetings-focused edition of “What’s New in the Florida Keys & Key West.”
- Agency completed production of the German edition of “Keys Traveler” magazine.
- Agency provided input on domestic and international public relations elements and concepts for the TDC’s five-year strategic plan.
- Agency wrote, distributed to media and posted on the website a release on “The Connections Project: A Mosaic of the Keys,” produced each year by the Florida Keys Council of the Arts, and its “road show” tour through the Keys. In addition, agency is coordinating photography of selected elements of the mosaic and a social media campaign featuring them and showcasing Keys artists.
- Agency assisted a CNN film crew and correspondent Randi Kaye with planning, interview subjects and on-site logistical support before and during a live broadcast of the New Year’s Eve Red Shoe Drop/Drag Queen Drop on Duval Street. CNN provided extensive live coverage of the event on its highly rated and internationally viewed New Year’s Eve show with Anderson Cooper. CNN broadcast segments including one at the Margaritaville Resort’s marina with passengers on a Cruisin’ Tiki and one outside the Bourbon St. Pub with a drag queen “mermaid” in a tub. In addition, agency produced video and still photography coverage of the Red Shoe Drop and the Conch Shell Drop, and video footage and “rehearsal” photography of the Lowering of the Pirate Wench. The photo package was moved to media points around the United States via the Associated Press, Thomson Reuters and other wire services. Agency’s video news piece earned significant airplay, with footage carried on network affiliates in markets around the America. Before the festivities, agency provided information to the Associated Press for a story on the six New Year’s Eve “drops” occurring in Key West. The NewmanPR team produced a Facebook Live segment shortly before the Conch Shell Drop that drew 56,000 views, reached more than 120,000 people and earned nearly 15,000 engagements. Also photos were posted on the Keys’ Facebook page, drawing good viewership and engagement.
- Agency wrote, distributed to media and posted on the website a release on the annual Key West Half Marathon and 5k. When the race took place, agency produced a photo package and distributed it to the media. Two photos were moved to media points around the U.S. via the Associated Press wire service.
- Agency wrote, distributed to media and posted on the website a release on the annual Florida Keys Seafood Festival. When the event took place, agency produced a Facebook Live segment featuring Captain Bill Kelly, executive director of the Florida Keys Commercial Fisherman’s Association that spearheads the festival.

- When the eighth annual Key West Film Festival took place, agency provided social media coverage of a festival highlight featuring actor Tom Skerritt and Rolling Stone Senior Editor David Fear.
- Agency wrote, distributed to media and posted on the website a release on the Old Island Restoration Foundation's weekend home tours in December 2019 and January, February and March 2020.
- When the 2019 Key West Holiday Fest began with the Lighting of the Harborwalk, agency posted provided photography and a mini video to social media. The video reached nearly 50,000 people and drew more than 4,400 engagements. In addition, agency distributed a photo to the Associated Press to spotlight the annual Schooner Wharf Lighted Boat Parade that is a facet of the Holiday Fest.
- Agency wrote, distributed to media and posted on the website a release on the annual Key West Literary Seminar, themed "Reading Between the Lines: Sports and Literature." To help promote the seminar, agency produced press kits for attending media and provided on-site support to media, including a representative of Travel + Leisure, when it took place. In addition, agency facilitated a story for the Associated Press on the seminar, its most significant topics and its presenters. The story moved to media points on the AP wire and appeared in outlets including the San Francisco Chronicle online.
- Agency wrote, distributed to media and posted on the website a release on the inaugural Elizabeth Bishop Birthday Celebration, to include the first public viewing of Bishop's Key West home, being presented by the Key West Literary Seminar organizers.
- Agency wrote, distributed to media and posted on the website a release on Key West's third annual Mile 0 Fest.
- Agency wrote, distributed to media and posted on the website a release on Mile 0 Fights' "Battle at the East Quay Wall" featuring local and visiting fighters.
- Agency wrote, distributed to media and posted on the website a release on the Key West Food & Wine Festival. When the festival's highlight tasting took place, agency produced a photography package for the Keys' social media outlets.
- Agency wrote, distributed to media and posted on the website a release on the Kelly McGillis Classic International Women's & Girls' Flag Football Championship.
- Agency wrote, distributed to media and posted on the website a release on the Master Chefs Classic culinary competition and tasting.
- Agency wrote, distributed to media and posted on the website a release on the Presidential Family Forum held at the Little White House.
- Agency wrote, distributed to media and posted on the website a release on the Conch Shell Blowing Contest. Plans are under way to produce video, photo and story packages when the event takes place.

- Agency wrote, distributed to media and posted on the website a release on the “zero k” Cow Key Channel Bridge Run.
- Agency wrote, distributed to media and posted on the website a release on the multiweek Tennessee Williams Birthday Celebration.
- Agency wrote, distributed to media and posted on the website a release on the once-a-year private garden tours presented by the Key West Garden Club.
- Agency wrote, distributed to media and posted on the website a release on GardenFest Key West: The Green Market Place 2020 at the Key West Tropical Forest & Botanical Garden.
- Agency wrote, distributed to media and posted on the website a release on the Key West Kingfish Mayhem tournament.
- Agency wrote, distributed to media and posted on the website a release on the Cuda Bowl, and a release on the results of the tournament.
- Each Thursday, Andy Newman provides a live report on upcoming Keys events on U.S. 1 Radio’s Morning Magazine.
- Agency wrote, distributed to targeted media and posted on the website a release about the introduction of two driving tours on the TDC's free Florida Keys & Key West Travel App, designed to enhance enjoyment and safe driving along the Overseas Highway. Agency also wrote and distributed an advisory to tourism interests about the driving tours.
- Agency wrote and distributed to targeted media a release when the TDC earned six Florida tourism marketing awards at the annual Flagler Awards ceremony. The agency was pleased that the 2018 “Keys Traveler” magazine, produced by the agency, won a silver award in the Sustainable Marketing category.
- When NOAA and its Florida Keys National Marine Sanctuary announced plans to raise almost $100 million to restore seven iconic coral reef sites off the Florida Keys, agency produced video and still photography packages on the announcement. The video package included file underwater footage of a Keys coral nursery and outplanting, and quotes from Sarah Fangman, Florida Keys National Marine Sanctuary superintendent. In addition, agency provided information to the Associated Press for a story on the announcement.
- Following Fodor’s designation of the Florida Keys National Marine Sanctuary as a “No Go” destination along with other worldwide destinations, agency communicated with sanctuary officials and the TDC director. Several other media outlets carried the story about the “No Go” list. Agency prepared a “talking points” tourism advisory for the industry. A decision was made not to distribute the advisory.
- Agency wrote and distributed to targeted media a release on the TDC naming Markham McGill a domestic sales manager.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a piece on local artists as stewards of the Keys’ natural world.

- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a roundup of winter and spring theater productions throughout the Keys.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a roundup of winter and spring musical offerings throughout the Keys.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a piece on art walks, classes and other ways to enjoy the Keys' art scene.
- Agency wrote and distributed to tourism interests advisories about full-length nighttime bridge closures on the new Seven Mile Bridge to accommodate a rehabilitation project.
- Agency wrote, distributed to media and posted on the website a release on planned renovations to Key West International Airport.
- Agency wrote, distributed to media and posted on the website a release on American Airlines' planned Feb. 15 launch of seasonal weekly service between Key West International Airport and Boston Logan International Airport.
- Agency wrote, distributed to media and posted on the website a release on the 15th annual Key West Dachshund Walk. When the annual walk took place at noon New Year's Eve, agency produced video and still photography packages on it. Six photos were distributed to media points around the U.S. via the Associated Press, Thomson Reuters and other news wire services.
- Agency coordinated media visits for individual journalists including Cahir O'Doherty with the Irish Times, Erik Valebrokk with Se og Hor magazine, Helle Valebrokk for Helle's Kitchen, Meagan Hightower of Ciao Mickey, Robert Kaufman of Golf Chicago, Elisa Tavita of My Fantabulous World, Andrea Zimmerman with yourtango.com, Joanna Adach with the Essentialist, Ty Newcomb with Eye of Ty, Matthew Jackson of National Geographic Traveller, Stacey Tillilie of AAA World and AAA Traveler, Paul Kazdan of the Associated Press, Ed Walsh of Bay Area Reporter, Kimberly Dijkstra of Long Island Weekly, Lucy Komisar of Travellady, Julia Schaffner of Des Belles Choses, freelancer Tom Austin of Celebrated Living, Jeff and Mike Graham of Sparkling Winos, Joannie Beaver of Trippin' Southern Style, Melody Pittman of Wherever I May Roam and Travel the South, Christa Arnet of Neue Zurcher Zeitung and Touring Magazine among others, Winona Rogers of LifeFamilyFun, Doug Wallace of IN Magazine and CAA Magazine, Terry Ward of TravelZoo, Jasmine Crockett of XOJasmine, Nassera Zaid of Le Parisien Week-End, Matthew Hennie of Project Q Atlanta, Tami Brooks of Lifestyle Magazine, Olli and Merja Kangas of Finnish television's Procam, Megan Bacon Evans and Whitney Bacon Evans of What Wegan Did Next, Mandy Decker of Travelroads and Thomas Limberg of Breitengrad66.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a Florida Keys 2-page feature in TravelGirl Magazine by Cathie Arquilla, a Florida Keys Road Trip feature in Newsday both online and in print, inclusion of the Florida Keys in a Florida destination round up in House of Coco Magazine following a press visit in partnership with VISIT FLORIDA, an article in Go Mag online following the 2019 Be

Free in the Keys FAM, an online piece on CBS' ChowHound, three blog posts on the Italian blog Usa La Valigia, and a Florida Keys feature in Neues Deutschland (New Germany), a Berlin-based daily newspaper resulting from Jirka Grahl's participation in a 2017 media FAM. As a result of the 2019 "Be Free in the Keys" FAM, the Florida Keys received coverage in Go Mag online.

- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Andy Newman traveled to Tallahassee to represent the TDC at Florida Keys Day events. Newman also had a separate meeting with VISIT FLORIDA to discuss their near-future plans.
- Event information and photography are regularly posted on the Keys website.

###

Florida Keys & Key West
Social Media Report

Facebook: 459, 416 followers increased 450,221
Twitter: 49,576 followers increased from 49,094
Instagram: 224,100 followers increased from 213,911

17 Nov 2019 - 08 Feb 2020

DAC Social Media Report February 2020

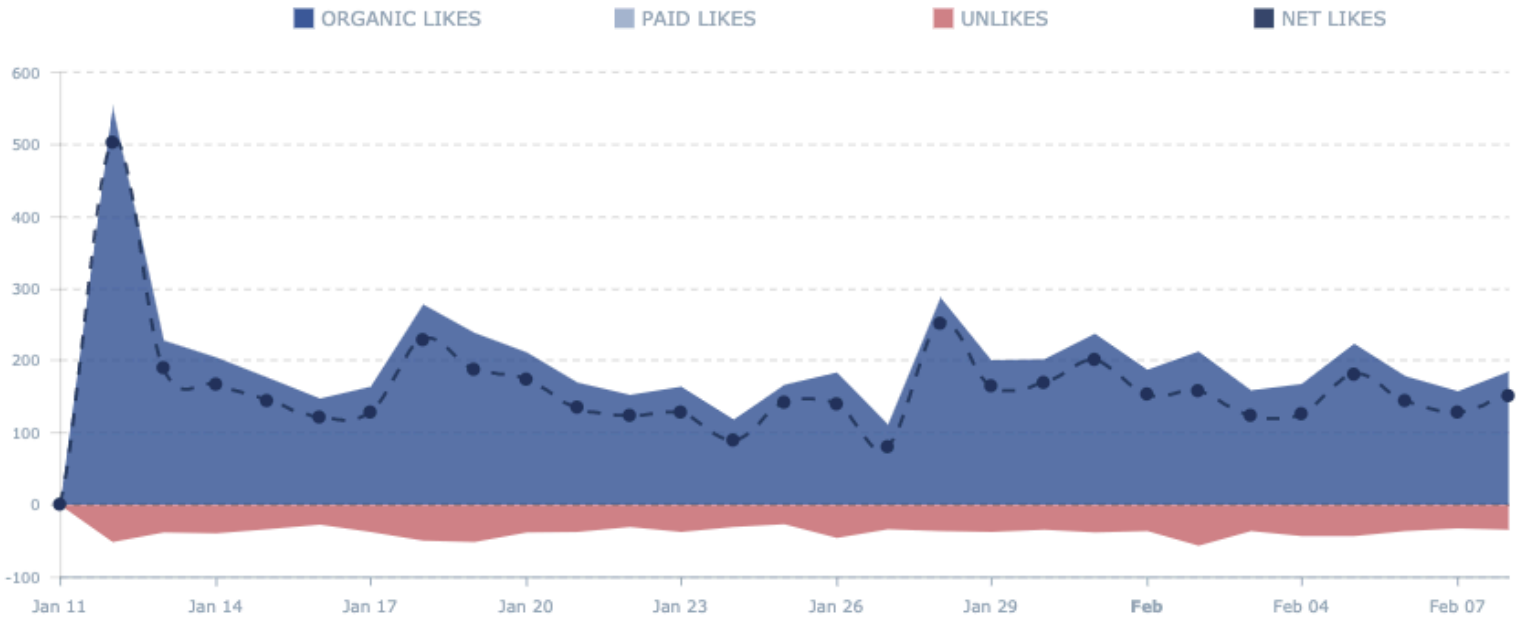
@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview

IMPRESSIONS	TOTAL REACH	POST ENGAGEMENTS	PAGE CONSUMPTIONS
10,889,317	4,399,457	276,482	301,438

Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

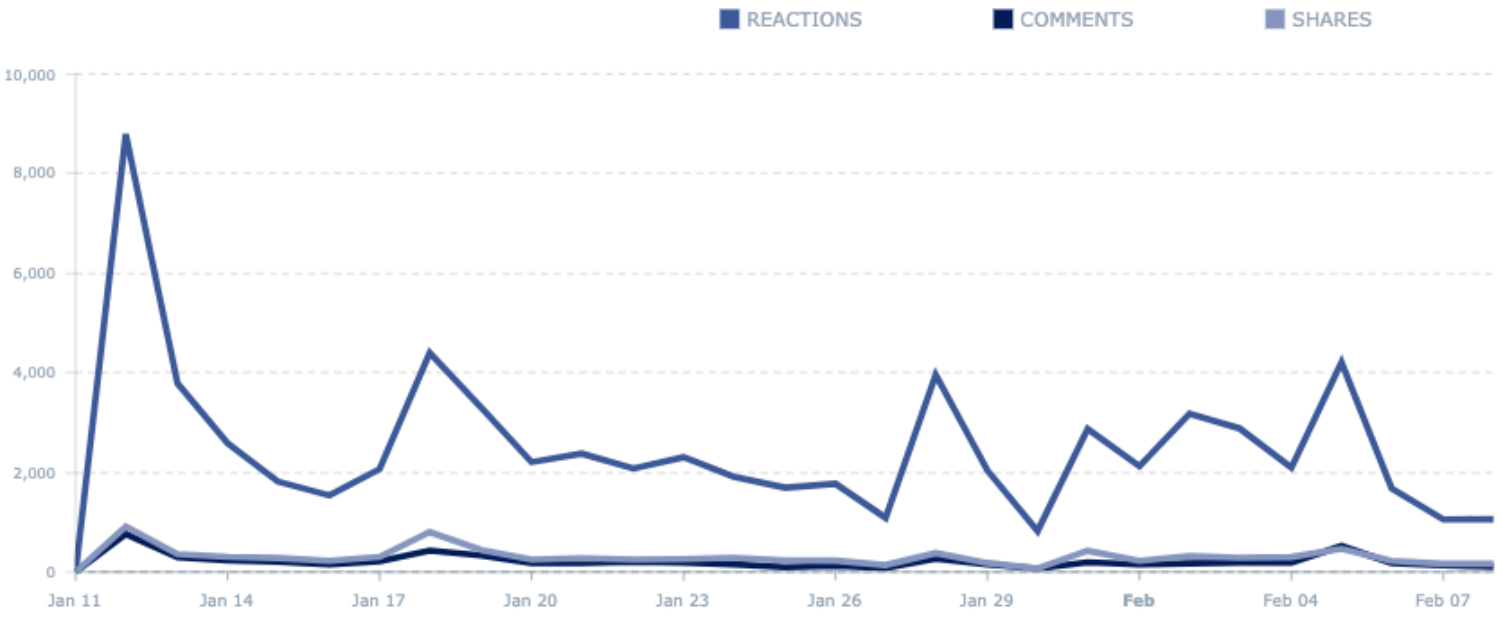
Total Fans	**459,416**
Organic Likes	5,675
Net likes	4,617

NUMBER OF NET LIKES INCREASED BY

↑ **1.02%**

SINCE PREVIOUS PERIOD

Audience Engagement



IMPRESSION METRICS

Organic Impressions	1,781,010
Paid Impressions	8,398,226
Viral Impressions	710,081
Total Impressions	**10,889,317**
Users Reached	**9,456,460**

ACTION METRICS

Reactions	71,673
Comments	6,115
Shares	8,687
Other Engagements	190,007
Total Engagements	**276,482**

Top Performing Posts

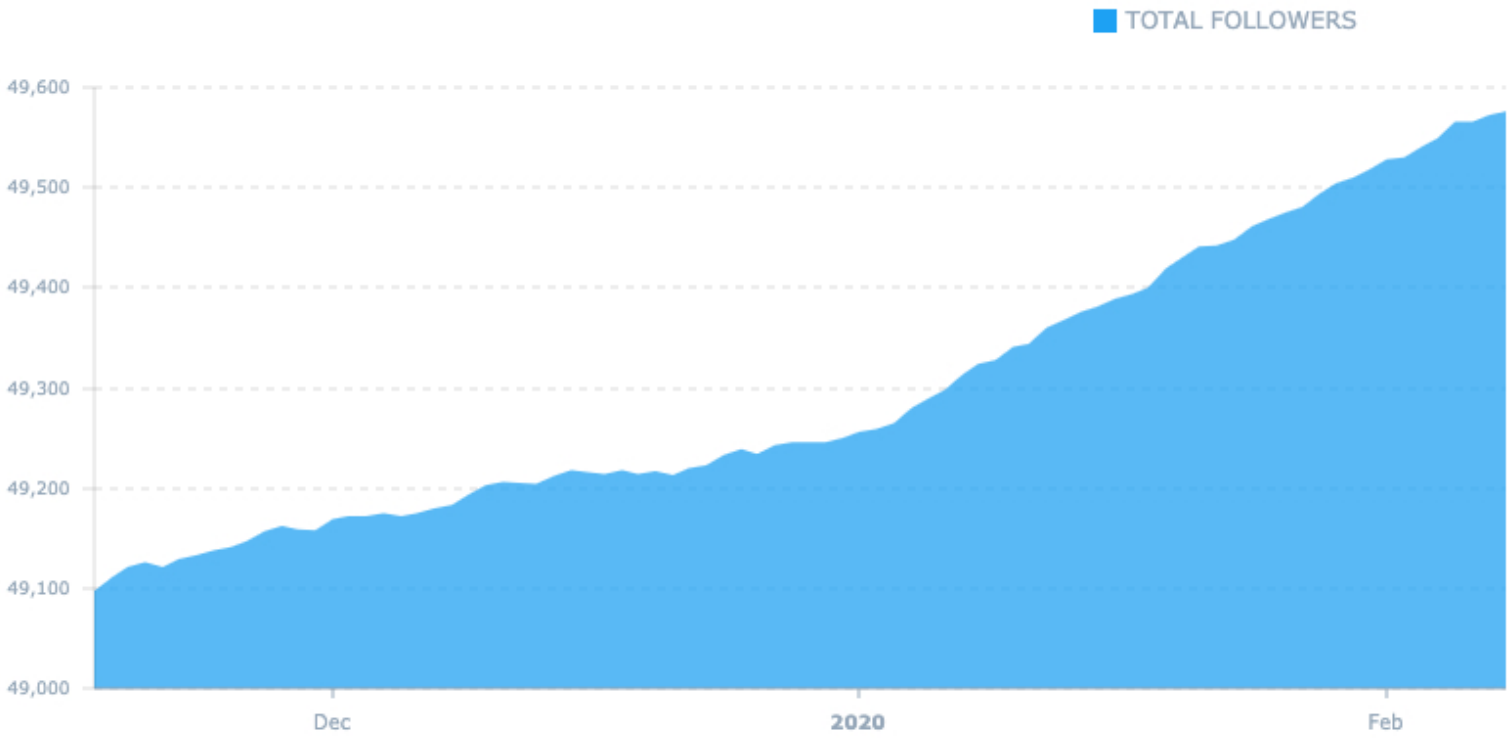
These posts are sorted by reactions and comments and then by date

POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
The Florida Keys & Key West 05 FEB 3:12 PM It's a gorgeous day to be in the #FloridaKeys this Wednesday, what should we do today? ⛱️🌴🌺🌞	3301	575	269	4488	7.35%	97,645
The Florida Keys & Key West 29 JAN 12:06 AM It's a clear, crisp and cool tropical night over Marathon in the #FloridaKeys!	2263	88	132	1214	6.56%	52,600
The Florida Keys & Key West 12 JAN 2:00 PM Today's #SustainableSunday "Green in the Middle," spotlighting an eco-focused attraction, museum or nature spot in Marathon & the Middle Keys is the The Turtle Hospital. This unique facility in the Florida Keys, the world's first state licensed veterinary sea turtle hospital, has been rescuing, rehabilitating and returning turtles to the wild for over 30 years. #ConnectAndProtect	8321	818	767	12808	10.27%	184,908

Twitter Activity Overview

DAILY EXPOSURE	POST ENGAGEMENTS	REACH
60,446	7,526	4,204,654

Audience Growth



FOLLOWER METRICS

Total Followers	**49,576**
Followers Gained	479
Total You Follow	3,218

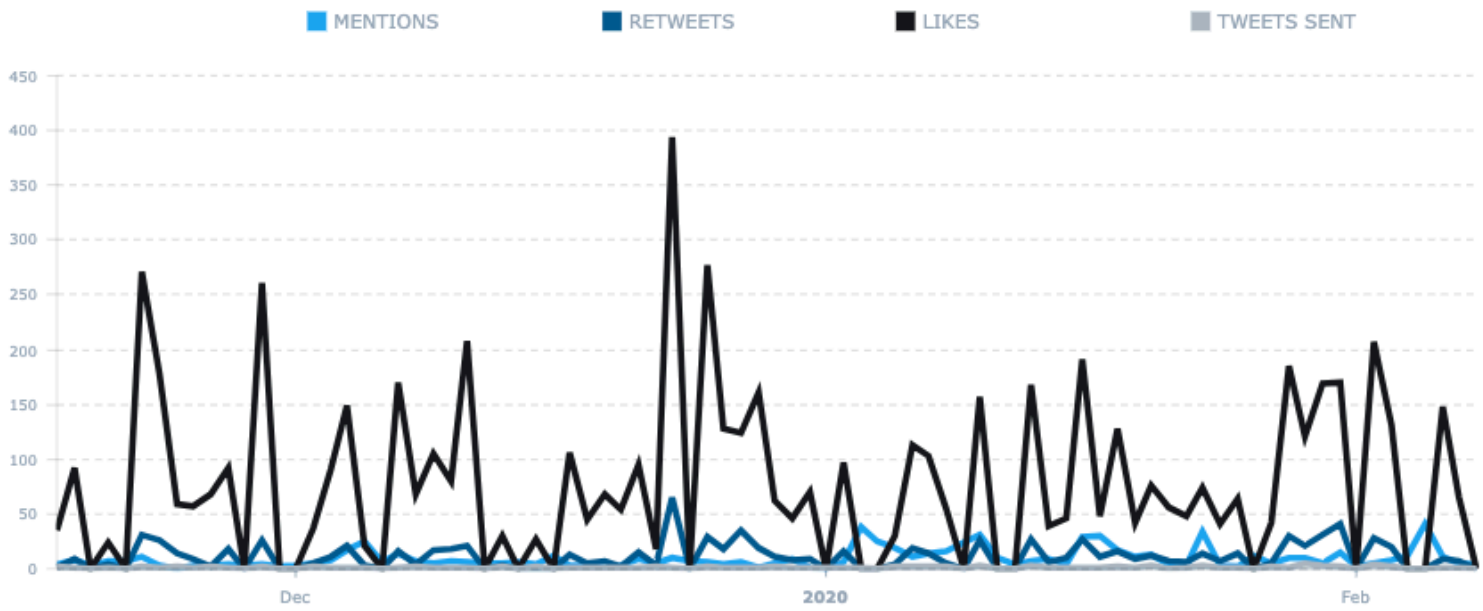
YOUR FOLLOWERS INCREASED BY

↑ 0.98%

SINCE PREVIOUS PERIOD

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	779
Retweets	940
Likes	6,586
Tweets Sent	99
Total Engagements	**8,305**

CONTENT HABITS METRICS

Plain Text	18
Photos	2
Videos	0
Total Sent Tweets	**20**

TOP TWEETS

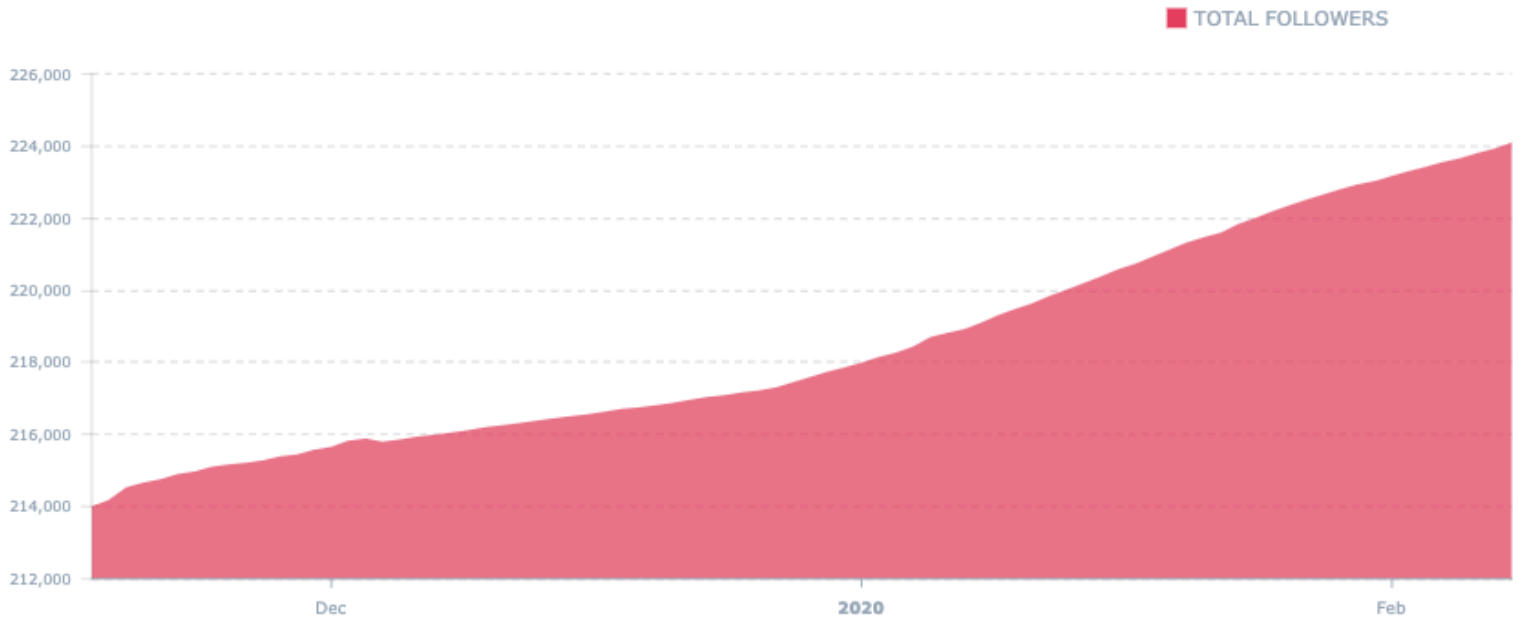
	Retweets	Likes	Reach
The Florida Keys @thefloridakeys 31 Jan 3:31 PM A group of Tibetan monks visiting the Keys from the Drepung Gomang Monastery in southern India helped release a "Drifter," a 170lb loggerhead sea turtle that was rescued and rehabilitated at the @TurtleHosp, into the waters off @Islander_Resort. Hundreds also gathered to cheer! https://t.co/3fy7JO8oKn	32	125	49,810
The Florida Keys @thefloridakeys 27 Dec 5:30 PM "Florida Keys: Protecting Paradise," an hourlong television special that explores Keys sustainability efforts and the people dedicated to protecting the island chain's unique natural environment will air on the @Discovery Channel, Sunday, Dec. 29, 8 a.m. ET/PT and 7 a.m. CT/MT. https://t.co/UdtaApLKba	35	124	49,331
The Florida Keys @thefloridakeys 23 Dec 10:30 PM Peace, love and palm trees! 📍 Key West Harbor Walk of Lights https://t.co/wUno5VLUCY	65	394	49,353

Instagram Activity Overview

FOLLOWERS	FOLLOWING	POSTS
224,100	476	1,457

Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

Total Followers	**224,100**
Followers Gained	10,079
Total You Follow	476
People You Followed	3

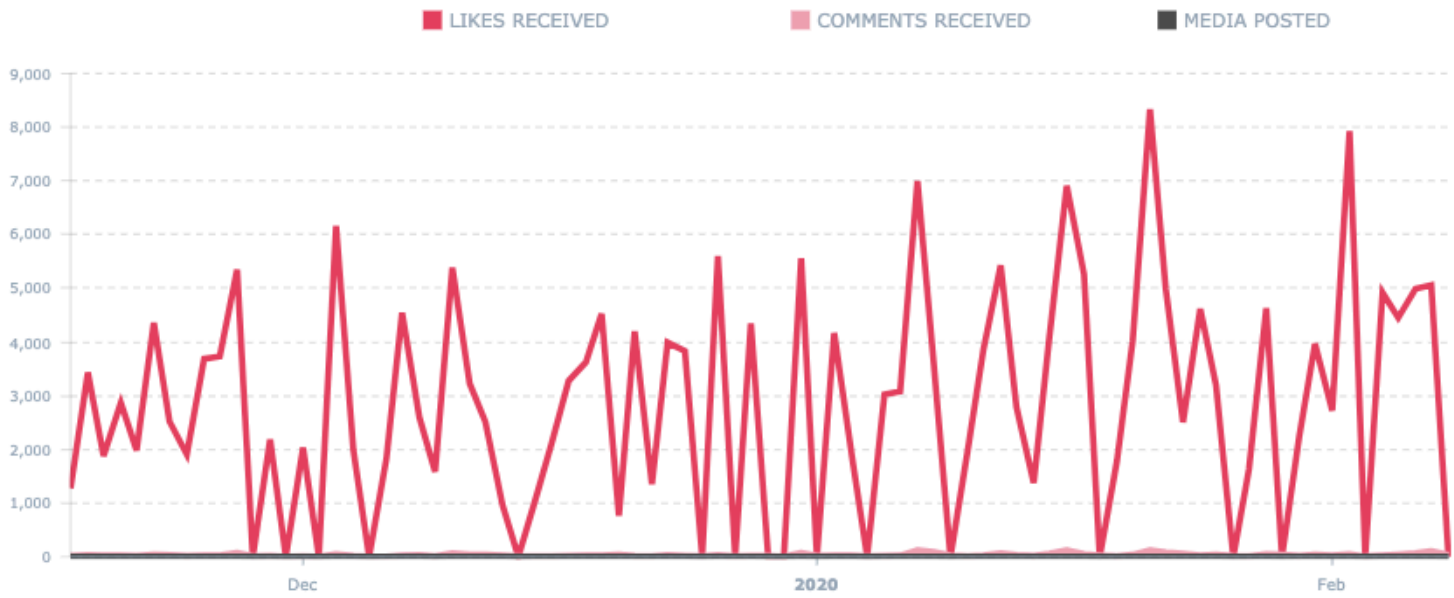
YOUR FOLLOWERS INCREASED BY

↑ 4.71%

SINCE PREVIOUS PERIOD

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	238,896
Comments Received (All Posts)	2,788
Comments Received (Posts This Period)	2,707.0
Posts Sent	69

PUBLISHING METRICS

Total Media Sent	69
Total Comments Received	2,788
Total Comments Received Last Period	183

TOP INSTAGRAM POSTS

Likes	8,332
Comments	174

Likes	7,929
Comments	47

Likes	7,001
Comments	183

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TO:	DAC 1 Members	**G.1 - G.3**
FROM:	Danielle Salmán-Villasuso	
DATE:	February 13, 2020	
RE:	February 26, 2020 DAC 1 Meeting	
CC:	John Underwood	

G.1 Advertising Re-cap:

Media

The Agency has planned, purchased and placed ads in the following media for the months of **February & March:**

National Cable Television:

- Networks to be considered: MSNBC, CNBC, FOOD, CNN, HGTV, DIY, Travel, Fox News, Fox Business – 2/1-3/31

Out-of-State Spot Television:

- New York DMA – 2/1-3/31
- New York DMA – 2/1-3/31
- Chicago DMA – 2/1-3/31
- Philadelphia DMA – 1/6-1/31
- Boston DMA – 2/1-3/31
- Washington DC DMA – 2/1-3/31
- Detroit DMA – 2/1-3/31
- Dallas-Ft. Worth DMA – 2/1-3/31
- Minneapolis-St. Paul DMA – 2/1-3/31
- Atlanta DMA - 2/3-3/31
- Charlotte DMA - 2/3-3/31

Key West Co-Op Programs (Print/Digital):

- Winter Digital
  - CNN.com – 2/1-3/1
  - Conversant – 2/1-3/1
  - ShermansTravel.com E-Newsletter – 2/6
  - Travel Spike Email –2/26
- Spring Digital
  - CNN.com – 3/9-3/31
  - Conversant – 3/9-3/31
  - TravelandLeisure.com – 3/11
  - Travel Spike Email –3/18
- Spring Digital (SE + TX)
  - CNN.com – 3/9-3/31
  - Conversant – 3/9-3/31

Digital:

- Facebook/Instagram (Promoting EWR & LGA>>EYW direct flights) – 2/1-3/31
- Facebook/Instagram (Promoting ORD>>EYW direct flights) – 2/1-3/31
- Facebook/Instagram (Promoting PHL>>EYW direct flights) – 2/1-3/31
- Facebook/Instagram (Promoting BOS>>EYW direct flights) – 2/1-3/31
- Pinterest.com – 2/1-2/23
- WeddingWire/TheKnot.com – 2/1-3/31
- BrideClick – 2/1-3/31
- NationalGeographic.com – 2/1-3/15
- OutsideOnline.com – 2/3-3/31
- SportFishing.com/SaltwaterSportsman.com – 2/1-2/28
- Adara – 2/1-3/29
- Conversant – 2/1-3/29
- Ground Truth – 2/1-2/29
- Pandora – 2/1-3/29
- Samsung Ads – 2/1-3/29
- Facebook/Instagram (General Key West Branding) – Annual
- Facebook/Instagram (Key West Wedding Branding) – Annual
- Facebook/Instagram (Promoting DFW>>EYW direct flights) – Annual

Search Engine Marketing:

- Google AdWords – Annual
- Yahoo/Bing SEM – Annual

Out-of-Home:

- Newark Liberty International Airport (EWR) Domination – 2/1-2/29
- New Jersey Billboard – 2/1-3/31
- Dallas Billboards – 2/1-3/29
- Boston Billboard – 2/1-3/29

International:

- SpotX Video Ads (Canada) – 2/1-3/31
- SpotX Video Ads (Germany) – 2/1-3/31
- SpotX Video Ads (UK) – 2/1-3/31
- Conversant (Scandinavia) – 2/1-2/29
- Scandinavian Traveller – March

LGBT Digital:

- Towleroad.com – February-March
- Gay Ad Network – February-March
- Facebook/Instagram (Key West LGBT Branding) – Annual
- Pride Media - Annual

- Passport.com KW Branded Content Program - Annual
- Passport.com E-Newsletter – Annual
- Passport.com Social Media - Annual

LGBT Search Engine Marketing:
- Google Ad Words – Annual

LGBT Magazine:
- The Advocate – February/March (Spring Travel)
- Passport Magazine – March/April

LGBT International:
United Kingdom
- Diva UK – January/February & March
- Attitude Magazine – February
- Attitude.co.uk – February

Germany
- Schwulissimo Magazine - February
- Spartacus Traveler Magazine – February
- SDL Channel – February & March
- Tom on Tour Digital Program – Annual

The following is a list of current and on-going projects:

➢ The Agency supplied input and coordinated native content stories with the following online publications:
- Travel + Leisure
- Food & Wine
- NationalGeographic.com
- Afar.com
- LonelyPlanet.com
- Momtastic.com
- CondeNastTraveller.co.uk
- WeddingWire.com
- TheKnot.com
- BrideClick
- Nativo
- CNTraveler.com
- OutsideOnline.com
- GayCities/ Queerty.com
- PassportMagazine.com
- Towleroad
- GoodSam Digital
- Trailer Life Magazine / MotorHome Magazine
- SportFishing.com/SaltwaterSportsman.com

- SportDiver.com/ScubaDiving.com
- World's Best Diving & Resorts
- Dreamscapes (Canada)
- Travel Guide to Florida
- TheStar.com

➢ The Agency coordinated sponsored social posts with the following online publications:
- NationalGeographic.com
- Afar.com
- BridalGuide.com
- Pinterest.com
- Facebook.com/Instagram
- WeddingWire.com/TheKnot.com
- BrideClick
- CNTraveler.com
- SportFishing.com/SaltwaterSportsman.com
- OutsideOnline.com
- Pride Media
- Towleroad.com
- Passport.com
- CurveMag.com
- GoodSam Digital
- TrailerLife.com/Motorhome.com
- SportDiver.com/ScubaDiving.com

➢ **Creating new ads for the following:**
- Generic: Meetings Market, Luxury Travel, Travel Trade, Canadian Market, German Market, Scandinavian Market, Camping, Meetings, Orange Bowl, Spring Concepts
- Key West: Dining, LGBT, Luxury Travel, Spring Concepts
- Lower Keys: Fishing, Diving, Camping
- Marathon: Weddings/Honeymoons, Adventure Traveler, Fishing, Spring Concepts
- Islamorada: Fishing, Culture, Weddings/Honeymoons, Spring Concepts
- Key Largo: Luxury Travel, Soft Adventure, Weddings/Honeymoons, Spring Concepts

➢ **Specific Projects:**
- Placed all creative for the Newark Liberty International Airport (EWR) domination and outdoor billboards for the Newark market
- Placed all billboard creative for the Dallas market
- Designing a two-sheeter "Benefits of Tourism" infographic for the TDCs Director of Market Research
- Revised current collateral on fla-keys.com website to meet ADA compliance regulations
- Developing new spring concepts for spring co-op programs
- Creating landing pages for Spring co-op programs including floridakeysspringnational.com, floridakeysspringdigital.com, floridakeyssoutheast.com, keywestspring.com, keywestsoutheastspringsummer.com, marathonspring.com, islamoradaspring.com, keylargospring.com

- Placed a Key West billboard in the Boston DMA to promote the American Airlines nonstop flight to Key West
- Updated the video on the dive USB to include the new district fifteen-second videos
- Created a dive video utilizing selects from the photoshoot. Video will be displayed at various trade shows
- Developed a thirty-second storyboard for the Lower Keys that references Stock Island
- Re-printing the Dive USB and Sleeve
- Re-printing the Dive Recyclable Bag
- Designed a LGBT pop up banner to be used at trade shows
- Assisted in the development of a 5-year strategic plan
- Ordered & distributed Atlanta and Charlotte trafficking instructions for all 2/3-4/12 Generic, District and Umbrella TV buys
- Distributed trafficking instructions along with television spots, print ads and digital assets for all February buys for Generic, District and Umbrella Campaigns
- Introduced promoted pins on Pinterest as new paid social channel

➢ **Ongoing:**

- Creating consumer signage to be displayed at various trade shows
- Reviewing creative from local partners for appropriate logo usage
- Coordinating and managing co-op opportunities for FY 19/20
- Proofing all campaigns (Print, Digital, Native Content, Out-of-Home, Collateral) before they're released to the pubs and/or vendors
- Placing and producing all Generic, District and Umbrella advertising efforts
- Brochure fulfillment & inventory coordination for all domestic & international trade shows
- Gathering statistics for Internet/E-marketing response reports
- Preparing TDC packets
- Preparing DAC packets

➢ **Meetings:**

- **TDC** – The Agency attended the February 4th meeting and made a winter media presentation
- **DAC** – The Agency attended the January 7th Lower Keys meeting
- **Diving Umbrella** – The Agency attended the January 14th Dive Umbrella meeting and presented selects from the still photography shoot and also received approval to reprint the Dive recyclable bags and USBs.
- **Cultural Umbrella** – The Agency attended the June 5th Cultural Umbrella meeting and received approval of the FY 19/20 media plan and of the Culture Magazine topics for the 2021 issue
- **Fishing Umbrella** – The Agency attended the June 5th Fishing Umbrella meeting and received approval of the FY19/20 media plan (there have been no Fishing Umbrella meetings since June 5, 2019).

The DAC 1 FY 19/20 media plans and response report are attached.

G.2 Presentation: Winter Media & 2019 Still Photography Shoot
Agency will make a presentation on winter media. Winter media memo attached for reference. Agency will also be presenting selects from the still photography shoot.

G.3 Nonstop Flight Media Add-On – Boston DMA
Media add-on memo attached for reference. Memo was reviewed by the committee on January 15th via email.

The Florida Keys and Key West
Internet Response Report
2019/2020

KEY WEST					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/21-10/31	CNN.com (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	166,384	2,664	1.60%	84.00%
10/21-10/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	498,637	796	0.16%	N/A
10/28-10/31	The Knot (Instagram Story)	19,253	186	1.05%	N/A
10/1-10/31	The Knot (Instagram Story)	19,483	180	1.01%	N/A
10/10/19	SpotX Video Ads - UK (Geo-Targeting London)	26,000	98	0.38%	51.20%
10/22/19	WeddingWire.com/TheKnot.com (Banners)	214,455	76	0.04%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram Video (Sponsored Ad - General KW Branding)	750,096	21,817	2.91%	N/A
10/1-10/31	Facebook/Instagram.com (Sponsored Ads - Honeymoons and Weddings)	255,381	6,795	2.66%	N/A
10/1-10/31	Facebook/Instagram Video (Sponsored Ad - KW Direct Flights Promo - DFW>>EYW)	143,507	6,244	4.35%	N/A
10/21-10/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,591,155	3,624	0.23%	N/A
10/21-10/31	CNTraveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Pride Media (Social Media Influencers Custom Videos)	1,978,684	10,046	0.51%	N/A
10/1-10/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	243,528	6,845	2.81%	N/A
10/14-10/31	Towleroad.com (Sponsored Post/Content)	2,327,646	2,811	0.12%	N/A
10/14-10/31	Passport.com Social Media Posts (1 FB, 18 Tweets)	8,559	234	2.73%	N/A
10/14-10/31	Passport.com KW Branded Content Program	27,828	223	0.80%	N/A
10/14-10/31	Passport.com E-Newsletter	58,697	111	0.19%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	florida vacations	10,842	541	4.99%	N/A
	florida vacation	6,172	288	4.67%	N/A
	honeymoon spots in florida	2,370	213	8.99%	N/A
	"florida hotels"	2,333	123	5.27%	N/A
	florida scuba	1,069	100	9.35%	N/A
	honeymoon florida	693	55	7.94%	N/A
	"beach vacation"	1,221	45	3.69%	N/A
	florida camping	764	34	4.45%	N/A
	florida honeymoon	303	34	11.22%	N/A
	golf vacation	1,062	19	1.79%	N/A
	"florida fishing"	296	11	3.72%	N/A
	[beach vacations]	287	10	3.48%	N/A
	florida honeymoons	107	7	6.54%	N/A
	"romantic florida vacations"	94	7	7.45%	N/A
	"romantic vacations in florida"	100	6	6.00%	N/A
	"florida bed & breakfast"	48	6	12.50%	N/A
	florida beach weddings	244	5	2.05%	N/A
	[florida fishing]	77	3	3.90%	N/A
	"florida diving"	37	3	8.11%	N/A
	"+florida +honeymoons"	17	3	17.65%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	+florida+vacation	8,508	481	5.65%	N/A
	+florida+resort	11,418	461	4.13%	N/A
	+florida +hotel	14,788	187	1.23%	N/A
	+florida+fishing	5,583	168	1.75%	N/A
	+resort fl	3,936	160	4.07%	N/A
	luxury +resort fl	3,492	138	3.95%	N/A
	+fishing places fl	1,380	21	1.53%	N/A
	+florida+fishing+charters	108	2	1.85%	N/A
	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	gay cruise vacations	1,214	125	10.30%	N/A
	single lesbian vacations	384	36	9.38%	N/A
	gay vacations for singles	329	28	8.51%	N/A
	gay vacation	258	25	9.69%	N/A
	gay friendly travel	517	22	4.26%	N/A
	gay vacation resorts	466	17	3.65%	N/A
	vacations for single gay men	227	16	7.05%	N/A
	gay and lesbian vacations	288	13	4.51%	N/A
	lesbian friendly vacations	286	13	4.55%	N/A
	lesbian vacation	158	12	7.59%	N/A
	gay men vacations	199	11	5.53%	N/A
	gay singles vacations	73	11	15.07%	N/A
	gay holiday	239	6	2.51%	N/A
	best gay travel	154	6	3.90%	N/A
	gay friendly vacations	101	6	5.94%	N/A
	gay singles vacation	76	6	7.89%	N/A
	gay single vacations	86	5	5.81%	N/A
	vacation gay	28	5	17.86%	N/A
	gay vacations	132	4	3.03%	N/A
	gay adventure travel	62	4	6.45%	N/A
	gay luxury travel	57	4	7.02%	N/A
	best vacations for gay couples	100	3	3.00%	N/A
	best gay vacation spots	72	3	4.17%	N/A
	best gay resort	31	3	9.68%	N/A
	gay friendly vacation	26	3	11.54%	N/A
	gay friendly beach vacations	57	2	3.51%	N/A
	gay vacations for couples	47	2	4.26%	N/A
	gay marriage venues	43	2	4.65%	N/A
	lesbian friendly vacation spots	40	2	5.00%	N/A
	gay cruise vacations	17	2	11.76%	N/A
NOVEMBER 2019					

Average Industry Standards:
- Display ads: 0.08% CTR
- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 2/12/20

The Florida Keys and Key West
Internet Response Report
2019/2020

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara (Targets users sesraching for airfares/hotels)	1,129,562	6,230	0.55%	N/A
11/1-11/30	CNN.com (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	317,332	4,006	1.26%	85.00%
11/13/19	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,360,534	2,410	0.18%	N/A
11/6/19	Traveland Leisure.com E-Newsletter (NY,CHI,BOS,PHL,DC) - Co-op	109,098	2,368	2.17%	N/A
11/25-11/30	Wedding Wire (Instagram Post)	72,284	1,765	2.44%	N/A
11/1-11/30	SpotX Video Ads - UK (Geo-Targeting London)	829,162	1,685	0.20%	72.70%
11/4-11/9	BrideClick	536,239	1,085	0.20%	N/A
11/18/20	The Knot (Instagram Tag to Win)	117,041	954	0.82%	N/A
11/1-11/30	CNTraveler.com (Native Content Story via Social Media)	637,813	820	0.13%	N/A
11/1-11/30	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	2.84%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	808,634	506	0.06%	N/A
11/1-11/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	1,173,073	277	0.02%	82.82%
11/1-11/30	WeddingWire.com/TheKnot.com (Banners)	214,455	76	0.04%	N/A
11/1-11/24	Pinterest.com (Weddings Sponsored Ad)	216,161	68	0.03%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Towleroad.com (Sponsored Post/Content)	2,327,646	2,811	0.12%	N/A
11/1-11/30	Pride Media (Social Media Influencers Custom Videos)	1,793,966	2,363	0.13%	N/A
11/1-11/30	Facebook - LGBT (Targeting w/ KW LGBT Video)	269,033	2,141	0.80%	N/A
11/1-11/30	Q Digital (GayCities.com/Queerty.com)	822,933	584	0.07%	N/A
11/1-11/30	Passport.com KW Branded Content Program	53,034	107	0.20%	N/A
11/1-11/30	SDL Channel - Germany	138,040	77	0.06%	N/A
11/1-11/30	Blu.fm Banners - Germany	64,723	47	0.07%	N/A
11/1-11/30	Gay Ad Network	55,089	40	0.07%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	NYTimes.com Flex Frame (Mobile/Tablet)	4,042,860	9,398	0.23%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - EWR & LGA>> EYW)	231,601	6,234	2.69%	N/A
11/1-11/30	Facebook/Instagram Video (General KW Branding)	518,636	5,577	1.08%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	248,520	3,986	1.60%	N/A
11/1-11/30	Facebook/Instagram.com (Weddings/Honeymoons)	292,406	2,262	0.77%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	130,733	1,883	1.44%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	fun things to do in florida	1,775	219	12.34%	N/A
	top honeymoon destinations	1,671	206	12.33%	N/A
	florida hotel	2,566	96	3.74%	N/A
	honeymoon resorts	1,226	70	5.71%	N/A
	florida vacation	642	47	7.32%	N/A
	florida vacations	746	43	5.76%	N/A
	best honeymoon places	447	39	8.72%	N/A
	florida scuba	226	21	9.29%	N/A
	florida fishing	185	13	7.03%	N/A
	honeymoon island florida	197	12	6.09%	N/A
	couples retreat florida	116	12	10.34%	N/A
	best hotels in florida	294	10	3.40%	N/A
	florida camping	250	9	3.60%	N/A
	best resorts in florida	175	7	4.00%	N/A
	honeymoon spots in florida	65	7	10.77%	N/A
	beach vacation	129	5	3.88%	N/A
	florida honeymoon	40	4	10.00%	N/A
	florida hotels	84	3	3.57%	N/A
	golf vacation	158	2	1.27%	N/A
	luxury resorts in florida	42	2	4.76%	N/A
	florida beaches	10	2	20.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	+florida+vacation	8601	342	4.26%	N/A
	+florida+resort	10158	296	3.10%	N/A
	+florida+fishing	17153	238	1.91%	N/A
	+florida +hotel	20475	232	1.40%	N/A
	+resort fl	8252	231	3.06%	N/A
	luxury +resort fl	5543	159	2.87%	N/A
	+hotel fl	9952	112	1.09%	N/A
	+fishing places fl	2900	41	1.90%	N/A
	+florida +hotel deals	964	17	1.76%	N/A
	+florida beach +resort	335	12	3.58%	N/A
	+hotels near +florida	813	10	1.09%	N/A
	best hotel +resorts +florida	185	5	2.70%	N/A

Average Industry Standards:
- Display ads: 0.08% CTR
- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 2/12/20

	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	gay cruise vacations	881	96	10.90%	N/A
	single lesbian vacations	284	40	14.08%	N/A
	gay friendly travel	378	21	5.56%	N/A
	vacations for single gay men	176	20	11.36%	N/A
	best gay travel	249	17	6.83%	N/A
	gay vacation resorts	198	10	5.05%	N/A
	gay holiday	181	8	4.42%	N/A
	gay vacations	64	6	9.38%	N/A
	best gay vacations for singles	58	6	10.34%	N/A
	lesbian friendly vacations	152	5	3.29%	N/A
	gay men vacations	69	5	7.25%	N/A
	gay holiday resorts	55	5	9.09%	N/A
	gay and lesbian vacations	101	4	3.96%	N/A
	gay vacation resorts	80	4	5.00%	N/A
	best vacations for gay couples	54	4	7.41%	N/A
	vacation lesbian	39	4	10.26%	N/A
	lesbian vacation	66	3	4.55%	N/A
	best gay resort	65	3	4.62%	N/A
	gay adventure travel	49	3	6.12%	N/A
	gay singles vacations	49	3	6.12%	N/A
	gay cruise vacations	47	3	6.38%	N/A
	best gay vacation spots	29	3	10.34%	N/A
	gay vacation spots	17	3	17.65%	N/A
	gay friendly vacation spots	14	3	21.43%	N/A
	gay vacation destinations	56	2	3.57%	N/A
	gay marriage venues	56	2	3.57%	N/A
	gay wedding locations	48	2	4.17%	N/A
	gay vacations for singles	47	2	4.26%	N/A
	gay beach resorts	36	2	5.56%	N/A
	gay vacation	26	2	7.69%	N/A
	gay men vacations	19	2	10.53%	N/A
	lesbian vacation spots	17	2	11.76%	N/A
	gay vacation spots	12	2	16.67%	N/A
	lesbian family vacations	5	2	40.00%	N/A

DECEMBER

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/8	CNTraveler.com (Native Content Story via Social Media)	424,101	8,215	1.94%	N/A
12/1-12/8	Nativo (Native Content Ads)	750,478	7,741	1.03%	N/A
12/1-12/31	Pinterest.com (Wedding Promo)	510,471	3,541	0.69%	N/A
12/1-12/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	71,957	1,028	1.43%	87.00%
12/1-12/31	Adara (Targets users sesraching for airfares/hotels)	486,116	1,026	0.21%	N/A
12/1-12/31	Tremor Video (Mobile/Tablet/Desktop)	1,617,519	847	0.05%	N/A
12/1-12/15	BrideClick	236,228	575	0.24%	N/A
12/1-12/15	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	362,727	543	0.15%	N/A
12/1-12/15	WeddingWire.com/TheKnot.com	650,797	208	0.03%	N/A
12/1-12/15	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	506,765	97	0.02%	83.00%
12/1-12/31	Attitude.co.uk	70,922	55	0.08%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	282,324	4,147	1.47%	N/A
12/1-12/31	Pride Media (Social Media Influencers Custom Videos)	3,597,537	3,108	0.09%	N/A
12/1-12/31	Towleroad.com (Sponsored Post/Content)	486,901	697	0.14%	N/A
12/1-12/31	Q Digital (GayCities.com/Queerty.com)	634,832	487	0.08%	N/A
12/1-12/31	SDL Channel (German Gay Ad Network)	220,614	245	11.11%	N/A
12/1-12/31	Gay Ad Network	78,417	121	0.15%	N/A
12/1-12/31	Blu.fm Banners - Germany	65,585	43	0.07%	N/A
12/1-12/31	Passport.com	28,165	41	0.15%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram Video (General KW Branding)	572,283	9,015	1.58%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	211,469	7,691	3.64%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	227,603	5,388	2.37%	N/A
12/1-12/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,866,616	3,382	0.18%	N/A
12/1-12/31	Facebook/Instagram.com (Weddings/Honeymoons)	238,814	2,946	1.23%	N/A
12/1-12/15	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	115,915	2,752	2.37%	N/A

Average Industry Standards:
- Display ads: 0.08% CTR
- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 2/12/20

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Internet Response Report
2019/2020

	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	fun things to do in florida	14,778	1,819	12.31%	N/A
	top honeymoon destinations	9,265	1,190	12.84%	N/A
	honeymoon resorts	6,689	463	6.92%	N/A
	florida hotel	8,730	390	4.47%	N/A
	best honeymoon places	3,529	366	10.37%	N/A
	florida vacations	6,125	339	5.53%	N/A
	florida vacation	4,950	321	6.48%	N/A
	honeymoon spots in florida	1,097	184	16.77%	N/A
	florida scuba	1,625	168	10.34%	N/A
	best hotels in florida	2,372	149	6.28%	N/A
	best resorts in florida	2,247	137	6.10%	N/A
	couples retreat florida	1,356	134	9.88%	N/A
	"florida hotels"	1,277	93	7.28%	N/A
	florida honeymoon	648	85	13.12%	N/A
	honeymoon island florida	938	62	6.61%	N/A
	florida fishing	769	49	6.37%	N/A
	florida camping	767	44	5.74%	N/A
	luxury resorts in florida	758	39	5.15%	N/A
	"beach vacation"	972	34	3.50%	N/A
	"+florida +honeymoons"	106	26	24.53%	N/A
	[beach vacations]	402	12	2.99%	N/A
	honeymoon florida	100	12	12.00%	N/A
	golf vacation	430	10	2.33%	N/A
	[florida fishing]	197	10	5.08%	N/A
	[florida scuba diving]	208	9	4.33%	N/A
	"florida diving"	101	7	6.93%	N/A
	"florida fishing"	74	6	8.11%	N/A
	[florida beaches]	59	5	8.47%	N/A
	florida honeymoons	43	3	6.98%	N/A
	beach wedding	55	2	3.64%	N/A
	florida weddings	20	2	10.00%	N/A
	florida resorts for couples	68	1	1.47%	N/A
	destination wedding	49	1	2.04%	N/A
	best places for destination weddings	28	1	3.57%	N/A
	best destination wedding resorts	14	1	7.14%	N/A
	florida beach weddings	5	1	20.00%	N/A
	[florida beach vacation]	2	1	50.00%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+hotel fl	28,287	379	1.3%	N/A
	+florida+vacation	7,807	292	3.7%	N/A
	+florida+fishing	16,570	283	1.7%	N/A
	+florida+resort	8,985	274	3.1%	N/A
	+resort fl	6,000	182	3.0%	N/A
	+florida +hotel	11,051	137	1.2%	N/A
	+fishing places fl	3,173	53	1.7%	N/A
	luxury +resort fl	1,788	52	2.9%	N/A
	+hotels near +florida	547	14	2.6%	N/A
	+florida +hotel deals	936	13	1.4%	N/A
	best hotel +resorts +florida	153	10	6.5%	N/A
	orlando +hotel +florida	557	7	1.3%	N/A
	+florida beach +resort	266	6	2.3%	N/A

Average Industry Standards:
- Display ads: 0.08% CTR
- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 2/12/20

The Florida Keys and Key West
Internet Response Report
2019/2020

	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	gay cruise vacations	3,045	323	10.61%	N/A
	single lesbian vacations	1,150	146	12.7%	N/A
	best gay travel	1,530	137	9.0%	N/A
	vacations for single gay men	881	92	10.4%	N/A
	gay friendly travel	1,311	81	6.2%	N/A
	gay vacation resorts	793	60	7.6%	N/A
	gay vacation destinations	864	57	6.6%	N/A
	+gay +resorts	737	57	7.7%	N/A
	gay vacation packages	697	49	7.0%	N/A
	gay cruise vacations	562	49	8.7%	N/A
	gay vacation resorts	610	40	6.6%	N/A
	gay holiday	931	39	4.2%	N/A
	best vacations for gay couples	355	31	8.7%	N/A
	gay holiday resorts	451	27	6.0%	N/A
	lesbian friendly vacations	672	26	3.9%	N/A
	gay men vacations	470	21	4.5%	N/A
	gay vacations	302	21	7.0%	N/A
	lesbian vacation	270	20	7.4%	N/A
	best gay vacation spots	240	19	7.9%	N/A
	gay and lesbian vacations	414	18	4.4%	N/A
	gay vacation spots	258	18	7.0%	N/A
	best gay vacations for singles	247	18	7.3%	N/A
	gay vacations for singles	245	18	7.4%	N/A
	best gay vacation destinations	257	17	6.6%	N/A
	gay beach resorts	222	16	7.2%	N/A
	best gay resort	395	14	3.5%	N/A
	gay singles vacations	214	13	6.1%	N/A
	gay wedding locations	204	12	5.9%	N/A
	vacation lesbian	201	12	6.0%	N/A
	best gay beach vacations	161	12	7.5%	N/A
	gay men vacations	183	10	5.5%	N/A
	gay vacation	134	9	6.7%	N/A
	gay adventure travel	133	9	6.8%	N/A
	gay friendly vacation spots	81	9	11.1%	N/A
	gay marriage venues	227	7	3.1%	N/A
	gay and lesbian resorts	127	7	5.5%	N/A
	lesbian vacation spots	102	7	6.9%	N/A
	best gay vacation	100	6	6.0%	N/A
	gay beach vacations	49	5	10.2%	N/A
	gay vacation spots	45	5	11.1%	N/A
	gay vacations for singles	47	4	8.5%	N/A
	gay vacations for couples	155	3	1.9%	N/A
	gay only resort	96	3	3.1%	N/A
	Gay Vacations	51	2	3.9%	N/A
	gay singles vacation	32	2	6.3%	N/A
	gay vacation ideas	27	2	7.4%	N/A
	gay friendly vacation rentals	23	2	8.7%	N/A
	lesbian friendly vacation spots	22	2	9.1%	N/A
	+gay +vacations	21	2	9.5%	N/A
	gay winter vacations	11	2	18.2%	N/A
	lesbian family vacations	9	2	22.2%	N/A
	luxury gay travel	76	1	1.3%	N/A
	gay friendly vacations	62	1	1.6%	N/A
	gay singles vacation packages	26	1	3.9%	N/A
	gay family vacations	10	1	10.0%	N/A

JANUARY 2020

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/6-1/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	315,852	5513	1.93	84.00%
1/1-1/31	Pinterest.com (Wedding Promo)	675,553	4334	0.64%	N/A
1/6-1/31	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	742,194	2,468	0.3%	73.19%
1/6-1/31	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,737,246	1,263	0.07%	N/A
1/1-1/31	BrideClick	548,960	1082	0.2%	N/A
1/6-1/31	Conversant (Interactive Pre-Roll)	638,285	918	0.1%	74.91%
1/6-1/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,031,762	903	0.1%	N/A
1/17/20	WeddingWire.com (Facebook)	58,889	578	1.0%	N/A
1/6-1/31	SpotX Video Ads - Canada (Geo-Targeting Ontario)	545,139	556	0.1%	75.32%
1/22/20	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	0.2%	N/A
1/6-1/31	Adara (Targets users sesraching for airfares/hotels)	1,172,737	516	0.0%	N/A
1/6-1/31	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf,Frankfurt,Stuttgart)	596,734	311	0.1%	64.08%
1/6-1/31	SpotX Video Ads - UK (Geo-Targeting London)	414,664	292	0.1%	68.58%
1/1-1/31	WeddingWire.com/TheKnot.com (Banners)	244,775	98	0.04%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	573,047	5,605	0.98%	N/A
1/1-1/31	Pride Media (Social Media Influencers Custom Videos)	1,732,787	3,581	0.2%	N/A
1/1-1/31	Towleroad.com (Sponsored Post/Content)	430,098	665	0.2%	N/A
1/1-1/31	Gay Ad Network	134,084	301	0.2%	N/A
1/1-1/31	SDL Channel (German Gay Ad Network)	161,471	90	0.06%	N/A
1/1-1/31	Passport.com KW Branded Content Program	31,603	78	0.2%	N/A
1/1-1/31	Attitude.co.uk	68,987	41	0.06%	N/A

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The Florida Keys and Key West
Internet Response Report
2019/2020

	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Video (PromotingKW Direct Flights - PHL>>EYW)	353626	8,944	2.53%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	323,821	8,165	2.52%	N/A
1/1-1/31	Facebook/Instagram.com (Weddings/Honeymoons)	457,313	6,528	1.43%	N/A
1/1-1/31	Facebook/Instagram Video (General KW Branding)	863,468	6,284	0.73%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	264,027	4,357	1.65%	N/A
1/1-1/31	Pandora (Geo-Targeted to Direct Flight Markets - NY,PHL,CHI,DFW)	524,188	2,401	0.46%	84.20%
1/6-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	177,853	2,158	1.21%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	florida hotel	12,986	550	4.2%	N/A
	florida vacations	8,046	374	4.7%	N/A
	honeymoon resorts	5,544	348	6.3%	N/A
	florida vacation	5,035	273	5.4%	N/A
	top honeymoon destinations	2,603	271	10.4%	N/A
	best hotels in florida	5,121	248	4.8%	N/A
	honeymoon spots in florida	1,676	239	14.3%	N/A
	"beach vacation"	7,344	217	3.0%	N/A
	best honeymoon places	2,387	208	8.7%	N/A
	couples retreat florida	2,468	206	8.4%	N/A
	best resorts in florida	4,257	189	4.4%	N/A
	florida honeymoon	1,318	151	11.5%	N/A
	fun things to do in florida	2,344	144	6.1%	N/A
	honeymoon island florida	1,976	144	7.3%	N/A
	"florida hotels"	1,789	105	5.9%	N/A
	luxury resorts in florida	1,625	79	4.9%	N/A
	honeymoon florida	752	71	9.4%	N/A
	[beach vacations]	2,395	67	2.8%	N/A
	golf vacation	3,410	62	1.8%	N/A
	florida scuba	717	55	7.7%	N/A
	florida fishing	451	21	4.7%	N/A
	"+florida +honeymoons"	85	15	17.7%	N/A
	[golf resorts in florida]	460	12	2.6%	N/A
	"florida beach vacations"	160	9	5.6%	N/A
	florida resorts for couples	183	8	4.4%	N/A
	[florida beaches]	115	7	6.1%	N/A
	florida camping	66	6	9.1%	N/A
	[florida beach vacation]	85	3	3.5%	N/A
	florida honeymoons	54	3	5.6%	N/A
	[florida scuba diving]	53	3	5.7%	N/A
	[florida fishing]	51	3	5.9%	N/A
	"florida fishing"	28	3	10.7%	N/A
	beach wedding	15	2	13.3%	N/A
	"florida diving"	45	1	2.2%	N/A
	[florida beach vacation packages]	36	1	2.8%	N/A
	destination wedding	33	1	3.0%	N/A
	Bing, Yahoo and AOL Search	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	+florida+fishing	50,147	464	0.9%	N/A
	+hotel fl	21,600	291	1.4%	N/A
	+florida+resort	8,667	259	3.0%	N/A
	+florida +hotel	15,353	228	1.5%	N/A
	+florida+vacation	4,936	192	3.9%	N/A
	+resort fl	4,753	183	3.9%	N/A
	+fishing places fl	5,170	81	1.6%	N/A
	luxury +resort fl	1,075	32	3.0%	N/A
	+florida beach +resort	383	18	4.7%	N/A
	+florida +hotel deals	759	15	2.0%	N/A

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- Mobile ads: 0.25 - 0.30% CTR
- Video: 65% VCR

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The Florida Keys and Key West
Internet Response Report
2019/2020

	LGBT Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	gay cruise vacations	2,782	250	8.99%	N/A
	gay vacation resorts	3,017	206	6.83%	N/A
	single lesbian vacations	1,404	157	11.18%	N/A
	vacations for single gay men	726	58	7.99%	N/A
	lesbian friendly vacations	764	52	6.81%	N/A
	gay cruise vacations	496	39	7.86%	N/A
	gay singles vacations	548	37	6.75%	N/A
	+gay +resorts	244	33	13.52%	N/A
	gay vacations	660	32	4.85%	N/A
	gay vacation resorts	384	30	7.81%	N/A
	gay vacations for singles	331	28	8.46%	N/A
	lesbian vacation	325	26	8.00%	N/A
	gay friendly travel	427	19	4.45%	N/A
	best gay vacation spots	230	18	7.83%	N/A
	gay vacation destinations	312	17	5.45%	N/A
	gay vacation packages	267	17	6.37%	N/A
	gay holiday	351	16	4.56%	N/A
	gay men vacations	321	16	4.98%	N/A
	best gay resort	298	15	5.03%	N/A
	gay wedding locations	296	15	5.07%	N/A
	gay marriage venues	352	14	3.98%	N/A
	gay and lesbian vacations	320	14	4.38%	N/A
	vacation lesbian	219	12	5.48%	N/A
	best gay travel	232	11	4.74%	N/A
	gay marriage destinations	219	10	4.57%	N/A
	lesbian friendly vacation spots	155	10	6.45%	N/A
	gay vacation spots	93	10	10.75%	N/A
	best vacations for gay couples	90	9	10.00%	N/A
	gay men vacations	158	8	5.06%	N/A
	best gay vacation destinations	63	7	11.11%	N/A
	gay adventure travel	201	6	2.99%	N/A
	gay friendly vacations	157	6	3.82%	N/A
	gay holiday resorts	102	6	5.88%	N/A
	best gay beach vacations	175	5	2.86%	N/A
	gay beach resorts	120	5	4.17%	N/A
	+gay +vacations	90	4	4.44%	N/A
	gay vacation spots	69	4	5.80%	N/A
	gay friendly vacation rentals	63	4	6.35%	N/A
	best gay vacations for singles	20	4	20.00%	N/A
	gay vacations for couples	169	3	1.78%	N/A
	gay and lesbian resorts	149	3	2.01%	N/A
	lesbian vacation spots	102	3	2.94%	N/A
	luxury gay travel	54	3	5.56%	N/A
	gay vacations for singles	46	3	6.52%	N/A
	gay vacation	137	2	1.46%	N/A
	gay single vacations	70	2	2.86%	N/A
	+gay +vacation	47	2	4.26%	N/A
	gay vacation ideas	31	2	6.45%	N/A
	best gay vacation	21	2	9.52%	N/A
	lesbian family vacations	19	2	10.53%	N/A
	gay friendly vacation	12	2	16.67%	N/A
	Gay Vacations	60	1	1.67%	N/A
	gay friendly vacation spots	52	1	1.92%	N/A
	gay beach vacations	48	1	2.08%	N/A
	vacation gay	43	1	2.33%	N/A
	gay singles vacation	36	1	2.78%	N/A
	single gay vacations	26	1	3.85%	N/A
	gay luxury travel	25	1	4.00%	N/A
	vacations for gay singles	11	1	9.09%	N/A
	gay vacation ideas	1	1	100.00%	N/A

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- Video: 65% VCR

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The Florida Keys
Key West
Close To Perfect - Far From Normal

Key Largo · Islamorada · Marathon · Big Pine Key & The Lower Keys

FY 2020 MEDIA PLAN

Full Service Tinsley Advertising

Holidays/ Events

*Halloween (10/31) · * X-Mas (12/25) · * New Year's Day (1/1) · *Columbus Day (10/14) · *Art Basel (12/5-12/8) · *Thanksgiving Day (11/28) · * MLK Day (1/20) · * Pres Day (2/17) · *Easter (4/12) · * Memorial Day (5/25) · * Mini-Lobster Season (7/29-7/30) · * Ind Day (7/4) *Lobster Season (8/6-3/31) · * Labor Day (9/7)

Public Schools Vacation Calendars

	Winter Break:	Spring Break:	Summer Break:
Miami-Dade County Public Schools:	12/23-1/5	3/23-3/29	6/4-8/16
Broward County Public Schools:	12/23-1/6	3/20-3/29	6/3-8/12
Palm Beach County Public Schools:	12/23-1/6	3/23-3/30	6/1-8/11
Martin County Public Schools:	12/23-1/5	3/14-3/22	5/29-8/11
Hillsborough County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11
Pinellas County Public Schools	12/23-1/6	3/14-3/22	6/2-8/12
Orange County Public Schools:	12/23-1/6	3/13-3/22	5/28-8/11
Osceola County Public Schools:	12/23-1/6	3/14-3/22	5/29-8/11
Seminole County Public Schools:	12/23-1/5	3/14-3/22	5/28-8/11
Duval County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11

MEDIA	UNIT	Weeks Begin on Mondays:	4th Quarter													1st Quarter												2nd Quarter												3rd Quarter												#	GROSS TOTAL
			OCT '19				NOV '19				DEC '19					JAN '20				FEB '20				MAR '20					APR '20				MAY '20					JUN '20				JUL '20				AUG '20				SEP '20			
			30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep		
NATIONAL CABLE TELEVISION:																																																					
• National Cable Television Reach/Frequency: 35/8	:30								11/11-12/15								1/6-4/12																																				$946,179
Networks To Be Considered: MSNBC, CNBC, FOOD, CNN, HGTV, DIY, Travel, FoxNews, Fox Business																																																					
																																														National Cable TV Sub-Total:							*$946,179*
SPOT TELEVISION:																																																						
OUT-OF-STATE: Target Reach/Frequency																																																					
• New York DMA 42/9.4	:30								11/11-12/15								1/6-4/12																																				$226,891
• New York DMA -Addressable Television NCC Cablevision	:30	2,007,962							11/11-12/15								1/6-4/12																																				$82,599
• Chicago DMA 42/9.4	:30								11/11-12/15								1/6-4/12																																				$169,599
• Philadelphia DMA 37/6.5	:30																1/6-4/12																																				$110,466
• Boston DMA 37/6.5	:30																1/6-4/12																																				$87,234
• Boston DMA (addition approved to promote new direct flight)	:30																				2/3-3/31																																$40,000
• Washington DC DMA 37/6.5	:30																1/6-4/12																																				$72,675
• Detroit DMA 34/5.1	:30																1/6-4/12																																				$35,834
• Dallas-Ft. Worth DMA 34/5.1	:30																1/6-4/12																																				$73,644
• Minneapolis-St. Paul DMA 34/5.1	:30																1/6-4/12																																				$58,159
• Atlanta DMA 34/5.1	:30																				2/3-4/12																																$58,140
• Charlotte DMA 34/5.1	:30																				2/3-4/12																																$33,915
																																													Out-Of-State Spot TV Sub-Total:							*$1,049,158*
IN-STATE:																																																					
• Miami-Ft. Lauderdale DMA 39/6.7	:30																																5/4-8/2																				$101,745
• Tampa-St. Pete DMA 41/8.2	:30																																5/4-8/2																				$82,365
• Orlando-Melbourne DMA 39/6.7	:30																																5/4-8/2																				$72,675
• West Palm Beach DMA 37/6.5	:30																																5/4-8/2																				$31,008
• Fort Myers-Naples DMA 37/6.2	:30																																5/4-8/2																				$11,628
• Jacksonville DMA 37/6.5	:30																																5/4-8/2																				$10,659
																																													In-State Spot TV Sub-Total:							*$310,080*
																																													TELEVISION-TOTAL:							$2,305,417

The Florida Keys
Key West
Close To Perfect - Far From Normal

Big Pine Key & The Lower Keys · Marathon · Islamorada · Key Largo

FY 2020 MEDIA PLAN

Tinsley Full Service Advertising

Holidays/ Events

*Halloween (10/31) · * X-Mas (12/25) · * New Year's Day (1/1) · *Columbus Day (10/14) · *Art Basel (12/5-12/8) · * MLK Day (1/20) · *Thanksgiving Day (11/28) · * Pres Day (2/17) · *Easter (4/12) · * Memorial Day (5/25) · * Mini-Lobster Season (7/29-7/30) · * Ind Day (7/4) *Lobster Season (8/6-3/31) · * Labor Day (9/7)

Public Schools Vacation Calendars

	Winter Break:	Spring Break:	Summer Break:
Miami-Dade County Public Schools:	12/23-1/5	3/23-3/29	6/4-8/16
Broward County Public Schools:	12/23-1/6	3/20-3/29	6/3-8/12
Palm Beach County Public Schools:	12/23-1/6	3/23-3/30	6/1-8/11
Martin County Public Schools:	12/23-1/5	3/14-3/22	5/29-8/11
Hillsborough County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11
Pinellas County Public Schools	12/23-1/6	3/14-3/22	6/2-8/12
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Osceola County Public Schools:	12/23-1/6	3/14-3/22	5/29-8/11
Seminole County Public Schools:	12/23-1/5	3/14-3/22	5/28-8/11
Duval County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11

Weeks Begin on Mondays: 4th Quarter (OCT '19, NOV '19, DEC '19) · 1st Quarter (JAN '20, FEB '20, MAR '20) · 2nd Quarter (APR '20, MAY '20, JUN '20) · 3rd Quarter (JUL '20, AUG '20, SEP '20)

		IMP (000)	#	GROSS TOTAL
DIGITAL CO-OP PROGRAMS:				
• CNN.com (Geo-Targeted to NY, CHI, BOS, PHL, DC)	:15 Pre-Roll	1,666,668	3	$51,300
• Conversant - HTML5 Interactive Banners (Geo-Targeted to NY, CHI, BOS, PHL, DC)		6,185,568	3	$41,040
(728 x 90, 300 x 250 & 160 x 600, 320 x 480, 1024 x 768). Behaviorally targeted to FL Travel Intenders A35-64 $100k+				
• TravelandLeisure.com E-Newsletter (NY, CHI, BOS, PHL, DC)	600 pixels	200,000	2	$22,801
• ShermansTravel.com Travel E-Bulletin (Geo Northeast)	600 pixels	650,000	2	$22,841
• Travel Spike Email (East of Mississippi)	535 x 800	312,500	4	$17,100
Geo-Targeted To: Atlanta, Charlotte, Dallas & Houston:				
• CNN.com - Pre-Roll Video	:15	700,000	2	$21,547
• Conversant - HTML5 Interactive Banners		6,000,000	3	$41,040
(728 x 90, 300 x 250 & 160 x 600, 320 x 480, 1024 x 768). Behaviorally targeted to FL Travel Intenders A35-64 $100k+				
FLORIDA SUMMER CO-OP PROGRAM (includes all elements below):				
(Geo-Targeted: Miami-Ft. Lauderdale, W. Palm, Naples-Ft. Myers, Orlando, Tampa-St. Pete.; A35-64 $100k+ Florida Travel Intenders)				
• CNN.com - Pre-Roll Video		592,593	1	$18,240
• Conversant - HTML5 Interactive Banners		2,500,000	1	$17,100
(728 x 90, 300 x 250 & 160 x 600, 320 x 480, 1024 x 768). Behaviorally targeted to FL Travel Intenders A35-64 $100k+				
Less Co-op To Be Collected:				*($54,250)*
DIGITAL CO-OP-TOTAL:				$198,758

FALL DIGITAL CO-OP
- CNN.com: 10/21-12/8 (555,556 imps.)
- Conversant: 10/21-12/8 (2,061,856 imps.)
- TravelandLeisure.com: 13 (200,000 Imps.)
- ShermansTravel.com: 6 (650,000 imps.)
- Travel Spike Email: 6 (312,500 imps.)

Closed 4 co-ops @ $2,200 ea.=$8,800 collected

WINTER DIGITAL CO-OP
- CNN.com: 1/6-3/1 (555,556 imps.)
- Conversant: 1/6-3/1 (2,061,856 imps.)
- Travel Spike Email: 22 (312,500 imps.) · 26 (312,500 imps.)

Closed 4 co-ops @ $2,250 ea.=$9,000 collected

SPRING DIGITAL CO-OP
- CNN.com: 3/9-4/5 (555,556 imps.)
- Conversant: 3/9-4/5 (2,061,856 imps.)
- TravelandLeisure.com: 11 (200,000 Imps.)
- ShermansTravel.com: 23
- Travel Spike Email: 18 (312,500 imps.)

Estimated 7 co-ops @ $2,200 ea.=$15,400 collected

SPRING DIGITAL CO-OP (SOUTHEAST+TX)
- CNN.com: 3/2-4/5
- Conversant: 3/2-4/5

Estimated 6 co-ops @ $1,675 ea.=$10,050 to be collected

SUMMER DIGITAL CO-OP
- CNN.com: 5/4-7/26
- Conversant: 5/4-7/26

Estimated 5 co-op part. @$2,200 ea. = $11,000 collected

The Florida Keys
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Weeks Begin on Mondays:	4th Quarter													1st Quarter												2nd Quarter												3rd Quarter														
	OCT '19				NOV '19				DEC '19					JAN '20				FEB '20				MAR '20					APR '20				MAY '20					JUN '20				JUL '20				AUG '20				SEP '20				
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep	#	GROSS TOTAL

DIGITAL:			
Digital-Social Media Sponsored Ads:			
• Facebook/Instagram Video (General Key West Branding)	:15 Video/Image/Copy		Annual	$85,502
Digital-Social Media Sponsored Ads Promoting Key West Direct Flights:		N/A		
• Facebook/Instagram Video Promoting Newark & LGA Flights	:15 Video	N/A	November-June	$13,680
• Facebook/Instagram Video Promoting Chicago Direct Flights	:15 Video	N/A	November-June	$13,680
• Facebook/Instagram Video Promoting Philadelphia Direct Flights	:15 Video	N/A	January-June	$13,680
• Facebook/Instagram Video Promoting Dallas Direct Flights	:15 Video	N/A	Annual	$13,680
• Facebook/Instagram Video Promoting Boston Direct Flights	:15 Video	N/A	February-March	$6,640
Digital - Honeymoons/Weddings:				
• Facebook/Instagram.com Sponsored Ads promoting weddings	Image/Copy	N/A	October-September (year round)	$28,500
• Pinterest.com Sponsored Ads promoting weddings	Image/Copy	N/A	12/2-2/23	$17,100
• WeddingWire/TheKnot.com.com Native Content, 300 x 250, 320 x 50, 300 x 600		N/A	11/1-5/30	$153,900
• BrideClick - Custom Blogger Social Program (5-6 bridal bloggers post on their social channels); Run of Network Banners: 728 x 90, 300 x 250, 300 x 600, 970 x 250, 320 x 50,300 x 50, 1138 x 640 to programatically run on wedding websites; :15 video; native content; sponsored blog posts (images/copy to be supplied)		N/A	11/1-5/30	$57,000
Digital - Native Content:				
• Nativo - Promoted Native Content Ads across the web promoting article on Key West		800,000	December	$22,800
• CNTraveler.com Native content story promoted via social media		250,000	10/21-12/15	$34,200
• NationalGeographic.com Travel/Adventure ROS	:15 Pre-roll +	433,333	1/6-3/15	$12,540
Native content story	728 x 90, 300 x 250, 320 x 50			
• OutsideOnline.com Native content story promoting Key West		435,000	2/3-4/12	$17,100
• SportFishing.com/SaltwaterSportsman.com 300 x 600, 640 x 80, Custom FB Post		296,000	2/1-2/28	$14,250

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			Weeks Begin on Mondays:	#	GROSS TOTAL
			4th Quarter: OCT '19 30-Sep, 7-Oct, 14-Oct, 21-Oct; NOV '19 28-Oct, 4-Nov, 11-Nov, 18-Nov; DEC '19 25-Nov, 2-Dec, 9-Dec, 16-Dec, 23-Dec		
			1st Quarter: JAN '20 30-Dec, 6-Jan, 13-Jan, 20-Jan; FEB '20 27-Jan, 3-Feb, 10-Feb, 17-Feb; MAR '20 24-Feb, 2-Mar, 9-Mar, 16-Mar, 23-Mar		
			2nd Quarter: APR '20 30-Mar, 6-Apr, 13-Apr, 20-Apr; MAY '20 27-Apr, 4-May, 11-May, 18-May, 25-May; JUN '20 1-Jun, 8-Jun, 15-Jun, 22-Jun		
			3rd Quarter: JUL '20 29-Jun, 6-Jul, 13-Jul, 20-Jul; AUG '20 27-Jul, 3-Aug, 10-Aug, 17-Aug, 24-Aug; SEP '20 31-Aug, 7-Sep, 14-Sep, 21-Sep		
Mobile/Tablet/Desktop/Cross-Device:					
• **Adara** - Targets users searching for airfares and hotel	Pre/Mid-Roll :15	5,000,000	10/28-12/15; 1/6-3/29; 5/4-6/28		$108,300
rooms in Florida (exludes Orlando) & Caribbean.	+300 x 250 Companion Banner		Geo-Targeted to NY, CHI, PHL, BOS and DC; Geo-Targeted to NY, CHI, PHL, BOS and DC; Geo-Targeted to NY & Florida		
Adara has exclusive access to loyalty members & travelers data of Delta, United, US Airways, Marriott, Preferred Hotels, Wyndham, Travelport, Airfare.com, Kayak					
• **Adara** - Re-Targeting Bonus Campaign	300 x 250, 160 x 600,	TBD	10/28-12/15; 1/6-3/29; 5/4-6/28		Added Value
Re-targeting pixel placed on Key West page of the website	728 x 90		National Targeting; National Targeting; Geo-Targeted to NY & FL Florida		
• **Tremor Video** Mobile/Tablet/Desktop	Pre-Roll :15	3,225,806	10/21-12/15; 5/4-6/28		$57,000
A35-64 $100k+ In-Market Travel, Affluent Travelers, Vacationers	+ 300 x250 Companion Banner		Geo-Targeted to NY, CHI, PHL, BOS and DC; Geo-Targeted to NY & Florida		
• **Conversant** Interactive Pre-roll w/weather feed	Pre-Roll :15	2,222,222	1/6-3/29		$45,600
	+ 300 x250 Companion Banner		Geo-Targeted to NY, CHI, PHL, BOS and DC		
• **NYTimes.com** Flex Frame Unit Mobile/Tablet	Custom	7,500,000	10/21-12/15		$85,500
			Geo-Targeted to NY, CHI, PHL, BOS and DC		
• **Ground Truth** - Geo-Fenced to mobile users in			February		$17,100
Newark Liberty Airport (EWR)					
• **Pandora** - geo targeted to direct flight markets- NY, PHL, CHI, DFW	Pre-Roll :15		1/6-3/29		$45,600
Audio Ads to be written for each direct flight market					
Connected TV/OTT (Over-the-top):					
• **Samsung Ads** Re-targeting digital devices of those who have	Pre-Roll :15	2,100,893	1/6-3/15		$57,000
watched Samsung Smart TV/OTT (netflix, hulu, HBO app etc.)			Geo-Targeted to NY, CHI, PHL, BOS and DC		
• **Samba TV** Re-targeting digital devices of those who have	Pre-Roll :15	1,666,667	10/28-12/15		$57,000
watched Smart TV/OTT (netflix, hulu, HBO app etc.)					
Dedicated E-Newsletters:					
• **SportFishingMag.com** E-Newsletter	600 pixels	17,000	6-Apr		$2,953
• **SalwaterSportsman** E-Newsletter	600 pixels	53,000	22-Apr		$4,230
DIGITAL PAID SEARCH ENGINE MARKETING					
• **Google Search**			Annual		$85,500
• **Microsoft (Yahoo/Bing/AOL Search)**			Annual		$34,200
					DIGITAL -TOTAL: $1,104,237
OUT-OF-HOME					
• **Newark Liberty International Airport (EWR) Domination - JC DeCaux**			February		$114,000
44 Units: Digital Screens, United terminal banners, charging stations digital ads, backlit signs					
• **NJ Billboard** (one billboard for two months - locations tbd) targeting EWR area and traffic headed to/from Manahattan			2/1-3/31		$13,269
• **Dallas Billboards** (two billboards for two months - locations tbd)			2/1-3/29		$51,300
• **Boston Billboard** - Digital board promoting new flight			February/March		$22,800
					OUT-OF-HOME -TOTAL: $201,369

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LGBT MEDIA PLAN

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MAGAZINES:					
• Out Magazine	Full Page, 4C	190,000	OUT 100 Issue	1	$19,714
• Out Magazine (Upgraded to spread at no extra charge)	Spread, 4C		November/December	1	$19,714
• Out Magazine	Branded Spread	190,000	June	1	Added Value
Branded Spread to be produced by Here Media w/photo/copy + images from Here Media Out in Key West 2018 video/photo shoot					
• The Advocate	Full Page, 4C	100,000	February/March (Spring Travel)	1	$6,365
• The Advocate	Branded Spread	100,000	June	1	$11,400
Branded Spread to be produced by Here Media w/photo/copy + images from Here Media Out in Key West 2018 video/photo shoot					
• Curve Magazine	Full Page, 4C	68,200	Summer	1	$1,938
• Passport	Full Page, 4C	77,280	March/April; May/June; July/August (Free 3rd ad) + Full page of content (photos needed)	2	$11,405
• Pride	Full Page, 4C	50,000	June	1	$5,700
• GayDays Orlando	Full Page, 4C	50,000	May/Jun	1	$1,454
• Towleroad P'Town Pocket Summer Guide	Full Page, 4C	15,000	July	1	$1,710
			Less co-op collected:		*($1,000)*
			LGBT MAGAZINE -TOTAL:		*$78,401*
United Kingdom:					
• Diva UK	Full Page, 4C	35,000	November; January/February; March; June	4	$4,506
• Attitude Magazine	Full Page, 4C	105,000	November; February; April	3	$11,456
• Attitude.co.uk			December-February	1	$2,955
• Diva.co.uk 300 x 250 MPU + 300 x 600 Double MPU		200,000	January/February	1	$2,280

LGBT CO-OP: April/May — *Est. 2 co-ops @ $500=$1,000 collected*

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			4th Quarter													1st Quarter												2nd Quarter												3rd Quarter														
			OCT '19				NOV '19				DEC '19					JAN '20				FEB '20				MAR '20				APR '20				MAY '20					JUN '20				JUL '20				AUG '20				SEP '20					
		Weeks Begin on Mondays:	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep	#	GROSS TOTAL
Germany:																																																							
• Schwulissimo Magazine (Berlin, Southwest, West, North editions)	Full Page, 4C	50,000		October																February								April																									3	$11,079
				Key West Issue																Wedding/Honeymoon Issue								USA Issue																										
• Mate Magazine	Full Page, 4C	50,000																																Spring																			1	$8,550
• Spartacus Traveler Magazine	Full Page, 4C	25,000										December								February																											August							3	$5,718
• Visit Florida Advertorial in Spartacus Magazine	Advertorial Spread	25,000										December																																										1	$2,280
• Blu Media-Bundesweit (City Magazines: Blu (Berlin), Leo (Munich), Rik (Cologne), Gab (Frankfurt))	Full Page, 4C	101,000						November																																														1	$6,332
• Blu.fm Banners 970 x 90, 728 x 90, 320 x 50, 300 x 250, 300 x 600		250,000						November																																														1	$2,257
• SDL Channel (German Gay Ad Network)	160 x 600	916,000						November-April																																														1	$13,680
• Tom on Tour Digital Program	Microsite, native content, social	60,000																																Annual																			1	$3,421
																																																						LGBT INTERNATIONAL -TOTAL:	1	$74,515

Key West LGBT Media Budget Summary	
Sub-Total LGBT Digital Media:	$351,018
Sub-Total LGBT Print Media:	$131,743
LGBT MEDIA-TOTAL:	$482,762

DAC I / KEY WEST 2020 BUDGET SUMMARY	
MEDIA SPEND TO DATE:	$4,576,506
PRODUCTION:	$60,000
REMAINING RESOURCES:	$460,863
GRAND TOTAL BUDGET:	$5,097,369

Added $83,407 from events to advertising approved at the 8/7/19 DAC I Mtg.
$5,014,322 original budget + $83,047=$5,097,369 revised total.

*Please note separate from the above budget there is also $250,000 in Emergency (Promotional/Storm) Resources.

The Florida Keys
Key West
Close To Perfect - Far From Normal

Big Pine Key & The Lower Keys · Marathon · Islamorada · Key Largo

FY 2020 MEDIA PLAN

Tinsley Advertising

Holidays/ Events

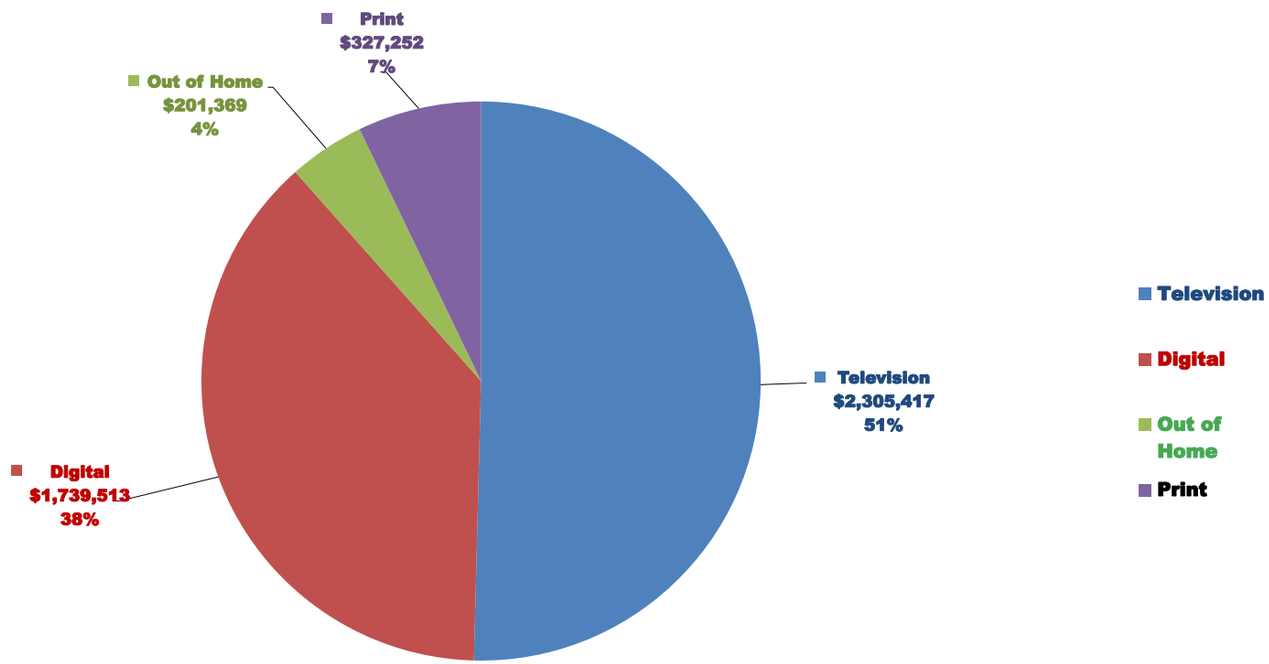
*Halloween (10/31)
* X-Mas (12/25)
* New Year's Day (1/1)
*Columbus Day (10/14)
*Art Basel (12/5-12/8)
*Thanksgiving Day (11/28)
* MLK Day (1/20)
* Pres Day (2/17)
*Easter (4/12)
* Memorial Day (5/25)
* Mini-Lobster Season (7/29-7/30)
* Ind Day (7/4) *Lobster Season (8/6-3/31)
* Labor Day (9/7)

Public Schools Vacation Calendars

	Winter Break:	Spring Break:	Summer Break:
Miami-Dade County Public Schools:	12/23-1/5	3/23-3/29	6/4-8/16
Broward County Public Schools:	12/23-1/6	3/20-3/29	6/3-8/12
Palm Beach County Public Schools:	12/23-1/6	3/23-3/30	6/1-8/11
Martin County Public Schools:	12/23-1/5	3/14-3/22	5/29-8/11
Hillsborough County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11
Pinellas County Public Schools	12/23-1/6	3/14-3/22	6/2-8/12
Orange County Public Schools:	12/23-1/6	3/13-3/22	5/28-8/11
Osceola County Public Schools:	12/23-1/6	3/14-3/22	5/29-8/11
Seminole County Public Schools:	12/23-1/5	3/14-3/22	5/28-8/11
Duval County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11

Weeks Begin on Mondays:	4th Quarter													1st Quarter												2nd Quarter												3rd Quarter												#	GROSS TOTAL
	OCT '19				NOV '19				DEC '19					JAN '20				FEB '20				MAR '20				APR '20				MAY '20					JUN '20				JUL '20				AUG '20				SEP '20			
	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep		

DAC I / KEY WEST
FY 2020 PLAN DISTRIBUTION BY MEDIA



TOTAL MEDIA EXPENDITURE TO DATE: $4,576,506

To: The Monroe County Tourist Development Council **G.2**
From: Eric Gitlin
Re: Winter 2020 Media Plan Presentation
CC: John Underwood

Tinsley Advertising will overview the Winter media plan at the February 4, 2020 TDC meeting.

The spend for the entire Winter media program (January-March 2020) is $9,545,802. This includes Generic, District and Umbrella advertising.

Media		Spend
Television	Local Spot Market TV in New York, Chicago, Toronto, Minneapolis-St. Paul, Philadelphia, Boston, Washington DC, Detroit, Dallas-Ft. Worth, Atlanta and Charlotte plus Addressable TV and National Cable TV (CNN, HGTV, etc.)	$5,244,436 (55%)
Digital	Mobile/Tablet/Desktop pre-roll video, social media sponsored ads, native content stories, banners, e-newsletters and search engine marketing	$3,267,807 (34%)
Out-Of-Home	Newark Liberty International Airport Domination, Billboards in Northern NJ and Dallas markets	$ 460,811 (5%)
Print	Niche magazines (Travel+Leisure, Afar, The Knot Magazine, Scuba Diving, Outside, Paddling, Art News, Art in America, Florida Sportsman, Florida Sport Fishing, Marlin, The Advocate, Diva, etc.)	$ 572,748 (6%)

Advertising will run nationally, internationally and in key feeder Winter markets.

As always, added value has been negotiated as part of the media plan. For the Winter 2020 media campaign, the added value amounts to $635,000 which includes:

- Negotiated rates on all Winter 2020 media.
- Added value:
    - Television added value such as free spots, sponsorships mentions & on-air billboards (ie: “brought to you by The Florida Keys & Key West”).
    - Digital media added value such as free e-newsletters and additional video/banner impressions.
    - Print media added value such as editorial & advertorial pages, bonus ads plus upgraded size ads at no additional cost.

MEDIA MEMORANDUM

To: John Underwood
From: Eric Gitlin
Subject: Key West-Media add on to promote American Airlines Boston Direct Flight
Date: December 19, 2019
CC: Scott Sussman, Danielle Salman, Emily Godoy

The following provides you with a recommendation for Key West to support new airlift from the Boston market.

American Airlines will offer seasonal weekly non-stop service on Saturdays between Logan International Airport and Key West International Airport, from February 15-May 2, 2020.

It is recommended that $74,000 from resources be utilized to help promote this new flight. There is currently $504,919 remaining in Key West's media plan contingency.

RECOMMENDATION

It is recommended that television, out-of-home and digital social media be utilized to promote the new Boston flight as follows:

MEDIA	DATES	BUDGET	QUANITY
Television	2/1-3/31/2020	$40,000	125 Spots
Out-of-Home	2/4-3/31/2020	$27,360	2,840,000 Impressions
(Digital Billboard on Mass. Pike targeting affluent commuters into downtown Boston)			
Facebook	2/1-3/31/2020	$ 6,640	500,000 Impressions
Grand Total		$74,000	

If you have any questions, please let me know.

Monroe County Tourist Development Council
Smith Travel Research

Monthly District & Tier Overview Report

For the month of: December 2019

H.1

	Current Month - December 2019 vs December 2018									Year to Date - December 2019 vs December 2018								
	Occ %		ADR		RevPAR		Percent Change from December 2018			Occ %		ADR		RevPAR		Percent Change from YTD 2018		
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR
Florida Keys	72.9	73.3	329.45	312.66	240.08	229.07	-0.5	5.4	4.8	76.6	76.7	277.32	266.93	212.53	204.73	-0.1	3.9	3.8
Florida Keys Luxury	74.1	72.4	500.77	482.15	371.23	349.10	2.4	3.9	6.3	75.5	70.3	419.04	396.79	316.46	278.90	7.4	5.6	13.5
Florida Keys Upscale	75.4	71.0	425.28	410.76	320.63	291.76	6.1	3.5	9.9	75.4	74.1	353.42	332.39	266.35	246.27	1.7	6.3	8.2
Florida Keys Midprice	69.7	71.3	324.58	297.17	226.38	211.76	-2.1	9.2	6.9	74.9	76.0	265.44	256.63	198.79	195.17	-1.5	3.4	1.9
Florida Keys Economy	78.9	81.1	245.13	237.97	193.43	192.96	-2.7	3.0	0.2	81.9	86.1	218.61	212.97	179.02	183.40	-4.9	2.6	-2.4
Florida Keys Budget	71.0	72.4	268.92	254.54	190.80	184.28	-2.0	5.6	3.5	76.4	76.9	230.81	227.52	176.36	174.98	-0.6	1.4	0.8
Key West	80.1	82.7	341.38	316.94	273.50	261.96	-3.1	7.7	4.4	84.2	83.9	291.52	280.23	245.40	234.99	0.4	4.0	4.4
Key West Luxury	83.4	81.6	488.75	464.76	407.84	379.32	2.2	5.2	7.5	83.9	80.4	420.50	404.51	352.69	325.22	4.3	4.0	8.4
Key West Upscale	86.3	82.5	411.67	396.14	355.25	326.77	4.6	3.9	8.7	83.3	82.8	356.28	336.59	296.61	278.63	0.6	5.8	6.5
Key West Midprice	77.4	78.9	319.25	288.28	247.15	227.45	-1.9	10.7	8.7	82.1	82.8	263.46	250.64	216.33	207.60	-0.9	5.1	4.2
Key West Economy	84.2	88.3	242.15	225.33	203.91	199.05	-4.7	7.5	2.4	87.4	89.6	215.34	210.01	188.20	188.12	-2.4	2.5	0.0
Key West Small Properties	73%	81%	312.85	284.28	227.72	230.91	-10.5	10.2	-1.4	84.7%	83.4%	264.79	257.15	224.41	214.48	1.6	3.0	4.6
Middle-Upper Florida Keys	65.1	62.2	313.65	305.94	204.11	190.25	4.6	2.5	7.3	68.6	67.5	258.70	245.61	177.42	165.71	1.7	5.3	7.1
Middle-Upper Florida Keys Luxury	60.2		525.80		316.28					63.0		416.12		262.07				
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	60.0	58.6	333.36	317.01	199.90	185.75	2.3	5.2	7.6	65.5	64.5	268.66	269.78	176.02	173.92	1.6	-0.4	1.2
Middle-Upper Florida Keys Economy	69.6		251.48		175.05					72.2		225.56		162.96				
Middle-Upper Florida Keys Budget	68.2	64.7	248.10	232.70	169.22	150.63	5.4	6.6	12.3	71.1	71.8	210.82	206.44	149.98	148.14	-0.9	2.1	1.2
Key Largo	65.8%	64.5%	309.40	295.40	203.66	190.51	2.1	4.7	6.9	68.4%	71.1%	252.18	244.19	172.45	173.68	-3.8	3.3	-0.7
Marathon	64.5%	60.9%	313.30	302.12	201.92	184.03	5.8	3.7	9.7	69.0%	64.0%	257.02	240.55	177.40	153.94	7.8	6.8	15.2
Islamorada	64.0%	59.6%	339.51	343.39	217.13	204.54	7.4	-1.1	6.2	67.3%	*	281.92	*	189.73	*	*	*	*

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

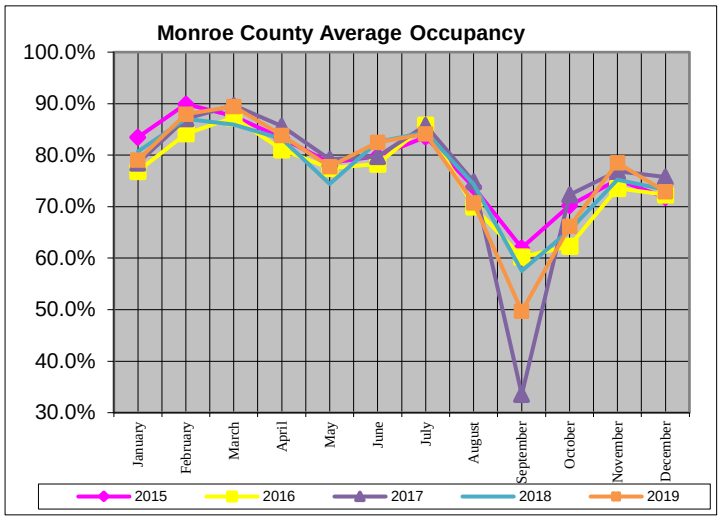
The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research.

*** Islamorada's first reporting in 2018 is December, YTD numbers did not populate in the reporting from STR**

HISTORIC TREND REPORT - COUNTY & DISTRICT | **MONROE COUNTY**
SMITH TRAVEL RESEARCH | 1/17/2020

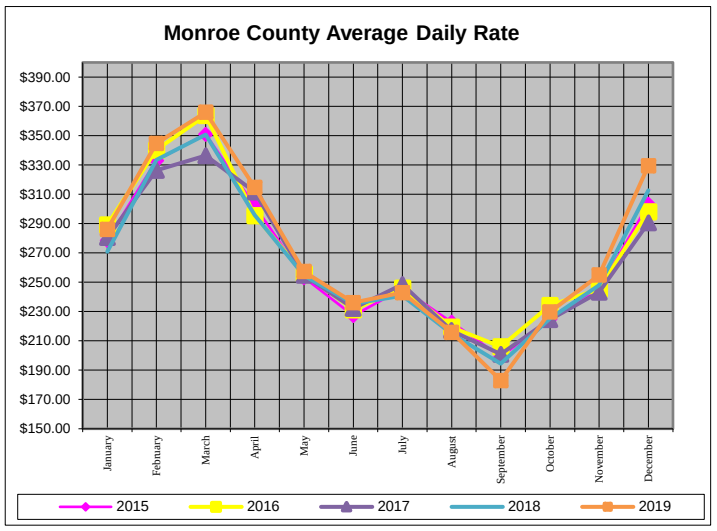
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	83.5%	76.9%	78.4%	80.7%	79.0%	**-2.1%**
February	89.9%	84.2%	87.0%	87.0%	87.9%	**1.0%**
March	87.6%	87.3%	89.7%	86.0%	89.5%	**4.1%**
April	83.3%	81.0%	85.6%	83.1%	83.8%	**0.8%**
May	78.5%	77.5%	79.2%	74.4%	77.8%	**4.5%**
June	79.8%	78.3%	79.7%	82.6%	82.5%	**-0.1%**
July	83.5%	85.8%	85.8%	84.4%	84.1%	**-0.3%**
August	73.8%	70.0%	74.8%	74.4%	70.7%	**-4.9%**
September	62.0%	60.2%	33.5%	57.5%	49.7%	**-13.7%**
October	70.2%	62.4%	72.3%	65.4%	66.2%	**1.1%**
November	75.3%	73.6%	76.9%	75.2%	78.5%	**4.4%**
December	71.8%	72.3%	75.8%	73.3%	72.9%	**-0.5%**
Total	78.2%	75.5%	76.8%	76.7%	76.6%	**-0.1%**



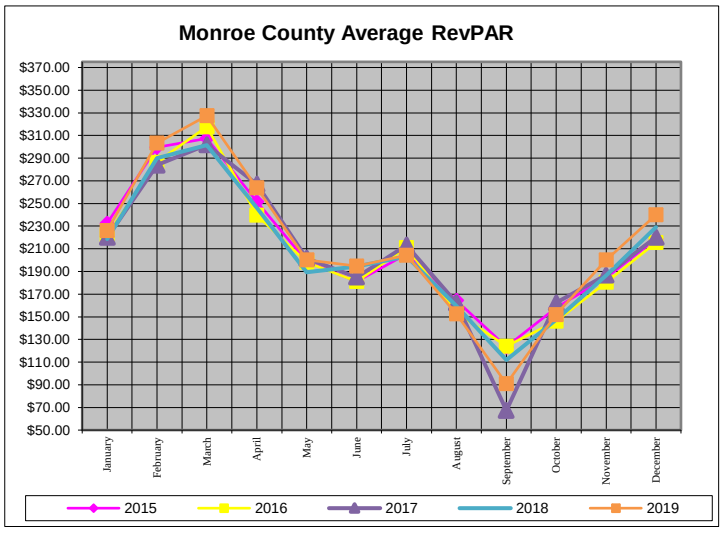
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	% Chg
January	$278.68	$289.29	$280.50	$270.83	$286.05	**5.6%**
February	$333.12	$340.39	$326.26	$333.36	$344.81	**3.4%**
March	$351.03	$363.86	$336.44	$350.78	$365.93	**4.3%**
April	$302.14	$295.63	$311.70	$295.89	$314.82	**6.4%**
May	$253.11	$255.89	$254.83	$254.42	$257.29	**1.1%**
June	$227.22	$231.36	$232.15	$235.27	$236.04	**0.3%**
July	$245.58	$246.13	$248.53	$240.92	$242.98	**0.9%**
August	$222.79	$219.35	$216.99	$214.80	$215.90	**0.5%**
September	$199.10	$206.01	$200.92	$194.44	$182.99	**-5.9%**
October	$224.84	$234.19	$224.47	$225.35	$229.83	**2.0%**
November	$245.42	$245.24	$243.19	$248.05	$254.89	**2.8%**
December	$303.29	$298.12	$290.52	$312.66	$329.45	**5.4%**
Total	$268.15	$270.46	$269.75	$266.93	$277.32	**3.9%**



RevPAR

	2015	2016	2017	2018	2019	% Chg
January	$232.63	$222.29	$220.03	$218.63	$226.00	**3.4%**
February	$299.54	$286.50	$283.91	$290.16	$303.24	**4.5%**
March	$307.39	$317.67	$301.77	$301.51	$327.41	**8.6%**
April	$251.74	$239.57	$266.96	$245.98	$263.95	**7.3%**
May	$198.79	$198.30	$201.72	$189.36	$200.15	**5.7%**
June	$181.28	$181.12	$185.04	$194.26	$194.71	**0.2%**
July	$205.15	$211.29	$213.24	$203.36	$204.44	**0.5%**
August	$164.51	$153.51	$162.38	$159.74	$152.71	**-4.4%**
September	$123.51	$124.07	$67.33	$111.87	$90.87	**-18.8%**
October	$157.90	$146.04	$162.35	$147.46	$152.08	**3.1%**
November	$184.68	$180.50	$186.95	$186.56	$200.08	**7.2%**
December	$218.51	$215.62	$220.15	$229.07	$240.08	**4.8%**
Total	$209.71	$204.27	$207.28	$204.73	$212.53	**3.8%**



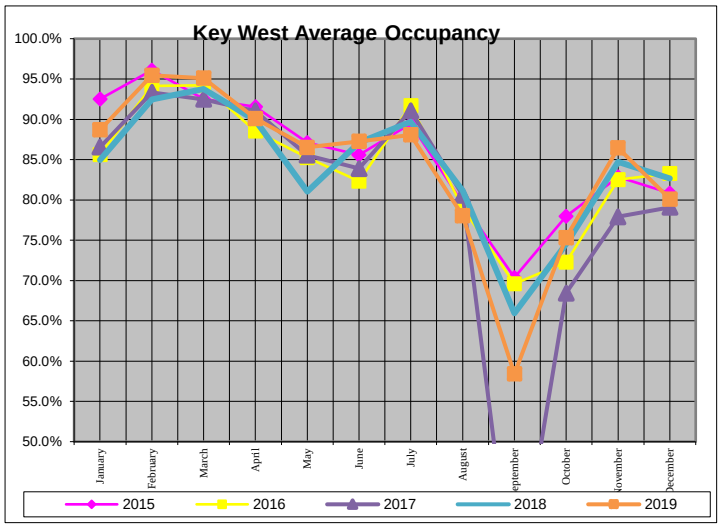
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**KEY WEST**
SMITH TRAVEL RESEARCH	1/17/2020

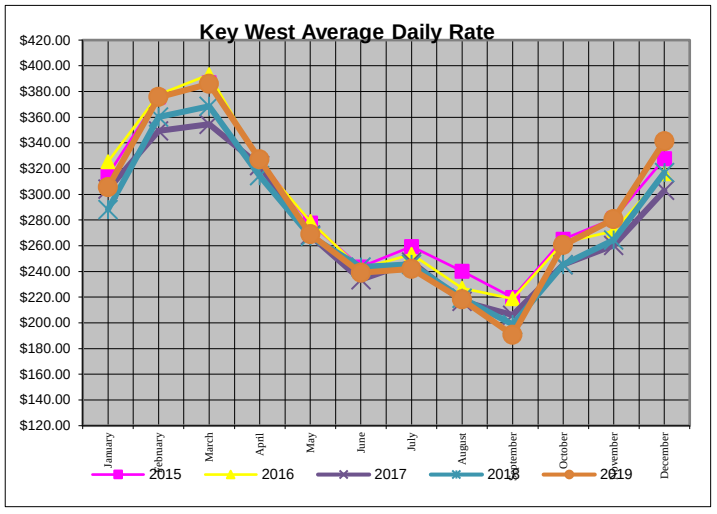
OCCUPANCY RATE

	2015	2016	2017	2018	2019	**% Chg**
January	92.5%	85.6%	86.6%	85.0%	88.7%	**4.4%**
February	96.1%	94.1%	93.3%	92.5%	95.5%	**3.2%**
March	92.5%	94.2%	92.5%	93.8%	95.1%	**1.4%**
April	91.6%	88.5%	91.0%	89.9%	90.1%	**0.3%**
May	87.1%	85.2%	85.5%	81.0%	86.5%	**6.8%**
June	85.6%	82.3%	83.9%	87.1%	87.3%	**0.2%**
July	89.5%	91.7%	91.1%	89.7%	88.1%	**-1.8%**
August	79.6%	79.0%	80.6%	81.1%	78.0%	**-3.8%**
September	70.4%	69.6%	29.8%	65.9%	58.4%	**-11.4%**
October	78.0%	72.3%	68.4%	74.5%	75.3%	**1.1%**
November	82.8%	82.5%	77.9%	84.7%	86.4%	**2.1%**
December	80.9%	83.3%	79.1%	82.7%	80.1%	**-3.1%**
Total	85.4%	83.6%	79.9%	83.9%	84.2%	**0.4%**



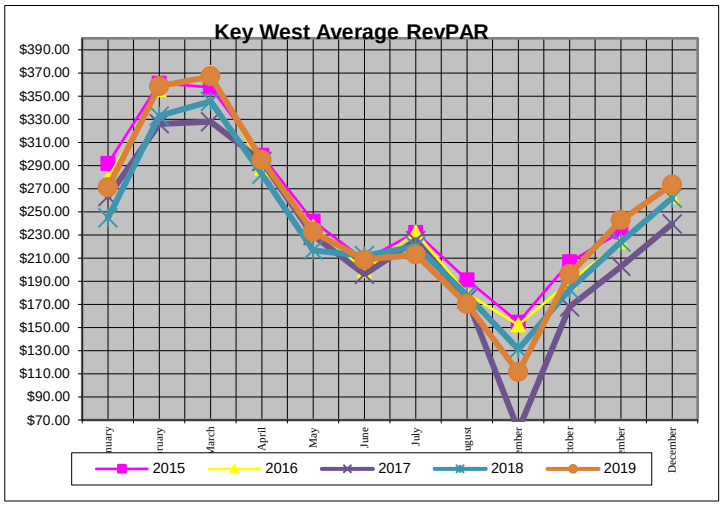
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	**% Chg**
January	$315.24	$325.44	$303.93	$288.05	$305.62	**6.1%**
February	$375.82	$377.68	$349.38	$360.11	$375.63	**4.3%**
March	$386.76	$393.13	$354.54	$368.54	$385.96	**4.7%**
April	$326.24	$325.09	$322.40	$314.41	$327.16	**4.1%**
May	$277.68	$278.78	$268.25	$267.51	$268.99	**0.6%**
June	$243.50	$242.07	$233.48	$243.38	$238.99	**-1.8%**
July	$259.49	$253.47	$247.41	$245.56	$241.88	**-1.5%**
August	$240.08	$226.86	$216.76	$219.18	$218.13	**-0.5%**
September	$219.68	$218.73	$206.08	$198.82	$190.67	**-4.1%**
October	$265.11	$262.30	$245.22	$245.37	$260.44	**6.1%**
November	$280.94	$271.54	$260.20	$264.41	$280.78	**6.2%**
December	$327.66	$315.97	$303.02	$316.94	$341.38	**7.7%**
Total	$295.20	$291.03	$281.38	$280.23	$291.52	**4.0%**



RevPAR

	2015	2016	2017	2018	2019	**% Chg**
January	$291.67	$278.65	$263.06	$244.72	$271.05	**10.8%**
February	$361.14	$355.57	$326.08	$332.94	$358.55	**7.7%**
March	$357.75	$370.39	$327.89	$345.53	$367.03	**6.2%**
April	$298.71	$287.84	$293.52	$282.59	$294.80	**4.3%**
May	$241.82	$237.58	$229.47	$216.71	$232.76	**7.4%**
June	$208.43	$199.32	$195.87	$212.01	$208.53	**-1.6%**
July	$232.13	$232.40	$225.31	$220.28	$213.02	**-3.3%**
August	$191.12	$179.31	$174.64	$177.77	$170.19	**-4.3%**
September	$154.58	$152.20	$61.42	$131.09	$111.36	**-15.1%**
October	$206.68	$189.60	$167.81	$182.85	$196.20	**7.3%**
November	$232.75	$224.08	$202.72	$223.97	$242.72	**8.4%**
December	$264.95	$263.18	$239.63	$261.96	$273.50	**4.4%**
Total	$ 252.02	$ 243.32	$ 224.85	$ 234.99	$ 245.40	**4.4%**



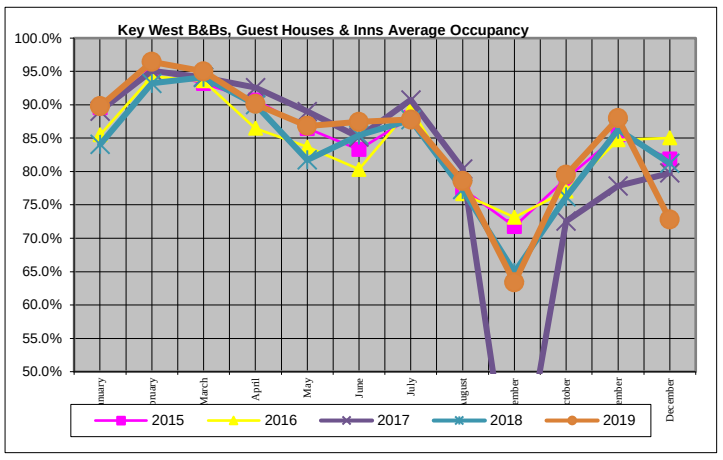
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT | **KEY WEST B&Bs, GUEST HOUSES AND INNS**
SMITH TRAVEL RESEARCH | 1/17/2020

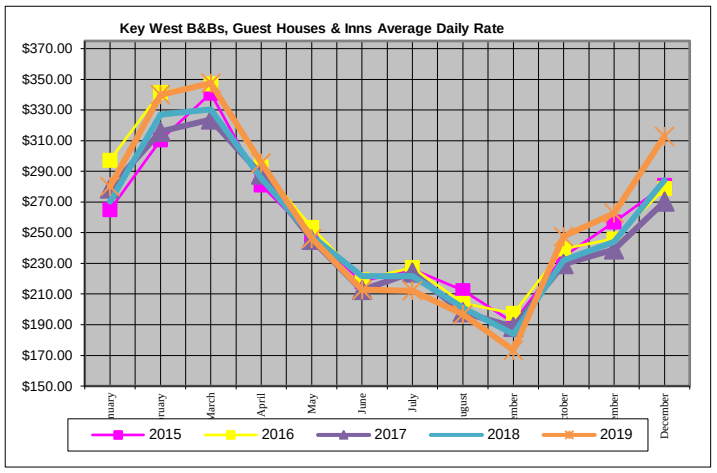
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	89.5%	85.5%	89.1%	84.1%	89.8%	**6.8%**
February	95.4%	94.3%	95.1%	93.2%	96.4%	**3.5%**
March	93.2%	93.6%	94.1%	94.1%	95.0%	**0.9%**
April	90.7%	86.5%	92.6%	90.0%	90.1%	**0.1%**
May	86.5%	83.7%	89.0%	81.7%	86.8%	**6.2%**
June	83.3%	80.3%	85.1%	85.5%	87.4%	**2.3%**
July	88.1%	89.5%	90.7%	87.8%	87.8%	**0.0%**
August	77.4%	76.7%	80.4%	77.3%	78.6%	**1.6%**
September	71.8%	73.1%	28.3%	64.9%	63.4%	**-2.4%**
October	79.0%	77.1%	72.6%	76.2%	79.5%	**4.3%**
November	85.5%	84.7%	77.9%	86.3%	88.0%	**1.9%**
December	81.9%	85.0%	79.8%	81.2%	72.8%	**-10.4%**
Total	85.1%	83.1%	80.8%	83.4%	84.7%	**1.6%**



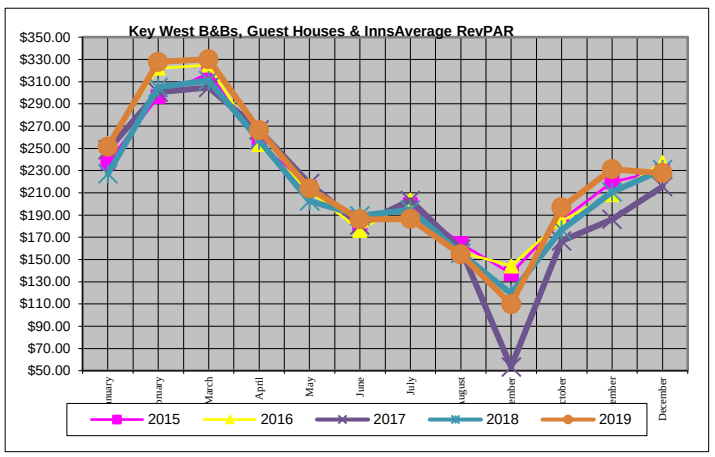
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	% Chg
January	$265.04	$297.28	$278.88	$270.12	$280.09	**3.7%**
February	$310.51	$341.53	$315.91	$327.13	$339.81	**3.9%**
March	$340.90	$347.07	$323.75	$330.36	$347.45	**5.2%**
April	$281.11	$292.90	$287.87	$285.56	$295.51	**3.5%**
May	$248.05	$253.47	$245.47	$247.89	$246.27	**-0.7%**
June	$218.09	$219.34	$212.64	$221.63	$212.76	**-4.0%**
July	$226.10	$227.22	$224.00	$221.73	$212.22	**-4.3%**
August	$212.28	$204.02	$198.17	$201.15	$196.69	**-2.2%**
September	$191.38	$197.27	$188.62	$183.87	$173.37	**-5.7%**
October	$234.47	$239.49	$229.49	$231.88	$247.54	**6.8%**
November	$256.95	$246.00	$239.00	$244.07	$262.65	**7.6%**
December	$280.76	$278.82	$270.22	$284.28	$312.85	**10.1%**
Total	$ 257.84	$ 256.13	$ 256.74	$ 257.15	$ 264.79	**3.0%**



RevPAR

	2015	2016	2017	2018	2019	% Chg
January	$237.28	$254.06	$248.39	$227.04	$251.46	**10.8%**
February	$296.31	$321.92	$300.41	$304.91	$327.71	**7.5%**
March	$317.64	$324.84	$304.72	$310.99	$330.12	**6.2%**
April	$255.07	$253.32	$266.51	$257.08	$266.34	**3.6%**
May	$214.45	$212.12	$218.44	$202.64	$213.82	**5.5%**
June	$181.69	$176.20	$181.05	$189.40	$186.06	**-1.8%**
July	$199.17	$203.32	$203.26	$194.60	$186.32	**-4.3%**
August	$164.32	$156.41	$159.32	$155.51	$154.55	**-0.6%**
September	$137.36	$144.27	$53.40	$119.34	$109.84	**-8.0%**
October	$185.19	$184.64	$166.53	$176.68	$196.81	**11.4%**
November	$219.68	$208.48	$186.07	$210.67	$231.08	**9.7%**
December	$230.05	$237.13	$215.62	$230.91	$227.72	**-1.4%**
Total	$219.52	$212.85	$207.48	$214.48	$224.41	**4.6%**



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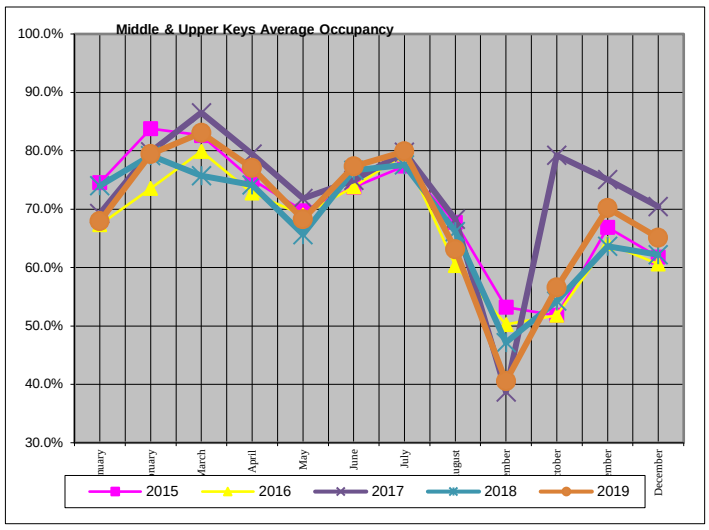
Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**MIDDLE & UPPER KEYS**
SMITH TRAVEL RESEARCH	1/17/2020

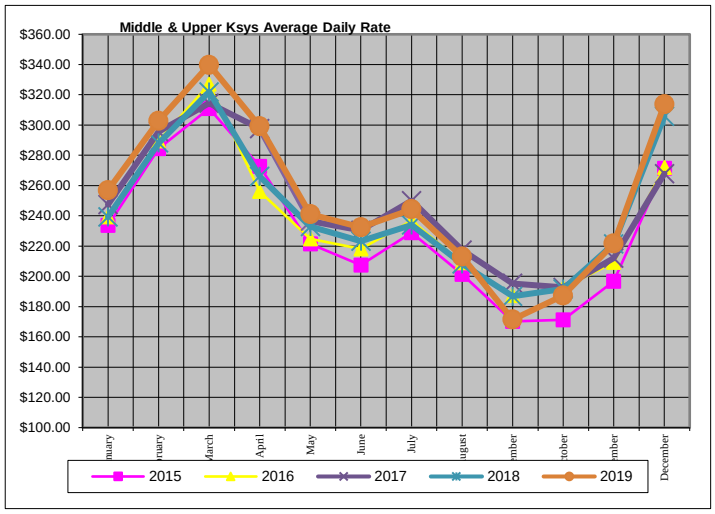
OCCUPANCY RATE

	2015	2016	2017	2018	2019	**% Chg**
January	74.5%	67.3%	69.3%	74.0%	68.0%	**-8.1%**
February	83.8%	73.5%	79.9%	79.2%	79.4%	**0.3%**
March	82.6%	79.9%	86.5%	75.7%	83.1%	**9.7%**
April	75.1%	72.8%	79.4%	74.1%	77.0%	**3.9%**
May	69.7%	69.0%	71.8%	65.7%	68.3%	**4.0%**
June	73.7%	73.8%	74.9%	76.7%	77.3%	**0.9%**
July	77.4%	79.4%	79.8%	77.6%	79.9%	**3.0%**
August	67.7%	60.3%	68.2%	66.1%	63.1%	**-4.6%**
September	53.2%	50.3%	38.7%	47.2%	40.5%	**-14.1%**
October	51.8%	51.8%	79.2%	54.3%	56.6%	**4.3%**
November	66.9%	64.1%	75.0%	63.6%	70.2%	**10.3%**
December	61.8%	60.6%	70.4%	62.2%	65.1%	**4.6%**
Total	70.7%	66.8%	72.9%	67.5%	68.6%	**1.7%**



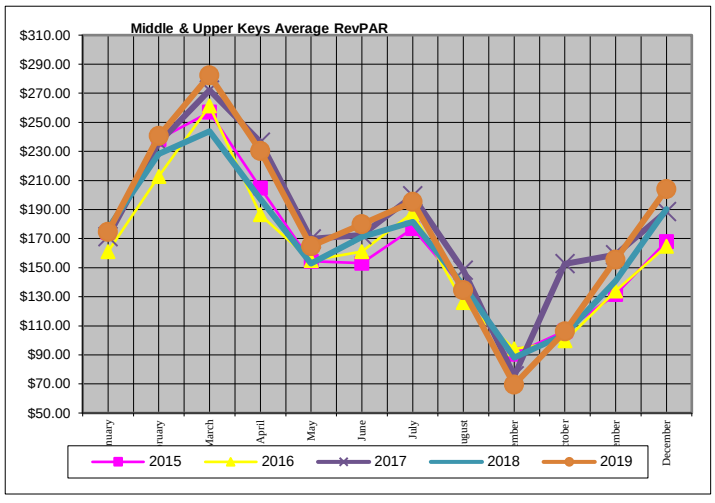
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	**% Chg**
January	$233.79	$239.24	$247.38	$239.31	$256.95	**7.4%**
February	$284.42	$289.51	$295.56	$288.12	$302.79	**5.1%**
March	$311.02	$326.93	$314.46	$321.98	$339.84	**5.5%**
April	$272.74	$256.12	$297.65	$265.96	$299.13	**12.5%**
May	$221.41	$224.70	$236.49	$232.88	$241.17	**3.6%**
June	$207.53	$218.19	$230.44	$223.33	$232.46	**4.1%**
July	$228.83	$236.78	$249.98	$233.99	$244.29	**4.4%**
August	$201.23	$208.86	$217.31	$208.22	$213.03	**2.3%**
September	$170.22	$187.25	$195.33	$186.87	$171.44	**-8.3%**
October	$171.37	$192.40	$192.73	$191.61	$187.30	**-2.2%**
November	$196.85	$209.17	$211.93	$221.44	$221.61	**0.1%**
December	$271.50	$271.88	$267.86	$305.94	$313.65	**2.5%**
Total	$ 233.87	$ 242.65	$ 253.52	$ 245.61	$ 258.70	**5.3%**



RevPAR

	2015	2016	2017	2018	2019	**% Chg**
January	$174.25	$161.12	$171.35	$177.05	$174.64	**-1.4%**
February	$238.31	$212.90	$236.01	$228.18	$240.50	**5.4%**
March	$257.00	$261.25	$272.09	$243.85	$282.31	**15.8%**
April	$204.75	$186.38	$236.47	$197.19	$230.39	**16.8%**
May	$154.34	$154.99	$169.87	$152.90	$164.70	**7.7%**
June	$153.00	$161.05	$172.62	$171.26	$179.79	**5.0%**
July	$177.05	$188.01	$199.39	$181.52	$195.20	**7.5%**
August	$136.28	$126.04	$148.29	$137.70	$134.42	**-2.4%**
September	$90.54	$94.10	$75.61	$88.14	$69.48	**-21.2%**
October	$106.35	$99.65	$152.69	$104.00	$106.02	**1.9%**
November	$131.63	$134.07	$159.03	$140.89	$155.57	**10.4%**
December	$167.90	$164.73	$188.69	$190.25	$204.11	**7.3%**
Total	$ 165.53	$ 162.08	$ 184.90	$ 165.71	$ 177.42	**7.1%**



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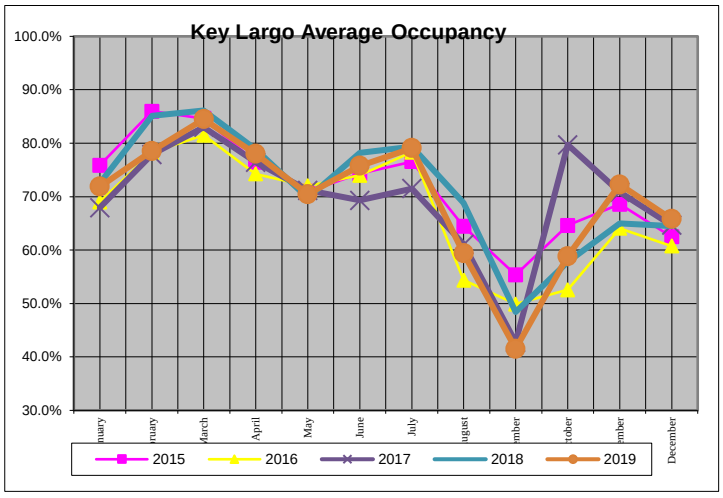
Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT | **Key Largo**
SMITH TRAVEL RESEARCH | 1/17/2020

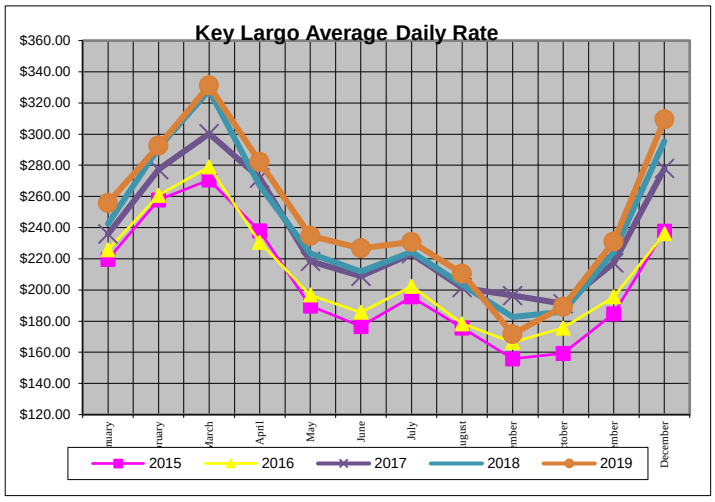
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	75.9%	69.0%	67.9%	72.5%	71.9%	**-0.8%**
February	86.0%	78.3%	77.9%	85.1%	78.5%	**-7.7%**
March	84.7%	81.5%	83.0%	86.1%	84.5%	**-1.9%**
April	76.4%	74.3%	76.5%	78.9%	78.0%	**-1.1%**
May	71.0%	72.0%	71.2%	69.8%	70.4%	**0.9%**
June	74.3%	74.0%	69.3%	78.2%	75.8%	**-3.1%**
July	76.5%	78.3%	71.5%	79.4%	79.1%	**-0.3%**
August	64.5%	54.4%	61.1%	68.8%	59.4%	**-13.7%**
September	55.4%	49.9%	42.7%	48.4%	41.5%	**-14.2%**
October	64.6%	52.6%	79.7%	57.8%	58.8%	**1.9%**
November	68.6%	64.1%	70.8%	65.0%	72.3%	**11.1%**
December	62.5%	60.8%	64.7%	64.5%	65.8%	**2.1%**
Total	71.6%	66.9%	69.7%	71.1%	68.4%	**-3.9%**



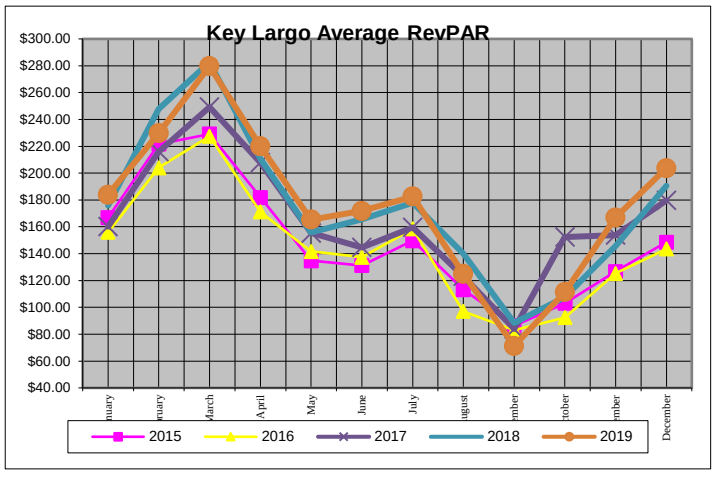
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	% Chg
January	$219.66	$225.72	$235.82	$242.60	$255.82	**5.5%**
February	$257.78	$260.72	$277.30	$291.23	$292.51	**0.4%**
March	$270.61	$279.05	$300.28	$328.16	$331.08	**0.9%**
April	$237.86	$230.49	$271.81	$267.06	$282.12	**5.6%**
May	$189.77	$196.73	$218.39	$223.40	$234.78	**5.1%**
June	$176.58	$185.61	$208.73	$211.83	$226.76	**7.0%**
July	$195.55	$202.34	$223.18	$224.37	$230.81	**2.9%**
August	$175.59	$178.38	$201.50	$203.40	$210.48	**3.5%**
September	$155.84	$166.37	$196.39	$182.63	$171.64	**-6.0%**
October	$159.32	$175.61	$191.16	$186.05	$189.19	**1.7%**
November	$184.82	$195.52	$217.28	$224.16	$231.01	**3.1%**
December	$237.72	$236.07	$277.94	$295.40	$309.40	**4.7%**
Total	$208.05	$215.77	$238.51	$244.19	$252.18	**3.3%**



RevPAR

	2015	2016	2017	2018	2019	% Chg
January	$166.72	$155.82	$160.20	$175.80	$183.89	**4.6%**
February	$221.66	$204.03	$216.00	$247.85	$229.73	**-7.3%**
March	$229.08	$227.49	$249.19	$282.64	$279.72	**-1.0%**
April	$181.84	$171.14	$207.85	$210.64	$220.03	**4.5%**
May	$134.72	$141.67	$155.47	$155.90	$165.38	**6.1%**
June	$131.16	$137.38	$144.69	$165.69	$171.81	**3.7%**
July	$149.69	$158.48	$159.57	$178.04	$182.53	**2.5%**
August	$113.17	$96.97	$123.07	$139.98	$124.99	**-10.7%**
September	$86.27	$83.04	$83.93	$88.42	$71.29	**-19.4%**
October	$102.96	$92.34	$152.35	$107.45	$111.32	**3.6%**
November	$126.75	$125.27	$153.87	$145.74	$166.94	**14.5%**
December	$148.52	$143.43	$179.72	$190.51	$203.66	**6.9%**
Total	$ 148.98	$ 144.30	$ 166.28	$ 173.68	$ 172.45	**-0.7%**



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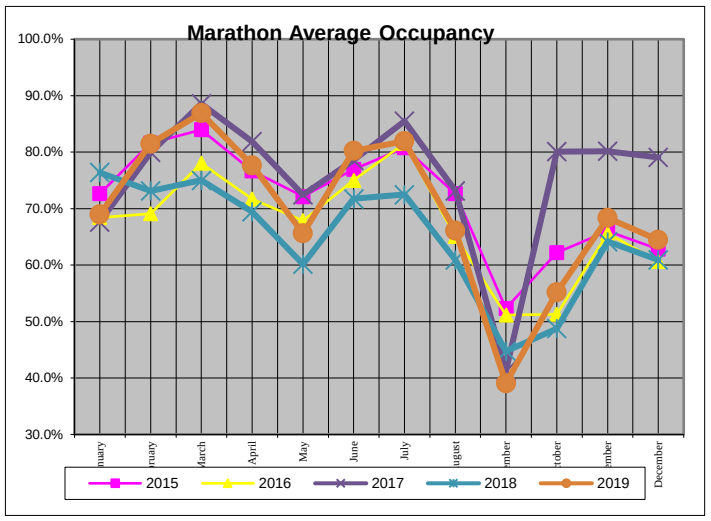
Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT
SMITH TRAVEL RESEARCH

Marathon
1/17/2020

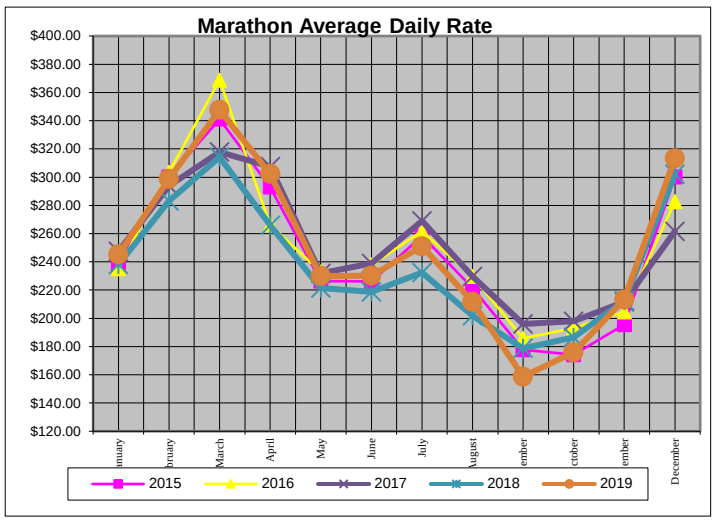
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	72.7%	68.4%	67.6%	76.4%	68.9%	**-9.7%**
February	81.6%	69.1%	80.0%	73.2%	81.5%	**11.4%**
March	84.0%	78.0%	88.6%	75.0%	86.9%	**15.9%**
April	76.7%	71.7%	81.9%	69.4%	77.7%	**11.9%**
May	72.1%	67.9%	72.4%	60.1%	65.6%	**9.0%**
June	77.0%	75.0%	78.6%	71.7%	80.2%	**11.9%**
July	80.7%	81.5%	85.5%	72.5%	81.9%	**13.0%**
August	72.6%	65.0%	73.2%	60.9%	66.1%	**8.5%**
September	52.3%	51.2%	41.2%	44.7%	39.1%	**-12.6%**
October	62.2%	51.3%	80.1%	48.7%	55.1%	**13.1%**
November	66.0%	65.6%	80.1%	64.1%	68.4%	**6.6%**
December	62.8%	60.6%	79.1%	60.9%	64.5%	**5.8%**
Total	72.0%	67.2%	75.9%	64.0%	69.0%	**7.9%**



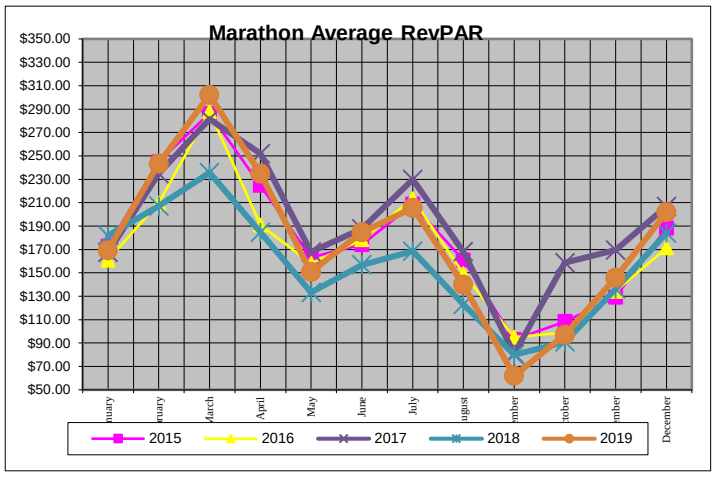
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	% Chg
January	$237.94	$235.18	$247.56	$238.12	$245.33	**3.0%**
February	$300.26	$303.47	$293.82	$283.27	$298.81	**5.5%**
March	$341.09	$368.82	$317.78	$314.23	$347.56	**10.6%**
April	$293.07	$266.39	$307.53	$266.02	$302.34	**13.7%**
May	$226.29	$232.89	$231.91	$221.42	$230.02	**3.9%**
June	$226.25	$237.94	$239.05	$218.67	$230.24	**5.3%**
July	$258.35	$261.54	$268.91	$232.43	$250.93	**8.0%**
August	$221.62	$229.69	$229.76	$201.89	$211.77	**4.9%**
September	$177.81	$185.80	$196.01	$178.74	$158.73	**-11.2%**
October	$174.18	$193.13	$197.99	$186.52	$175.83	**-5.7%**
November	$195.65	$204.47	$211.68	$212.50	$213.20	**0.3%**
December	$300.20	$282.79	$261.71	$302.12	$313.30	**3.7%**
Total	$ 249.21	$ 254.19	$ 258.75	$ 240.55	$ 257.02	**6.8%**



RevPAR

	2015	2016	2017	2018	2019	% Chg
January	$172.87	$160.85	$167.40	$181.87	$169.12	**-7.0%**
February	$245.02	$209.61	$234.92	$207.21	$243.50	**17.5%**
March	$286.36	$287.86	$281.49	$235.69	$302.04	**28.2%**
April	$224.74	$191.02	$251.84	$184.66	$234.79	**27.1%**
May	$163.23	$158.10	$167.98	$133.18	$150.86	**13.3%**
June	$174.11	$178.47	$187.78	$156.84	$184.76	**17.8%**
July	$208.61	$213.25	$229.94	$168.45	$205.52	**22.0%**
August	$160.93	$149.41	$168.09	$122.95	$139.94	**13.8%**
September	$93.02	$95.04	$80.81	$79.93	$62.02	**-22.4%**
October	$108.37	$99.05	$158.53	$90.90	$96.95	**6.7%**
November	$129.19	$134.14	$169.63	$136.31	$145.74	**6.9%**
December	$188.39	$171.36	$206.91	$184.03	$201.92	**9.7%**
Total	$177.33	$179.34	$170.90	$153.94	$177.40	**15.2%**



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Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT
SMITH TRAVEL RESEARCH

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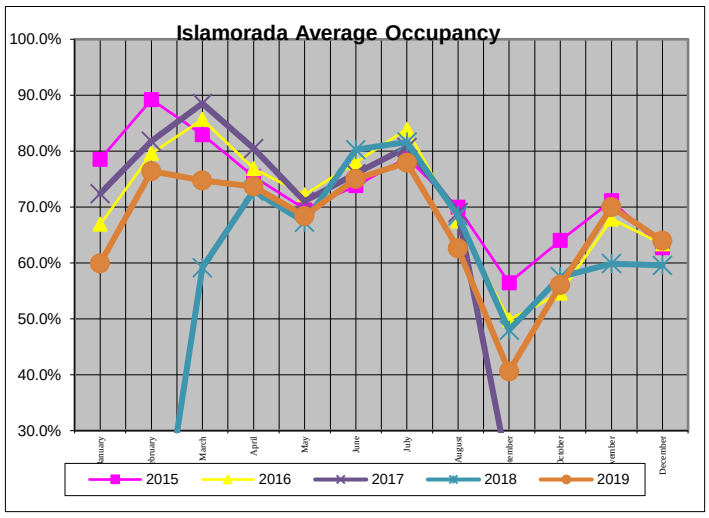
1/17/2020

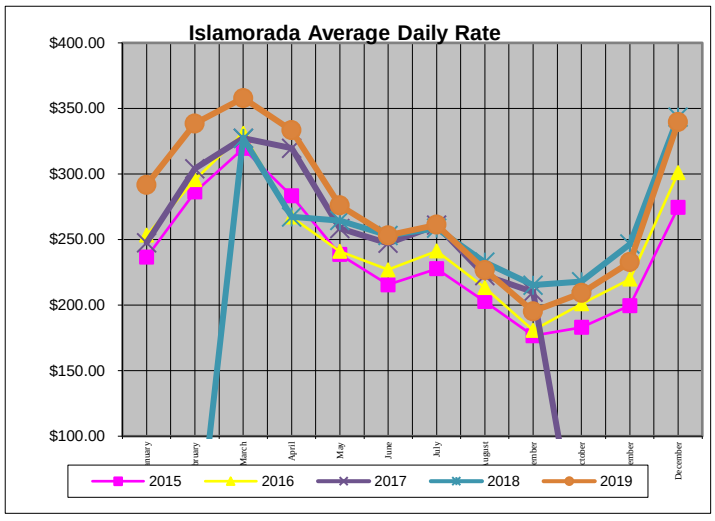
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	78.5%	66.9%	72.4%	*	59.9%	*
February	89.2%	79.6%	81.8%	*	76.4%	*
March	82.9%	85.7%	88.5%	59.2%	74.7%	**26.3%**
April	75.5%	76.9%	80.5%	72.9%	73.7%	**1.1%**
May	69.7%	72.2%	71.0%	67.3%	68.4%	**1.6%**
June	73.8%	78.0%	76.0%	80.2%	75.0%	**-6.5%**
July	78.8%	83.9%	80.7%	81.6%	77.9%	**-4.5%**
August	69.9%	67.5%	69.0%	68.4%	62.6%	**-8.6%**
September	56.4%	49.8%	22.3%	48.0%	40.6%	**-15.4%**
October	64.0%	54.6%	*	57.5%	56.0%	**-2.6%**
November	71.1%	67.8%	*	59.9%	70.0%	**16.8%**
December	62.7%	63.4%	*	59.6%	64.0%	*
Total	72.5%	70.9%	71.4%	*	67.3%	*



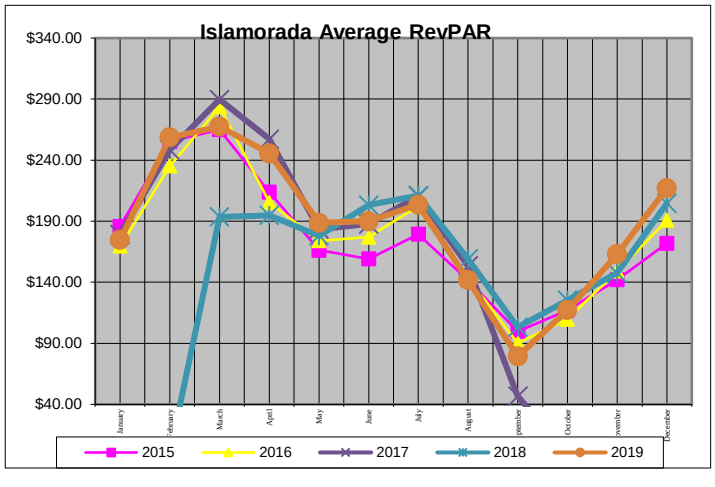
AVERAGE DAILY RATE

	2015	2016	2017	2018	2019	% Chg
January	$236.55	$253.33	$247.61	*	$291.69	*
February	$286.20	$295.59	$303.97	*	$338.49	*
March	$319.42	$330.99	$327.35	$327.22	$357.94	**9.4%**
April	$283.29	$267.15	$319.59	$267.33	$333.25	**24.7%**
May	$238.66	$241.00	$258.39	$264.50	$275.94	**4.3%**
June	$215.59	$226.98	$247.13	$253.21	$253.20	**0.0%**
July	$227.73	$241.29	$260.97	$258.59	$261.23	**1.0%**
August	$202.73	$213.29	$222.59	$232.75	$226.71	**-2.6%**
September	$176.66	$180.73	$209.89	$215.27	$195.27	**-9.3%**
October	$182.99	$200.99	*	$217.89	$209.17	**-4.0%**
November	$199.69	$219.84	*	$246.57	$232.72	**-5.6%**
December	$274.46	$300.93	*	$343.39	$339.51	*
Total	$239.87	$252.83	$241.78		$281.92	*



RevPAR

	2015	2016	2017	2018	2019	% Chg
January	$185.81	$169.55	$179.25	*	$174.72	*
February	$255.33	$235.29	$248.55	*	$258.69	*
March	$264.92	$283.57	$289.76	$193.57	$267.50	**38.2%**
April	$213.75	$205.40	$257.18	$194.81	$245.54	**26.0%**
May	$166.24	$173.99	$183.44	$178.02	$188.69	**6.0%**
June	$159.11	$177.01	$187.76	$203.19	$189.94	**-6.5%**
July	$179.46	$202.42	$210.55	$211.05	$203.58	**-3.5%**
August	$141.79	$143.99	$153.56	$159.24	$141.82	**-10.9%**
September	$99.72	$90.02	$46.75	$103.27	$79.25	**-23.3%**
October	$117.14	$109.72	*	$125.36	$117.18	**-6.5%**
November	$142.01	$149.13	*	$147.66	$162.85	**10.3%**
December	$171.96	$190.69	*	$204.54	$217.13	*
Total	$173.83	$179.22	$172.56		$189.73	*

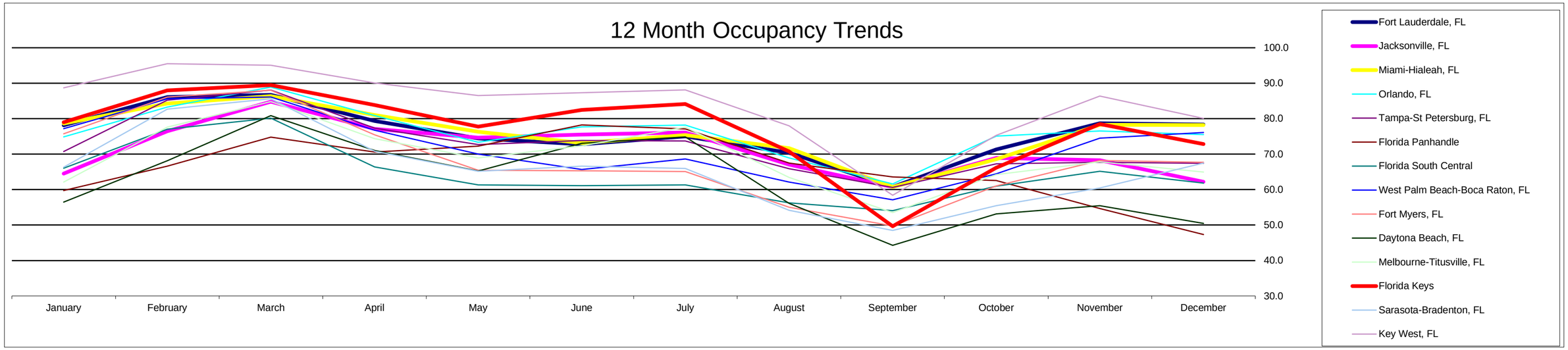


*** Islamorada did not have enough properties submit for STR to have sufficient data to report on**

Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



Occupancy **2019**

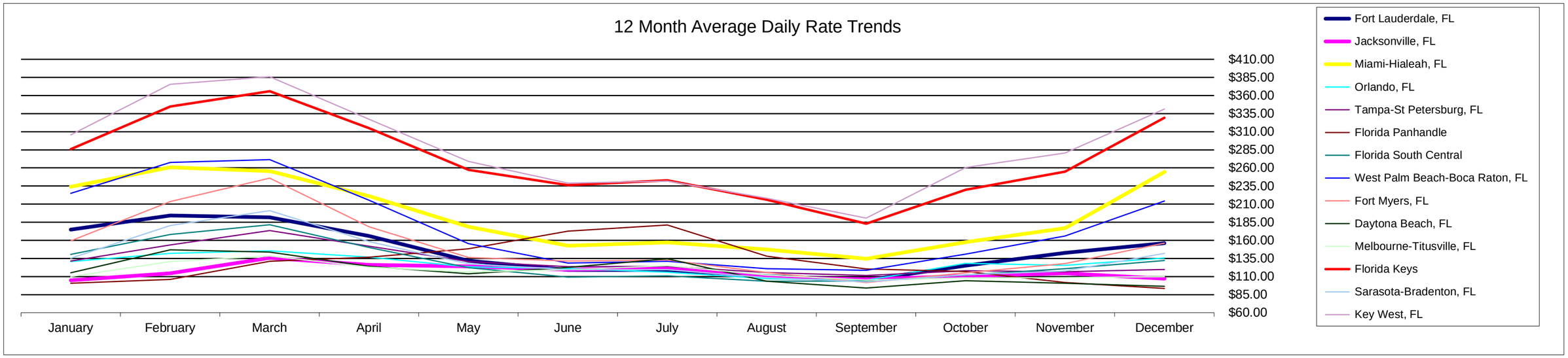
	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	78.3	78.7	71.3	60.8	70.4	75.0	72.7	74.4	79.3	86.7	86.1	78.1
Jacksonville, FL	62.2	68.3	68.9	60.7	67.0	76.1	75.5	74.6	77.1	84.8	76.5	64.5
Miami-Hialeah, FL	78.2	78.3	68.6	60.7	71.7	75.4	73.1	76.3	81.0	86.4	84.3	78.6
Orlando, FL	75.5	76.5	75.1	61.6	68.9	78.2	77.7	73.3	80.8	88.9	83.3	74.9
Tampa-St Petersburg, FL	67.4	67.7	67.3	60.6	65.9	73.7	73.9	72.7	77.3	88.1	85.2	70.8
Florida Panhandle	47.3	54.7	62.6	63.6	67.5	77.1	78.2	72.3	70.6	74.8	66.6	59.7
Florida South Central	61.8	65.2	61.0	54.1	56.2	61.4	61.1	61.3	66.4	80.1	77.0	66.0
st Palm Beach-Boca Raton	76.1	74.5	64.4	57.1	62.1	68.6	65.7	70.0	76.8	86.1	85.6	77.2
Fort Myers, FL	67.7	68.2	61.1	49.7	55.0	65.1	65.3	65.5	75.5	88.0	86.1	75.7
Daytona Beach, FL	50.4	55.5	53.1	44.3	56.1	74.9	73.1	65.3	71.0	80.9	68.1	56.4
Melbourne-Titusville, FL	65.0	67.8	64.2	53.5	63.5	77.6	72.3	68.9	74.3	84.8	77.6	62.1
Florida Keys	72.9	78.5	66.2	49.7	70.7	84.1	82.5	77.8	83.8	89.5	87.9	79.0
Sarasota-Bradenton, FL	67.5	60.5	55.5	48.5	54.2	66.0	66.6	65.1	70.8	85.6	82.7	66.3
Key West, FL	80.1	86.4	75.3	58.4	78.0	88.1	87.3	86.5	90.1	95.1	95.5	88.7

Year to Date Occupancy

	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	76.0	75.8	75.5	75.9	77.8	78.8	79.5	80.8	82.5	83.5	81.9	78.1
Jacksonville, FL	71.3	72.2	72.5	73.0	74.5	75.6	75.4	75.4	75.7	75.2	70.2	64.5
Miami-Hialeah, FL	75.9	75.7	75.4	76.2	78.2	79.2	79.8	81.2	82.4	83.0	81.3	78.6
Orlando, FL	76.1	76.1	76.1	76.2	78.1	79.4	79.6	80.0	81.7	82.3	78.8	74.9
Tampa-St Petersburg, FL	72.3	72.8	73.3	74.0	75.7	77.2	77.9	78.7	80.2	81.2	77.6	70.8
Florida Panhandle	66.0	67.8	69.2	70.0	70.8	71.3	70.3	68.7	67.9	67.0	63.0	59.7
Florida South Central	64.1	64.4	64.4	64.7	66.1	67.5	68.6	70.1	72.3	74.3	71.3	66.0
st Palm Beach-Boca Raton	72.0	71.6	71.3	72.1	74.0	75.7	76.5	79.0	81.3	82.9	81.2	77.2
Fort Myers, FL	68.5	68.6	68.6	69.5	71.9	74.3	75.9	78.0	81.3	83.2	80.7	75.7
Daytona Beach, FL	62.3	63.4	64.2	65.5	68.2	70.0	69.1	68.3	69.1	68.5	62.0	56.4
Melbourne-Titusville, FL	69.3	69.7	69.9	70.5	72.6	73.9	73.3	73.5	74.7	74.8	69.5	62.1
Florida Keys	76.6	77.0	76.9	78.1	81.6	83.3	83.2	83.3	84.8	84.9	82.4	79.0
Sarasota-Bradenton, FL	65.4	65.2	65.7	67.1	69.5	71.7	72.7	73.9	76.2	78.0	74.1	66.3
Key West, FL	84.2	84.5	84.3	85.3	88.6	90.1	90.4	91.1	92.2	93.0	91.9	88.7

ıith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



Average Daily Rate

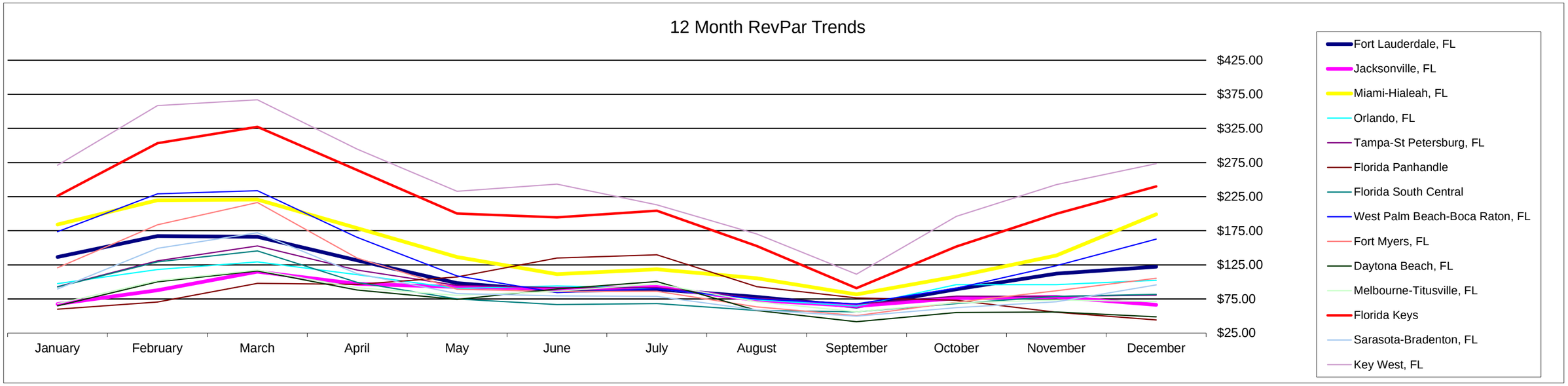
	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	$ 156.12	$ 142.69	$ 125.08	$ 104.89	$ 110.72	$ 119.07	$ 119.21	$ 131.93	$ 166.02	$ 191.74	$ 194.27	$ 174.69
Jacksonville, FL	$ 106.96	$ 114.38	$ 110.46	$ 106.38	$ 108.99	$ 121.98	$ 119.40	$ 123.97	$ 125.97	$ 135.70	$ 114.61	$ 104.79
Miami-Hialeah, FL	$ 254.45	$ 177.06	$ 157.52	$ 134.59	$ 147.25	$ 157.32	$ 152.48	$ 178.84	$ 220.90	$ 255.61	$ 260.89	$ 234.16
Orlando, FL	$ 135.54	$ 125.55	$ 128.08	$ 104.78	$ 107.04	$ 115.82	$ 121.25	$ 123.14	$ 136.71	$ 145.52	$ 141.87	$ 130.53
Tampa-St Petersburg, FL	$ 119.82	$ 116.61	$ 117.94	$ 111.46	$ 115.38	$ 124.07	$ 123.72	$ 130.67	$ 151.78	$ 173.48	$ 153.65	$ 131.58
Florida Panhandle	$ 93.55	$ 101.65	$ 116.88	$ 120.63	$ 138.07	$ 181.18	$ 172.53	$ 148.40	$ 136.78	$ 130.95	$ 106.16	$ 100.85
Florida South Central	$ 132.08	$ 120.76	$ 112.05	$ 103.98	$ 103.48	$ 111.03	$ 109.27	$ 122.08	$ 150.02	$ 181.52	$ 168.09	$ 140.60
West Palm Beach-Boca R	$ 214.15	$ 165.98	$ 141.04	$ 118.63	$ 120.99	$ 131.09	$ 128.51	$ 155.32	$ 215.24	$ 271.45	$ 267.59	$ 224.94
Fort Myers, FL	$ 155.95	$ 127.79	$ 115.19	$ 101.72	$ 115.45	$ 132.65	$ 131.54	$ 136.18	$ 178.68	$ 245.91	$ 213.46	$ 159.40
Daytona Beach, FL	$ 96.56	$ 100.67	$ 104.16	$ 94.10	$ 103.52	$ 134.41	$ 122.75	$ 113.68	$ 124.07	$ 143.58	$ 146.89	$ 115.17
Melbourne-Titusville, FL	$ 109.73	$ 108.56	$ 108.29	$ 105.07	$ 112.01	$ 125.17	$ 119.33	$ 116.37	$ 122.92	$ 138.44	$ 130.77	$ 109.86
Florida Keys	$ 329.45	$ 254.89	$ 229.83	$ 182.99	$ 215.90	$ 242.98	$ 236.04	$ 257.29	$ 314.82	$ 365.93	$ 344.81	$ 286.05
Sarasota-Bradenton, FL	$ 141.94	$ 117.59	$ 112.42	$ 102.68	$ 108.52	$ 119.50	$ 119.33	$ 127.45	$ 158.29	$ 201.01	$ 180.61	$ 135.14
Key West, FL	$ 341.38	$ 280.78	$ 260.44	$ 190.67	$ 218.13	$ 241.88	$ 238.99	$ 268.99	$ 327.16	$ 385.96	$ 375.63	$ 305.62

Year to Date Average Daily Rate

	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	$ 146.83	$ 145.93	$ 146.25	$ 148.74	$ 152.91	$ 158.37	$ 164.61	$ 172.64	$ 182.02	$ 187.09	$ 184.47	$ 174.69
Jacksonville, FL	$ 116.93	$ 117.78	$ 118.10	$ 118.92	$ 120.18	$ 121.63	$ 121.58	$ 121.97	$ 121.45	$ 119.85	$ 109.84	$ 104.79
Miami-Hialeah, FL	$ 196.52	$ 190.89	$ 192.31	$ 196.01	$ 202.34	$ 209.76	$ 218.26	$ 230.18	$ 242.63	$ 250.11	$ 247.18	$ 234.16
Orlando, FL	$ 126.95	$ 126.16	$ 126.23	$ 126.01	$ 128.13	$ 130.81	$ 133.41	$ 135.87	$ 138.86	$ 139.78	$ 136.29	$ 130.53
Tampa-St Petersburg, FL	$ 132.27	$ 133.37	$ 134.92	$ 136.71	$ 139.24	$ 142.30	$ 145.28	$ 149.34	$ 153.73	$ 154.48	$ 143.08	$ 131.58
Florida Panhandle	$ 132.34	$ 134.86	$ 137.50	$ 139.69	$ 141.86	$ 142.39	$ 135.00	$ 126.20	$ 120.03	$ 114.13	$ 103.53	$ 100.85
Florida South Central	$ 131.70	$ 131.90	$ 133.06	$ 135.31	$ 138.50	$ 142.78	$ 147.67	$ 154.38	$ 161.36	$ 164.69	$ 154.80	$ 140.60
West Palm Beach-Boca R	$ 185.24	$ 182.32	$ 184.08	$ 188.56	$ 195.22	$ 204.13	$ 214.61	$ 229.53	$ 246.03	$ 255.29	$ 246.29	$ 224.94
Fort Myers, FL	$ 157.24	$ 157.42	$ 160.35	$ 164.82	$ 170.14	$ 175.85	$ 182.12	$ 190.53	$ 201.46	$ 208.33	$ 186.79	$ 159.40
Daytona Beach, FL	$ 119.03	$ 120.72	$ 122.43	$ 124.12	$ 126.53	$ 129.25	$ 128.28	$ 129.46	$ 133.34	$ 136.56	$ 131.74	$ 115.17
Melbourne-Titusville, FL	$ 118.06	$ 118.96	$ 119.95	$ 121.16	$ 122.63	$ 123.96	$ 123.74	$ 124.60	$ 126.57	$ 127.78	$ 120.94	$ 109.86
Florida Keys	$ 277.32	$ 272.55	$ 274.27	$ 278.50	$ 285.42	$ 293.93	$ 302.65	$ 316.01	$ 329.89	$ 334.15	$ 316.04	$ 286.05
Sarasota-Bradenton, FL	$ 139.28	$ 138.83	$ 140.75	$ 143.49	$ 147.00	$ 151.24	$ 156.22	$ 162.98	$ 171.23	$ 175.04	$ 159.24	$ 135.14
Key West, FL	$ 291.52	$ 286.69	$ 287.25	$ 289.88	$ 297.75	$ 307.54	$ 318.49	$ 333.49	$ 349.09	$ 356.15	$ 340.14	$ 305.62

Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



RevPAR	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	$122.25	$112.31	$89.24	$63.72	$77.95	$89.28	$86.70	$98.22	$131.69	$166.27	$167.25	$136.51
Jacksonville, FL	$66.55	$78.13	$76.16	$64.60	$73.03	$92.79	$90.15	$92.52	$97.17	$115.05	$87.64	$67.57
Miami-Hialeah, FL	$199.01	$138.61	$108.00	$81.73	$105.54	$118.56	$111.54	$136.43	$178.95	$220.74	$219.87	$184.04
Orlando, FL	$102.36	$96.10	$96.12	$64.55	$73.78	$90.60	$94.18	$90.31	$110.52	$129.38	$118.13	$97.72
Tampa-St Petersburg, FL	$80.78	$78.94	$79.33	$67.55	$76.02	$91.43	$91.39	$94.97	$117.39	$152.78	$130.94	$93.11
Florida Panhandle	$44.27	$55.56	$73.15	$76.72	$93.19	$139.76	$134.98	$107.27	$96.55	$97.91	$70.72	$60.23
Florida South Central	$81.67	$78.68	$68.33	$56.21	$58.18	$68.12	$66.74	$74.89	$99.57	$145.48	$129.48	$92.84
West Palm Beach-Boca R	$162.95	$123.67	$90.87	$67.76	$75.12	$89.97	$84.43	$108.77	$165.26	$233.75	$228.97	$173.68
Fort Myers, FL	$105.56	$87.17	$70.34	$50.60	$63.49	$86.32	$85.91	$89.14	$134.86	$216.43	$183.83	$120.72
Daytona Beach, FL	$48.71	$55.84	$55.35	$41.67	$58.10	$100.62	$89.71	$74.18	$88.15	$116.10	$100.05	$65.00
Melbourne-Titusville, FL	$71.29	$73.63	$69.57	$56.24	$71.07	$97.19	$86.32	$80.19	$91.39	$117.44	$101.49	$68.25
Florida Keys	$240.08	$200.08	$152.08	$90.87	$152.71	$204.44	$194.71	$200.15	$263.95	$327.41	$303.24	$226.00
Sarasota-Bradenton, FL	$95.82	$71.09	$62.34	$49.78	$58.80	$78.84	$79.52	$83.01	$112.12	$172.09	$149.38	$89.61
Key West, FL	$273.50	$242.72	$196.20	$111.36	$170.19	$213.02	$243.38	$232.76	$294.80	$367.03	$358.55	$271.05

Year to date RevPAR	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	$111.56	$110.54	$110.37	$112.90	$118.92	$124.87	$130.87	$139.55	$150.11	$156.27	$151.09	$136.51
Jacksonville, FL	$83.41	$84.99	$85.67	$86.76	$89.49	$91.89	$91.73	$92.02	$91.91	$90.13	$77.07	$67.57
Miami-Hialeah, FL	$149.19	$144.51	$145.09	$149.29	$158.32	$166.16	$174.27	$186.86	$199.95	$207.66	$200.84	$184.04
Orlando, FL	$96.60	$96.07	$96.07	$96.06	$100.03	$103.91	$106.24	$108.67	$113.45	$114.99	$107.39	$97.72
Tampa-St Petersburg, FL	$95.65	$97.10	$98.94	$101.20	$105.43	$109.92	$113.14	$117.49	$123.36	$125.48	$111.05	$93.11
Florida Panhandle	$87.37	$91.47	$95.10	$97.77	$100.44	$101.53	$94.90	$86.71	$81.45	$76.47	$65.22	$60.23
Florida South Central	$84.48	$84.94	$85.64	$87.59	$91.50	$96.40	$101.27	$108.18	$116.69	$122.43	$110.30	$92.84
West Palm Beach-Boca R	$133.36	$130.56	$131.26	$135.97	$144.39	$154.53	$164.25	$181.34	$200.13	$211.56	$199.92	$173.68
Fort Myers, FL	$107.75	$107.96	$110.04	$114.51	$122.35	$130.74	$138.26	$148.66	$163.74	$173.37	$150.67	$120.72
Daytona Beach, FL	$74.21	$76.59	$78.65	$81.35	$86.27	$90.41	$88.65	$88.44	$92.15	$93.52	$81.64	$65.00
Melbourne-Titusville, FL	$81.81	$82.88	$83.79	$85.41	$89.01	$91.64	$90.68	$91.55	$94.50	$95.53	$84.03	$68.25
Florida Keys	$212.53	$209.85	$210.81	$217.44	$232.93	$244.72	$251.68	$263.25	$279.75	$283.57	$260.54	$226.00
Sarasota-Bradenton, FL	$91.08	$90.52	$92.47	$96.34	$102.09	$108.42	$113.53	$120.40	$130.53	$136.61	$117.97	$89.61
Key West, FL	$245.40	$242.31	$242.26	$247.38	$263.75	$277.07	$288.04	$303.71	$322.01	$331.15	$312.58	$271.05

Tab 3 - Day Trend Key West

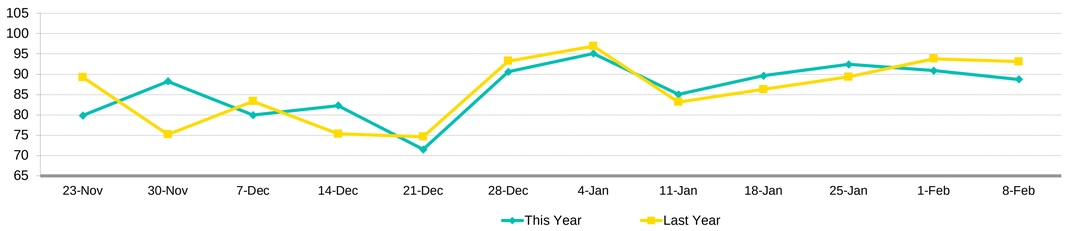
Monroe County TDC

For the Week of February 02, 2020 to February 08, 2020

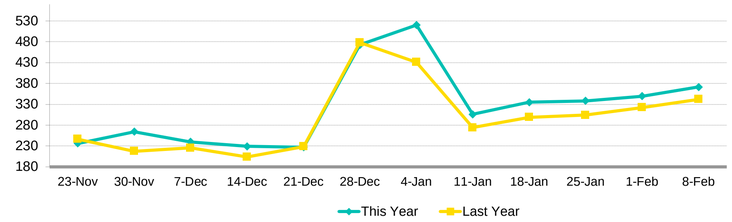
Currency: USD - US Dollar

H.2

Weekly Occ (%) - Nov 23, 2019 to Feb 08, 2020



Weekly ADR - Nov 23, 2019 to Feb 08, 2020



Occupancy (%)	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week		
	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	83.5	83.7	86.9	89.2	92.1	94.4	97.6	95.1	88.4	87.7	90.1	94.5	94.6	96.5	87.8	87.2	93.1	95.9	93.9	89.5	89.0	81.3	84.7	88.6	89.4	93.1	90.6	93.6	88.7	90.4	88.8
Last Year	80.7	79.0	80.6	83.5	88.8	93.4	98.0	93.4	88.1	89.9	91.2	88.6	86.9	87.3	81.2	91.4	96.6	97.0	95.9	96.7	97.8	87.4	88.2	92.6	95.1	95.4	95.5	97.7	93.1	90.6	93.6
Percent Change	3.4	6.0	7.9	6.7	3.6	1.1	-0.4	1.8	0.4	-2.4	-1.2	6.7	9.0	10.5	8.0	-4.6	-3.6	-1.2	-2.1	-7.5	-9.0	-7.0	-4.0	-4.2	-6.1	-2.4	-5.2	-4.2	-4.7	-0.2	-5.1

ADR	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	298.03	292.67	293.20	304.35	322.28	387.51	429.80	357.78	305.48	303.29	313.22	328.18	373.84	381.11	304.82	301.27	325.23	342.75	365.25	398.86	406.72	343.36	340.29	342.82	345.03	370.24	421.46	429.06	371.43	348.49	375.85
Last Year	258.32	252.26	253.99	260.27	289.32	357.06	393.48	328.36	277.80	274.28	283.42	301.21	333.30	329.63	273.76	276.34	301.57	310.61	330.02	376.88	377.01	316.41	311.51	310.30	320.63	338.61	392.88	398.02	342.18	317.37	343.93
Percent Change	15.4	16.0	15.4	16.9	11.4	8.5	9.2	9.0	10.0	10.6	10.5	9.0	12.2	15.6	11.3	9.0	7.8	10.3	10.7	5.8	7.9	8.5	9.2	10.5	7.6	9.3	7.3	7.8	8.5	9.8	9.3

RevPAR	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	248.81	245.00	254.92	271.36	296.71	365.95	419.53	340.13	270.15	266.13	282.08	310.24	353.83	367.77	267.52	262.62	302.72	328.53	342.83	357.00	361.86	279.17	288.12	303.82	308.35	344.69	381.66	401.58	329.63	315.11	333.66
Last Year	208.47	199.19	204.74	217.42	257.04	333.61	385.80	306.73	244.67	246.56	258.41	266.84	289.54	287.79	222.41	252.53	291.18	301.33	316.50	364.54	368.64	276.61	274.60	287.19	305.04	322.92	375.36	388.88	318.66	287.66	321.86
Percent Change	19.3	23.0	24.5	24.8	15.4	9.7	8.7	10.9	10.4	7.9	9.2	16.3	22.2	27.8	20.3	4.0	4.0	9.0	8.3	-2.1	-1.8	0.9	4.9	5.8	1.1	6.7	1.7	3.3	3.4	9.5	3.7

Supply	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	36,617	146,468	41,848
Last Year	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	36,568	146,272	41,792
Percent Change	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Demand	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	4,367	4,379	4,548	4,664	4,816	4,940	5,106	4,973	4,626	4,590	4,711	4,945	4,951	5,048	4,591	4,560	4,869	5,014	4,910	4,682	4,654	4,253	4,429	4,636	4,675	4,870	4,737	4,896	32,496	132,440	37,150
Last Year	4,216	4,125	4,211	4,364	4,641	4,881	5,122	4,880	4,601	4,696	4,763	4,628	4,538	4,561	4,244	4,774	5,044	5,068	5,010	5,053	5,108	4,567	4,605	4,835	4,970	4,982	4,991	5,104	34,054	132,582	39,111
Percent Change	3.6	6.2	8.0	6.9	3.8	1.2	-0.3	1.9	0.5	-2.3	-1.1	6.8	9.1	10.7	8.2	-4.5	-3.5	-1.1	-2.0	-7.3	-8.9	-6.9	-3.8	-4.1	-5.9	-2.2	-5.1	-4.1	-4.6	-0.1	-5.0

Revenue	Jan																				Feb								Current	Run	Run
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	Week	28	MTD
This Year	1,301,501	1,281,615	1,333,476	1,419,466	1,552,093	1,914,283	2,194,557	1,779,218	1,413,134	1,392,106	1,475,564	1,622,839	1,850,870	1,923,819	1,399,416	1,373,781	1,583,550	1,718,563	1,793,356	1,867,481	1,892,896	1,460,321	1,507,159	1,589,301	1,613,004	1,803,064	1,996,471	2,100,670	12,069,990	46,153,574	13,962,885
Last Year	1,089,072	1,040,588	1,069,560	1,135,809	1,342,753	1,742,790	2,015,419	1,602,380	1,278,137	1,288,006	1,349,940	1,393,994	1,512,535	1,503,425	1,161,859	1,319,242	1,521,113	1,574,150	1,653,408	1,904,359	1,925,754	1,445,035	1,434,507	1,500,295	1,593,547	1,686,941	1,960,858	2,031,509	11,652,692	42,076,985	13,451,296
Percent Change	19.5	23.2	24.7	25.0	15.6	9.8	8.9	11.0	10.6	8.1	9.3	16.4	22.4	28.0	20.4	4.1	4.1	9.2	8.5	-1.9	-1.7	1.1	5.1	5.9	1.2	6.9	1.8	3.4	3.6	9.7	3.8

Census %	Jan																				Feb							
	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8
Census Props	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94
Census Rooms	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231	5,231
% Rooms Participants	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4	74.4

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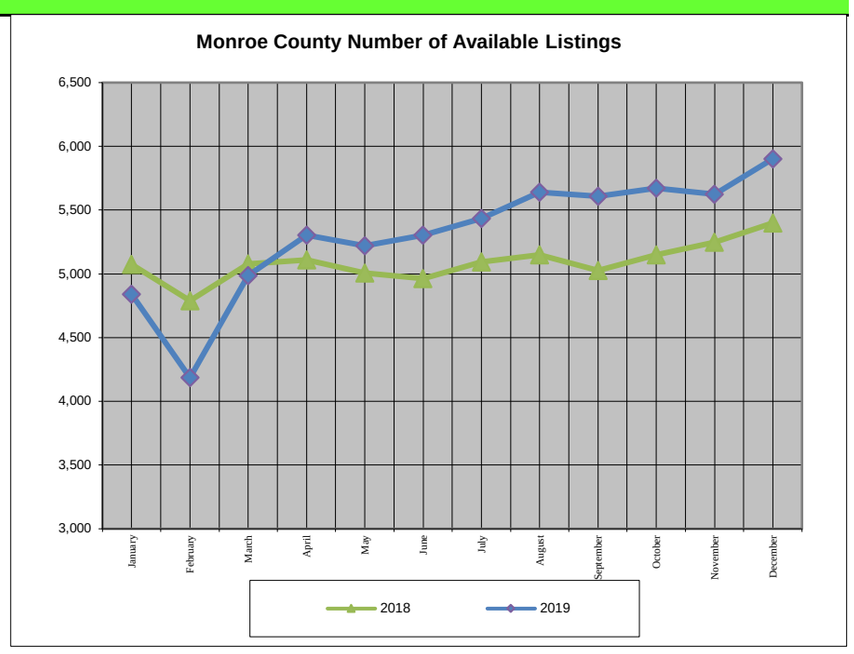
HISTORIC TREND REPORT - COUNTY & DISTRICT **MONROE COUNTY** **H.3**
AIRBNB **1/22/2020**

Source 2019 AirDNA Market Summary Report

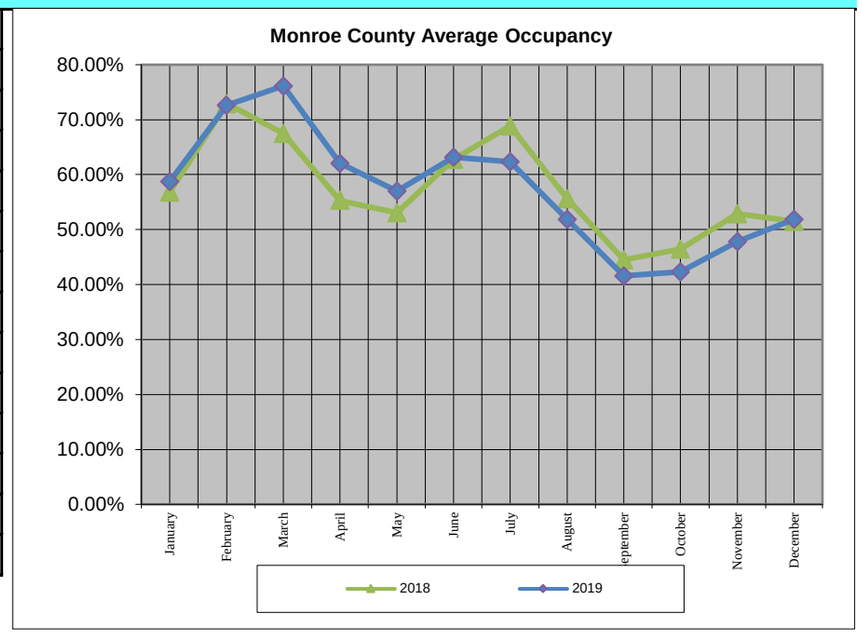
NUMBER OF AVAILABLE LISTINGS

	2018	2019	% Chg
January	5,073	4,840	**-4.6%**
February	4,789	4,185	**-12.6%**
March	5,077	4,985	**-1.8%**
April	5,110	5,302	**3.8%**
May	5,006	5,219	**4.3%**
June	4,964	5,302	**6.8%**
July	5,095	5,435	**6.7%**
August	5,150	5,639	**9.5%**
September	5,026	5,607	**11.6%**
October	5,147	5,673	**10.2%**
November	5,248	5,624	**7.2%**
December	5,399	5,902	**9.3%**



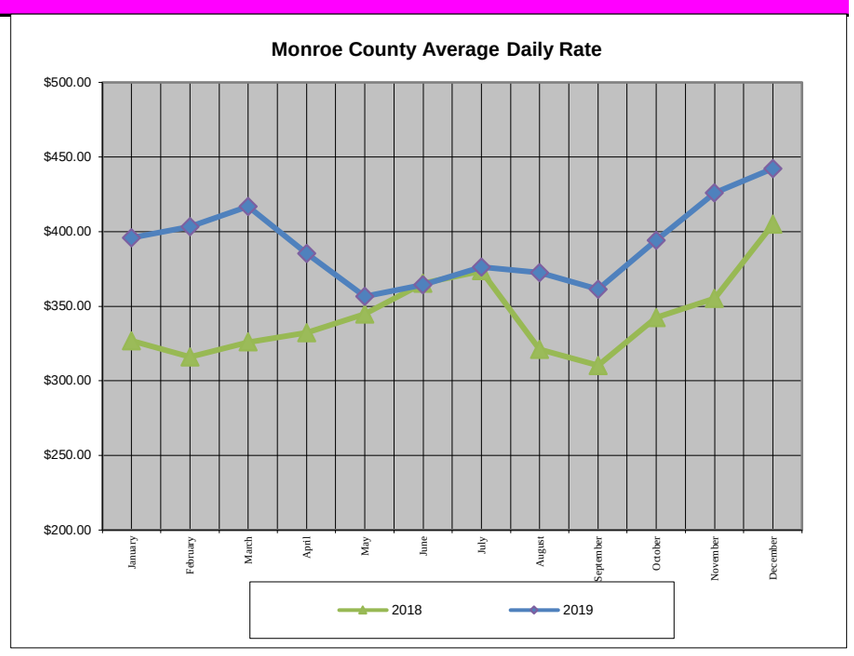
OCCUPANCY RATE

	2018	2019	% Chg
January	56.8%	58.7%	**3.4%**
February	72.9%	72.7%	**-0.4%**
March	67.4%	76.1%	**12.9%**
April	55.3%	62.0%	**12.1%**
May	53.1%	57.0%	**7.4%**
June	62.8%	63.2%	**0.5%**
July	68.8%	62.3%	**-9.4%**
August	55.6%	51.9%	**-6.8%**
September	44.5%	41.6%	**-6.5%**
October	46.4%	42.3%	**-8.9%**
November	52.8%	47.9%	**-9.4%**
December	51.5%	51.8%	**0.7%**



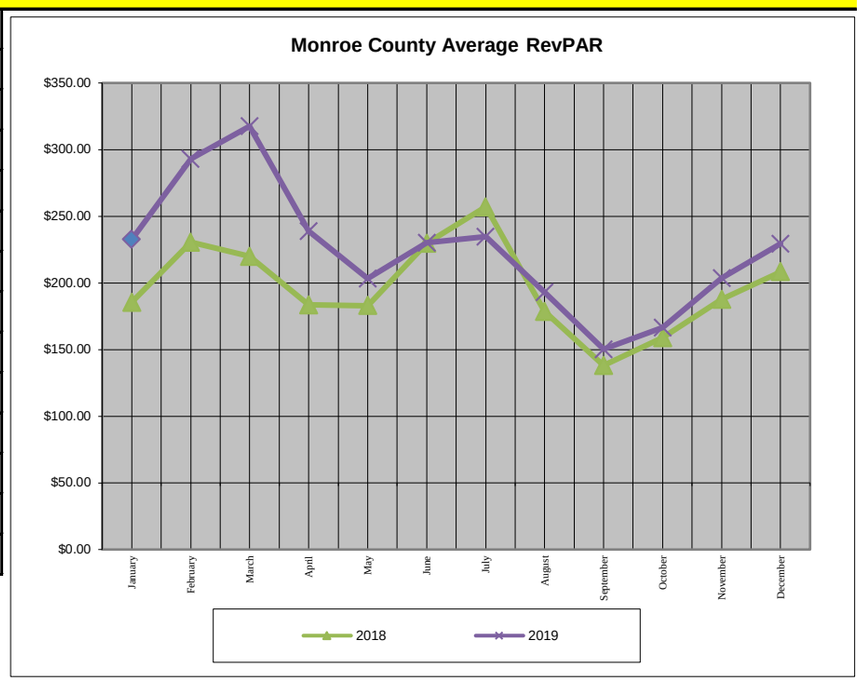
AVERAGE DAILY RATE

	2018	2019	% Chg
January	$326.71	$395.90	**21.2%**
February	$316.03	$403.43	**27.7%**
March	$325.98	$416.97	**27.9%**
April	$332.21	$385.32	**16.0%**
May	$344.71	$356.56	**3.4%**
June	$365.54	$364.32	**-0.3%**
July	$373.71	$376.39	**0.7%**
August	$321.14	$372.48	**16.0%**
September	$310.32	$361.43	**16.5%**
October	$342.30	$394.05	**15.1%**
November	$355.26	$425.92	**19.9%**
December	$404.94	$442.28	**9.2%**



RevPAR

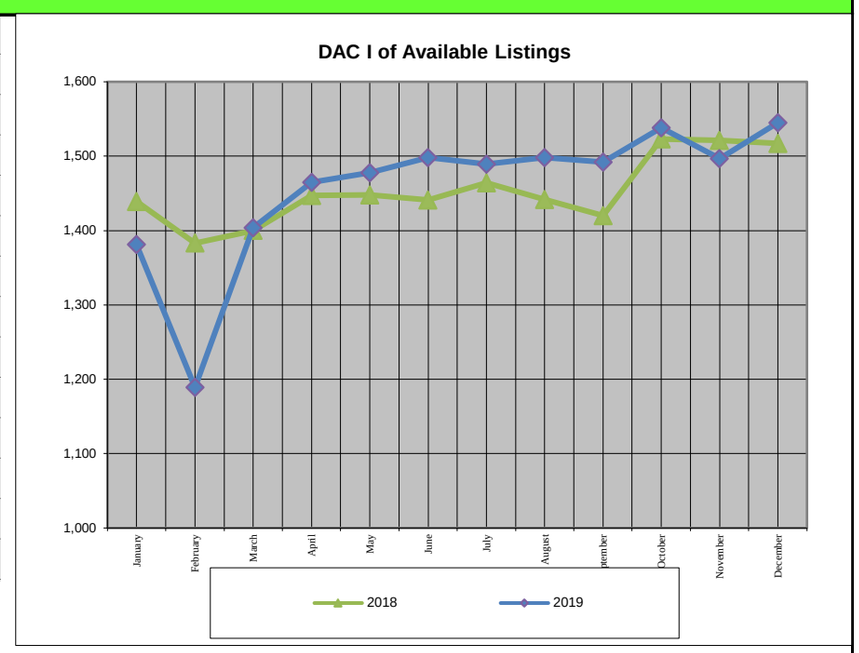
	2018	2019	% Chg
January	$185.51	$232.49	**25.3%**
February	$230.49	$293.14	**27.2%**
March	$219.84	$317.51	**44.4%**
April	$183.72	$238.96	**30.1%**
May	$183.01	$203.39	**11.1%**
June	$229.69	$230.14	**0.2%**
July	$257.18	$234.54	**-8.8%**
August	$178.61	$193.16	**8.1%**
September	$138.08	$150.29	**8.8%**
October	$158.92	$166.65	**4.9%**
November	$187.73	$203.81	**8.6%**
December	$208.38	$229.25	**10.0%**



HISTORIC TREND REPORT **DAC I**
AIRBNB 1/22/2020

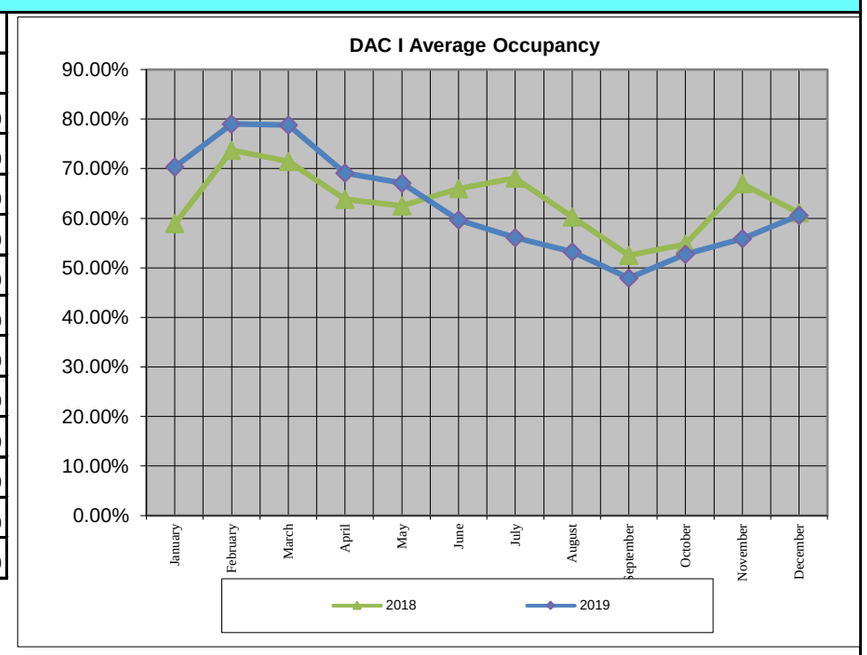
NUMBER OF AVAILABLE LISTINGS

	2018	2019	% Chg
January	1,439	1,381	**-4.0%**
February	1,383	1,189	**-14.0%**
March	1,400	1,404	**0.3%**
April	1,447	1,465	**1.2%**
May	1,448	1,478	**2.1%**
June	1,441	1,498	**4.0%**
July	1,464	1,489	**1.7%**
August	1,442	1,498	**3.9%**
September	1,420	1,492	**5.1%**
October	1,523	1,538	**1.0%**
November	1,521	1,497	**-1.6%**
December	1,517	1,545	**1.8%**



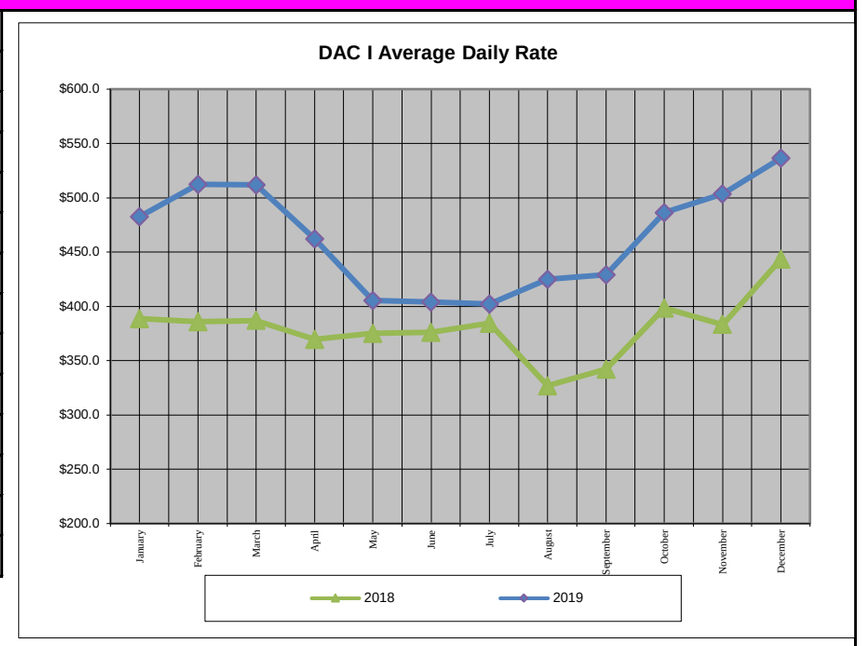
OCCUPANCY RATE

	2018	2019	% Chg
January	58.9%	70.3%	**19.4%**
February	73.7%	79.0%	**7.2%**
March	71.5%	78.8%	**10.2%**
April	63.8%	69.2%	**8.4%**
May	62.5%	67.1%	**7.2%**
June	65.9%	59.6%	**-9.5%**
July	68.1%	56.1%	**-17.6%**
August	60.2%	53.2%	**-11.6%**
September	52.5%	47.9%	**-8.7%**
October	54.7%	52.7%	**-3.7%**
November	66.9%	55.9%	**-16.5%**
December	61.1%	60.5%	**-0.9%**



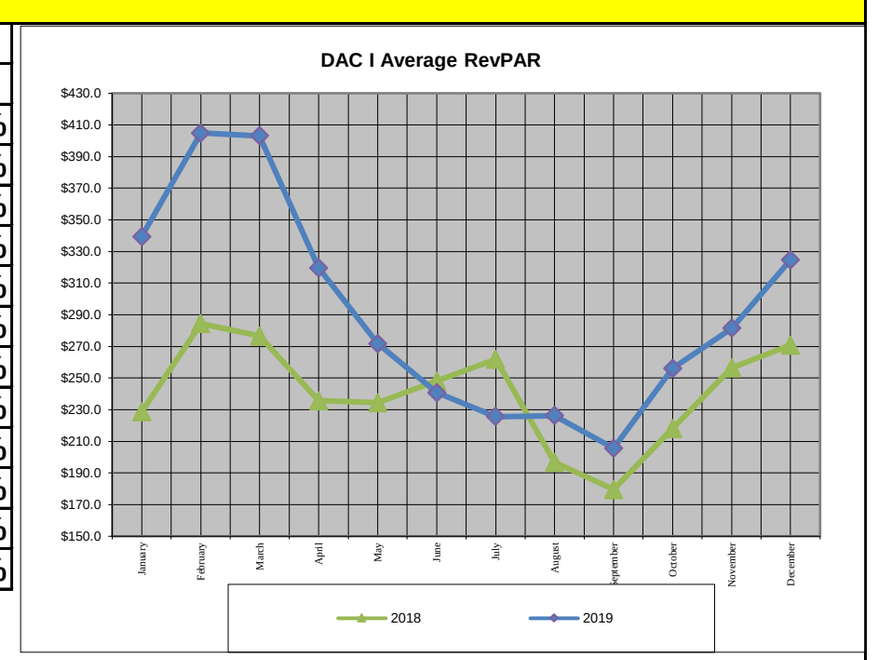
AVERAGE DAILY RATE

	2018	2019	% Chg
January	$388.49	$482.63	**24.2%**
February	$385.74	$512.42	**32.8%**
March	$386.96	$511.76	**32.3%**
April	$369.46	$462.17	**25.1%**
May	$375.03	$405.29	**8.1%**
June	$376.27	$403.92	**7.4%**
July	$384.30	$402.18	**4.7%**
August	$326.90	$425.02	**30.0%**
September	$342.06	$429.11	**25.4%**
October	$398.58	$486.08	**22.0%**
November	$383.32	$503.45	**31.3%**
December	$443.37	$536.38	**21.0%**



RevPAR

	2018	2019	% Chg
January	$228.77	$339.39	**48.4%**
February	$284.39	$404.96	**42.4%**
March	$276.67	$403.12	**45.7%**
April	$235.67	$319.63	**35.6%**
May	$234.54	$271.76	**15.9%**
June	$248.03	$240.90	**-2.9%**
July	$261.78	$225.62	**-13.8%**
August	$196.84	$226.31	**15.0%**
September	$179.62	$205.66	**14.5%**
October	$218.22	$256.20	**17.4%**
November	$256.56	$281.50	**9.7%**
December	$270.87	$324.69	**19.9%**



HISTORIC TREND REPORT **DAC II**
AIRBNB 1/22/2020

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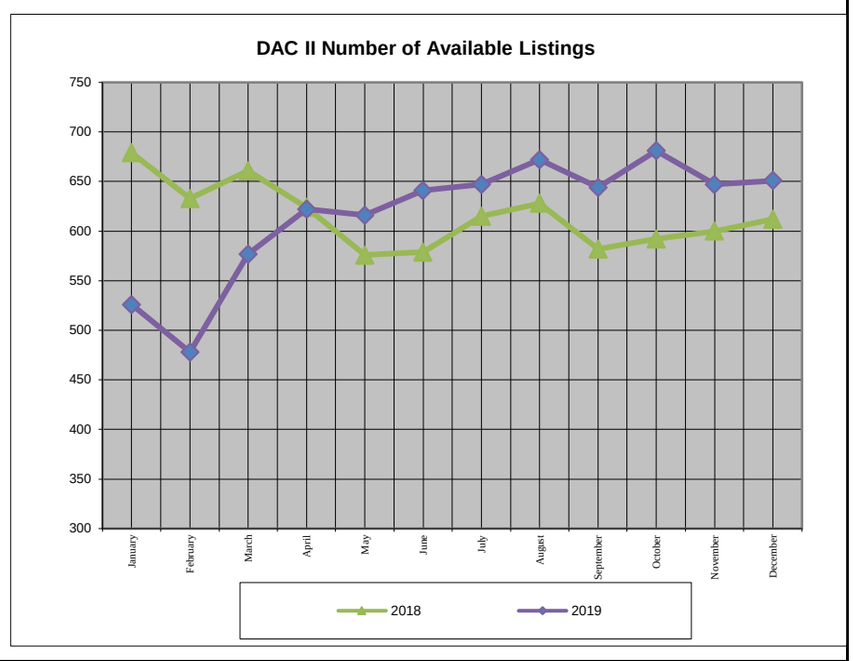
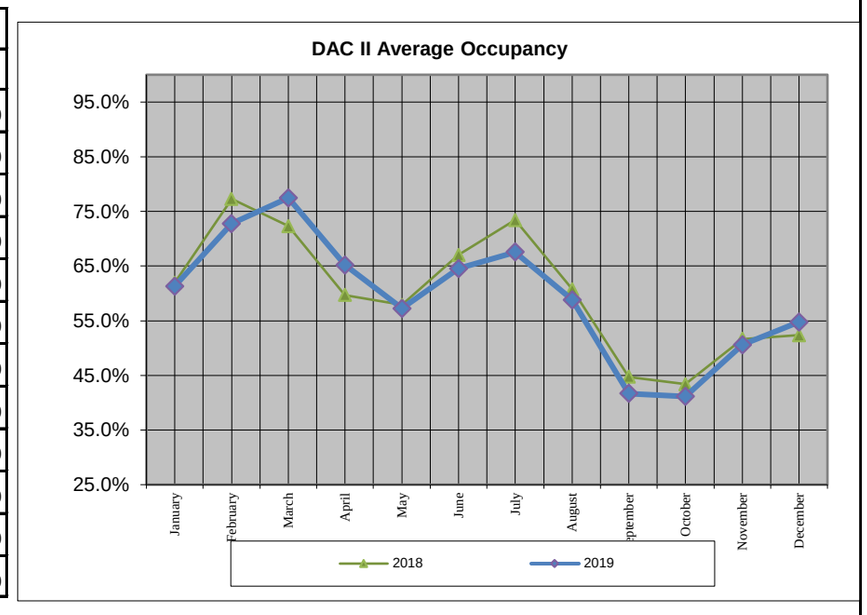
NUMBER OF AVAILABLE LISTINGS

	2018	2019	% Chg
January	679	526	**-22.5%**
February	633	478	**-24.5%**
March	661	577	**-12.7%**
April	624	622	**-0.3%**
May	576	616	**6.9%**
June	579	641	**10.7%**
July	615	647	**5.2%**
August	628	672	**7.0%**
September	582	644	**10.7%**
October	592	681	**15.0%**
November	600	647	**7.8%**
December	612	651	**6.4%**



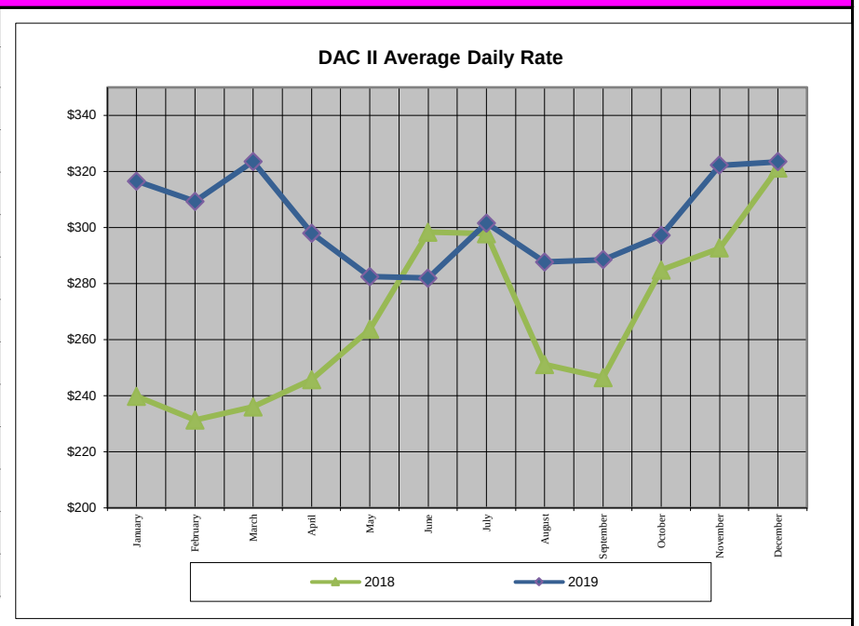
OCCUPANCY RATE

	2018	2019	% Chg
January	62.0%	61.3%	**-1.0%**
February	77.3%	72.8%	**-5.8%**
March	72.3%	77.5%	**7.1%**
April	59.7%	65.2%	**9.2%**
May	57.9%	57.3%	**-1.1%**
June	67.1%	64.6%	**-3.7%**
July	73.4%	67.6%	**-8.0%**
August	60.7%	58.8%	**-3.2%**
September	44.7%	41.7%	**-6.8%**
October	43.4%	41.1%	**-5.2%**
November	51.7%	50.6%	**-2.0%**
December	52.4%	54.7%	**4.5%**



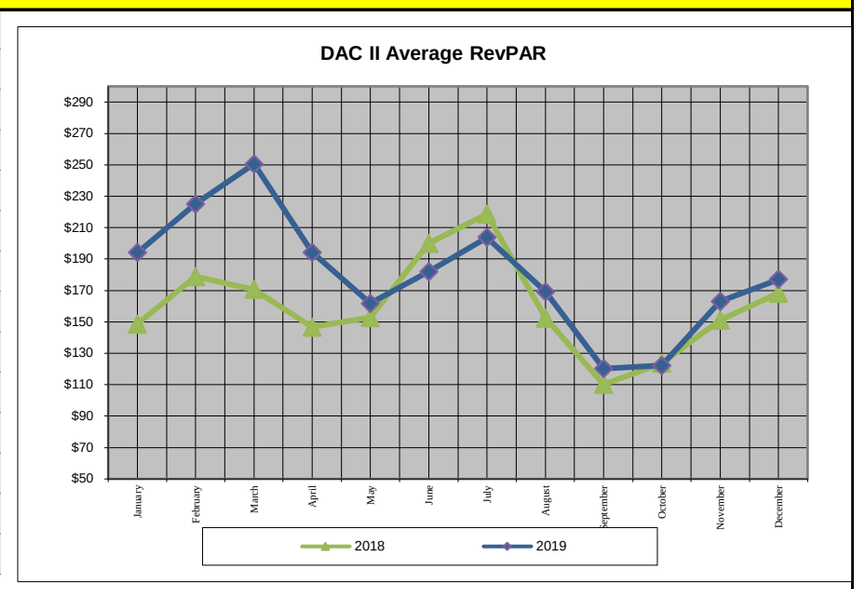
AVERAGE DAILY RATE

	2018	2019	% Chg
January	$239.79	$316.50	**32.0%**
February	$231.35	$309.36	**33.7%**
March	$236.01	$323.56	**37.1%**
April	$245.72	$297.96	**21.3%**
May	$263.68	$282.49	**7.1%**
June	$298.29	$282.0	**-5.5%**
July	$297.76	$301.55	**1.3%**
August	$251.14	$287.75	**14.6%**
September	$246.44	$288.53	**17.1%**
October	$284.90	$297.20	**4.3%**
November	$292.68	$322.19	**10.1%**
December	$321.13	$323.46	**0.7%**



RevPAR

	2018	2019	% Chg
January	$148.58	$194.14	**30.7%**
February	$178.77	$225.18	**26.0%**
March	$170.69	$250.65	**46.8%**
April	$146.68	$194.19	**32.4%**
May	$152.71	$161.73	**5.9%**
June	$200.03	$182.09	**-9.0%**
July	$218.63	$203.71	**-6.8%**
August	$152.52	$169.21	**10.9%**
September	$110.22	$120.23	**9.1%**
October	$123.64	$122.24	**-1.1%**
November	$151.21	$163.13	**7.9%**
December	$168.19	$177.04	**5.3%**

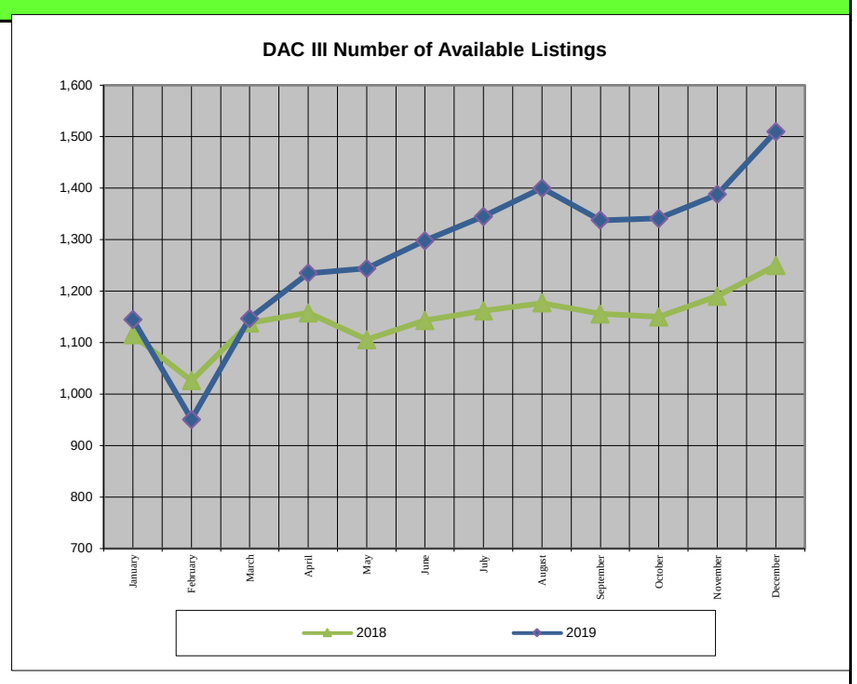


HISTORIC TREND REPORT **DAC III**
AIRBNB **1/22/2020**

This document contains confidential trade information and can only be released to third parties in response to a public records

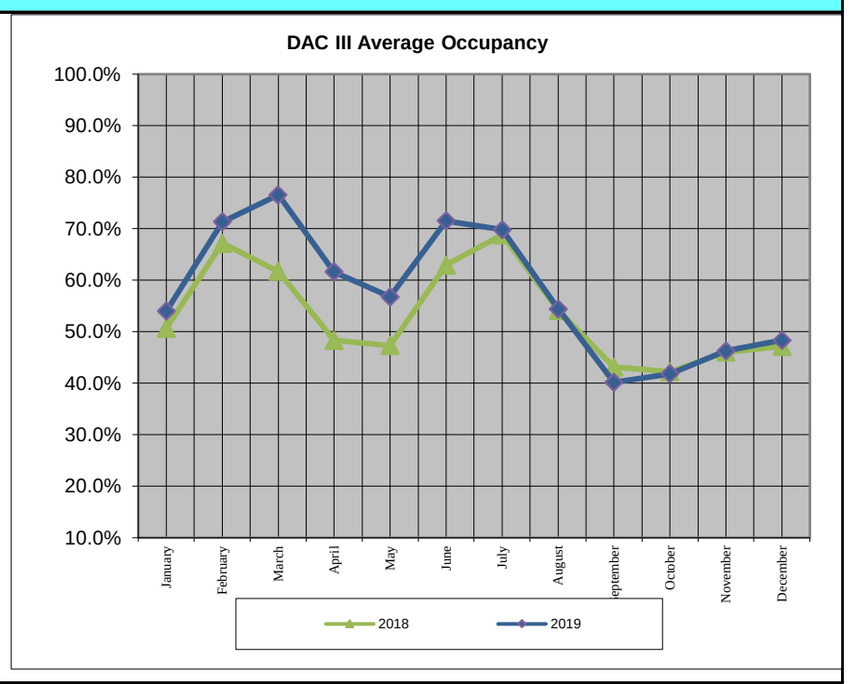
NUMBER OF AVAILABLE LISTINGS

	2018	2019	% Chg
January	1,115	1,145	**2.7%**
February	1,026	951	**-7.3%**
March	1,138	1,147	**0.8%**
April	1,158	1,235	**6.6%**
May	1,106	1,244	**12.5%**
June	1,143	1,298	**13.6%**
July	1,162	1,345	**15.7%**
August	1,177	1,400	**18.9%**
September	1,156	1,338	**15.7%**
October	1,150	1,341	**16.6%**
November	1,190	1,388	**16.6%**
December	1,250	1,510	**20.8%**



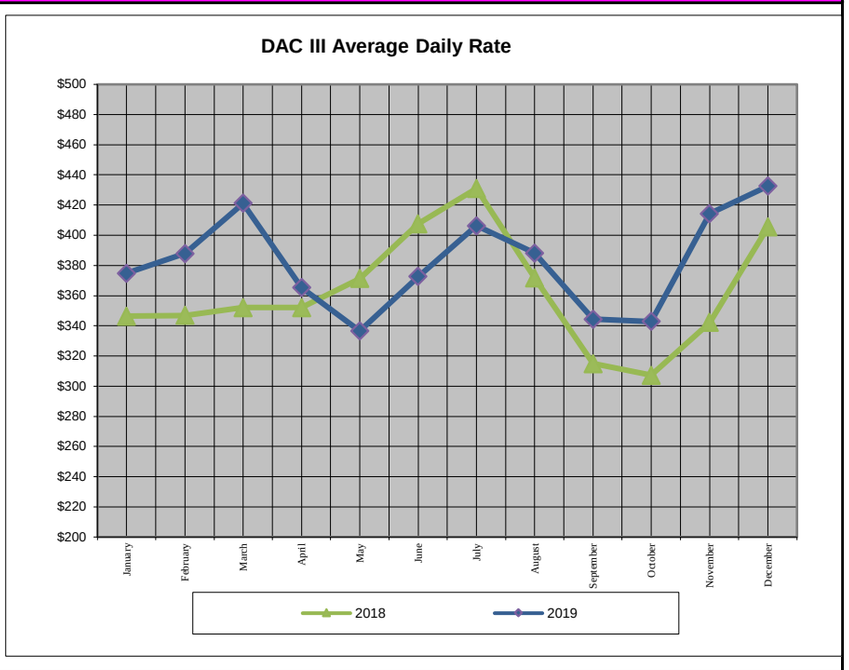
OCCUPANCY RATE

	2018	2019	% Chg
January	50.7%	54.0%	**6.4%**
February	67.1%	71.3%	**6.2%**
March	61.7%	76.6%	**24.0%**
April	48.3%	61.6%	**27.5%**
May	47.3%	56.8%	**20.0%**
June	62.9%	71.5%	**13.7%**
July	68.8%	69.8%	**1.4%**
August	54.1%	54.4%	**0.6%**
September	43.1%	40.2%	**-6.8%**
October	42.2%	41.8%	**-0.9%**
November	46.0%	46.3%	**0.5%**
December	47.2%	48.3%	**2.4%**



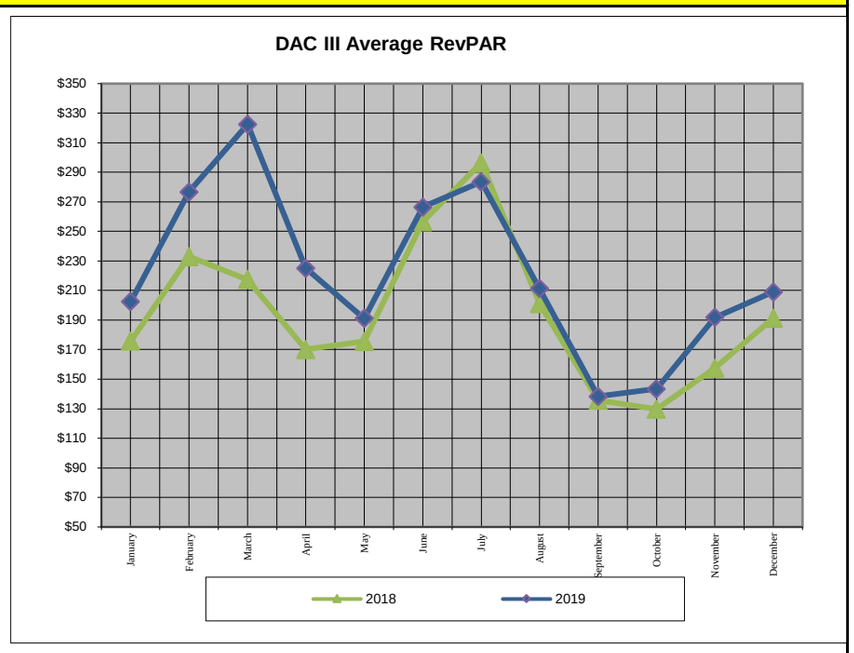
AVERAGE DAILY RATE

	2018	2019	% Chg
January	$346.39	$374.84	**8.2%**
February	$346.85	$387.96	**11.9%**
March	$352.11	$421.18	**19.6%**
April	$352.0	$365.35	**3.8%**
May	$371.25	$336.54	**-9.3%**
June	$407.70	$372.66	**-8.6%**
July	$430.96	$406.21	**-5.7%**
August	$371.82	$388.26	**4.4%**
September	$314.85	$344.41	**9.4%**
October	$307.29	$342.93	**11.6%**
November	$342.19	$414.42	**21.1%**
December	$405.41	$432.53	**6.7%**



RevPAR

	2018	2019	% Chg
January	$175.67	$202.32	**15.2%**
February	$232.89	$276.75	**18.8%**
March	$217.35	$322.51	**48.4%**
April	$170.15	$225.09	**32.3%**
May	$175.58	$191.03	**8.8%**
June	$256.55	$266.51	**3.9%**
July	$296.52	$283.49	**-4.4%**
August	$201.12	$211.23	**5.0%**
September	$135.82	$138.39	**1.9%**
October	$129.75	$143.46	**10.6%**
November	$157.45	$191.73	**21.8%**
December	$191.29	$209.02	**9.3%**



HISTORIC TREND REPORT **DAC IV**
AIRBNB **1/22/2020**

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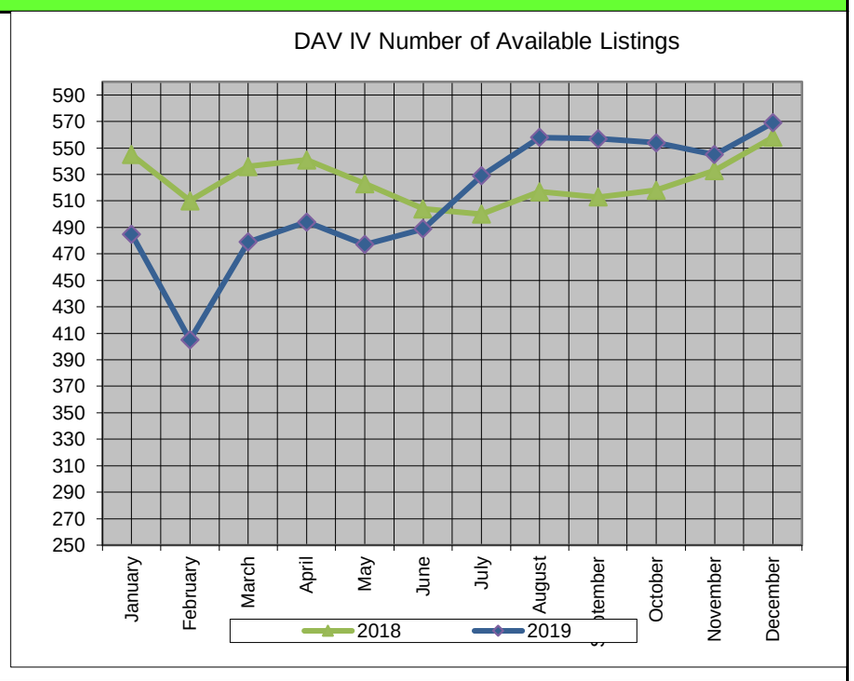
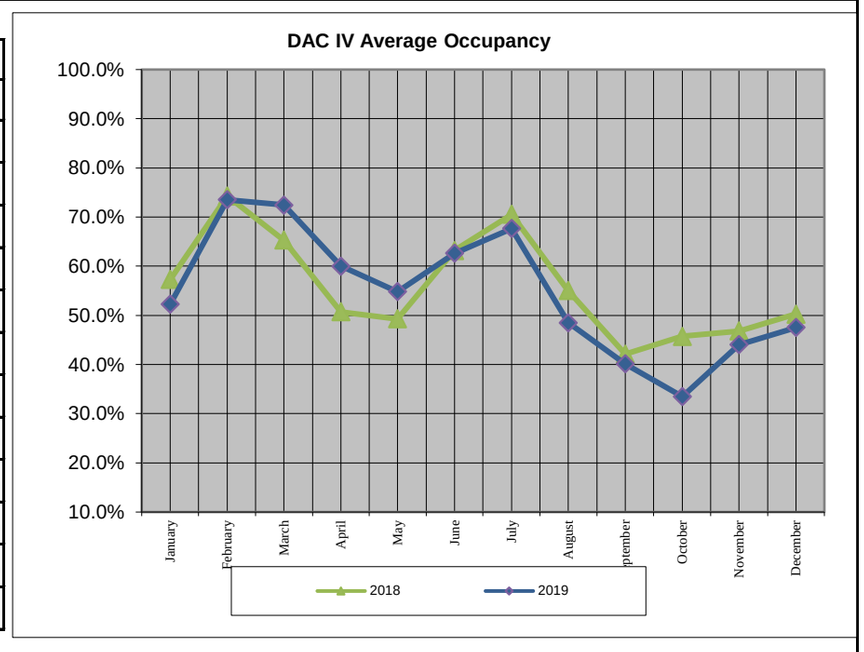
NUMBER OF AVAILABLE LISTINGS

	2018	2019			% Chg
January	545	485			**-11.0%**
February	510	405			**-20.6%**
March	536	479			**-10.6%**
April	541	494			**-8.7%**
May	523	477			**-8.8%**
June	504	489			**-3.0%**
July	500	529			**5.8%**
August	517	558			**7.9%**
September	513	557			**8.6%**
October	518	554			**6.9%**
November	533	545			**2.3%**
December	558	569			**2.0%**



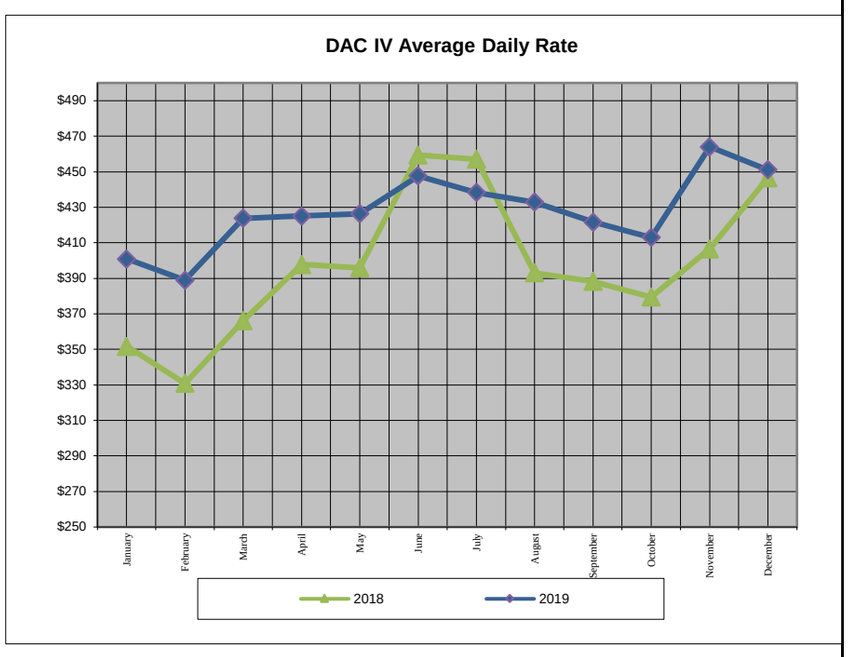
OCCUPANCY RATE

	2018	2019			% Chg
January	57.3%	52.3%			**-8.8%**
February	74.3%	73.5%			**-1.0%**
March	65.3%	72.5%			**11.0%**
April	50.7%	60.0%			**18.3%**
May	49.3%	54.8%			**11.3%**
June	63.2%	62.6%			**-0.8%**
July	70.5%	67.7%			**-4.1%**
August	55.0%	48.5%			**-11.8%**
September	42.1%	40.1%			**-4.7%**
October	45.7%	33.5%			**-26.8%**
November	46.8%	44.0%			**-5.9%**
December	50.3%	47.6%			**-5.4%**



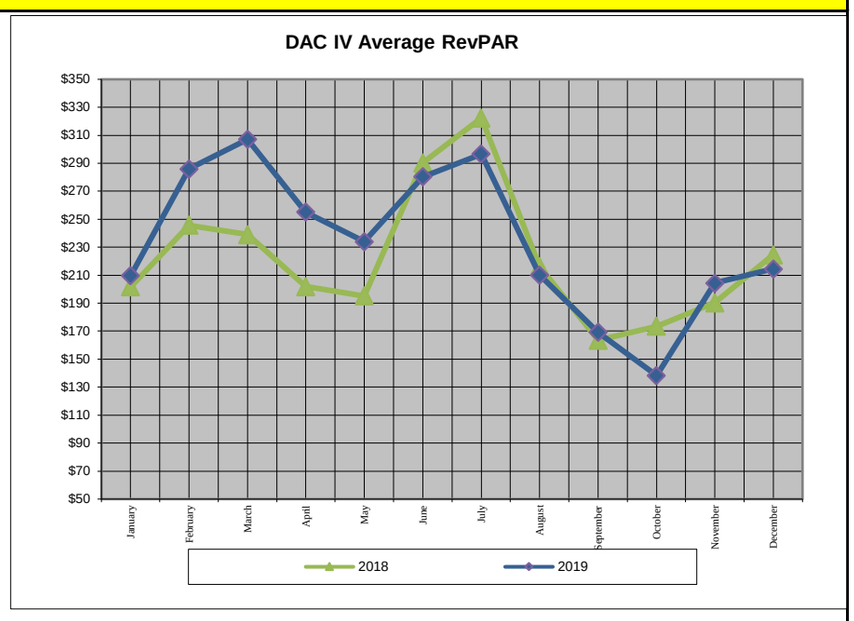
AVERAGE DAILY RATE

	2018	2019			% Chg
January	$351.79	$400.92			**14.0%**
February	$330.78	$388.98			**17.6%**
March	$366.05	$423.80			**15.8%**
April	$397.83	$425.09			**6.9%**
May	$395.93	$426.41			**7.7%**
June	$459.41	$447.62			**-2.6%**
July	$457.12	$438.30			**-4.1%**
August	$393.07	$432.96			**10.1%**
September	$388.29	$421.69			**8.6%**
October	$379.52	$413.04			**8.8%**
November	$406.61	$464.05			**14.1%**
December	$446.56	$451.03			**1.0%**



RevPAR

	2018	2019			% Chg
January	$201.58	$209.61			**4.0%**
February	$245.70	$285.92			**16.4%**
March	$239.06	$307.09			**28.5%**
April	$201.83	$255.07			**26.4%**
May	$195.15	$233.88			**19.8%**
June	$290.26	$280.42			**-3.4%**
July	$322.38	$296.59			**-8.0%**
August	$216.26	$210.08			**-2.9%**
September	$163.55	$169.19			**3.4%**
October	$173.59	$138.30			**-20.3%**
November	$190.28	$204.37			**7.4%**
December	$224.52	$214.49			**-4.5%**



HISTORIC TREND REPORT **DAC V**
AIRBNB **1/22/2020**

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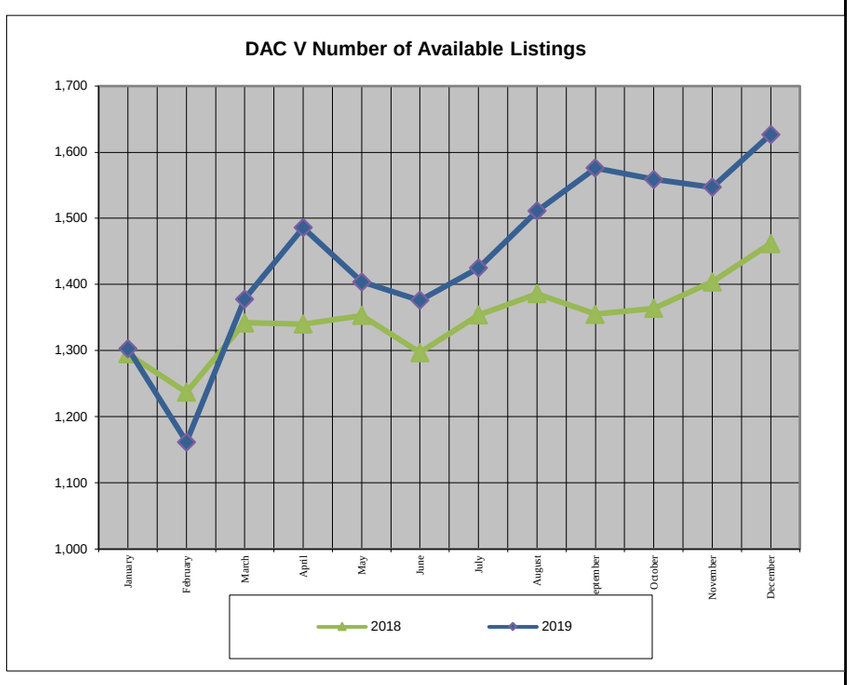
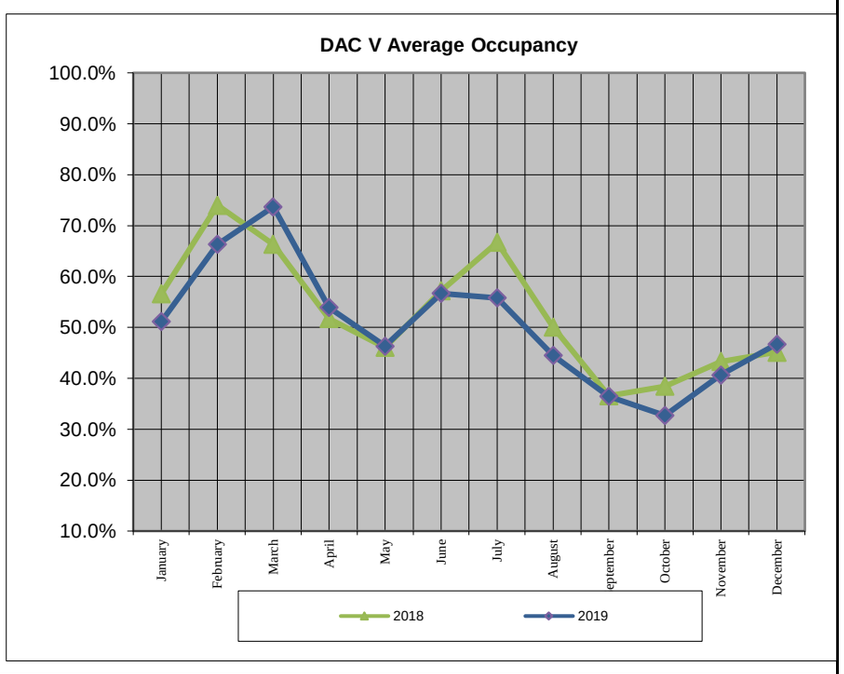
NUMBER OF AVAILABLE LISTINGS

	2018	2019			% Chg
January	1,295	1,303			**0.6%**
February	1,237	1,162			**-6.1%**
March	1,342	1,378			**2.7%**
April	1,340	1,486			**10.9%**
May	1,353	1,404			**3.8%**
June	1,297	1,376			**6.1%**
July	1,354	1,425			**5.2%**
August	1,386	1,511			**9.0%**
September	1,355	1,576			**16.3%**
October	1,364	1,559			**14.3%**
November	1,404	1,547			**10.2%**
December	1,462	1,627			**11.3%**



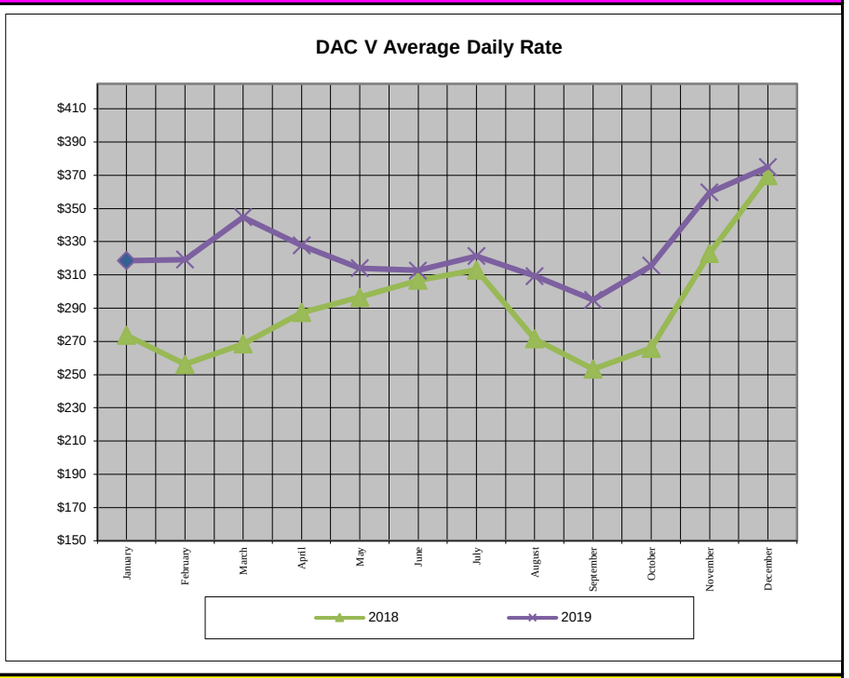
OCCUPANCY RATE

	2018	2019			% Chg
January	56.6%	51.1%			**-9.7%**
February	74.0%	66.3%			**-10.4%**
March	66.3%	73.7%			**11.2%**
April	51.7%	53.9%			**4.2%**
May	46.1%	46.3%			**0.5%**
June	57.2%	56.7%			**-0.8%**
July	66.7%	55.8%			**-16.4%**
August	50.0%	44.5%			**-11.0%**
September	36.6%	36.5%			**-0.2%**
October	38.4%	32.7%			**-14.9%**
November	43.3%	40.6%			**-6.2%**
December	45.1%	46.7%			**3.6%**



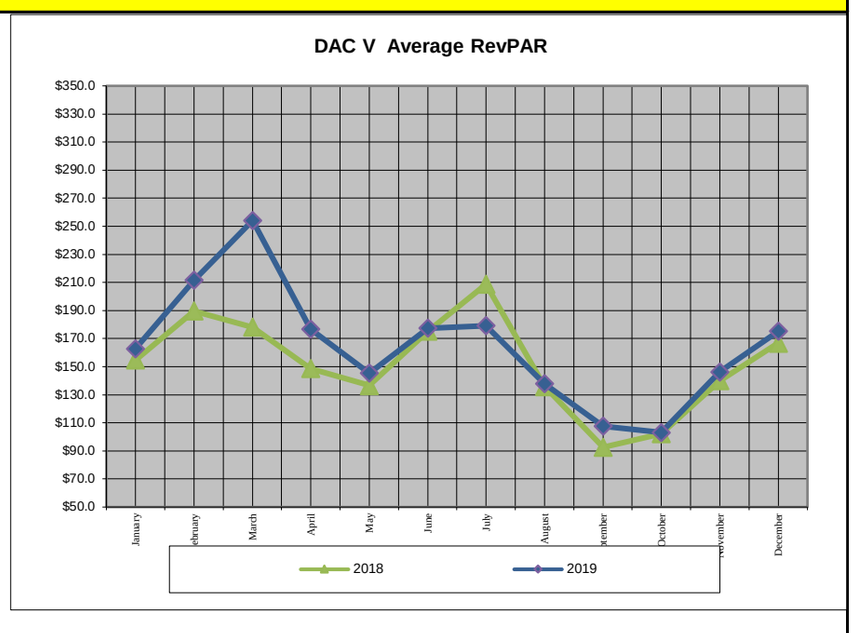
AVERAGE DAILY RATE

	2018	2019			% Chg
January	$273.55	$318.49			**16.4%**
February	$256.11	$319.13			**24.6%**
March	$268.42	$344.77			**28.4%**
April	$287.21	$327.75			**14.1%**
May	$296.56	$314.08			**5.9%**
June	$306.70	$312.68			**2.0%**
July	$312.96	$321.26			**2.7%**
August	$271.49	$309.33			**13.9%**
September	$253.25	$294.99			**16.5%**
October	$265.91	$315.51			**18.7%**
November	$323.03	$359.70			**11.4%**
December	$369.57	$374.93			**1.5%**



RevPAR

	2018	2019			% Chg
January	$154.78	$162.80			**5.2%**
February	$189.53	$211.54			**11.6%**
March	$177.98	$254.11			**42.8%**
April	$148.54	$176.68			**19.0%**
May	$136.57	$145.42			**6.5%**
June	$175.33	$177.33			**1.1%**
July	$208.67	$179.14			**-14.2%**
August	$135.84	$137.69			**1.4%**
September	$92.60	$107.60			**16.2%**
October	$102.19	$103.15			**0.9%**
November	$139.94	$146.22			**4.5%**
December	$166.76	$175.19			**5.1%**



I.1

Monroe County
Dec 19-Jan 18, 2020

AT&T Call Report*

December 19- January 18, 2020

1-800-FLA-KEYS and District 1-800 Numbers

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	90	34	124
Lower Keys	17	29	46
Marathon	27	44	71
Islamorada	21	24	45
Key Largo	32	22	54

*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 305 business numbers

CALLS RECORDED & OTHER INQUIRIES

KEY WEST
January 2020

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	47	3	35	902	14	1001	74.5%	2,361	75.1%
MARATHON	13	32	0	127	1	173	12.9%	397	12.6%
ISLAMORADA	45	2	10	1	35	93	6.9%	216	6.9%
KEY LARGO	23	16	1	13	2	55	4.1%	121	3.8%
LOWER KEYS	1	3	0	9	9	22	1.6%	48	1.5%
	129	**56**	**46**	**1,052**	**61**	**1,344**		**3,143**	
	9.6%	**4.2%**	**3.4%**	**78.3%**	**4.5%**				

Note: The "305DIST", "800DIST", and "FLAKEYS" column headings indicate the phone line the call came in on, as entered by staff. If this field is left blank, the call is classified into "OTHER", which also includes Postal, Live Chat, and Voice Mail contacts.

ACCOMMODATIONS

KEY WEST
January 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	47	3	35	911	996	66.8%	2,346	71.6%
B&B/Guest House	9	1	22	424	456	30.6%	839	25.6%
Campground/RV	0	0	0	18	18	1.2%	39	1.2%
Vacation Rental	0	0	2	16	18	1.2%	49	1.5%
None	0	0	0	2	2	0.1%	4	0.1%
	56	**4**	**59**	**1,371**	**1,490**		**3,277**	
	3.8%	**0.3%**	**4.0%**	**92.0%**				

Note: More than one accommodations option can be indicated in the Visitor Accommodations field. Therefore, the total number of accommodations is typically greater than the total number of callers.

ADVERTISING SOURCE

KEY WEST
January 2020

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	19	1	4	890	914	91.3%	2,152	91.1%
TV Ad	1	0	16	0	17	1.7%	27	1.1%
Internet	11	0	2	2	15	1.5%	44	1.9%
Other	6	1	1	1	9	0.9%	20	0.8%
Friends/Return Visitor	4	0	4	0	8	0.8%	10	0.4%
Keys Business	0	0	0	6	6	0.6%	10	0.4%
Magazine Ad	4	0	1	0	5	0.5%	12	0.5%
Travel Agent	0	0	1	3	4	0.4%	5	0.2%
TDC Website	0	0	0	3	3	0.3%	8	0.3%
Tourist Directory or Guide	0	0	2	0	2	0.2%	2	0.1%
Directory Assistance	1	0	1	0	2	0.2%	4	0.2%
Do Not Know	0	0	0	2	2	0.2%	7	0.3%
TV Show/Story	0	0	1	0	1	0.1%	4	0.2%
Magazine Article	1	0	0	0	1	0.1%	5	0.2%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	0	0.0%
	47	**2**	**33**	**907**	**1,001**		**2,361**	
	4.7%	**0.2%**	**3.3%**	**90.6%**				

INTERESTS

KEY WEST
January 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	45	3	35	893	976	21.4%	2,272	23.4%
Dining/Entertainment	10	3	22	464	499	11.0%	1,032	10.6%
Coupon Book	8	1	21	431	461	10.1%	851	8.8%
Cultural Events/Theatre/Music	8	1	19	425	453	9.9%	837	8.6%
Water Sports	3	1	17	382	403	8.8%	789	8.1%
Snorkeling	3	0	14	224	241	5.3%	456	4.7%
Guided Nature Tour	2	0	13	207	222	4.9%	370	3.8%
Fishing Deep Sea	2	0	12	52	66	1.4%	141	1.5%
Fishing Backcountry	2	0	11	50	63	1.4%	136	1.4%
Sailing	0	0	2	31	33	0.7%	88	0.9%
Kids/Family Vacations	1	0	0	31	32	0.7%	75	0.8%
Weather	0	0	0	27	27	0.6%	61	0.6%
Fishing Tournament	0	0	0	25	25	0.5%	64	0.7%
Boat Rentals	0	0	2	18	20	0.4%	69	0.7%
Diving	1	0	0	14	15	0.3%	47	0.5%
Honeymoon	0	0	0	14	14	0.3%	40	0.4%
Wedding	0	0	0	12	12	0.3%	36	0.4%
Relocation/Real Estate	0	0	0	12	12	0.3%	39	0.4%
Marinas	0	0	0	9	9	0.2%	31	0.3%
None	0	0	0	0	0	0.0%	3	0.0%
	85	**9**	**168**	**3,321**	**4,554**		**9,718**	
	1.9%	**0.2%**	**3.7%**	**72.9%**				

Note: More than one interest can be indicated in the Visitor Interests field. Therefore, the total number of interests is typically greater than the total number of callers.

Length of Stay, Number in Party

KEY WEST
January 2020

MONTH

LENGTH OF STAY:

Minimum:	1
Maximum:	60
Average:	6

NUMBER OF ADULTS:

Minimum:	1
Maximum:	13
Average:	2

NUMBER OF CHILDREN:

Minimum:	1
Maximum:	2
Average:	1

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum:	1
Maximum:	60
Average:	6

NUMBER OF ADULTS:

Minimum:	1
Maximum:	13
Average:	2

NUMBER OF CHILDREN:

Minimum:	1
Maximum:	2
Average:	1

STATE

KEY WEST
January 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	6	0	2	57	65	6.5%	215	9.1%
OH	0	0	3	61	64	6.4%	145	6.1%
IL	2	0	6	53	61	6.1%	140	5.9%
MI	4	0	2	55	61	6.1%	130	5.5%
PA	2	0	2	54	58	5.8%	150	6.4%
NY	4	0	4	44	52	5.2%	146	6.2%
VA	2	2	2	39	45	4.5%	76	3.2%
TX	1	0	1	37	39	3.9%	71	3.0%
MA	0	0	1	37	38	3.8%	75	3.2%
MN	1	0	1	32	34	3.4%	82	3.5%
WI	4	0	0	30	34	3.4%	111	4.7%
NJ	5	0	0	28	33	3.3%	81	3.4%
MO	2	0	0	30	32	3.2%	65	2.8%
IN	0	0	0	30	30	3.0%	64	2.7%
SC	0	0	2	27	29	2.9%	57	2.4%
TN	0	0	1	27	28	2.8%	61	2.6%
IA	2	0	1	20	23	2.3%	52	2.2%
GA	0	0	0	21	21	2.1%	61	2.6%
LA	0	0	1	19	20	2.0%	30	1.3%
NC	1	0	0	18	19	1.9%	57	2.4%
CT	2	0	1	13	16	1.6%	31	1.3%
KY	0	0	0	15	15	1.5%	24	1.0%
MD	0	0	0	15	15	1.5%	45	1.9%
AL	1	0	0	12	13	1.3%	35	1.5%
CA	1	0	1	10	12	1.2%	29	1.2%
KS	1	1	0	10	12	1.2%	20	0.8%
OK	0	0	0	11	11	1.1%	18	0.8%
AR	1	0	0	9	10	1.0%	15	0.6%
AZ	0	0	0	10	10	1.0%	22	0.9%
DE	0	0	1	9	10	1.0%	20	0.8%
WV	0	0	0	10	10	1.0%	14	0.6%
NE	1	0	0	8	9	0.9%	24	1.0%
ON	1	0	0	6	7	0.7%	24	1.0%
CO	0	0	1	5	6	0.6%	19	0.8%
MS	0	0	0	6	6	0.6%	22	0.9%
OR	1	0	0	5	6	0.6%	12	0.5%
SD	1	0	0	5	6	0.6%	14	0.6%
NH	0	0	0	5	5	0.5%	18	0.8%
ME	0	0	0	4	4	0.4%	11	0.5%
NM	0	0	1	3	4	0.4%	7	0.3%
NV	0	0	0	4	4	0.4%	7	0.3%
VT	0	0	0	4	4	0.4%	9	0.4%
WA	1	0	0	3	4	0.4%	16	0.7%
QC	0	0	0	3	3	0.3%	3	0.1%
RI	0	0	0	3	3	0.3%	4	0.2%
MB	0	0	0	2	2	0.2%	2	0.1%
UT	0	0	0	2	2	0.2%	4	0.2%
WY	0	0	0	2	2	0.2%	3	0.1%
ID	0	0	0	1	1	0.1%	2	0.1%

NB	0	0	0	1	1	0.1%	2	0.1%
ND	0	0	1	0	1	0.1%	4	0.2%
NS	0	0	0	1	1	0.1%	3	0.1%
	47	**3**	**35**	**916**	**1,001**		**2,359**	
	4.7%	**0.3%**	**3.5%**	**91.5%**				

How do you plan to travel to the Keys?

KEY WEST
January 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	3	1	0	410	414	41.4%	760	32.2%
Fly/Drive	13	0	6	2	21	2.1%	83	3.5%
Commercial Airline	2	0	15	2	19	1.9%	30	1.3%
Automobile	4	0	8	4	16	1.6%	39	1.7%
Cruise Ship	1	0	0	7	8	0.8%	18	0.8%
Train	0	0	0	5	5	0.5%	5	0.2%
Tour Bus	2	0	0	1	3	0.3%	3	0.1%
Motorcycle	1	0	1	1	3	0.3%	3	0.1%
RV	0	0	0	1	1	0.1%	4	0.2%
Ferry	0	0	0	1	1	0.1%	9	0.4%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
	26	**1**	**30**	**434**	**1,001**		**2,361**	
	2.6%	**0.1%**	**3.0%**	**43.4%**				

What month do you plan to travel?

KEY WEST
January 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	9	2	5	283	299	29.9%	744	31.5%
February	17	0	7	158	182	18.2%	353	15.0%
March	8	1	7	125	141	14.1%	254	10.8%
April	7	0	5	99	111	11.1%	185	7.8%
May	4	0	3	60	67	6.7%	117	5.0%
June	0	0	3	40	43	4.3%	85	3.6%
July	0	0	2	37	39	3.9%	60	2.5%
January	1	0	1	32	34	3.4%	201	8.5%
August	0	0	0	21	21	2.1%	27	1.1%
December	1	0	0	19	20	2.0%	163	6.9%
October	0	0	1	17	18	1.8%	44	1.9%
September	0	0	0	16	16	1.6%	29	1.2%
November	0	0	1	9	10	1.0%	99	4.2%
	47	**3**	**34**	**907**	**1,001**		**2,361**	
	4.7%	**0.3%**	**3.4%**	**90.6%**				

TYPE OF CALLER

KEY WEST
January 2020

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	3	1	1	890	895	89.4%	2,085	88.3%
Consumer	42	2	32	7	83	8.3%	218	9.2%
Unknown	0	0	0	13	13	1.3%	43	1.8%
Voice Mail	2	0	1	2	5	0.5%	7	0.3%
Postal Inquiry	0	0	0	4	4	0.4%	7	0.3%
Travel Agent	0	0	1	0	1	0.1%	1	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	47	**3**	**34**	**916**	**1,001**		**2,361**	
	4.7%	**0.3%**	**3.4%**	**91.5%**				

Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.

808 Duval Street
Key West, FL 33040
(305)-294-4603 Fax (305)-294-3273
www.GayKeyWestFL.com

Monthly Visitor Information Service Report

December 1 - 31, 2019

1. GayKeyWestFL.com Website Traffic Report
    a. Summary
    b. Top 20 Referrals
    c. Top 20 Countries

2. GayKeyWestFL.com Website Survey Report - Provided by Floridakeys.com

3. Email Subscriber Report Summary – Provided by Constant Contact

4. Top Ten States Calling 800# Number

5. Visitor Center Walk-in Traffic Data

Analytics http://www.gaykeywestfl.com www.gaykeywestfl.com

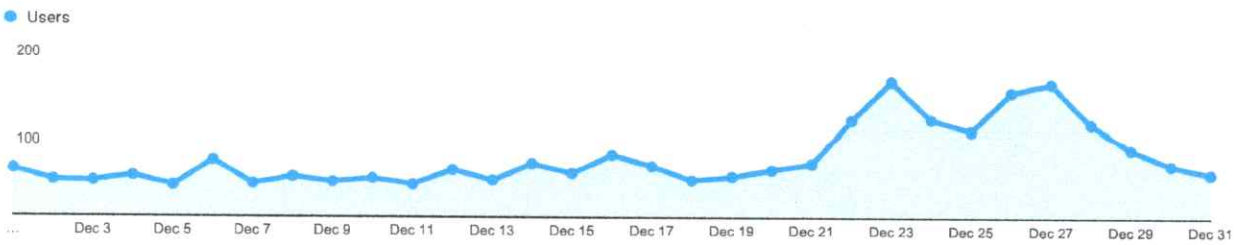
Go to report

Audience Overview

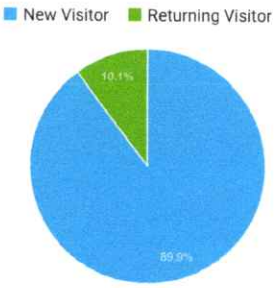
All Users
100.00% Users

Dec 1, 2019 - Dec 31, 2019

Overview



Users	1,970
New Users	1,933
Sessions	2,324
Number of Sessions per User	1.18
Pageviews	4,337
Pages / Session	1.87
Avg. Session Duration	00:05:33
Bounce Rate	56.80%



	Language	Users	% Users
1.	en-us	1,367	69.39%
2.	en-gb	137	6.95%
3.	c	52	2.64%
4.	de-de	43	2.18%
5.	de	36	1.83%
6.	fr	33	1.68%
7.	it-it	32	1.62%
8.	fr-fr	27	1.37%
9.	es	26	1.32%
10.	es-es	23	1.17%

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Analytics http://www.gaykeywestfl.com www.gaykeywestfl.com

Go to report

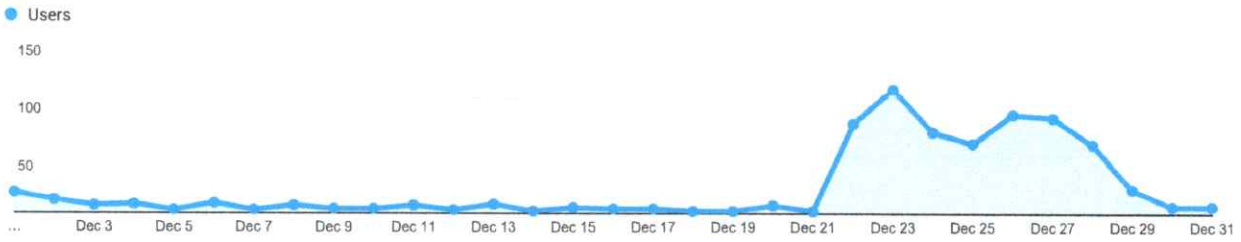
Referral Traffic

All Users
33.86% Users

Dec 1, 2019 - Dec 31, 2019

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	667 % of Total: 33.86% (1,970)	**660** % of Total: 34.14% (1,933)	**793** % of Total: 34.12% (2,324)	**27.49%** Avg for View: 56.80% (-51.60%)	**2.41** Avg for View: 1.87 (29.13%)	**00:14:09** Avg for View: 00:05:33 (154.51%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1. bottraffic.xyz	**174** (26.09%)	175 (26.52%)	190 (23.96%)	12.11%	2.67	00:18:44	0.00%	0 (0.00%)	$0.00 (0.00%)
2. bottraffic.pw	**173** (25.94%)	175 (26.52%)	195 (24.59%)	16.41%	2.57	00:16:53	0.00%	0 (0.00%)	$0.00 (0.00%)
3. trafficbot4free.host	**173** (25.94%)	176 (26.67%)	201 (25.35%)	17.91%	2.52	00:16:55	0.00%	0 (0.00%)	$0.00 (0.00%)
4. trafficbot4free.com	**19** (2.85%)	20 (3.03%)	27 (3.40%)	44.44%	2.04	00:12:14	0.00%	0 (0.00%)	$0.00 (0.00%)
5. baidu.com	**17** (2.55%)	17 (2.58%)	17 (2.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
6. l.facebook.com	**12** (1.80%)	11 (1.67%)	12 (1.51%)	66.67%	2.00	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
7. facebook.com	**10** (1.50%)	9 (1.36%)	18 (2.27%)	61.11%	1.56	00:00:47	0.00%	0 (0.00%)	$0.00 (0.00%)
8. m.facebook.com	**10** (1.50%)	10 (1.52%)	10 (1.26%)	90.00%	1.30	00:00:18	0.00%	0 (0.00%)	$0.00 (0.00%)
9. topeventsusa.com	**6** (0.90%)	6 (0.91%)	7 (0.88%)	85.71%	1.57	00:00:16	0.00%	0 (0.00%)	$0.00 (0.00%)
0. visitflorida.com	**6** (0.90%)	6 (0.91%)	6 (0.76%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
1. alexanderskeywest.com	**4** (0.60%)	2 (0.30%)	4 (0.50%)	50.00%	2.75	00:00:34	0.00%	0 (0.00%)	$0.00 (0.00%)
2. broderickblog.xyz	**3** (0.45%)	3 (0.45%)	3 (0.38%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
3. islandcityhouse.com	**3** (0.45%)	3 (0.45%)	3 (0.38%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
4. keyscoupons.com	**3** (0.45%)	3 (0.45%)	3 (0.38%)	66.67%	1.33	00:09:46	0.00%	0 (0.00%)	$0.00 (0.00%)
5. lm.facebook.com	**3** (0.45%)	1 (0.15%)	4 (0.50%)	75.00%	1.25	00:00:11	0.00%	0 (0.00%)	$0.00 (0.00%)
6. media.fla-keys.com	**3** (0.45%)	3 (0.45%)	3 (0.38%)	66.67%	1.67	00:00:40	0.00%	0 (0.00%)	$0.00 (0.00%)
7. athomekeywest.com	**2** (0.30%)	1 (0.15%)	2 (0.25%)	50.00%	1.50	00:00:24	0.00%	0 (0.00%)	$0.00 (0.00%)
8. en.wikipedia.org	**2** (0.30%)	2 (0.30%)	2 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
9. fla-keys.com	**2** (0.30%)	2 (0.30%)	2 (0.25%)	50.00%	3.00	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)

0. gay2stay.eu	**2** (0.30%)	2 (0.30%)	2 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
1. kw	**2** (0.30%)	2 (0.30%)	2 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
2. t.co	**2** (0.30%)	1 (0.15%)	2 (0.25%)	50.00%	1.50	00:00:47	0.00%	0 (0.00%)	$0.00 (0.00%)
3. conchink.com	**1** (0.15%)	1 (0.15%)	2 (0.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
4. dailyxtratravel.com	**1** (0.15%)	1 (0.15%)	1 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
5. en.m.wikipedia.org	**1** (0.15%)	1 (0.15%)	1 (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

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.ocation

All Users
100.00% Users

Dec 1, 2019 - Dec 31, 2019

Map Overlay

Summary

Country		Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		1,970 % of Total: 100.00% (1,970)	**1,942** % of Total: 100.47% (1,933)	**2,324** % of Total: 100.00% (2,324)	**56.80%** Avg for View: 56.80% (0.00%)	**1.87** Avg for View: 1.87 (0.00%)	**00:05:33** Avg for View: 00:05:33 (0.00%)	**0.00%** Avg for View: 0.00% (0.00%)	**0** % of Total: 0.00% (0)	**$0.00** % of Total: 0.00% ($0.00)
1.	United States	**1,163** (58.98%)	1,130 (58.19%)	1,424 (61.27%)	68.96%	1.67	00:01:32	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	United Kingdom	**84** (4.26%)	86 (4.43%)	96 (4.13%)	31.25%	2.31	00:11:04	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	Germany	**80** (4.06%)	79 (4.07%)	90 (3.87%)	31.11%	2.28	00:13:21	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	Spain	**74** (3.75%)	74 (3.81%)	80 (3.44%)	12.50%	2.68	00:19:20	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	France	**54** (2.74%)	54 (2.78%)	61 (2.62%)	21.31%	2.48	00:16:13	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	Hong Kong	**50** (2.54%)	50 (2.57%)	50 (2.15%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	Italy	**45** (2.28%)	45 (2.32%)	49 (2.11%)	20.41%	2.51	00:19:49	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	Canada	**38** (1.93%)	37 (1.91%)	38 (1.64%)	78.95%	1.45	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	Poland	**37** (1.88%)	38 (1.96%)	44 (1.89%)	22.73%	2.39	00:16:23	0.00%	0 (0.00%)	$0.00 (0.00%)
0.	Ukraine	**27** (1.37%)	27 (1.39%)	29 (1.25%)	31.03%	2.34	00:13:43	0.00%	0 (0.00%)	$0.00 (0.00%)
1.	Netherlands	**22** (1.12%)	23 (1.18%)	31 (1.33%)	48.39%	2.00	00:07:09	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	Sweden	**18** (0.91%)	18 (0.93%)	21 (0.90%)	23.81%	2.38	00:21:41	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	China	**17** (0.86%)	17 (0.88%)	17 (0.73%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	(not set)	**17** (0.86%)	16 (0.82%)	18 (0.77%)	38.89%	2.06	00:09:47	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	Portugal	**14** (0.71%)	15 (0.77%)	16 (0.69%)	12.50%	2.62	00:20:23	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	Czechia	**13** (0.66%)	13 (0.67%)	15 (0.65%)	13.33%	2.60	00:12:10	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	Romania	**13** (0.66%)	13 (0.67%)	13 (0.56%)	15.38%	2.62	00:16:54	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	Switzerland	**12** (0.61%)	12 (0.62%)	13 (0.56%)	38.46%	1.92	00:10:13	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	South Korea	**12** (0.61%)	12 (0.62%)	12 (0.52%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
0.	Argentina	**11** (0.56%)	11 (0.57%)	11 (0.47%)	90.91%	1.36	00:00:05	0.00%	0 (0.00%)	$0.00 (0.00%)
1.	Austria	**11** (0.56%)	12 (0.62%)	14 (0.60%)	35.71%	2.14	00:11:29	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	Belgium	**11** (0.56%)	12 (0.62%)	12 (0.52%)	33.33%	2.25	00:09:19	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	Brazil	**10** (0.51%)	10 (0.51%)	11 (0.47%)	63.64%	1.36	00:01:55	0.00%	0 (0.00%)	$0.00 (0.00%)

4.	Hungary	**10** (0.51%)	10 (0.51%)	11 (0.47%)	9.09%	2.73	00:19:18	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	Slovakia	**10** (0.51%)	10 (0.51%)	10 (0.43%)	40.00%	2.20	00:11:47	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 25 of 72

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Demographic Survey Results, Key West Business Guild

Month of December 2019

Total Responses: 3

State Results:

NY: 1 response (33.33%)

OH: 1 response (33.33%)

Unknown: 1 response (33.34%)

Age:

45-54: 2 responses (66.66%)

55-64: 1 response (33.34%)

Length of Stay:

4 nights: 1 response (33.33%)

7 nights: 1 response (33.33%)

8+ nights: 1 response (33.34%)

Month of Visit:

April: 1 response (33.33%)

June: 1 response (33.33%)

December: 1 response (33.34%)

Type of Accommodations:

All Male: 1 response (33.33%)

Hotel/Motel: 1 response (33.33%)

Resort: 1 response (33.34%)

Travel Method to Key West:

Drive: 1 response (33.33%)

Direct Flight to Key West: 2 responses (66.64%)

Been to Key West Before:

Yes: 3 responses (100%)

Constant Contact

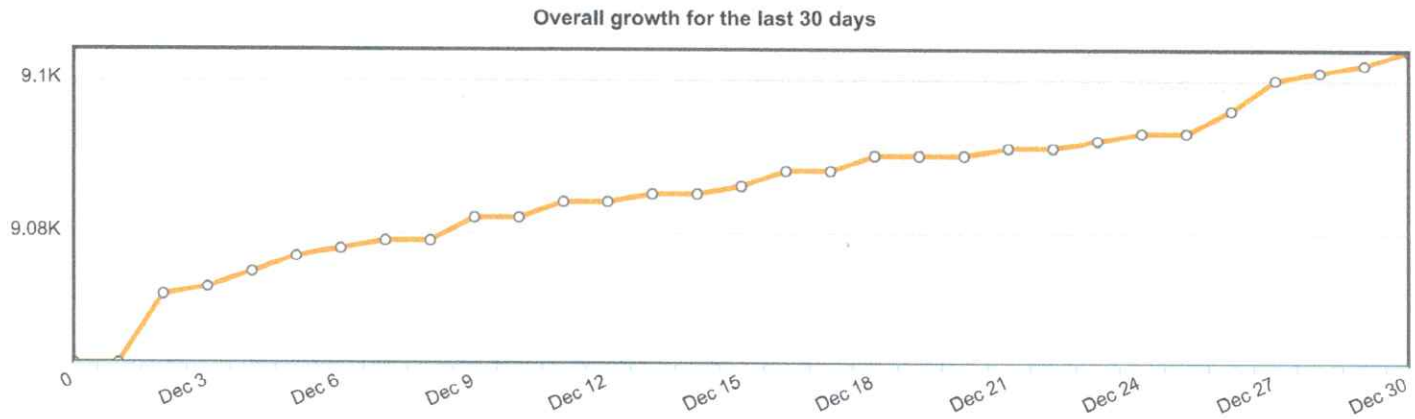
Reports - Contact Growth

43

in the last 30 days

You have **9,104 total contacts.** How to get more

- **31 contacts unsubscribed** in the last 30 days



Growth by Source

23
Added by you

13
Other Apps

7
Event Promotions & Registrations

Set up Text-to-Join

Add a Website Signup Fc

Install Facebook App

	Visiting Location City	State	Country	Length of Stay	Accomodation	# Of Visitors	Been here Before	Method of Travel
12/2/2019	NYC	NY			Marquesa	1	N	Fly
	Key West					2		
			France	2		3	N	Fly/drive
	Dallas	TX		4	Ocean's Edge	2	Y	Fly
	Key West					1		
	Key West					1		
	Ft Lauderdale	FL	1			2	Y	Drive
	Daytona Bch	FL				4	Y	Drive
		GA	1			5	N	Cruise
	Key West					1		
		VA		7	Friends	2	Y	Fly
	Key West					1		
	St Augustine	FL		7	Sheraton	2	Y	Drive
			UK	1		4		
		WV				4	N	Fly/drive
		KY		1		3		Cruise
			China	1	Miami	2	N	Fly/drive
	Key West					2		
	Louisville	KY		5		2		
					Tropical Inn	2	N	Fly/drive
		IN				4		
				1		2		Cruise
		KY		1		2	N	Cruise
			Germany	1	Islamorada	2	N	Fly/drive
		ME		1		2	N	Cruise
	Key West					1		
		NJ		7	The Beach House	2	Y	Fly
12/3/2019				1		2	N	Cruise
				1		3		Cruise
						2		
	Austin	TX		4	Equator	2	N	Fly

	Key West					2		
		MS		1		3	N	Cruise
		NC		1		2	N	Cruise
		NJ		4		2	N	Fly
		MA		1		2	N	Cruise
		LA		1		3		Cruise
		Montreal	Canada	3	Caribbean House	2	N	fly/drive
						2		
						3		Cruise
		MD		4		2	N	Fly
	Key West					1		
				1		2		Cruise
		WI		5	Truman Hotel	4	Y	Fly
			Italy	2	Island House	2	Y	Fly/drive
						2		
		MS		4		2		Fly
	Ft Lauderdale	FL		7	Harbour Side Motel	2	Y	Drive
						2		
			Germany	3	Duval Inn	2	N	Fly
	Key West					2		
						1		
				1		3		Cruise
12/4/2019								
			India	2		2	N	Fly/drive
						4		
	Pompano Bch	FL			Looking for room	3	N	Drive
	Toldedo	OH		3		2	Y	Fly
		ME		5	Wicker House	2		
		WI			Center Street	2	N	Drive
	Pittsburg	PA		1	Miami	4	N	Fly/drive
		TN		1		5	N	Cruise
		OH		1		3		Cruise
		IN		3		4	N	Fly

	Columbus	OH		1		3	N	Cruise
	Holyoke	MA		1		4	N	Cruise
	Key West					2		
						3		
	Bristol	CT		1		4	N	Cruise
						2		
	Key West					2		
		NC		1		3	Y	Cruise
		MD		4	Casa Marina	2	Y	
						1		
			France	1	Marathon	3	N	Fly/drive
		NY			Havana Cabana	2		
			Canada	90	Boyds campground	2	Y	Drive
	Key West					1		
12/5/2019				1		2		Cruise
	Key West					1		
				1		5	N	Cruise
			France			2		
						1		
		BC	Canada	3	Campground	2	N	Drive
		WV				2		Cruise
		NJ		3		2	N	Fly/drive
	London		UK	3	Southernmost	2	N	Fly/drive
	Key West					1		
				1		2	N	Cruise
						2		
	Key West					1		
		WI		5	Silver Palms	2	Y	Fly
	San Antonio	TX				2		
	DC			4		3	N	Fly
	Key West					1		
		KY				2	N	
		NY		5	Hyatt	2	N	Fly/drive

						1		
	Key West					1		
	Ft Lauderdale	FL		3	Equator	2	N	Drive
		MD		3	Marquesa	2	N	Fly
						2		
						1	N	Cruise
		NC		4	Silver Palms	2	N	Fly
	Auburn	AL		7	Friends house	2	N	Fly
	Key West					2		
			CA			2		
						4	N	
			Italy	1	Tropical Inn	2	N	Fly/drive
12/6/2019		CA		5	Avalon	1	Y	Fly
			Canada	1		2	Y`	Cruise
				1		1	N	Cruise
				1		2	N	Cruise
						2		
	Pompano Beach	FL		2	Cabana Inn	3	Y	Drive
	Pemboke Pines	FL		1		2	Y	Drive
		IN		7	Family's House	2	Y	Fly
	KW	FL				1		
		NJ		1		2	N	Cruise
	KW	FL				1		
		TN		5		2	N	Fly
		MI		7	Air B&B	2	N	Fly
	KW	FL				1		
						2		
		RI		90	House Rental	2	Y	Fly
		NY		3	Equator	2	Y	Fly
	St Petersburg	FL		4		2		
						1		
12/7/2019	Ft Myers	FL		30	Rental House	3	Y	Drive

		CA		7	Casa Marina	3	Y	Fly
	Key West					2		
				1		4	N	Cruise
	Portland	OR		1		3	N	Cruise
						4		
	Key West					1		
			Germany	1	Miami	3	N	Fly/drive
	Atlanta	GA		3	Alexander's	2	N	Fly
		WI		5	La Concha	2	N	Fly
	Key West					2		
				1		3	N	Cruise
		PA		5	Truman Annex	4	Y	Fly
		NY		3		2		
	Key West					2		
		MA		2	Colors on White	2	N	Fly
						2		
						2		
	DC			7	Truman Annex	2	Y	Fly
	London		UK			4	N	Fly/drive
				5	The Conch House	2	N	
12/9/2019					The Conch House	2		
		ME			Wicker House	2	N	
	Key West					1		
			UK	14	Air Bnb	2	N	Fly/drive
	Key West					1		
		PA		5		4	N	Fly
	Syracuse	NY		7	Pier House	4	Y	Fly
		WI		5	Fairfield Inn	2	N	Fly/drive
		MI		1		2	N	Cruise
	Springfield	IL		1		3	N	Cruise
		MA		1		3	N	Cruise
	Key West					1		
		KY		10	Big Pine Key	2	N	

	Baltimore	MD		1		4	N	Cruise
			Canada	120	Truman Annex	2	Y	Drive
						2		Cruise
	Brooklyn	NY		1		2	N	Cruise
	Key West					1		
	DC			4	Island House	2	N	Fly
		AL				2		
	Philadelphia	PA			New Orleans House	2	N	Fly
		NH		1	Key Largo	5	N	Fly/drive
	Key West					1		
		OH		1		5	N	Cruise
	Santa Barbara	CA		2	Lighthouse Court	2	N	Fly/drive
			China	1	Ft Lauderdale	2	N	Fly/drive
						2		Cruise
	Nashville	TN		1		2	N	Cruise
	Key West					1		
	Chicago	IL		5	Marriott Beachside	2	N	Fly
		IN		1		2		Cruise
		TX		1		3		Cruise
	Key West					2		
	San Francisco	CA		1		2	N	Cruise
		CT		4	Southernmost Resort	2	Y	Fly
		MS		1		4		Cruise
		NE		7	Ocean Key	3	N	Fly
						2		
			Singapore	5	H2O	2		Fly
		NJ		4	Santa Maria	2	Y	Fly
12/10/2019	Indianapolis	IN		2	Equator	2	Y	Fly
	Ft Lauderdale	FL		1		2	Y	Cruise
			China	1		4	N	Bus
				1		3		Cruise
						2		
						1		

	Key West					2		
	Key West					1		
				1		2	N	Cruise
		PA		30	Air bnb	2	Y	Fly
		NY		7	Rental House	2		
						1		
						2		
		NY		7	Truman Annex	2	N	Fly
	Key West					1		
	Lansing	MI		6		3		
	Key West					1		
	Ft Myers	FL		3		2	Y	Ferry
		NY		7	The Galleon	2	N	Fly
						3		
	Boston	MA		3	Ocean Key	2	N	Fly
						2		
12/112019				1		4	N	
		NY		1		3	N	Cruise
						2		
				1		2		Cruise
	Port St Lucie	FL		1		3	Y	Cruise
						2		
						2		Cruise
	Key West					1		
	Tavanier	FL		1		4	Y	Drive
		TN				3	N	
	Key West					2		
	Daytona Bch	FL		7	Truman Annex	3	Y	drive
	Key West					1		
	Key West					1		
						2		
		PA				3	N	Cruise
						2		Cruise

	Ft Lauderdale	FL		4	Equator	2	Y	Drive
	Key West					1		
	San Francisco	CA		3		4	N	Fly/drive
						2		
						1		
		OH		1		4	N	Cruise
		MI		6	Casa Marina	2	Y	Fly
	Boston Area	MA			24 North	2	Y	Fly
		NJ		90+	Home	2	Y	Fly/drive
						1		
	Key West					2		
12/12/2019				1		2	N	Cruise
						2		Cruise
		OR		1		2	N	Cruise
			Columbia	1		2	N	Cruise
		OH		1		2	N	Cruise
			France	2	Carribean House	2	N	Fly/drive
	London		UK	5	The Reach	2	N	Fly
	St Pete	FL		7	Old Town Manor	2	Y	Drive
		WI				2	Y	Fly
	Key West					1		
	Key West					1		
				1		2	N	Cruise
	Ft Lauderdale	FL		1		2	Y	Cruise
				1		2	N	Cruise
				1		2	N	Cruise
		NY		1		4		Cruise
						2		
	Key West					1		
						1		
						2		
						2		
	Manhattan	NY		7	Rental House	2	Y	Fly

		OH		4	The Perry	2	N	Fly/drive
	Key West					2		
						2		
	Key West					1		
		TX		5	Southernmost Resort	1	N	Fly
		WI		5	Southernmost Resort	1	N	Fly
	Cambridge	MA		7	The Conch House	2	N	Fly
	San Diego	CA		1	Ft Myers	2	N	Ferry
	Portland	ME				2		
12/13/2019						2		
		NC		1		7	N	Cruise
						3		Y
	Boston	MA		1		2	N	Cruise
				1		3	N	Cruise
				1		4	N	Cruise
	Ft. lauderdale	FL		1		2	Y	Cruise
				1		5	N	Cruise
	Tampa	FL		2	Southernmost Resort	2	Y	
	Kansas City	MO		2	Southernmost Resort	1	N	
	Key West	FL				2		
	Seattle	WA		7	Family's	2		
	Key West	FL				1		
			Argentina	1	Looking for lodging	4	N	Fly/drive
	Key West					2		
						1		
						3		Cruise
		MA		2		4	Y	Fly
		Vancouver	Canada	1		2	N	Cruise
	Gulf Shores	AL		3	El Patio	2	N	Fly
		MI				2		
		NY		5	Southwinds	2	Y	Fly
12/14/2019						2		

	Key West					1		
						2		
			Germany			3	N	Fly/drive
		NJ		3		2	N	Fly
						2		
	Ft Lauderdale	FL		3	Equator	2	Y	Drive
		TX		5	Pier House	2		
						2		
	Savannah	GA		7	with friends	2	Y	Drive
	Jupiter	FL				3	Y	
	Key West					1		
		CA			Marriott Beachside	2	N	Fly
	Bridgeport	CT		90+	Rental	2	Y	Fly/drive
						1		
12/16/2019	Bellevue	OH		5		3	N	Fly
	Key West					1		
	North Lake	TX		1	Cudjoe Key	2	Y	
		TN				2		
	Key West					1		
			Netherlands	2	New Orleans Hs	2	N	Fly/drive
			Germany	2		2		
						2		
		NJ		5	Southernmost Resort	2	N	Fly
		MA		7	The Reach	4	N	Fly/drive
	Philadelphia	PA		1	Miami	3	N	Fly/drive
						2		
		PA		6	Island House	2	Y	Fly
	Key West					1		
	Key West					2		
	Champagne	IL		5		2		
		NC				3		
	Key West					1		
			Germany	4	Guest House	2	N	Fly/drive

			UK	3	Marathon	3	N	Fly/drive
		OH		4		2	N	
12/17/2019				1		3	N	Cruise
				3		2		
	Williamsburg	VA		45	Rental House	2	Y	Drive
	Silver Springs	MD		10	Key Largo	3	N	Fly/drive
		CA				3		
	Chicago	IL		7	Marathon	6	N	Fly
	Key West					2		
		NC		4		2	Y	
						1		
		NY		6	Southernmost Resort	3		
		TX			24 North	2	N	
		NY		1		3	N	Cruise
						2		
						3	N	Cruise
	Key West					2		
	Ormond Bch			7	With Friends	2	Y	Drive
			Canada	60+	Stock Island Home	2	Y	Fly
		OH		1		3		Cruise
						2		
		MS		1		4		Cruise
						1		
	Key west					1		
		NC		4	Alexander's	2	N	Fly
			France	1		2	N	Cruise
			Switzerland	8	NYAH	1	N	Fly/drive
	Seattle	WA		2	Speakeasy Inn	2	Y	Fly/drive
		NY		1		4	N	Cruise
				1		2		Cruise
		SC		1		2	N	Cruise
		VA		3		3	N	
	Key West					1		

12/18/2019	Key West					1		
	Lancaster	PA		7	La Concha	4	Y	Fly
				1		2	N	Cruise
	Savannah	GA		3		2	N	fly
		TN				2		
			Sweden	7		1	N	Fly/drive
	DC			2	Alexander's	2	N	Fly
	Key West					1		
		MI		1		4	N	Cruise
	Greenville	SC		7	Stock Island	2	N	Fly
		TX				2		
		MC		5		2	N	
						1		
	Key West					4		
			UK	5	Marriott Beachside	1	N	Fly
			Germany	5	Marriott Beachside	1	Y	Fly
	West Palm	FL		3	The Gates	2	N	Drive
	Venice	FL		3	Duval Inn	2	N	Drive
		NJ				2		
	Key Largo					2		Drive
		NY				2	N	Cruise
	Ft Lauderdale	FL		3		2		Drive
						4	N	Cruise
		DE		1		3	N	Cruise
						2		
12/19/2019		KS				2	N	
	Key West					1		
		CA		1		3	N	Cruise
			Brazil	1		1	N	Cruise
	Key West					1		
	Key West					1		
						2		

	Winter Haven	FL				4	N	Drive
	Key West					2		
		OH				3		
		VA			Havana Cabana	2	N	Fly
						1		
	Key West					1		
						2		
		MD		1		2		Cruise
		MO		7		2	N	Fly/drive
		TX		6	Marriott Beachside	3	N	Fly/drive
	Miami	FL		5	Friends	2	Y	Drive
	Leesburg	GA		1	Marathon	3	N	Drive
	Plant City	FL		7	Big Pine	2	N	Drive
						3		
	Key West					1		
12/20/2019	DC			10		2	N	
	KW							
		MO		7	Pegasus	2	N	Fly/Drive
	Philadelphia	PA		3	Duval Inn	2	N	Fly
						2		
			Germany	1	Miami	2	N	Fly/Drive
						1		
	Naples	FL		6	Galleon	2	Y	Drive
			UK	1	Miami	2	N	Fly/Drive
		NB	Canada	4 months	Own Home	2	Y	Fly
		WV			Blue Marlin	3	N	Fly
	Key West	FL				1		
						4		
		MN		7	Marriott Beachside	5	N	Fly/Drive
			China	4	24 North	4	N	Fly
	Melbourne	FL				3		
			China			2		Bus
		NJ		3		1	N	Fly

		FL		3		1	Y	Drive
		NY		2	Southernmost Beach I	2	Y	Fly/Drive
	Key West	FL				1		
	Santa Cruz	CA		7	House rental	2	N	Fly
			China	1		3	N	Bus
12/21/2019	DC			3	Duval House	2	N	Fly/drive
	Boca Raton	FL		4	La Concha	3	N	Drive
	Key West					2		
	Key West					1		
		NY				4		
			France			2	N	
	Key West					4		
						2		
		MS		14	Rental House	3	Y	Fly
	Arlington	VA		60	Rental House	2	Y	Fly
		TX		6	Courtyard Marriott	2		
	Lima	OH		21	Rental House	2	Y	Fly/drive
		N Brunswic	Canada			2		
	Mt Dora	FL				2		Drive
						2		
		OK		8		2		
						1		
12/23/2019	Pompano Bch	FL		1		1	Y	Drive
	Key West					1		
						2		
		NY		6		2	N	Fly
	Key West					1		
		MA			Almond Tree	2		
	Wolcott	CT		9	Sheraton	3	N	Fly/drive
	Gainesville	FL		6	with family	2	Y	Drive
			Germany			4		
			China			4		

						2		
	AL			Southernmost Resort		3	N	
						2		
	NJ			Tropical Inn		3	N	drive
Key West						1		
	OH		7	Pier House		2	N	
						3		
	ME		5	Sheraton		2	N	Fly/drive
Pt St Lucie	FL		5	Sheraton		1	N	Drive
		china				6		
	TN		4	Islamorada		3	N	Fly/drive
Gainesville			5			2	N	
	MA					5		
Key West						2		
	WI		4	Santa Maria		2	N	Fly
						3		
	VA					4	N	
	NY			Rental hs on Virginia		3		
	MD		7			4	N	Fly
DC				Island House		2		
Hackensack?	NJ		7			2	N	Fly
Ft Lauderdale	FL		14	Boat on Stock Island		1	Y	Drive
		Australia	14	Boat on Stock Island		1	Y	
Chicago	IL					5		
		China	1	Miami		7	N	
Philadelphia	PA		6	Silver Palms		2	N	
Key West						2		
	NJ					2		
Key West						1		
						4		
	NH		7	Orchid Inn		4	N	Fly
	MD					2	N	
12/26/2019		Latvia	3			2	N	

							2	
		China					2	
Cambridge	MA		60+	Rental House		2	Y	Fly
						2		
						1		
						4		
		Italy				2		
						4		
London		UK	3			3	N	Fly/drive
Key West						1		
		Italy	1	Miami		3	N	Fly/drive
Philadelphia	PA		7			2	N	Fly
						2		
						4		
		China				2		
Quebec		Canada	1	Naples		3	N	
						3		
		India	1	Miami Beach		2		Fly/drive
	AL			Marriott Beachside		6		
Pittsburg	PA		5	Marathon		2	N	Drive
Baltimore	MD		14	Rental House		2		
Quebec		Canada	5 months	Rental House		1	Y	Fly
						1		
		France	2	Seashell Motel		1		
						3		
						5		
						2		
12/27/2019			5	Seaescape Inn		2	N	
	VA		1	Miami		4	N	Drive
KW						1		
						2		
		France	3			2		
KW						1		

			1		2	N	Cruise
Los Angeles	CA		1		2	N	Cruise
					2		
			1			N	Cruise
			1		3	N	Cruise
					1	N	
KW					1		
	NE		7	House Rental	2	N	Fly
KW					1		
					2		
			1		3	N	Cruise
Los Angeles	CA			Family's	2	Y	Fly
			1		2	N	Cruise
			1	Fort Myers	2	N	Ferry
Melbourne	FL			Friend's	2	Y	Drive
					2		
			1		3	N	Cruise
DC			4		2	N	Fly
Nashville	TN		5		1	N	Fly
Buffalo	NY		3 wks	Sugarloaf	4	Y	Fly
Palm Springs	CA		2 wks	Family's	2	N	Fly
KW					1		
	OR		1		3	N	Cruise
	MS		5	Hyatt	2	N	Fly
Charleston	SC		1		4	N	Cruise
	CO		1		3	N	Cruise
		India			6	N	Drive
New Orleans	LA		4	Green Parrot Band Ro	5	Y	Fly/Drive
San Fran	CA		5	New Orleans House	1	Y	Fly
Philly	PA		3		3		
					4		
	UT				2		
					2		
					2		

	Miami	FL		2	Gates	2	Y	Drive
		CT		7	Truman Annex	2	Y	Fly
			India	1	Miami	8	N	Fly/Drive
						4	N	
				1		4	N	Cruise
	KW					2		
						2	N	
						3	N	
						1	N	
12/28/2019	Key West					2		
		CA				2	N	
	Key West					2		
					With Friends	2	M	Fly
			Brazil	1		5	N	Cruise
						2		
			Germany			2	N	
	Miami	FL			Duval House	2	Y	Drive
				1		3	N	Cruise
		NJ		8	Truman Annex	2	Y	Fly
				1		2		Cruise
		GA		1		3	Y	Cruise
				1		1	N	Cruise
				1		2	N	Cruise
						2		
	Key West					1		
						2		
		NC		8	Equator	2	Y	Drive
				1		4		Cruise
				1		2	N	Cruise
	DC			2	in vehicle	1	N	
				1		3	N	Cruise
						1		
						4		

	Key West					3		
	St Louis	MO		7	Friends boat	4	N	Fly
			China			3		
			France			2	N	
		NY		1		5	N	Cruise
			China			2		
						4		
			Sweden	1	Miami	2	N	Fly/drive
12/30/2019	NYC	NY			Wicker House	2		
		NC		5		10	N	Fly
			S Africa	5	Southernmost	1	N	Fly
			Netherlands	5	Southernmost	1	N	Fly
		NY				2	N	Fly/drive
	Key West					2		
	Davie	FL		4	Hilton Garden Inn	3	Y	Drive
	Alexandria	VA		7		2		
		MD				2	Y	
	Key West					1		
						2		
	Springfield	MO		5	Blue Marlin	2	N	Fly
	Key West					3		
	San Francisco			7	New Orleands Hs	1	Y	Fly
					Island House	2		
	Baltimore	MD		7	Mermaid & Alligator	2	Y	Fly
	Holly Hill	FL		4		4	Y	Drive
	Key West					1		
	San Antonio	TX		4	24 North	3	N	
		SV		1		4		
	Orlando	FL				2		
						2		
			Germany	1		3		
	Ann Arbor	MI				2	N	Fly
			China			3		

		SC		7	Marathon	2	N	
					New Orleands Hs	1		
			China			2		
	Philadelphia	PA		5	La Concha	2	N	Fly
						4		
		AZ				2		
12/31/2019	Boston	MA		7	With Friends	2	N	fly
			Germany			4		
			France	1		2		Cruise
	Deltona	FL			Tropical Inn	4		Drive
						5		Cruise
			France			2		
	Toledo	OH				4	N	Fly/drive
	San Diego	CA		5	Southermost Resort	3	N	fly
		GA		1		2		Cruise
	Tampa	FL		1		2	N	cruise
	DC			1		1	N	Cruise
	Key West					1		
		CT		1		3	N	Cruise
	Key West					1		
	Cleveland	OH		5	Island House	2	Y	fly
						2		
	Key West					1		
			Japan	1	Miami	4	N	Fly/drive

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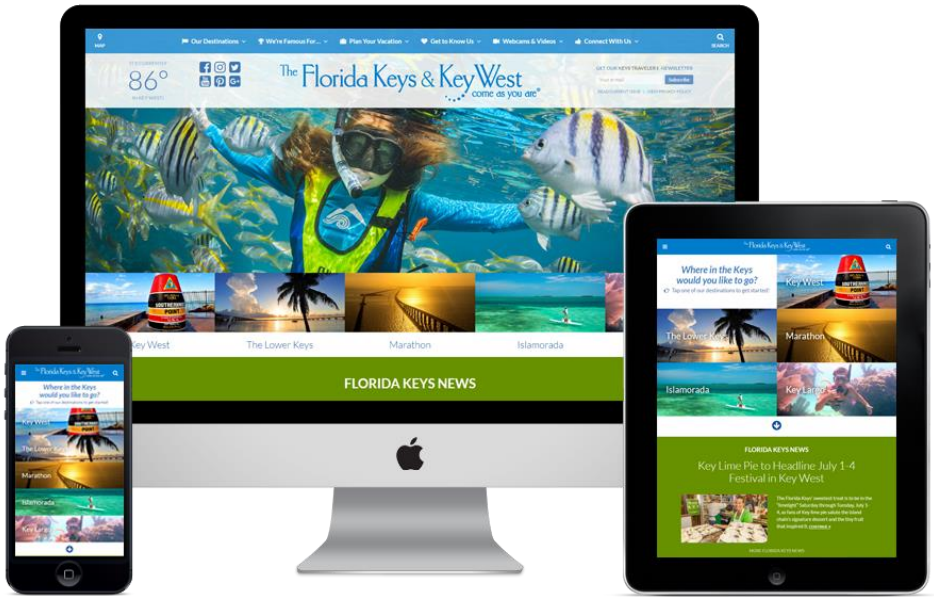
Website Status Report
Fla-Keys.com

January 2020 Data for the
February 25 & 26, 2020 DAC Meetings



Section 1: Website Traffic Report

Section 2: Geographic Data on Website Visitors

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The Florida Keys & Key West come as you are®

Section 1: Website Traffic Report

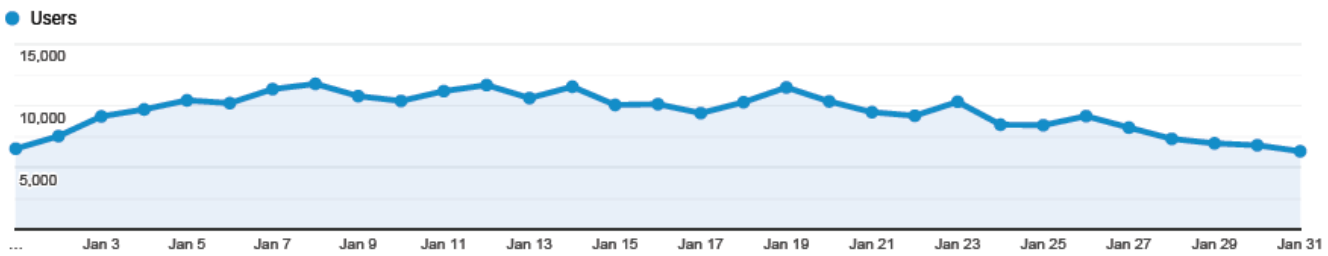
Website Traffic Overview

Audience Overview

All Users
100.00% Users

Jan 1, 2020 - Jan 31, 2020

Overview



Users	New Users	Sessions
255,517	238,805	323,295

Number of Sessions per User	Pageviews	Pages / Session
1.27	762,794	2.36

Avg. Session Duration	Bounce Rate
00:01:32	64.05%

	Language	Users	% Users
1.	en-us	230,310	89.99%
2.	en-ca	6,478	2.53%
3.	en-gb	4,434	1.73%
4.	es-us	2,121	0.83%
5.	es-xl	1,968	0.77%
6.	de-de	1,700	0.66%
7.	fr-fr	1,530	0.60%
8.	da-dk	822	0.32%
9.	es-es	521	0.20%
10.	it-it	441	0.17%

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The Florida Keys & Key West come as you are®

Website Traffic Sources

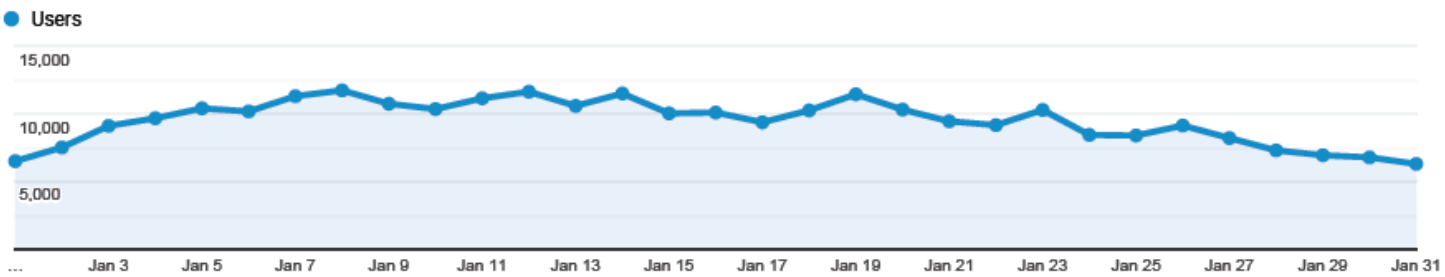
All Traffic

All Users
100.00% Users

Jan 1, 2020 - Jan 31, 2020

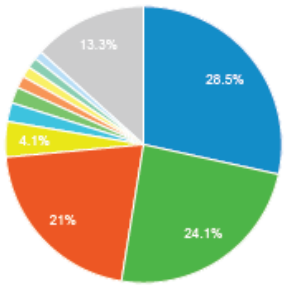
Explorer

Summary



Source / Medium	Users	Users
	255,517 % of Total: 100.00% (255,517)	255,517 % of Total: 100.00% (255,517)
1. m.facebook.com / referral	74,181	28.46%
2. google / organic	62,830	24.10%
3. (direct) / (none)	54,682	20.98%
4. google / cpc	10,783	4.14%
5. bing / organic	5,751	2.21%
6. visitflorida.com / referral	4,901	1.88%
7. yahoo / organic	3,695	1.42%
8. pinterest.com / referral	3,287	1.26%
9. imasdk.googleapis.com / referral	3,208	1.23%
10. Facebook_Mobile_Feed / Generic Branding January 2020	2,608	1.00%

Contribution to total: Users



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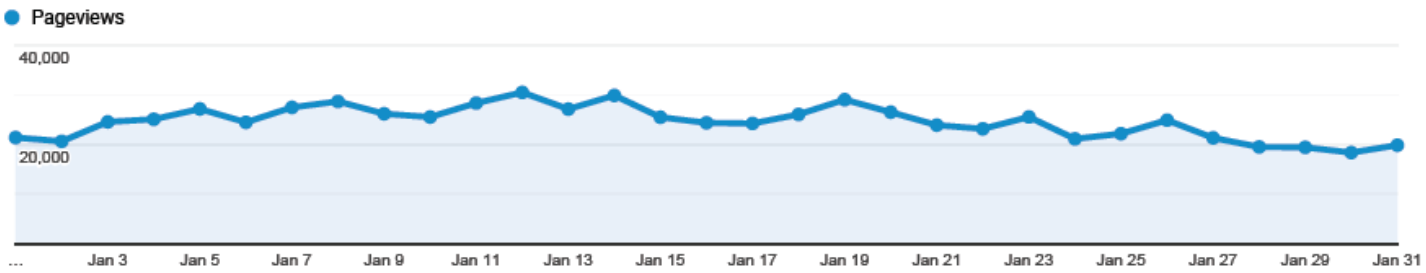
Most Visited Sections of Website

Content Drilldown

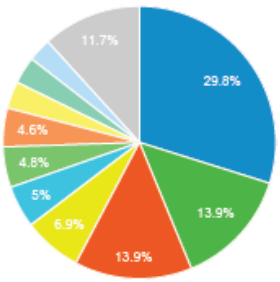
All Users
100.00% Pageviews

Jan 1, 2020 - Jan 31, 2020

Explorer



Page path level 1	Pageviews	Pageviews	Contribution to total: Pageviews
	762,794 % of Total: 100.00% (762,794)	762,794 % of Total: 100.00% (762,794)	
1. /webcams/	227,606	29.84%	
2. /	106,393	13.95%	
3. /key-west/	106,178	13.92%	
4. /key-largo/	52,849	6.93%	
5. /marathon/	38,279	5.02%	
6. /islamorada/	36,793	4.82%	
7. /calendar/	34,965	4.58%	
8. /how-to-get-here/	24,531	3.22%	
9. /lower-keys/	24,490	3.21%	
10. /news/	21,134	2.77%	



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Device Usage

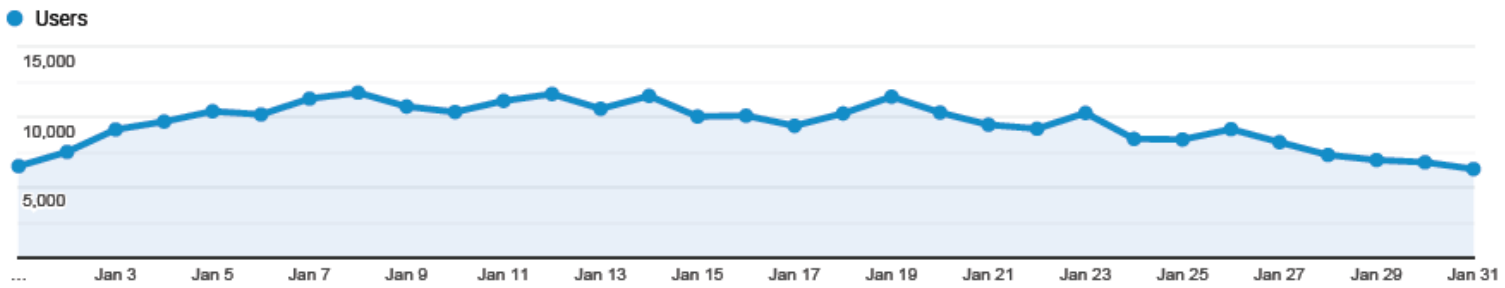
Overview

All Users
100.00% Users

Jan 1, 2020 - Jan 31, 2020

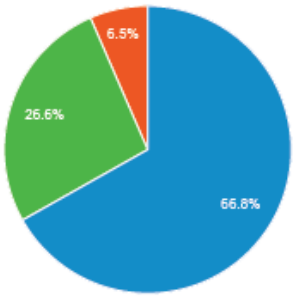
Explorer

Summary



Device Category	Users	Users
	255,517 % of Total: 100.00% (255,517)	255,517 % of Total: 100.00% (255,517)
1. mobile	169,703	66.84%
2. desktop	67,611	26.63%
3. tablet	16,574	6.53%

Contribution to total: Users



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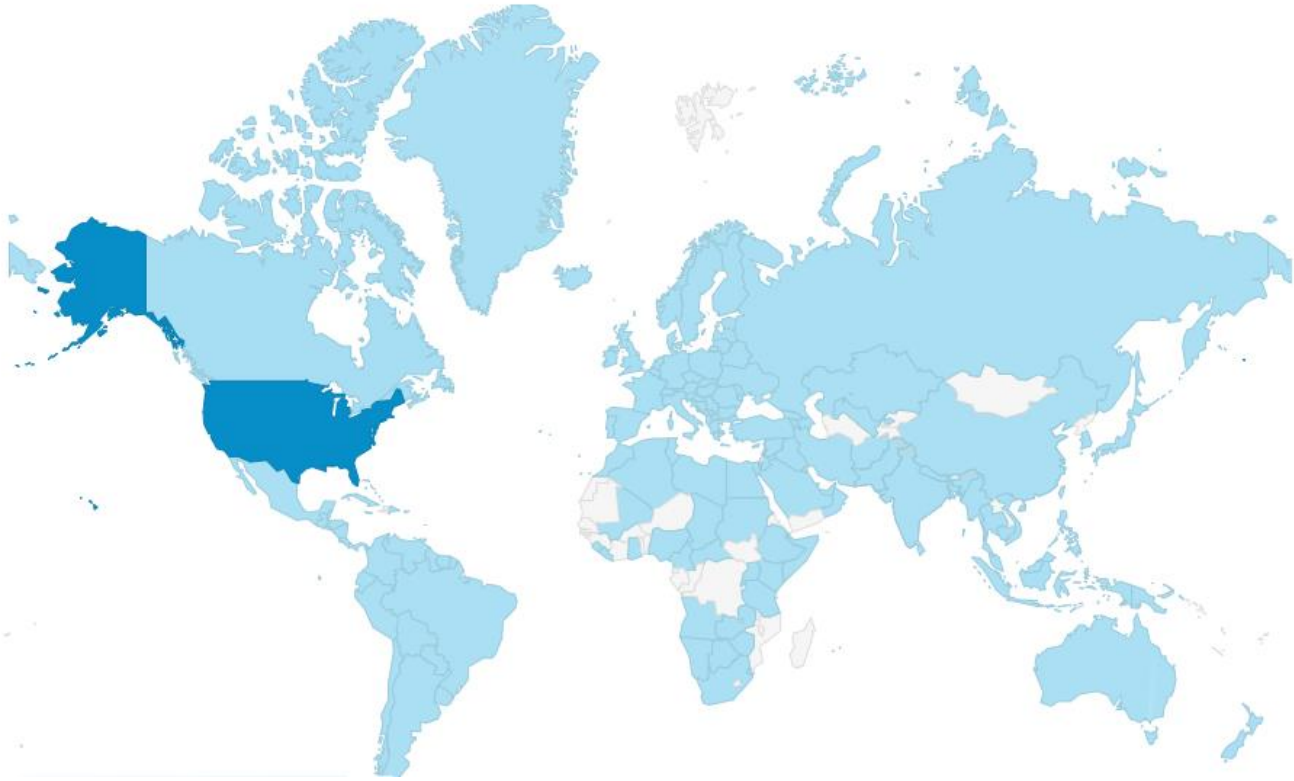
J.2. Geographic Data on Website Visitors

fla-keys.com

Google Analytics



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02_DAC1-KW_01_World

All Users
100.00% Users

Jan 1, 2020 - Jan 31, 2020

Map Overlay

Site Usage

Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	68,249 % of Total: 100.00% (68,249)	**80,378** % of Total: 100.00% (80,378)	**1.84** Avg for View: 1.84 (0.00%)	**00:01:23** Avg for View: 00:01:23 (0.00%)	**75.82%** Avg for View: 75.80% (0.03%)	**64.28%** Avg for View: 64.28% (0.00%)
1. United States	**62,012** (91.36%)	73,587 (91.55%)	1.84	00:01:22	75.47%	64.62%
2. Canada	**1,975** (2.91%)	2,280 (2.84%)	1.81	00:01:21	79.25%	61.54%
3. United Kingdom	**1,269** (1.87%)	1,440 (1.79%)	1.90	00:01:39	81.88%	59.58%
4. Germany	**655** (0.96%)	831 (1.03%)	2.23	00:02:30	71.72%	56.08%
5. France	**348** (0.51%)	384 (0.48%)	2.15	00:01:22	86.20%	44.53%
6. Italy	**120** (0.18%)	131 (0.16%)	2.15	00:01:32	83.97%	55.73%
7. Netherlands	**80** (0.12%)	90 (0.11%)	2.16	00:02:13	83.33%	56.67%
8. Philippines	**74** (0.11%)	98 (0.12%)	1.10	00:00:36	74.49%	92.86%
9. India	**66** (0.10%)	69 (0.09%)	1.32	00:00:41	89.86%	86.96%
10. Sweden	**65** (0.10%)	78 (0.10%)	2.26	00:01:31	76.92%	50.00%
11. Brazil	**62** (0.09%)	72 (0.09%)	1.57	00:01:00	80.56%	76.39%
12. Denmark	**62** (0.09%)	92 (0.11%)	2.16	00:02:22	64.13%	45.65%
13. Switzerland	**57** (0.08%)	64 (0.08%)	1.58	00:01:04	85.94%	70.31%
14. Norway	**48** (0.07%)	52 (0.06%)	2.67	00:03:27	82.69%	50.00%
15. Mexico	**44** (0.06%)	50 (0.06%)	1.16	00:00:09	84.00%	88.00%
16. Australia	**43** (0.06%)	45 (0.06%)	1.38	00:00:50	95.56%	75.56%
17. Ireland	**40** (0.06%)	44 (0.05%)	1.61	00:00:38	81.82%	65.91%
18. Poland	**39** (0.06%)	43 (0.05%)	1.77	00:01:35	81.40%	67.44%
19. Austria	**38** (0.06%)	43 (0.05%)	1.70	00:00:53	76.74%	58.14%
20. Finland	**38** (0.06%)	45 (0.06%)	2.07	00:01:55	71.11%	60.00%
21. Spain	**36** (0.05%)	36 (0.04%)	1.36	00:01:03	97.22%	66.67%
22. (not set)	**32** (0.05%)	34 (0.04%)	1.59	00:00:46	67.65%	67.65%
23. Belgium	**31** (0.05%)	47 (0.06%)	2.17	00:02:11	57.45%	44.68%
24. Russia	**27** (0.04%)	34 (0.04%)	2.62	00:04:34	64.71%	50.00%

25.	Hungary	**23** **(0.03%)**	23 (0.03%)	1.61	00:01:06	91.30%	56.52%

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02_DAC1-KW_02_Usa

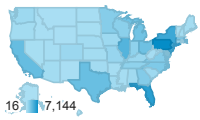
ALL » COUNTRY: United States

Jan 1, 2020 - Jan 31, 2020

All Users
90.86% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	62,012 % of Total: 90.86% (68,249)	**73,587** % of Total: 91.55% (80,378)	**1.84** Avg for View: 1.84 (-0.30%)	**00:01:22** Avg for View: 00:01:23 (-1.52%)	**75.47%** Avg for View: 75.80% (-0.43%)	**64.62%** Avg for View: 64.28% (0.53%)
1. Pennsylvania	**7,144** (11.43%)	8,661 (11.77%)	1.71	00:01:09	73.77%	69.21%
2. Florida	**5,546** (8.87%)	6,784 (9.22%)	1.86	00:01:36	72.49%	62.19%
3. New York	**4,775** (7.64%)	5,568 (7.57%)	1.82	00:01:12	76.49%	64.42%
4. New Jersey	**4,581** (7.33%)	5,301 (7.20%)	1.67	00:01:00	77.29%	70.51%
5. Illinois	**3,746** (5.99%)	4,624 (6.28%)	1.82	00:01:24	70.42%	64.42%
6. California	**2,969** (4.75%)	3,241 (4.40%)	1.37	00:00:39	86.83%	83.18%
7. Texas	**2,839** (4.54%)	3,257 (4.43%)	1.81	00:01:26	78.66%	68.10%
8. Ohio	**2,629** (4.21%)	3,026 (4.11%)	2.22	00:01:46	75.38%	53.73%
9. Michigan	**2,486** (3.98%)	3,094 (4.20%)	2.01	00:01:39	69.00%	58.69%
10. Massachusetts	**2,064** (3.30%)	2,409 (3.27%)	1.94	00:01:20	74.47%	60.56%
11. North Carolina	**1,868** (2.99%)	2,079 (2.83%)	1.91	00:01:35	79.17%	61.71%
12. Georgia	**1,719** (2.75%)	1,964 (2.67%)	1.76	00:01:19	77.80%	66.85%
13. Virginia	**1,642** (2.63%)	2,125 (2.89%)	1.97	00:01:47	68.19%	61.79%
14. Minnesota	**1,556** (2.49%)	1,869 (2.54%)	2.14	00:01:44	71.16%	54.95%
15. District of Columbia	**1,345** (2.15%)	1,459 (1.98%)	1.47	00:00:47	81.70%	76.01%
16. Wisconsin	**1,337** (2.14%)	1,587 (2.16%)	2.04	00:01:37	72.27%	58.60%
17. Tennessee	**1,182** (1.89%)	1,390 (1.89%)	2.00	00:01:34	76.26%	56.91%
18. Maryland	**1,165** (1.86%)	1,349 (1.83%)	1.84	00:01:27	76.13%	66.35%
19. Indiana	**1,163** (1.86%)	1,352 (1.84%)	2.05	00:01:41	74.56%	55.77%
20. Delaware	**960** (1.54%)	1,098 (1.49%)	1.51	00:00:50	79.05%	73.50%
21. Missouri	**851** (1.36%)	989 (1.34%)	2.03	00:01:32	75.83%	59.76%
22. Connecticut	**770** (1.23%)	937 (1.27%)	1.88	00:01:02	72.15%	59.45%
23. Kentucky	**717** (1.15%)	837 (1.14%)	2.04	00:01:47	77.90%	60.57%

24. Colorado	**670** (1.07%)	811 (1.10%)	1.76	00:01:26	72.38%	64.73%
25. Washington	**568** (0.91%)	626 (0.85%)	1.63	00:00:56	82.11%	70.45%
26. Iowa	**564** (0.90%)	649 (0.88%)	1.92	00:01:33	78.27%	59.32%
27. South Carolina	**515** (0.82%)	678 (0.92%)	1.99	00:01:39	67.55%	55.60%
28. Alabama	**441** (0.71%)	507 (0.69%)	2.03	00:01:46	77.12%	55.62%
29. Louisiana	**384** (0.61%)	424 (0.58%)	2.07	00:01:42	85.14%	58.73%
30. Nebraska	**355** (0.57%)	409 (0.56%)	1.94	00:01:48	78.24%	61.86%
31. Oklahoma	**329** (0.53%)	357 (0.49%)	1.81	00:01:11	81.51%	63.31%
32. Arizona	**318** (0.51%)	353 (0.48%)	1.80	00:01:27	83.85%	66.86%
33. New Hampshire	**316** (0.51%)	341 (0.46%)	2.29	00:01:58	81.82%	56.01%
34. Oregon	**308** (0.49%)	324 (0.44%)	1.76	00:01:34	87.65%	72.53%
35. Kansas	**299** (0.48%)	346 (0.47%)	2.08	00:01:20	80.64%	50.00%
36. Maine	**271** (0.43%)	361 (0.49%)	1.94	00:01:20	64.27%	57.06%
37. Rhode Island	**259** (0.41%)	285 (0.39%)	1.76	00:01:04	75.79%	66.32%
38. West Virginia	**246** (0.39%)	299 (0.41%)	1.92	00:01:41	70.57%	57.19%
39. Arkansas	**200** (0.32%)	215 (0.29%)	1.99	00:01:19	82.33%	60.93%
40. Mississippi	**194** (0.31%)	218 (0.30%)	1.96	00:01:23	80.28%	61.47%
41. Utah	**187** (0.30%)	207 (0.28%)	1.61	00:01:04	80.68%	70.05%
42. (not set)	**156** (0.25%)	157 (0.21%)	1.11	00:00:22	97.45%	92.36%
43. North Dakota	**150** (0.24%)	176 (0.24%)	1.90	00:01:28	74.43%	57.39%
44. Nevada	**146** (0.23%)	169 (0.23%)	1.80	00:01:38	79.88%	73.96%
45. South Dakota	**126** (0.20%)	148 (0.20%)	1.85	00:01:14	79.73%	67.57%
46. Vermont	**110** (0.18%)	145 (0.20%)	2.09	00:01:59	67.59%	48.28%
47. Idaho	**88** (0.14%)	97 (0.13%)	1.67	00:01:35	85.57%	69.07%
48. New Mexico	**73** (0.12%)	85 (0.12%)	1.51	00:00:55	83.53%	70.59%
49. Montana	**67** (0.11%)	86 (0.12%)	2.23	00:01:46	73.26%	56.98%
50. Wyoming	**61** (0.10%)	67 (0.09%)	1.73	00:01:00	83.58%	64.18%

Rows 1 - 50 of 52

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02_DAC1-KW_03_Fla

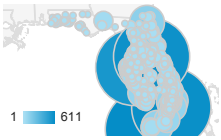
ALL » COUNTRY: United States » REGION: Florida

Jan 1, 2020 - Jan 31, 2020

All Users
8.13% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	5,546 % of Total: 8.13% (68,249)	**6,784** % of Total: 8.44% (80,378)	**1.86** Avg for View: 1.84 (0.87%)	**00:01:36** Avg for View: 00:01:23 (15.36%)	**72.49%** Avg for View: 75.80% (-4.36%)	**62.19%** Avg for View: 64.28% (-3.24%)
1. Key West	**611** (10.78%)	860 (12.68%)	2.09	00:02:01	51.98%	57.56%
2. Miami	**591** (10.42%)	714 (10.52%)	1.61	00:01:01	71.99%	68.07%
3. Orlando	**579** (10.21%)	637 (9.39%)	1.69	00:00:57	81.48%	69.54%
4. Tampa	**540** (9.52%)	620 (9.14%)	1.81	00:01:35	73.23%	64.52%
5. (not set)	**111** (1.96%)	132 (1.95%)	1.87	00:01:25	74.24%	64.39%
6. Jacksonville	**110** (1.94%)	122 (1.80%)	1.75	00:01:21	81.15%	59.84%
7. Marathon	**94** (1.66%)	126 (1.86%)	2.12	00:04:28	53.97%	56.35%
8. Fort Lauderdale	**86** (1.52%)	111 (1.64%)	1.56	00:01:30	67.57%	74.77%
9. Miami Beach	**83** (1.46%)	88 (1.30%)	1.78	00:01:21	90.91%	64.77%
10. Mount Dora	**83** (1.46%)	92 (1.36%)	1.46	00:01:20	90.22%	71.74%
11. Cape Coral	**72** (1.27%)	112 (1.65%)	1.83	00:01:56	58.93%	69.64%
12. Key Largo	**65** (1.15%)	75 (1.11%)	1.48	00:00:42	62.67%	73.33%
13. St. Petersburg	**42** (0.74%)	45 (0.66%)	1.62	00:01:13	84.44%	68.89%
14. Port St. Lucie	**41** (0.72%)	56 (0.83%)	1.61	00:00:39	62.50%	69.64%
15. Boca Raton	**38** (0.67%)	46 (0.68%)	2.57	00:01:03	67.39%	56.52%
16. West Palm Beach	**38** (0.67%)	65 (0.96%)	3.22	00:03:24	41.54%	46.15%
17. Hollywood	**37** (0.65%)	40 (0.59%)	1.68	00:02:07	92.50%	70.00%
18. Pompano Beach	**36** (0.63%)	38 (0.56%)	1.71	00:01:37	84.21%	65.79%
19. Davie	**36** (0.63%)	37 (0.55%)	1.84	00:00:41	86.49%	56.76%
20. North Naples	**36** (0.63%)	40 (0.59%)	1.48	00:01:32	87.50%	75.00%
21. Clearwater	**35** (0.62%)	40 (0.59%)	1.72	00:00:38	80.00%	65.00%
22. Fort Myers	**35** (0.62%)	39 (0.57%)	2.51	00:04:21	82.05%	48.72%
23. Summerland Key	**33** (0.58%)	42 (0.62%)	1.57	00:01:26	66.67%	76.19%

24. Palm Beach Gardens	**33** (0.58%)	34 (0.50%)	2.15	00:00:58	79.41%	67.65%
25. Tallahassee	**32** (0.56%)	34 (0.50%)	1.38	00:00:23	82.35%	73.53%
26. Bradenton	**31** (0.55%)	32 (0.47%)	1.88	00:00:54	96.88%	68.75%
27. The Villages	**30** (0.53%)	32 (0.47%)	1.97	00:01:31	87.50%	56.25%
28. Kings Point	**29** (0.51%)	31 (0.46%)	1.65	00:01:25	90.32%	70.97%
29. Bonita Springs	**28** (0.49%)	31 (0.46%)	1.74	00:02:15	80.65%	51.61%
30. Naples	**27** (0.48%)	28 (0.41%)	1.89	00:02:06	92.86%	57.14%
31. Coral Springs	**26** (0.46%)	28 (0.41%)	1.82	00:01:14	71.43%	57.14%
32. Deerfield Beach	**25** (0.44%)	25 (0.37%)	1.40	00:00:11	96.00%	76.00%
33. Gainesville	**25** (0.44%)	27 (0.40%)	1.89	00:02:06	81.48%	48.15%
34. Brandon	**24** (0.42%)	33 (0.49%)	1.94	00:01:43	72.73%	60.61%
35. Hialeah	**24** (0.42%)	25 (0.37%)	1.92	00:01:51	84.00%	72.00%
36. Melbourne	**24** (0.42%)	25 (0.37%)	2.24	00:01:30	84.00%	60.00%
37. Lehigh Acres	**23** (0.41%)	26 (0.38%)	1.62	00:00:57	76.92%	65.38%
38. Palm Bay	**23** (0.41%)	25 (0.37%)	1.92	00:01:09	76.00%	56.00%
39. Spring Hill	**23** (0.41%)	26 (0.38%)	1.50	00:00:44	76.92%	73.08%
40. Big Pine Key	**22** (0.39%)	26 (0.38%)	2.12	00:05:13	50.00%	61.54%
41. Homestead	**22** (0.39%)	24 (0.35%)	1.62	00:01:34	70.83%	66.67%
42. Doral	**22** (0.39%)	23 (0.34%)	1.83	00:02:06	91.30%	60.87%
43. Greenacres	**22** (0.39%)	24 (0.35%)	1.88	00:02:49	75.00%	62.50%
44. Boynton Beach	**21** (0.37%)	22 (0.32%)	1.59	00:00:52	77.27%	63.64%
45. Delray Beach	**21** (0.37%)	21 (0.31%)	1.81	00:01:01	85.71%	76.19%
46. Four Corners	**21** (0.37%)	25 (0.37%)	1.76	00:01:45	76.00%	48.00%
47. Largo	**20** (0.35%)	21 (0.31%)	1.67	00:00:52	90.48%	61.90%
48. Ocala	**20** (0.35%)	22 (0.32%)	2.27	00:01:47	77.27%	50.00%
49. Palm Harbor	**20** (0.35%)	26 (0.38%)	1.54	00:02:06	73.08%	61.54%
50. Pembroke Pines	**20** (0.35%)	21 (0.31%)	1.90	00:00:44	80.95%	61.90%

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02_DAC1-KW_04_Can

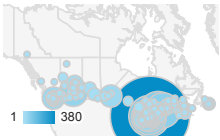
ALL » COUNTRY: Canada

Jan 1, 2020 - Jan 31, 2020

All Users
2.89% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	1,975 % of Total: 2.89% (68,249)	**2,280** % of Total: 2.84% (80,378)	**1.81** Avg for View: 1.84 (-1.60%)	**00:01:21** Avg for View: 00:01:23 (-2.66%)	**79.25%** Avg for View: 75.80% (4.56%)	**61.54%** Avg for View: 64.28% (-4.26%)
1. Toronto	**380** (19.06%)	421 (18.46%)	1.59	00:01:05	81.00%	68.41%
2. Mississauga	**97** (4.86%)	102 (4.47%)	1.69	00:01:17	84.31%	68.63%
3. (not set)	**90** (4.51%)	97 (4.25%)	1.92	00:01:12	84.54%	51.55%
4. Ottawa	**89** (4.46%)	94 (4.12%)	1.78	00:01:11	92.55%	63.83%
5. Montreal	**70** (3.51%)	75 (3.29%)	1.64	00:01:25	81.33%	69.33%
6. Hamilton	**68** (3.41%)	102 (4.47%)	1.83	00:01:03	57.84%	54.90%
7. Brampton	**57** (2.86%)	66 (2.89%)	1.38	00:00:30	75.76%	75.76%
8. Calgary	**52** (2.61%)	55 (2.41%)	1.93	00:02:28	87.27%	56.36%
9. Markham	**37** (1.86%)	38 (1.67%)	1.32	00:00:38	86.84%	76.32%
10. Burlington	**36** (1.81%)	45 (1.97%)	1.87	00:01:49	66.67%	51.11%
11. London	**36** (1.81%)	37 (1.62%)	1.43	00:00:18	94.59%	70.27%
12. Vaughan	**33** (1.65%)	34 (1.49%)	1.59	00:01:19	76.47%	70.59%
13. Vancouver	**32** (1.60%)	36 (1.58%)	1.19	00:00:31	83.33%	80.56%
14. Richmond Hill	**28** (1.40%)	28 (1.23%)	1.43	00:00:29	92.86%	71.43%
15. Winnipeg	**27** (1.35%)	44 (1.93%)	1.93	00:02:12	61.36%	61.36%
16. Ajax	**25** (1.25%)	27 (1.18%)	1.63	00:00:36	66.67%	74.07%
17. Kingston	**24** (1.20%)	28 (1.23%)	1.75	00:01:19	67.86%	53.57%
18. Oakville	**24** (1.20%)	25 (1.10%)	1.88	00:01:54	92.00%	48.00%
19. Kitchener	**22** (1.10%)	32 (1.40%)	4.22	00:01:52	65.62%	53.12%
20. Milton	**21** (1.05%)	26 (1.14%)	1.58	00:00:20	57.69%	69.23%
21. Sarnia	**21** (1.05%)	29 (1.27%)	2.41	00:03:53	68.97%	44.83%
22. Niagara Falls	**19** (0.95%)	20 (0.88%)	1.95	00:01:41	80.00%	65.00%
23. Edmonton	**17** (0.85%)	19 (0.83%)	2.00	00:00:51	78.95%	47.37%

24. Oshawa	**17** **(0.85%)**	19 (0.83%)	1.95	00:01:20	68.42%	36.84%
25. Whitby	**17** **(0.85%)**	18 (0.79%)	1.89	00:00:19	88.89%	61.11%

Rows 1 - 25 of 234

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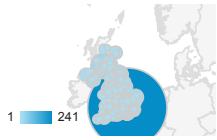
ALL » COUNTRY: United Kingdom

Jan 1, 2020 - Jan 31, 2020

All Users
1.86% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	1,269 % of Total: 1.86% (68,249)	**1,440** % of Total: 1.79% (80,378)	**1.90** Avg for View: 1.84 (3.38%)	**00:01:39** Avg for View: 00:01:23 (19.43%)	**81.88%** Avg for View: 75.80% (8.02%)	**59.58%** Avg for View: 64.28% (-7.30%)
1. London	**241** (18.61%)	265 (18.40%)	1.89	00:01:15	81.89%	61.89%
2. (not set)	**162** (12.51%)	175 (12.15%)	1.94	00:01:37	80.57%	62.29%
3. Glasgow	**24** (1.85%)	28 (1.94%)	1.61	00:01:28	82.14%	67.86%
4. Bristol	**22** (1.70%)	24 (1.67%)	1.79	00:01:55	79.17%	66.67%
5. Manchester	**22** (1.70%)	25 (1.74%)	2.16	00:00:50	72.00%	80.00%
6. Leeds	**21** (1.62%)	22 (1.53%)	1.82	00:03:13	95.45%	59.09%
7. Sheffield	**18** (1.39%)	20 (1.39%)	1.70	00:00:39	85.00%	65.00%
8. Birmingham	**15** (1.16%)	15 (1.04%)	1.60	00:02:05	86.67%	60.00%
9. Liverpool	**15** (1.16%)	17 (1.18%)	1.35	00:01:39	76.47%	76.47%
10. Newcastle upon Tyne	**14** (1.08%)	14 (0.97%)	1.71	00:00:46	85.71%	57.14%
11. Nottingham	**14** (1.08%)	14 (0.97%)	1.43	00:00:27	100.00%	78.57%
12. Norwich	**11** (0.85%)	11 (0.76%)	1.91	00:00:33	100.00%	63.64%
13. Edinburgh	**11** (0.85%)	12 (0.83%)	1.42	00:00:21	91.67%	75.00%
14. Slough	**10** (0.77%)	11 (0.76%)	2.09	00:01:48	90.91%	54.55%
15. Oxford	**9** (0.69%)	10 (0.69%)	3.20	00:04:49	80.00%	50.00%
16. Cardiff	**9** (0.69%)	10 (0.69%)	1.80	00:02:18	80.00%	60.00%
17. Bicester	**8** (0.62%)	9 (0.62%)	2.22	00:01:02	88.89%	33.33%
18. Cambridge	**8** (0.62%)	11 (0.76%)	1.36	00:05:37	63.64%	63.64%
19. Peterborough	**8** (0.62%)	10 (0.69%)	2.30	00:01:42	80.00%	50.00%
20. Reading	**8** (0.62%)	9 (0.62%)	1.78	00:00:35	88.89%	55.56%
21. Bradford	**7** (0.54%)	7 (0.49%)	2.14	00:03:36	100.00%	57.14%
22. Croydon	**7** (0.54%)	7 (0.49%)	2.57	00:07:11	71.43%	71.43%
23. Derby	**7** (0.54%)	10 (0.69%)	2.30	00:01:46	70.00%	50.00%

24. Kingston upon Hull	**7** **(0.54%)**	7 (0.49%)	1.57	00:03:25	100.00%	71.43%
25. Northampton	**7** **(0.54%)**	7 (0.49%)	1.57	00:00:57	100.00%	57.14%

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DATE: January 17, 2020

TO: Monroe County TDC and District Advisory Committee Members

FROM: Maxine Pacini, Office Manager

RE: Government-In-The Sunshine/Ethics and Public Records Information - FYI

Upon the appointment of a new TDC or DAC member, our administrative office provides them with a listing of useful information for their review.

Our County Attorney's office has advised us that they have produced updated (modernized) forms of reviewing information on Ethics/Public Records and Government-in-the-Sunshine. This information will now be provided to all newly appointed members.

Please take some time to review the items noted below:

Ethics/Public Records and Government In The Sunshine Video (although the entire video may be of interest to you, the main presentation for you to watch would be by Pat Gleason at 1:37:32 on the video. The link is at: http://www.monroecounty-fl.gov/270/County-Attorney)

Enter the website address of **www.monroecounty-fl.gov/tdc** where you will be able to locate the following document:

- **Government-in-the-Sunshine Handout**

The Florida Keys & Key West come as you are®
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

Date: February 13, 2020

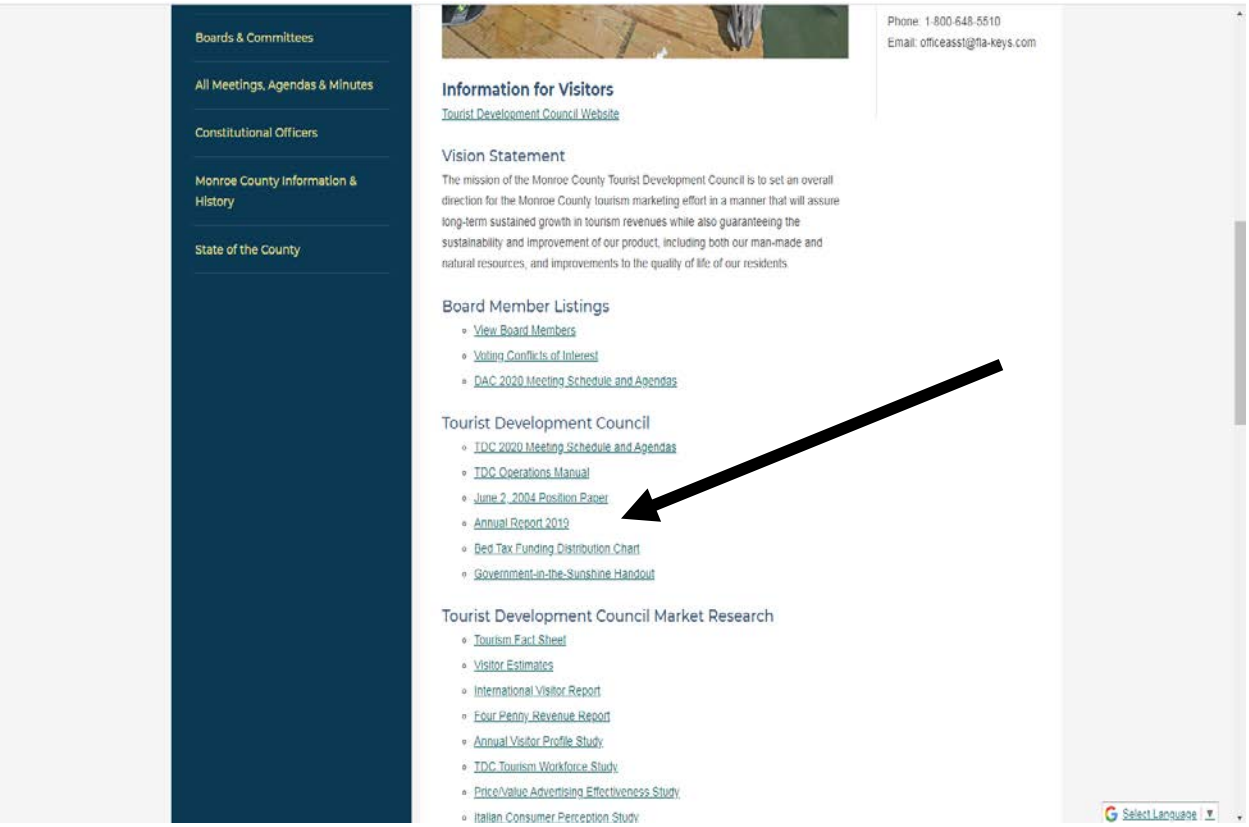
To: All Recipients of the Monroe County Tourist Development Council Annual Report

Re: **TDC Annual Report 2019**

The Tourist Development Council 2019 Annual Report is now available on the TDC page of the Monroe County Website. Please visit the web page given below:

http://www.monroecounty-fl.gov/tdc

The Annual Report can then be found under the **Tourist Development Council** header. An image of the web page is shown below and the link for the Annual Report has been indicated. If you have any questions, please contact our administrative office at (305) 296-1552.



1201 White Street, Suite 102, Key West, Florida 33040 U.S.A. (305) 296-1552 Fax: (305) 296-0788
http://www.fla-keys.com sales@fla-keys.com

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Restroom Phase I Project**

The District I Advisory Committee at your meeting of December 5, 2018 moved approval to fund Monroe County BOCC in an amount not to exceed $456,000 for the Higgs Beach Restroom Phase I Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021 and for $386,820 of the original amount to be rolled into FY 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2280 Higgs Beach Restroom Phase I $456,000

- Geotechnical is complete and initial concept is progress.
- Design will complete by summer 2020 and spend $69,180 of the $81,200 design contract leaving construction administration.
- RFP process will take 5 months to hire a general contractor once design is complete.
- Construction will begin at the close of hurricane season late 2020 to avoid inflated builder's risk insurance.
- Please roll over the remaining $386,820 and the grant to 9/30/2021

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

Project ID#:	2280
Line Item Number:	117-77040-530340-TM97-361-X530340

Name of Project:	**Higgs Beach Restroom Phase I**	**District Funding Project:**	**I**
Funding Category:	**Beach/Beach Park Facility**	**Fiscal Year Funded:**	**2019**
Name of Project Manager:	**Cary Vick**	**Amount Funded:**	**$456,000***
Telephone Number:	**305-295-4339**	**Date of DAC Approval:**	**12/5/2018 – Original**
Email Address:	**Vick-Cary@MonroeCounty-Fl.gov**	**Date of TDC Approval:**	**12/18/18 – Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment, permits and labor required to:

- Demolish existing Restroom building
- Construct foundation for new restroom and pour concrete slab
- Utility work including bringing water, electric and sewer hookup to slab for new restroom
- Produce design plans

*$386,820 to be rolled into FY 2021

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Sand Renourishment Project**

The District I Advisory Committee at your meeting of June 29, 2016 moved approval to fund Monroe County BOCC in an amount not to exceed $1,363,156 for the Higgs Beach Sand Renourisment Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 1759 Higgs Beach Sand Re-nourishment Phase II $1,363,156

- We have complete confidence, should the County receive the National Marine Sanctuary permit and the last remaining Army Corp Permit. This project could finish before 9/30/2020.
- Since those permits are out of the County or County's consultant's control and are fully depended on the permitting authorities timeline, The County has to error on the side of caution and ask the full amount of unspent monies be rolled over and extended until the next fiscal year 9/30/2021

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

Project ID#:	1759

Name of Project:	**Higgs Beach Sand Renourishment**	**District Funding Project:**	**DAC I**
Funding Category:	**Beach/Beach Park Facility**	**Fiscal Year Funded:**	**FY 2017**
Name of Project Manager:	**Cary Vick**	**Amount Funded:**	**$1,363,156**
Telephone Number:	**305-295-4339**	**Date of DAC Approval:**	**6/29/2016 - Original**
Email Address:	**Vick-Cary@MonroeCounty-Fl.Gov**	**Date of TDC Approval:**	**7/26/2016 – Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment and labor required to:

- Perform engineering services, Benthic Survey and geotechnical investigation
- Perform construction oversite to include four (4) years of project monitoring
- Seagrass mitigation including necessary monitoring
- Purchase and placement of sand to renourish beach below mean high water mark

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at adminsec@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

REV

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Outbuilding and Fencing Project**

The District I Advisory Committee at your meeting of June 27, 2018 moved approval to fund Monroe County BOCC in an amount not to exceed $110,000 for the Key West Lighthouse Outbuilding and Fencing Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021 and to roll $95,760 of the original amount to FY 2021.. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2161 Key West Lighthouse Outbuilding and Fencing $110,000

- Design is 95% complete
- All permits and HARC approval will be obtained by April.
- Procurement RFP takes five months.
- Construction will begin September 2020.
- $14,240 of the $17,800 design contract will be spent.
- Please roll over $95,760 and expend the grant to 9/30/2021

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

Project ID#:	2161
Line Item Number:	117-77040-530340-TM97-985-X-530340

Name of Project:	**Key West Lighthouse Outbuilding and Fencing Repairs**	**District Funding Project:**	**I**
Funding Category:	**Museum**	**Fiscal Year Funded:**	**2019**
Name of Project Manager:	**Cary Vick**	**Amount Funded:**	**$110,000***
Telephone Number:	**305-295-4339**	**Date of DAC Approval:**	**6/28/2018 - Original**
Email Address:	**Vick-Cary@MonroeCounty-Fl.gov**	**Date of TDC Approval:**	**8/1/2018 - Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment, permitting and labor required to:

- Repair and/or replace fence around property – approx. 1,000 linear feet
- Install exterior lighting to include, but not limited to: transformers, path lights, down lights, tree lights, wall wash lights and can lights
- Install irrigation system for landscaping, including, but not limited to: valves, pipe, wire, "pop-ups", and rotors
- Perform repairs to the Outhouse including roofing, siding, door installation and painting
- Produce design plans

*$95,760 to be rolled into FY 2021

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Ticket Counter HVAC Ducting and Insulation Upgrade Project**

The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund Monroe County BOCC in an amount not to exceed $70,000 for the Key West Lighthouse Ticket Counter HVAC Ducting and Insulation Upgrade Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2330` Key West Lighthouse Ticket Counter HVAC etc. $70,000

- Permits are in hand. Design is complete.
- Publishing RFP in the next couple weeks.
- Contractor should begin work by June 2020 and finish before 9/30/2020 but should there be a lack of bids or a bid protest the project could extend into 2021 due to only one month of project slack.
- Due to limited project slack and potential adverse risks the County will ask that the unspent reaming funds be rolled and the project be extended to 9/30/2021.

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

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TDC & County Project Detail Form **REVISED**

Project ID#:	2330
Line Item Number:	117-77040-530340-T207-M77-X-530340

Name of Project:	**Key West Lighthouse Ticket Counter HVAC Ducting & Insulation Upgrade**	**District Funding Project:**	**I**
Funding Category:	**Museum**	**Fiscal Year Funded:**	**FY 2020**
Name of Project Manager:	**Cary Vick**	**Amount Funded:**	**$70,000**
Telephone Number:	**305-295-4339/305-504-3119**	**Date of DAC Approval:**	**6/26/2019 - Original**
Email Address:	**Vick-Cary@MonroeCounty-Fl.gov**	**Date of TDC Approval:**	**7/30/2019 – Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment, permits and labor required to:

- Replace and increase the size of AC system including warranty, and new refrigerant and condensate lines
- Replace duct work and construct new duct work through Lense Room
- Insulate attic and install dehumidifier

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the East Martello Drainage and Parking Phase II Project**

The District I Advisory Committee at your meeting of June 27, 2018 moved approval to fund Monroe County BOCC in an amount not to exceed $590,000 for the East Martello Drainage and Parking Phase II Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021 and to roll $553,458 of the original amount to FY 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2158 East Martello Drainage and Parking Phase II $590,000

- Resolving biologist and planning concerns on the completed plans.
- Once issues are resolved the updated plans will be included in an RFP.
- RFP process will take five months. Construction will most likely not begin until September with the first pay application being submitted after the fiscal 2020 year.
- $36,542 of the $45,162 design contract will be spent in 2020.
- Please roll over $553,458 and the grant to 9/30/2021

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

FLORIDA HAS A VERY BROAD RECORDS LAW. MOST WRITTEN COMMUNICATIONS TO OR FROM THE COUNTY REGARDING COUNTY BUSINESS ARE PUBLIC RECORDS AVAILABLE TO THE PUBLIC AND MEDIA UPON REQUEST. YOUR EMAIL COMMUNICATION MAY BE SUBJECT TO PUBLIC DISCLOSURE.

TDC & County Project Detail Form

REVISED

Project ID#:	2158
Line Item Number:	117-77040-530340-TM97-984-X-530340

Name of Project:	**East Martello Drainage and Parking Phase II**	**District Funding Project:**	**I**
Funding Category:	**Museum**	**Fiscal Year Funded:**	**FY 2019**
Name of Project Manager:	**Matt Howard**	**Amount Funded:**	**$590,000***
Telephone Number:	**305-295-4337**	**Date of DAC Approval:**	**6/27/2018 - Original**
Email Address:	**Howard-Matt@MonroeCounty-Fl.gov**	**Date of TDC Approval:**	**8/1/2018 – Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment, permits and labor required to:

- Construct Drainage System, including grading, and landscape and sod east of East Martello structure
- Install approx. 750 linear feet of fence
- Create approx. 10 parking spots on the north side of Pines Park
- Produce design plans

*$553,458 to be rolled into FY 2021

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with MCBOCC for the West Martello Air Conditioning, Windows and Door Project**

The District I Advisory Committee at your meeting of December 5, 2018 moved approval to fund Monroe County BOCC in an amount not to exceed $150,000 for the West Martello Air Conditioning, Windows and Doors Project to be completed by September 30, 2020.

Attached is a request from Monroe County to extend the completion date of the project to September 30, 2021 and to roll $136,000 of the original amount to FY 2021. The funds are available to be rolled into the FY 2021 budget. A copy of the Project Summary Sheet is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda for approval.

Ammie Machan

Subject: FW: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

From: Knight-Cary [mailto:Knight-Cary@MonroeCounty-FL.Gov]
Sent: Friday, January 24, 2020 12:28 PM
To: Maxine Pacini
Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj
Subject: RE: TDC Funded Projects Due to Expire and Be Paid Out By September 30, 2020

Maxine,

Please roll the following highlighted projects. I combined your three emails into one. Please let me now if you have additional projects or questions.

ID: 2279 West Martello Air Conditioning, Windows, Doors $150,000

- Project in design and design will finish before the end of this fiscal year.
- Construction cannot begin until brick repairs are finished in that area.
- RFP five month procurement timeline.
- We will spend $13,900 of the design contract before 9/30/2020
- Please roll Over $136,080 and extend the project to 9/30/2021

Cary Knight
Director, Project Management
Public Works & Engineering
Monroe County – *The Florida Keys*
1100 Simonton Street, Suite 2-216
Key West, Florida 33040
305.292.4527 (O)

FLORIDA HAS A VERY BROAD RECORDS LAW. MOST WRITTEN COMMUNICATIONS TO OR FROM THE COUNTY REGARDING COUNTY BUSINESS ARE PUBLIC RECORDS AVAILABLE TO THE PUBLIC AND MEDIA UPON REQUEST. YOUR EMAIL COMMUNICATION MAY BE SUBJECT TO PUBLIC DISCLOSURE.

TDC & County Project Detail Form

REVISED

Project ID#:	2279
Line Item Number:	117-77040-530340-TM97-364-X-530340

Name of Project:	**West Martello Air Conditioning, Windows and Doors**	**District Funding Project:**	**I**
Funding Category:	**Museum and Nature Center**	**Fiscal Year Funded:**	**2019**
Name of Project Manager:	**Keith Bring**	**Amount Funded:**	**$150,000***
Telephone Number:	**305-295-4337**	**Date of DAC Approval:**	**12/5/2018 - Original**
Email Address:	**Bring-Keith@MonroeCounty-Fl.gov**	**Date of TDC Approval:**	**12/18/2018 – Original**
		Revised Completion Date:	**9/30/2021**

Scope of Services to Be Completed

Materials, equipment, permits and labor required to:

- Install three (3) ductless minisplit air conditioners located in the entry, library and conference room
- Install air conditioner condenser stands above flood zone in an area approved by HARC
- Install two (2) impact rated windows located in the breakroom and meeting room
- Install one (1) 8' impact rated door with sidelights between meeting room and atrium
- Install two (2) 3' impact rated door one between outside entrance and greeting room and one to right of entrance door between greeting room and outside parade grounds
- Patch air leaks at gun ports
- Produce design plans

*$136,080 to be rolled into FY 2021

Sign, scan in color and email this document to the TDC Administrative Office to Laura Hamm at Laura@fla-keys.com (Telephone: 296-1552 with questions)

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with City of Key West for the Rest Beach Enhancements Project**

The District I Advisory Committee at your meeting of December 5, 2018 moved approval to fund the City of Key West in an amount not to exceed $35,000 for the Rest Beach Enhancements project to be completed by March 31, 2020.

Attached is a request from the City of Key West to extend the completion date of the project to March 31, 2021. The funds are available to roll into the FY 2021 budget. A copy of the projects scope of service is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda and the April BOCC meeting agenda for final approval.

THE CITY OF KEY WEST
Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

January 30, 2020

Monroe County Tourist Development Council
District I Advisory Committee
1201 White Street, Suite 102
Key West, FL 33040

RE: Rest Beach Enhancements
Contract ID# 2287; $35,000 in capital funding
Request for 12-month time extension to grant award agreement

Dear District I Advisory Committee:

The City of Key West respectfully requests a 12-month time extension to March 31, 2021 to the Grant Agreement Period of the Rest Beach Enhancements Project.

The extension would provide ample time for permitting, the bidding phase (including the advertisement of an Invitation to Bid (ITB) and bid award) then finally, the construction phase.

Project background: Since receiving the fully executed grant award agreement in January 2019, City Staff has worked on this project from a variety of approaches. The first of which began immediately was to use drawings from the completed Rest Beach Stabilization project to complete the enhancements project. This approach was met with incomplete drawings and incorrect wind strength ratings for the new shelters. While waiting for more detailed information from the contractor for the stabilization project, City Staff created new drawings and bid documents for the shelters by March 2019 (a second approach). After a lengthy wait, staff was able to complete the drawings with information from the stabilization contractor by May 2019. However, the City decided to have a local Engineering firm design the shelters (the third approach) after the Building Department's critical review of those drawings. The Engineered drawings were received in August 2019 and request for quotes received by September 2019. These quotes were much higher than anticipated and much higher than the capital funding awarded, resulting in staff exploring alternatives like shade sails and chickee huts (a fourth approach) towards the end of the 2019 calendar year. The quotes for alternatives took a significant time to obtain. In more recent times given the alternatives, City management felt it was worthwhile to find the additional funds needed to construct the Engineered shelters. Now that the City has chosen this approach, we are working on the permitting.

We truly appreciate your continued support and patience. Thank you for considering our request for additional time. If you have any questions, please contact me at (305) 809-3741 or via email csheldon@cityofkeywest-fl.gov.

Sincerely,

Carolyn D. Sheldon

Carolyn D. Sheldon
Senior Grants Administrator

EXHIBIT A

NAME OF ENTITY: **City of Key West**
NAME OF PROJECT: **Rest Beach Enhancements**

NUMBER OF SEGMENTS TO PROJECT: **1**

Note*: *County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

Segment #:1 Description: Materials, equipment and labor required to: • Construct three (3) new shelters at Rest Beach and install four (4) new permanently installed picnic tables • Produce design plans and Construction Engineering Inspection **(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)**	Total Cost: $35,000 **In-Kind**: No in-kind will be used towards reimbursement of this project.	TDC portion: $35,000

FYI

DATE: February 13, 2020

To: District I Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Enhancements Project**

The District I Advisory Committee at your meeting of December 5, 2018 moved approval to fund the City of Key West in an amount not to exceed $125,000 for the Amphitheatre Enhancements project to be completed by March 31, 2020.

Attached is a request from the City of Key West to extend the completion date of the project to September 30, 2020. The funds are available in the FY 2020 budget. A copy of the projects scope of service is attached as a FYI.

Upon approval by the DAC, this item will be placed on the March TDC meeting agenda and the April BOCC meeting agenda for final approval.

THE CITY OF KEY WEST
Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

January 30, 2020

Monroe County Tourist Development Council
District I Advisory Committee
1201 White Street, Suite 102
Key West, FL 33040

RE: Key West Amphitheater Enhancements
Contract ID# 2288; $125,000 in capital funding
Request for 6-month time extension to grant award agreement

Dear District I Advisory Committee:

The City of Key West respectfully requests a 6-month time extension to September 30, 2020 to the Grant Agreement Period of the Key West Amphitheater Enhancements Project.

The fencing portion of this project has been completed. However, the strong points are being reviewed by a sound technician and will require his/her approval prior to the City issuing a Request for Proposals (RFP) for the work.

We truly appreciate your continued support and patience. Thank you for considering our request for additional time. If you have any questions, please contact me at (305) 809-3741 or via email csheldon@cityofkeywest-fl.gov.

Sincerely,

Carolyn D. Sheldon

Carolyn D. Sheldon
Senior Grants Administrator

EXHIBIT A

NAME OF ENTITY: **City of Key West**
NAME OF PROJECT: **Key West Amphitheatre Enhancements**

NUMBER OF SEGMENTS TO PROJECT: **1**

***Note*: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.**

Segment #:1 Description: Materials, equipment, labor and engineering work required to: • Install fence with gates from Entry Control Point to NOAA property line, connecting to existing fence, including any necessary irrigation, site repairs and work associated to accommodate fence installation • Install structural strong points for suspension of perimeter speaker system **(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)**	Total Cost: $125,000 **In-Kind**: No in-kind will be used towards reimbursement of this project.	TDC portion: $125,000

FYI

DATE: February 13, 2020
TO: District I Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

During the October 2012 workshops on event funding, The DACs determined that it could be useful to review TDC funded events as soon as possible after the event takes place. The review will provide the committee the opportunity to evaluate the financial impact these events created while it is fresh in their minds.

The review may include the following categories: Attendance; Draw of Out-of-County Visitors (Heads in Beds); Room Nights; Things To Do (entertainment); Marketing; Economic Impact; Security; Trash/Recycling…etc.

Below are the events that have taken place **since your last DAC meeting** (for review at this meeting). We have contacted the event coordinators and requested their attendance OR a written report for this meeting.

The SMART Ride TSR Adventures, Inc. *Report attached*	11/15/2019 – 11/16/2019	Destination	$17,000
Key West Triathlon (TRIKW) Multirace LLC *Report attached*	12/5/2019 – 12/7/2019	Destination	$17,000
Old Island Restoration Foundation's 60th Anniversary Old Island Restoration Foundation, Inc. *Report attached*	11/01/2019 – 12/31/2019	Destination	$10,000
Key West Holiday Fest The Lodging Association of the Florida Keys and Key West *Report attached*	12/1/2019 – 12/24/2019	Destination	$35,000
New Year's Eve Shoe Drop Bourbon Street Pub, Inc. *Report attached*	12/31/2019	Destination	$17,000
Pole Vault in Paradise Key West Track & Field Club, Inc. *Report attached*	1/9/2020 – 1/12/2020	Destination	$10,000
Florida Keys Seafood Festival – 15th Annual Monroe County Commercial Fishermen, Inc. *Report attached*	1/18/2020 – 1/19/2020	Destination	$17,000
Key West Half Marathon & 5k – 22nd Annual Key West Half Marathon LLC *Report attached*	1/15/2020 – 1/20/2020	Destination	$50,000

Kelly McGillis Classic International Women's Flag Football Association *Report attached*	1/21/2020 – 1/27/2020	Destination	$17,000
Key West Food and Wine Festival Dolce Events, LLC *Report attached*	1/26/2020 – 2/2/2020	Destination	$35,000

Below is a list of **current and upcoming events** so you can plan ahead to attend, and keep an eye on the impact on your community.

Key West Ocean Fest–10th Annual Mote Marine Laboratory, Inc.	4/4/2020	Destination	$10,000

EVENT NAME: The SMART Ride 16
EVENT WEBSITE ADDRESS: www.theSMARTride.org
DATE(S) OF EVENT: Nov 15 & 16 2019

1. What was the primary purpose of your event?

☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

☒ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 800

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 800
b. How many visitors to a room?	b. 2.00
c. How many nights will the visitors stay?	c. 2
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 800

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☒ Capacity of venue(s)
☐ Ticket Sales from last event
☒ Registrations from last event
☒ Crowd photos from last event
☐ Police crowd estimate from last event
☒ Survey of attendees from last event
☒ Other, please specify registered riders and crew

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

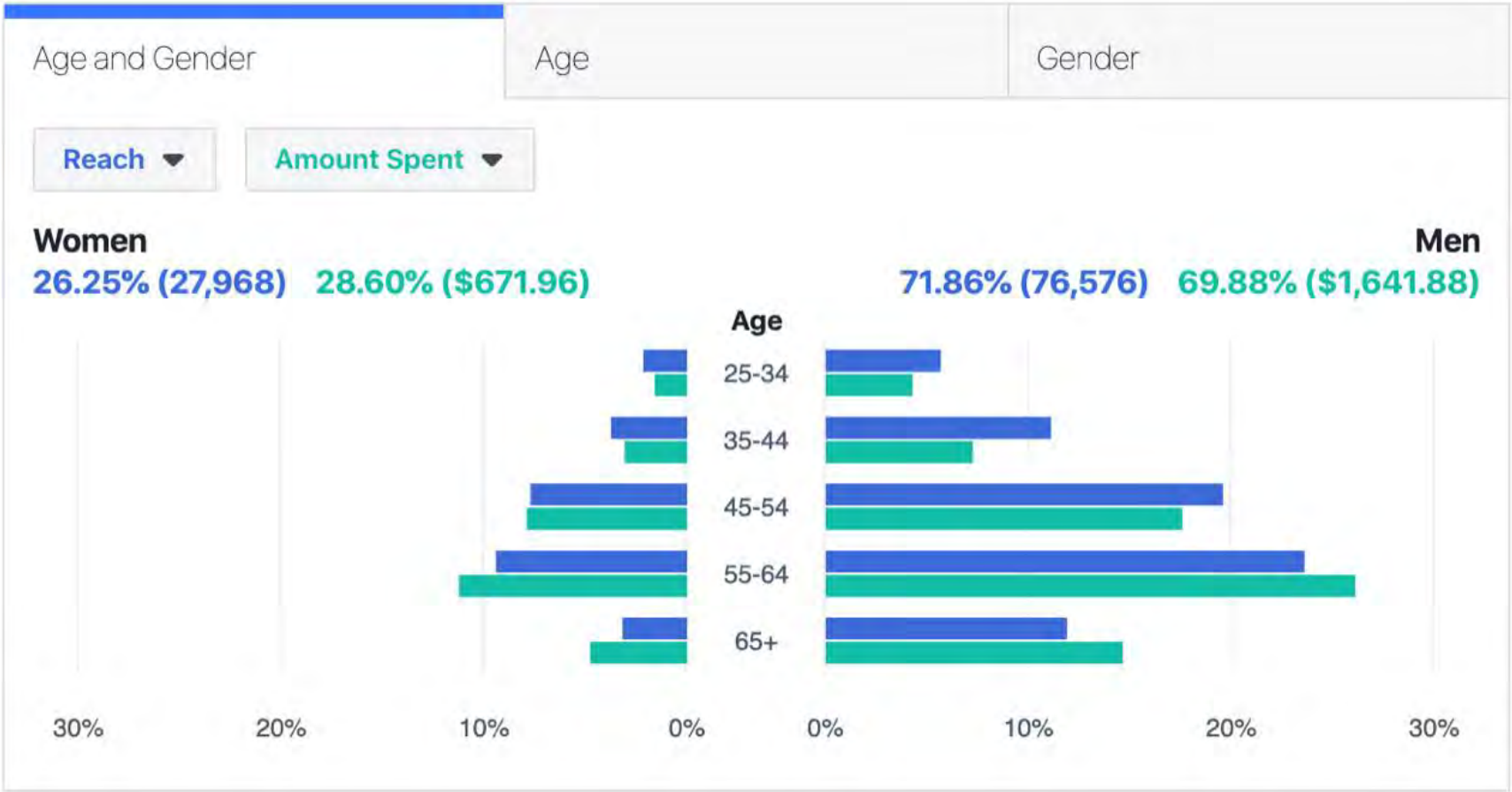
registered participants

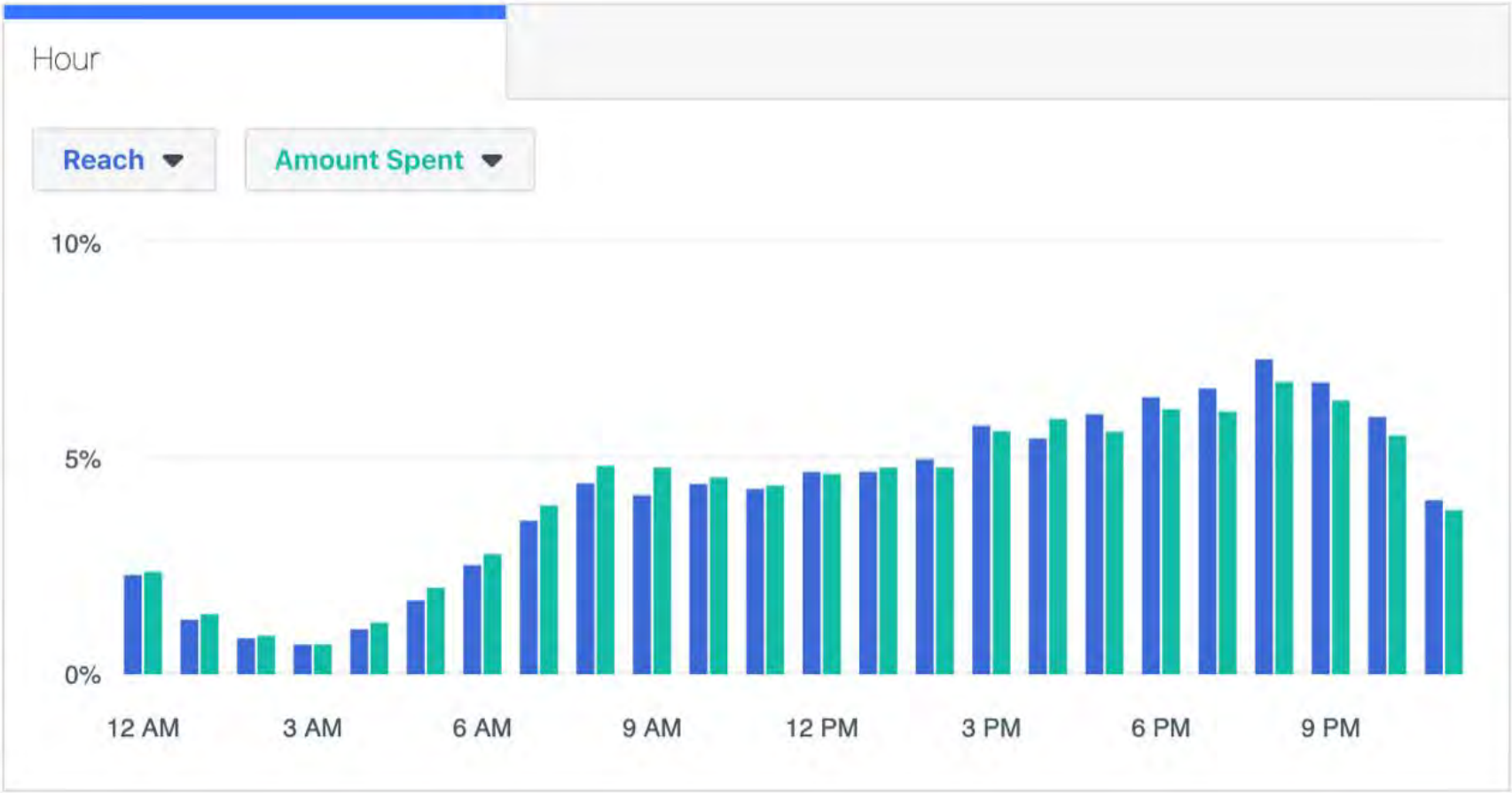
6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

We utilized a targeted blast to Eastern seaboard and Chicago area who were cycle enthusiasts. We had 2 (AIDS/HIV Research & Cycling Community). The gender was ALL, ages were 25+ and Locations encompassed both East and West Coast + Chicago.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

Based on our participant survery, most of the 800 participants stayed Saturday and Sunday night.
We found that 111 riders registered during the social media promotion along with print ads, eblast from the publications we used for marketing the event.


Age and Gender
Age
Gender
Reach
Amount Spent
Women
26.25% (27,968)
28.60% ($671.96)
Men
71.86% (76,576)
69.88% ($1,641.88)
Age
25-34
35-44
45-54
55-64
65+
30%
20%
10%
0%
0%
10%
20%
30%


Hour
Reach
Amount Spent
10%
5%
0%
12 AM
3 AM
6 AM
9 AM
12 PM
3 PM
6 PM
9 PM

EVENT NAME: Key West Triathlon (TRIKW)
EVENT WEBSITE ADDRESS: trikw.com
DATE(S) OF EVENT: Dec 5-7, 2019

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 2301

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 2301
b. How many visitors to a room?	b. 3
c. How many nights will the visitors stay?	c. 3
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 2301

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☐ Capacity of venue(s)
☐ Ticket Sales from last event
☒ Registrations from last event
☐ Crowd photos from last event
☐ Police crowd estimate from last event
☐ Survey of attendees from last event
☐ Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

The dates of the event, coupled with the holiday season

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

TRIKW spent $4178 on social media advertising. With that- we had over 1 million impressions, a reach of 204,701 and 26,200 actual clicks. We target Florida and the east coast and ended up with 93% of participants from out of county.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

TRIKW historically has a large out of county draw, and this year did not dissappoint- 93% of participants were from out of county for 2020. While Key West's season is just getting started the first weekend in December, TRIKW has an economic impact of an additional 2,000 plus visitors in town.

EVENT NAME: Old Island Restoration Foundation's
EVENT WEBSITE ADDRESS: OIRF.ORG
DATE(S) OF EVENT: 11/1/2019 – 12/31/2019

1. What was the primary purpose of your event?

   To draw out-of-county visitors to the destination and put "Heads in Beds".

   To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 1000

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	1000
b. How many visitors to a room?	2
c. How many nights will the visitors stay?	2
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 1000

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

X Capacity of venue(s)
X Ticket Sales from last event
Registrations from last event
Crowd photos from last event
Police crowd estimate from last event
Survey of attendees from last event

Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

   Ticket sales report and survey

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

NO

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

EVENT NAME: Key West Holiday Fest
EVENT WEBSITE ADDRESS: keywestholidayfest.com
DATE(S) OF EVENT: 12/01/2019 - 12/24/2019

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: _____

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 6000
b. How many visitors to a room?	b. 2.00
c. How many nights will the visitors stay?	c. 3
d. Calculate: **Room Nights = (a/b) x c** *Divide line a by line b. Then multiple by line c*	*Room Nights: 9000

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☒ Capacity of venue(s)
☒ Ticket Sales from last event
☒ Registrations from last event
☒ Crowd photos from last event
☐ Police crowd estimate from last event
☐ Survey of attendees from last event
☐ Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Discussions with the participants in various events and the lodging facilities and length of the event.

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

See attached analytics

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

We have had great success growing this event and the included events during the month. Destination Magazine in the Key, Destination Southeast which covers Ft. Myers, Naples and the ferry to the Keys. For the second year we also did additional ads in the Tampa Bay area. We see a lot of participation in our tickets sales from these areas for various December events.

For the second year we added a USA Today Special Edition ad in USA Today Travel - Florida and Caribbean GO Escape Magazine.

On the website we had 29 different events in the month long period.

Again, we did a lot of work providing professional photos to the TDC agencies for posting in a real time manner to gain extra coverage for the destination. For the second year we also had live video done by Carol Tedesco.

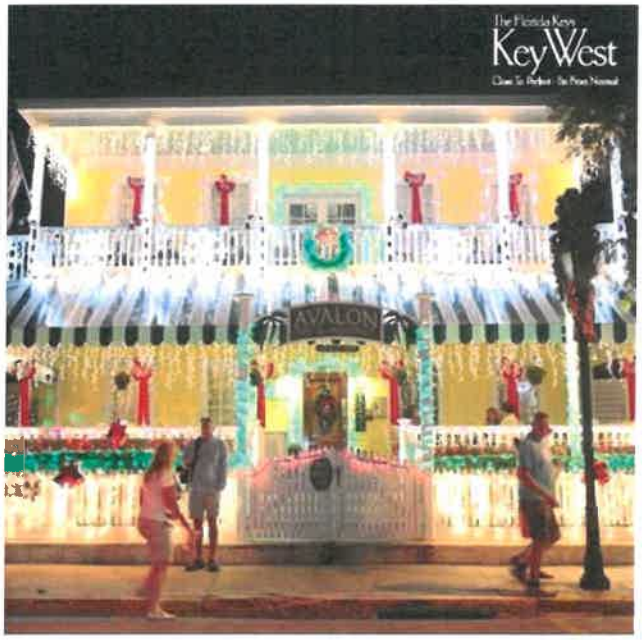
Key West Holiday Fest | Social Media Posts

KeyWest.Com
Published by Loomly [?] December 11 2019

Key West Holiday Fest is in full swing! Tour these festive properties decorated for the holidays: Avalon Bed & Breakfast, Wicker Guesthouse, The Mermaid & The Alligator, Santa Maria Suites Resort and Key West Butterfly & Nature Conservatory

Check out KeyWestHolidayFest.com for the full schedule!

https://loom.ly/IWG6ZXA



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

13,025
People Reached

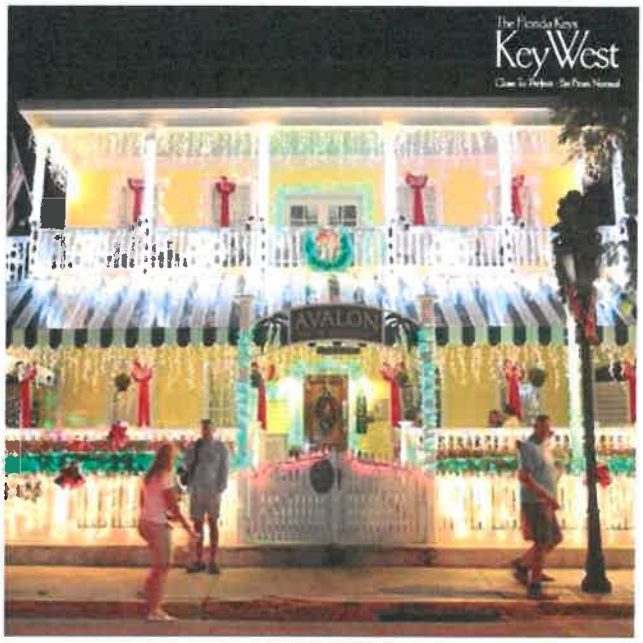
1,038
Engagements

Boost Post

Florida Keys
Published by Loomly [?] December 11 2019

Key West Holiday Fest is in full swing
Tour these festive properties decorated for the holidays this Friday for day 2 of the Historic Holiday Inn Tours: Avalon Bed & Breakfast, Wicker Guesthouse, The Mermaid & The Alligator, Santa Maria Suites Resort and Key West Butterfly & Nature Conservatory

Check out KeyWestHolidayFest.com for the full schedule or head to https://loom.ly/8Pwbifc to secure your spot now! ... See More



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

2,341
People Reached

152
Engagements

Boost Post

KeyWest.Com
Published by [illegible] December 12 2019

Looking for a unique holiday experience? Explore historic Inns on the Island during the last night of the Historic Holiday Inn Tours.

For more information, visit www.keywestholidayfest.com

Tickets may be purchased by calling The Lodging Association office at 305-296-4959 or on the Keystix.com any day prior to the tour each night. Tickets can ONLY be picked up the night of the tour at the first property. Avalon Bed & Breakfast after 5:00pm*

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

5,135
People Reached

59
Engagements

Boost Post

Florida Keys
Published by [illegible] December 12 2019

Looking for a unique holiday experience? Explore historic Inns on the Island during the last night of the Historic Holiday Inn Tours.

For more information, visit www.keywestholidayfest.com

Tickets may be purchased by calling The Lodging Association office at 305-296-4959 or on the Keystix.com any day prior to the tour each night. Tickets can ONLY be picked up the night of the tour at the first property. Avalon Bed & Breakfast after 5:00pm*

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

1,295
People Reached

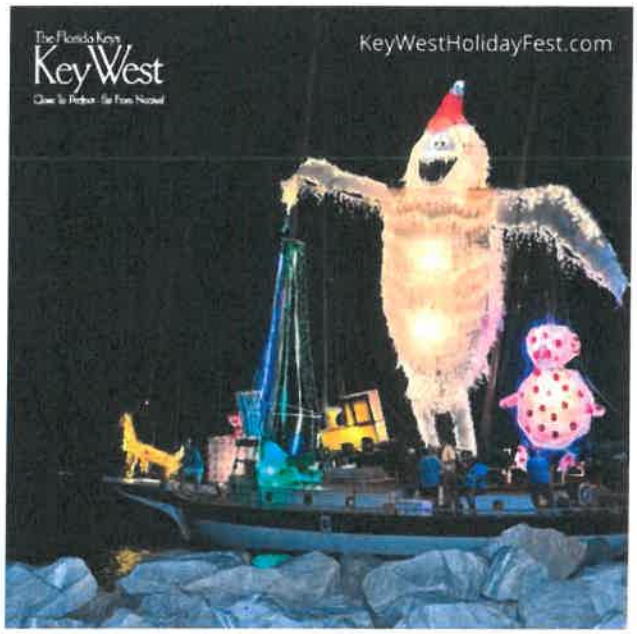
18
Engagements

Boost Post

KeyWest.Com
Published by Loomly [?] December 13 2019

You won't want to miss the Schooner Wharf's 29th Annual Key West Lighted Boat Parade. This is a free event for all ages. Watch the decorated boats from bars, restaurants and along the Harborwalk of Lights in Key West's Historic Seaport.

For more information and to view a full list of Key West Holiday Fest events, visit www.keywestholidayfest.com



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people.

10,885
People Reached

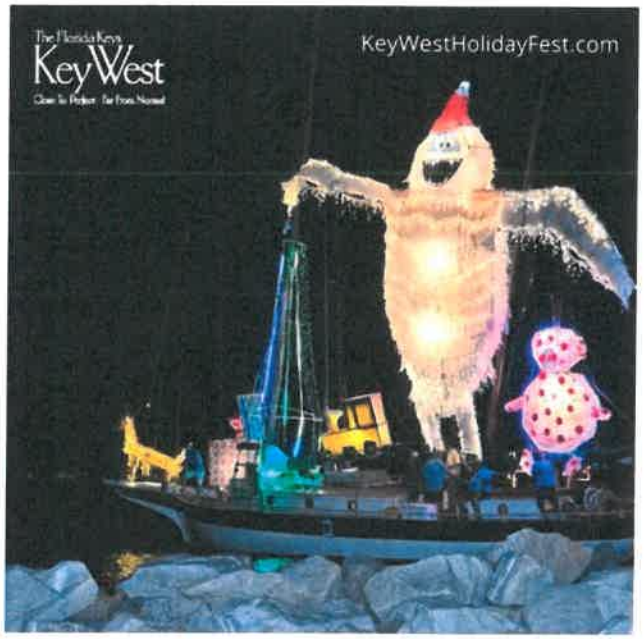
542
Engagements

Boost Post

Florida Keys
Published by Loomly [?] December 13 2019

You won't want to miss the Schooner Wharf's 29th Annual Key West Lighted Boat Parade. This is a free event for all ages. Watch the decorated boats from bars, restaurants and along the Harborwalk of Lights in Key West's Historic Seaport.

For more information and to view a full list of Key West Holiday Fest events, visit www.keywestholidayfest.com



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

1,806
People Reached

67
Engagements

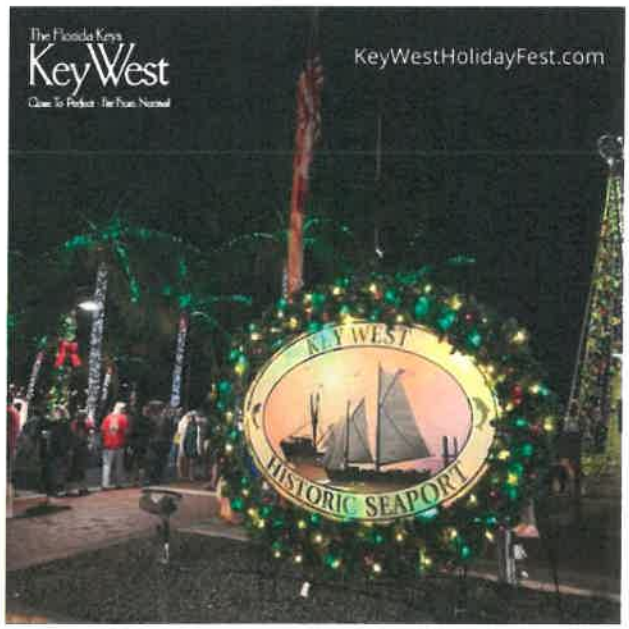
Boost Post

KeyWest.Com
Published by Loomly [illegible] December 15 2019 at 1:00 PM

Key West Holiday Fest continues every evening through New Year's Eve with the Key West "Harbor Walk of Lights"

Stroll along the seawall past Greene St., William St. and Margaret St. This year to the Key West Ferry Terminal, has more lights and creative displays than last year, all continuing the "Maritime History of Key West" theme!

Visit the Harbor Walk of Lights after dusk, every evening through New Year's Eve.



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

13,046
People Reached

807
Engagements

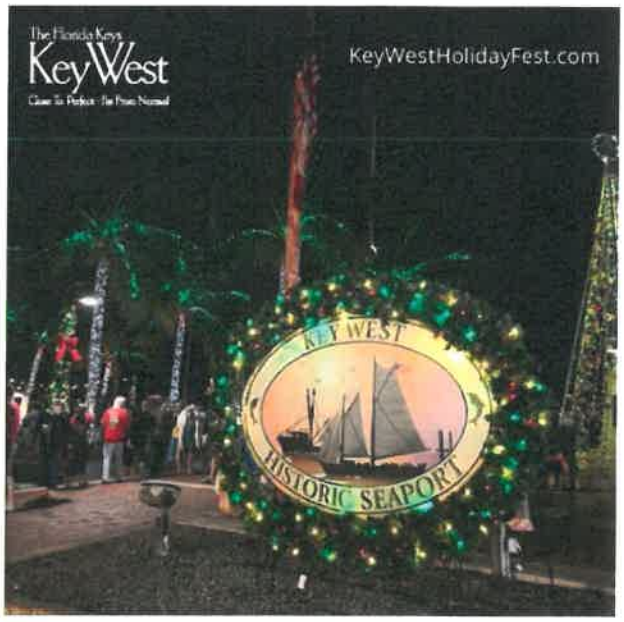
Boost Post

Florida Keys
Published by [illegible] December 15 2019 at 12:00 PM

Key West Holiday Fest continues every evening through New Year's Eve with the Key West "Harbor Walk of Lights"

Stroll along the seawall past Greene St., William St. and Margaret St. This year to the Key West Ferry Terminal, has more lights and creative displays than last year, all continuing the "Maritime History of Key West" theme!

Visit the Harbor Walk of Lights after dusk, every evening through New Year's Eve.



Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 5,600 people

2,648
People Reached

112
Engagements

Boost Post

Key West Holiday Fest | E-blast

Key West Holiday Fest 2019

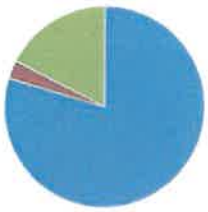
Subject: Key West Holiday Fest 2019

December 5, 2019 10:00:21 AM (Completed in 3 minutes)

export message data

create a segment

Email Impact



17.5% Opened	3,156 contacts 4,987 opens	
2.9% Bounced	518 contacts	
79.7% No Info	14,400 contacts	
1% Clicked	165 contacts 297 clicks	

18,070 contacts sent to

30 Unsubscribed

5 Complained

Device Usage

Smartphone	47%
Tablet	9%
Computer	44%

Social Engagement

0 tweets

0 likes

0 shares

0 +1's

Lists and Segments

FKDC Tourism Sites	18,074 contacts

Click Report

http://www.keywestholidayfest.com	122 contacts	176 clicks
http://KeyWestHolidayFest.com	56 contacts	64 clicks
https://keystix.ticket...formances.asp?evt=1179	30 contacts	34 clicks
http://www.twooceansdi...ging/index-201912.html	23 contacts	23 clicks

Key West Holiday Fest | Banners

Campaign			
Date	**Impressions**	**Clicks**	**CTR %**
Fla-Keys.com Key West Things To Do	569	1	0.18%
Fla-Keys.com Run of Marathon	785	0	0.00%
Fla-Keys.com Main Calendar of Events	365,192	290	0.08%
Fla-Keys.com Run of Lower Keys	807	2	0.25%
Fla-Keys.com Key West Accommodations	462	0	0.00%
KeyWest.com Run of Site 1	5,536	11	0.20%
KeyWest Run of Site 2	5,314	12	0.23%
Total:	**378,665**	**316**	0.08%

EVENT NAME: New Years Eve Shoe Dropp

EVENT WEBSITE ADDRESS: www.BourbonStPub.com on the events page

DATE(S) OF EVENT: 12-31-2019

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☒ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 4000

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 3000
b. How many visitors to a room?	b. 3.00
c. How many nights will the visitors stay?	c. 5
d. Calculate: **Room Nights = (a/b) x c** *Divide line a by line b. Then multiple by line c*	*Room Nights: 5000

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☒ Capacity of venue(s)

☒ Registrations from last event

☒ Police crowd estimate from last event

☒ Ticket Sales from last event

☒ Crowd photos from last event

☒ Survey of attendees from last event

☐ Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Average Hotel minimum stay during the New Years Eve Holiday, info gathered from booking services.

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

All of the local and out of county performers posted on their Instagram and Facebook, promoting our NYE event. Our Headliner this year was from Los Angeles, with a huge following on IG and FB. Our own IG and FB accounts were blasted out daily and from our website reaching thousands. We have over 3000 followers on IG. (@NEWORLEANSHOUSEKW) after launching in November.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

Our biggest promoter was CNN again this year. Reaching millions of audience viewers watching the Anderson Cooper NYE Special. This year, unlike others years, the show aired from 8 pm until 12:30 am. ,airing 4.5 hours and at least 5 live feeds from Key West. Each feed was about 5 to 10 minutes long. Giving us approx 40 min total, of live coverage from Key West reaching millions of people around the world. How do you measure this exposure? It's priceless. We work hard with Newman Associates each year, to always be camera ready, for whomever, whenever, someone wants to film us.

On another subject, each year I pay out thousands of dollars, for sound, lighting and entertainment. I ask again, can the DAC consider lowering the TurnKey funding to $35,000 so someone like myself can apply, be approved and use the funds to enhance the show and performances?. We need to keep it fresh and bring in Big Name entertainers, keeping the crowds interested in coming back, because people do have a choice where they want to spend there NYE.

EVENT NAME: Pole Vault in Paradise
EVENT WEBSITE ADDRESS: Truman Waterfront Park
DATE(S) OF EVENT: January 9 - 12, 2020

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 400

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 384
b. How many visitors to a room?	b. 3.00
c. How many nights will the visitors stay?	c. 4
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 512

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☐ Capacity of venue(s)
☒ Ticket Sales from last event
☒ Registrations from last event
☒ Crowd photos from last event
☐ Police crowd estimate from last event
☒ Survey of attendees from last event
☐ Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

We asked the athletes how many in their party and how many nights are they staying in the Keys.

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Yes. Pole vaulters, coaches, and their families.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

We plan to increase the number of emails that go directly to known pole vaulters, coaches, and family members.
We will be evaluating whether to move the breakfast from Sunday to Saturday morning in conjunction with evaluating whether to move some of the competition to Sunday morning.
We plan to increase signage and/or other advertising at hotels and other tourist destinations.
We will investigate about the possibility of advertising to the cruise ship passengars that are in town.
We are looking into advertising in programs at some of the National track meets.
We are exploring partnerships with pole vault equipment manufacturers.

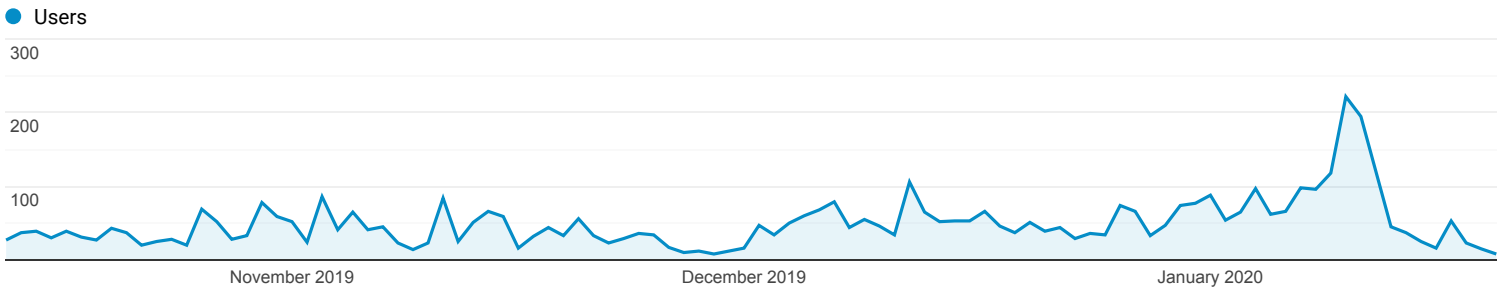
Channels

All Users
100.00% Users

Oct 13, 2019 - Jan 20, 2020

Explorer

Summary



Default Channel Grouping	Acquisition			Behavior			Conversions Goal 3: Online Payment Made - PayPal		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Online Payment Made - PayPal (Goal 3 Conversion Rate)	Online Payment Made - PayPal (Goal 3 Completions)	Online Payment Made - PayPal (Goal 3 Value)
	3,930 % of Total: 100.00% (3,930)	**3,839** % of Total: 100.03% (3,838)	**5,697** % of Total: 100.00% (5,697)	**3.76%** Avg for View: 3.76% (0.00%)	**3.38** Avg for View: 3.38 (0.00%)	**00:01:26** Avg for View: 00:01:26 (0.00%)	**1.05%** Avg for View: 1.05% (0.00%)	**60** % of Total: 100.00% (60)	**$0.00** % of Total: 0.00% ($0.00)
1. Display	**1,941** (48.42%)	1,903 (49.57%)	2,725 (47.83%)	5.72%	2.28	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Direct	**670** (16.71%)	661 (17.22%)	838 (14.71%)	1.31%	3.94	00:01:36	2.63%	22 (36.67%)	$0.00 (0.00%)
3. Social	**592** (14.77%)	553 (14.40%)	715 (12.55%)	5.03%	3.47	00:01:01	0.56%	4 (6.67%)	$0.00 (0.00%)
4. Organic Search	**534** (13.32%)	477 (12.43%)	996 (17.48%)	0.30%	5.45	00:03:17	2.81%	28 (46.67%)	$0.00 (0.00%)
5. Referral	**178** (4.44%)	156 (4.06%)	315 (5.53%)	1.27%	4.59	00:03:04	1.59%	5 (8.33%)	$0.00 (0.00%)
6. Paid Search	**67** (1.67%)	64 (1.67%)	81 (1.42%)	2.47%	4.32	00:01:28	1.23%	1 (1.67%)	$0.00 (0.00%)
7. (Other)	**27** (0.67%)	25 (0.65%)	27 (0.47%)	7.41%	2.52	00:00:07	0.00%	0 (0.00%)	$0.00 (0.00%)

Rows 1 - 7 of 7

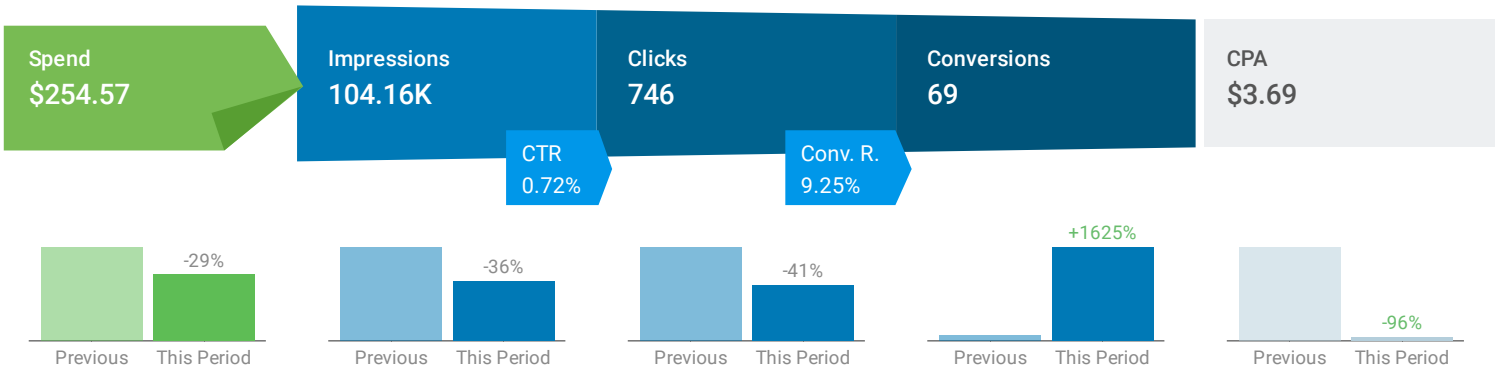
© 2020 Google

Pole Vault In Paradise
Monthly Cross-Platform Success Report

Jan. 1 - Jan. 31, 2020

Compared to Dec. 1 - Dec. 31, 2019

Overall Performance Funnel



Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

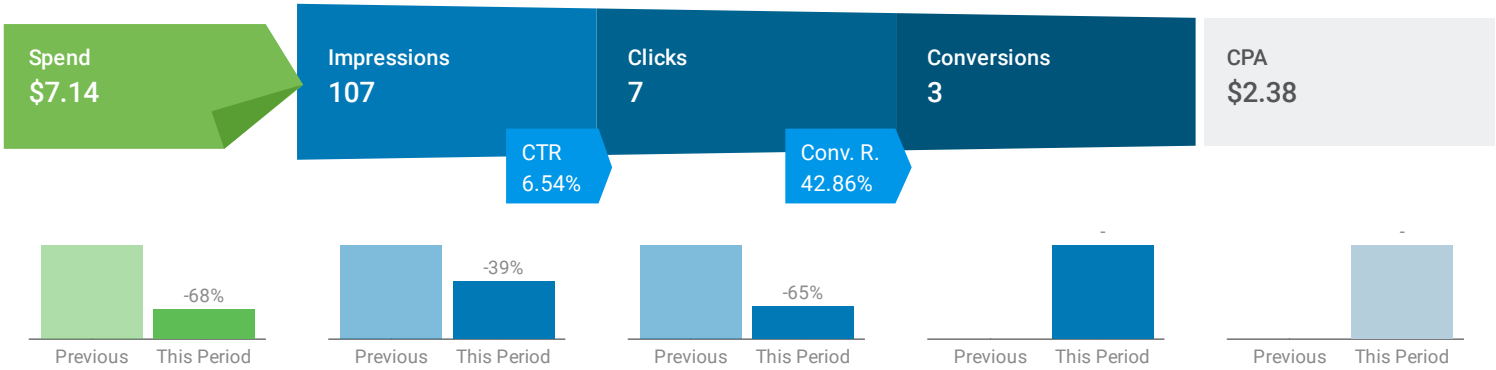
Breakdown by Ad Platform

Ad Platform	Spend	Impressions	Clicks	Conversions	CPA
Search	$7.14 -68%	107 -39%	7 -65%	3 -	$2.38 -
Display	$147.86 +23%	93,282 -36%	660 -42%	66 +1550%	$2.24 -93%
Facebook	$99.57 -54%	10,775 -38%	79 -25%	0 -	$0.00 -
Total	**$254.57** **-29%**	**104,164** **-36%**	**746** **-41%**	**69** **+1625%**	**$3.69** **-96%**

Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

Google: Search

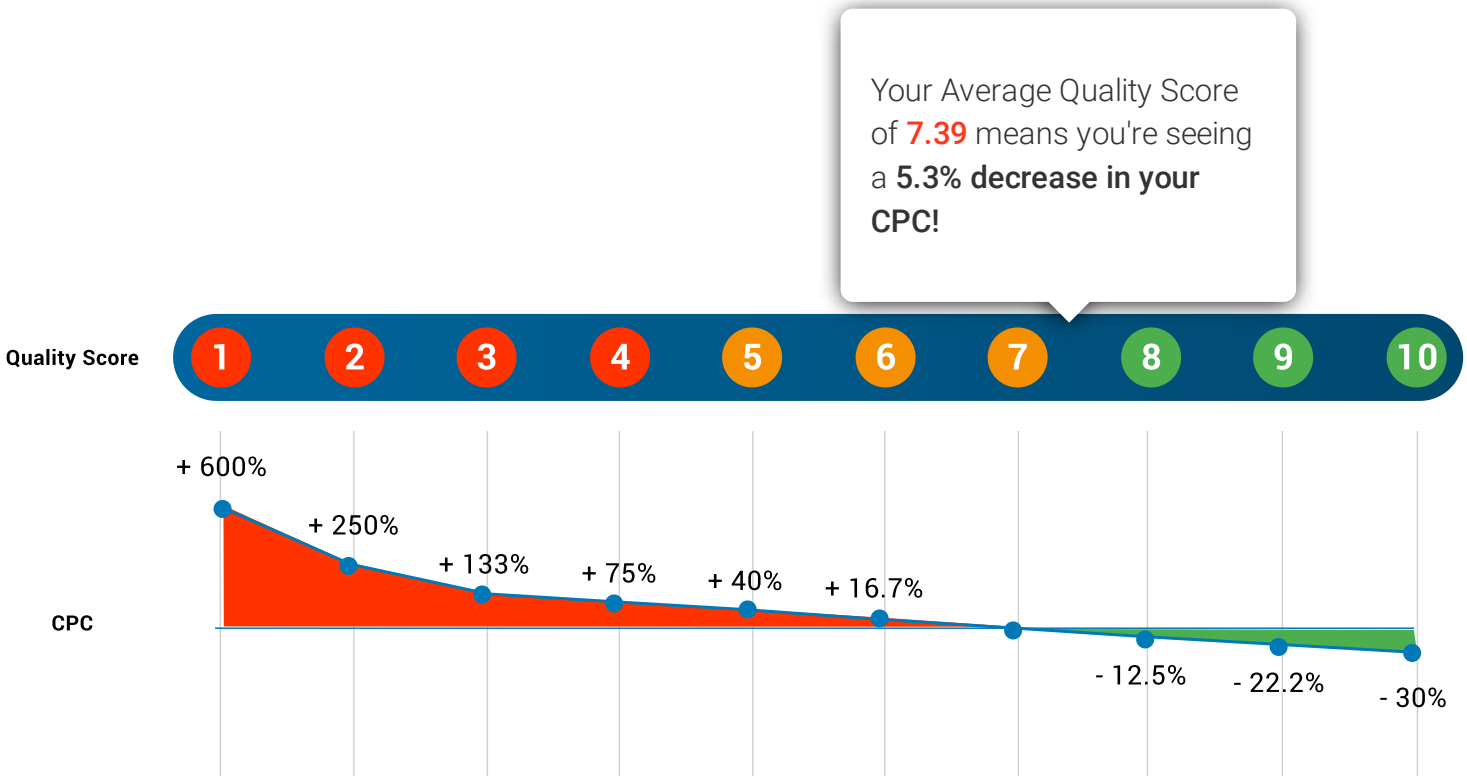
Performance Funnel



Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

Account Health & Trends

Impression Weighted Quality Score: 7.39



ANALYSIS

Great! Your weighted average Quality Score was 7.39, which is an 8.2% increase from 6.83 in the comparison period. Keep up the good work!

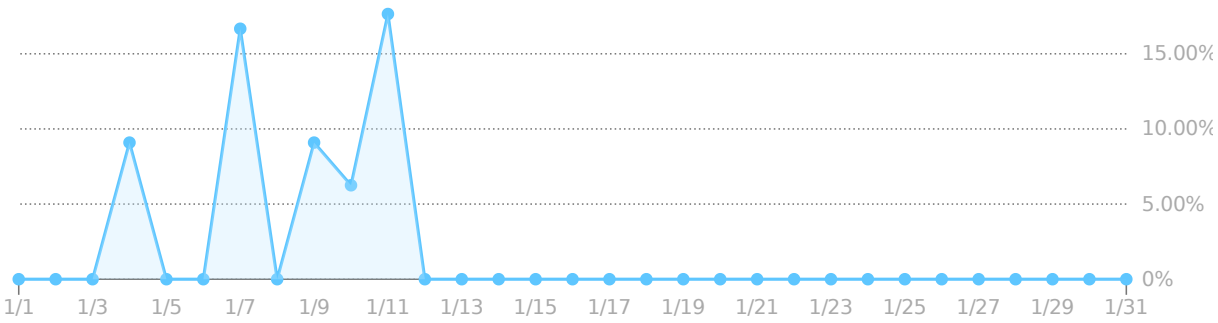
Trends over Time

CTR: 6.54% Avg CPC: $1.02 Spend: $7.14 CPA: $2.38

CTR

6.54%

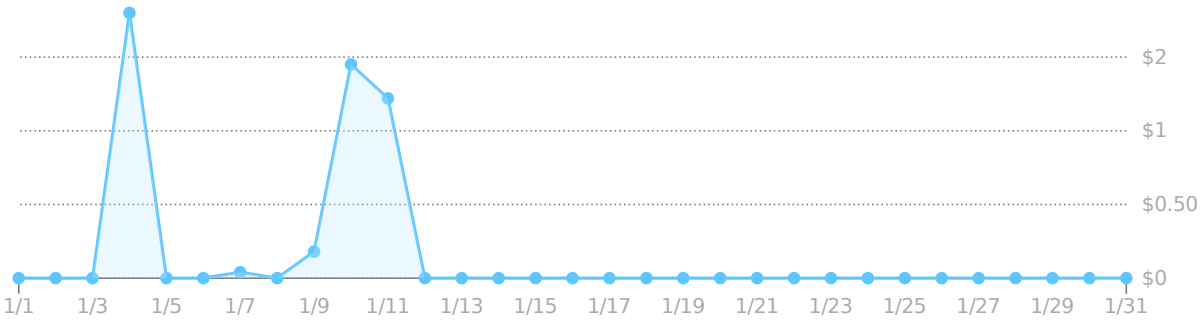
(4.95% ↓)



Avg CPC

$1.02

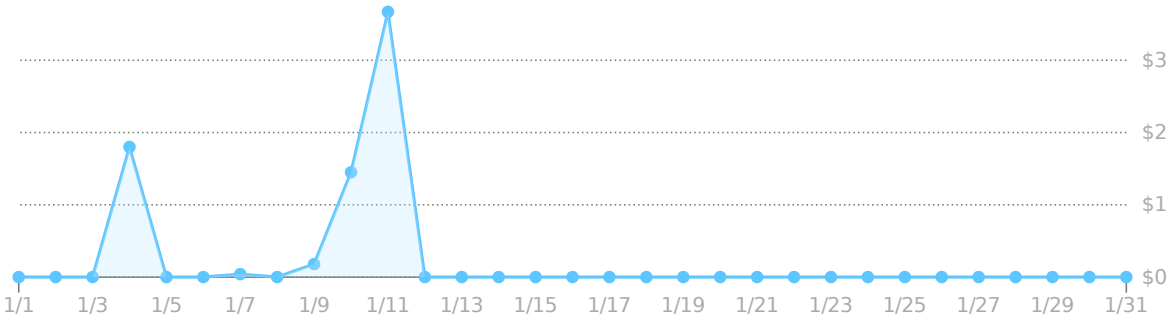
($0.10 ↓)



Spend

$7.14

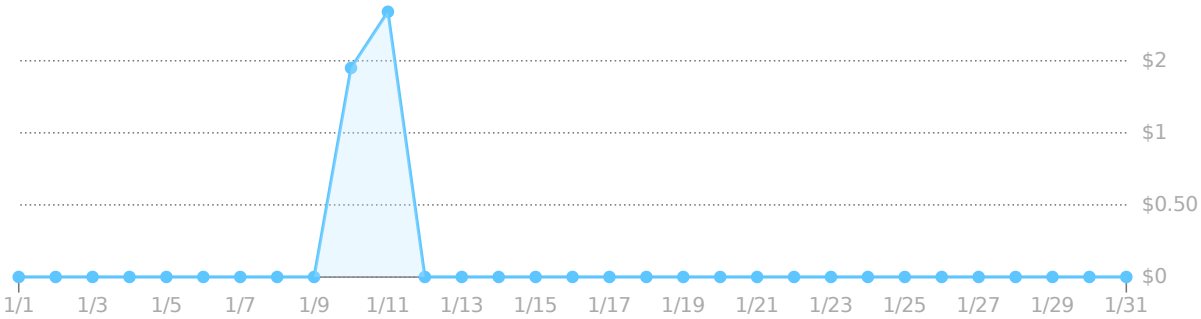
($15.29 ↓)



CPA

$2.38

($2.38 ↑)



Top Performers

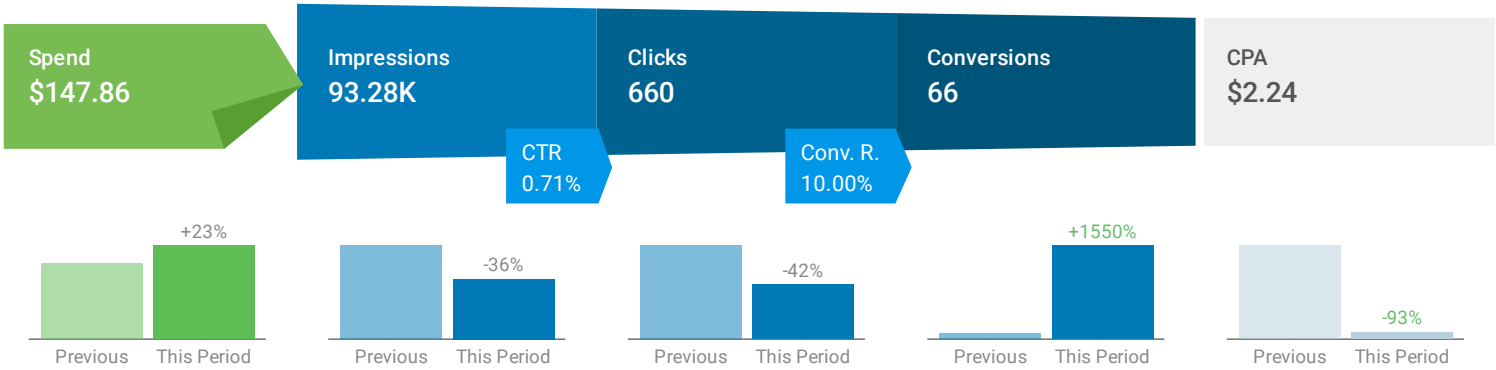
Which keywords are driving the most clicks for your account?

Keyword	Impressions	Clicks	Conversions	CTR	Spend
+pole +vault +meets	51 -63%	4 -75%	0 -	7.84% -33%	$5.23 -
pole vault meets 2020	40 +8%	2 -50%	3 -	5.00% -54%	$1.73 -
+key +west +pole +vault +meet	16 -	1 -	0 -	6.25% -	$0.18 -

Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

Google: Display

Performance Funnel



Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

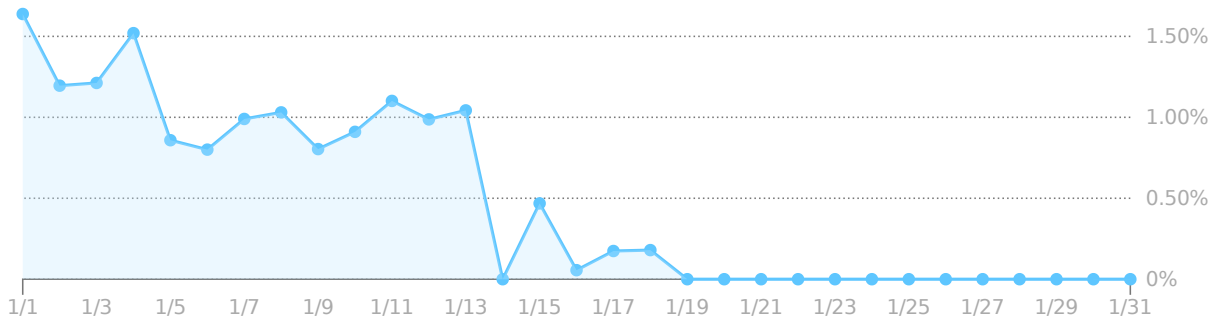
Trends over Time

CTR: 0.71% Avg CPC: $0.22 Spend: $147.86 CPA: $2.24

CTR

0.71%

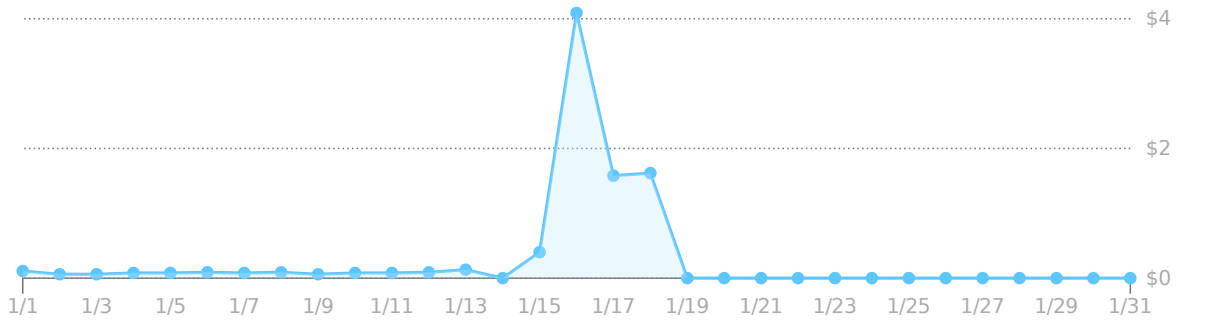
(0.07% ↓)



Avg CPC

$0.22

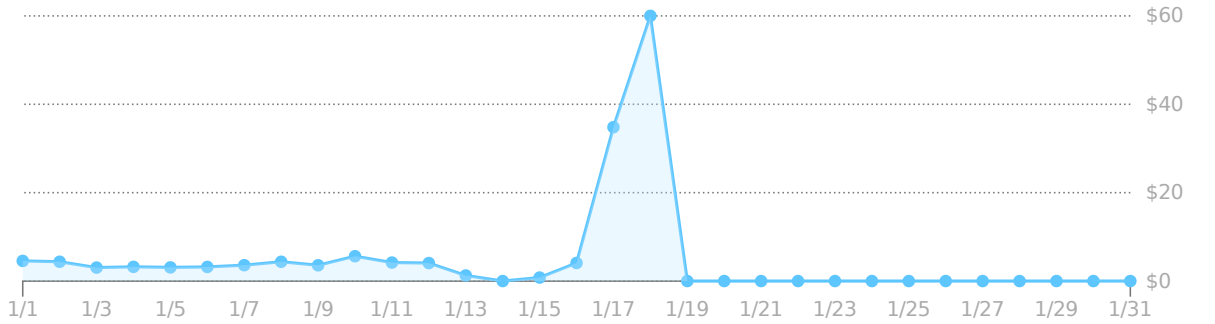
($0.11 ↑)



Spend

$147.86

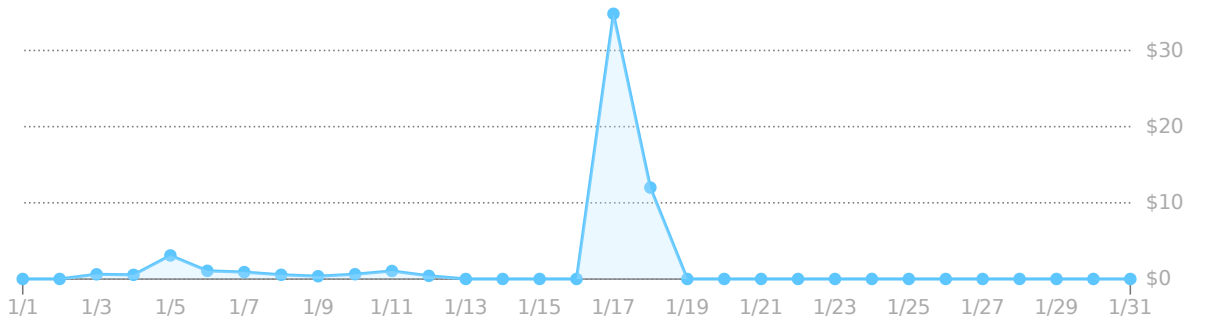
($27.43 ↑)



CPA

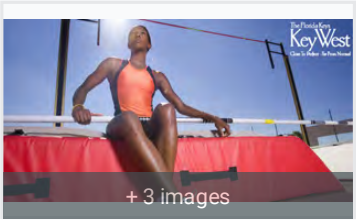
$2.24

($27.87 ↓)



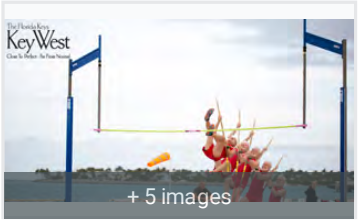
Display Ads

Which Display Ads performed the best?



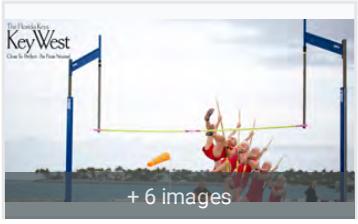
Pole Vault In Paradise + 2 more
Register Today For A 4 Day Event In Beau...
All-Comers Meet In Ideal Florida Weather...

SPEND: $31.92
IMPRESSIONS: 37970
CLICKS: 393
CTR: 1.04%
CTR (desktop/tablet): 0.00%
CTR (mobile): 1.04%
CONVERSIONS: 52
CPA: $0.61
CAMPAIGN:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
AD GROUP:
Custom Audiences -Trips to KW & Track & Field Enthusiasts



Pole Vault In Paradise + 4 more
Register For A 4 Day Pole Vault Event In...
All-comers Pole Vault Competit... + 1 more

SPEND: $16.23
IMPRESSIONS: 19881
CLICKS: 205
CTR: 1.03%
CTR (desktop/tablet): 2.33%
CTR (mobile): 1.02%
CONVERSIONS: 8
CPA: $2.03
CAMPAIGN:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
AD GROUP:
Custom Audiences -Trips to KW & Track & Field Enthusiasts

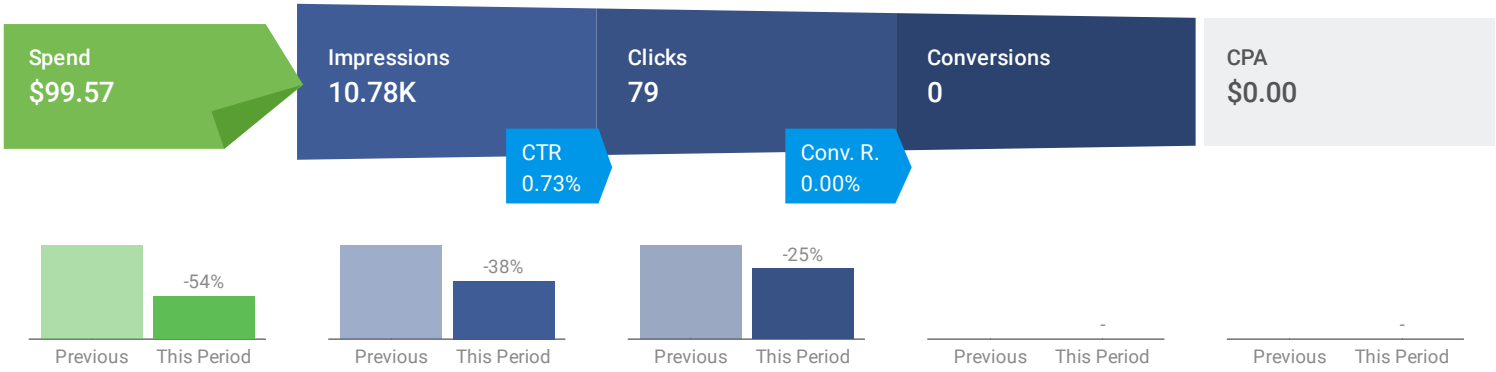


Pole Vault In Key West FL + 2 more
Austin Miller Set The Key West Island Re...
Austin Miller Set The Key West Island Re...

SPEND: $99.71
IMPRESSIONS: 35431
CLICKS: 62
CTR: 0.17%
CTR (desktop/tablet): 0.13%
CTR (mobile): 0.19%
CONVERSIONS: 6
CPA: $16.62
CAMPAIGN:
National PV Summit Website Traffic Goal
AD GROUP: National PV Summit

Facebook

Performance Funnel



Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

Top Objectives by Spend

Which campaign objectives are driving your Facebook spend?

Objective	Results	Cost per Result	Conversions*	Reach	Total Spent
Event Responses	27 +17%	$2.03 -70%	0 -	2,116 -58%	$54.81 -65%
Website Traffic	74 -16%	$0.60 -14%	0 -	6,292 -2%	$44.76 -28%

Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019). This table does not include objectives related to mobile apps, store visits, local awareness or product catalog sales.

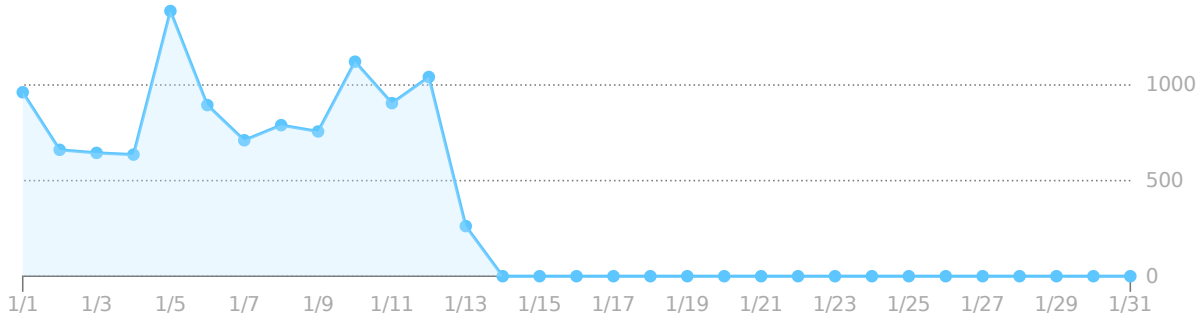
* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Social Health & Trends

Impressions: 10775 Clicks: 79 Reach: 8364 Conversions*: 0 Spend: $99.57
Cost per Action: $0.57

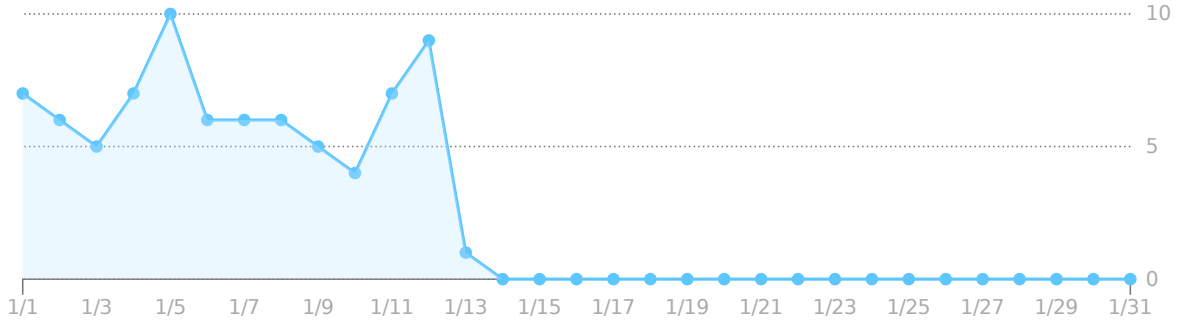
Impressions

10775
(6593 ↓)



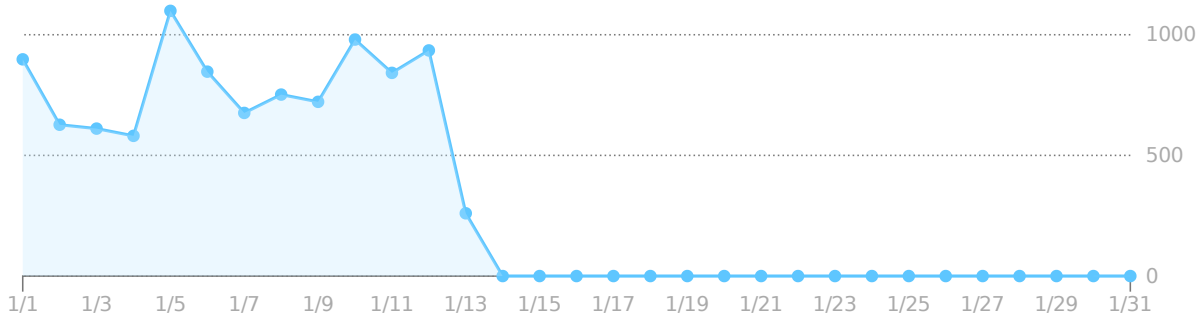
Clicks

79
(26 ↓)



Reach

8364
(2992 ↓)



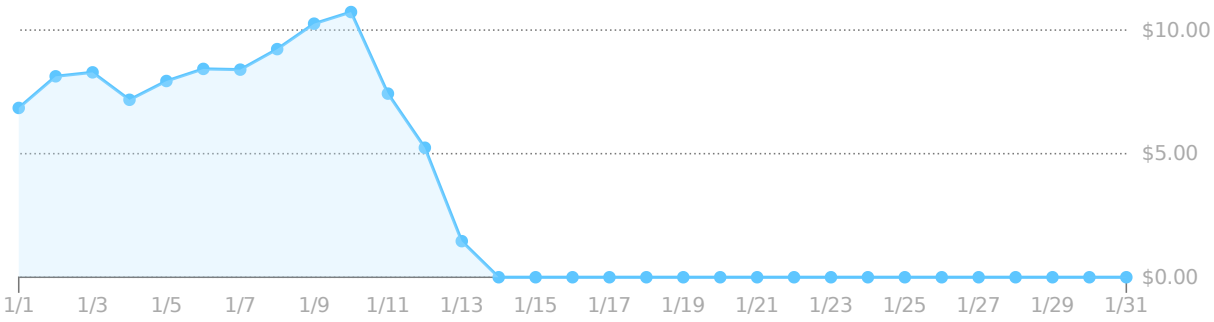
Conversions*

0
(0)

Spend

$99.57

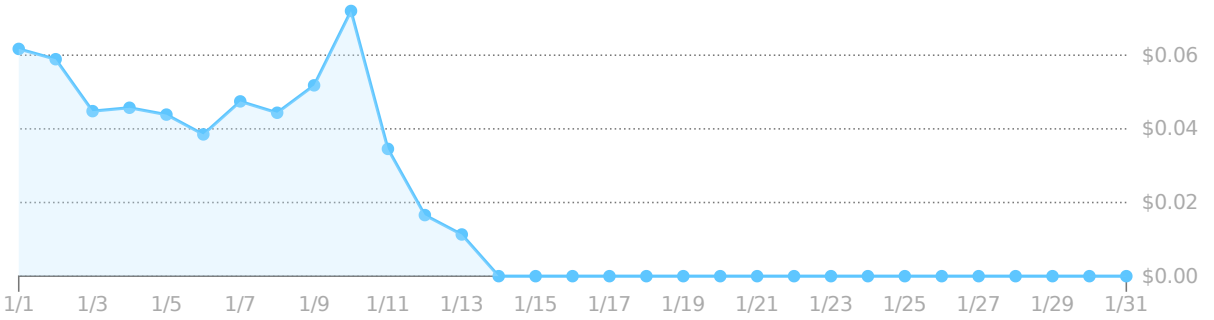
($117.25 ↓)



Cost per Action

$0.57

($1.90 ↓)



* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Ads - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Conversions	CPA
Lookalike Website Visitors	8,112 -1%	74 -16%	$44.76 -28%	0 -	$0.00 -
Lookalike Page Fans	2,663 -71%	5 -71%	$54.81 -65%	0 -	$0.00 -

Jan. 1 - Jan. 31, 2020 (Compared to: Dec. 1 - Dec. 31, 2019)

Ads - Top Performers

Which ads drove the most conversions?

Key West Track & Field Club
Sponsored ·

All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters.

Image preview unavailable

SPEND: $38.64
IMPRESSIONS: 6227
REACH: 4843
CLICKS: 63
CTR: 1.01%
CONVERSIONS: 0
ENGAGEMENT: 741
COST PER ACTION: $0.02
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

Key West Track & Field Club
Sponsored ·

Pole Vault in Paradise is an all-comers Pole Vault Competition with event over 4 Days. Youth, College, Elite & Masters encouraged to

Image preview unavailable

SPEND: $6.12
IMPRESSIONS: 1885
REACH: 1470
CLICKS: 11
CTR: 0.58%
CONVERSIONS: 0
ENGAGEMENT: 12
COST PER ACTION: $0.15
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

Ad Creative Is Incomplete: The The post (447619399193659) cannot be loaded, it might be deleted or you are lacking permissions to see it you selected for your ad is not available. It could be deleted or you might not have permissions to see it. Please check your ad creative and try again.

Image preview unavailable

SPEND: $54.81
IMPRESSIONS: 2663
REACH: 2116
CLICKS: 5
CTR: 0.19%
CONVERSIONS: 0
ENGAGEMENT: 25
COST PER ACTION: $0.54
AUDIENCE TYPE:
Lookalike Page Fans
CAMPAIGN:
Engagement - Event Responses
AD SET:
Lookalike of Page Fans, Parents of kids 9-17

ANALYSIS

The image you use and the ad copy of a given ad are vital to its success. People are responding well to the images and copy used in the ads shown above. Try to use similar images and copy in other ads to match your audience's interests.

Report Data

Search All Active Campaigns

Display All Active Campaigns

All Active Campaigns

Please note that this report contains data as of 2020-02-01 1:32:48. This report was generated for Google (7075010168) and Facebook (act_661984650943290).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".

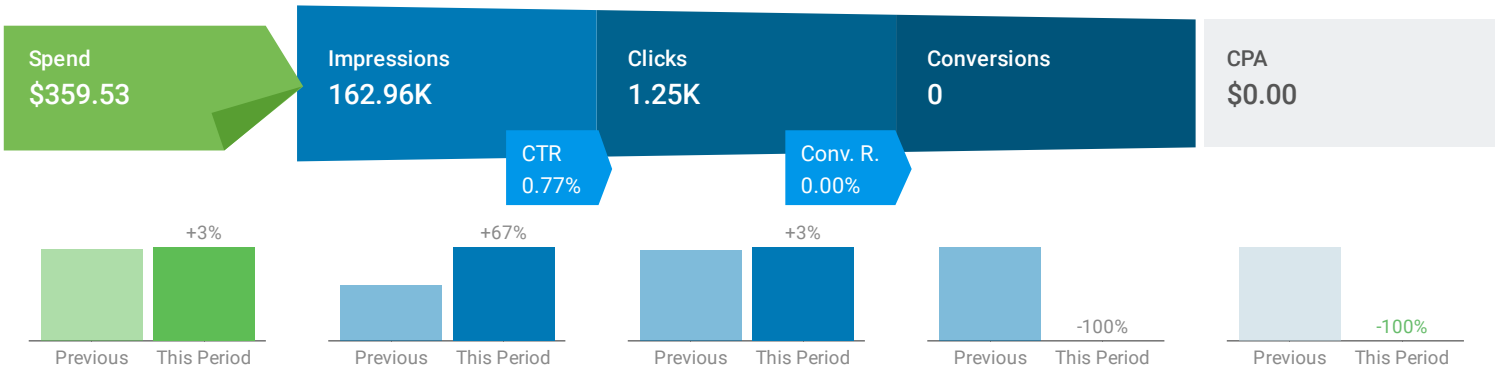
Facebook "Conversions" are counted as the sum of three standard conversion event types (Purchase, Lead, and Registration), lead form completions from lead ads, and all custom conversion events the profile has set up.

Pole Vault In Paradise
Monthly Cross-Platform Success Report

Dec. 1 - Dec. 31, 2019

Compared to Nov. 1 - Nov. 30, 2019

Overall Performance Funnel



Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

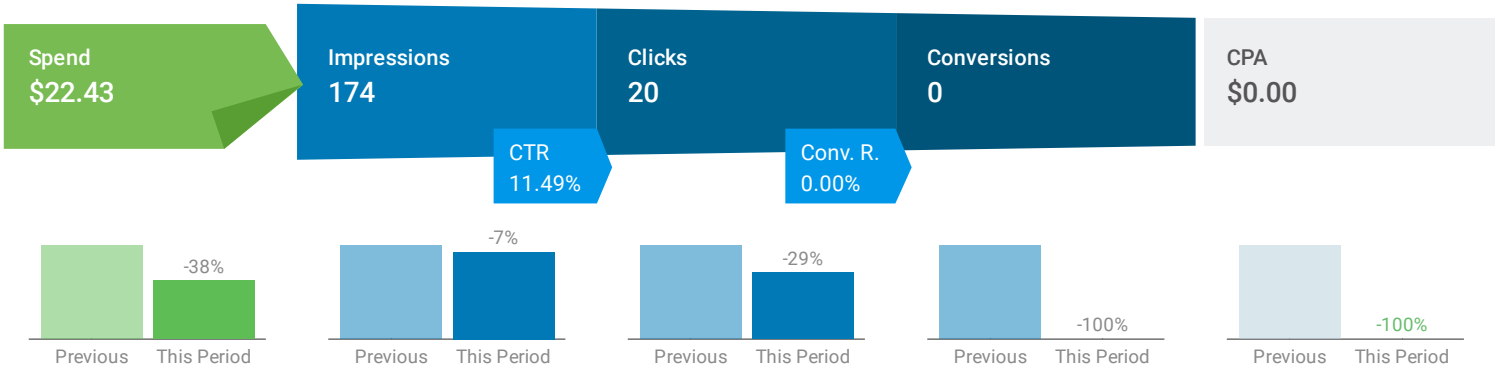
Breakdown by Ad Platform

Ad Platform	Spend	Impressions	Clicks	Conversions	CPA
Search	$22.43 -38%	174 -7%	20 -29%	0 -100%	$0.00 -100%
Display	$120.28 +16%	145,415 +77%	1,128 +5%	0 -100%	$0.00 -100%
Facebook	$216.82 +3%	17,367 +14%	105 -9%	0 -	$0.00 -
Total	**$359.53** **+3%**	**162,956** **+67%**	**1,253** **+3%**	**0** **-100%**	**$0.00** **-100%**

Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

Google: Search

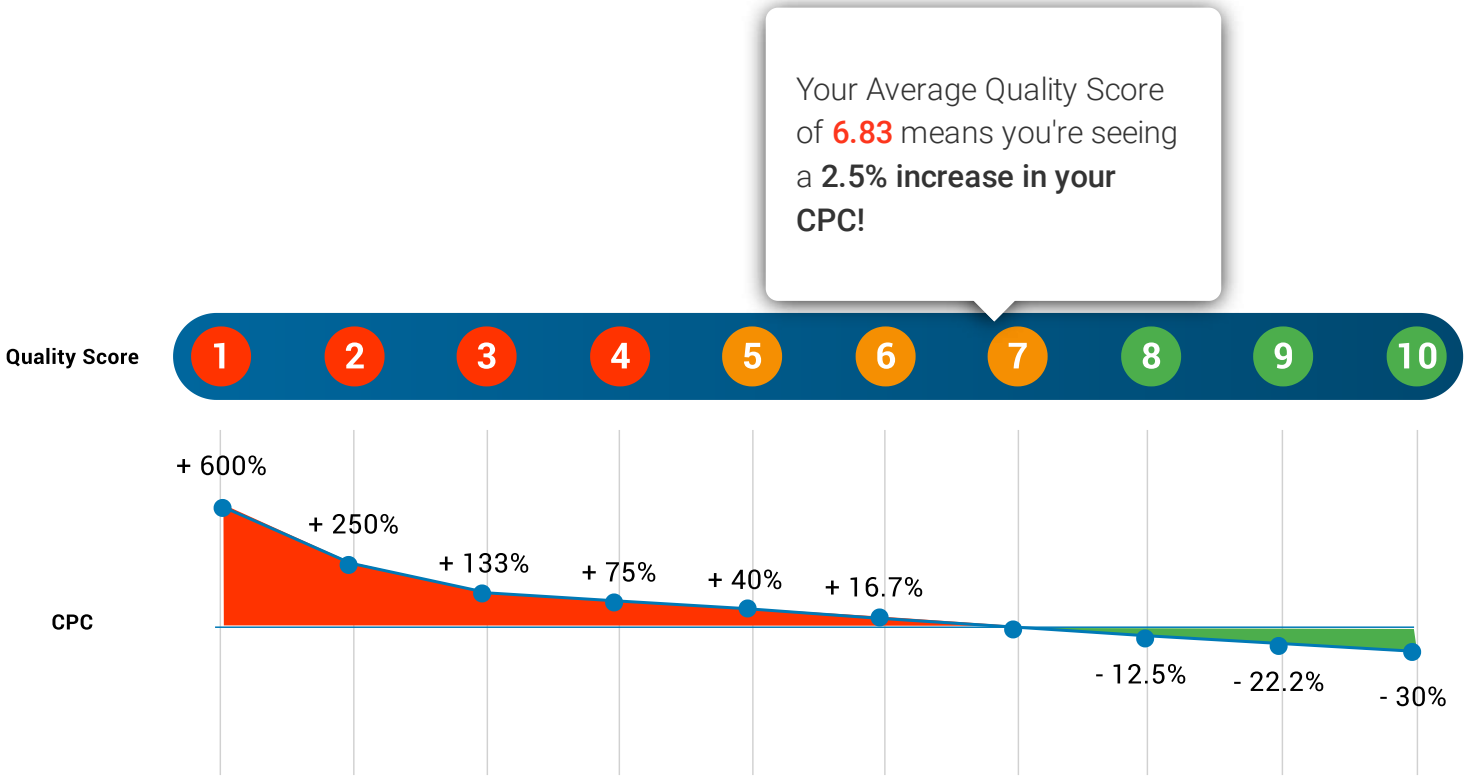
Performance Funnel



Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

Account Health & Trends

Impression Weighted Quality Score: 6.83



ANALYSIS

Great! Your weighted average Quality Score was 6.83, which is an 13.8% increase from 6 in the comparison period. Keep up the good work!

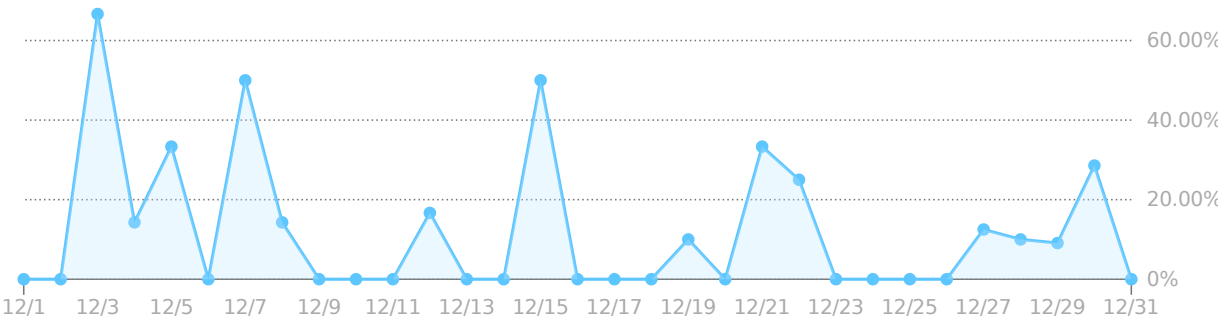
Trends over Time

CTR: 11.49% Avg CPC: $1.12 Spend: $22.43 CPA: $0.00

CTR

11.49%

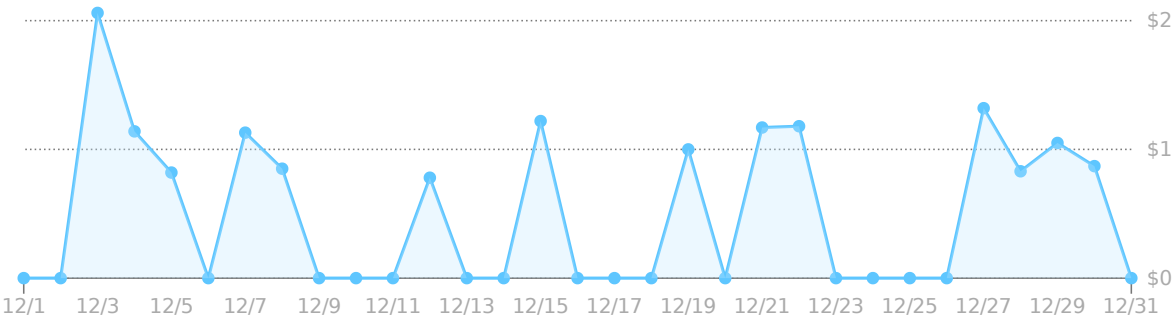
(3.48% ↓)



Avg CPC

$1.12

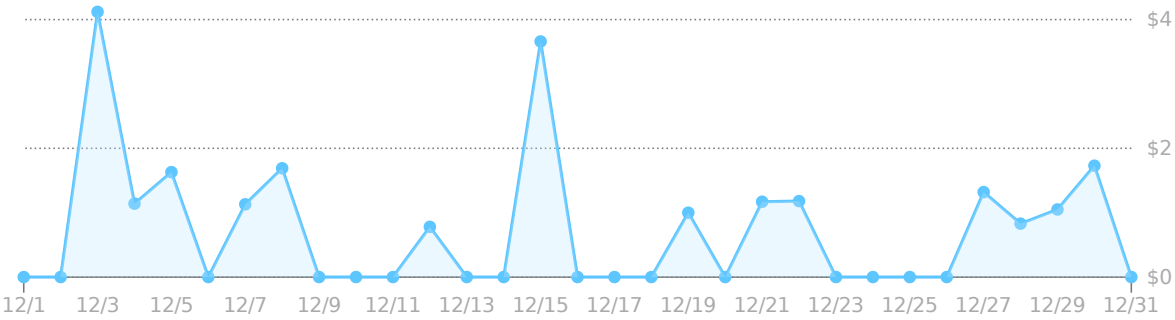
($0.16 ↓)



Spend

$22.43

($13.48 ↓)



CPA

$0.00

($3.59 ↓)

Top Performers

Which keywords are driving the most clicks for your account?

Keyword	Impressions	Clicks	Conversions	CTR	Spend
+pole +vault +meets	137 -27%	16 -43%	0 -	11.68% -22%	$19.01 -
pole vault meets 2020	37 -	4 -	0 -	10.81% -	$3.42 -

Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

ANALYSIS

You received a total of 20 clicks on the 2 keywords across your account. That’s a decrease in clicks of 29% from the comparison period.

Ads

Top ads by click-through rate

Pole Vault In Paradise | Early Registration Thru Nov 30 | Key West January 9-12, 2020

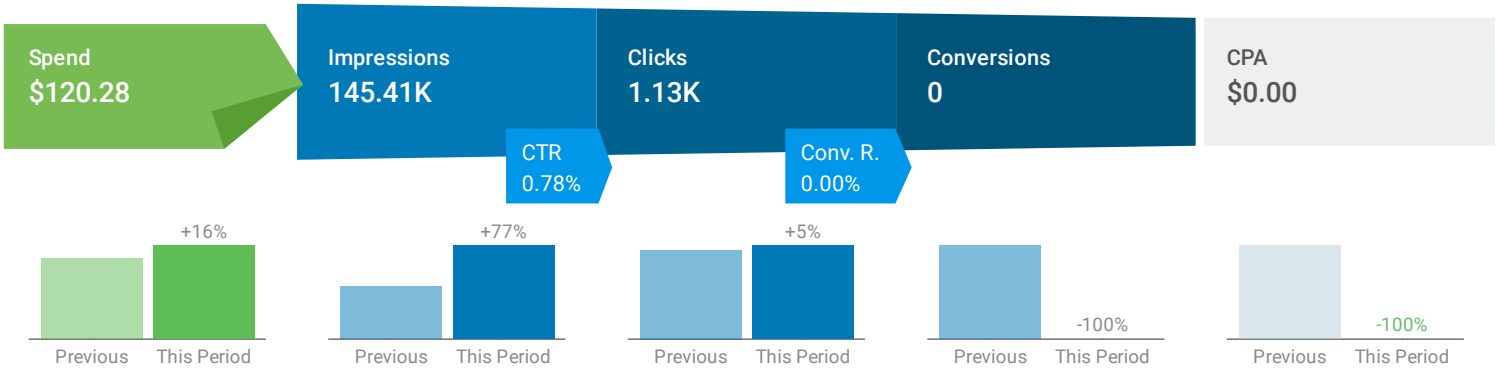
kwtfc.org/key west/florida

All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

SPEND: $12.13
IMPRESSIONS: 69
CLICKS: 10
CTR: 14.49%
CTR (desktop/tablet): 16.67%
CTR (mobile): 12.82%
CONVERSIONS: 0
CPA: $0.00
CAMPAIGN:
Search Campaign National - Driving Website Traffic Goal
AD GROUP: Search Campaigns

Google: Display

Performance Funnel



Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

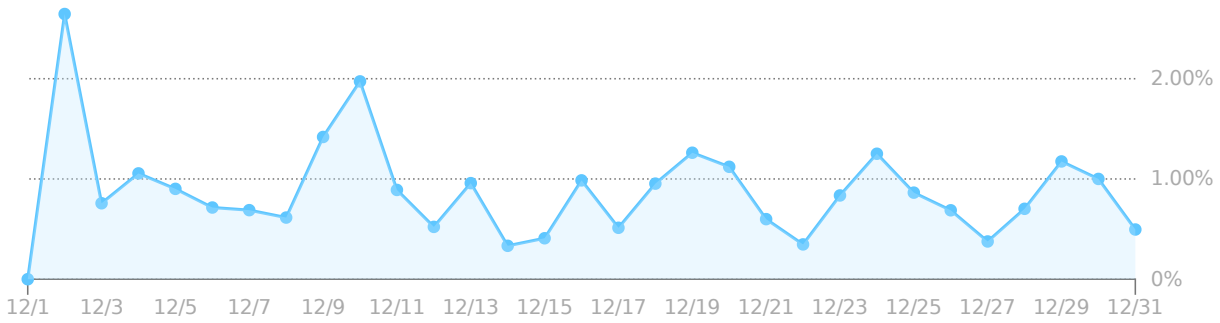
Trends over Time

CTR: 0.78% Avg CPC: $0.11 Spend: $120.28 CPA: $0.00

CTR

0.78%

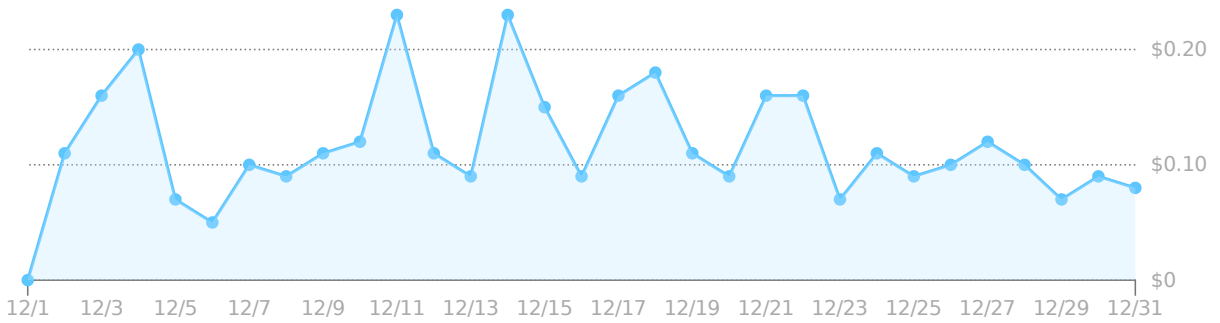
(0.53% ↓)



Avg CPC

$0.11

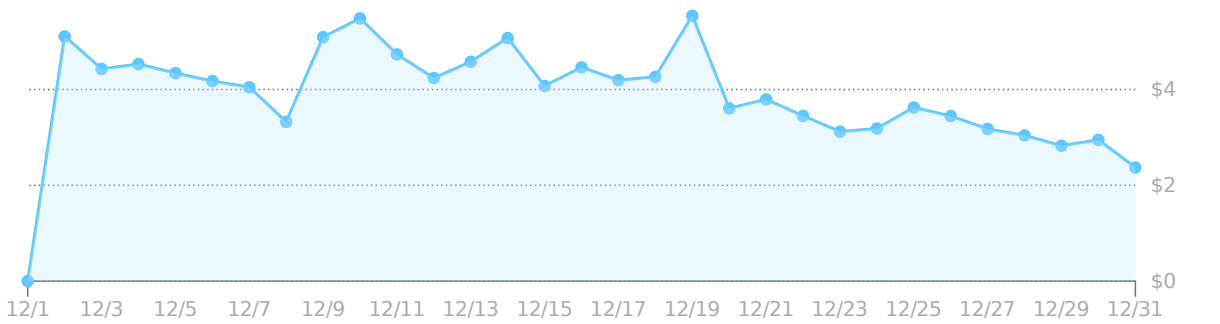
($0.01 ↑)



Spend

$120.28

($16.20 ↑)



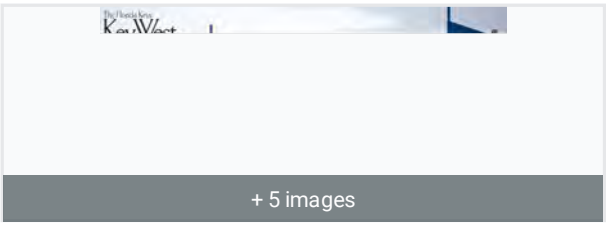
CPA

$0.00

($1.39 ↓)

Display Ads

Which Display Ads performed the best?

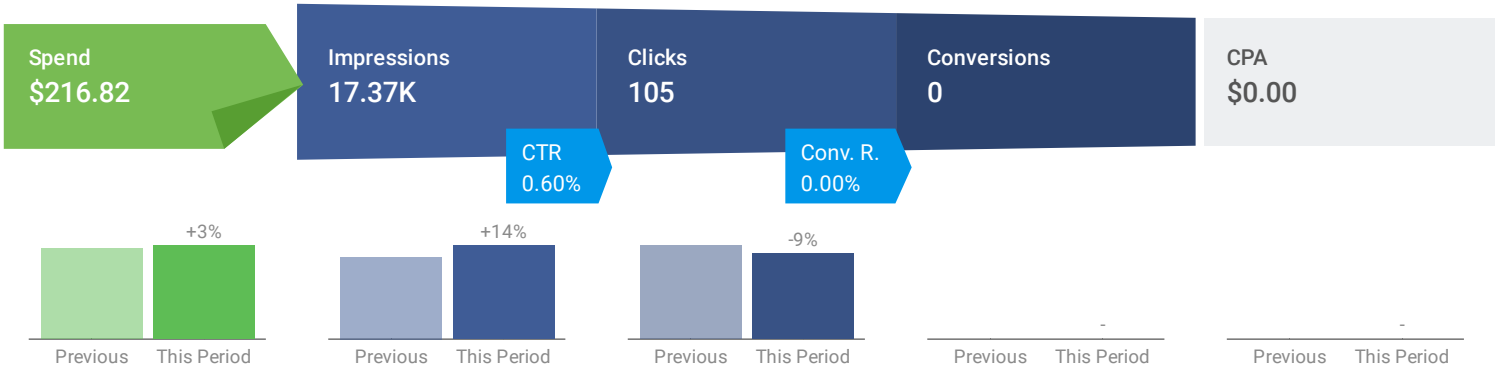


Pole Vault In Paradise + 4 more
Register For A 4 Day Pole Vault Event In...
All-comers Pole Vault Competit... + 1 more

SPEND: $102.70
IMPRESSIONS: 123809
CLICKS: 969
CTR: 0.78%
CTR (desktop/tablet): 0.26%
CTR (mobile): 0.79%
CONVERSIONS: 0
CPA: $0.00
CAMPAIGN:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
AD GROUP:
Custom Audiences -Trips to KW & Track & Field Enthusiasts

Facebook

Performance Funnel



Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

Top Objectives by Spend

Which campaign objectives are driving your Facebook spend?

Objective	Results	Cost per Result	Conversions*	Reach	Total Spent
Event Responses	23 -68%	$6.73 +219%	0 -	5,048 -14%	$154.82 +4%
Website Traffic	88 +1%	$0.70 +1%	0 -	6,417 +13%	$62.00 +3%

Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019). This table does not include objectives related to mobile apps, store visits, local awareness or product catalog sales.

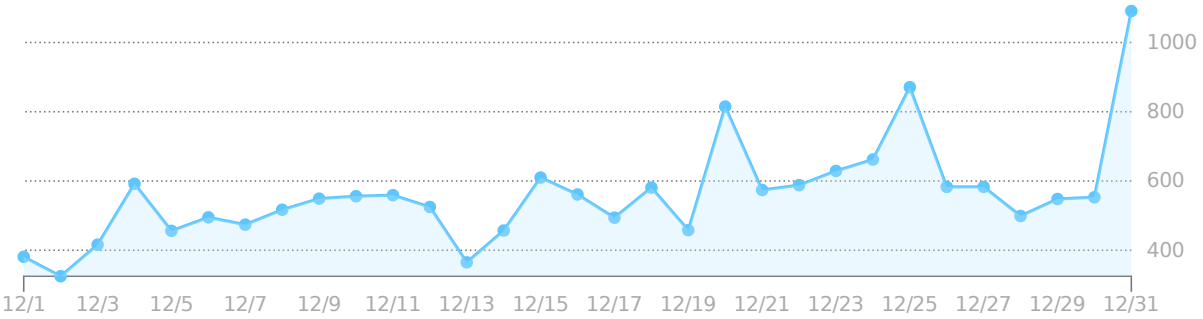
* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Social Health & Trends

Impressions: 17367 Clicks: 105 Reach: 11353 Conversions*: 0 Spend: $216.82
Cost per Action: $2.47

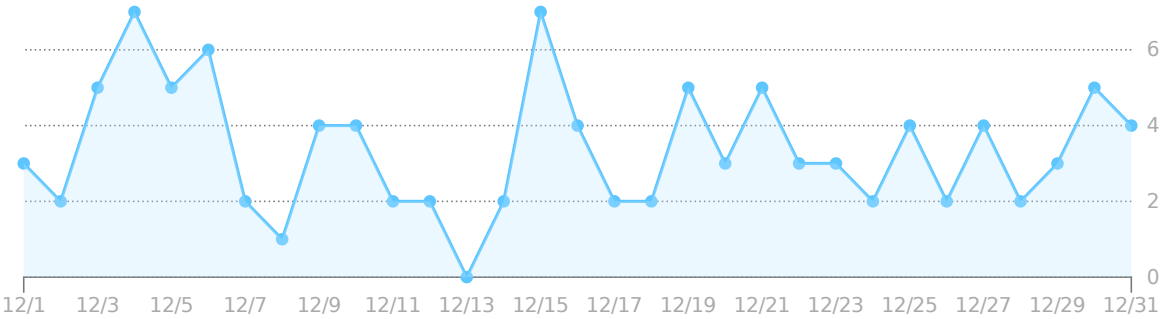
Impressions

17367
(2138 ↑)



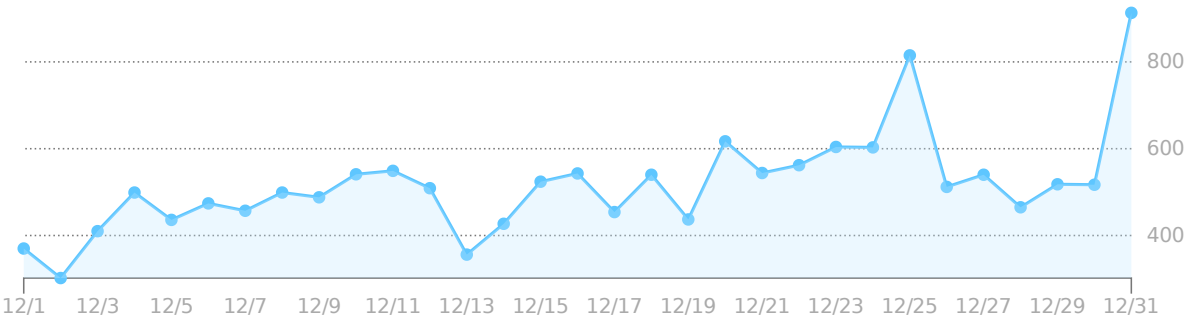
Clicks

105
(10 ↓)



Reach

11353
(207 ↓)



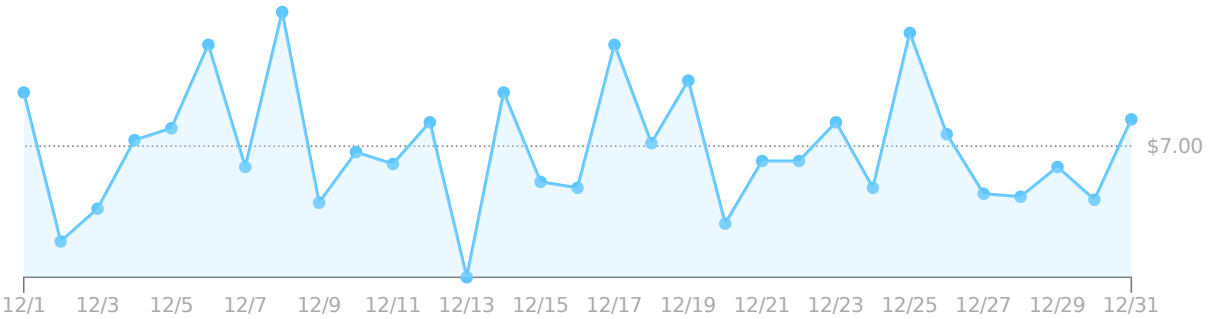
Conversions*

0
(0)

Spend

$216.82

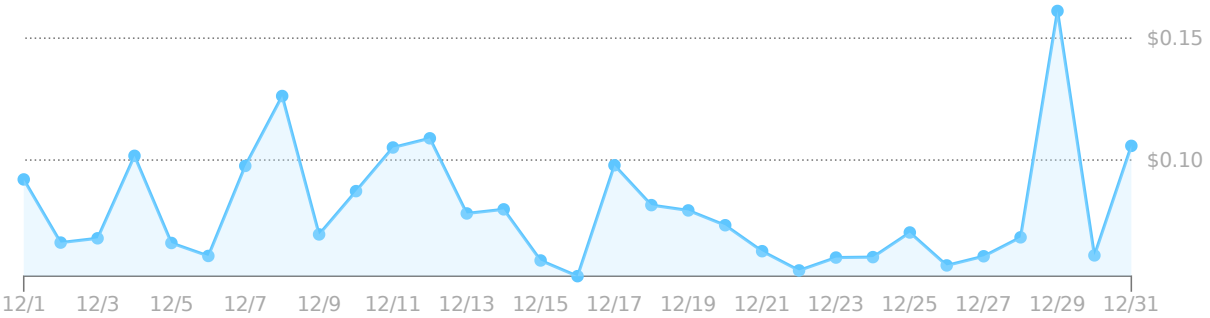
($7.22 ↑)



Cost per Action

$2.47

($0.06 ↓)



* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Ads - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Conversions	CPA
Lookalike Website Visitors	8,214 +14%	88 +1%	$62.00 +3%	0 -	$0.00 -
Lookalike Page Fans	9,153 +14%	17 -39%	$154.82 +4%	0 -	$0.00 -

Dec. 1 - Dec. 31, 2019 (Compared to: Nov. 1 - Nov. 30, 2019)

Ads - Top Performers

Which ads drove the most conversions?

Image preview unavailable

SPEND: $56.04
IMPRESSIONS: 6930
REACH: 5641
CLICKS: 78
CTR: 1.13%
CONVERSIONS: 0
ENGAGEMENT: 902
COST PER ACTION: $0.02
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

Image preview unavailable

SPEND: $154.82
IMPRESSIONS: 9153
REACH: 5048
CLICKS: 17
CTR: 0.19%
CONVERSIONS: 0
ENGAGEMENT: 43
COST PER ACTION: $1.02
AUDIENCE TYPE:
Lookalike Page Fans
CAMPAIGN:
Engagement - Event Responses
AD SET:
Lookalike of Page Fans, Parents of kids 9-17

Image preview unavailable

SPEND: $5.96
IMPRESSIONS: 1284
REACH: 833
CLICKS: 10
CTR: 0.78%
CONVERSIONS: 0
ENGAGEMENT: 10
COST PER ACTION: $0.17
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

ANALYSIS

The image you use and the ad copy of a given ad are vital to its success. People are responding well to the images and copy used in the ads shown above. Try to use similar images and copy in other ads to match your audience's interests.

Report Data

Search All Active Campaigns

Display All Active Campaigns

All Active Campaigns

Please note that this report contains data as of 2020-01-01 1:35:56. This report was generated for Google (7075010168) and Facebook (act_661984650943290).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".

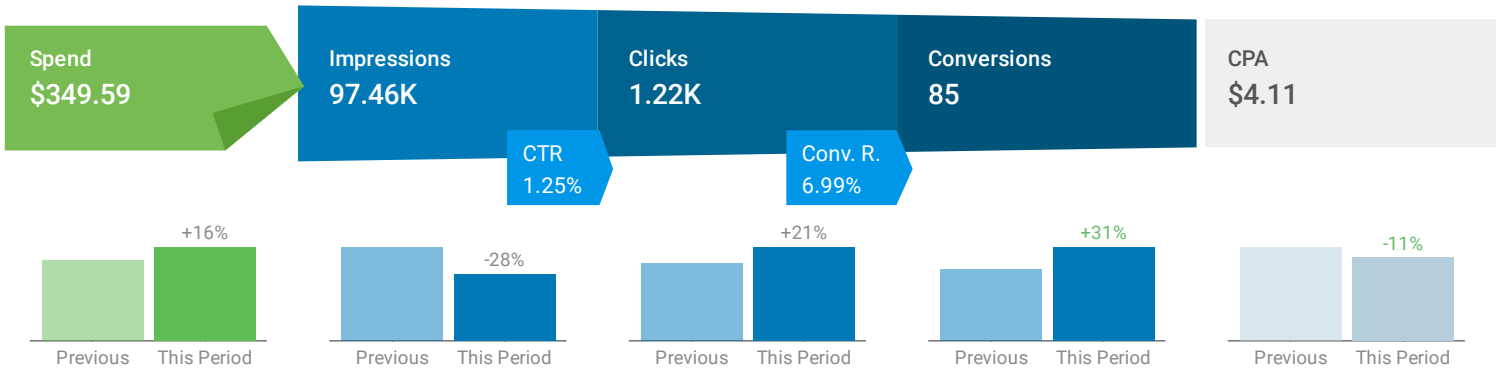
Facebook "Conversions" are counted as the sum of three standard conversion event types (Purchase, Lead, and Registration), lead form completions from lead ads, and all custom conversion events the profile has set up.

Pole Vault In Paradise
Monthly Google Ads & Facebook Ads Report

Nov. 1 - Nov. 30, 2019

Compared to Oct. 1 - Oct. 31, 2019

Overall Performance Funnel



Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

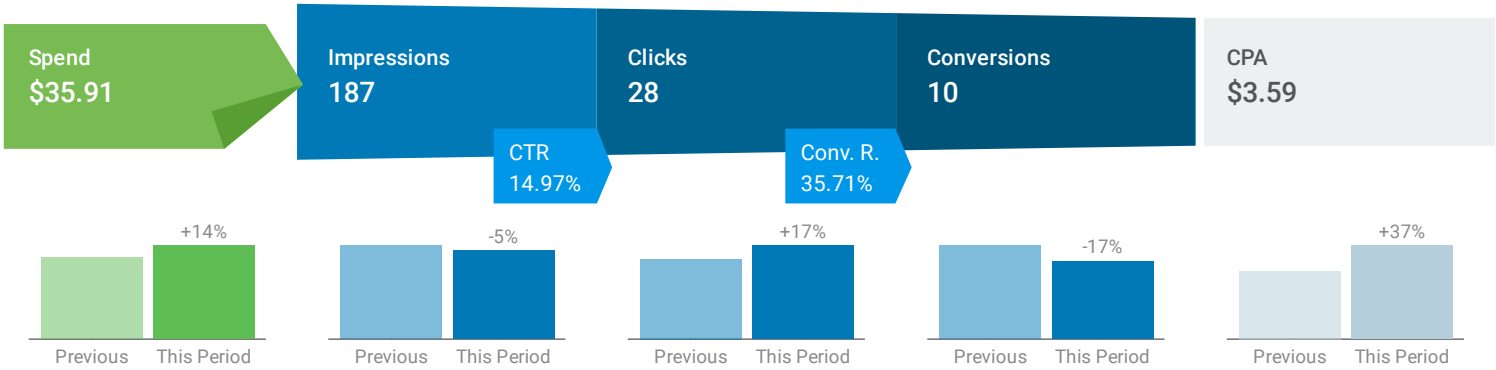
Breakdown by Ad Platform

Ad Platform	Spend	Impressions	Clicks	Conversions	CPA
Search	$35.91 +14%	187 -5%	28 +17%	10 -17%	$3.59 +37%
Display	$104.08 +9%	82,040 -26%	1,073 +55%	75 +42%	$1.39 -23%
Facebook	$209.60 +21%	15,229 -40%	115 -60%	0 -	$0.00 -
Total	**$349.59** **+16%**	**97,456** **-28%**	**1,216** **+21%**	**85** **+31%**	**$4.11** **-11%**

Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

Google: Search

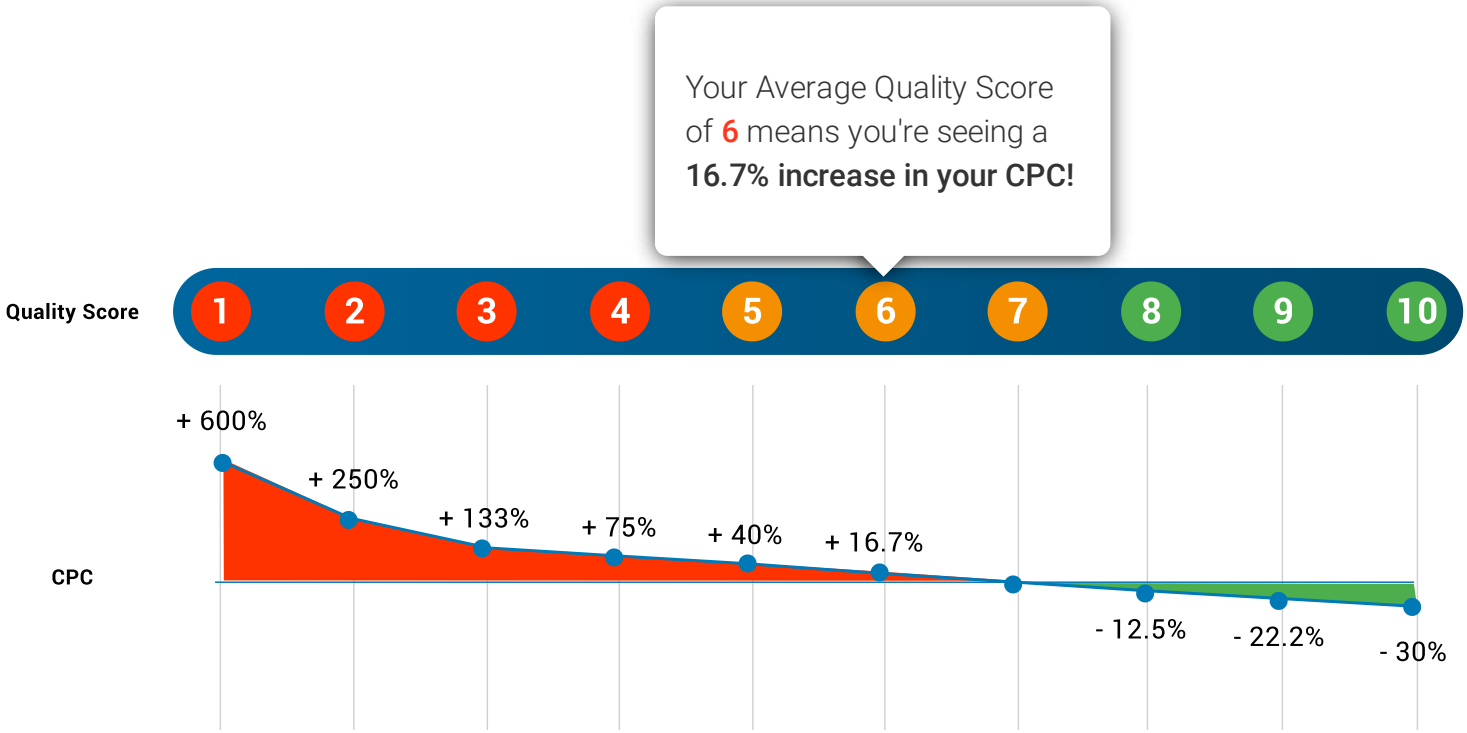
Performance Funnel



Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

Account Health & Trends

Impression Weighted Quality Score: 6



ANALYSIS

Your weighted average Quality Score has held steady between this period and the comparison period. Keep up the good work!

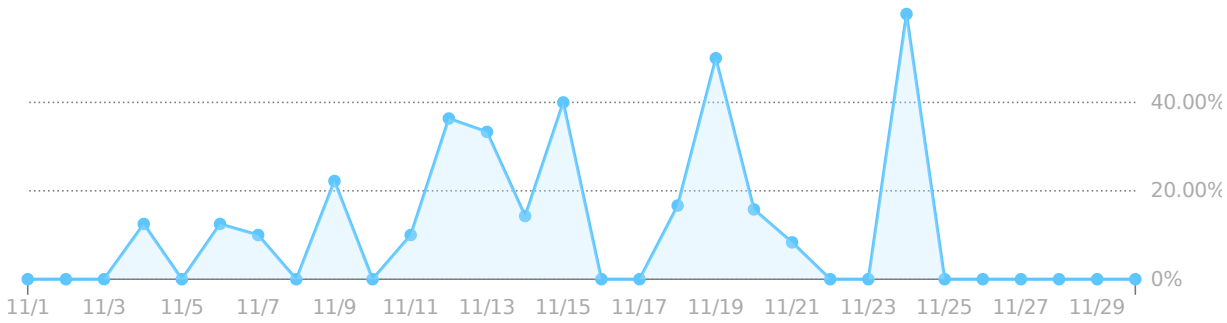
Trends over Time

CTR: 14.97% Avg CPC: $1.28 Spend: $35.91 CPA: $3.59

CTR

14.97%

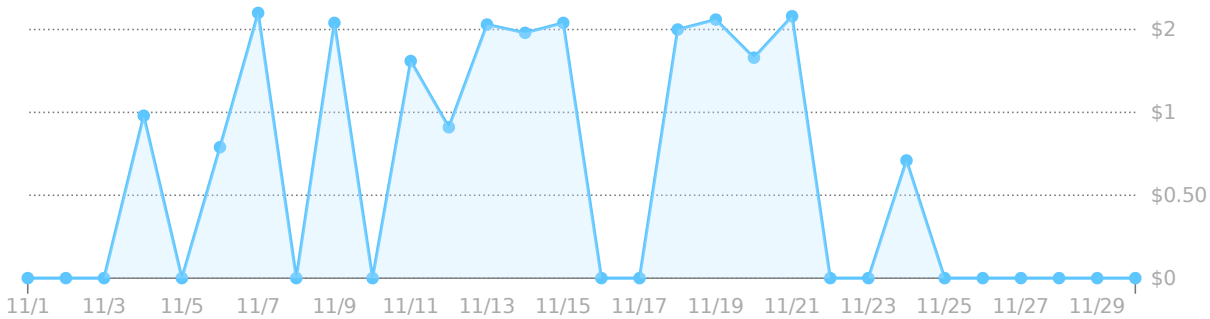
(2.79% ↑)



Avg CPC

$1.28

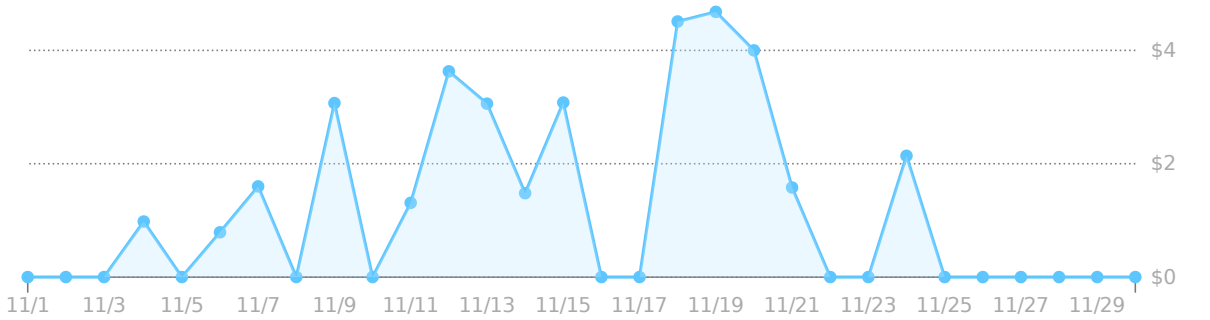
($0.03 ↓)



Spend

$35.91

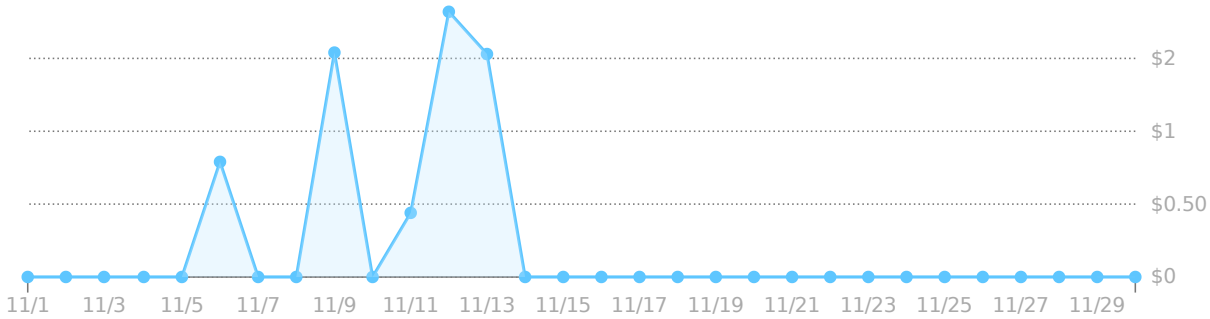
($4.47 ↑)



CPA

$3.59

($0.97 ↑)



Top Performers

Which keywords are driving the most clicks for your account?

+pole +vault +meets

Keyword	Impressions	Clicks	Conversions	CTR	Spend
+pole +vault +meets	187 -5%	28 +17%	10 -	14.97% +23%	$35.91 -

Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

ANALYSIS

You received a total of 28 clicks on 1 keyword across your account. That’s an increase in clicks of 17% from the comparison period. Nice work!

Ads

Top ads by total conversions

Pole Vault In Paradise | Early Registration Thru Nov 30 | Key West January 9-12, 2020
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

SPEND: $15.10
IMPRESSIONS: 82
CLICKS: 12
CTR: 14.63%
CTR (desktop/tablet): 10.71%
CTR (mobile): 16.67%
CONVERSIONS: 5
CPA: $3.02
CAMPAIGN:
Search Campaign National - Driving Website Traffic Goal
AD GROUP: Search Campaigns

Pole Vault In Paradise | Register Early & Win A T-Shirt | Key West January 9-12, 2020
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

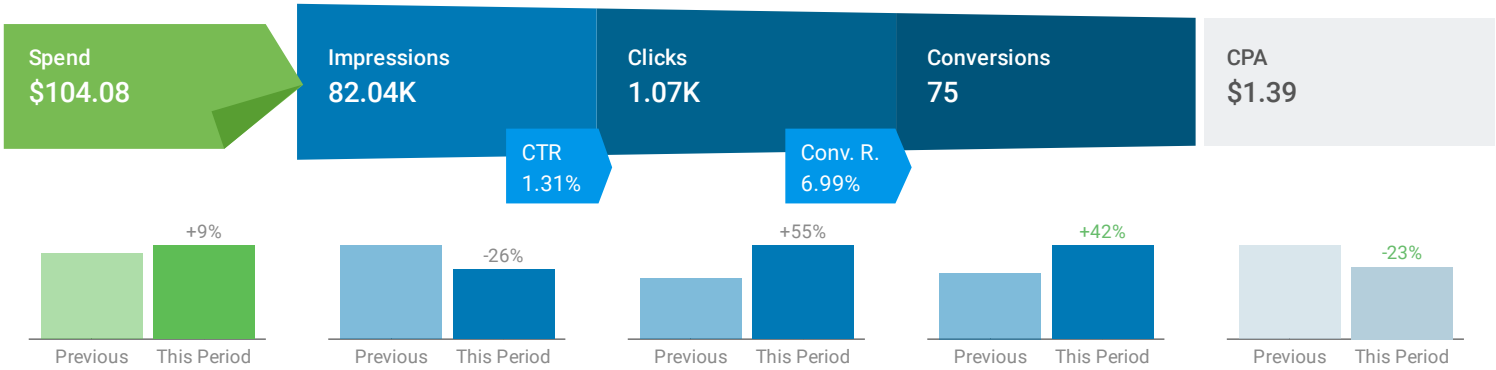
SPEND: $2.79
IMPRESSIONS: 6
CLICKS: 2
CTR: 33.33%
CTR (desktop/tablet): 0.00%
CTR (mobile): 40.00%
CONVERSIONS: 3
CPA: $0.93
CAMPAIGN:
Search Campaign National - Driving Website Traffic Goal
AD GROUP: Search Campaigns

Pole Vault In Paradise | Register, Sponsor Or Donate | Key West January 9-12, 2020
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

SPEND: $0.00
IMPRESSIONS: 5
CLICKS: 0
CTR: 0.00%
CTR (desktop/tablet): 0.00%
CTR (mobile): 0.00%
CONVERSIONS: 0
CPA: $0.00
CAMPAIGN:
Search Campaign National - Driving Website Traffic Goal
AD GROUP: Search Campaigns

Google: Display

Performance Funnel



Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

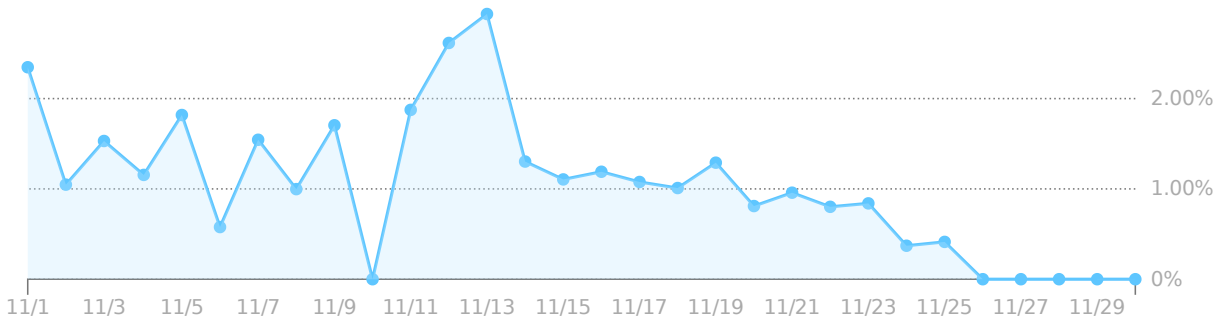
Trends over Time

CTR: 1.31% Avg CPC: $0.10 Spend: $104.08 CPA: $1.39

CTR

1.31%

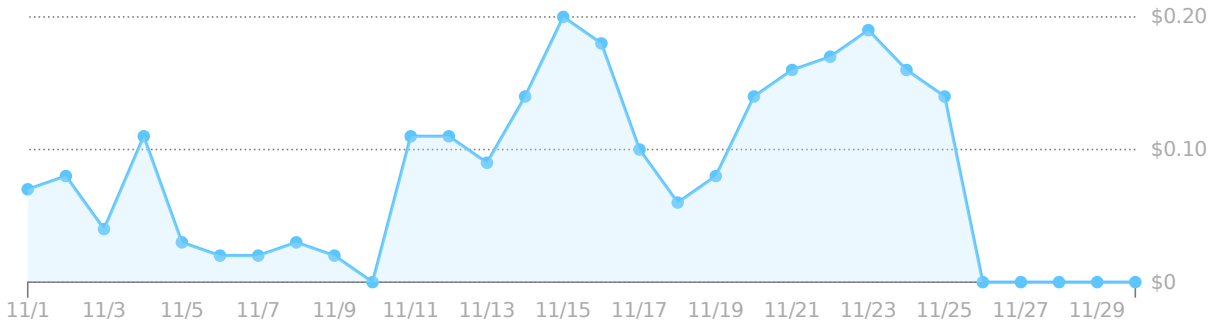
(0.68% ↑)



Avg CPC

$0.10

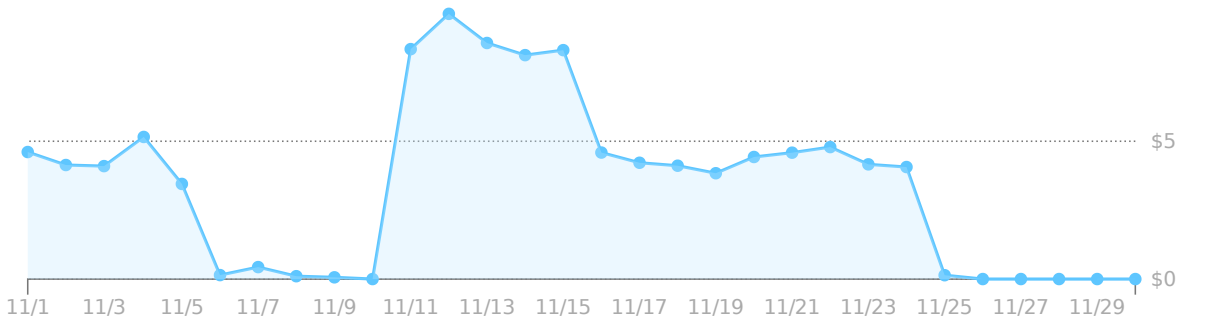
($0.04 ↓)



Spend

$104.08

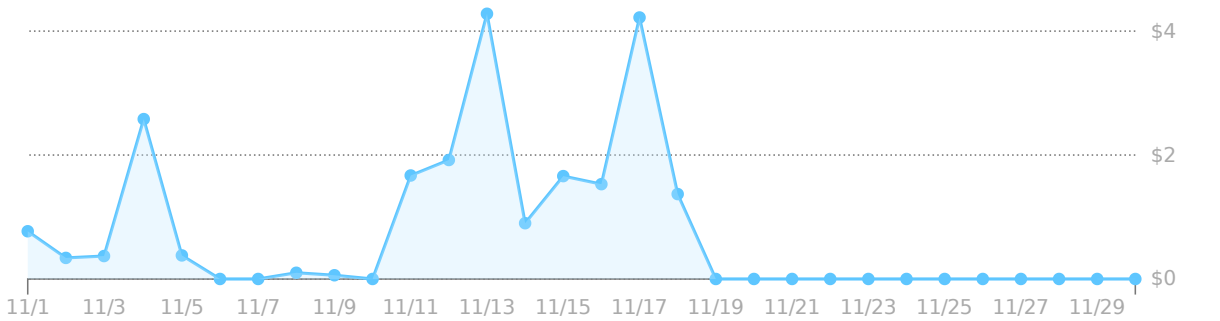
($8.54 ↑)



CPA

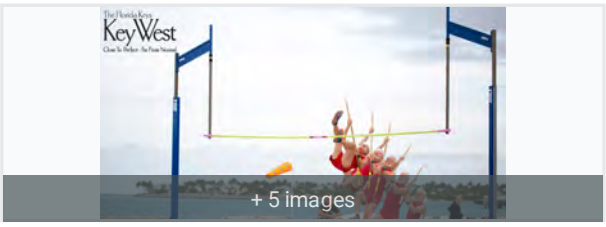
$1.39

($0.41 ↓)



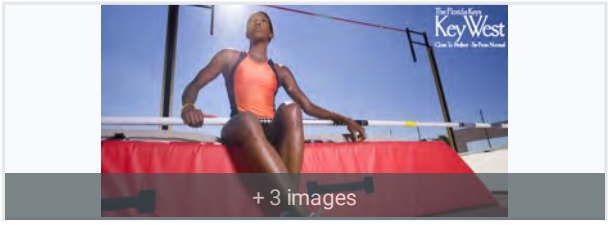
Display Ads

Which Display Ads performed the best?



Pole Vault In Paradise + 4 more
Register For A 4 Day Pole Vault Event In...
All-comers Pole Vault Competit... + 1 more

SPEND: $85.48
IMPRESSIONS: 61249
CLICKS: 830
CTR: 1.36%
CTR (desktop/tablet): 0.67%
CTR (mobile): 1.36%
CONVERSIONS: 59
CPA: $1.45
CAMPAIGN:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
AD GROUP:
Custom Audiences -Trips to KW & Track & Field Enthusiasts

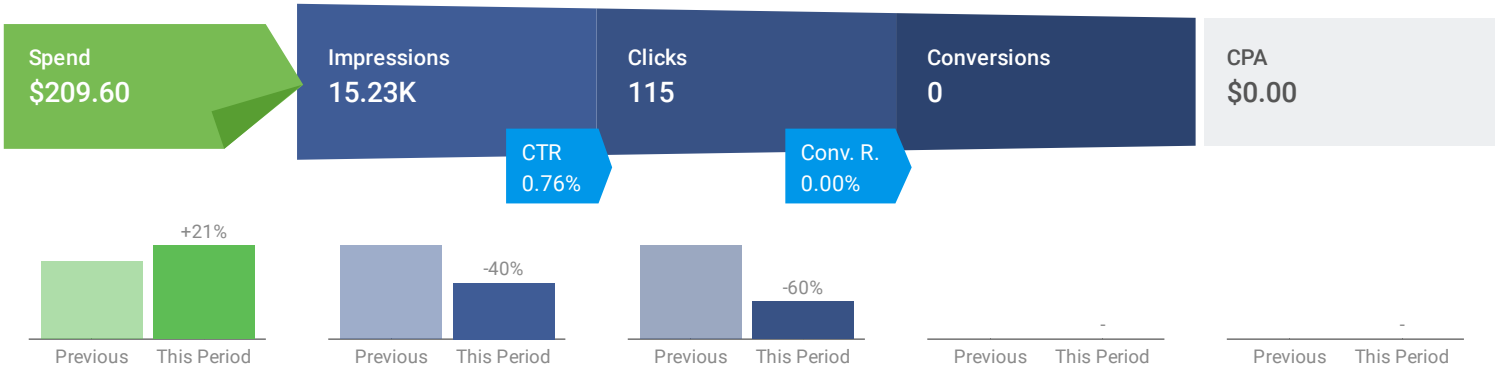


Pole Vault In Paradise + 3 more
Register Today For A 4 Day Event In Beau...
Register Early & Save! All-Comers Meet I...

SPEND: $18.60
IMPRESSIONS: 20791
CLICKS: 243
CTR: 1.17%
CTR (desktop/tablet): 1.04%
CTR (mobile): 1.17%
CONVERSIONS: 16
CPA: $1.16
CAMPAIGN:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
AD GROUP:
Custom Audiences -Trips to KW & Track & Field Enthusiasts

Facebook

Performance Funnel



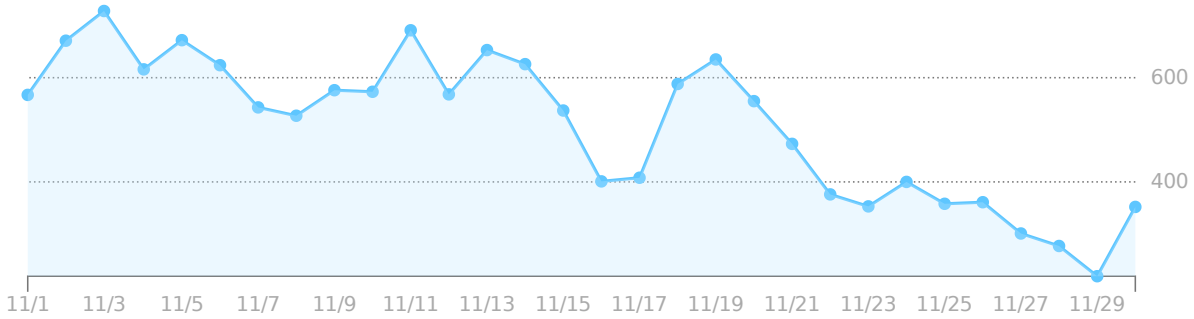
Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

Social Health & Trends

Impressions: 15229 Clicks: 115 Reach: 11560 Conversions*: 0 Spend: $209.60
Cost per Action: $2.53

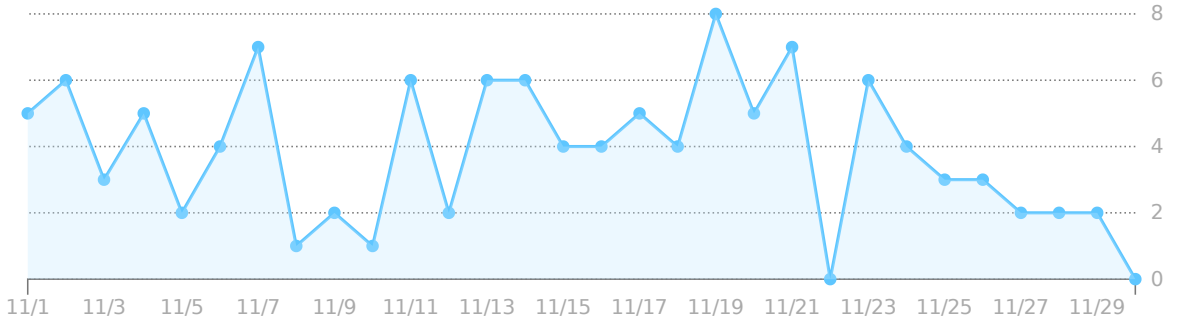
Impressions

15229
(10199 ↓)



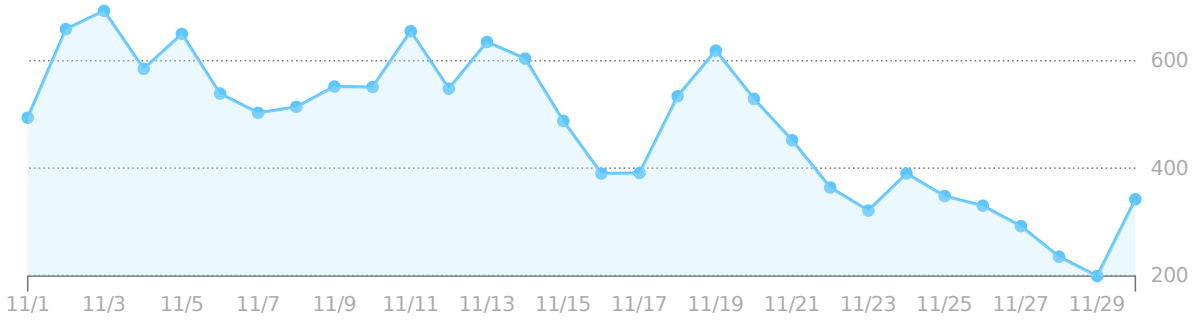
Clicks

115
(172 ↓)



Reach

11560
(8152 ↓)



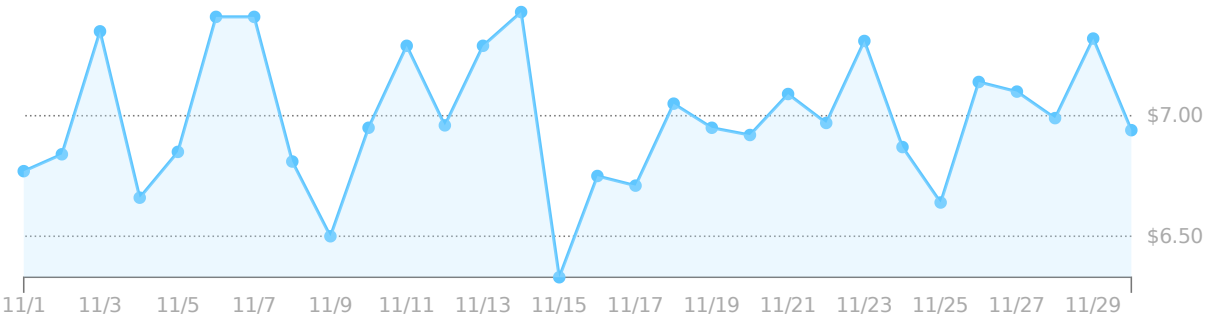
Conversions*

0
(0)

Spend

$209.60

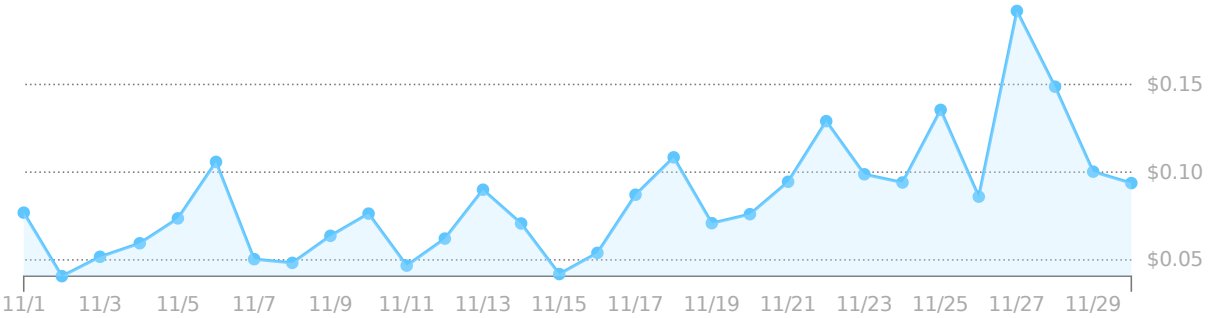
($36.11 ↑)



Cost per Action

$2.53

($1.51 ↑)



* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Ads - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Conversions	CPA
Lookalike Website Visitors	7,196 -20%	87 -57%	$60.02 -3%	0 -	$0.00 -
Lookalike Page Fans	8,033 -29%	28 -61%	$149.58 +248%	0 -	$0.00 -
Interest Based Audience	0 -100%	0 -100%	$0.00 -100%	0 -	$0.00 -

Nov. 1 - Nov. 30, 2019 (Compared to: Oct. 1 - Oct. 31, 2019)

Ads - Top Performers

Which ads drove the most conversions?

Key West Track & Field Club
Sponsored ·

All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters.

SPEND: $55.40
IMPRESSIONS: 6307
REACH: 4973
CLICKS: 81
CTR: 1.28%
CONVERSIONS: 0
ENGAGEMENT: 819
COST PER ACTION: $0.02
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

Ad Creative Is Incomplete: The The post (447619399193659) cannot be loaded, it might be deleted or you are lacking permissions to see it you selected for your ad is not available. It could be deleted or you might not have permissions to see it. Please check your ad creative and try again.

SPEND: $149.58
IMPRESSIONS: 8033
REACH: 5870
CLICKS: 28
CTR: 0.35%
CONVERSIONS: 0
ENGAGEMENT: 92
COST PER ACTION: $0.43
AUDIENCE TYPE:
Lookalike Page Fans
CAMPAIGN:
Engagement - Event Responses
AD SET: US - 18+

Key West Track & Field Club
Sponsored ·

Pole Vault in Paradise is an all-comers Pole Vault Competition with event over 4 Days. Youth, College, Elite & Masters encouraged to participate!

SPEND: $4.62
IMPRESSIONS: 889
REACH: 551
CLICKS: 6
CTR: 0.67%
CONVERSIONS: 0
ENGAGEMENT: 7
COST PER ACTION: $0.20
AUDIENCE TYPE:
Lookalike Website Visitors
CAMPAIGN:
Website Traffic Campaign - Lookalike Website Visitors- Video
AD SET:
Lookalike- All Websi; United States; 18 - 65+

ANALYSIS

The image you use and the ad copy of a given ad are vital to its success. People are responding well to the images and copy used in the ads shown above. Try to use similar images and copy in other ads to match your audience's interests.

Report Data

Search All Active Campaigns

Display All Active Campaigns

All Active Campaigns

Please note that this report contains data as of 2019-12-01 1:12:05. This report was generated for Google (7075010168) and Facebook (act_661984650943290).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".

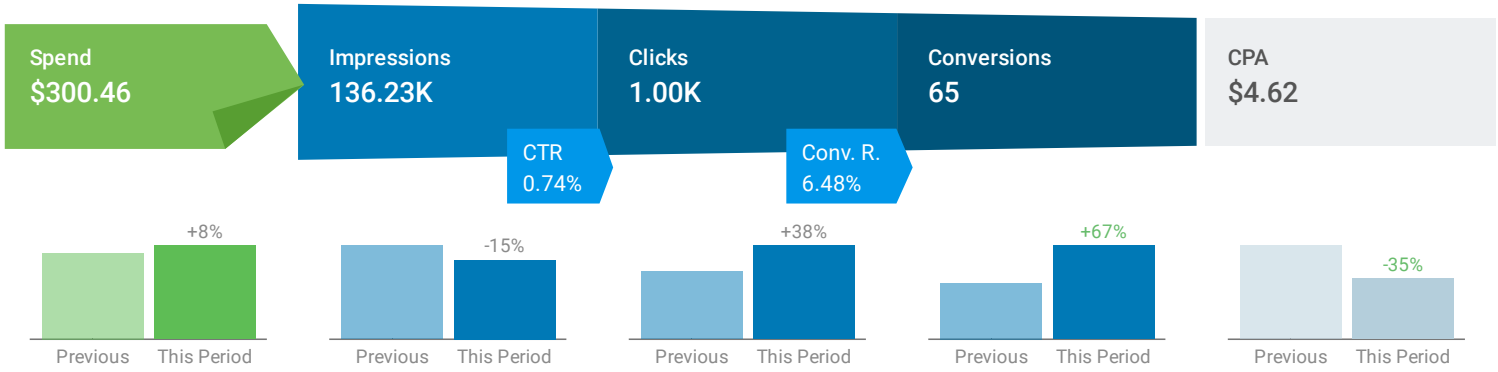
Facebook "Conversions" are counted as the sum of three standard conversion event types (Purchase, Lead, and Registration), lead form completions from lead ads, and all custom conversion events the profile has set up.

Monthly Cross-Platform Success Report

Oct. 1 - Oct. 31, 2019

Compared to Sep. 1 - Sep. 30, 2019

Overall Performance Funnel



Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

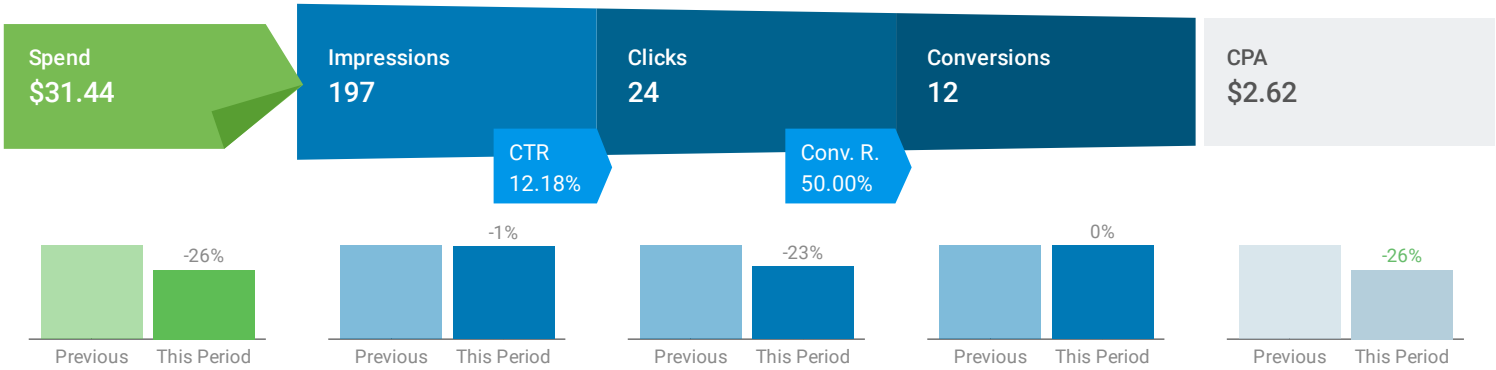
Breakdown by Ad Platform

Ad Platform	Spend	Impressions	Clicks	Conversions	CPA
Search	$31.44 -26%	197 -1%	24 -23%	12 0%	$2.62 -26%
Display	$95.54 -10%	110,609 -20%	692 +42%	53 +96%	$1.80 -54%
Facebook	$173.48 +34%	25,426 +11%	287 +38%	0 -	$0.00 -
Total	**$300.46** **+8%**	**136,232** **-15%**	**1,003** **+38%**	**65** **+67%**	**$4.62** **-35%**

Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

Google: Search

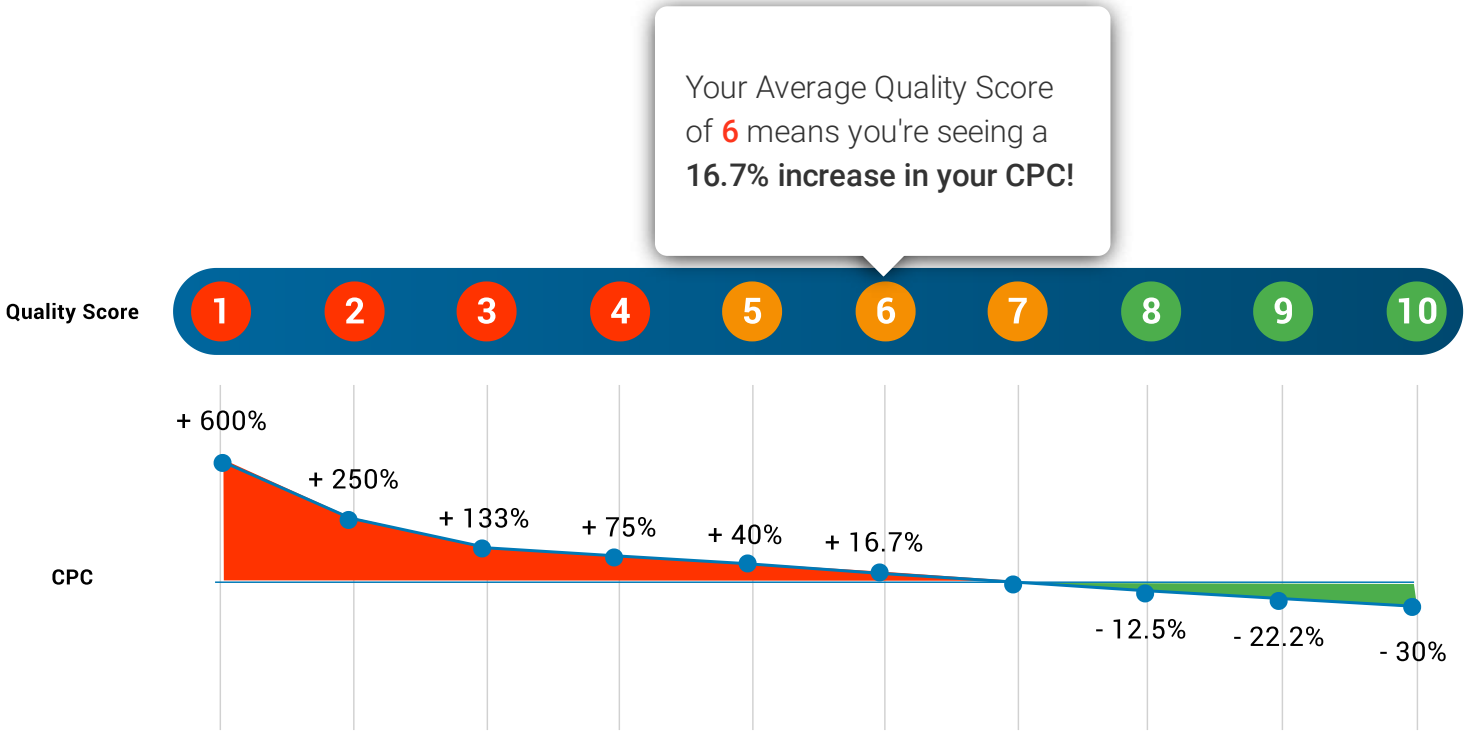
Performance Funnel



Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

Account Health & Trends

Impression Weighted Quality Score: 6



ANALYSIS

Your weighted average Quality Score has held steady between this period and the comparison period. Keep up the good work!

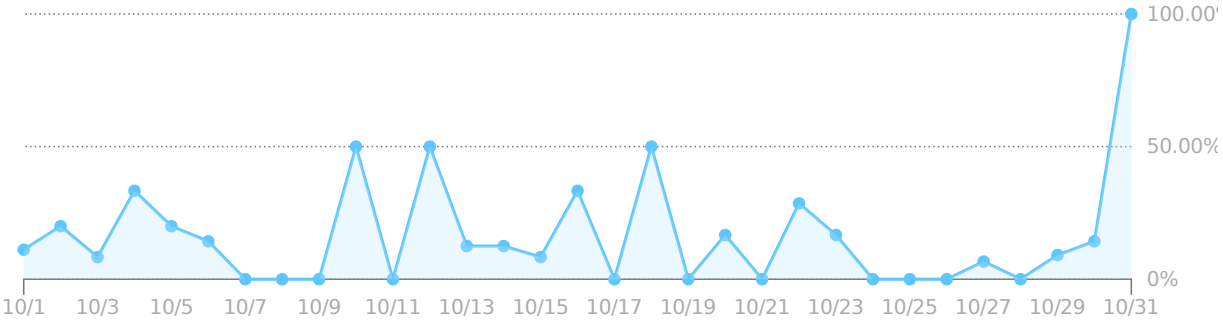
Trends over Time

CTR: 12.18% Avg CPC: $1.31 Spend: $31.44 CPA: $2.62

CTR

12.18%

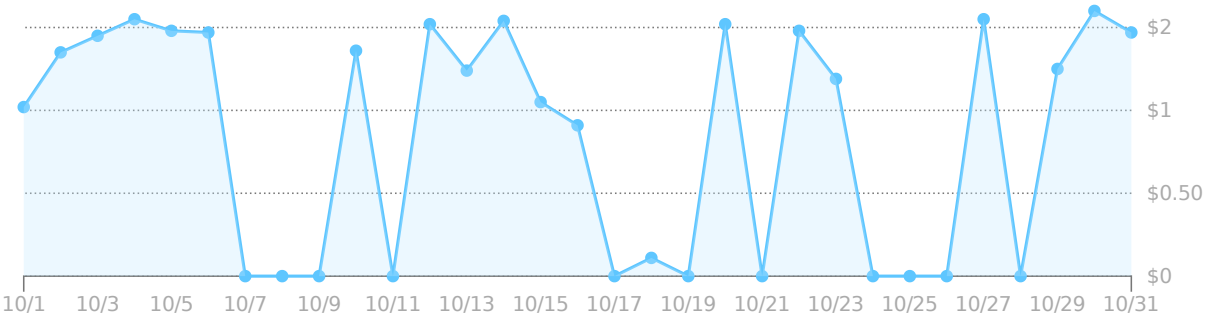
(3.40% ↓)



Avg CPC

$1.31

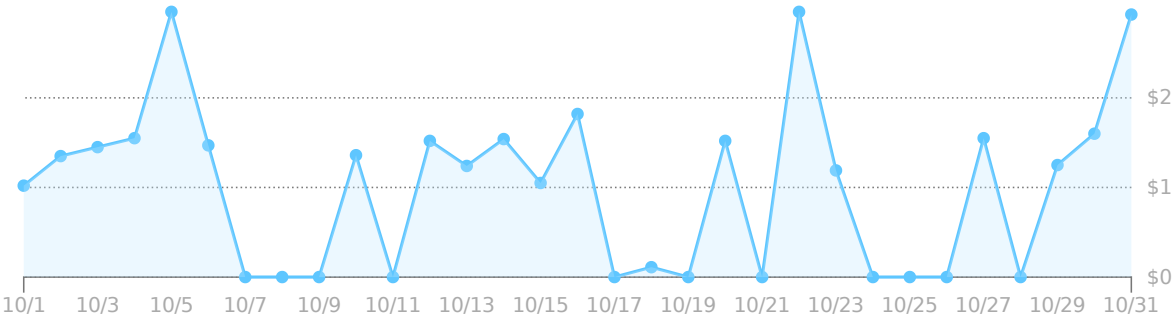
($0.06 ↓)



Spend

$31.44

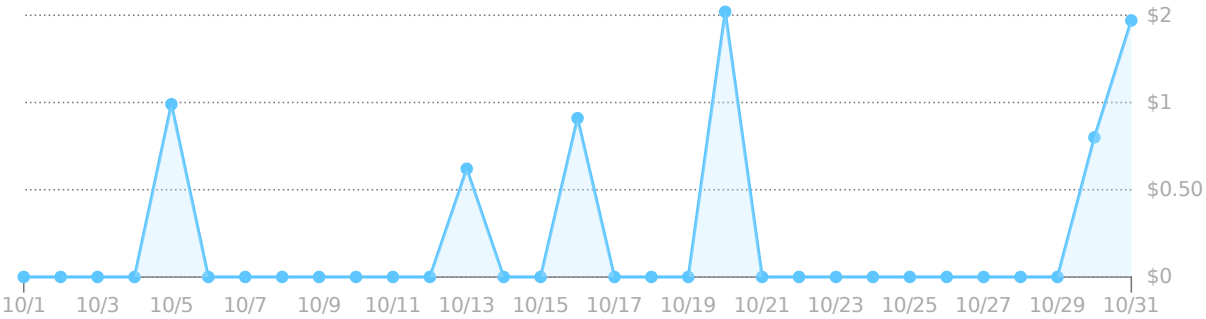
($11.04 ↓)



CPA

$2.62

($0.92 ↓)



Top Performers

Which keywords are driving the most clicks for your account?

+pole +vault +meets

Keyword	Impressions	Clicks	Conversions	CTR	Spend
+pole +vault +meets	197 -1%	24 -23%	12 -	12.18% -22%	$31.44 -

Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

Ads

Top ads by total conversions

[Pole Vault In Paradise | Early Registration Thru Nov 30 | Key West January 9-12, 2020]
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

SPEND: $13.73
IMPRESSIONS: 92
CLICKS: 11
CTR: 11.96%
CTR (desktop/tablet): 10.53%
CTR (mobile): 12.96%
CONVERSIONS: 4
CPA: $3.43
Campaign:
Search Campaign National - Driving Website Traffic Goal
Ad Group: Search Campaigns

[Pole Vault In Paradise | Register Early & Win A T-Shirt | Key West January 9-12, 2020]
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

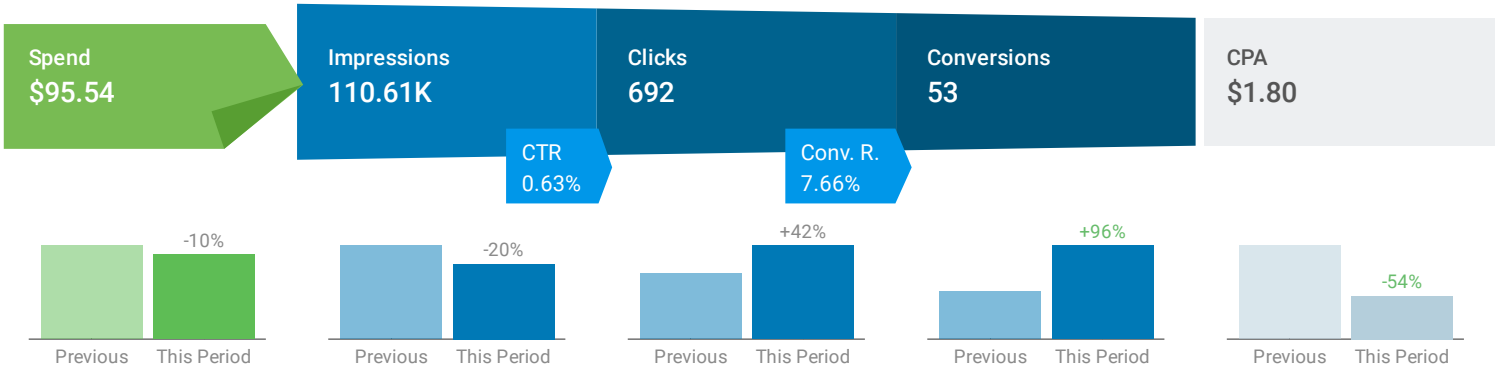
SPEND: $1.55
IMPRESSIONS: 4
CLICKS: 1
CTR: 25.00%
CTR (desktop/tablet): 0.00%
CTR (mobile): 50.00%
CONVERSIONS: 0
CPA: $0.00
Campaign:
Search Campaign National - Driving Website Traffic Goal
Ad Group: Search Campaigns

[Pole Vault In Paradise | Register, Sponsor Or Donate | Key West January 9-12, 2020]
kwtfc.org/key west/florida
All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters. Register, Donate Or Become A Sponsor Today!

SPEND: $0.00
IMPRESSIONS: 3
CLICKS: 0
CTR: 0.00%
CTR (desktop/tablet): 0.00%
CTR (mobile): 0.00%
CONVERSIONS: 0
CPA: $0.00
Campaign:
Search Campaign National - Driving Website Traffic Goal
Ad Group: Search Campaigns

Google: Display

Performance Funnel



Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

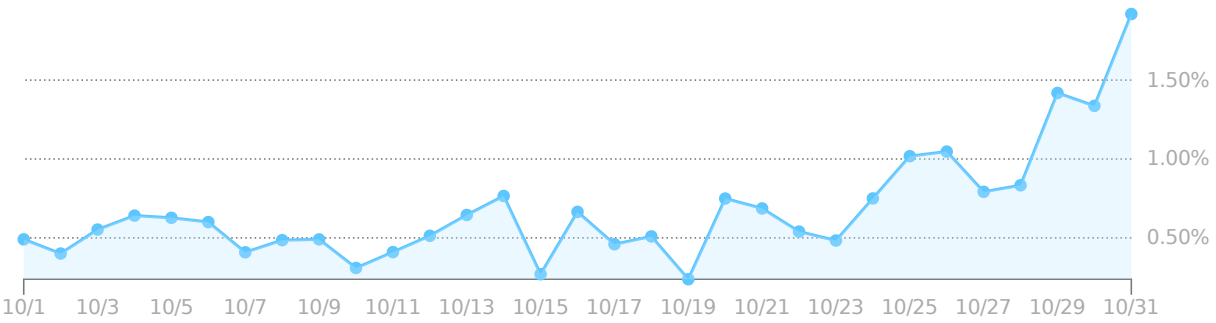
Trends over Time

CTR: 0.63% Avg CPC: $0.14 Spend: $95.54 CPA: $1.80

CTR

0.63%

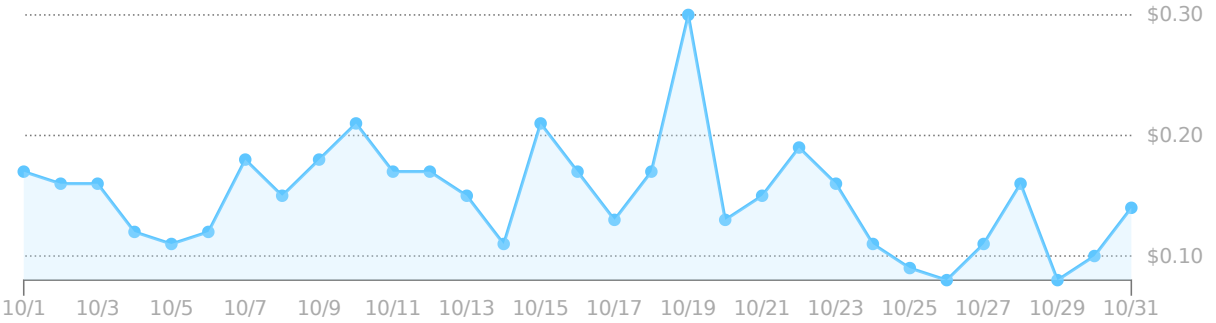
(0.27% ↑)



Avg CPC

$0.14

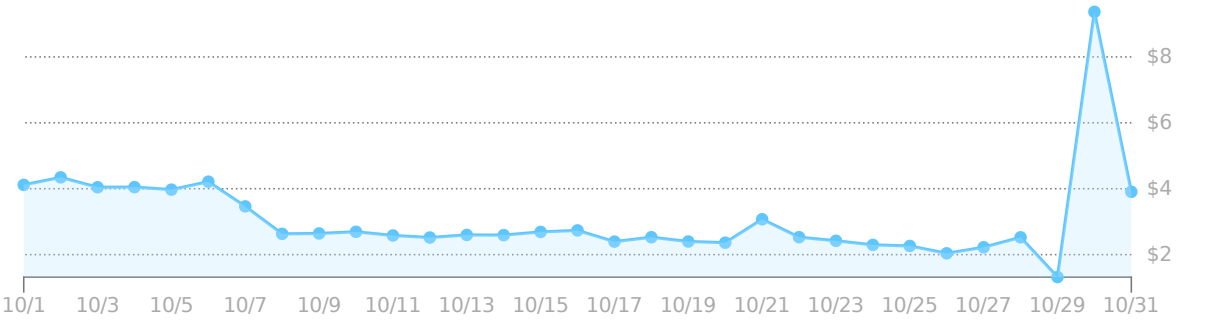
($0.08 ↓)



Spend

$95.54

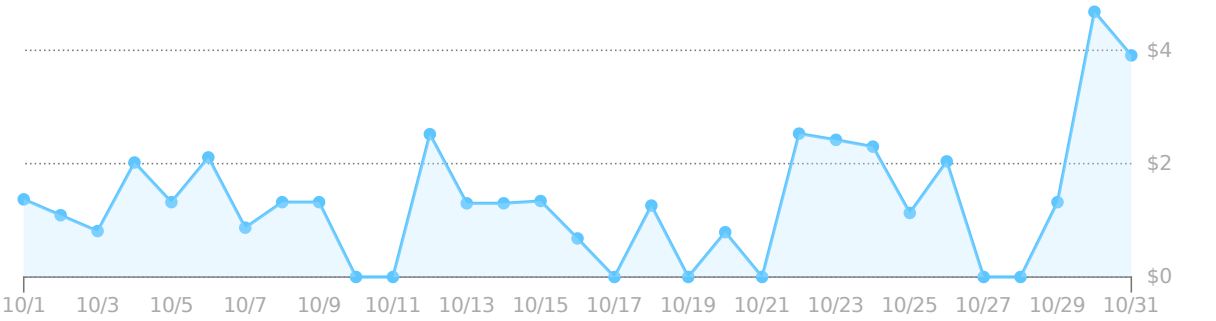
($10.06 ↓)



CPA

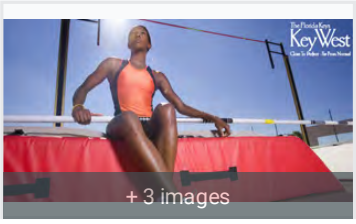
$1.80

($2.11 ↓)



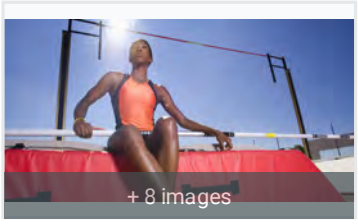
Display Ads

Which Display Ads performed the best?



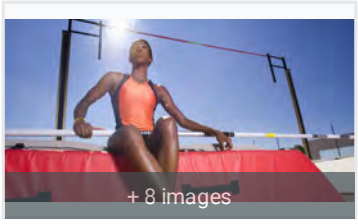
Pole Vault In Paradise + 3 more
Register Today For A 4 Day Event In Beau...
Register Early & Save! All-Comers Meet I...

SPEND: $36.65
IMPRESSIONS: 40113
CLICKS: 482
CTR: 1.20%
CTR (desktop/tablet): 0.00%
CTR (mobile): 1.21%
CONVERSIONS: 37
CPA: $0.99
Campaign:
Website Traffic Goal- Custom Affinity Audiences - Track & Field
Ad Group:
Custom Audiences -Trips to KW & Track & Field Enthusiasts



Pole Vault In Paradise + 3 more
Register Today For A 4 Day Event In Beau...
Register Early & Save! All-Comers Meet I...

SPEND: $4.83
IMPRESSIONS: 7832
CLICKS: 49
CTR: 0.63%
CTR (desktop/tablet): 0.85%
CTR (mobile): 0.62%
CONVERSIONS: 5
CPA: $0.97
Campaign: IAAF World Outdoor
Ad Group: IAAF World Outdoor

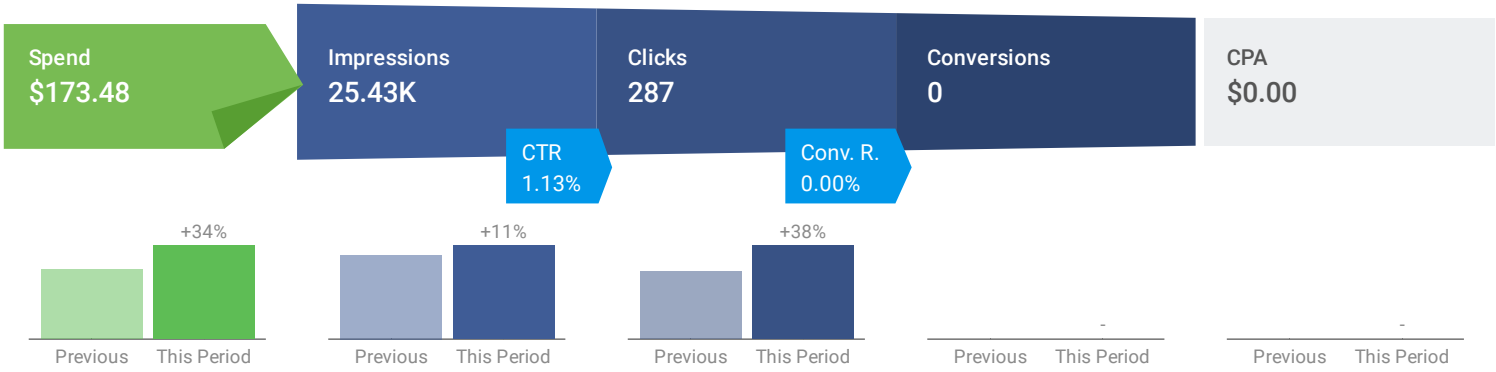


Pole Vault In Paradise + 3 more
Register Today For A 4 Day Event In Beau...
Register Early & Save! All-Comers Meet I...

SPEND: $15.01
IMPRESSIONS: 17017
CLICKS: 11
CTR: 0.06%
CTR (desktop/tablet): 0.00%
CTR (mobile): 0.08%
CONVERSIONS: 3
CPA: $5.00
Campaign: PVJ Summer Series
Ad Group: PVJ Summer Series

Facebook

Performance Funnel



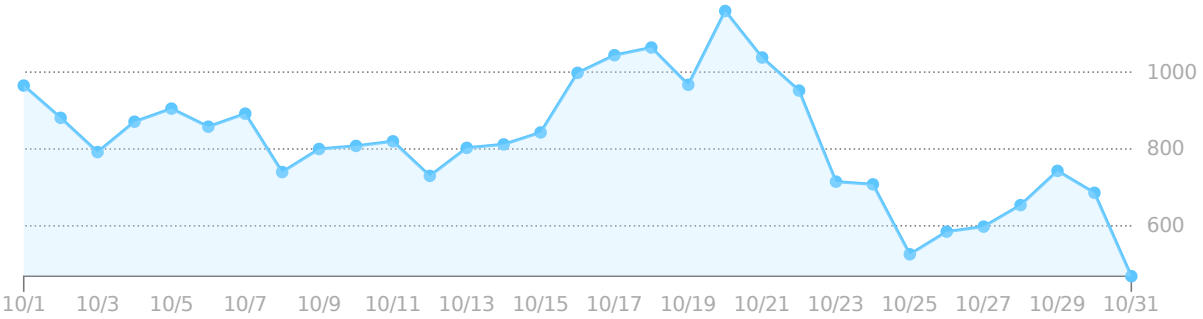
Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

Social Health & Trends

Impressions: 25426 Clicks: 287 Reach: 19712 Conversions*: 0 Spend: $173.48
Cost per Action: $1.02

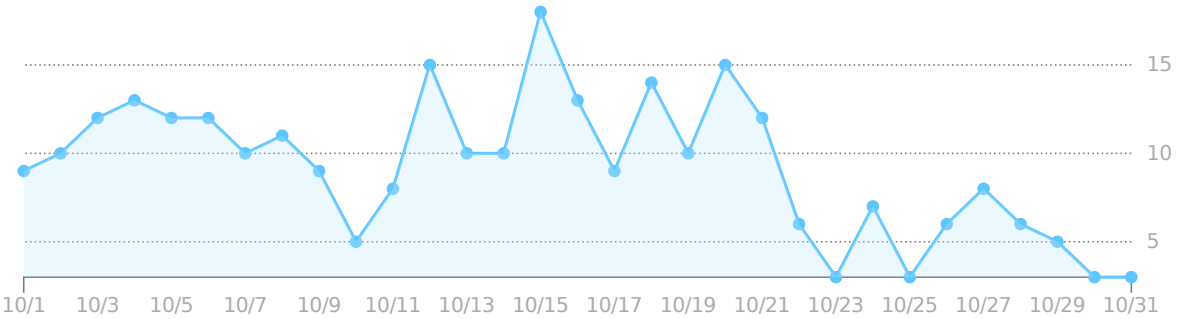
Impressions

25426
(2554 ↑)



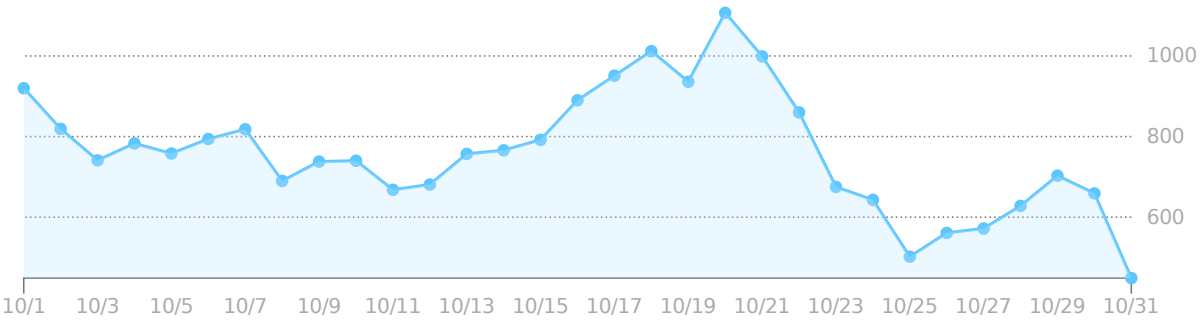
Clicks

287
(79 ↑)



Reach

19712
(3226 ↑)



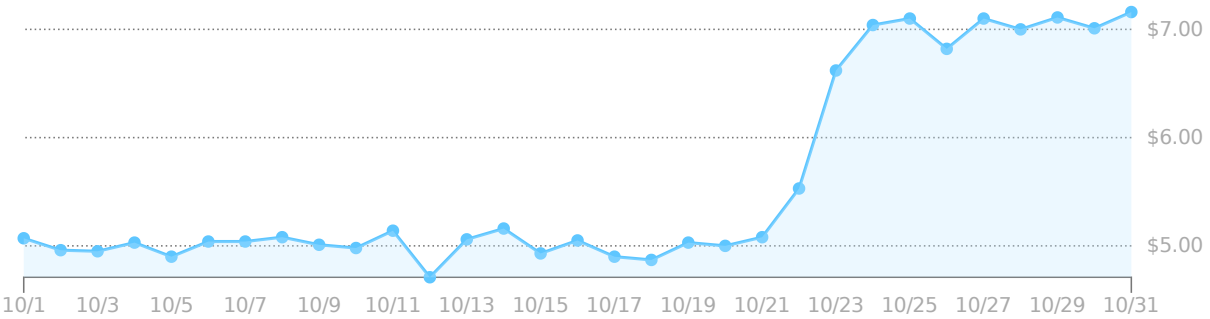
Conversions*

0
(0)

Spend

$173.48

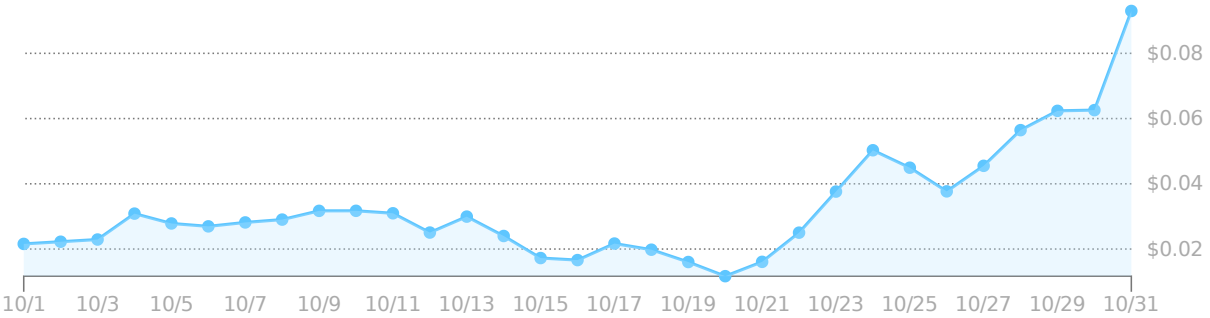
($44.40 ↑)



Cost per Action

$1.02

($3.22 ↓)



* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Ads - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Conversions	CPA
Lookalike Website Visitors	8,992 +66%	201 +69%	$61.91 +59%	0 -	$0.00 -
Interest Based Audience	11,394 -23%	71 -1%	$43.03 -28%	0 -	$0.00 -
Lookalike Page Fans	5,040 +85%	15 -12%	$68.54 +128%	0 -	$0.00 -

Oct. 1 - Oct. 31, 2019 (Compared to: Sep. 1 - Sep. 30, 2019)

Ads - Top Performers

Which ads drove the most conversions?

Key West Track & Field Club
Sponsored ·

All-Comers Pole Vault Competition With Event Over 4 Days. Youth, College, Elite & Masters.

SPEND: $61.41
IMPRESSIONS: 8854
REACH: 6796
CLICKS: 200
CTR: 2.26%
CONVERSIONS: 0
ENGAGEMENT: 1590
COST PER ACTION: $0.01
Audience Type:
Lookalike Website Visitors
Campaign:
Website Traffic Campaign - Lookalike Website Visitors- Video
Ad Set:
Lookalike- All Websi; United States; 18 - 65+

Key West Track & Field Club
Sponsored ·

All- Comers Pole Vault Competition In Beautiful Key West, Florida. January 9-12, 2020. First 50 Registrants Win A T-Shirt!

Register Early & Save! Open Link
Early Registration...

Regist Donat
Pole Vau

SPEND: $23.51
IMPRESSIONS: 5874
REACH: 4244
CLICKS: 37
CTR: 0.63%
CONVERSIONS: 0
ENGAGEMENT: 37
COST PER ACTION: $0.19
Audience Type:
Interest Based Audience
Campaign: Site Traffic Goal
Ad Set: Pole Vault Site Traffic

Key West Track & Field Club
Sponsored ·

All- Comers Pole Vault Competition In Beautiful Key West, Florida. January 9-12, 2020. First 50 Registrants Win A T-Shirt!

Register Early & Save! Learn More
Early Registratio...

Regist Early -
All Come

SPEND: $8.05
IMPRESSIONS: 2312
REACH: 1861
CLICKS: 19
CTR: 0.82%
CONVERSIONS: 0
ENGAGEMENT: 351
COST PER ACTION: $0.01
Audience Type:
Interest Based Audience
Campaign: Site Traffic Goal
Ad Set: Pole Vault Site Traffic

ANALYSIS

The image you use and the ad copy of a given ad are vital to its success. People are responding well to the images and copy used in the ads shown above.

Report Data

Search All Active Campaigns

Display All Active Campaigns

All Active Campaigns

Please note that this report contains data as of 2019-11-01 1:12:39. This report was generated for Google (7075010168) and Facebook (act_661984650943290).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".

Facebook "Conversions" are counted as the sum of three standard conversion event types (Purchase, Lead, and Registration), lead form completions from lead ads, and all custom conversion events the profile has set up.

EVENT NAME: 15th Annual Florida Keys Seafood Festival
EVENT WEBSITE ADDRESS: www.floridakeyseasfoodfestival.com
DATE(S) OF EVENT: January 18-19, 2020

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 8718

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 5745
b. How many visitors to a room?	b. 2.00
c. How many nights will the visitors stay?	c. 3
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 8617

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☐ Capacity of venue(s) ☒ Ticket Sales from last event

☐ Registrations from last event ☐ Crowd photos from last event

☐ Police crowd estimate from last event ☐ Survey of attendees from last event

☒ Other, please specify Actual ticket counts with City and State filled in by patron

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Exit surveys with patrons and vendors

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Due to the recent dates of our event, January 18-19, 2020, we have not yet received all invoices with this information from our media contractors. We will be happy to provide it as soon as it is available. We are a family friendly event targeting audience ages 21+.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

65.9% of our patrons were from outside of Monroe County, verified by actual ticket counts listing hometowns and zip codes. This accurate information aids significantly in tareting specific media markets. The event has grown every year since inception and to accommodate that growth we will move to the Truman Annex for the 2021 festival.

EVENT NAME: 22nd Key West Half Marathon & 5K Run
EVENT WEBSITE ADDRESS: keywesthalfmarathon.com
DATE(S) OF EVENT: 1/15-1/20, 2020

1. What was the primary purpose of your event?

   ☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

   ☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 4008

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 7350
b. How many visitors to a room?	b. 2.00
c. How many nights will the visitors stay?	c. 4
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 14700

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☐ Capacity of venue(s)
☐ Ticket Sales from last event
☒ Registrations from last event
☐ Crowd photos from last event
☐ Police crowd estimate from last event
☐ Survey of attendees from last event
☒ Other, please specify For 2020, 50 states, 40 countries

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Survey we have on active.com, our registraiton platform.

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Yes, 95% of our advertising was on social media. Our target audience is runners from all over the US and outside.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

Our estimation is the financial impact for hotels, restaurants, bars, shops is 20 Million Dollars. Our marketing efforts include Facebook Advertising, eblasts, running publications, attending other running events, Running in the USA , Florida Keys.com , Midwest running publication, NJ Running Events, South Florida Running Forum and some local radio ads. For 2021 we plan to add another running event to the week-end.

BW Promotions for ACTIVE Media
From Nov 01, 2019 **to** Jan 18, 2020
Created On Jan 28, 2020

22nd Annual Key West Half Marathon

666.28%
ROAS

1,744
REGISTRATIONS

3,086,522
IMPRESSIONS

50,393
CLICKS

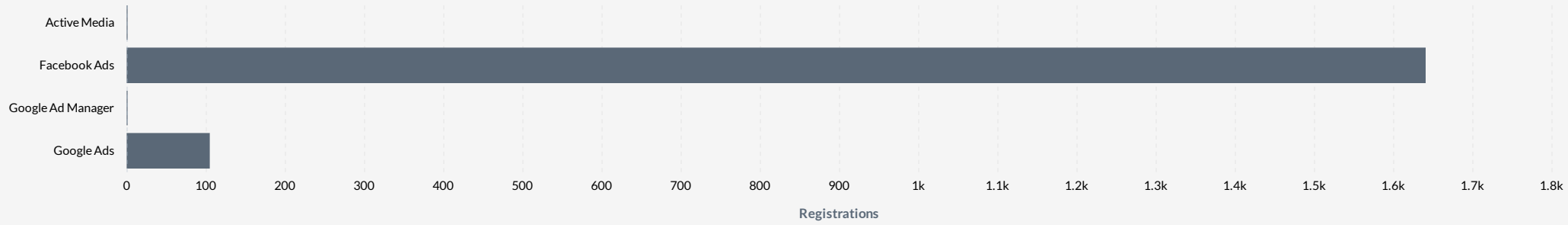
1.63%
CTR

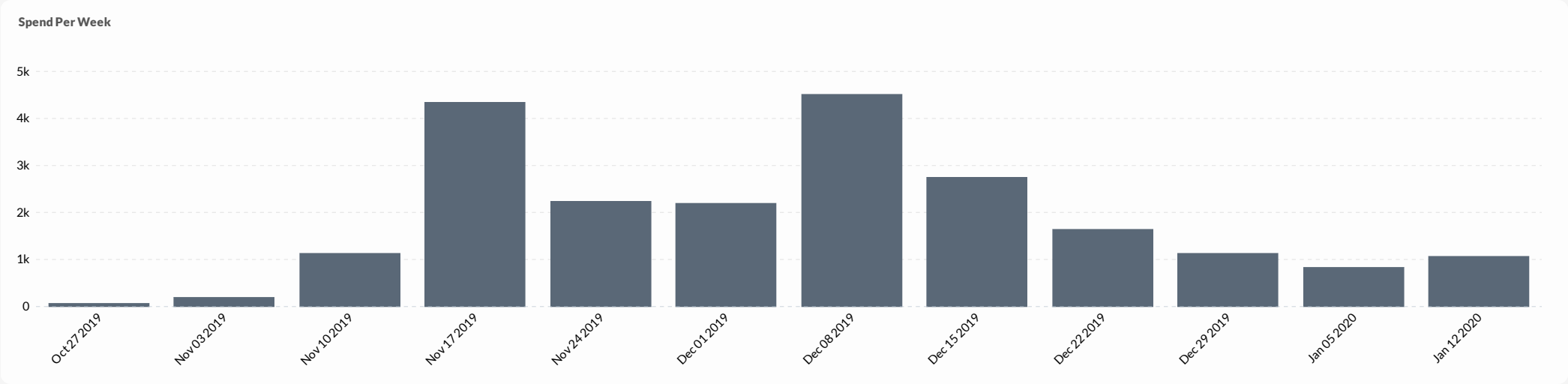
CAMPAIGN OVERVIEW - PAGE 2

BW Promotions for ACTIVE Media

From Nov 01, 2019 **to** Jan 18, 2020

Created On Jan 28, 2020





FACEBOOK - PAGE 1

BW Promotions for ACTIVE Media
From Nov 01, 2019 **to** Jan 18, 2020
Created On Jan 28, 2020

1,640
WEBSITE PURCHASES

2,273,916
IMPRESSIONS

Sept 23, 2019 - Jan 18, 2020

	Total	Nov 10 2019	Nov 17 2019	Nov 24 2019	Dec 01 2019	Dec 08 2019	Dec 15 2019	Dec 22 2019	Dec 29 2019	Jan 05 2020	Jan 12 2020
Impressions	**2,273,916**	87,782	384,522	244,439	203,610	385,393	275,188	239,881	184,135	130,508	138,458
Clicks	**44,078**	2,691	8,775	4,363	4,417	7,669	4,900	3,579	2,558	2,563	2,563
CTR	**1.94%**	3.07%	2.28%	1.78%	2.17%	1.99%	1.78%	1.49%	1.39%	1.96%	1.85%
Conversion Rate	**3.72%**	3.75%	4.25%	6.30%	2.92%	2.06%	1.65%	2.71%	5.20%	5.81%	5.62%
ROAS FB	**678.48%**	1,302.45%	828.19%	951.13%	567.45%	325.12%	312.93%	547.04%	1,158.46%	1,132.95%	1,259.51%
Website Purchases	**1,640**	101	373	275	129	158	81	97	133	149	144
Spend	**$20,262.68**	$675.31	$3,297.48	$2,228.58	$2,191.30	$4,500.57	$2,739.55	$1,628.11	$1,120.94	$825.94	$1,054.90

FACEBOOK - PAGE 2

BW Promotions for ACTIVE Media

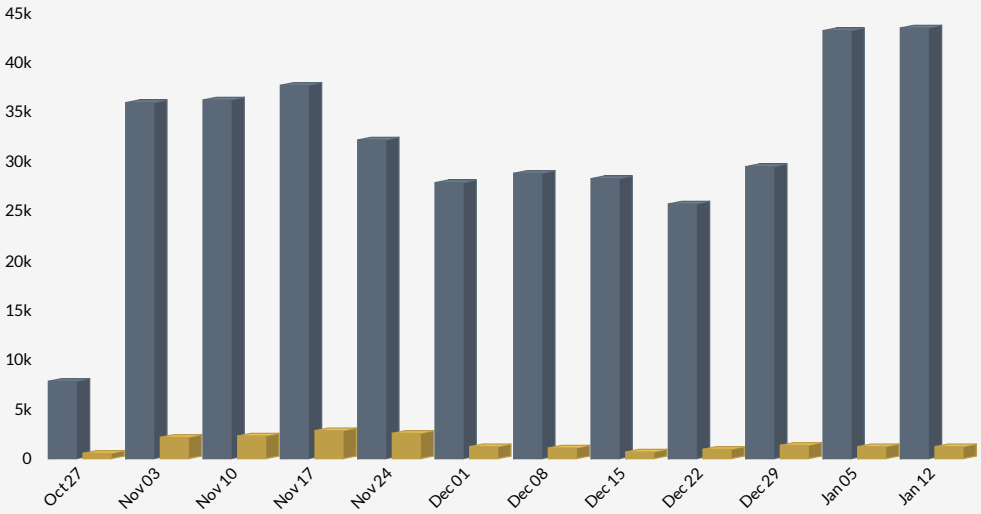
From Nov 01, 2019 **to** Jan 18, 2020

Created On Jan 28, 2020

Creatives

	Generic_Key West Half Marathon_Dynamic	Limited Spots Promo
Mobile Preview		
Impressions	2,242,852	8,562
Clicks	43,604	174
CTR	1.94%	2.03%
Website Purchases	1,623	5

Clicks vs Purchases



GOOGLE - PAGE 1

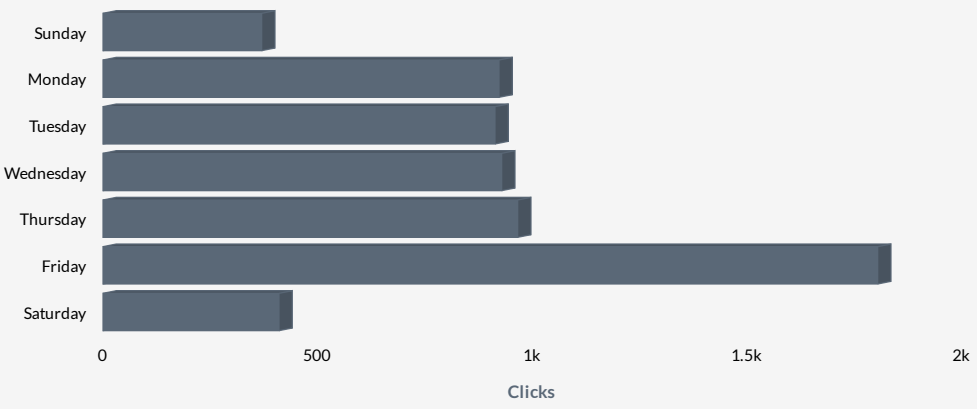
104.00
ALL CONV.

1.65%
ALL CONV. RATE

Google Ads Performance

	Total	Oct 27 2019	Nov 03 2019	Nov 10 2019	Nov 17 2019
Impressions	**812,606**	14,679	70,344	195,053	532,530
Clicks	**6,315**	122	491	1,181	4,521
CTR	**0.78%**	0.83%	0.70%	0.61%	0.85%
Avg. CPC	**$0.28**	$0.56	$0.41	$0.38	$0.23
All Conv.	**104.00**	10.00	28.00	44.00	22.00
All Conv. Value	**9,327.23**	1,109.97	2,242.24	3,980.55	1,994.47
All Conv. Rate	**1.65%**	8.20%	5.70%	3.73%	0.49%
Cost	**$1,770.70**	$68.30	$202.09	$452.95	$1,047.35

Clicks by Day of Week



Top Creatives

	NP_BW Promotions_22nd Annual Key West Half Marathon Run & Walk_Jan20_186365	NP_BW Promotions_22nd Annual Key West Half Marathon Run & Walk_Jan20_Display_186365
Impressions	11,954	800,652
Clicks	874	5,441
CTR	7.31%	0.68%
All Conv.	29.00	75.00

EVENT NAME: KELLY MCGILLIS CLASSIC
EVENT WEBSITE ADDRESS: https://www.iwffa.com/kmc2020/
DATE(S) OF EVENT: JAN 21-27. 2020

1. What was the primary purpose of your event?

☒ To draw out-of-county visitors to the destination and put "Heads in Beds".

☐ To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 3000

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	a. 1000
b. How many visitors to a room?	b. 3.00
c. How many nights will the visitors stay?	c. 6
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 2000

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

☒ Capacity of venue(s)
☐ Ticket Sales from last event
☒ Registrations from last event
☒ Crowd photos from last event
☐ Police crowd estimate from last event
☐ Survey of attendees from last event
☐ Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Each day and evening where mulitple events from January 21-27, 2020

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Yes, our event used social media. Attached is the social media analytics report. We targeted different groups at different times: Asia, Europe, United States, Canada, Florida, women ages 18 - 64 years old who are interested in flag football, team sports, coaching, who are coaches, or interested in sports in general .

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

All our parties, women events, were very well attended. We had hundreds at social events and thousands at the field. The Kelly McGillis Classic structured a variety of events to offer a well rounded tourist experience, not only flag football, but included a variety of retaurants, bars, and different locations for our events.
Social media is a powerful tool, especially for our event which is international. We will continue to run social media ads, in a variety of forms: carousel, video and in a variety of regions: Asia, Europe, Nordic Region, North America and across the USA.
We also had success bringing in a new audience to the event, which was groups of women who did not compete in the flag football competition, but joined in the women's social events.
We were considering changing dates to early December, however, next year will be our 30th, and we did not want to have such a long delay from this past event with our 30th (it would be almost 2 year period) .

IWFFA (42056992)

Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing.

Lifetime: Apr 24, 2009 – Jan 14,

Account Overview | Campaigns | 6 selected | Ad Sets for 6 Campaigns | Ads for 6 Campaigns

+ Create | Duplicate | Edit | Rules | View Setup | Columns: Performance | Breakdown | Reports

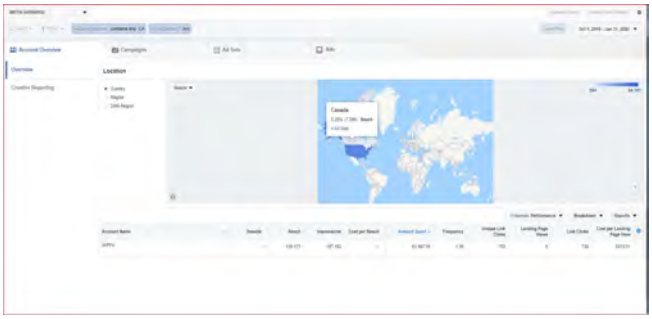
Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
US - 18+	Campaign Off	Lowest cost Leads	$20.00 Daily		9 On-Faceboo...	1,248	6,044	$17.17 Per On-Face...	$154.53	Ongoing	Jan 4, 2020 – Ongoing
2020 Kelly MicGillis Tournament_carousel_girls_201910	Campaign Off	Lowest cost Leads	Using camp...		— On-Faceboo...	—	—	— Per On-Face...	$0.00	Dec 20, 2019	Dec 3, 2019 – Dec 20, 2019 17 days
2020 Kelly MicGillis Tournament_carousel_girls_201910	Campaign Off	Lowest cost Leads	Using camp...	Nov 26, 2019, 9:0... 49 days ago	52 On-Faceboo...	75,950	93,471	$5.20 Per On-Face...	$270.36	Nov 30, 2019	Oct 24, 2019 – Nov 30, 2019 38 days
Kelly McGillis Tournament - Carousel Ad	Campaign Off	Lowest cost Leads	Using camp...	Oct 14, 2019, 7:39... 92 days ago	20 On-Faceboo...	12,580	15,339	$6.68 Per On-Face...	$133.58	Oct 18, 2019	Oct 7, 2019 – Oct 18, 2019 11 days
Kelly McGillis Tournamnet 2019 - Video	Campaign Off	Lowest cost Leads	Using camp...	Oct 14, 2019, 7:39... 92 days ago	6 On-Faceboo...	6,120	7,746	$16.24 Per On-Face...	$97.45	Oct 18, 2019	Oct 7, 2019 – Oct 18, 2019 11 days
Kelly McGillis Lead Ads _201912	Completed	Lowest cost Leads	$150.00 Lifetime		16 On-Faceboo...	8,735	11,403	$9.38 Per On-Face...	$150.00 of $150.00	Dec 20, 2019	Dec 3, 2019 – Dec 20, 2019 17 days
Kelly McGillis Messenger Ads	Completed	Lowest cost Leads	Using camp...		1 On-Faceboo...	123	1,765	$143.53 Per On-Face...	$143.53	Dec 20, 2019	Dec 3, 2019 – Dec 20, 2019 17 days
Kelly McGillis Messenger Ads	Completed	Lowest cost Leads	Using camp...		10 On-Faceboo...	24,664	32,882	$55.65 Per On-Face...	$556.47	Dec 6, 2019	Nov 6, 2019 – Dec 6, 2019 30 days
Results from 8 ad sets				—	—	122,653 People	168,650 Total	—	$1,505.92 Total Spent		

Facebook Ads Report

IWFFA-Kelly McGillis Tournament

October 2019 - January 2020

Location - United States, Canada, France, Turkey, Egypt, United Kingdom



Age/Gender - Women Ages 18-65

CLICKS

6,454

REACH

128,313

IMPRESSIONS

168,651

Unique Link CLICK

5,285

COST

$1,506

Summary

ADSET PERFORMANCE

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Cost	Total Post Engagement	Leads
Kelly MCgillis Last Call	11	6,044	1,248	4.84	2.04%	$1.26	$155.00	997	9 Messenger Leads
Kelly McGillis Girls - 11/2019	331	93,471	75,950	1.23	1.02%	$$.28	$270.00	646	52 Messenger Leads
Kelly McGillis Girls - 10/2019	116	23,085	17,588	1.31	2.33	$.43	$231.03	1,542	26 Messenger Leads
Kelly McGillis Video - US/Canada	149	11,403	8,735	1.31	3.16%	$.42	$150.00	2,162	16 Messenger Leads
Kelly McGillis Ads Sept 2019 Worldwide	116	11,403	8,735	1.40	1.70%	$1.19	$700.00	3,970	11 Messenger Leads

Ad Screenshots

Kelly MCgillis Last Call

Kelly MCgillis Girls

Kelly McGillis Girls - 10/2019

Kelly McGillis Video - US/Canada

Kelly McGillis Ads Sept 2019
Worldwide

Kelly McGillis Ads Sept 2019
Worldwide

Reporting Starts	Reporting Ends	Ad Set Name	Age	Gender	Results	Reach	Impressions	Cost per Results	Amount Spent (USD)	Unique Link Clicks	Link Clicks
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	18-24	female		64	64		0.21		
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	25-34	female		118	118		0.61	2	2
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	35-44	female	1	240	240	1.16	1.16	4	4
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	45-54	female		182	186		1.04	4	4
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	55-64	female		178	179		1.32	2	2
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	65+	female		155	155		1.52	1	1
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	18-24	female		66	66		0.25		
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	25-34	female		127	129		0.74	3	3
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	35-44	female		292	293		1.38	5	5
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	45-54	female		198	199		1.21	4	4
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	55-64	female		139	139		1.15	1	1
2019-10-01	2020-01-31	LMC - Traffic to Landing Page - Video 6 - Sports	65+	female		104	104		1.04	2	2
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	18-24	female		1032	1353		15.6	4	4
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	25-34	female	1	1610	2019	24.01	24.01	10	10
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	35-44	female	3	2022	2587	9.6	28.8	21	22
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	45-54	female	1	1046	1264	18.46	18.46	6	8
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	55-64	female		312	371		8.28		
2019-10-01	2020-01-31	Kelly McGillis Tournamnet 2019 - Video	65+	female	1	98	152	2.3	2.3	1	1
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	18-24	female	5	2404	2826	4.202	21.01	10	13
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	25-34	female	4	2788	3387	7.0325	28.13	9	9
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	35-44	female	5	3808	4775	8.066	40.33	18	19
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	45-54	female	2	2112	2553	13.37	26.74	17	18
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	55-64	female	2	1016	1210	6.57	13.14	9	10
2019-10-01	2020-01-31	Kelly McGillis Tournament - Carousel Ad	65+	female	2	452	588	2.115	4.23	2	2
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	18-24	female	27	39855	48436	4.190741	113.15	156	157
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	25-34	female	13	15919	19117	4.691538	60.99	54	55
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	35-44	female	7	11616	14532	7.162857	50.14	44	46
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	45-54	female	3	4736	6394	9.62	28.86	26	27
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	55-64	female	1	1840	2363	9.99	9.99	17	17
2019-10-01	2020-01-31	2020 Kelly MicGillis Tournament_carousel_girls_201910	65+	female	1	1984	2629	7.23	7.23	26	29
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	18-24	female	2	10808	14667	63.97	127.94	30	31
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	25-34	female	2	5152	6450	66.695	133.39	15	17
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	35-44	female		3400	4569		104.14	12	12
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	45-54	female	2	3512	4704	61.73	123.46	13	14
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	55-64	female	4	1792	2492	16.885	67.54	16	19
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	18-24	female		9	130		4.49	1	1
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	18-24	male		2	5		0.08		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	25-34	female		26	446		35.1	1	1
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	25-34	male	1	11	307	10.84	10.84		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	35-44	female		18	262		19.04		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	35-44	male		11	138		17.85		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	45-54	female		16	218		33.27		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	45-54	male		9	49		4.09		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	55-64	female		7	70		8.17		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	55-64	male		7	66		5.56		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	65+	female		3	50		3.45		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	65+	male		3	23		1.56		
2019-10-01	2020-01-31	Kelly McGillis Messenger Ads	65+	unknown		1	1		0.03		
2019-10-01	2020-01-31	Kelly McGillis Lead Ads _201912	18-24	female	1	3554	4522	33.457769	33.457769	38	39
2019-10-01	2020-01-31	Kelly McGillis Lead Ads _201912	25-34	female	2	1974	2643	15.488967	30.977935	33	33
2019-10-01	2020-01-31	Kelly McGillis Lead Ads _201912	35-44	female	6	1500	2025	5.727951	34.367709	33	34
2019-10-01	2020-01-31	Kelly McGillis Lead Ads _201912	45-54	female	6	1210	1505	5.669622	34.017732	22	23
2019-10-01	2020-01-31	Kelly McGillis Lead Ads _201912	55-64	female	1	498	708	17.178855	17.178855	19	20
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	18-24	female	112	2348	2793	0.056607	6.34	1	1
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	25-34	female	226	3792	4667	0.051726	11.69	4	4
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	35-44	female	251	3772	4472	0.047171	11.84	1	1
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	45-54	female	132	1968	2305	0.05697	7.52	1	1
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	55-64	female	90	1208	1342	0.068111	6.13	1	1
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	65+	female	107	856	1091	0.060561	6.48		
2019-10-01	2020-01-31	US - 18+	18-24	female		132	546		7.47		
2019-10-01	2020-01-31	US - 18+	25-34	female	2	382	1880	16.63	33.26	4	4
2019-10-01	2020-01-31	US - 18+	35-44	female	2	356	1834	23.095	46.19	3	3
2019-10-01	2020-01-31	US - 18+	45-54	female	4	343	1590	15.435	61.74	4	4
2019-10-01	2020-01-31	US - 18+	55-64	female	1	35	194	5.87	5.87		

Reporting Starts	Reporting Ends	Ad Name	Country	Ad Set Name	Results	Reach	Impressions	Cost per Results	Amount Spent (USD)	Unique Link Clicks	Link Clicks
2019-10-01	2020-01-31	2020 Kelly McGillis Tournament - Video	CA	Kelly McGillis Tournamnet 2019 - Video	1	612	698	7.92	7.92	2	2
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad	CA	Kelly McGillis Tournament - Carousel Ad	2	2420	2685	8.325	16.65	3	6
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	CA	Kelly McGillis Messenger Ads	2	1992	2414	21.415	42.83	14	14
2019-10-01	2020-01-31	Kelly McGillis Tournament_lead generation	CA	Kelly McGillis Lead Ads _201912		1862	2407		15.578961	14	16
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	DK	2020 Kelly MicGillis Tournament_carousel_girls_201910		976	1295		6.2	1	1
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	EG	2020 Kelly MicGillis Tournament_carousel_girls_201910	8	19967	25503	3.0075	24.06	88	89
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	FI	2020 Kelly MicGillis Tournament_carousel_girls_201910		1424	1904		7.41		
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	FI	Kelly McGillis Messenger Ads		344	551		6.71	2	2
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	FR	Kelly McGillis Messenger Ads	3	13336	17826	45.65	136.95	33	38
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	NO	2020 Kelly MicGillis Tournament_carousel_girls_201910		832	1201		6.69	2	2
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	SE	2020 Kelly MicGillis Tournament_carousel_girls_201910	1	3136	4449	20.53	20.53	13	13
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	SE	Kelly McGillis Messenger Ads		1288	1832		20.57	1	1
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	TR	2020 Kelly MicGillis Tournament_carousel_girls_201910	2	22431	25499	7.3	14.6	72	75
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	GB	Kelly McGillis Messenger Ads	1	2800	3808	74.29	74.29	10	11
2019-10-01	2020-01-31	LMC - Video 6 - Event Info	US	LMC - Traffic to Landing Page - Video 6 - Sports		360	360		2.31	6	6
2019-10-01	2020-01-31	LMC - Video 6 - Weather	US	LMC - Traffic to Landing Page - Video 6 - Sports	1	577	582	3.55	3.55	7	7
2019-10-01	2020-01-31	LMC - Video 6 - Parents	US	LMC - Traffic to Landing Page - Video 6 - Sports		697	700		4.25	10	10
2019-10-01	2020-01-31	LMC - Video 6 - Same Routine	US	LMC - Traffic to Landing Page - Video 6 - Sports		229	230		1.52	5	5
2019-10-01	2020-01-31	2020 Kelly McGillis Tournament - Video	US	Kelly McGillis Tournamnet 2019 - Video	5	5508	7048	17.906	89.53	40	43
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad	US	Kelly McGillis Tournament - Carousel Ad	18	10160	12654	6.496111	116.93	62	65
2019-10-01	2020-01-31	Kelly McGillis Tournament- Carousel Ad - Copy	US	2020 Kelly MicGillis Tournament_carousel_girls_201910	41	27183	33620	4.655366	190.87	147	151
2019-10-01	2020-01-31	Kelly McGillis Tournament Carousel Ad_Girls_messenger	US	Kelly McGillis Messenger Ads	4	4904	6451	68.78	275.12	26	27
2019-10-01	2020-01-31	Kelly McGillis Tournament_website traffic_201912	US	Kelly McGillis Messenger Ads	1	123	1765	143.53	143.53	2	2
2019-10-01	2020-01-31	Kelly McGillis Tournament_lead generation	US	Kelly McGillis Lead Ads _201912	16	6873	8996	8.401315	134.421039	131	133
2019-10-01	2020-01-31	Post: "We invite you to a week of flag football clinics,..."	US	Post: "We invite you to a week of flag football clinics,..."	918	13944	16670	0.054466	50	8	8
2019-10-01	2020-01-31	Default name - Messages	US	US - 18+	9	1248	6044	17.17	154.53	11	11

EVENT NAME: Key West Food and Wine Festival
EVENT WEBSITE ADDRESS: kwfwf.com
DATE(S) OF EVENT: Sunday Jan 26 - Sunday Feb 2

1. What was the primary purpose of your event?

To draw out-of-county visitors to the destination and put "Heads in Beds".

To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 3000

3. How many room nights were provided to this district? ***Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question)***:

a. How many out of County visitors to this district?	3000
b. How many visitors to a room?	2
c. How many nights will the visitors stay?	7
d. Calculate: **Room Nights = (a/b) x c** *Divide line* a *by line b. Then multiple by line* c	*Room Nights: 10,500

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

X Capacity of venue(s)
X Ticket Sales from last event
Registrations from last event
Crowd photos from last event
Police crowd estimate from last event
X Survey of attendees from last event

Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Survey during ticket check out process

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe

NO

your target audience in the box below:

Our marketing this year was for a cause to save the oceans, Our images were by Andres Franke an under water photographer, we estimate that we we reached 10 million people with our advertising.

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):