

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 III ADVISORY COMMITTEE
REGULAR SESSION, WEDNESDAY, FEBRUARY 26, 2020
HYATT PLACE, MARATHON – 9:30 a.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. 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 III Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI
2. Presentation: Still Photography and Winter Media - FYI

H. MARKET RESEARCH:

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

I. VIS REPORTS:

1. Visitor Information 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. Written Review of Recent Events Funded by DAC
4. Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Project
5. Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Reroofing Tender and Foreman's Quarters Project
6. Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Sprinkler Phase IA Reapplication Project
7. Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Additional Fire Sprinkler Phase IB Project
8. 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 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.

Monroe County Tourist Development Council FY 2021 Capital Project Application

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, *Monroe County Tourist Development Council FY 2021 Capital Project 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.

Monroe County Tourist Development Council FY 2021 Capital Project Application

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

Monroe County Tourist Development Council FY 2021 Capital Project Application

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 ORGANIZATION: _____ 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 <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

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 <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

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 <input type="checkbox"/>
\$ _____	\$ _____	\$ _____	

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):

- | | |
|---|---|
| <input type="checkbox"/> Not yet initiated | <input type="checkbox"/> Initiated |
| <input type="checkbox"/> Schematics complete | <input type="checkbox"/> Design development completed |
| <input type="checkbox"/> Construction documents completed | <input type="checkbox"/> 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**).

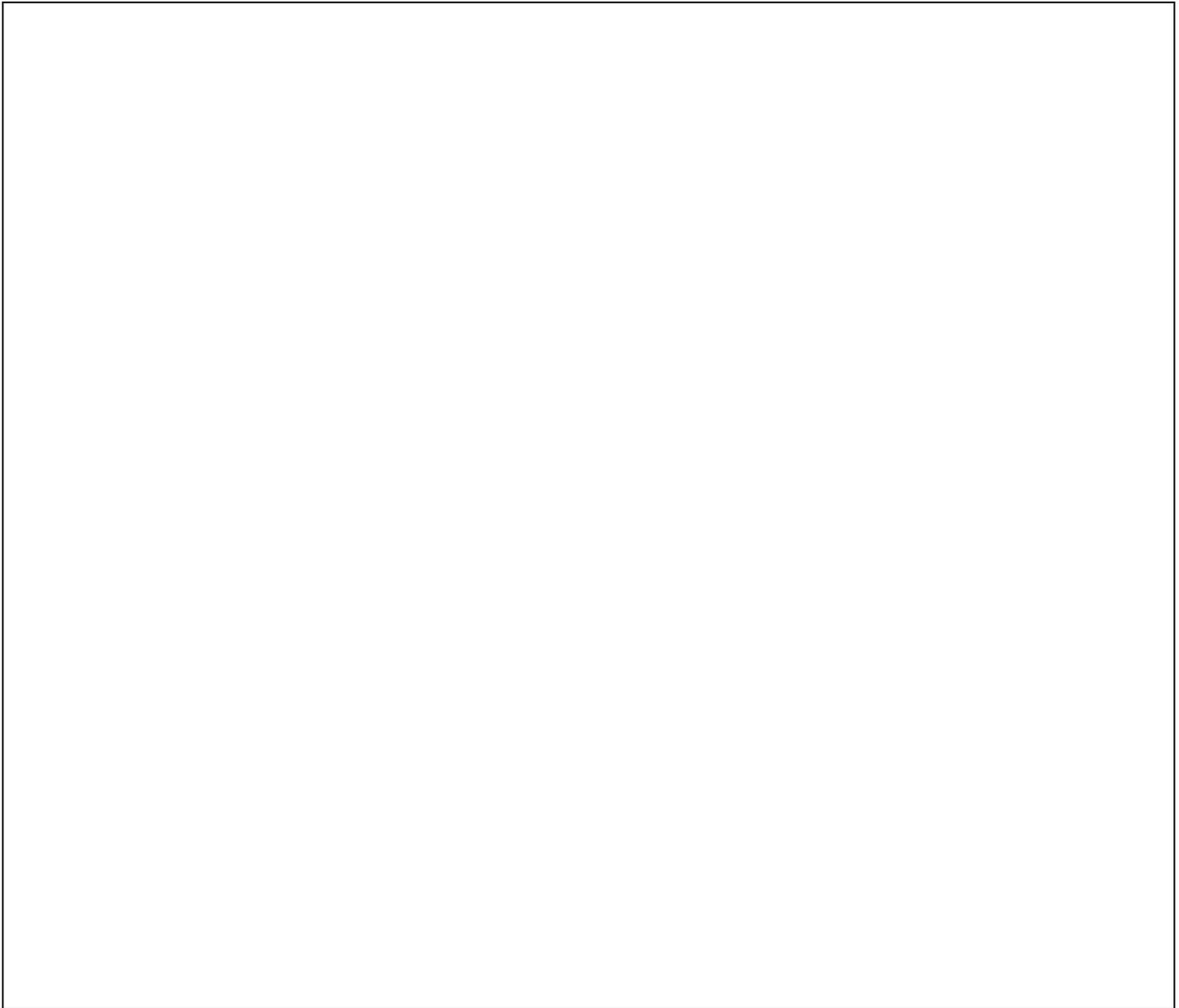
11. Has an agreement for architectural services or construction services been executed?

- 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

Monroe County Tourist Development Council FY 2021 Capital Project Application

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

Monroe County Tourist Development Council FY 2021 Capital Project Application

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, complete and include as part of application

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

Request for Taxpayer Identification Number and Certification

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

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

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.</p> <p>2 Business name/disregarded entity name, if different from above</p> <p>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.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p>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.</p> <p><input type="checkbox"/> Other (see instructions) ▶ _____</p> <p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p style="text-align: right;"><small>(Applies to accounts maintained outside the U.S.)</small></p> <p>5 Address (number, street, and apt. or suite no.) See instructions. Requester's name and address (optional)</p> <p>6 City, state, and ZIP code</p> <p>7 List account number(s) here (optional)</p>
--	--

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	Employer identification number								
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; text-align: center;">[] [] [] []</td> <td style="width: 5%; text-align: center;">-</td> <td style="width: 25%; text-align: center;">[] [] [] []</td> <td style="width: 5%; text-align: center;">-</td> <td style="width: 40%; text-align: center;">[] [] [] [] [] [] [] [] [] []</td> </tr> </table>	[] [] [] []	-	[] [] [] []	-	[] [] [] [] [] [] [] [] [] []	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">[] []</td> <td style="width: 5%; text-align: center;">-</td> <td style="width: 85%; text-align: center;">[] []</td> </tr> </table>	[] []	-	[] []
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[] []	-	[] []							

Part II Certification

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 ▶ _____
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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.

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

	<u>X</u> 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	<u> </u> 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:

GL1	_____	\$300,000 Combined Single Limit
GL2	<u>X</u>	\$500,000 Combined Single Limit
GL3	_____	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$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 are 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:

VL1	_____	\$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	<u>X</u> _____	\$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

BRI	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	I 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.
POL1 POL2 POL3 POL4	Pollution Liability	\$ 500,000 per Occurrence/\$1,000,000 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
GK1 GK2 GK3	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle) \$ 500,000 (\$100,000 per Vehicle) \$1,000,000 (\$250,000 per Vehicle)

MED1	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	
VLP1	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 possession.	
HK.L1	Hangar keepers	\$ 300,000	
HK.L2	Liability	\$ 500,000	
HK.L3		\$ 1,000,000	
HK.L4		\$ 5,000,000	
AIR1	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 of Structure	
EOJ	Engineers Errors	\$ 250,000 per Occurrence	\$ 500,000 Agg.
E02	& Omissions	\$ 500,000 per Occurrence	\$1,000,000 Agg.
E03		\$ 1,000,000 per Occurrence	\$2,000,000 Agg.
E04		\$ 5,000,000 per Occurrence	\$10,000,000 Agg.
WL1	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 III Advisory Committee Meeting

The December 4, 2019 regular meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. at the Hyatt Place, Marathon.

DAC Members Present Were: Ms. Cora Baggs, Mr. Ben Daughtry, Ms. Wendy Hall, Mr. Ralph Lucignano, and Ms. Karen Thurman

DAC Members Absent Were: Mr. Kelly McKinnon (1st absence in Fiscal Year), Ms. Elise Muncha (2nd absence in a row) and Mr. Sheldon Suga (1st absence in Fiscal Year)

TDC Representative in Attendance: Ms. Rita Irwin

Agencies Present Were: Mr. John Underwood – Tinsley Advertising, Ms. Julie Botteri – NewmanPR, Mr. Clinton Barras– Two Oceans Digital

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

Approval of the Agenda: Mr. Daughtry moved approval of the agenda with the following bulk agenda items:

- D.1. October 2, 2019 Regular Meeting Minutes
- D.2. 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. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Written Review of Recent Events Funded by the DAC

Ms. Hall seconded. Motion passed unanimously.

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.

Ms. Hall moved approval to retain the same funding levels for FY 2021, Mr. Lucignano 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.

General Discussion: Ms. Nadene Orr was in attendance and thanked the Committee for funding Fantasy Fest. Ms. Thurman and Ms. Tashjian reported increased occupancy during the event as compared to years past.

Ms. Christy Johnson was in attendance from Taste of the Islands and thanked the Committee for funding the event. She asked about the possibility of changing the date of the event to encourage attendance. Ms. Pacini asked Ms. Johnson to contact the TDC administrative office in order to place this request on an upcoming DAC agenda.

There being no further business the workshop was adjourned at 9:54 a.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 LGBTQ 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.

Consideration and Action re: Coral Reef Economic Impact Study: 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 Tippet	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. Tippet 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. Tippet 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 Tippet	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 Tippet

Consideration and Action re: Visit Florida Keys Portion of the September 17, 2019 meeting minutes: Ms. Tippet 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 Tippet

Ms. Tippet 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 marketing 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 peak 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 Tippet	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. Tippet 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 Tippet

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.

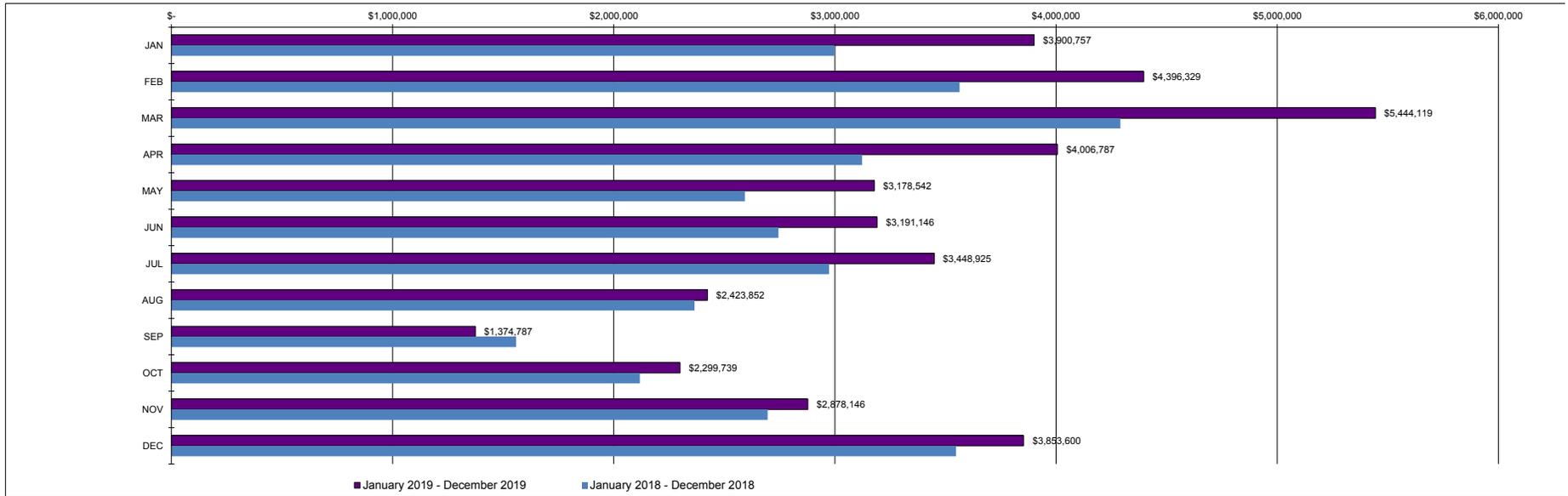
FISCAL YEAR 2020
February 12, 2020

Revenue		2,868,338			
5% Reserve State Statute 129.01		<u>(143,417)</u>			
		2,724,921			
Fund Balance Forward Revenue Variance		(612,234)			
Fund Balance Forward-Contracted Commitments (EVENTS/CAPITAL)		2,663,525			
Fund Balance Forward Expense Variance		309,040			
Event Resources Brought Forward		2,724			
Capital Resources Brought Forward		70,446			
Fund Balance Forward-Promotional Resources		50,000			
Fund Balance Forward-Capital Economic Disaster		<u>50,000</u>			
		5,258,422			
		Appropriations	Expenses	Encumbrances	Balance
T209M34X COMMISSIONERS & FEES (FINANCE)		5,464	(1,282)	0	4,182
T209A23X ADMINISTRATION RESOURCES		31,693	0	0	31,693
T209A73X UTILITIES		7,000	(373)	0	6,627
T209A63X ADMINISTRATIVE SERVICES		100,000	0	0	100,000
T209M01X COUNTY COST ALLOCATION		<u>13,595</u>	<u>0</u>	<u>0</u>	<u>13,595</u>
	(ADMIN) SUBTOTAL	157,752	(1,655)	0	156,097
T209V14X DISTRICT TELEMARKETING (VIS)		<u>176,400</u>	<u>(29,400)</u>	<u>0</u>	<u>147,000</u>
	(VIS) SUBTOTAL	176,400	(29,400)	0	147,000
T209B04X DAC III CAPITAL PROJECT RESOURCES		27,175	0	0	27,175
TM79920A PIGEON KEY RAMP REPAIR 17		200,000	0	0	200,000
TM79162A PIGEON KEY BUILDINGS SPRINKLERS 17		350,000	0	0	350,000
TM79620A PIGEON KEY REROOFING - TENDER AND FOREMAN QUARTERS 17		300,000	(26,550)	0	273,450
TM89963Z PIGEON KEY SPRINKLER IMPROVEMENT PHASE 1 REAPPLICATION 2018		130,000	0	0	130,000
TB99077Y AMPITHEATER COMMUNITY PARK COMPLEX 19		534,000	0	0	534,000
TM99994Y PIGEON KEY COTTAGE AND NEGRO QUARTERS HURRICANE REPAIRS 19		800,000	(19,100)	0	780,900
TB89964Z PIGEON KEY ROOF FY 18		60,000	0	0	60,000
TM69726B COCO PLUM SHORELINE RESTORATION (FY 16)		125,000	0	0	125,000
TB89956Z AMPITHEATER IMPROVEMENTS 2018		0	0	0	0
TM99079Y OCEANFRONT PARK RENOVATION		76,400	(63,442)	0	12,958
TB99042Y MARATHON SUNSET PARK RESTROOMS (CARRIED OVER FROM FY 18)		36,000	0	0	36,000
TB89957Z AVIAN FOOD PREP & STORAGE PROJECT ADA 2018		0	0	0	0
T209M76X BEACH MAINTENANCE FY 20		140,000	0	0	140,000
T209B38X DRC DOLPHIN LAGOONS		130,000	0	0	130,000
T209N07X CRANE POINT ADDERLY TRAIL		12,397	0	0	12,397
T209B40X CRANE POINT INTERIOR TRAIN RESTORATION		37,350	0	0	37,350
T209B41X CRANE POINT RACHEL CREEK TRAIL REPAIRS		31,326	0	0	31,326
T209B42X TURTLE HOSPITAL		33,750	0	0	33,750
T209M65X PIGEON KEY BRIDGE TENDERS & BRIDGE FOREMANS PHASE II		72,000	0	0	72,000
T209M66X PIGEON KEY RAMP REPAIR PHASE II FY 20		50,000	0	0	50,000
T209B43X PIGEON KEY GRID TIE POWER LINE PROJECT		300,000	0	0	300,000
T209B23X CORAL RESTORATION		81,750	0	0	81,750
T209B04X DRC WELCOME CENTER GENERATOR		24,950	0	0	24,950
T209B97X ECONOMIC NATURAL DISASTER RESOURCE		<u>75,000</u>	<u>0</u>	<u>0</u>	<u>75,000</u>
	(CAPITAL) RESOURCES	3,627,098	(109,092)	0	3,518,006
T209S23X DAC III EVENT RESOURCES		0	0	0	0
T209M06X HEROES SALUTE WEEKEND 20		26,000	0	0	26,000
T209S54X MARATHON SEAFOOD FESTIVAL 20		<u>40,000</u>	<u>0</u>	<u>0</u>	<u>40,000</u>
	(SPECIAL EVENTS) SUBTOTAL	66,000	0	0	40,000
T209P24X PROMO & ADV RESOURCES		50,000	0	0	50,000
T209P65X DAC III WEBCAM		15,000	(2,467)	0	12,533
T209P93X DISTRICT #3 AD CAMPAIGN		<u>1,166,172</u>	<u>(115,398)</u>	<u>(1,050,774)</u>	<u>0</u>
	(PROMOTIONAL) SUBTOTAL	1,231,172	(117,865)	(1,050,774)	62,533
	FUND TOTAL	5,258,422	(258,012)	(1,050,774)	3,923,636
TWO PENNY					
TM95784Y HEROES SALUTE WEEKEND FY19		30,000	0	0	30,000
TM95711X FANTASY FEST FY19		30,000	0	0	30,000
TM95914Y TASTE OF THE ISLANDS FY19		10,000	0	0	10,000
T205S01X CORAL HEAD BLUES FY20		20,000	0	0	20,000
T205S02X CORAL HEAD MUSIC FEST FY20		10,000	0	0	10,000
T205M05X FANTASY FEST FY20		30,000	0	0	30,000
T205M06X HEROES SALUTE WEEKEND FY20		4,000	0	0	4,000
T205M56X SOMBRERO BEACH RUN FY20		20,000	0	0	20,000
T205M91X TASTE OF THE ISLANDS FY20		20,000	0	0	20,000

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

E.2.



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 additional 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.

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I	FY 2020 VS FY 2019								DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
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 2020 VS FY 2019								DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
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									

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III										DISTRICT III										
										FY 2020 VS FY 2019										
										\$ INC/DEC										
										% INC/DEC										
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020														
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										DISTRICT IV										
										FY 2020 VS FY 2019										
										\$ INC/DEC										
										% INC/DEC										
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020														
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																				



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F1
Feb. 8, 2020

TO: District III 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 III from Nov. 17, 2019, through Feb. 8, 2020.

- Agency representatives attended the TDC meeting.
- Agency representative Julie Botteri attended DAC III 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. 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 III segments focused on Florida Keys Aquarium Encounters and the Turtle Hospital, 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, 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 and the German-speaking markets, press releases were translated and distributed that focused on SNUBA, five top dives in the Florida Keys National Marine Sanctuary, 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 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 debut of the "Samantha Brown's Places to Love" Florida Keys episode and the "Protecting Paradise" television special, 2020 event highlights around the Keys, the release of a green sea turtle that was treated at Marathon's Turtle Hospital and the Florida Keys' Soldier Ride cycling trek and dolphin encounters. 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, inclusion of the destination in themed roundups by LoveExploring and the Visit USA Association, the "Stewards of the Keys" U.K. group trip 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 lunch and a property tour at Hawks Cay Report, property tour at Grassy Flats Resort & Beach Club, two nights' stay, dinner and breakfast at Isla Bella Beach Resort; dinner at Castaway Restaurant and a lionfish presentation by owner John Mirabella, visits to Florida Keys Aquarium Encounters and the Turtle Hospital, and lunch at Keys Fisheries.

- 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 produced numerous Facebook Live segments on Keys elements that aired on the destination's Facebook page. They included a New Year's Day segment from the Seven Mile Bridge that drew 44,000 views, reached more than 90,000 people and inspired more than 10,000 engagements; and a turtle release segment from Marathon that drew 46,000 views, reached nearly 120,000 people and inspired more than 11,000 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 wrote, distributed to the media and posted on the website a release on the annual Florida Keys Celtic Festival held in the Middle Keys.
- Agency wrote, distributed to media and posted on the website a release on Marathon's fourth annual Coral Head Music Fest.

- Agency wrote, distributed to media and posted on the website a release on the Island Boat Show at Hawks Cay Resort.
- Agency wrote, distributed to media and posted on the website a release on the Original Marathon Seafood Festival. Agency is planning additional coverage of the event when it takes place.
- 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.
- When a group of veterans who were severely wounded primarily in Iraq and Afghanistan pedaled through the Middle Keys as part of the annual Soldier Ride,

agency created still photography packages of the soldiers crossing the Seven Mile Bridge as well as video and still photography packages of them experiencing dolphin encounters at Dolphin Research Center. Four images moved to media points around the U.S. via the Associated Press, Thomson Reuters and other wire services. Also agency provided information to the Associated Press for a story that was distributed to media via the AP wire and appeared in outlets including U.S. News & World Report online. Agency also posted a video package on the Keys' Facebook page that drew notable views and engagements.

- Agency produced video and still photography packages when a group of visiting Tibetan monks helped release an endangered sea turtle that had been rehabilitated at the Turtle Hospital. In addition, agency provided information to the Associated Press for a story on the turtle release. One photo was distributed to media points around the via the Associated Press wire service.
- Agency shot a Facebook Live segment when Jack-o-Lantern, a 150-pound loggerhead turtle rescued on Halloween, was released after treatment at the Turtle Hospital. The segment drew 46,000 views, reached nearly 120,000 people and earned more than 11,000 engagements.
- Agency wrote, featured in the e-newsletter and posted on the website a "Stewards of the Keys" Q&A interview with Matt Sexton, owner and operator of the Middle Keys' new Grassy Flats Resort & Beach Club.
- 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 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.

- 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.
- 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.
- Event information and photography are regularly posted on the Keys website.

###

17 Nov 2019 - 08 Feb 2020

DAC Social Media Report February 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
10,889,317



TOTAL REACH
4,399,457



POST ENGAGEMENTS
276,482



PAGE CONSUMPTIONS
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

POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
 <p>The Florida Keys & Key West 05 FEB 3:12 PM</p>  <p>It's a gorgeous day to be in the #FloridaKeys this Wednesday, what should we do today? 🌴🌺🌻😊</p>	3301	575	269	4488	7.35%	97,645
 <p>The Florida Keys & Key West 29 JAN 12:06 AM</p>  <p>It's a clear, crisp and cool tropical night over Marathon in the #FloridaKeys!</p>	2263	88	132	1214	6.56%	52,600
 <p>The Florida Keys & Key West 12 JAN 2:00 PM</p>  <p>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</p>	8321	818	767	12808	10.27%	184,908

Twitter Activity Overview



DAILY EXPOSURE

60,446



POST ENGAGEMENTS

7,526

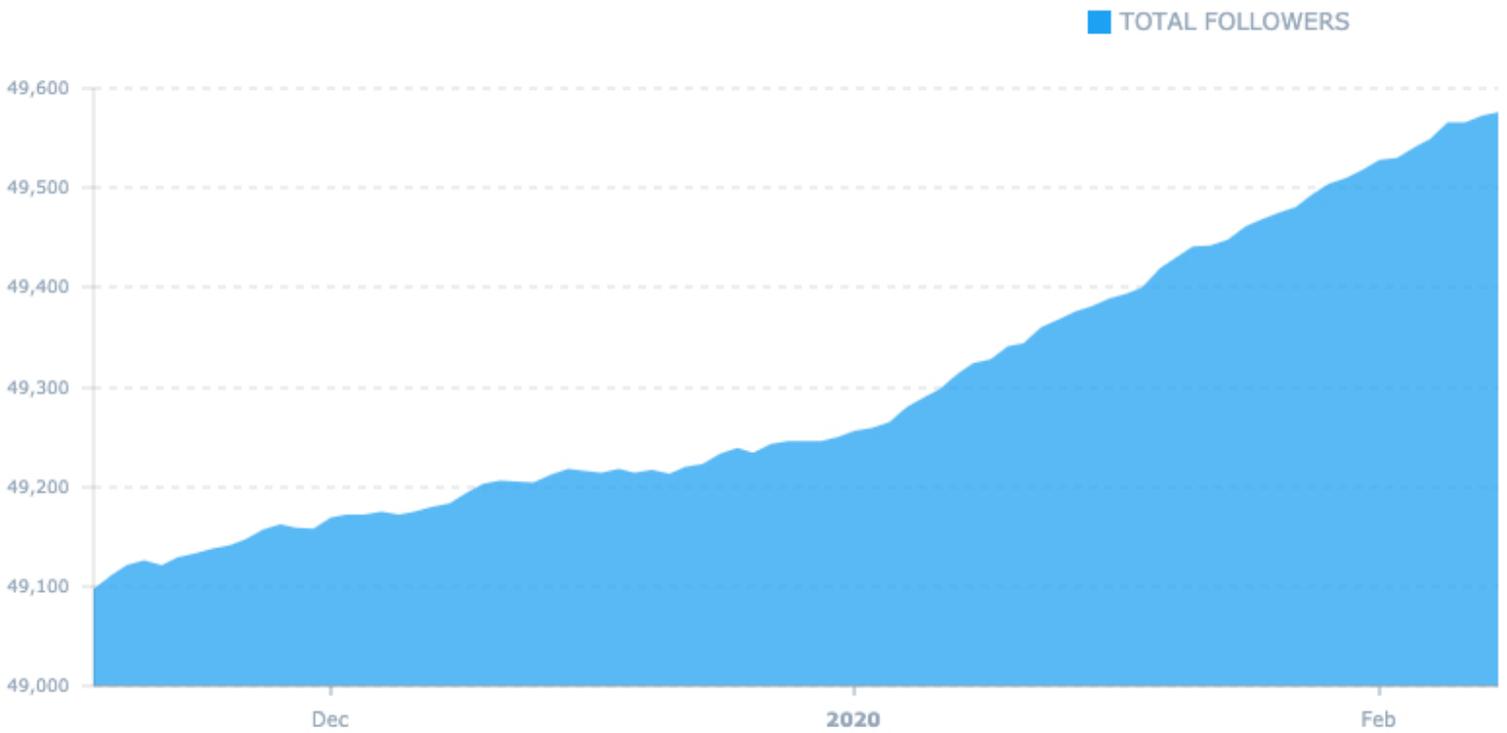


REACH

4,204,654



Audience Growth



FOLLOWER METRICS

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

YOUR FOLLOWERS
INCREASED BY

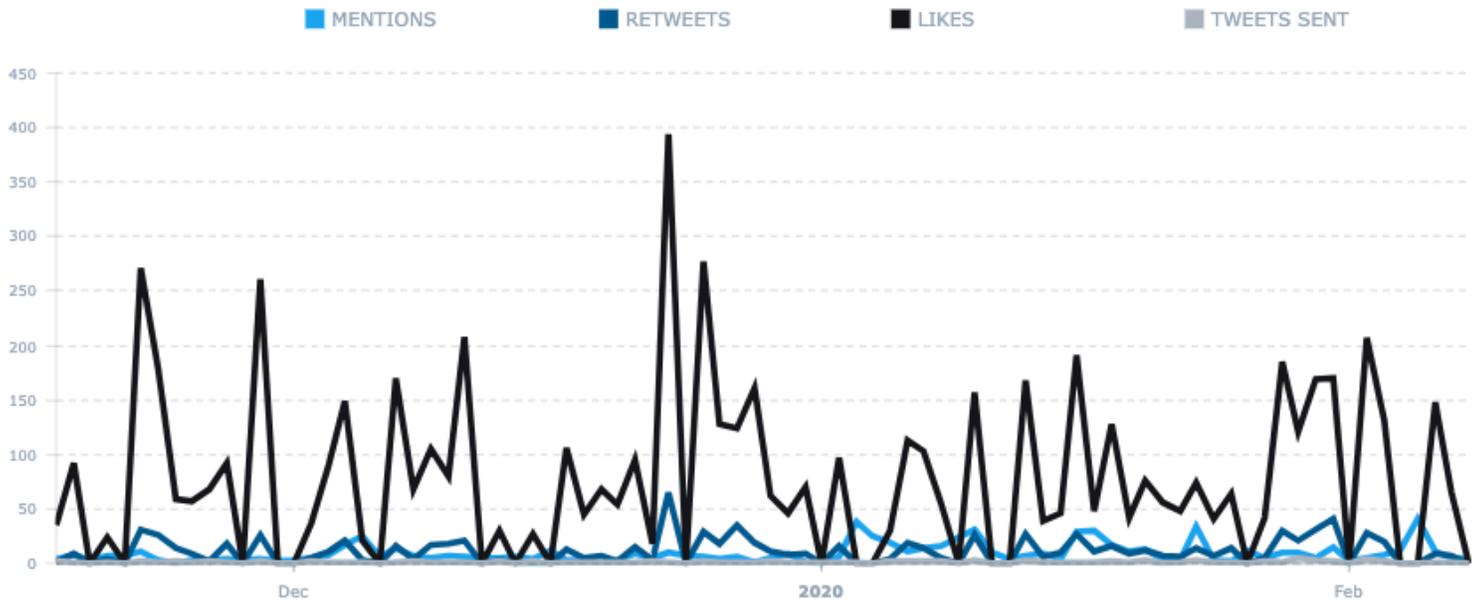
↑ **0.98%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	779
Retweets	940
Likes	6,586
Tweets Sent	99

CONTENT HABITS METRICS

Plain Text	18
Photos	2
Videos	0
Total Sent Tweets	20

Total Engagements 8,305

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/Udt aAplKba>

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
224,100



FOLLOWING
476

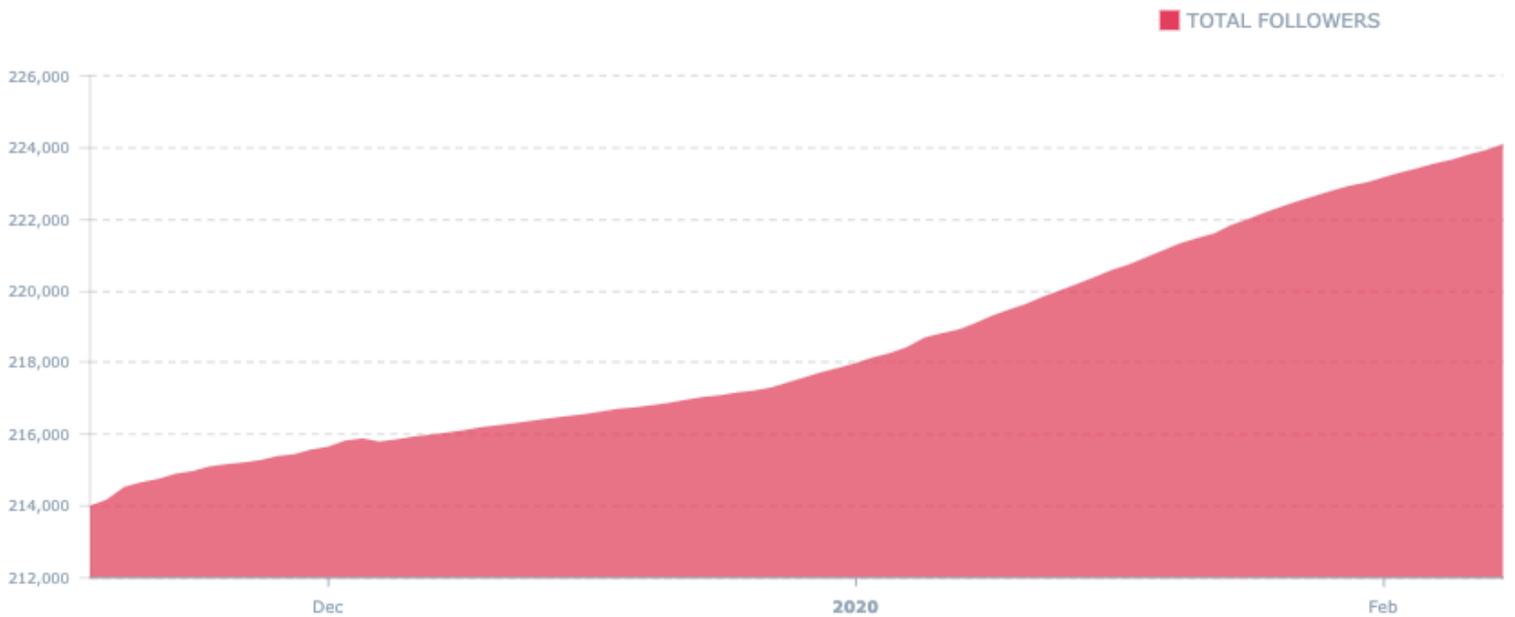


POSTS
1,457



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

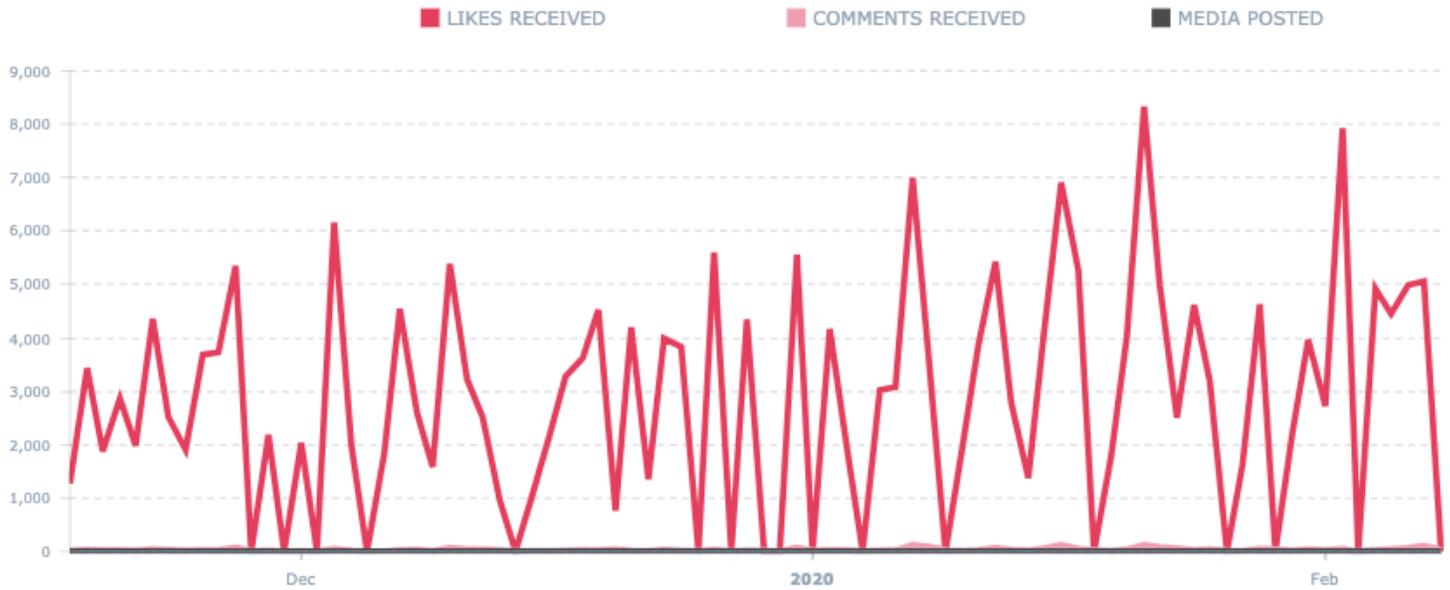
↑ **4.71%**

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



2000 South Dixie Highway, Suite 201 • Miami FL 33133 • (305) 856-6060 • FAX (305) 856-9236

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

G.1 - G.2

G.1 Advertising Re-cap:

Media

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

Out-of-State Spot Television:

- New York DMA – 2/1-3/31
- Chicago DMA – 2/1-3/31
- Philadelphia DMA – 2/1-3/31
- 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
- Charlotte DMA – 2/3-3/31
- Atlanta DMA – 2/3-3/31

National Cable (Fishing TV):

- Saltwater Experience TV Sponsorship – 2/1-3/31

Digital:

- The Knot.com – 2/1-3/31
- NationalGeographic.com – 2/1-3/15
- Adara – 2/1-3/29
- Tremor Video – 2/1-3/29
- SportDiver/ScubaDiving.com/Islands.com – February & March
- SaltwaterSportsman.com E-Newsletter – February & March
- Facebook/Instagram – Annual

Search Engine Marketing

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

Marathon Co-Op Programs:

- [Winter Digital](#)
 - CNN.com – 2/1-2/23
 - Conversant – 2/10-3/15
 - Boston.com Email – 3/4
- [Spring Digital](#)
 - CNN.com – 3/16-3/31
 - Conversant – 3/16-3/31
 - ChicagoTribune.com Email – 3/18

Print:

- [Bridal Guide \(Florida Section\)](#) – March/April
- [Scuba Diving](#) – March
- [Outside Magazine](#) – March
- [Florida Sportsman](#) – March

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
 - Afa.com
 - LonelyPlanet.com
 - Momtastic.com
 - CondeNastTraveller.co.uk
 - WeddingWire.com
 - TheKnot.com
 - BrideClick
 - Nativio
 - 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
 - Afa.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 3 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.



MARATHON					
OCTOBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/28-10/31	CNN.com Pre-Roll Video - Co-Op	77,429	1,356	1.75%	86.00%
10/16/19	Philly.com Travel POD E-Blast - Co-Op	50,000	817	1.63%	N/A
10/1-10/31	SportDiver.com/ScubaDiving.com	100,250	787	0.79%	N/A
10/21-10/31	CNTraveler.com (Native Content)	244,022	178	0.07%	N/A
10/21-10/31	Tremor Video (Mobile/Tablet/Desktop)	312,999	167	0.05%	N/A
10/23/19	Boston.com Traveler Dedication E-Newsletter - Co-Op	44,343	92	0.21%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	Facebook/Instagram Sponsored Ads	546,682	18,199	3.33%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	beachfront vacation rentals florida	2,303	123	5.34%	N/A
	florida vacation home rentals	1,696	90	5.31%	N/A
	rental vacation homes in florida	1,137	62	5.45%	N/A
	fl resorts	700	36	5.14%	N/A
	fishing in florida	404	28	6.93%	N/A
	florida resort	743	26	3.50%	N/A
	rental vacation homes florida	344	24	6.98%	N/A
	florida vacation rentals	486	21	4.32%	N/A
	luxury vacation home rentals florida	293	21	7.17%	N/A
	[florida swimming with dolphins]	289	20	6.92%	N/A
	[swimming with dolphins in florida]	203	17	8.37%	N/A
	florida beach resorts	247	16	6.48%	N/A
	[swimming with the dolphins in florida]	145	13	8.97%	N/A
	florida holiday rentals	797	12	1.51%	N/A
	family vacation	518	11	2.12%	N/A
	vacation home rental in florida	245	11	4.49%	N/A
	best beach vacations florida	218	8	3.67%	N/A
	florida vacation home rental	173	7	4.05%	N/A
	[swim with the dolphins in florida]	133	7	5.26%	N/A
	florida family beach vacations	26	5	19.23%	N/A
	south florida resort	120	4	3.33%	N/A
	florida beach weddings	117	3	2.56%	N/A
	florida marinas	64	3	4.69%	N/A
	[florida swim with dolphins]	63	3	4.76%	N/A
	family hotels in florida	54	3	5.56%	N/A
	marina florida	35	3	8.57%	N/A
	florida boat rental	34	3	8.82%	N/A
	florida boat rentals	59	2	3.39%	N/A
	marina in florida	51	2	3.92%	N/A
	family trip to florida	50	2	4.00%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
	+florida+fishing	29,463	292	2.51%	N/A
	+family+vacation	11,374	238	2.54%	N/A
	+florida+vacation	5,753	153	2.85%	N/A
	+florida+snorkeling	850	35	4.12%	N/A
	+florida+diving	641	28	4.37%	N/A
	+florida+scuba+diving	571	25	4.38%	N/A
NOVEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/6/19	ChicagoTribune.com Travel Admail E-Newsletter - Co-Op	400,000	8,231	2.06%	N/A
11/1-11/30	CNTraveler.com (Native Content via Social Media)	896,725	6,565	0.73%	N/A
11/1-11/30	Nativo (Native Content Article Promo)	933,513	5,344	0.57%	N/A
11/1-11/24	CNN.com Pre-Roll Video - Co-Op	276,410	3,897	1.41%	87.00%
11/1-11/30	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	855,820	1,840	0.21%	N/A
11/1-11/30	SportDiver.com/ScubaDiving.com	100,085	833	0.83%	N/A
11/4-11/30	Conversant Interactive Banners - Co-Op	481,585	547	0.11%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	774,403	482	0.06%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook/Instagram Sponsored Ads	525,754	6,386	1.21%	N/A

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



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

Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	beachfront vacation rentals florida	864	47	5.44%	N/A
	rental vacation homes in florida	642	40	6.23%	N/A
	florida vacation home rentals	592	34	5.74%	N/A
	fishing in florida	372	24	6.45%	N/A
	rental vacation homes florida	149	19	12.75%	N/A
	florida resort	232	15	6.47%	N/A
	fl resorts	205	12	5.85%	N/A
	swimming with dolphins in florida	84	6	7.14%	N/A
	florida holiday rentals	106	5	4.72%	N/A
	florida vacation home rental	95	5	5.26%	N/A
	family vacation	63	5	7.94%	N/A
	florida vacation rentals	96	4	4.17%	N/A
	marinas in florida	51	4	7.84%	N/A
	florida swim with dolphins	40	4	10.00%	N/A
	marina florida	36	4	11.11%	N/A
	luxury vacation home rentals florida	117	3	2.56%	N/A
	swim with the dolphins in florida	47	3	6.38%	N/A
	best beach vacations florida	36	2	5.56%	N/A
	florida beach weddings	25	2	8.00%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	+florida+fishing	25230	259	0.81%	N/A
	+florida+vacation	5162	131	3.14%	N/A
	+family+vacation	4896	97	2.77%	N/A
	+florida beach rentals	4983	73	1.47%	N/A
	+florida+snorkeling	522	30	5.75%	N/A
	+florida+scuba+diving	711	27	3.80%	N/A
	+scuba shops	1721	22	1.28%	N/A
	+scuba vacations	520	14	2.69%	N/A
	+florida+diving	418	13	3.11%	N/A
	+scuba +diving padi	1354	6	0.44%	N/A
	+scuba +diving fins	681	4	0.59%	N/A
	+florida villas	285	3	1.05%	N/A
DECEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/15	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	309,986	3,791	1.22%	N/A
12/1-12/15	SportDiver.com/ScubaDiving.com	100,197	2,135	2.13%	N/A
12/1-12/15	Tremor Video (Mobile/Tablet/Desktop)	1,617,416	872	0.05%	N/A
12/1-12/31	SaltwaterSportsman.com E-Newsletter	47,601	616	1.29%	N/A
12/1/19	Conversant Interactive Banners - Co-Op (Geo: NY,BOS,PHL,DC)	259,316	340	0.13%	N/A
12/19-12/22	CNN.com Pre-Roll Video - Co-Op	16,663	334	2.00%	87.00%
12/1-12/15	CNTraveler.com (Native Content via Social Media)	180,804	90	0.05%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook/Instagram Sponsored Ads	437,609	12,050	2.75%	N/A

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



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

12/1-12/31	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
	beachfront vacation rentals florida	8,024	430	5.36%	N/A
	rental vacation homes in florida	3,643	210	5.76%	N/A
	fishing in florida	2,310	182	7.88%	N/A
	florida vacation home rentals	2,524	146	5.78%	N/A
	florida resort	1,877	96	5.11%	N/A
	fl resorts	1,487	92	6.19%	N/A
	rental vacation homes florida	819	69	8.42%	N/A
	luxury vacation home rentals florida	725	52	7.17%	N/A
	[swimming with dolphins in florida]	675	45	6.67%	N/A
	[swim with dolphins in miami florida]	363	36	9.92%	N/A
	florida vacation rentals	496	26	5.24%	N/A
	[florida swim with dolphins]	348	26	7.47%	N/A
	best beach vacations florida	312	25	8.01%	N/A
	[swim with the dolphins in florida]	364	24	6.59%	N/A
	[florida swimming with dolphins]	259	21	8.11%	N/A
	florida vacation home rental	392	20	5.10%	N/A
	florida beach resorts	344	20	5.81%	N/A
	family vacation	320	18	5.63%	N/A
	florida holiday rentals	496	17	3.43%	N/A
	marinas in florida	221	13	5.88%	N/A
	florida boat rentals	253	12	4.74%	N/A
	marina florida	126	8	6.35%	N/A
	florida beach weddings	120	8	6.67%	N/A
	[can you swim with dolphins in florida]	52	8	15.38%	N/A
	florida weddings	191	7	3.66%	N/A
	south florida resort	91	5	5.49%	N/A
	[swim with the dolphins florida]	34	5	14.71%	N/A
	vacation home rental in florida	31	5	16.13%	N/A
	vacations with kids	113	4	3.54%	N/A
	[swimming with the dolphins in florida]	86	3	3.49%	N/A
	marinas florida	12	3	25.00%	N/A
	weddings in florida	67	2	2.99%	N/A
	family trip to florida	35	2	5.71%	N/A
	marina in florida	73	1	1.37%	N/A
	marina beach florida	44	1	2.27%	N/A
	florida marinas	42	1	2.38%	N/A
	florida family beach vacations	33	1	3.03%	N/A
	diving in florida	26	1	3.85%	N/A
	family holidays in florida	16	1	6.25%	N/A

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



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

Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	+florida+fishing	22,121	260	1.2%	N/A
	+florida+vacation	5,014	116	2.3%	N/A
	+florida villas	6,659	82	1.2%	N/A
	+florida beach rentals	4,661	80	1.7%	N/A
	key +florida	3,601	74	2.1%	N/A
	+family+vacation	2,503	43	1.7%	N/A
	+scuba shops	2,848	41	1.4%	N/A
	+florida+snorkeling	442	28	6.3%	N/A
	+scuba vacations	1,114	20	1.8%	N/A
	+florida+scuba+diving	377	15	4.0%	N/A
	+scuba +diving padi	1,282	11	0.9%	N/A
	+scuba +diving fins	673	9	1.3%	N/A
	+florida+diving	232	8	3.5%	N/A
	+diving schools +florida	55	4	7.3%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/27-1/31	CNN.com Pre-Roll Video - Co-Op (Geo: NY,BOS,PHL,DC,CHI)	93,708	1,580	186.00%	86.00%
1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	600,844	638	0.11%	77.34%
1/14-1/15	TheKnot.com (Instagram)	31,241	263	0.84%	N/A
1/6-1/31	Adara Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	690,478	219	0.03%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ads	658,049	9,550	1.45%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	beachfront vacation rentals florida	12,006	553	4.61%	N/A
	[swim with dolphins in miami florida]	1,513	251	16.59%	N/A
	florida vacation home rentals	2,526	144	5.70%	N/A
	florida resort	2,470	120	4.86%	N/A
	fl resorts	1,983	119	6.00%	N/A
	[swimming with dolphins in florida]	827	69	8.34%	N/A
	florida beach resorts	1,240	68	5.48%	N/A
	rental vacation homes in florida	1,470	66	4.49%	N/A
	florida vacation rentals	981	50	5.10%	N/A
	[swim with the dolphins in florida]	612	49	8.01%	N/A
	fishing in florida	509	32	6.29%	N/A
	[florida swim with dolphins]	356	28	7.87%	N/A
	best beach vacations florida	580	27	4.66%	N/A
	luxury vacation home rentals florida	353	20	5.67%	N/A
	[florida swimming with dolphins]	312	19	6.09%	N/A
	south florida resort	353	17	4.82%	N/A
	[swimming with the dolphins in florida]	133	16	12.03%	N/A
	florida vacation home rental	238	13	5.46%	N/A
	[can you swim with dolphins in florida]	83	12	14.46%	N/A
	rental vacation homes florida	152	5	3.29%	N/A
	vacation home rental in florida	116	4	3.45%	N/A
	florida holiday rentals	91	4	4.40%	N/A
	florida boat rentals	67	4	5.97%	N/A
	marina beach florida	32	2	6.25%	N/A
	florida marinas	17	2	11.76%	N/A
	family vacation	65	1	1.54%	N/A
	[swim with the dolphins florida]	47	1	2.13%	N/A
	marina florida	24	1	4.17%	N/A
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	+florida+vacation	6,247	167	2.7%	N/A
	+florida+fishing	18,344	163	0.9%	N/A
	+florida beach rentals	6,143	162	2.6%	N/A
	+florida villas	3,959	134	3.4%	N/A
	+family+vacation	3,347	35	1.1%	N/A
	+florida+snorkeling	556	26	4.7%	N/A
	+scuba shops	1,915	25	1.3%	N/A
	+scuba vacations	708	17	2.4%	N/A
	+florida+scuba+diving	327	13	4.0%	N/A
	+scuba +diving fins	335	6	1.8%	N/A
	+florida+diving	223	4	1.8%	N/A
	+scuba +diving padi	705	3	0.4%	N/A
	+diving schools +florida	58	2	3.5%	N/A

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

The Florida Keys Marathon

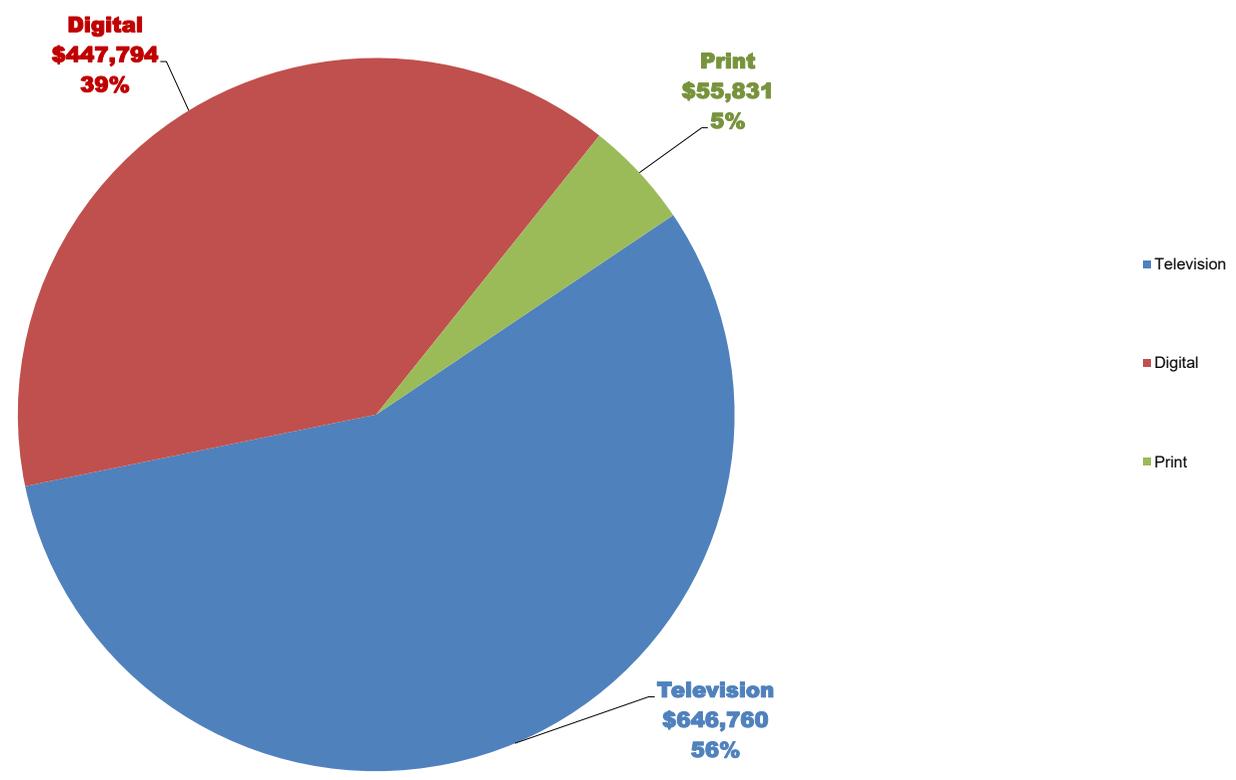
Key West Big Pine Key & The Lower Keys

FY 2020 MEDIA PLAN

Tinsley
FULL SERVICE ADVERTISING

		Ordered Media=		To Be Ordered Media=																																																		
Holidays/ Events	*Halloween (10/31)	* X-Mas (12/25)			* Mini-Lobster Season (7/29-7/30)																																																	
	* Columbus Day (10/14)	* New Year's Day (1/1)			* Ind Day (7/4)																																																	
	* Art Basel (12/5-12/8)	* MLK Day (1/20)	* Pres Day (2/17)	* Easter (4/12)	* Memorial Day (5/25)																																																	
	* Thanksgiving Day (11/28)				* Labor Day (9/7)																																																	
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	Winter Break: 12/23-1/5	Spring Break: 3/23-3/29	Summer Break: 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 III MARATHON
FY 2020 PLAN DISTRIBUTION BY MEDIA**



TOTAL MEDIA EXPENDITURE TO DATE: \$1,150,385



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.

<u>Media</u>		<u>Spend</u>
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.

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	*	*	*	*

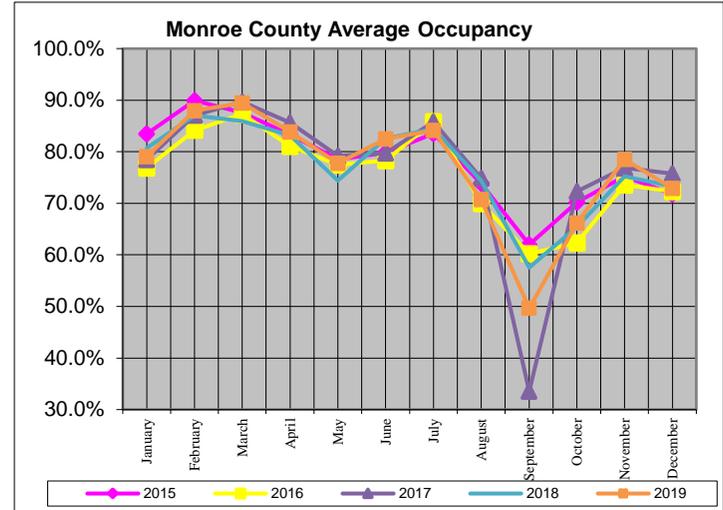
Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

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

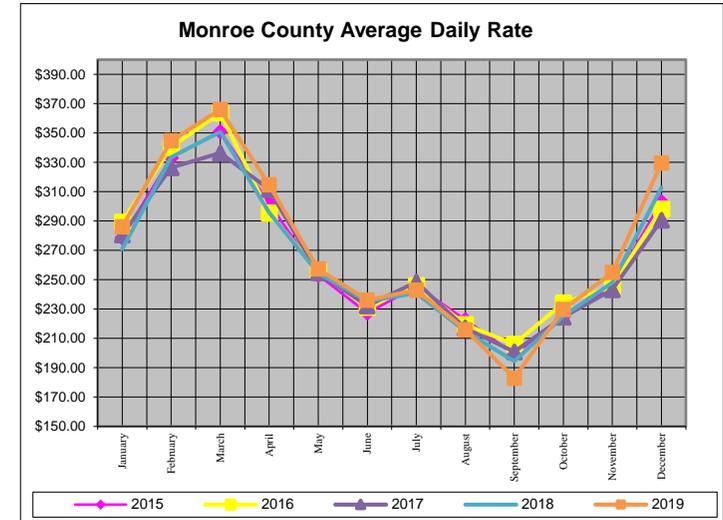
OCCUPANCY RATE

	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%



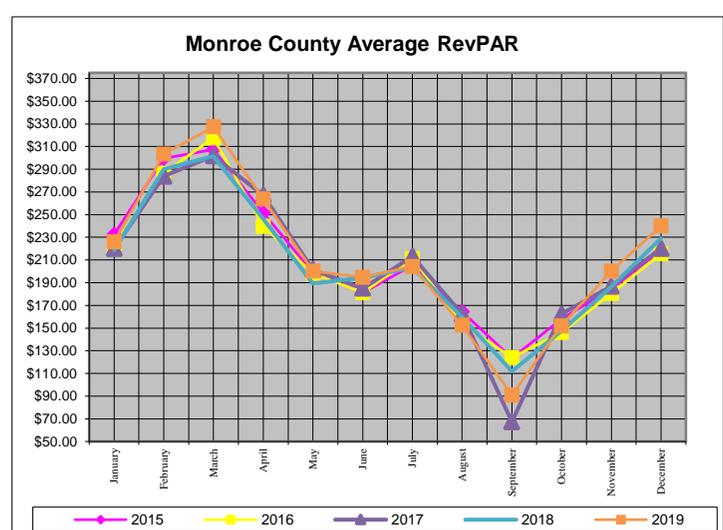
AVERAGE DAILY RATE

	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

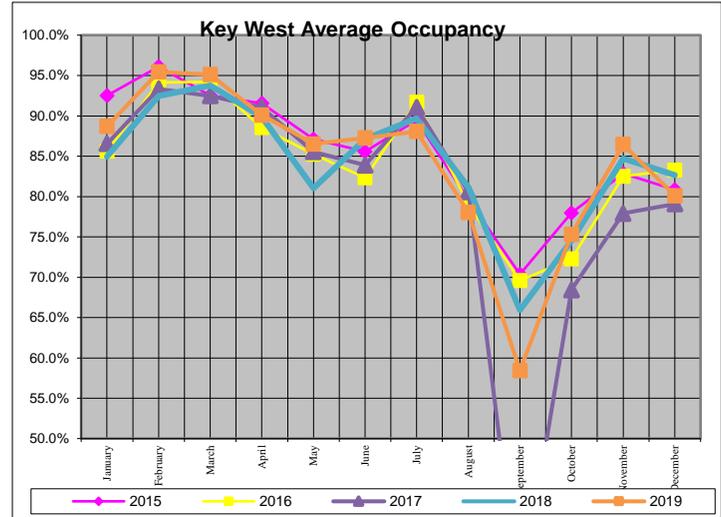
	2015	2016	2017	2018	2019	% Chg
January	\$232.63	\$222.29	\$220.03	\$218.63	\$226.00	3.4%
February	\$299.54	\$286.50	\$283.91	\$290.16	\$303.24	4.5%
March	\$307.39	\$317.67	\$301.77	\$301.51	\$327.41	8.6%
April	\$251.74	\$239.57	\$266.96	\$245.98	\$263.95	7.3%
May	\$198.79	\$198.30	\$201.72	\$189.36	\$200.15	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.

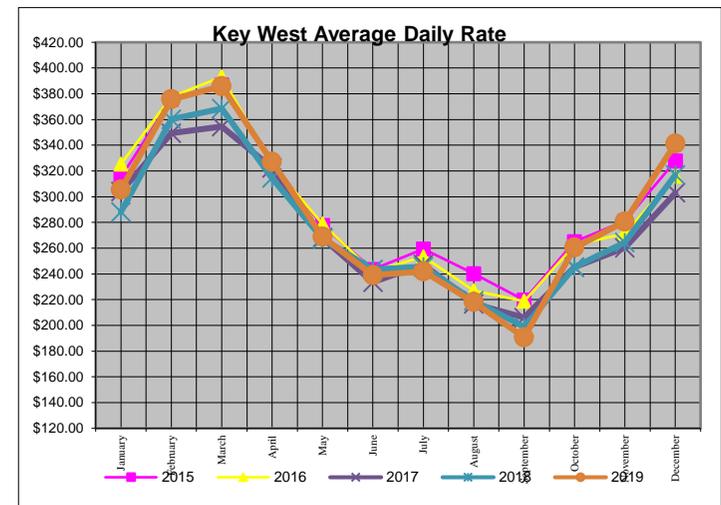
OCCUPANCY RATE

	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%



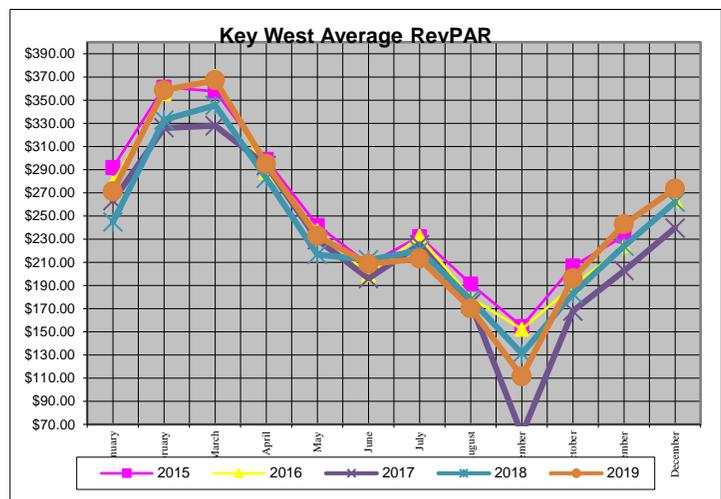
AVERAGE DAILY RATE

	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

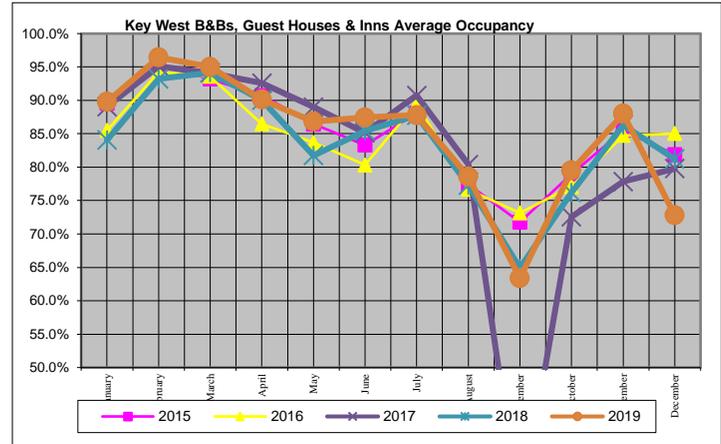
	2015	2016	2017	2018	2019	% Chg
January	\$291.67	\$278.65	\$263.06	\$244.72	\$271.05	10.8%
February	\$361.14	\$355.57	\$326.08	\$332.94	\$358.55	7.7%
March	\$357.75	\$370.39	\$327.89	\$345.53	\$367.03	6.2%
April	\$298.71	\$287.84	\$293.52	\$282.59	\$294.80	4.3%
May	\$241.82	\$237.58	\$229.47	\$216.71	\$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.

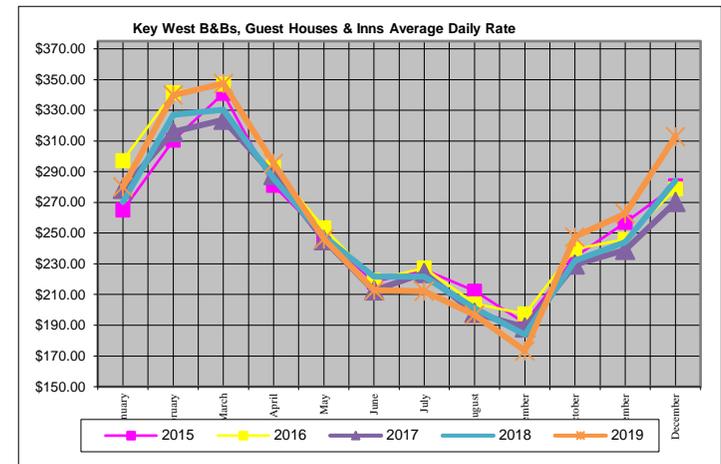
OCCUPANCY RATE

	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%



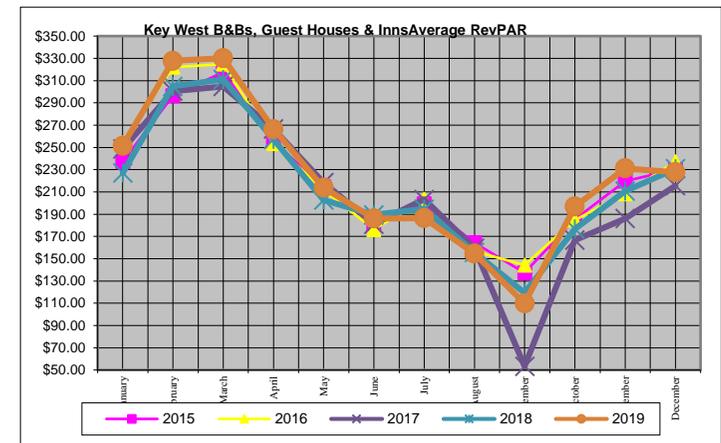
AVERAGE DAILY RATE

	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

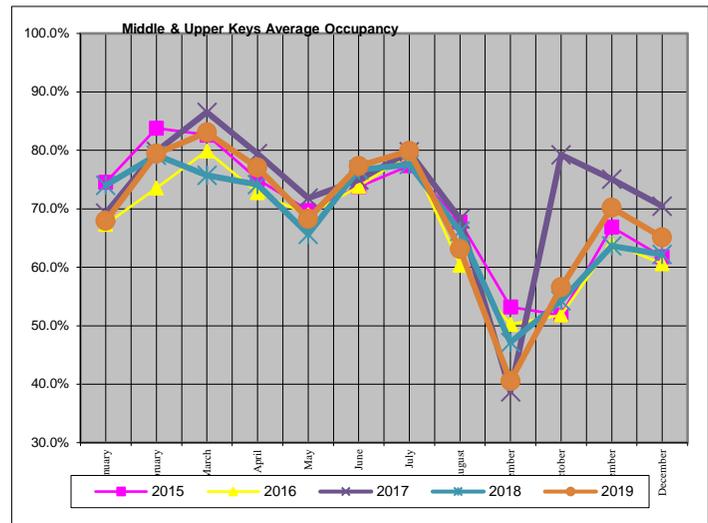
	2015	2016	2017	2018	2019	% Chg
January	\$237.28	\$254.06	\$248.39	\$227.04	\$251.46	10.8%
February	\$296.31	\$321.92	\$300.41	\$304.91	\$327.71	7.5%
March	\$317.64	\$324.84	\$304.72	\$310.99	\$330.12	6.2%
April	\$255.07	\$253.32	\$266.51	\$257.08	\$266.34	3.6%
May	\$214.45	\$212.12	\$218.44	\$202.64	\$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%



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.

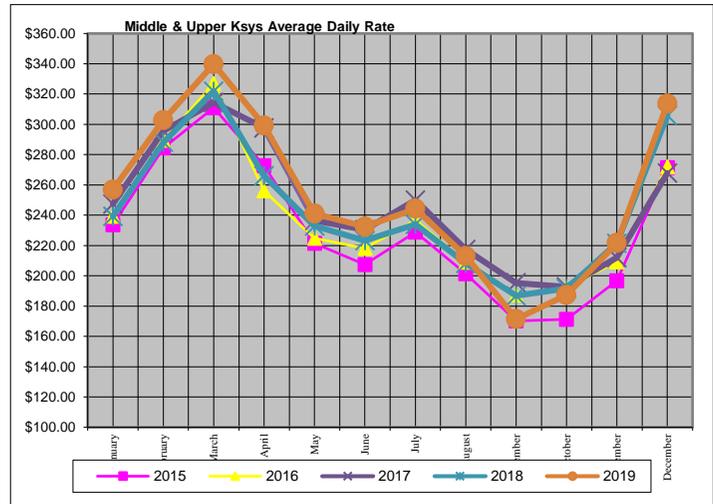
OCCUPANCY RATE

	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%



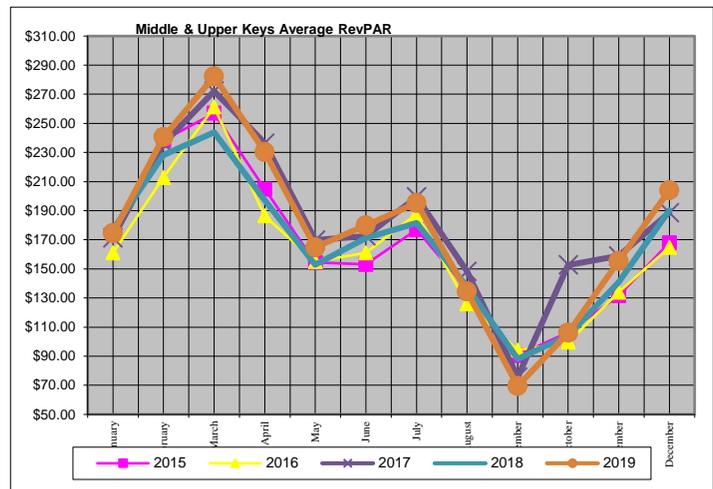
AVERAGE DAILY RATE

	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

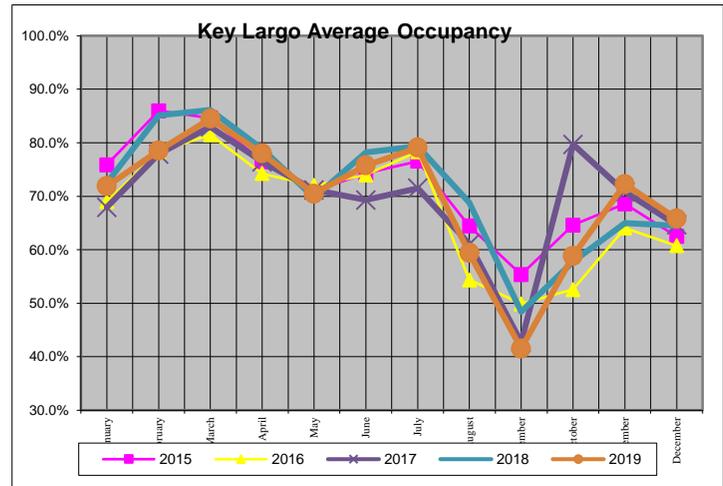
	2015	2016	2017	2018	2019	% Chg
January	\$174.25	\$161.12	\$171.35	\$177.05	\$174.64	-1.4%
February	\$238.31	\$212.90	\$236.01	\$228.18	\$240.50	5.4%
March	\$257.00	\$261.25	\$272.09	\$243.85	\$282.31	15.8%
April	\$204.75	\$186.38	\$236.47	\$197.19	\$230.39	16.8%
May	\$154.34	\$154.99	\$169.87	\$152.90	\$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%



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.

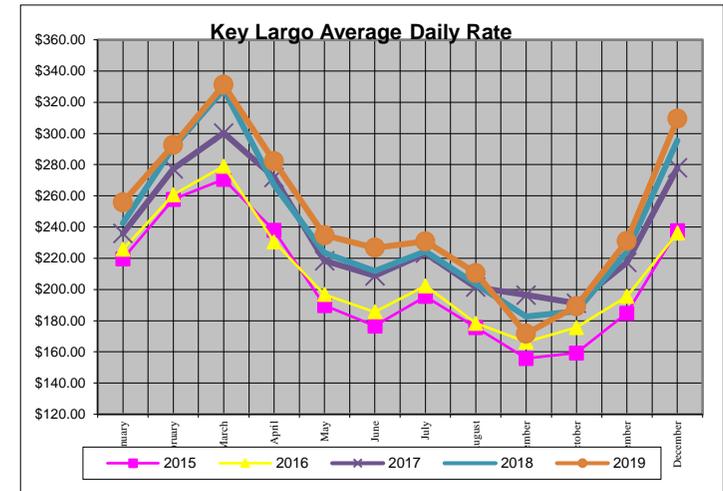
OCCUPANCY RATE

	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%



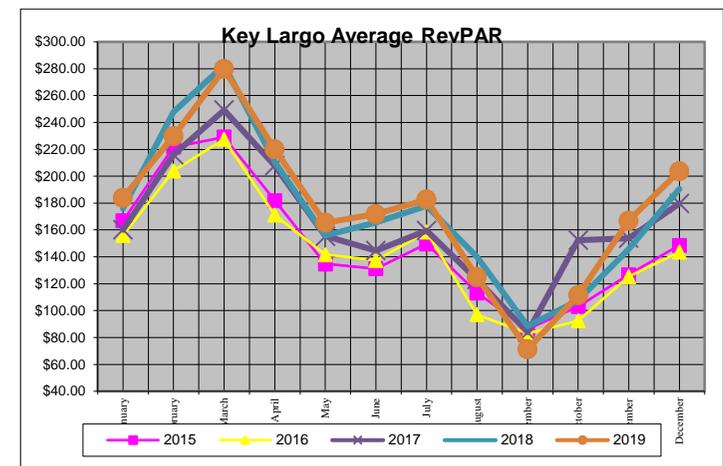
AVERAGE DAILY RATE

	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

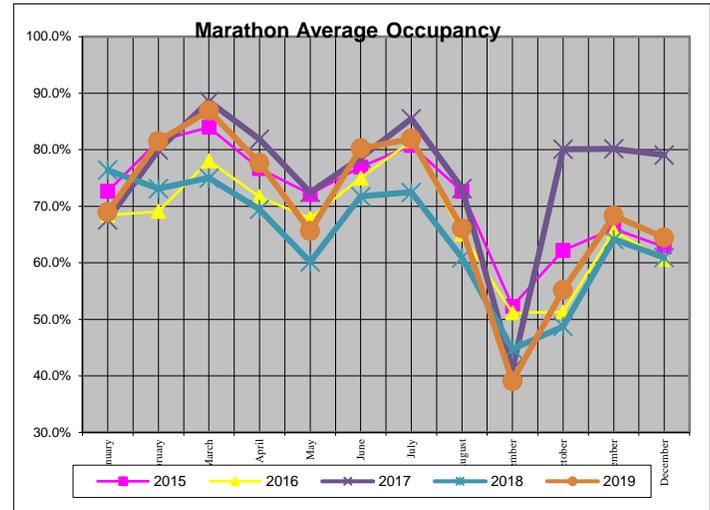
	2015	2016	2017	2018	2019	% Chg
January	\$166.72	\$155.82	\$160.20	\$175.80	\$183.89	4.6%
February	\$221.66	\$204.03	\$216.00	\$247.85	\$229.73	-7.3%
March	\$229.08	\$227.49	\$249.19	\$282.64	\$279.72	-1.0%
April	\$181.84	\$171.14	\$207.85	\$210.64	\$220.03	4.5%
May	\$134.72	\$141.67	\$155.47	\$155.90	\$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%



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.

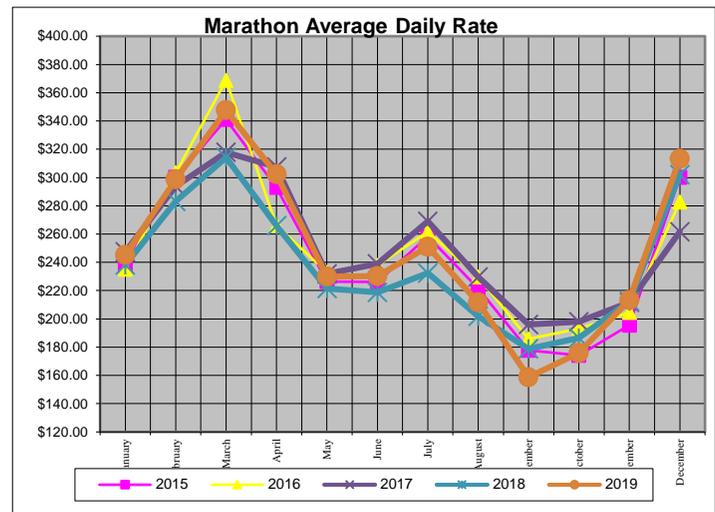
OCCUPANCY RATE

	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%



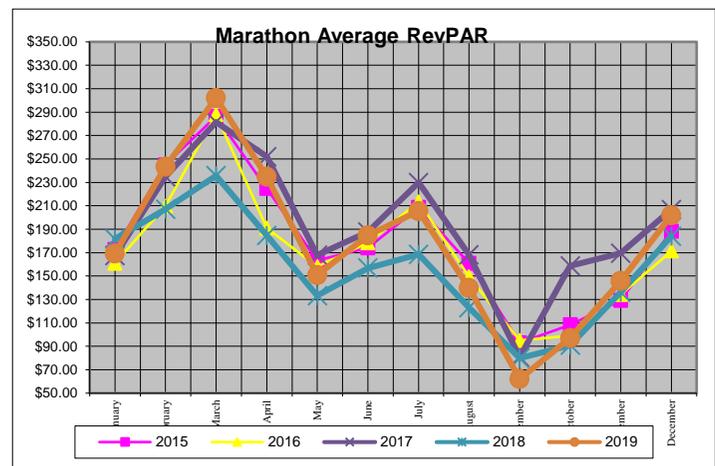
AVERAGE DAILY RATE

	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

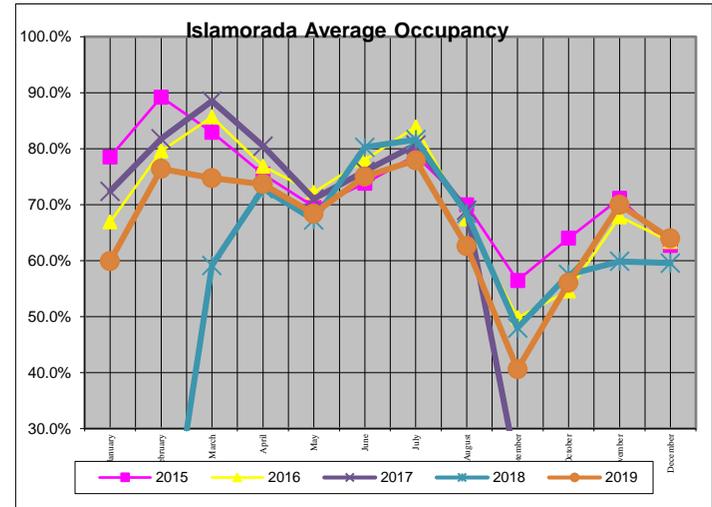
	2015	2016	2017	2018	2019	% Chg
January	\$172.87	\$160.85	\$167.40	\$181.87	\$169.12	-7.0%
February	\$245.02	\$209.61	\$234.92	\$207.21	\$243.50	17.5%
March	\$286.36	\$287.86	\$281.49	\$235.69	\$302.04	28.2%
April	\$224.74	\$191.02	\$251.84	\$184.66	\$234.79	27.1%
May	\$163.23	\$158.10	\$167.98	\$133.18	\$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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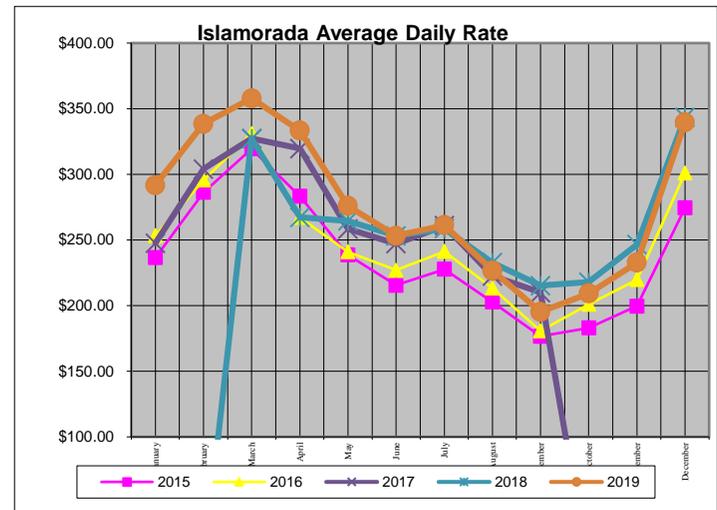
OCCUPANCY RATE

	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%	*



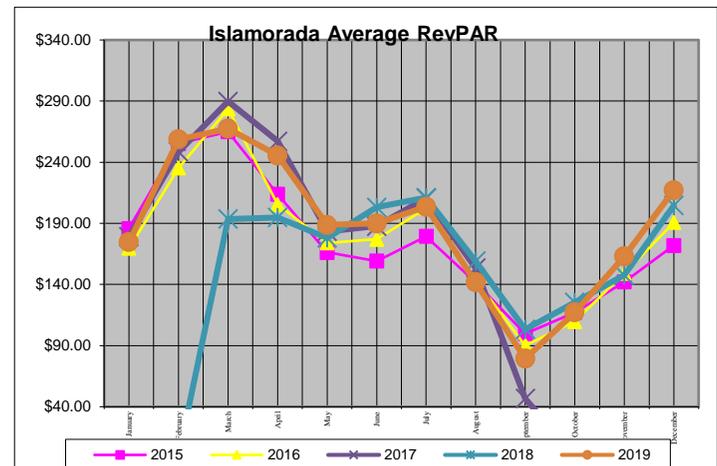
AVERAGE DAILY RATE

	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

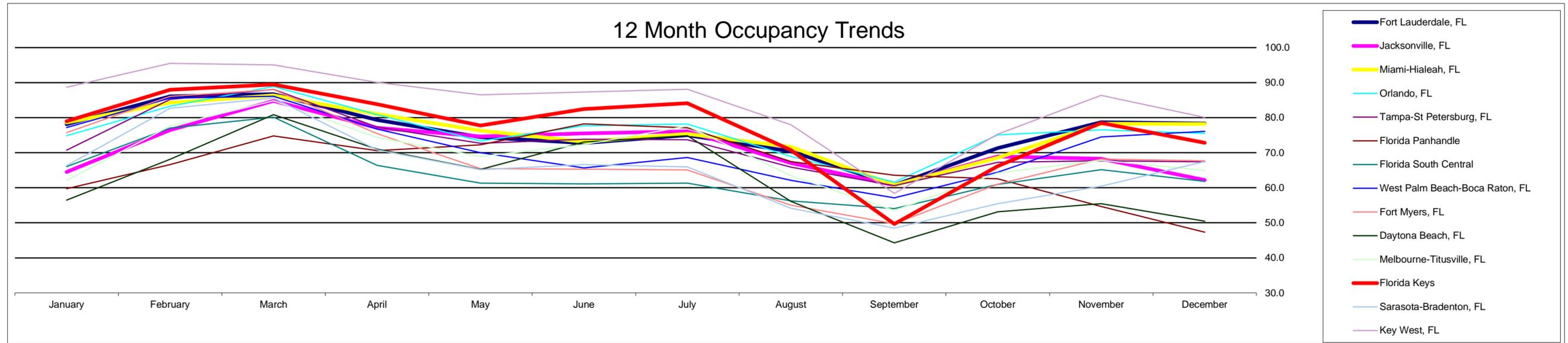
	2015	2016	2017	2018	2019	% Chg
January	\$185.81	\$169.55	\$179.25	*	\$174.72	*
February	\$255.33	\$235.29	\$248.55	*	\$258.69	*
March	\$264.92	\$283.57	\$289.76	\$193.57	\$267.50	38.2%
April	\$213.75	\$205.40	\$257.18	\$194.81	\$245.54	26.0%
May	\$166.24	\$173.99	\$183.44	\$178.02	\$188.69	6.0%
June	\$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.

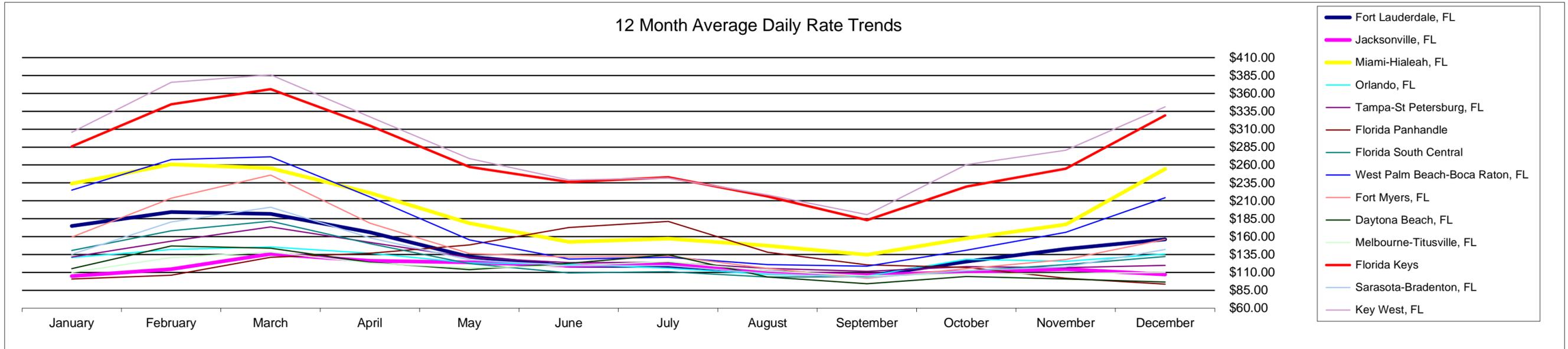
Florida Markets Comparison



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
West Palm Beach-Boca Raton, FL	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
West Palm Beach-Boca Raton, FL	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

Florida Markets Comparison



Average Daily Rate

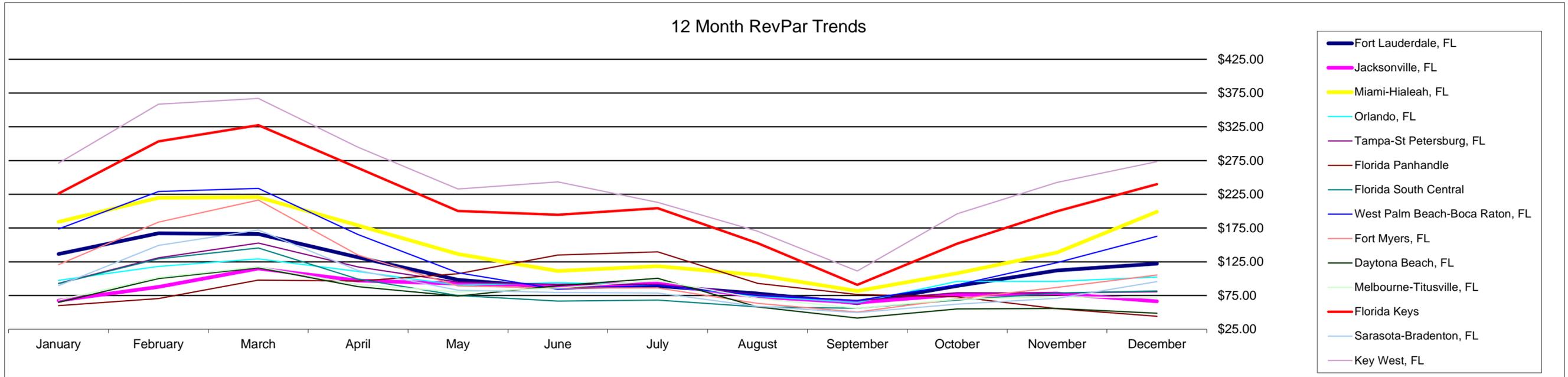
	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02	\$ 191.74	\$ 194.27	\$ 174.69
Jacksonville, FL	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98	\$ 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 Raton, FL	\$ 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 Raton, FL	\$ 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 Raton	\$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 Raton	\$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

Source 2019 AirDNA Market Summary Report

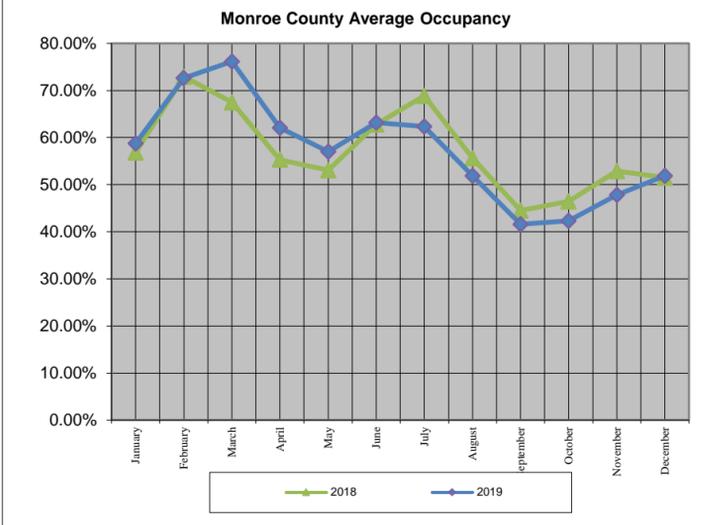
NUMBER OF AVAILABLE LISTINGS

	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%



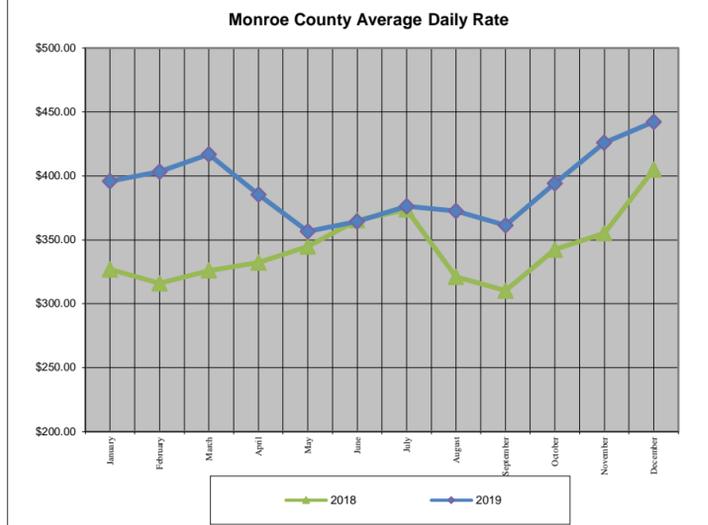
OCCUPANCY RATE

	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%



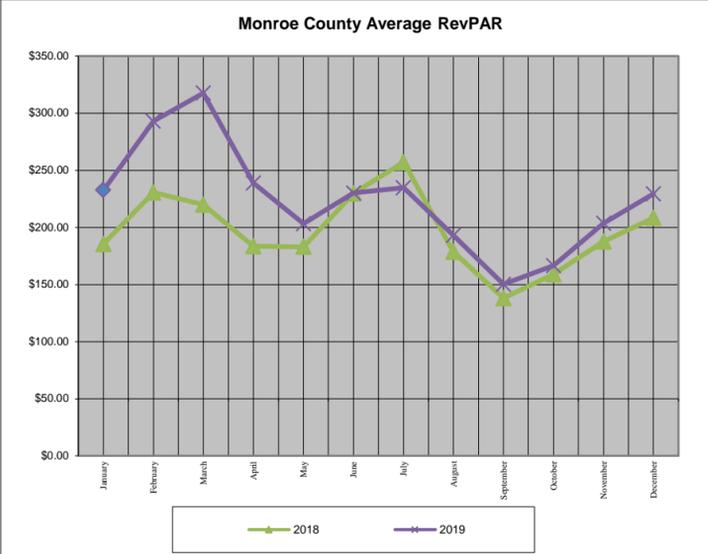
AVERAGE DAILY RATE

	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
AIRBNB**

**DAC I
1/22/2020**

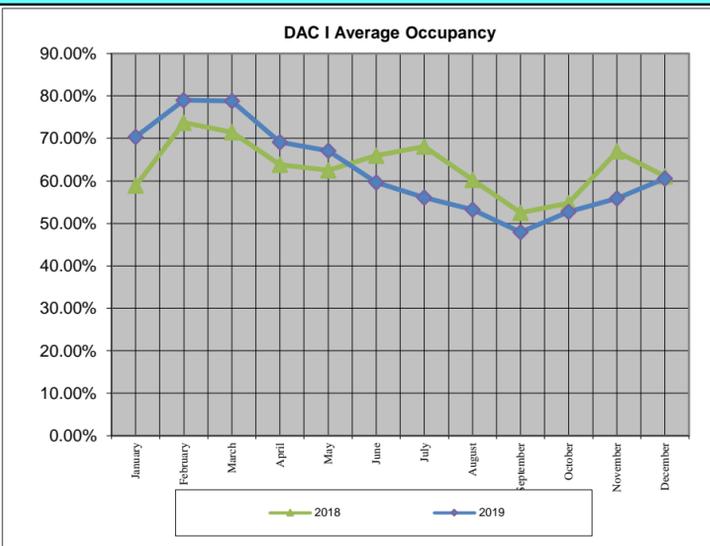
NUMBER OF AVAILABLE LISTINGS

	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%



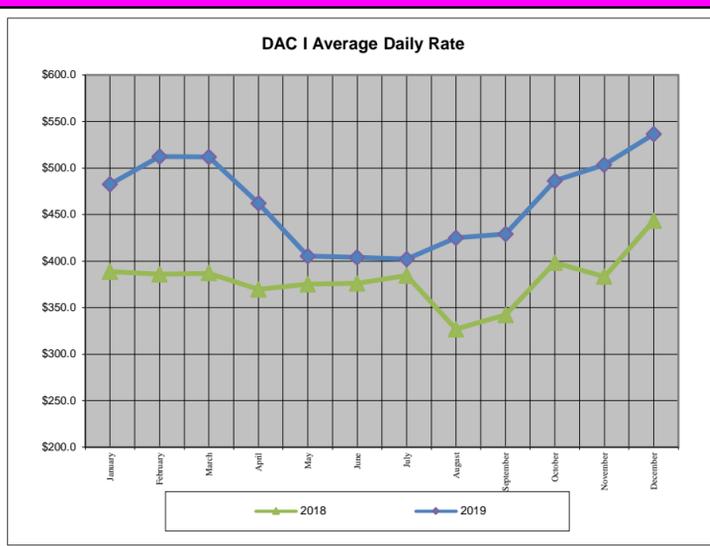
OCCUPANCY RATE

	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%



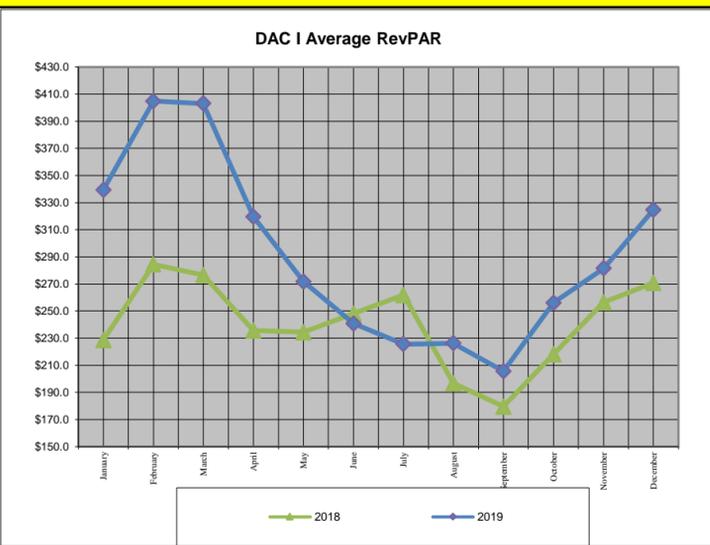
AVERAGE DAILY RATE

	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
AIRBNB**

**DAC II
1/22/2020**

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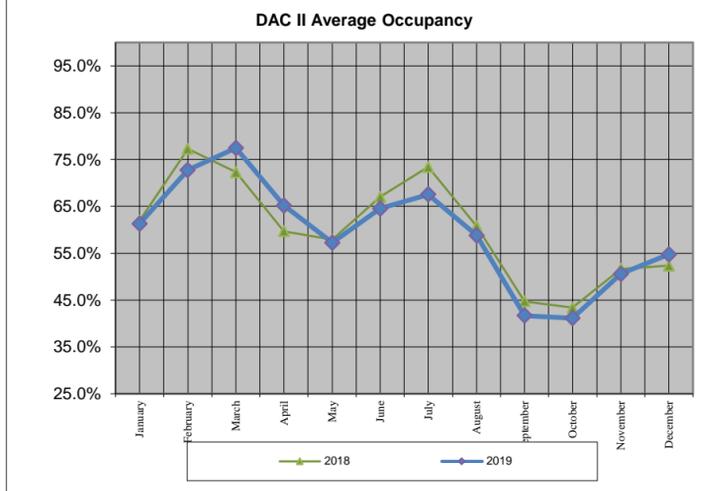
NUMBER OF AVAILABLE LISTINGS

	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%



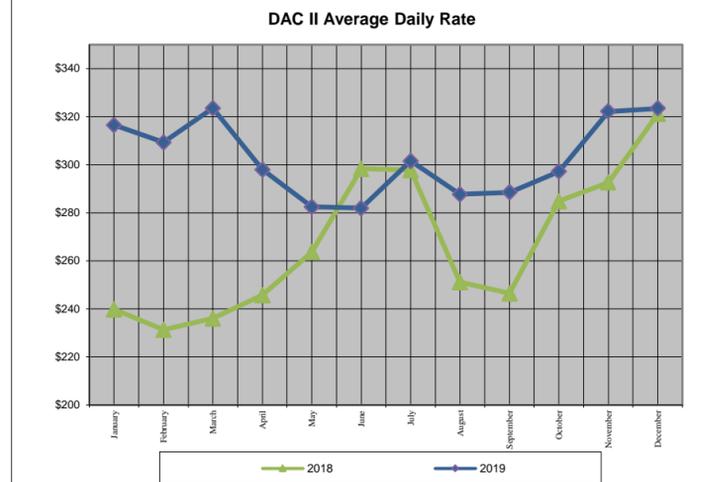
OCCUPANCY RATE

	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%



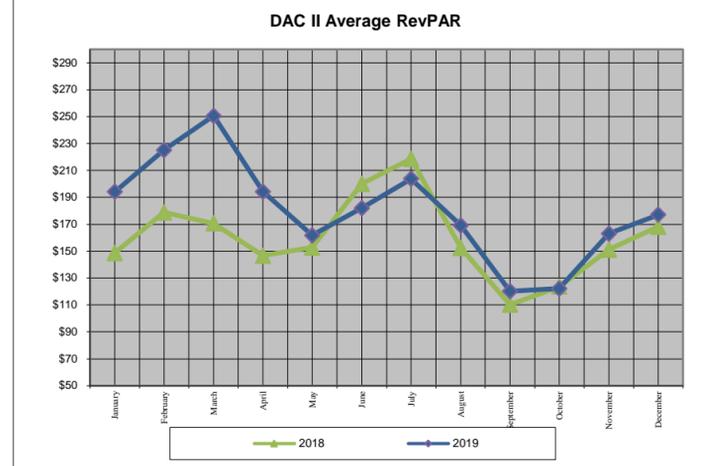
AVERAGE DAILY RATE

	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%



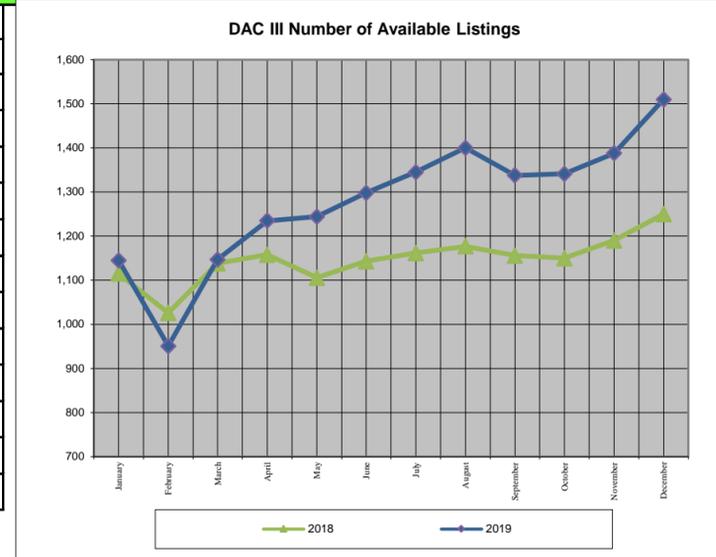
**HISTORIC TREND REPORT
AIRBNB**

**DAC III
1/22/2020**

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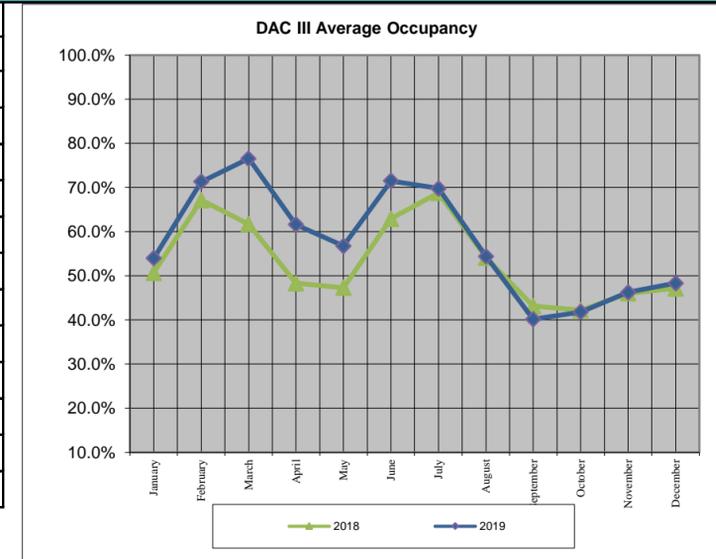
NUMBER OF AVAILABLE LISTINGS

	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%



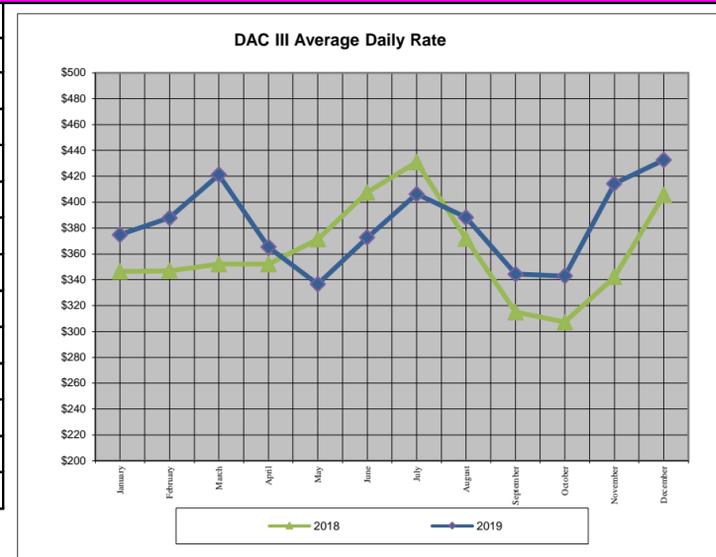
OCCUPANCY RATE

	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%



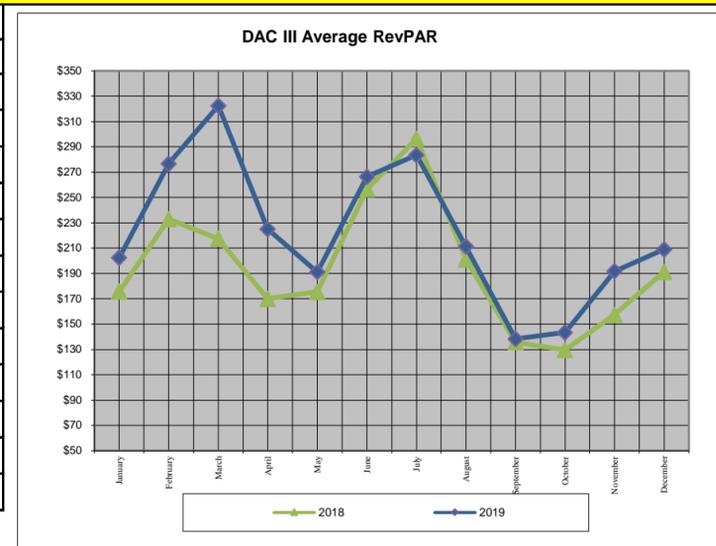
AVERAGE DAILY RATE

	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
AIRBNB**

**DAC IV
1/22/2020**

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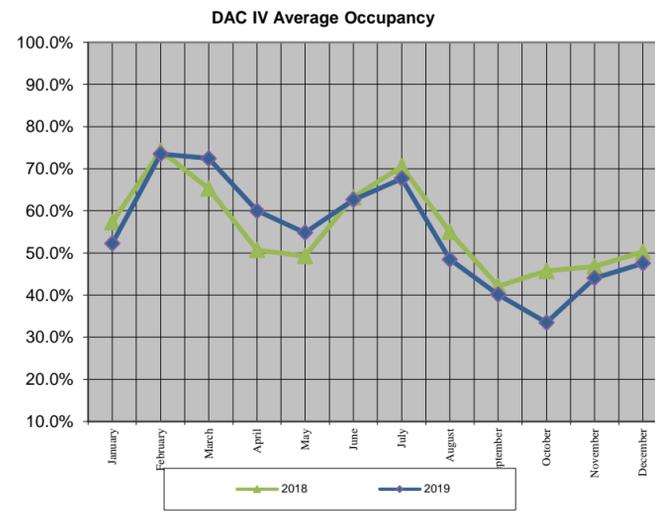
NUMBER OF AVAILABLE LISTINGS

	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%



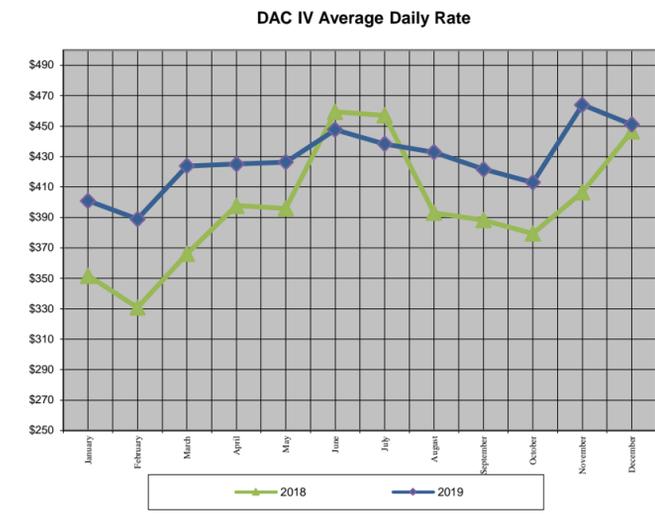
OCCUPANCY RATE

	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%



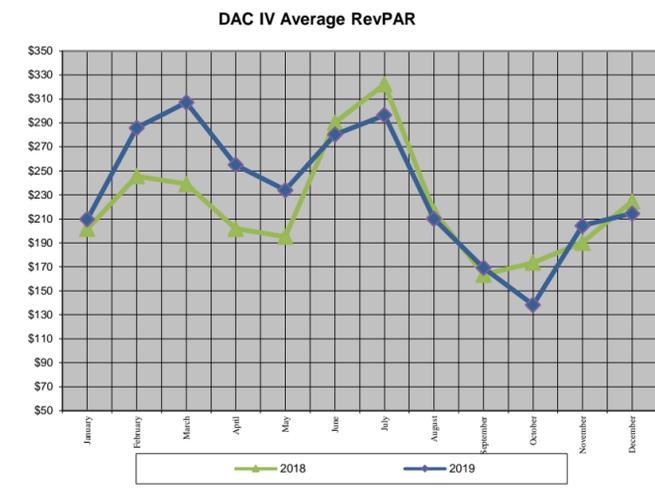
AVERAGE DAILY RATE

	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%



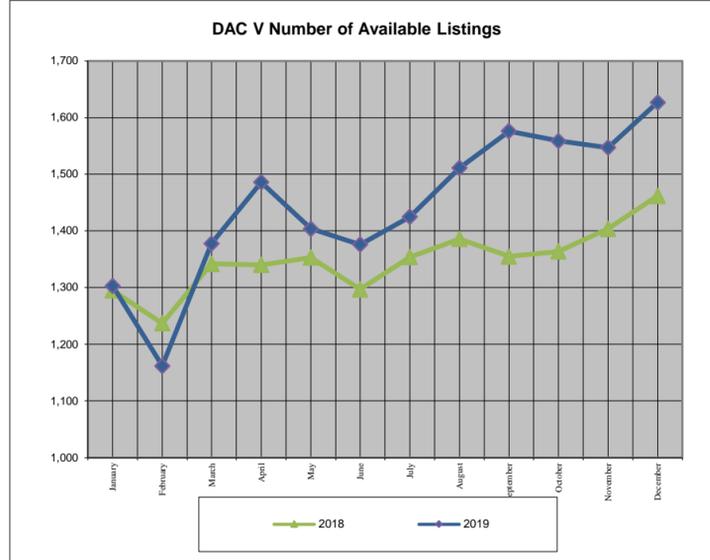
**HISTORIC TREND REPORT
AIRBNB**

**DAC V
1/22/2020**

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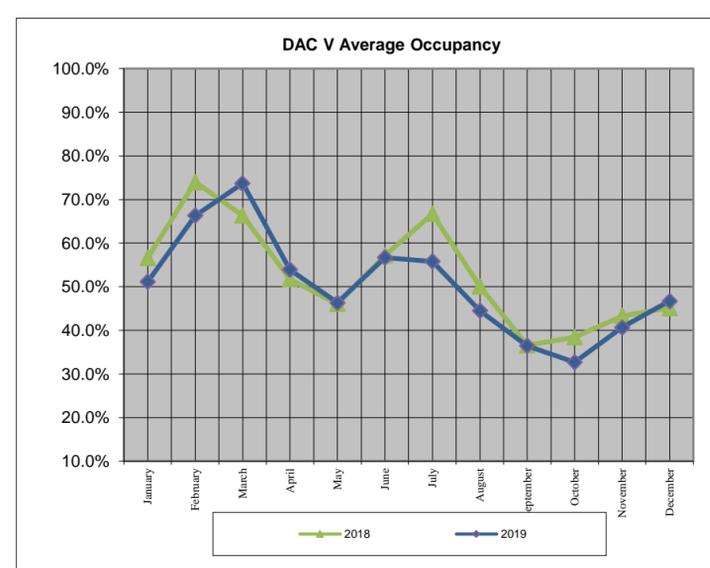
NUMBER OF AVAILABLE LISTINGS

	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%



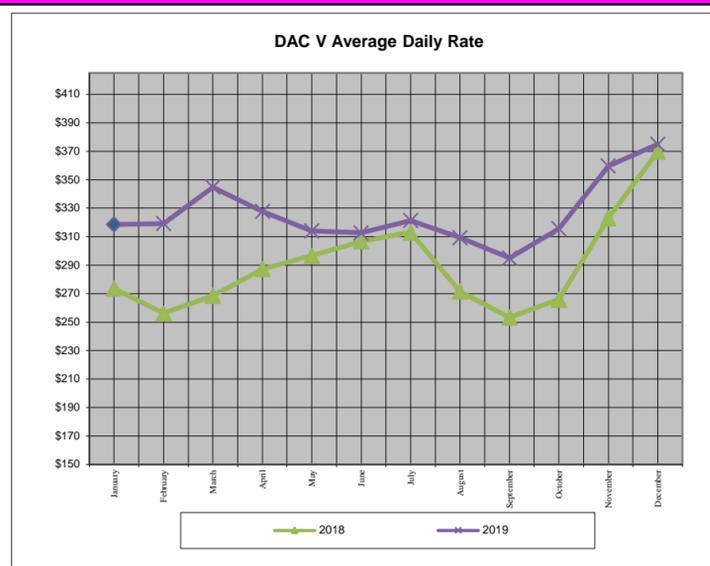
OCCUPANCY RATE

	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%



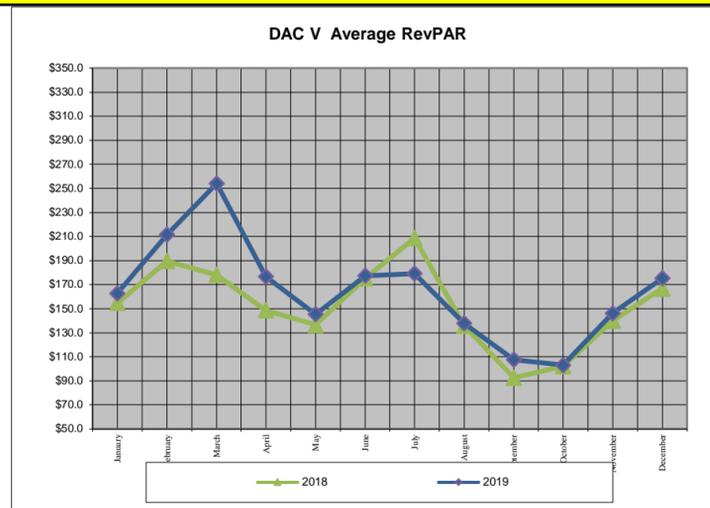
AVERAGE DAILY RATE

	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

MARATHON
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

MARATHON January 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	7	22	0	68	97	33.2%	201	33.2%
Vacation Rental	4	14	0	69	87	29.8%	167	27.6%
None	6	10	0	49	65	22.3%	164	27.1%
B&B/Guest House	1	10	0	20	31	10.6%	34	5.6%
Campground/RV	0	2	0	10	12	4.1%	39	6.4%
	18	58	0	216	292		605	
	6.2%	19.9%	0.0%	74.0%				

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

**MARATHON
January 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	0	0	0	57	57	32.9%	122	30.7%
Tourist Directory or Guide	0	6	0	36	42	24.3%	98	24.7%
TV Ad	0	3	0	17	20	11.6%	65	16.4%
Internet	1	14	0	5	20	11.6%	40	10.1%
Friends/Return Visitor	7	5	0	0	12	6.9%	22	5.5%
TDC Website	0	1	0	9	10	5.8%	19	4.8%
Do Not Know	0	0	0	1	1	0.6%	1	0.3%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	1	0.3%
Magazine Article	0	0	0	0	0	0.0%	0	0.0%
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%	2	0.5%
Keys Business	0	0	0	0	0	0.0%	1	0.3%
Travel Agent	0	0	0	0	0	0.0%	2	0.5%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	8	29	0	125	173		397	
	4.6%	16.8%	0.0%	72.3%				

INTERESTS

MARATHON
January 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	6	26	0	119	151	16.1%	340	15.7%
Dining/Entertainment	4	6	0	91	101	10.8%	236	10.9%
Guided Nature Tour	2	6	0	80	88	9.4%	197	9.1%
Cultural Events/Theatre/Music	4	6	0	65	75	8.0%	160	7.4%
Snorkeling	2	6	0	56	64	6.8%	145	6.7%
Diving	1	5	0	55	61	6.5%	139	6.4%
Water Sports	2	4	0	38	44	4.7%	110	5.1%
Boat Rentals	1	5	0	33	39	4.2%	91	4.2%
Fishing Deep Sea	0	4	0	33	37	3.9%	96	4.4%
Marinas	0	5	0	32	37	3.9%	82	3.8%
Fishing Backcountry	0	3	0	30	33	3.5%	90	4.2%
Sailing	0	5	0	15	20	2.1%	55	2.5%
Kids/Family Vacations	0	4	0	1	5	0.5%	5	0.2%
Coupon Book	0	2	0	2	4	0.4%	6	0.3%
Wedding	0	0	0	2	2	0.2%	9	0.4%
Honeymoon	0	0	0	2	2	0.2%	7	0.3%
Relocation/Real Estate	0	0	0	2	2	0.2%	4	0.2%
Fishing Tournament	0	1	0	0	1	0.1%	2	0.1%
Weather	0	0	0	1	1	0.1%	1	0.0%
None	1	0	0	0	1	0.1%	2	0.1%
	23	88	0	657	937		2,164	
	2.5%	9.4%	0.0%	70.1%				

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.

MONTH

LENGTH OF STAY:

Minimum: 1
Maximum: 365
Average: 19

NUMBER OF ADULTS:

Minimum: 1
Maximum: 10
Average: 1

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 2
Average: 0

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 1
Maximum: 365
Average: 16

NUMBER OF ADULTS:

Minimum: 1
Maximum: 15
Average: 1

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 5
Average: 0

STATE

MARATHON January 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	2	4	0	13	19	12.3%	40	11.6%
IL	1	0	0	13	14	9.0%	29	8.4%
OH	0	2	0	10	12	7.7%	19	5.5%
PA	0	2	0	10	12	7.7%	21	6.1%
WI	0	2	0	9	11	7.1%	21	6.1%
MI	1	2	0	4	7	4.5%	26	7.6%
NJ	0	4	0	3	7	4.5%	16	4.7%
MD	1	1	0	4	6	3.9%	11	3.2%
NC	2	1	0	3	6	3.9%	11	3.2%
TX	1	2	0	3	6	3.9%	7	2.0%
MN	0	1	0	4	5	3.2%	14	4.1%
MO	1	0	0	4	5	3.2%	9	2.6%
VA	0	0	0	5	5	3.2%	11	3.2%
NY	0	1	0	3	4	2.6%	11	3.2%
SC	0	0	0	4	4	2.6%	11	3.2%
GA	0	0	0	3	3	1.9%	7	2.0%
IA	0	0	0	3	3	1.9%	8	2.3%
AZ	0	2	0	0	2	1.3%	4	1.2%
CO	0	0	0	2	2	1.3%	6	1.7%
DE	0	1	0	1	2	1.3%	4	1.2%
IN	0	0	0	2	2	1.3%	7	2.0%
KY	0	1	0	1	2	1.3%	3	0.9%
TN	0	0	0	2	2	1.3%	6	1.7%
WV	0	0	0	2	2	1.3%	2	0.6%
AL	0	0	0	1	1	0.6%	3	0.9%
CA	0	0	0	1	1	0.6%	3	0.9%
CT	0	1	0	0	1	0.6%	2	0.6%
KS	0	0	0	1	1	0.6%	2	0.6%
LA	0	0	0	1	1	0.6%	1	0.3%
MA	0	0	0	1	1	0.6%	7	2.0%
NH	0	0	0	1	1	0.6%	4	1.2%
NM	0	1	0	0	1	0.6%	1	0.3%
OK	0	0	0	1	1	0.6%	3	0.9%
RI	0	0	0	1	1	0.6%	1	0.3%
SD	0	0	0	1	1	0.6%	3	0.9%
VT	0	0	0	1	1	0.6%	1	0.3%
	9	28	0	118	155		344	
	5.8%	18.1%	0.0%	76.1%				

TYPE OF CALLER**MARATHON
January 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	0	5	0	126	131	75.7%	306	77.1%
Consumer	13	26	0	0	39	22.5%	86	21.7%
Voice Mail	0	1	0	0	1	0.6%	2	0.5%
Postal Inquiry	0	0	0	1	1	0.6%	1	0.3%
Unknown	0	0	0	1	1	0.6%	1	0.3%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	13	32	0	128	173		397	
	7.5%	18.5%	0.0%	74.0%				

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.

How do you plan to travel to the Keys?

**MARATHON
January 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	0	7	0	55	62	35.8%	142	35.8%
Fly/Drive	5	20	0	21	46	26.6%	113	28.5%
Motorcycle	1	0	0	0	1	0.6%	1	0.3%
Train	0	0	0	1	1	0.6%	4	1.0%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Automobile	0	0	0	0	0	0.0%	3	0.8%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	1	0.3%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
	6	27	0	77	173		397	
	3.5%	15.6%	0.0%	44.5%				

What month do you plan to travel?

MARATHON January 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	3	12	0	123	138	79.8%	315	79.3%
February	3	10	0	2	15	8.7%	25	6.3%
March	3	3	0	1	7	4.0%	11	2.8%
January	1	2	0	0	3	1.7%	8	2.0%
May	1	1	0	1	3	1.7%	6	1.5%
April	1	1	0	0	2	1.2%	4	1.0%
June	1	0	0	0	1	0.6%	3	0.8%
July	0	1	0	0	1	0.6%	1	0.3%
August	0	1	0	0	1	0.6%	2	0.5%
October	0	1	0	0	1	0.6%	8	2.0%
December	0	0	0	1	1	0.6%	5	1.3%
September	0	0	0	0	0	0.0%	0	0.0%
November	0	0	0	0	0	0.0%	9	2.3%
	13	32	0	128	173		397	
	7.5%	18.5%	0.0%	74.0%				

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

Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

All Users
100.00% Users

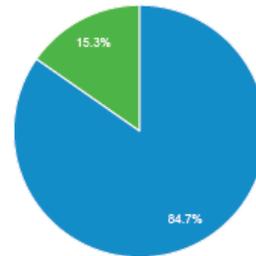
Jan 1, 2020 - Jan 31, 2020

Overview



Users 255,517	New Users 238,805	Sessions 323,295
Number of Sessions per User 1.27	Pageviews 762,794	Pages / Session 2.36
Avg. Session Duration 00:01:32	Bounce Rate 64.05%	

■ New Visitor ■ Returning Visitor



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%

Website Traffic Sources

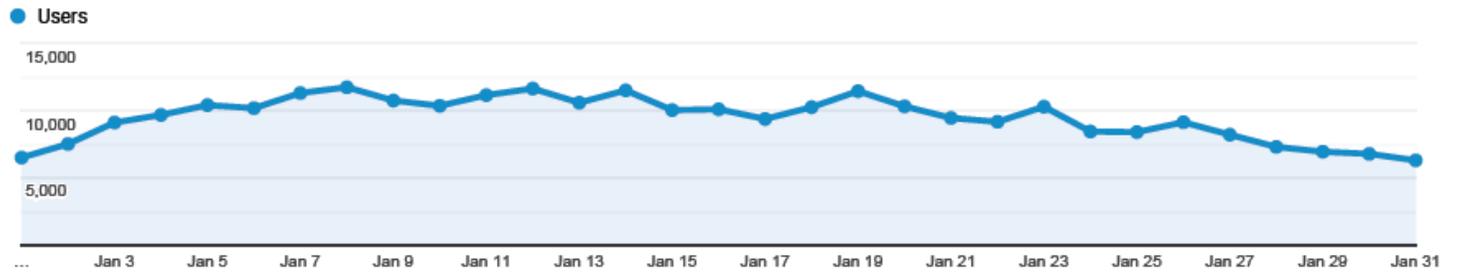
All Traffic

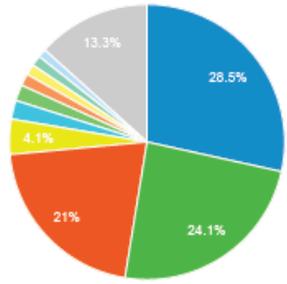
 All Users
 100.00% Users

Jan 1, 2020 - Jan 31, 2020

Explorer

Summary



Source / Medium	Users	Users	Contribution to total:
	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%	

Most Visited Sections of Website

Content Drilldown

Jan 1, 2020 - Jan 31, 2020

All Users
 100.00% Pageviews

Explorer

Pageviews



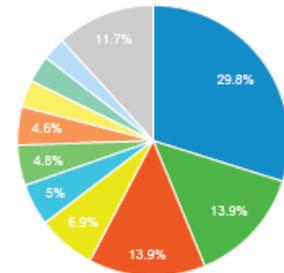
Page path level 1

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%



Device Usage

Overview

All Users
 100.00% Users

Jan 1, 2020 - Jan 31, 2020

Explorer

Summary



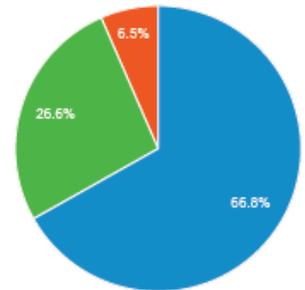
Device Category

Users

Users

Contribution to total:
 Users

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%

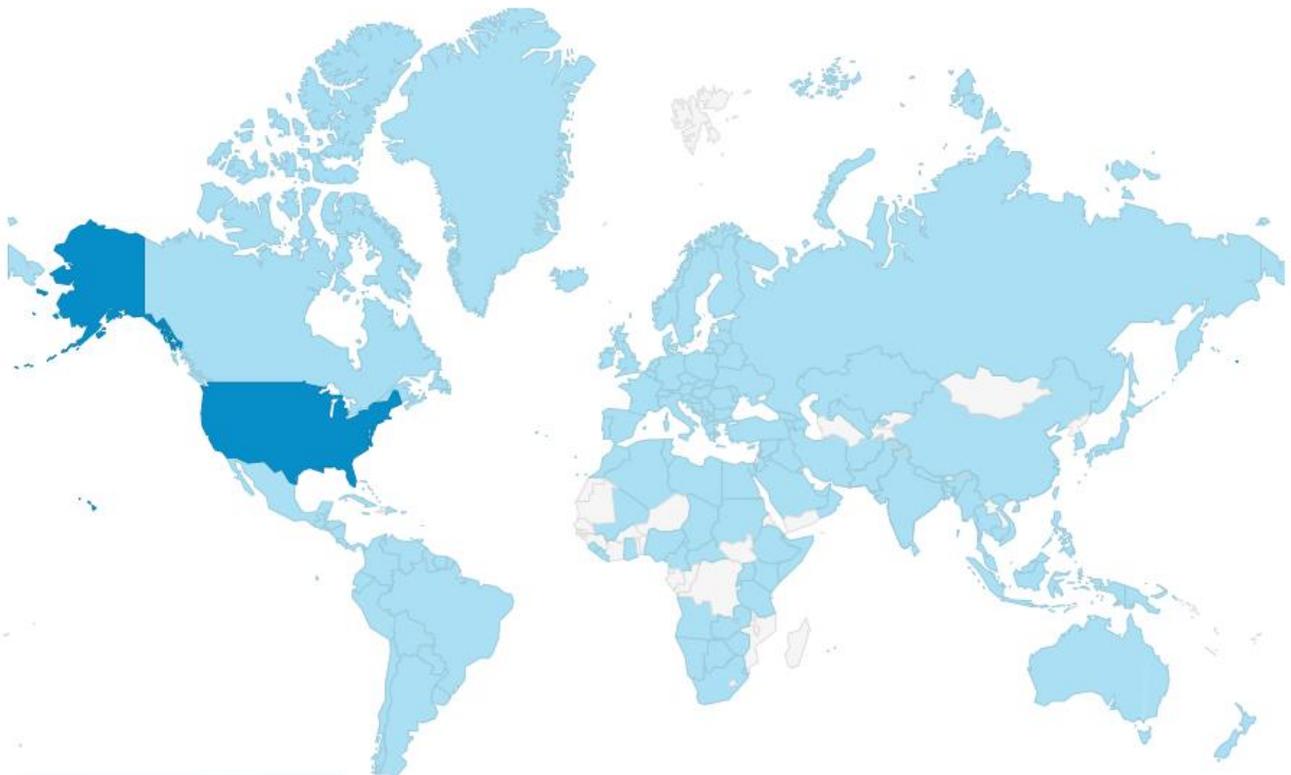


J.2. Geographic Data on Website Visitors

fla-keys.com



Google Analytics



04_DAC3_MAR_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
	18,240 % of Total: 100.00% (18,240)	20,673 % of Total: 100.00% (20,673)	2.09 Avg for View: 2.09 (0.00%)	00:01:38 Avg for View: 00:01:38 (0.00%)	75.71% Avg for View: 75.63% (0.10%)	57.98% Avg for View: 57.98% (0.00%)
1. United States	16,752 (91.59%)	19,000 (91.91%)	2.10	00:01:39	75.12%	57.86%
2. Canada	530 (2.90%)	582 (2.82%)	1.97	00:01:17	81.79%	59.11%
3. United Kingdom	305 (1.67%)	326 (1.58%)	2.29	00:01:55	82.21%	54.60%
4. Germany	111 (0.61%)	123 (0.59%)	2.33	00:01:56	73.98%	52.03%
5. France	81 (0.44%)	88 (0.43%)	2.15	00:00:58	76.14%	54.55%
6. Vietnam	40 (0.22%)	41 (0.20%)	1.10	00:00:12	97.56%	82.93%
7. Denmark	36 (0.20%)	37 (0.18%)	1.57	00:01:42	91.89%	72.97%
8. Italy	35 (0.19%)	39 (0.19%)	2.13	00:03:11	89.74%	58.97%
9. Netherlands	28 (0.15%)	28 (0.14%)	2.00	00:00:39	89.29%	64.29%
10. Norway	25 (0.14%)	25 (0.12%)	1.88	00:02:49	88.00%	64.00%
11. Sweden	21 (0.11%)	22 (0.11%)	1.68	00:00:50	86.36%	50.00%
12. Switzerland	20 (0.11%)	22 (0.11%)	1.73	00:00:25	86.36%	59.09%
13. Brazil	17 (0.09%)	21 (0.10%)	2.33	00:01:26	76.19%	61.90%
14. (not set)	17 (0.09%)	18 (0.09%)	1.89	00:01:10	83.33%	55.56%
15. Turkey	16 (0.09%)	16 (0.08%)	1.19	00:00:09	100.00%	81.25%
16. Spain	15 (0.08%)	16 (0.08%)	1.12	00:01:32	93.75%	87.50%
17. Belgium	14 (0.08%)	17 (0.08%)	2.35	00:01:23	70.59%	58.82%
18. Ireland	14 (0.08%)	15 (0.07%)	2.27	00:01:34	93.33%	66.67%
19. India	14 (0.08%)	17 (0.08%)	1.76	00:03:15	82.35%	58.82%
20. Bangladesh	13 (0.07%)	14 (0.07%)	1.14	00:01:15	92.86%	78.57%
21. Australia	11 (0.06%)	11 (0.05%)	1.18	00:00:14	100.00%	81.82%
22. Austria	10 (0.05%)	11 (0.05%)	1.64	00:00:27	90.91%	54.55%
23. Mexico	10 (0.05%)	11 (0.05%)	1.64	00:00:14	81.82%	63.64%
24. Poland	10 (0.05%)	10 (0.05%)	1.80	00:00:28	80.00%	40.00%

25.	Hungary	9 (0.05%)	9 (0.04%)	1.11	00:00:04	88.89%	88.89%
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04_DAC3_MAR_02_USA

ALL » COUNTRY: United States

Jan 1, 2020 - Jan 31, 2020

All Users
91.84% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	16,752 % of Total: 91.84% (18,240)	19,000 % of Total: 91.91% (20,673)	2.10 Avg for View: 2.09 (0.43%)	00:01:39 Avg for View: 00:01:38 (1.03%)	75.12% Avg for View: 75.63% (-0.69%)	57.86% Avg for View: 57.98% (-0.22%)
1. Florida	2,807 (16.80%)	3,273 (17.23%)	1.89	00:01:25	74.73%	63.43%
2. New York	1,561 (9.34%)	1,775 (9.34%)	1.93	00:01:20	74.82%	64.56%
3. Illinois	1,053 (6.30%)	1,163 (6.12%)	2.04	00:01:39	75.58%	59.67%
4. Michigan	1,023 (6.12%)	1,164 (6.13%)	2.35	00:01:58	73.97%	52.23%
5. Pennsylvania	999 (5.98%)	1,113 (5.86%)	2.15	00:01:38	75.29%	56.15%
6. Ohio	882 (5.28%)	1,002 (5.27%)	2.30	00:01:49	74.05%	51.10%
7. Minnesota	700 (4.19%)	820 (4.32%)	2.44	00:01:52	71.10%	50.98%
8. New Jersey	674 (4.03%)	789 (4.15%)	2.14	00:01:39	71.61%	55.13%
9. Massachusetts	634 (3.79%)	716 (3.77%)	2.09	00:01:35	75.98%	57.82%
10. North Carolina	572 (3.42%)	653 (3.44%)	2.13	00:01:41	74.89%	52.37%
11. Georgia	508 (3.04%)	560 (2.95%)	2.12	00:01:39	78.75%	59.11%
12. Virginia	426 (2.55%)	467 (2.46%)	2.04	00:01:33	79.23%	58.46%
13. Indiana	419 (2.51%)	479 (2.52%)	2.20	00:01:47	70.98%	49.69%
14. Texas	413 (2.47%)	456 (2.40%)	1.95	00:01:51	78.07%	60.09%
15. Wisconsin	398 (2.38%)	456 (2.40%)	2.28	00:01:39	75.00%	56.80%
16. Tennessee	307 (1.84%)	340 (1.79%)	2.21	00:02:08	75.00%	53.53%
17. Maryland	295 (1.77%)	326 (1.72%)	2.28	00:02:18	80.37%	55.21%
18. Connecticut	249 (1.49%)	284 (1.49%)	2.23	00:01:32	74.65%	56.34%
19. California	248 (1.48%)	266 (1.40%)	1.88	00:01:29	84.96%	66.17%
20. Missouri	248 (1.48%)	290 (1.53%)	2.14	00:01:29	72.07%	56.21%
21. South Carolina	219 (1.31%)	245 (1.29%)	2.20	00:01:39	77.55%	53.06%
22. District of Columbia	193 (1.15%)	215 (1.13%)	1.79	00:01:12	74.42%	63.72%
23. Kentucky	165 (0.99%)	217 (1.14%)	2.12	00:02:10	69.59%	59.91%

24.	Colorado	155 (0.93%)	187 (0.98%)	2.24	00:02:08	69.52%	55.08%
25.	Alabama	143 (0.86%)	167 (0.88%)	2.27	00:02:04	76.05%	52.69%
26.	Iowa	130 (0.78%)	148 (0.78%)	2.43	00:01:48	69.59%	47.30%
27.	Washington	113 (0.68%)	128 (0.67%)	2.13	00:01:04	78.91%	57.81%
28.	New Hampshire	94 (0.56%)	109 (0.57%)	2.39	00:02:05	76.15%	51.38%
29.	Maine	92 (0.55%)	99 (0.52%)	1.84	00:01:31	79.80%	60.61%
30.	Nebraska	92 (0.55%)	103 (0.54%)	2.95	00:02:06	76.70%	53.40%
31.	Delaware	84 (0.50%)	90 (0.47%)	2.16	00:01:41	73.33%	56.67%
32.	Oregon	84 (0.50%)	88 (0.46%)	1.47	00:01:18	85.23%	78.41%
33.	West Virginia	80 (0.48%)	86 (0.45%)	1.83	00:01:22	79.07%	66.28%
34.	Kansas	75 (0.45%)	81 (0.43%)	2.09	00:01:26	87.65%	56.79%
35.	Louisiana	75 (0.45%)	85 (0.45%)	1.81	00:01:18	78.82%	62.35%
36.	Oklahoma	73 (0.44%)	76 (0.40%)	2.07	00:01:17	89.47%	52.63%
37.	Rhode Island	58 (0.35%)	64 (0.34%)	2.20	00:02:13	67.19%	43.75%
38.	Arizona	49 (0.29%)	58 (0.31%)	1.98	00:01:48	70.69%	58.62%
39.	Mississippi	43 (0.26%)	49 (0.26%)	2.06	00:01:00	75.51%	59.18%
40.	Arkansas	39 (0.23%)	45 (0.24%)	3.27	00:03:40	77.78%	46.67%
41.	Utah	38 (0.23%)	43 (0.23%)	1.84	00:00:50	79.07%	60.47%
42.	South Dakota	34 (0.20%)	36 (0.19%)	2.64	00:02:44	80.56%	38.89%
43.	North Dakota	31 (0.19%)	38 (0.20%)	2.71	00:01:58	57.89%	60.53%
44.	Vermont	29 (0.17%)	30 (0.16%)	2.17	00:01:37	83.33%	46.67%
45.	Wyoming	25 (0.15%)	28 (0.15%)	2.14	00:02:43	67.86%	64.29%
46.	Idaho	17 (0.10%)	18 (0.09%)	1.94	00:00:58	94.44%	55.56%
47.	Montana	16 (0.10%)	21 (0.11%)	2.10	00:04:58	71.43%	47.62%
48.	Nevada	16 (0.10%)	16 (0.08%)	1.31	00:00:42	100.00%	75.00%
49.	New Mexico	11 (0.07%)	13 (0.07%)	1.08	00:00:38	76.92%	92.31%
50.	Hawaii	10 (0.06%)	10 (0.05%)	1.80	00:00:17	100.00%	70.00%

04_DAC3_MAR_03_FLA

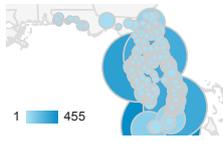
ALL » COUNTRY: United States » REGION: Florida

Jan 1, 2020 - Jan 31, 2020

All Users
15.39% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,807 % of Total: 15.39% (18,240)	3,273 % of Total: 15.83% (20,673)	1.89 Avg for View: 2.09 (-9.65%)	00:01:25 Avg for View: 00:01:38 (-13.24%)	74.73% Avg for View: 75.63% (-1.19%)	63.43% Avg for View: 57.98% (9.39%)
1. Marathon	455 (15.77%)	554 (16.93%)	1.95	00:01:28	69.68%	67.69%
2. Tampa	348 (12.06%)	398 (12.16%)	1.87	00:01:09	70.10%	67.59%
3. Miami	301 (10.43%)	339 (10.36%)	1.60	00:01:07	74.93%	69.32%
4. Orlando	282 (9.77%)	322 (9.84%)	1.67	00:01:00	74.22%	70.19%
5. Key West	89 (3.08%)	110 (3.36%)	2.24	00:02:03	53.64%	58.18%
6. (not set)	71 (2.46%)	81 (2.47%)	2.04	00:01:53	77.78%	58.02%
7. Key Largo	63 (2.18%)	72 (2.20%)	1.65	00:01:00	72.22%	66.67%
8. Jacksonville	62 (2.15%)	66 (2.02%)	1.97	00:03:08	80.30%	57.58%
9. Cape Coral	36 (1.25%)	42 (1.28%)	1.69	00:00:56	73.81%	54.76%
10. Fort Lauderdale	24 (0.83%)	25 (0.76%)	1.96	00:01:04	80.00%	52.00%
11. West Palm Beach	24 (0.83%)	28 (0.86%)	1.75	00:01:32	75.00%	64.29%
12. Port St. Lucie	23 (0.80%)	24 (0.73%)	1.75	00:01:54	91.67%	66.67%
13. Islamorada	20 (0.69%)	20 (0.61%)	1.45	00:00:45	85.00%	75.00%
14. Miami Beach	20 (0.69%)	23 (0.70%)	1.87	00:01:36	82.61%	65.22%
15. Hollywood	19 (0.66%)	21 (0.64%)	2.10	00:01:07	80.95%	61.90%
16. Fort Myers	15 (0.52%)	15 (0.46%)	2.53	00:01:30	93.33%	46.67%
17. Clearwater	14 (0.49%)	17 (0.52%)	2.41	00:03:00	64.71%	41.18%
18. Four Corners	14 (0.49%)	17 (0.52%)	1.59	00:02:13	70.59%	64.71%
19. Boca Raton	13 (0.45%)	15 (0.46%)	1.53	00:00:10	80.00%	80.00%
20. Bonita Springs	13 (0.45%)	14 (0.43%)	1.36	00:00:06	78.57%	71.43%
21. Bradenton	13 (0.45%)	15 (0.46%)	2.20	00:01:56	86.67%	46.67%
22. Lehigh Acres	13 (0.45%)	14 (0.43%)	1.93	00:01:53	85.71%	57.14%
23. Palm Bay	13 (0.45%)	13 (0.40%)	1.62	00:00:33	69.23%	69.23%

24.	St. Augustine	13 (0.45%)	14 (0.43%)	1.14	00:00:03	85.71%	85.71%
25.	St. Petersburg	13 (0.45%)	15 (0.46%)	2.73	00:02:32	80.00%	40.00%
26.	Tallahassee	13 (0.45%)	14 (0.43%)	1.57	00:00:20	85.71%	64.29%
27.	Palm Beach Gardens	13 (0.45%)	14 (0.43%)	1.93	00:00:42	85.71%	64.29%
28.	Gainesville	12 (0.42%)	14 (0.43%)	3.43	00:01:18	71.43%	35.71%
29.	Homestead	12 (0.42%)	12 (0.37%)	2.25	00:03:13	75.00%	50.00%
30.	Coral Gables	12 (0.42%)	16 (0.49%)	2.12	00:02:42	75.00%	50.00%
31.	Boynton Beach	11 (0.38%)	11 (0.34%)	2.36	00:01:37	90.91%	36.36%
32.	Naples	11 (0.38%)	11 (0.34%)	1.55	00:01:33	100.00%	72.73%
33.	Melbourne	10 (0.35%)	12 (0.37%)	2.25	00:01:46	66.67%	33.33%
34.	New Smyrna Beach	10 (0.35%)	13 (0.40%)	1.46	00:00:38	53.85%	61.54%
35.	Ocala	10 (0.35%)	11 (0.34%)	2.00	00:01:44	63.64%	54.55%
36.	Pembroke Pines	10 (0.35%)	14 (0.43%)	1.50	00:00:24	57.14%	85.71%
37.	Summerland Key	10 (0.35%)	10 (0.31%)	1.00	00:00:00	80.00%	100.00%
38.	Doral	10 (0.35%)	10 (0.31%)	3.50	00:01:14	90.00%	60.00%
39.	Big Pine Key	9 (0.31%)	10 (0.31%)	1.80	00:05:50	50.00%	70.00%
40.	Pompano Beach	9 (0.31%)	10 (0.31%)	1.70	00:00:42	90.00%	40.00%
41.	Port Charlotte	9 (0.31%)	9 (0.27%)	1.78	00:00:13	66.67%	55.56%
42.	Sarasota	9 (0.31%)	9 (0.27%)	2.44	00:02:09	77.78%	55.56%
43.	Sebastian	9 (0.31%)	10 (0.31%)	1.90	00:02:05	70.00%	50.00%
44.	Wellington	9 (0.31%)	10 (0.31%)	3.50	00:03:16	80.00%	40.00%
45.	Daytona Beach	8 (0.28%)	8 (0.24%)	2.00	00:03:40	75.00%	62.50%
46.	Deltona	8 (0.28%)	8 (0.24%)	1.50	00:00:04	87.50%	50.00%
47.	Hialeah	8 (0.28%)	10 (0.31%)	2.80	00:01:36	70.00%	30.00%
48.	Port Orange	8 (0.28%)	9 (0.27%)	1.67	00:00:51	66.67%	66.67%
49.	Venice	8 (0.28%)	8 (0.24%)	1.75	00:00:50	100.00%	62.50%
50.	Coral Springs	8 (0.28%)	8 (0.24%)	4.12	00:05:59	87.50%	50.00%

04_DAC3_MAR_04_CAN

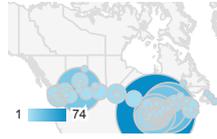
ALL » COUNTRY: Canada

Jan 1, 2020 - Jan 31, 2020

All Users
2.91% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	530 % of Total: 2.91% (18,240)	582 % of Total: 2.82% (20,673)	1.97 Avg for View: 2.09 (-6.08%)	00:01:17 Avg for View: 00:01:38 (-20.91%)	81.79% Avg for View: 75.63% (8.13%)	59.11% Avg for View: 57.98% (1.94%)
1. Toronto	74 (13.86%)	79 (13.57%)	1.72	00:00:44	82.28%	69.62%
2. (not set)	44 (8.24%)	50 (8.59%)	1.94	00:01:34	78.00%	68.00%
3. Montreal	32 (5.99%)	36 (6.19%)	2.08	00:01:44	80.56%	58.33%
4. Ottawa	25 (4.68%)	28 (4.81%)	2.00	00:00:58	85.71%	53.57%
5. Calgary	22 (4.12%)	22 (3.78%)	2.36	00:00:29	86.36%	59.09%
6. Hamilton	19 (3.56%)	20 (3.44%)	1.70	00:01:56	85.00%	60.00%
7. Mississauga	12 (2.25%)	13 (2.23%)	2.77	00:00:41	76.92%	61.54%
8. London	10 (1.87%)	10 (1.72%)	2.10	00:03:09	70.00%	40.00%
9. Oakville	10 (1.87%)	10 (1.72%)	1.70	00:00:26	90.00%	50.00%
10. Brampton	9 (1.69%)	13 (2.23%)	1.38	00:00:05	53.85%	69.23%
11. Windsor	8 (1.50%)	8 (1.37%)	1.50	00:00:36	100.00%	62.50%
12. Barrie	7 (1.31%)	8 (1.37%)	2.25	00:01:07	87.50%	50.00%
13. Brantford	7 (1.31%)	7 (1.20%)	2.29	00:00:59	100.00%	42.86%
14. Kingston	7 (1.31%)	8 (1.37%)	1.25	00:00:02	87.50%	87.50%
15. Halton Hills	7 (1.31%)	7 (1.20%)	1.71	00:00:51	100.00%	57.14%
16. Vancouver	6 (1.12%)	6 (1.03%)	2.67	00:01:33	100.00%	50.00%
17. Chatham-Kent	6 (1.12%)	6 (1.03%)	1.67	00:00:17	66.67%	50.00%
18. Winnipeg	5 (0.94%)	5 (0.86%)	2.20	00:02:07	80.00%	20.00%
19. Ajax	5 (0.94%)	5 (0.86%)	2.00	00:00:14	80.00%	40.00%
20. Brockville	5 (0.94%)	5 (0.86%)	1.00	00:00:00	100.00%	100.00%
21. Burlington	5 (0.94%)	5 (0.86%)	2.20	00:01:14	60.00%	60.00%
22. Niagara Falls	5 (0.94%)	9 (1.55%)	4.33	00:04:17	33.33%	11.11%
23. St. Catharines	5 (0.94%)	5 (0.86%)	4.60	00:02:44	100.00%	60.00%

24. Kitchener	4 (0.75%)	5 (0.86%)	2.00	00:00:12	80.00%	60.00%
25. Oshawa	4 (0.75%)	4 (0.69%)	1.25	00:01:11	100.00%	75.00%

Rows 1 - 25 of 154

04_DAC3_MAR_05_UK

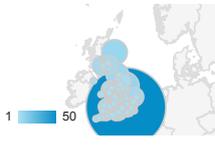
ALL » COUNTRY: United Kingdom

Jan 1, 2020 - Jan 31, 2020

All Users
1.67% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	305 % of Total: 1.67% (18,240)	326 % of Total: 1.58% (20,673)	2.29 Avg for View: 2.09 (9.64%)	00:01:55 Avg for View: 00:01:38 (17.93%)	82.21% Avg for View: 75.63% (8.69%)	54.60% Avg for View: 57.98% (-5.83%)
1. London	50 (16.34%)	54 (16.56%)	1.93	00:01:08	79.63%	57.41%
2. (not set)	39 (12.75%)	41 (12.58%)	2.39	00:02:12	87.80%	56.10%
3. Kingston upon Hull	7 (2.29%)	7 (2.15%)	1.86	00:01:06	100.00%	57.14%
4. Aberdeen	6 (1.96%)	6 (1.84%)	1.17	00:00:11	83.33%	83.33%
5. Birmingham	5 (1.63%)	5 (1.53%)	1.80	00:00:14	100.00%	60.00%
6. Newcastle upon Tyne	5 (1.63%)	5 (1.53%)	1.20	00:00:14	80.00%	80.00%
7. Coventry	4 (1.31%)	4 (1.23%)	3.00	00:03:40	75.00%	50.00%
8. Mansfield	4 (1.31%)	4 (1.23%)	1.00	00:00:00	75.00%	100.00%
9. Norwich	4 (1.31%)	4 (1.23%)	3.00	00:00:48	100.00%	25.00%
10. Edinburgh	4 (1.31%)	4 (1.23%)	2.25	00:07:32	100.00%	50.00%
11. Glasgow	4 (1.31%)	4 (1.23%)	1.50	00:00:25	75.00%	75.00%
12. Cardiff	4 (1.31%)	4 (1.23%)	2.00	00:02:11	75.00%	50.00%
13. Bristol	3 (0.98%)	4 (1.23%)	1.50	00:00:14	75.00%	75.00%
14. Liverpool	3 (0.98%)	3 (0.92%)	1.00	00:00:00	33.33%	100.00%
15. Oxford	3 (0.98%)	4 (1.23%)	2.75	00:11:03	50.00%	50.00%
16. Reading	3 (0.98%)	3 (0.92%)	2.33	00:00:49	100.00%	33.33%
17. Southampton	3 (0.98%)	4 (1.23%)	1.50	00:00:49	75.00%	75.00%
18. Addlestone	2 (0.65%)	2 (0.61%)	2.50	00:26:45	100.00%	0.00%
19. Aylesbury	2 (0.65%)	2 (0.61%)	1.00	00:00:00	50.00%	100.00%
20. Beaconsfield	2 (0.65%)	2 (0.61%)	2.00	00:00:51	50.00%	50.00%
21. Birkenhead	2 (0.65%)	2 (0.61%)	8.50	00:03:32	100.00%	0.00%
22. Bournemouth	2 (0.65%)	2 (0.61%)	2.00	00:00:28	100.00%	50.00%
23. Bracknell	2 (0.65%)	2 (0.61%)	2.00	00:01:18	50.00%	50.00%

24. Chesham	2 (0.65%)	2 (0.61%)	1.00	00:00:00	100.00%	100.00%
25. Colchester	2 (0.65%)	2 (0.61%)	2.00	00:00:48	100.00%	50.00%

Rows 1 - 25 of 144

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**



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.

Boards & Committees

All Meetings, Agendas & Minutes

Constitutional Officers

Monroe County Information & History

State of the County

Phone: 1-800-648-5510
Email: officeasst@fla-keys.com

Information for Visitors
[Tourist Development Council Website](#)

Vision Statement
The mission of the Monroe County Tourist Development Council is to set an overall direction for the Monroe County tourism marketing effort in a manner that will assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product, including both our man-made and natural resources, and improvements to the quality of life of our residents.

Board Member Listings

- [View Board Members](#)
- [Viewing Conflicts of Interest](#)
- [DAC 2020 Meeting Schedule and Agendas](#)

Tourist Development Council

- [TDC 2020 Meeting Schedule and Agendas](#)
- [TDC Operations Manual](#)
- [June 2, 2004 Position Paper](#)
- [Annual Report 2019](#)
- [Bed Tax Funding Distribution Chart](#)
- [Government-in-the-Sunshine Handout](#)

Tourist Development Council Market Research

- [Tourism Fact Sheet](#)
- [Visitor Estimates](#)
- [International Visitor Report](#)
- [Four Penny Revenue Report](#)
- [Annual Visitor Profile Study](#)
- [TDC Tourism Workforce Study](#)
- [Price/Value Advertising Effectiveness Study](#)
- [Italian Consumer Perception Study](#)

Select Language

DATE: February 13, 2020
TO: District III 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 a written report for this meeting.

No events to report			
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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.

Coral Head MusicFest Marathon Post No. 154, Inc.	2/15/2020	Destination	\$10,000
Sombrero Beach Run Keys Area Interdenominational Resources, Inc.	3/6/2020 – 3/8/2020	Destination	\$20,000
The Original Marathon Seafood Festival Greater Marathon Chamber of Commerce, Inc.	3/14/2020 – 3/15/2020	Destination	\$40,000

2020

Coral Head MusicFest

Marathon Post No. 154, Inc.

LegionRiders154@gmail.com;

Rich Anderson 305-942-9862

Sombrero Beach Run

Keys Area Interdenominational Resources, Inc.

mhroberts2@gmail.com;

Marjorie Roberts 305-393-6221

The Original Marathon Seafood Festival

Greater Marathon Chamber of Commerce, Inc.

ceo@floridakeysmarathon.com;

Daniel Samess 305-743-5417

Heroes Salute Weekend

Hawk's Cay Resort Sales LLC

matt.lawrence@hawkscay.com;

Matt Lawrence 305- 289-5127

Coral Head Blues

Marathon Post No. 154, Inc.

LegionRiders154@gmail.com;

Rich Anderson 305-942-9862

Fantasy Fest

Key West Tourist Development Association, Inc.

nadene@wevegotthekeys.com;

Nadene Grossman-Orr 305-295-9112

Taste of the Islands

Marathon BPW Foundation, Inc.

bpweditor@gmail.com;

Christy Johnson 305-743-5305

NO PHIL PETERSON'S POKER RUN - DAC III

DATE: February 13, 2020

To: District III Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration and Stabilization Project**

The District III Advisory Committee at your meeting of January 13, 2016 moved approval to fund the City of Marathon for the Coco Plum Shoreline Restoration and Stabilization project in an amount not to exceed \$125,000 DAC III Capital Resources to be completed by September 30, 2017.

The District III Advisory Committee at your meeting of May 3, 2017 moved approval to extend the completion date of the project to March 31, 2018.

The District III Advisory Committee at your meeting of April 4, 2018 moved approval to extend the completion date of the project to December 31, 2018.

The District III Advisory Committee at your meeting of February 27, 2019 moved approval to extend the completion date of the project to December 31, 2019.

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

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

From: [Carlos Solis](#)
To: "[Ammie Machan](#)"
Subject: Coco Plum Beach Re-Nourishment Project ID # 1659
Date: Tuesday, November 26, 2019 10:16:44 AM

Ammie, The City of Marathon request an extension of Grant # 1659, Coco Plum Beach Shoreline Re-Nourishment to June 30, 2020 due to delays in the permitting of the work. The proposed work is to be performed upland of MHW, and typically was a relatively easy permitting process. However, recently the FKMS has been far more involved in all re-nourishment project, resulting in much longer permitting times for this type of work..

The City thanks you for your consideration. Should you have any questions or need additional information, do not hesitate to contact me.

Carlos A. Solis, P.E.
Director of Public Works & Engineering
City of Marathon | Public Works
9805 Overseas Highway | Marathon, FL 33050
Office: 305-289-5008 | Cell: 305-481-0451
solisc@ci.marathon.fl.us | www.ci.marathon.fl.us

EXHIBIT A

NAME OF ENTITY: City of Marathon
 NAME OF PROJECT: Coco Plum Shoreline Restoration

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.

<p>Segment #: <u>1</u> <u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> • Renourish and re-establish shoreline of approx. 1600 feet of the western end of Coco Plum Beach • Produce Design Plans <p>(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)</p>	<p><u>Total Cost: \$250,000</u></p> <p><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$125,000</u></p>
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DATE: February 13, 2020

To: District III Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Tenders and Foreman Quarters Roof Project**

The District III Advisory Committee at your meeting of January 11, 2017 moved approval to fund Monroe County BOCC for the Pigeon Key Tenders and Foreman Quarters Roof project in an amount not to exceed \$300,000 to be completed by September 30, 2019.

The District III Advisory Committee at your meeting of February 27, 2019 moved approval the request from the County to extend the completion date of the project to January 31, 2020.

Attached is a request from the County to amend the completion date of the project to September 30, 2020. The funds are available in the FY 2020 budget. A copy of the project summary sheet is attached as an FYI.

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

Pigeon Key Bridge Tender and Bridge Foreman Quarters re-roofing (TDC #'s 1864 & 2335):

We received TDC funding of \$300K (#1864) on 3/26/19 to re-roof the Pigeon Key Bridge Tender and Bridge Foreman's Quarters. The RFP brought back three bids, all exceeding our \$300K budget. We returned to the TDC to request an additional \$70K (TDC #2335, funded 7/30/19) to cover the additional costs to get this project completed. The contract with the lowest bidding Contractor (Coral Construction) has now been executed and they are to begin work this week (1/10/20). Substantial completion is expected on April 10, 2020. So, the work for this project will be in full swing when the original TDC funding expiration hits.

We request an extension for this funding until the end of this fiscal year cycle, in order to complete this project.

Thank you

Rob Tudor

Project Manager

Monroe County Engineering

1100 Simonton Street, 2-216

Key West, FL 33040

(305)850-8124 Cell

(305)292-4416 Key West

tudor-rob@monroecounty-fl.gov

PLEASE NOTE: 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

Project ID#:	1864		
Line Item Number:	119-79040-530340-TM79-620-X-530340		
Name of Project:	Pigeon Key Reroofing – Tender and Foremans Quarters	District Funding Project:	I
Funding Category:	Museum	Fiscal Year Funded:	2017
Name of Project Manager:	Rob Tudor	Amount Funded:	\$300,000
Telephone Number:	305-292-4416	Date of DAC Approval:	1/17/17 – Original 2/27/19 – Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	1/24/17 – Original 3/26/19 – Revised
		Revised Completion Date:	9/30/2020

Scope of Services to Be Completed

Materials, equipment and labor and transportation costs required to:

- Remove existing roofs on Bridge Tenders Dorm and Bridge Foremans Quarters
- Install new rolled roofing system on Bridge Tenders Dorm and Bridge Foremans Quarters
- Replace/Repair metal flashing
- Perform fascia repair, cosmetic painting and clean up to Bridge Tenders Dorm and Bridge Foremans Quarters
- Produce Design Plans

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: _____

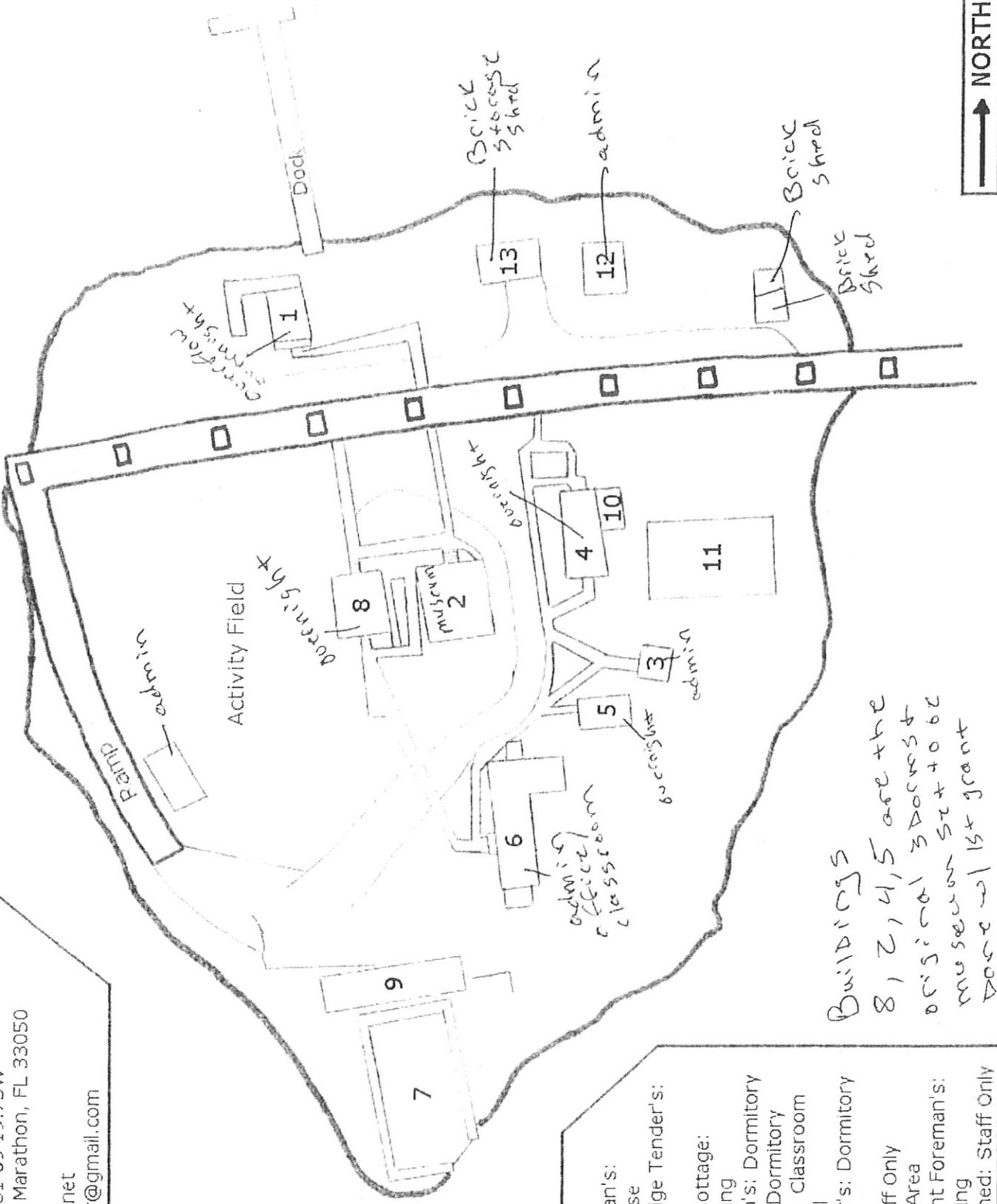
Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

Exhibit A

Pigeon Key Foundation & Marine Science Center
 24°42'14.5 N ~ 81°09'19.75W
 PO Box 500130 Marathon, FL 33050
 305-743-5999
 www.pigeonkey.net
 pigeonkeycarrier@gmail.com



Buildings
 8, 2, 4, 5 are the original dorms & museum set to be done w/ 1st grant

- KEY**
- 1. Bridge Foreman's: Guest House
 - 2. Assistant Bridge Tender's: Museum
 - 3. Honeymoon Cottage: Staff Housing
 - 4. Paint Foreman's: Dormitory
 - 5. Commissary: Dormitory
 - 6. Section Gang: Classroom
 - 7. Saltwater Pool
 - 8. Bridge Tender's: Dormitory
 - 9. Solar Array
 - 10. Kitchen: Staff Only
 - 11. Tent/Dining Area
 - 12. Assistant Paint Foreman's: Staff Housing
 - 13. Education Shed: Staff Only

DATE: February 13, 2020

To: District III Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Sprinklers Reapplication Phase 1A Project**

The District III Advisory Committee at your meeting of October 4, 2017 moved approval to fund Monroe County BOCC for the Pigeon Key Sprinklers Reapplication project in an amount not to exceed \$130,000 to be completed by September 30, 2019.

The District III Advisory Committee at your meeting of February 27, 2019 moved approval the request from the County to extend the completion date of the project to January 31, 2020.

Attached is a request from the County to amend the completion date of the project to September 30, 2021 and to revise the Scope of Services for the project. A copy of the original project summary sheet is attached as an FYI. A copy of the revised project summary sheet is attached for approval.

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

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: 2024 Pigeon Key Sprinkler System Phase I \$130,000

- The ability to complete the work for this portion of the project is dependent on brining material across the bridge and ramp. If the ramp cannot be used to deliver materials to the project a barge will be necessary. This will impacting the amount of work that will be able to be completed and when the funding will be billed.
- Due to pending access and risk associated, please also roll this amount and the grant into 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

Project ID#:	2024		
Line Item Number:	119-79040-530340-TM89-963-X530340		
Name of Project:	Pigeon Key Fire Sprinkler Phase I Reapplication Phase 1A	District Funding Project:	III
Funding Category:	Museum	Fiscal Year Funded:	2018
Name of Project Manager:	Rob Tudor	Amount Funded:	\$130,000
Telephone Number:	305-292-4416	Date of DAC Approval:	10/4/2017 – Original 2/27/2019 - Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	11/7/2017 – Original 3/26/2019 – Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> • Prepare for installation of fire alarm and suppression system for buildings 1,3,6,7,8,9,10,11,12,13 (as outlined on attached Exhibit A) on Pigeon Key to include preparation of all underground fire supply lines and underground conduit for alarms • Produce design plans

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 III Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with Monroe County BOCC for the Pigeon Key Additional Sprinklers Project Phase 1B**

The District III Advisory Committee at your meeting of January 11, 2017 moved approval to fund Monroe County BOCC for the Pigeon Key Additional Sprinklers project in an amount not to exceed \$350,000 to be completed by September 30, 2019.

The District III Advisory Committee at your meeting of February 27, 2019 moved approval the request from the County to extend the completion date of the project to January 31, 2020.

Attached is a request from the County to amend the completion date of the project to September 30, 2021 and to revise the Scope of Service for the project. A copy of the original project summary sheet is attached as an FYI. A copy of the revised project summary sheet is attached for approval.

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

SCOPE: This is the Phase 1B portion of a Fire Emergency Compliance Project for Pigeon Key. It includes materials, equipment and labor to complete connectivity of underground conduits to 10 buildings, pull in and terminate alarm system wiring to a new alarm controls system. This will include a mandatory Fire Department Connection (FDC). Also, we will complete water line conduits and internal sprinkling components in 10 buildings, as well as installation of emergency fire pull boxes. Five fire hose cabinets will additionally be added at the Pigeon Key site.

New Name of Project: Pigeon Key Phase 1B Sprinkler & Alarm Systems Installation

We would like to request an extension of our awarded TDC funds of \$350,000 into next fiscal year, beginning October 1, 2020 and to be completed by September 30, 2021.

Thank you

Rob Tudor

Project Manager

Monroe County Engineering

1100 Simonton Street, 2-216

Key West, FL 33040

(305)850-8124 Cell

(305)292-4416 Key West

tudor-rob@monroecounty-fl.gov

PLEASE NOTE:

TDC & County Project Detail Form

Project ID#:	1863		
Line Item #:	119-79040-530340-TM79-162-X-530340		
Name of Project:	Pigeon Key Buildings – Additional Sprinklers Phase 1B	District Funding Project:	III
Funding Category:	Museum	Fiscal Year Funded:	2017
Name of Project Manager:	Rob Tudor	Amount Funded:	\$350,000*
Telephone Number:	305-292-4416	Date of DAC Approval:	1/11/17 – Original 2/27/2019 – Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	1/24/17 – Original 3/26/19 – Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed

Materials, equipment and labor and transportation/mobilization cost required to:

- Complete connectivity of underground conduits to building numbers 1,3,6,7,8,9,10,11,12,13 (outlined on attached Exhibit A) on Pigeon Key including “pull in and terminate” alarm system wiring to new alarm control system
- Install Fire Department Connection (FDC)
- Complete water line conduits and internal sprinkler components in buildings numbered 1,3,6,7,8,9,10,11,12,13 (outlined on attached Exhibit A) and install emergency fire pull boxes
- Install approx. 5 fire hose cabinets

*as of 1/13/2020 \$12,000 has been spent on this project leaving \$338,000 available.

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: _____

Exhibit A

Pigeon Key Foundaton & Marine Science Center
 24°42'14.5 N ~ 81°09'19.75W
 PO Box 500130 Marathon, FL 33050
 305-743-5999
 www.pigeonkey.net
 pigeonkeycarrier@gmail.com



KEY

1. Bridge Foreman's: Guest House
2. Assistant Bridge Tender's: Museum
3. Honeymoon Cottage: Staff Housing
4. Paint Foreman's: Dormitory
5. Commissary: Dormitory
6. Section Gang: Classroom
7. Saltwater Pool
8. Bridge Tender's: Dormitory
9. Solar Array
10. Kitchen: Staff Only
11. Tent/Dining Area
12. Assistant Paint Foreman's: Staff Housing
13. Education Shed: Staff Only

Buildings

8, 2, 4, 5 are the original 3 dorms + museum set to be done w/ 1st grant

