

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 IV ADVISORY COMMITTEE REGULAR SESSION, TUESDAY, FEBRUARY 25, 2020 FOUNDERS PARK, ISLAMORADA – 2:00 p.m.

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

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

D. APPROVAL OF THE MINUTES:

1. December 3, 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 IV 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. Consideration and Action re: Extension to Agreement with Florida Keys History and Discovery Foundation, Inc. for the Interactive Exhibit Project
4. Review of Recent Events Funded by DAC
5. 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,

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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.

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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

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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**).

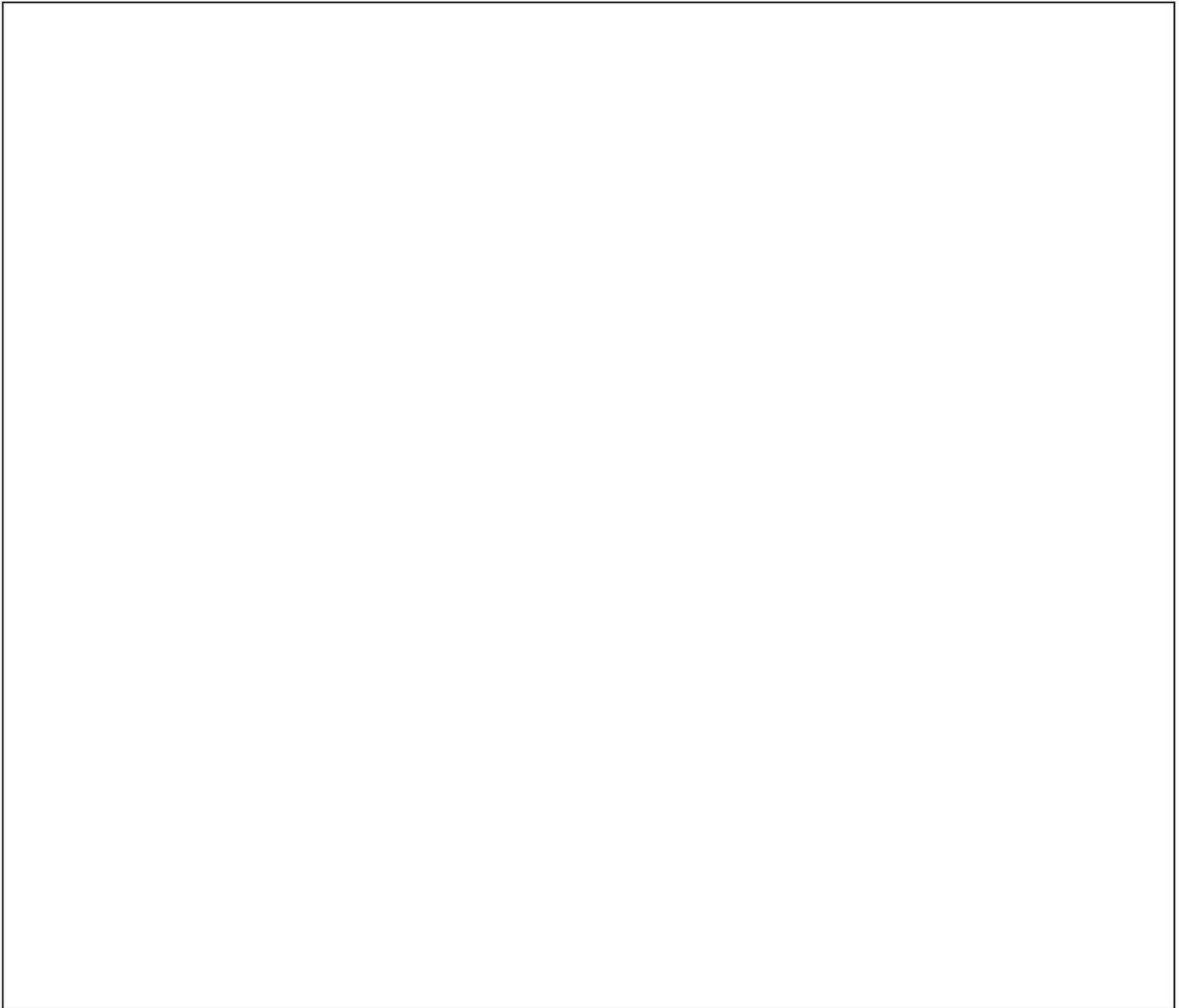
11. Has an agreement for architectural services or construction services been executed?

- 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 _____

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 & Omissions	\$ 250,000 per Occurrence	\$ 500,000 Agg.
AE02		\$ 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 & Omissions	\$ 250,000 per Occurrence	\$ 500,000 Agg.
E02		\$ 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 IV Advisory Committee

The December 3, 2019 regular meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Patti Stanley at 2:02 p.m. at the Islander Resort, Islamorada.

DAC Members Present Were: Mr. Scott Baste, Ms. Kris Gustinger, Mr. John Harrison, Mr. Michael Johnson, Ms. Stephanie Scuderi, and Mr. Michael Walsh

DAC Members Absent Were: Ms. Deborah Gillis (1st absence in Fiscal Year) and Mr. Robert Stober (1st absence in Fiscal Year)

Agencies Present Were: Mr. John Underwood – Tinsley Advertising, Ms. Julie Botteri - Web Editor and Public Relations Stringer NewmanPR, Mr. Clinton Barras – Two Oceans Digital

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

Approval of Agenda and Bulk Items: Mr. Baste pulled item H.2. Vacation Rental Occupancy & Rate Report – FYI for discussion. Mr. Baste moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. October 1, 2019 Regular Meeting Minutes
- D.2. September 17, 2019 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- I.1. Visitor Information Service Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Update re: Operations Manual Update – FYI

Mr. Harrison seconded. Motion passed unanimously.

Vacation Rental Occupancy & Rate Report: Mr. Baste asked why October 2019 was down as compared to October 2018. Ms. Mitchell commented that September and October occupancy was affected by hurricane Dorian. She also commented that occupancy in October 2017 was bolstered by relief workers in the destination after Hurricane Irma.

Mr. Stober arrived at 2:06 p.m.

Mr. Walsh arrived at 2:10 p.m.

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

Swim for Alligator Lighthouse: Friends of the Pool, Inc. was allocated \$30,000 for the Swim for Alligator Lighthouse event in September 2019. Mr. Rob Dixon and Mr. Larry Herlth were in attendance and reported that the event had 450 registered swimmers and had sold out approximately one month prior to the event. Surveys taken during the event showed that 90% of attendees were

from out of County and that the swimmers brought on average 3 family members or support persons with them. Mr. Herlth stated that the event had been ranked the 7th most challenging swim in the world, which should attract a new audience. The event planned to raise the number of registered swimmers next year to 500.

BRT Weekend and/or Beach Road Trip Weekend: HM Groups, Inc. was allocated \$15,000 for BRT Weekend in November 2019. The event did not occur.

Consideration and Action re: FY 2020 2nd Round Capital Funding Applications: Ms. Pacini instructed the Committee on the procedure for scoring the applications using the Capital Worksheet. The applications were reviewed and scored using the Capital Worksheet, with an opportunity for project managers to answer questions from the DAC Members. Applications were required to score an average of 18 points or above by the majority of the sitting DAC members to be considered for funding.

Florida Keys History and Discovery Foundation, Inc. – Indian Key Exhibit: Ms. Jill Miranda-Baker was in attendance and provided an overview of the project.

Coral Restoration Foundation, Inc. – Coral Restoration – Islamorada – 2nd Round: Ms. Martha Roesler was in attendance and provided an overview of the project.

The following projects scored 18 points or above by the majority of the sitting DAC members and were eligible to be considered for funding:

Coral Restoration	25.88
Indian Key Exhibit	23.00

Ms. Scuderi moved approval to fund:

- Florida Keys History and Discovery Foundation, Inc. in an amount not to exceed \$27,000 DAC IV FY 2020 Capital Resources for the Indian Key Exhibit Expansion Remodel and Improvement project
- The Coral Restoration Foundation, Inc. in an amount not to exceed \$22,425 DAC IV FY 2020 Capital Resources for the CRF – Coral Restoration – Islamorada – 2020 2nd Round project

Ms. Gustinger 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. Gustinger asked if there should be a lower funding level available to be able to assist more events, such as adding a \$5,000 funding level. Ms. Mitchell commented that \$5,000 doesn't provide very much to promote an event. Ms. Stanley did not think that \$5,000 was enough to support an event. Mr. Johnson asked if the Committee should consider a lower funding level for Turnkey Events. Ms. Pacini reminded the Committee that Turnkey funding is reserved for events that have the highest economic impact on the District.

Ms. Scuderi moved approval to retain the same funding levels for FY 2021, Mr. Baste 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: Mr. Baste asked for an update on the Fodor's article that designated the Florida Keys as a "No Go" destination. Ms. Mitchell stated that she found the headline of the article misleading. She stated that while the reefs are in peril, the article also discusses ways that visitors can visit the reefs without causing damage.

There being no further business the meeting was adjourned at 3:19 p.m.

Monroe County Tourist Development Council Meeting

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

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

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

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

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

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

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

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

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

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

Mr. Bernardin moved approval of the following bulk items:

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

- 3.** Monitoring Economic Status Update
- L. **Administrative**
 - 1.** Status Report
 - 2.** Director's Report
 - 3.** Operations Manual Update – FYI
 - 4.** Consideration and Action re: Employee Compensation
- M. **Website**
 - 1.** Website Status Report
- N. **TDC Items**
 - 1.** Consideration and Action re: Amendment to Agreement with Tinsley Advertising to Change Key Personnel
- O. **District Advisory Committee Items**
 - 1. **District I**
 - a).** DAC I August 7, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Extension to Agreement with Miami-Dade Historical Maritime Museum, Inc. for the USCGC Ingham Repair and Restoration of Hull Project
 - c).** Consideration and Action re: Ms. Eugenia Dwyer/Lodging Representative
 - 2. **District II**
 - a).** DAC II August 6, 2019 Regular Meeting Minutes – FYI
 - 3. **District III**
 - a).** DAC III August 7, 2019 Regular Meeting Minutes – FYI
 - 4. **District IV**
 - a).** DAC IV August 6, 2019 Regular Meeting Minutes – FYI
 - 5. **District V**
 - a).** DAC V August 6, 2019 Regular Meeting Minutes – FYI
- P. **Cultural Umbrella**
 - 1.** Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Umbrella**
 - 1.** Minutes of Fishing Umbrella Meeting – FYI
- R. **Dive Umbrella**
 - 1.** Minutes of Dive Umbrella Meeting – FYI

Mayor Murphy seconded. Motion passed unanimously.

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

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

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

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

district were shown. Mr. Gitlin explained that the digital ads were geo targeted and also targeted to those who meet the destinations demographic. Native Content included content in Food and Wine Magazine, Travel and Leisure Magazine, Martha Stewart Weddings and the 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

January 29, 2020

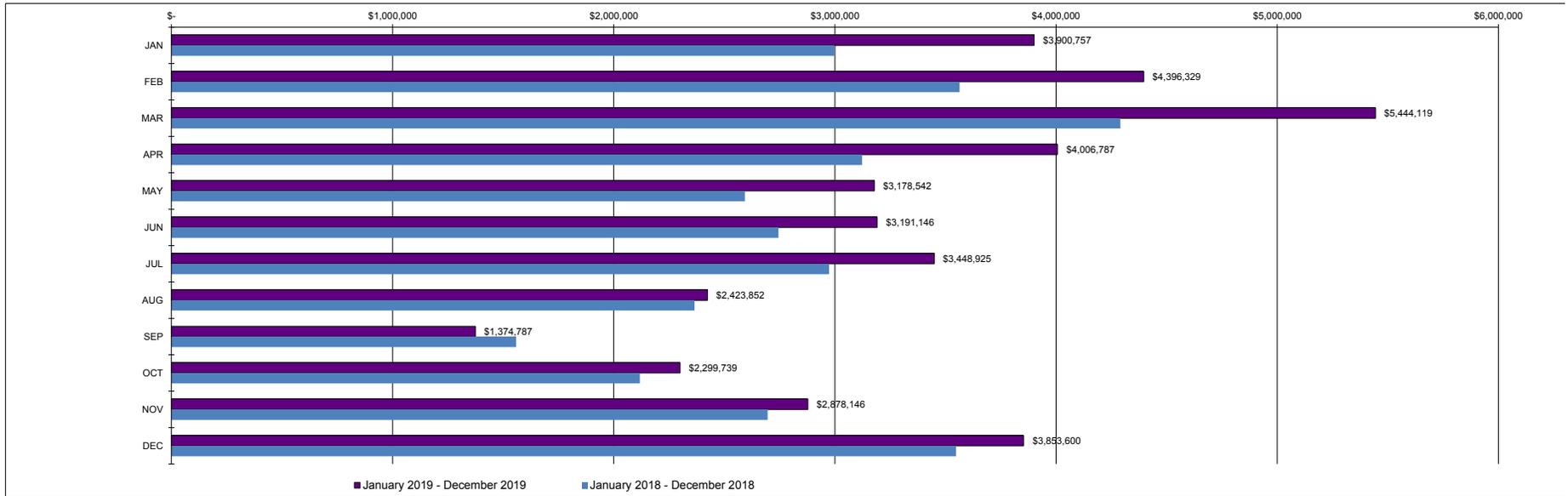
Revenue	1,929,375
5% Reserve State Statute 129.01	<u>(96,469)</u>
	1,832,906
Fund Balance Forward Revenue Variance	(433,743)
Fund Balance Forward Contracted Commitments (EVENTS/CAPITAL)	34,500
Fund Balance Forward Expense Variance	294,895
Capital Resources Brought Forward	380,889
Fund Balance Forward-Promotional Resources	30,000
Fund Balance Forward-Capital Economic Disaster	<u>148,000</u>
	2,287,447

		Appropriations	Expenses	Encumbrances	Balance
T200M34X	COMMISSIONERS & FEES (FINANCE)	3,675	(1,726)	0	1,949
T200A73X	UTILITIES	5,000	(308)	0	4,692
T200A23X	ADMINISTRATION RESOURCES	3,330	0	0	3,330
T200A63X	ADMINISTRATIVE SERVICES	43,618	0	0	43,618
T200M01X	COUNTY COST ALLOCATION	<u>13,002</u>	<u>0</u>	<u>0</u>	<u>13,002</u>
	(ADMIN) SUBTOTAL	68,625	(2,034)	0	66,591
T200V14X	DISTRICT TELEMARKETING (VIS)	<u>165,375</u>	<u>(41,344)</u>	<u>0</u>	<u>124,031</u>
	(VIS) SUBTOTAL	165,375	(41,344)	0	124,031
T200B04X	DAC IV CAPITAL PROJECTS RESOURCES	307,360	0	0	307,360
TB90372Y	FLORIDA KEYS HISTORICAL STATION FY 19	34,500	(30,810)	0	3,690
T200I62X	ISLAMORADA BEACH CLEANING	45,000	(17,095)	0	27,905
T200N09X	HISTORY AND DISCOVERY INTERACTIVE MUSEUM EXHIBIT	9,210	0	0	9,210
T200B44X	FOUNDERS PARK PICKLEBALL COMPLEX	96,000	0	0	96,000
T200B45X	FOUNDERS PARK TENNIS COMPLEX	30,000	0	0	30,000
T200B37X	FLORIDA KEYS STATION PHASE II	14,999	0	0	14,999
T200N25X	CORAL RESTORATION	15,000	0	0	15,000
T200B26X	CRF - CORAL RESTORATION - ISLAMORADA - 2020 2ND ROUND	22,425	0	0	22,425
T200B73X	DIVE MUSEUM CACHAKOT DIVE CHAMBER	94,875	0	0	94,875
T200B00X	INDIAN KEY EXHIBIT EXPANSION REMODEL IMPROVEMENT	27,000	0	0	27,000
T200B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>348,000</u>	<u>0</u>	<u>0</u>	<u>348,000</u>
	(CAPITAL) SUBTOTAL	1,044,369	(47,905)	0	996,464
T200S83X	DAC IV EVENT RESOURCES	0	0	0	0
T200M26X	SWIM FOR ALLIGATOR LIGHTHOUSE 20	30,000	0	0	30,000
T200S00X	LIONFISH DERBY 20	<u>5,719</u>	<u>0</u>	<u>0</u>	<u>5,719</u>
	(EVENTS) SUBTOTAL	35,719	0	0	35,719
T200P24X	PROMO & ADV RESOURCES	30,000	0	0	30,000
T200P93X	DISTRICT AD CAMPAIGN	922,359	(4,347)	(918,012)	0
T200P65X	DAC IV WEBCAM	<u>21,000</u>	<u>(6,933)</u>	<u>0</u>	<u>14,067</u>
	(PROMOTIONAL) SUBTOTAL	973,359	(11,280)	(918,012)	44,067
	FUND TOTAL	2,287,447	(102,563)	(918,012)	1,266,872
TWO PENNY					
TS95939Y	FLORIDA KEYS POKER PADDLE FY19	10,000	(7,539)	0	2,461
TM95878Y	BEACH TRIP WEEKEND FY19	15,000	0	0	15,000
TM95884Y	ISLAMORADA HALF MARATHON & 10K FY19	15,000	0	0	15,000
TM95826Y	SWIM FOR ALLIGATOR LIGHTHOUSE FY19	30,000	0	0	30,000
T205S00X	UPPER KEYS LIONFISH FY20	4,281	0	0	4,281
T205S86X	FLORIDA KEYS ISLAND FEST FY20	15,000	0	0	15,000
T205S88X	ISLAMORADA HALF MARATHON & 10K FY20	20,000	0	0	20,000
T205S46X	UNCORKED 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																				

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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

Priceline settlement reflected

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

Total Priceline settlement reflected

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



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Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.
com

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Feb. 8, 2020

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

- Agency representatives attended TDC meeting.
- Agency representative Julie Botteri attended DAC IV 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. The DAC IV segment focused on a discussion of angling with Captain Skip Bradeen, 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 and 2020 event highlights around the Keys. In addition, LMA distributed monthly eBlasts highlighting a selection of events, festivals and hotel developments to a Canadian database of over 1,004 media contacts.

- KBC shared social media posts on Facebook and Twitter on topics and stories including the transmission of the Keys episode of Tom Kerridge's America, 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 Jacque 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 property tours of Islander Resort and Cheeca Lodge & Spa.

- 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. 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.
- When “Uncorked: The Key Largo and Islamorada Food and Wine Festival” took place, agency’s Andy Newman shot a Facebook Live segment on the festival’s Grand Tasting highlight that reached more than 46,000 people, received 17,000 views and inspired almost 3,000 engagements.
- Agency wrote, distributed to media and posted on the website a release on Islamorada’s 29th annual Florida Keys Island Fest.
- Agency wrote, distributed to the media and posted on the website a release on Islamorada’s annual Baygrass Bluegrass & Craft Beer Festival. When the festival took place, agency produced a Facebook Live video on its performers.
- When the annual Half Marathon, 10k & Beach N’ Beer Mile took place in Islamorada, agency produced a photography package on it. Three photos were moved to media points via the Associated Press wire service.

- Agency wrote, distributed to media and posted on the website a release on the Cheeca Lodge Presidential Sailfish Tournament.
- Agency wrote, distributed to media and posted on the website a release on the results of the Cheeca Lodge Presidential Sailfish Tournament.
- Each Thursday, Andy Newman provides a live report on upcoming Keys events on U.S. 1 Radio's Morning Magazine.
- Agency wrote, distributed to targeted media and posted on the website a release about the introduction of two driving tours on the TDC's free Florida Keys & Key West Travel App, designed to enhance enjoyment and safe driving along the Overseas Highway. Agency also wrote and distributed an advisory to tourism interests about the driving tours.
- Agency wrote and distributed to targeted media a release when the TDC earned six Florida tourism marketing awards at the annual Flagler Awards ceremony. The agency was pleased that the 2018 "Keys Traveler" magazine, produced by the agency, won a silver award in the Sustainable Marketing category.
- When NOAA and its Florida Keys National Marine Sanctuary announced plans to raise almost \$100 million to restore seven iconic coral reef sites off the Florida Keys, agency produced video and still photography packages on the announcement. The video package included file underwater footage of a Keys coral nursery and outplanting, and quotes from Sarah Fangman, Florida Keys National Marine Sanctuary superintendent. In addition, agency provided information to the Associated Press for a story on the announcement.
- Following Fodor's designation of the Florida Keys National Marine Sanctuary as a "No Go" destination along with other worldwide destinations, agency communicated with sanctuary officials and the TDC director. Several other media outlets carried the story about the "No Go" list. Agency prepared a "talking points" tourism advisory for the industry. A decision was made not to distribute the advisory.
- Agency wrote and distributed to targeted media a release on the TDC naming Markham McGill a domestic sales manager.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a piece on local artists as stewards of the Keys' natural world.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a roundup of winter and spring theater productions throughout the Keys.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a roundup of winter and spring musical offerings throughout the Keys.
- Agency wrote, featured in the cultural issue of the e-newsletter and posted on the website a piece on art walks, classes and other ways to enjoy the Keys' art scene.
- Agency wrote and distributed to tourism interests an advisory about a full nighttime traffic closure to accommodate repairs on the Snake Creek Bridge.

- Agency produced video and still photography packages when a group of visiting Tibetan monks helped release an endangered sea turtle off Islamorada 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 U.S. via the Associated Press wire service.
- Agency wrote and distributed to tourism interests advisories about 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 Zürcher Zeitung and Touring Magazine among others, Winona Rogers of LifeFamilyFun, Doug Wallace of IN Magazine and CAA Magazine, Terry Ward of TravelZoo, Jasmine Crockett of XOJasmine, Nassera Zaid of Le Parisien Week-End, Matthew Hennie of Project Q Atlanta, Tami Brooks of Lifestyle Magazine, Olli and Merja Kangas of Finnish television's Procam, Megan Bacon Evans and Whitney Bacon Evans of What Wegan Did Next, Mandy Decker of Travelroads and Thomas Limberg of Breitengrad66.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a Florida Keys 2-page feature in TravelGirl Magazine by Cathie Arquilla, a Florida Keys Road Trip feature in Newsday both online and in print, inclusion of the Florida Keys in a Florida destination round up in House of Coco Magazine following a press visit in partnership with VISIT FLORIDA, an article in Go Mag online following the 2019 Be Free in the Keys FAM, an online piece on CBS' ChowHound, three blog posts on the Italian blog Usa La Valigia, and a Florida Keys feature in Neues Deutschland (New Germany), a Berlin-based daily newspaper resulting from Jirka Grahl's participation in a 2017 media FAM. As a result of the 2019 "Be Free in the Keys" FAM, the Florida Keys received coverage in Go Mag online.
- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Andy Newman traveled to Tallahassee to represent the TDC at Florida Keys Day events. Newman also had a separate meeting with VISIT FLORIDA.
- 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

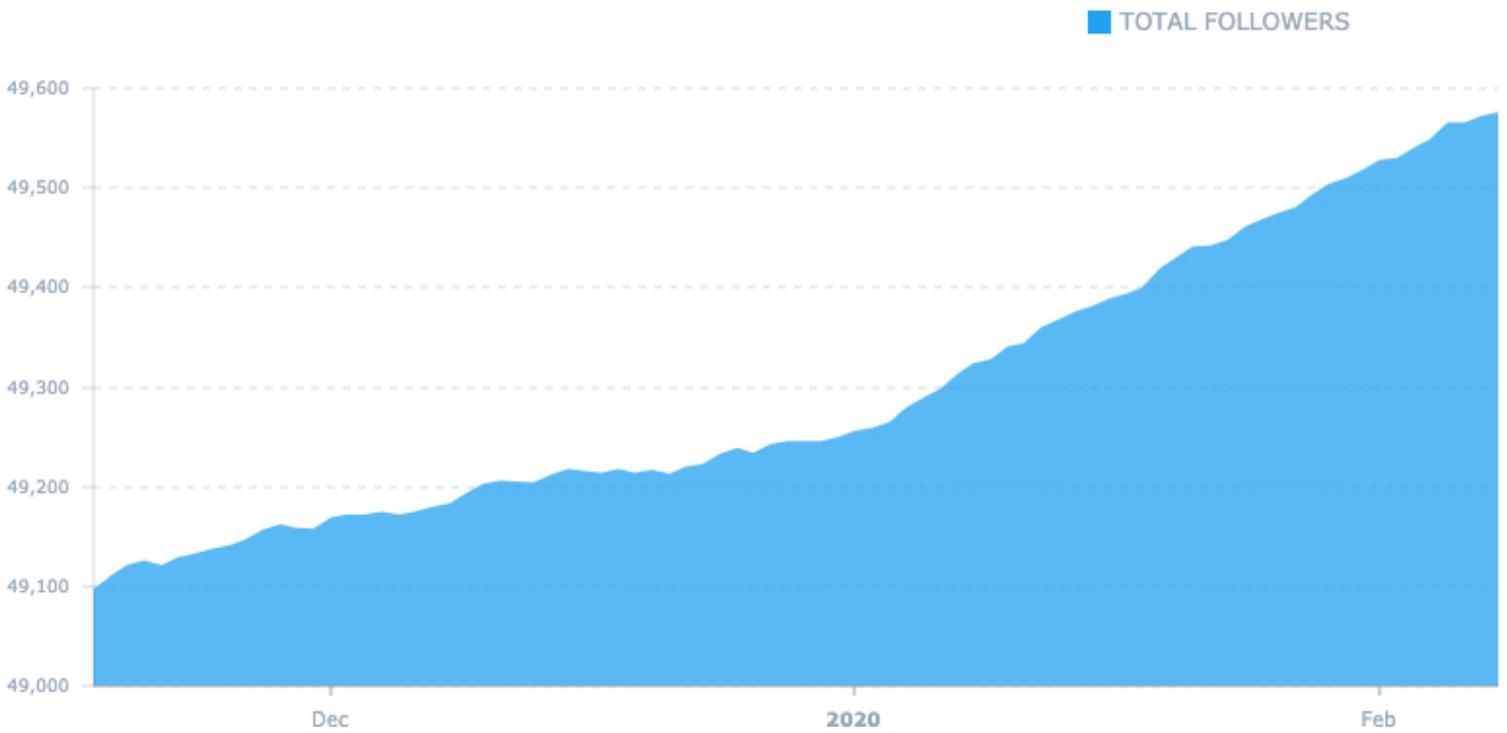


REACH

4,204,654



Audience Growth



FOLLOWER METRICS

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

YOUR FOLLOWERS
INCREASED BY

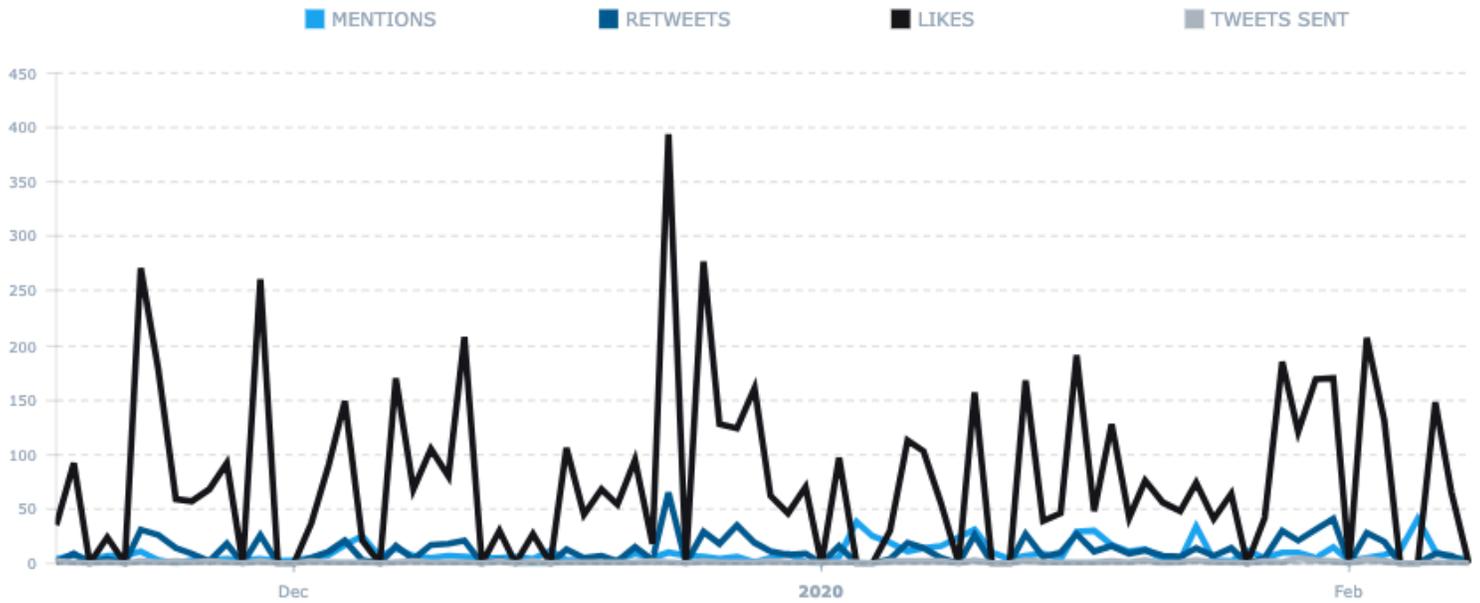
↑ **0.98%**

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

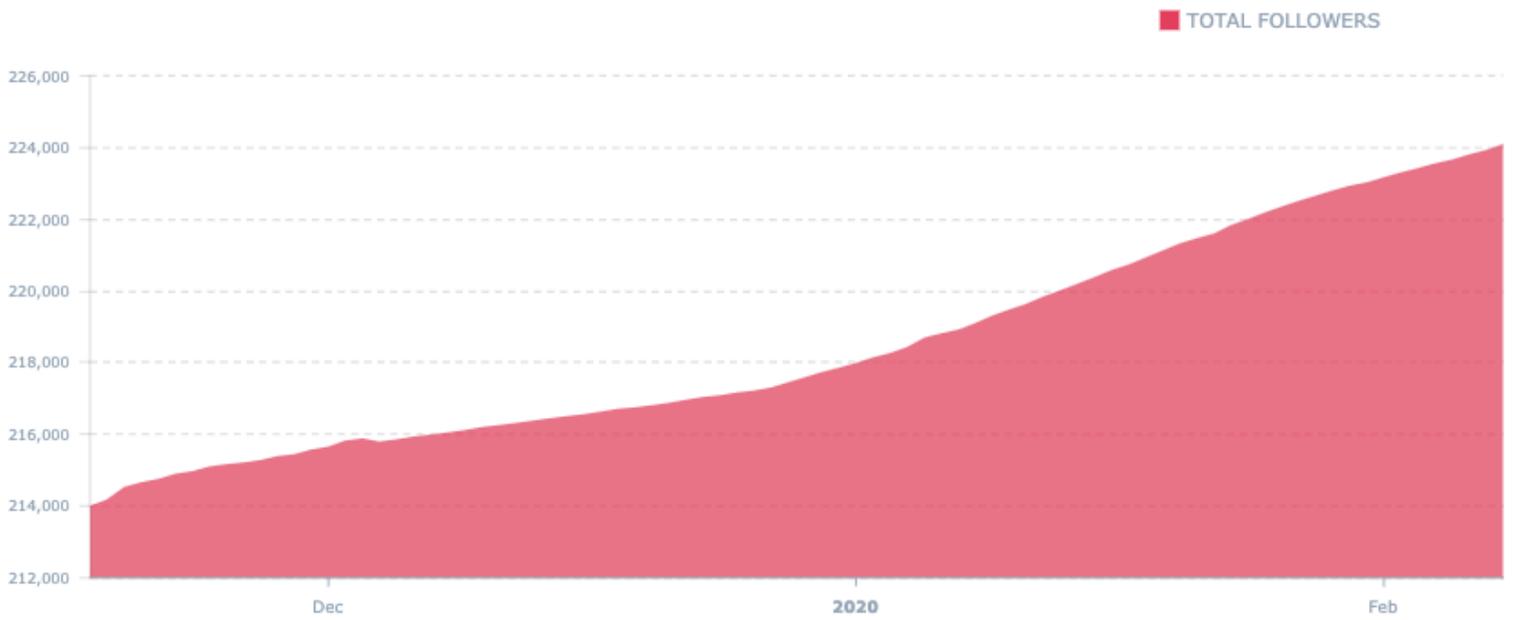


POSTS
1,457



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

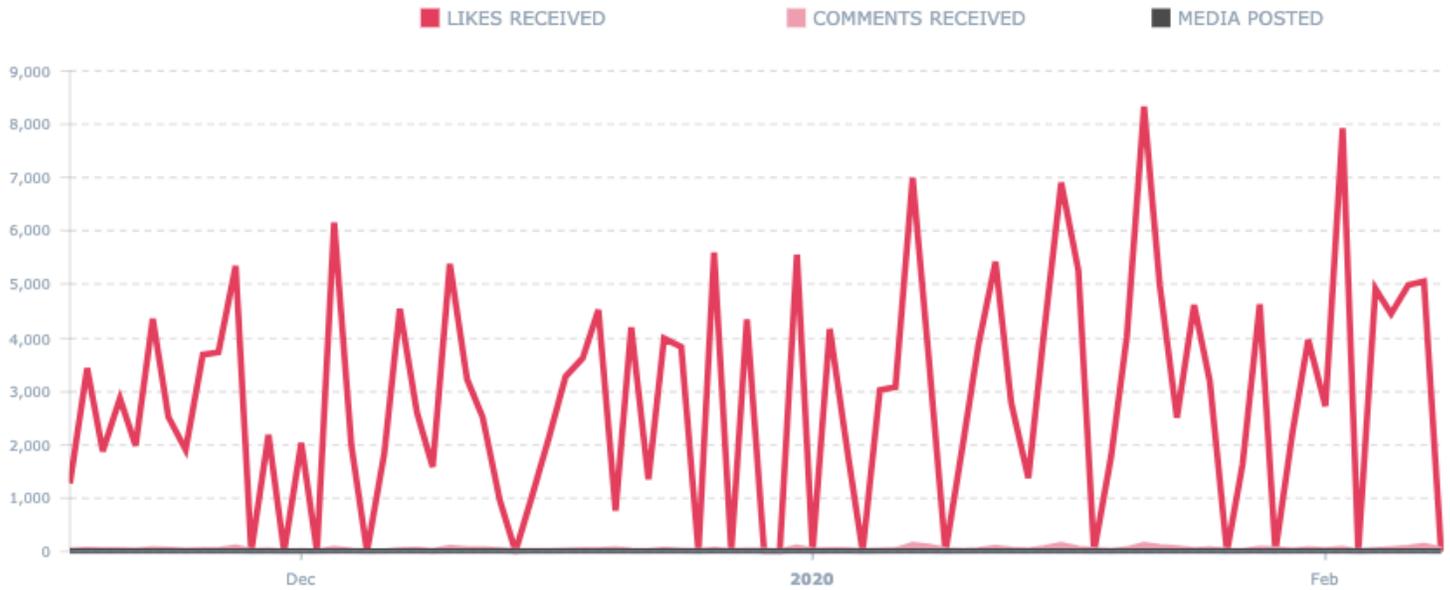
↑ **4.71%**

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 4 Members
FROM: Danielle Salmán-Villasuso
DATE: February 13, 2020
RE: February 25, 2020 DAC 4 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
- Minneapolis-St. Paul – 2/1-3/31
- Dallas-Ft. Worth DMA – 2/1-3/31
- Atlanta DMA – 2/3-3/31

National Cable (Fishing TV):

- Silver Kings TV – Discovery Channel and Fox Sports Sun Network – February & March

Digital:

- WeddingWire.com/TheKnot.com – 2/1-3/29
- Nativo – March
- NationalGeographic.com – 2/1-3/15
- OutsideMagazine.com – 2/3-3/31
- Adara – February & March
- Tremor Video – 2/1-3/15
- Saltwatersportsman.com Email – 2/12
- Facebook/Instagram – Annual

Search Engine Marketing:

- Google AdWords – December-January

Islamorada Co-Op Programs

- [Winter Digital](#)
 - CNN.com – 2/1-2/23
 - Philly.com – 3/18

- Boston.com – 2/19
- [The Knot - Spring](#)

Magazines:

- [Marlin Magazine](#) – March
- [Art in America](#) – February

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
- Nativo
- CNTraveler.com
- OutsideOnline.com
- GayCities/ Queerty.com
- PassportMagazine.com
- Towleroad
- GoodSam Digital
- Trailer Life Magazine / MotorHome Magazine
- SportFishing.com/SaltwaterSportsman.com
- SportDiver.com/ScubaDiving.com
- World's Best Diving & Resorts
- Dreamscapes (Canada)
- Travel Guide to Florida
- TheStar.com

The Agency coordinated sponsored social posts with the following online publications:

- NationalGeographic.com
- 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 floridakeysspingtonational.com, floridakeysspingtondigital.com, floridakeysspingsoutheast.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 4 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.



ISLAMORADA						
OCTOBER 2019						
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR	
10/30/19	ChigacoTribune.com	400,000	9,617	2.40%	N/A	
10/16/19	NYTimes.com Great Getaways - Co-Op	221,975	1,514	0.68%	N/A	
10/14-10/31	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	141,214	185	0.13%	N/A	
10/21-10/31	CNTraveler.com (Native Content via Social Media)	244,022	178	0.07%	N/A	
10/21-10/31	Tremor Video Pre-Roll (Mobile/Tablet/Desktop)	201,150	103	0.05%	N/A	
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
10/1-10/31	Facebook/Instagram - Sponsored Ads	483,004	16,489	3.41%	N/A	
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
10/1-10/31	Google Ad Words					
	florida scuba diving	2,403	155	6.45%	N/A	
	pet friendly resorts in florida	900	73	8.11%	N/A	
	florida pet friendly hotels	345	19	5.51%	N/A	
	pet friendly beach resorts in florida	238	19	7.98%	N/A	
	florida fishing	118	11	9.32%	N/A	
	pet friendly hotels in florida	219	10	4.57%	N/A	
	pet friendly beaches florida	94	10	10.64%	N/A	
	pet friendly beaches in florida	83	8	9.64%	N/A	
	pet friendly in florida	112	6	5.36%	N/A	
	pet friendly hotels florida	58	6	10.34%	N/A	
	florida pet friendly beaches	69	4	5.80%	N/A	
	[swim with dolphins in florida]	21	4	19.05%	N/A	
	florida pet friendly resorts	75	3	4.00%	N/A	
	pet friendly resorts florida	27	3	11.11%	N/A	
	tarpon fishing	19	3	15.79%	N/A	
	[Getting Married In Florida]	17	2	11.76%	N/A	
	pet friendly campgrounds in florida	9	2	22.22%	N/A	
NOVEMBER 2019						
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR	
11/1-11/30	CNTraveler.com (Native Content via Social Media)	843,311	6,074	0.72%	N/A	
11/6/19	Philly.com Travel - Co-Op	216,133	960	0.44%	N/A	
11/1-11/30	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	373,286	828	0.22%	N/A	
11/1-11/30	SportFishingMag.com E-Newsletter	33,929	526	8.09%	N/A	
11/1-11/30	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	517,319	325	0.06%	N/A	
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
11/1-11/30	Facebook/Instagram Sponsored Ad	482,427	78,848	16.34%	N/A	
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
11/1-11/30	Google Ad Words					
	swim with dolphins florida	411	36	8.76%	N/A	
	florida fishing	480	26	5.42%	N/A	
	scuba diving	701	19	2.71%	N/A	
	florida destinations	258	16	6.20%	N/A	
	best fishing spots in florida	123	14	11.38%	N/A	
	florida hotels	477	13	2.73%	N/A	
	pet friendly resorts in florida	169	10	5.92%	N/A	
	pet friendly beaches in florida	121	10	8.26%	N/A	
	best saltwater fishing spots in florida	137	9	6.57%	N/A	
	snorkeling	384	8	2.08%	N/A	
	pet friendly in florida	140	7	5.00%	N/A	
	florida vacation	246	6	2.44%	N/A	
	saltwater fishing	118	6	5.08%	N/A	
	pet friendly beaches florida	87	6	6.90%	N/A	
	swim with dolphins in florida	55	5	9.09%	N/A	
	pet friendly florida beaches	68	4	5.88%	N/A	
	swimming with dolphins in florida	24	4	16.67%	N/A	
	tarpon fish	120	3	2.50%	N/A	
	best florida vacations	100	3	3.00%	N/A	
	florida scuba diving	82	3	3.66%	N/A	
	florida pet friendly hotels	77	3	3.90%	N/A	
	swim with dolphins florida	73	3	4.11%	N/A	
	florida pet friendly resorts	60	3	5.00%	N/A	
	florida resorts	266	2	0.75%	N/A	
	offshore fishing	123	2	1.63%	N/A	
	pet friendly resorts florida	59	2	3.39%	N/A	
	florida inshore fishing	42	2	4.76%	N/A	
	snorkeling in florida	31	2	6.45%	N/A	
	florida fishing hot spots	19	2	10.53%	N/A	
	Where can you swim with dolphins in florida	14	2	14.29%	N/A	
	florida pet friendly beaches	5	2	40.00%	N/A	
DECEMBER 2019						
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR	
12/1-12/15	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	377,717	2,280	0.60%	N/A	
12/1-12/15	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	1,035,229	584	0.06%	N/A	
12/4/19	Boston.com - Co-Op	43,756	100	0.23%	N/A	
12/1-12/15	CNTraveler.com (Native Content via Social Media)	180,457	88	0.05%	N/A	
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
12/1-12/31	Facebook/Instagram Sponsored Ad	235,268	4,262	1.81%	N/A	

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



	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	swim with dolphins florida	1,943	157	8.08%	N/A
	pet friendly resorts in florida	1,601	150	9.37%	N/A
	florida vacation	2,355	94	3.99%	N/A
	florida destinations	2,176	92	4.23%	N/A
	florida fishing	1,708	91	5.33%	N/A
	best saltwater fishing spots in florida	845	78	9.23%	N/A
	florida hotels	1,473	67	4.55%	N/A
	best fishing spots in florida	779	62	7.96%	N/A
	scuba diving	1,603	49	3.06%	N/A
	pet friendly beaches in florida	573	48	8.38%	N/A
	florida pet friendly hotels	729	42	5.76%	N/A
	pet friendly in florida	649	42	6.47%	N/A
	best florida vacations	1,065	40	3.76%	N/A
	pet friendly florida beaches	510	37	7.25%	N/A
	snorkeling	1,105	30	2.71%	N/A
	pet friendly beaches florida	356	30	8.43%	N/A
	saltwater fishing	706	28	3.97%	N/A
	florida resorts	943	27	2.86%	N/A
	[swim with dolphins in florida]	224	26	11.61%	N/A
	offshore fishing	562	21	3.74%	N/A
	florida pet friendly resorts	284	20	7.04%	N/A
	pet friendly resorts florida	167	17	10.18%	N/A
	tarpon fish	465	16	3.44%	N/A
	tarpon fishing	270	16	5.93%	N/A
	[swim with dolphins florida]	281	14	4.98%	N/A
	pet friendly hotels florida	263	14	5.32%	N/A
	florida scuba diving	210	14	6.67%	N/A
	best fishing spots in south florida	159	14	8.81%	N/A
	pet friendly campgrounds in florida	91	13	14.29%	N/A
	florida fishing hot spots	87	11	12.64%	N/A
	florida inshore fishing	208	10	4.81%	N/A
	pet friendly hotels in florida	276	9	3.26%	N/A
	[Getting Married In Florida]	128	8	6.25%	N/A
	snorkeling in florida	116	7	6.03%	N/A
	[swimming with dolphins in florida]	91	7	7.69%	N/A
	best places to stay in florida	342	6	1.75%	N/A
	good fishing spots in florida	120	6	5.00%	N/A
	beach wedding venues	82	6	7.32%	N/A
	florida pet friendly beaches	53	6	11.32%	N/A
	pet friendly hotels in south florida	41	6	14.63%	N/A
	pet friendly hotel florida	81	5	6.17%	N/A
	pet friendly florida resorts	23	5	21.74%	N/A
	fishing spots in florida	164	4	2.44%	N/A
	florida wedding venues	99	4	4.04%	N/A
	south florida fishing spots	92	4	4.35%	N/A
	[dolphin swim florida]	37	4	10.81%	N/A
	[Where can you swim with dolphins in florida]	72	3	4.17%	N/A
	pet friendly campgrounds florida	23	3	13.04%	N/A
	best destination weddings	127	2	1.57%	N/A
	pet friendly florida hotels	29	2	6.90%	N/A
	florida vacation ideas	117	1	0.85%	N/A
	destination wedding	105	1	0.95%	N/A
	destination wedding locations	58	1	1.72%	N/A
	florida beach wedding	52	1	1.92%	N/A
	pet friendly hotels south florida	43	1	2.33%	N/A
	destination wedding planner	22	1	4.55%	N/A
	pet friendly beach resorts in florida	13	1	7.69%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	379,864	1,778	0.47%	N/A
1/15/20	ChicagoTribune.com - Co-Op	40,000	1,001	2.50%	N/A
1/6-1/31	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	460,923	477	0.10%	77.53%
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ad	330,641	2,880	0.87%	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

1/1-1/31	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
	florida vacation	8,626	317	3.67%	N/A
	best florida vacations	5,300	191	3.60%	N/A
	pet friendly resorts in florida	1,848	185	10.01%	N/A
	florida destinations	4,162	151	3.63%	N/A
	swim with dolphins florida	1,627	138	8.48%	N/A
	florida hotels	2,781	86	3.09%	N/A
	best places to stay in florida	1,581	58	3.67%	N/A
	florida resorts	1,977	55	2.78%	N/A
	pet friendly beaches in florida	387	39	10.08%	N/A
	best saltwater fishing spots in florida	448	34	7.59%	N/A
	pet friendly florida beaches	531	29	5.46%	N/A
	florida pet friendly resorts	358	29	8.10%	N/A
	[swim with dolphins florida]	355	25	7.04%	N/A
	pet friendly resorts florida	285	21	7.37%	N/A
	florida pet friendly hotels	370	20	5.41%	N/A
	pet friendly beach resorts in florida	152	20	13.16%	N/A
	florida vacation ideas	647	17	2.63%	N/A
	pet friendly in florida	278	17	6.12%	N/A
	pet friendly hotels florida	226	17	7.52%	N/A
	[swimming with dolphins in florida]	185	17	9.19%	N/A
	pet friendly beach hotels florida	98	14	14.29%	N/A
	pet friendly hotels in florida	196	13	6.63%	N/A
	best fishing spots in florida	260	12	4.62%	N/A
	[Where can you swim with dolphins in florida]	116	12	10.34%	N/A
	florida fishing	314	10	3.18%	N/A
	[swim with dolphins in florida]	134	8	5.97%	N/A
	[dolphin swim florida]	51	7	13.73%	N/A
	pet friendly campgrounds in florida	40	7	17.50%	N/A
	pet friendly hotel florida	79	6	7.59%	N/A
	pet friendly hotels in south florida	56	6	10.71%	N/A
	pet friendly florida resorts	44	5	11.36%	N/A
	tarpon fish	74	4	5.41%	N/A
	florida scuba diving	69	4	5.80%	N/A
	pet friendly hotels south florida	64	4	6.25%	N/A
	tarpon fishing	52	4	7.69%	N/A
	offshore fishing	163	3	1.84%	N/A
	best fishing spots in south florida	84	3	3.57%	N/A
	good fishing spots in florida	21	3	14.29%	N/A
	fishing spots in florida	35	2	5.71%	N/A
	pet friendly campgrounds florida	17	2	11.76%	N/A
	south florida fishing spots	53	1	1.89%	N/A
	snorkeling	27	1	3.70%	N/A
	florida beach wedding	21	1	4.76%	N/A
	[florida dolphin swim]	19	1	5.26%	N/A
	snorkeling in florida	7	1	14.29%	N/A
	destination wedding planner	2	1	50.00%	N/A

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



FY 2020 MEDIA PLAN



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

	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																																									
Weeks Begin on Mondays:	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep	

DIGITAL-CO-OP PROGRAMS:

FALL/WINTER DIGITAL CO-OP PROGRAMS:

Unit	IMP (000)
• CNN.com - Pre-Roll Video Geo-Targeted to NY, CHI, PHL,BOS,DC	:15 222,222
• NYTimes.com Great Getaways	600 pixels wide 164,000
• ChicagoTribune.com	600 pixels wide 40,000
• Philly.com Travel	600 pixels wide 50,000
• Boston.com	600 pixels wide 58,000

SUMMER IN-STATE DIGITAL CO-OP PROGRAM:

• CNN.com - Pre-Roll Video (Geo-Targeted to Florida)	:15 535,714
• Conversant - HTML5 Interactive Banners 728 x 90, 300 x 250, 320 x 480, 1024 x 768. Behaviorally targeted to FL Travel Intenders A35-64 \$100k+	1,000,000

PRINT:

Size	Circulation
• The Knot Magazine	Full Page, 4C 50,000
• Saltwater Sportsman Magazine	Full Page, 4C 125,000
• Marlin Magazine	Full Page, 4C 40,000
• Scuba Diving	Full Page, 4C 65,000
• Art in America	Full Page, 4C 430,000

FALL DIGITAL CO-OP PROGRAM

Closed at 4 co-ops @\$150 ea.=\$600 collected

16	30	6	4
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WINTER DIGITAL CO-OP PROGRAM

Closed at 6 co-ops @\$150 ea.=\$900 collected

1/27-2/23	15	19	18
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SUMMER DIGITAL CO-OP PROGRAM

Estimated 5 co-ops @\$400 ea.=\$2,000 collected

5/4-8/2	5/4-8/2
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Less Co-op to be collected: (\$3,500)
DIGITAL CO-OP-TOTAL: \$55,895

Wedding/Honeymoon Co-op

Closed at 5 participants at \$500/ea=\$2,500 collected

Spring	March	April	August
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Less Co-op to be collected: (\$2,500)
PRINT CO-OP-TOTAL: \$47,596

DAC IV ISLAMORADA FY 2020 BUDGET SUMMARY

MEDIA SPENT TO DATE:	\$860,473
PRODUCTION:	\$15,000
REMAINING RESOURCES:	\$106,166
GRAND TOTAL BUDGET:	\$981,639

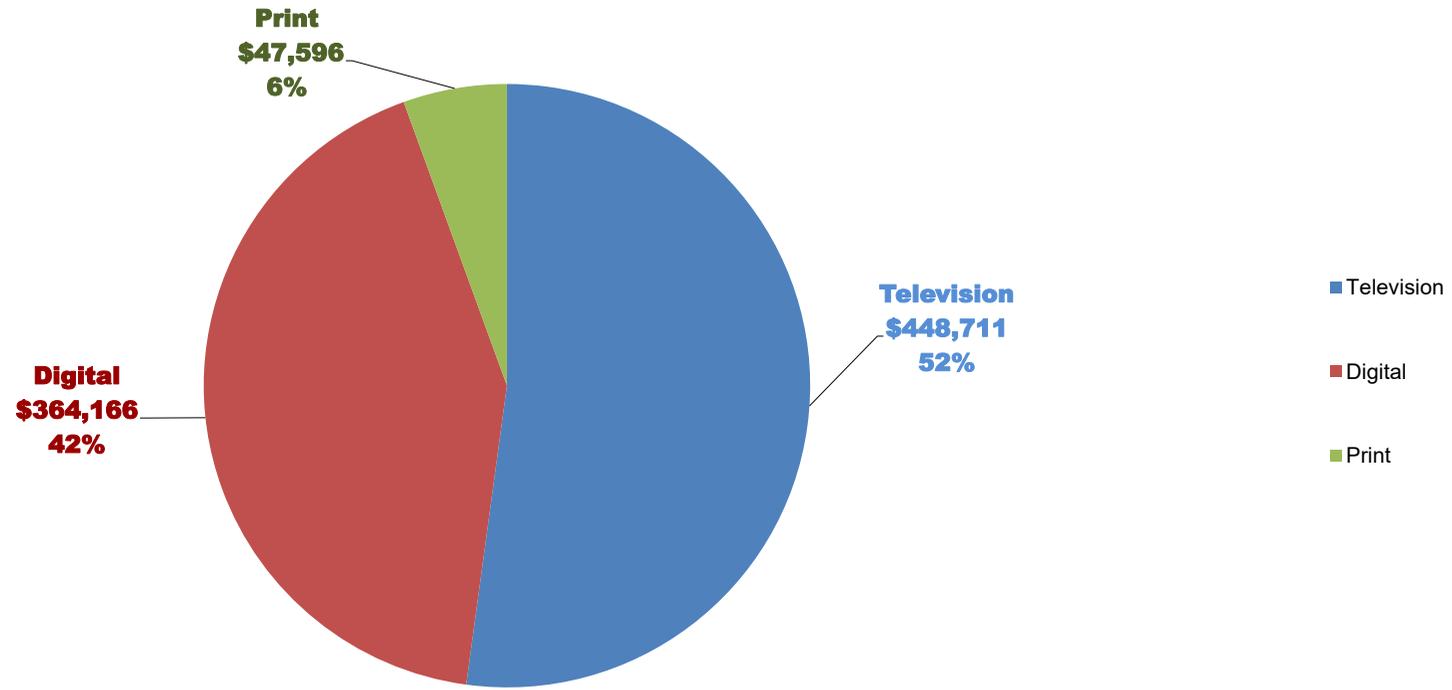
\$5,000 moved from events to advertising at the 8/6/19 DAC IV Mtg. \$976,639 original budget + \$5,000 = 981,639 revised budget.

*Please note separate from the above budget there is also \$30,000 in Emergency (Promotional/Storm) Resources

FY 2020 MEDIA PLAN

		Media Ordered=		Media To Be Ordered=													
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)			* Lobster Season (8/6-3/31)												
	* Thanksgiving Day (11/28)	* Art Basel (12/5-12/8)	* MLK Day (1/20)	* Pres Day (2/17)	* Easter (4/12)	* Memorial Day (5/25)	* Ind Day (7/4)	* 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					

**DAC IV ISLAMORADA
FY 2020 PLAN DISTRIBUTION BY MEDIA**



TOTAL MEDIA EXPENDITURE TO DATE: \$860,473



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	*	*	*	*

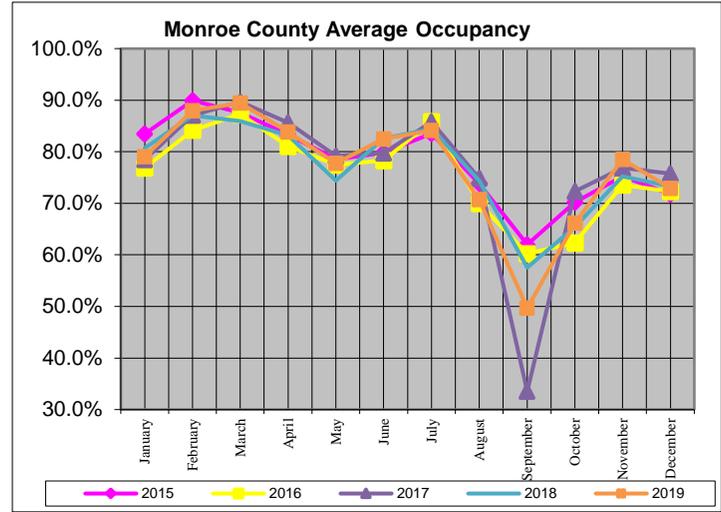
Source 2019 Smith Travel Research, Inc./STR Global, Ltd.

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

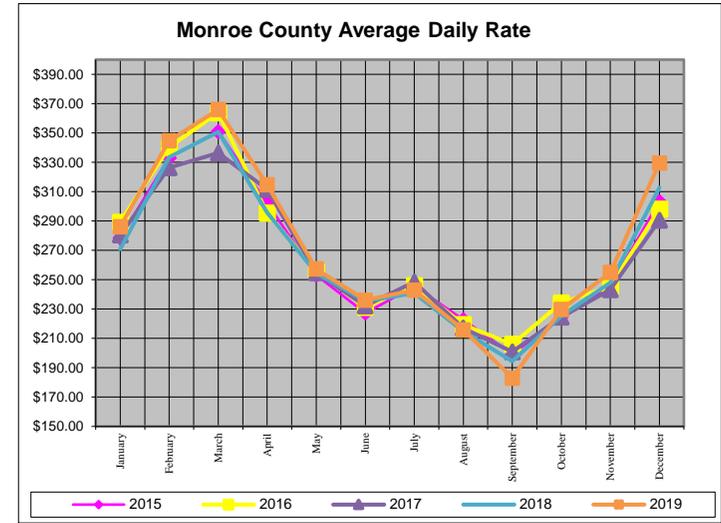
OCCUPANCY RATE

	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%



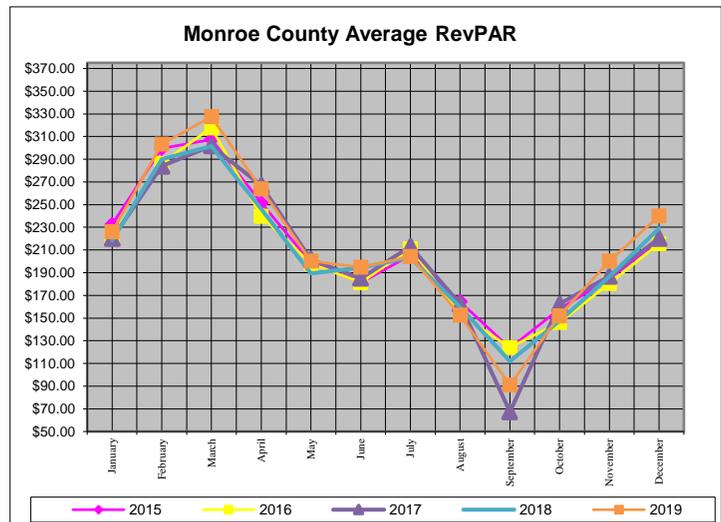
AVERAGE DAILY RATE

	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

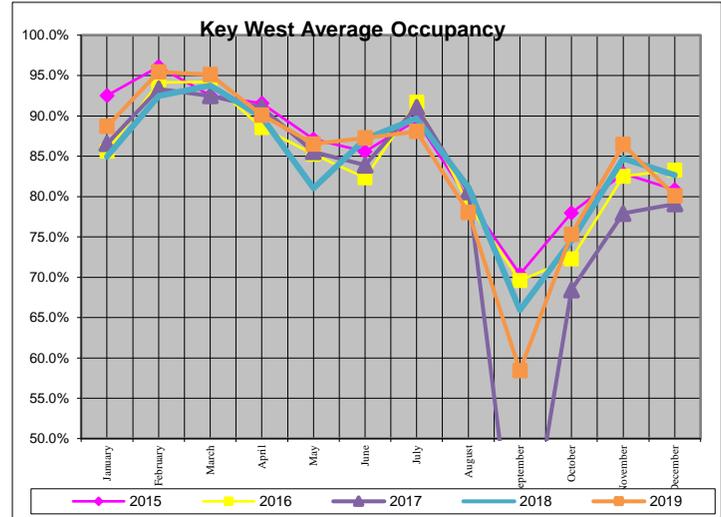
	2015	2016	2017	2018	2019	% Chg
January	\$232.63	\$222.29	\$220.03	\$218.63	\$226.00	3.4%
February	\$299.54	\$286.50	\$283.91	\$290.16	\$303.24	4.5%
March	\$307.39	\$317.67	\$301.77	\$301.51	\$327.41	8.6%
April	\$251.74	\$239.57	\$266.96	\$245.98	\$263.95	7.3%
May	\$198.79	\$198.30	\$201.72	\$189.36	\$200.15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

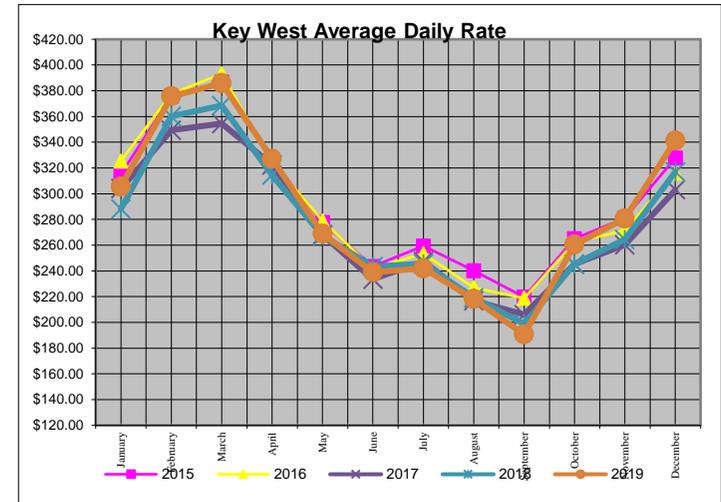
OCCUPANCY RATE

	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%



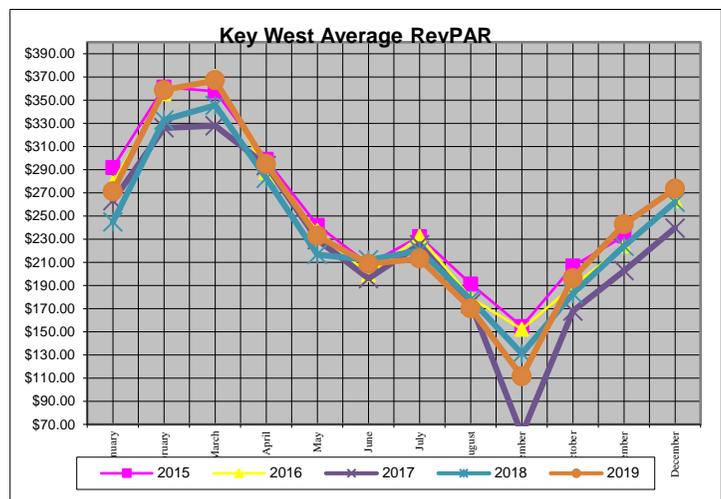
AVERAGE DAILY RATE

	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

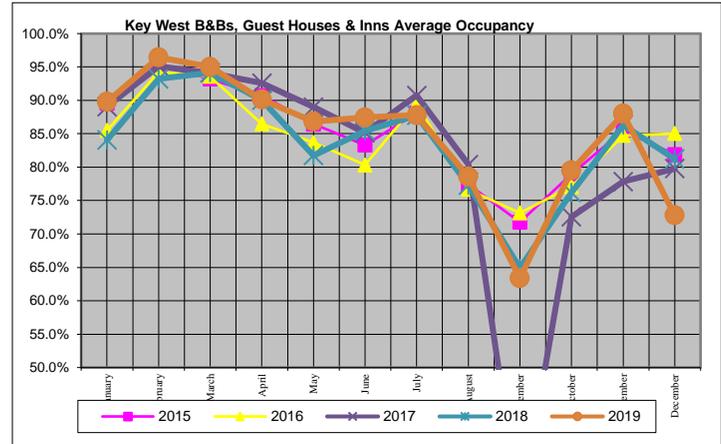
	2015	2016	2017	2018	2019	% Chg
January	\$291.67	\$278.65	\$263.06	\$244.72	\$271.05	10.8%
February	\$361.14	\$355.57	\$326.08	\$332.94	\$358.55	7.7%
March	\$357.75	\$370.39	\$327.89	\$345.53	\$367.03	6.2%
April	\$298.71	\$287.84	\$293.52	\$282.59	\$294.80	4.3%
May	\$241.82	\$237.58	\$229.47	\$216.71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

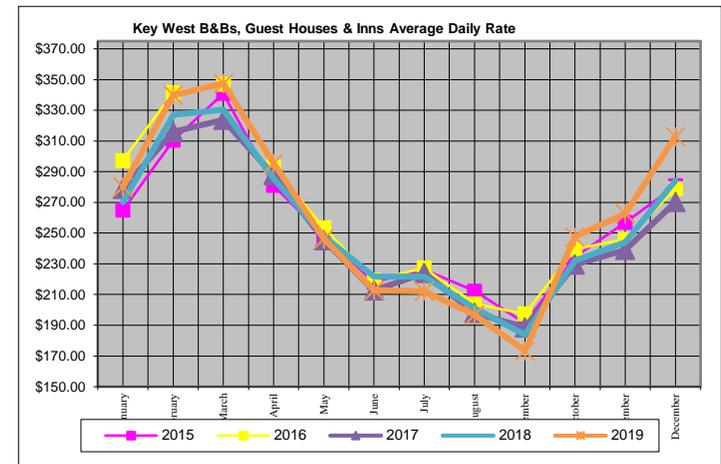
OCCUPANCY RATE

	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%



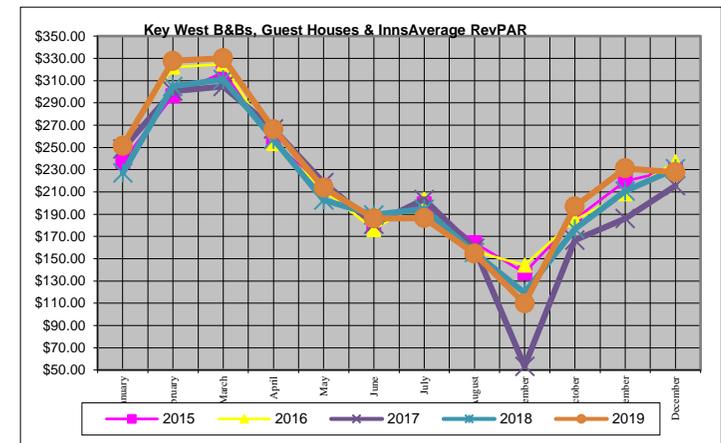
AVERAGE DAILY RATE

	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

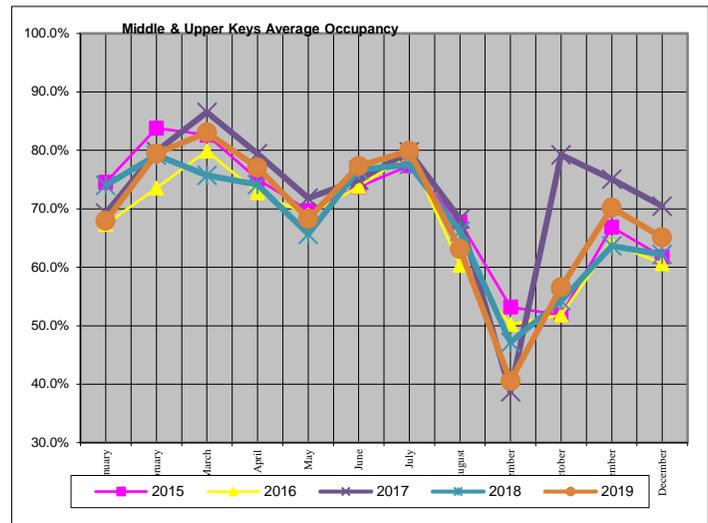
	2015	2016	2017	2018	2019	% Chg
January	\$237.28	\$254.06	\$248.39	\$227.04	\$251.46	10.8%
February	\$296.31	\$321.92	\$300.41	\$304.91	\$327.71	7.5%
March	\$317.64	\$324.84	\$304.72	\$310.99	\$330.12	6.2%
April	\$255.07	\$253.32	\$266.51	\$257.08	\$266.34	3.6%
May	\$214.45	\$212.12	\$218.44	\$202.64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

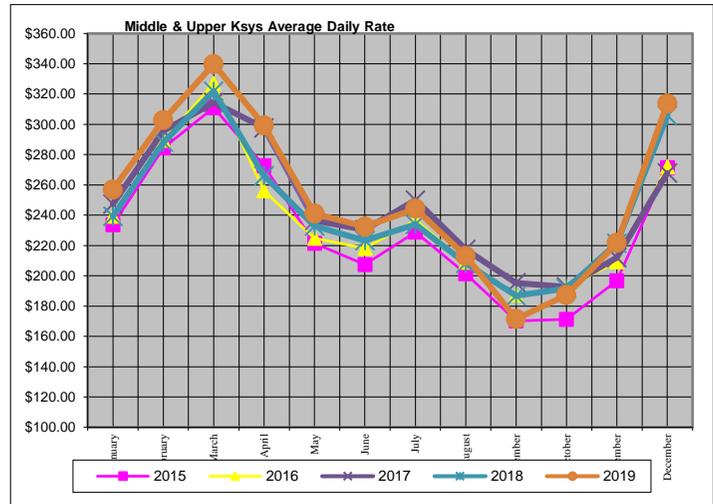
OCCUPANCY RATE

	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%



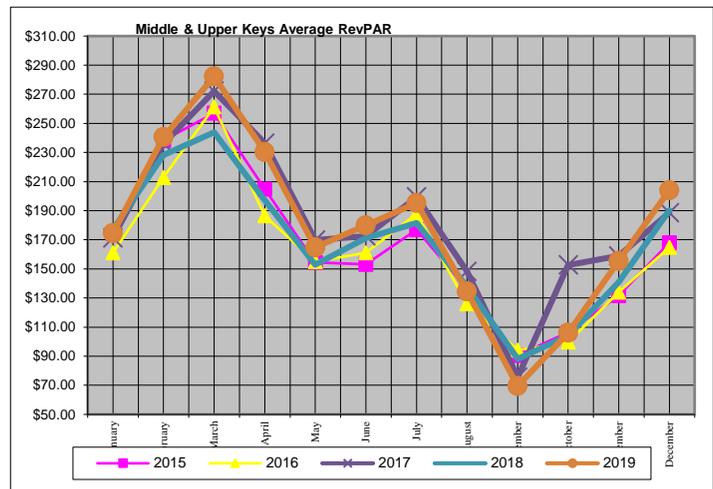
AVERAGE DAILY RATE

	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

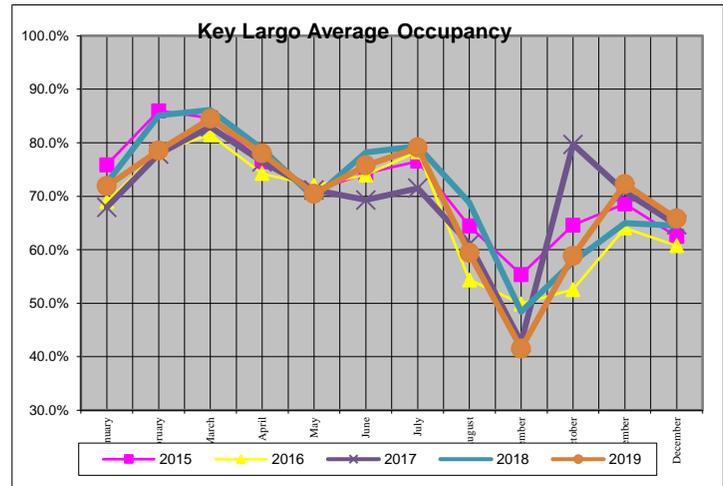
	2015	2016	2017	2018	2019	% Chg
January	\$174.25	\$161.12	\$171.35	\$177.05	\$174.64	-1.4%
February	\$238.31	\$212.90	\$236.01	\$228.18	\$240.50	5.4%
March	\$257.00	\$261.25	\$272.09	\$243.85	\$282.31	15.8%
April	\$204.75	\$186.38	\$236.47	\$197.19	\$230.39	16.8%
May	\$154.34	\$154.99	\$169.87	\$152.90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

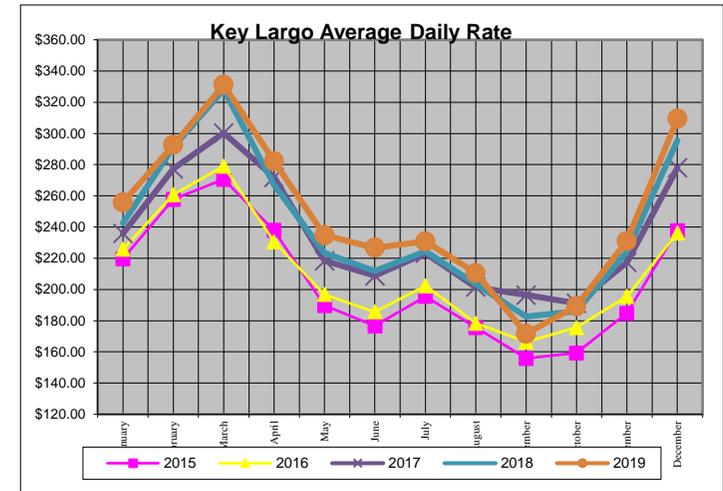
OCCUPANCY RATE

	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%



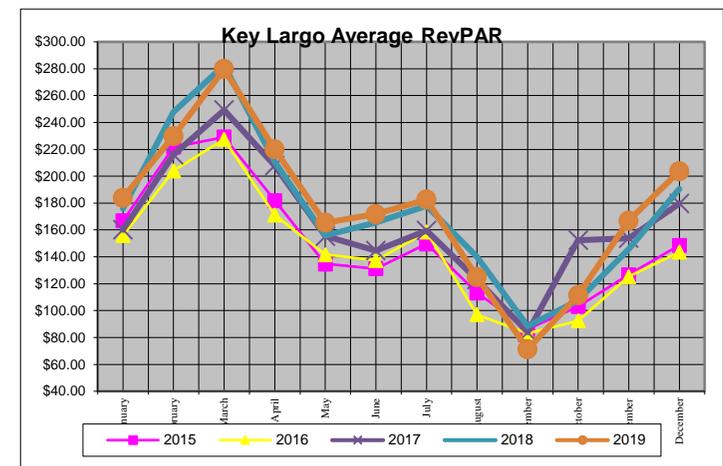
AVERAGE DAILY RATE

	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

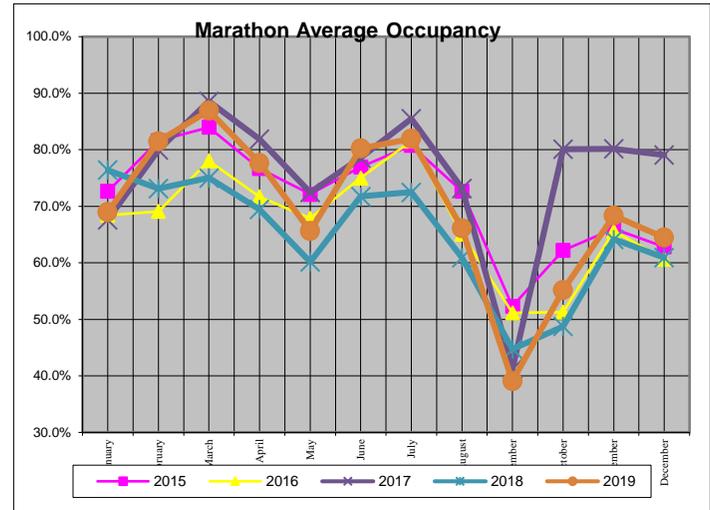
	2015	2016	2017	2018	2019	% Chg
January	\$166.72	\$155.82	\$160.20	\$175.80	\$183.89	4.6%
February	\$221.66	\$204.03	\$216.00	\$247.85	\$229.73	-7.3%
March	\$229.08	\$227.49	\$249.19	\$282.64	\$279.72	-1.0%
April	\$181.84	\$171.14	\$207.85	\$210.64	\$220.03	4.5%
May	\$134.72	\$141.67	\$155.47	\$155.90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

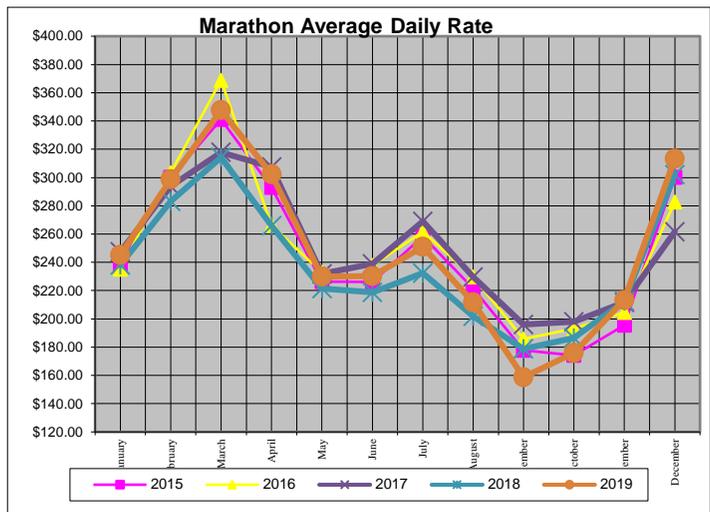
OCCUPANCY RATE

	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%



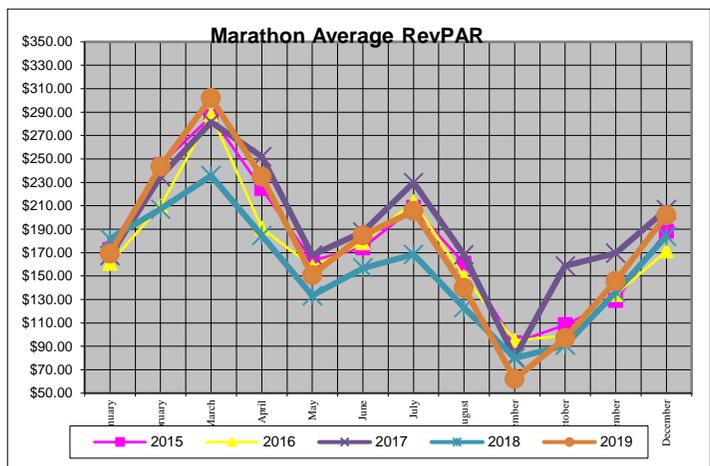
AVERAGE DAILY RATE

	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

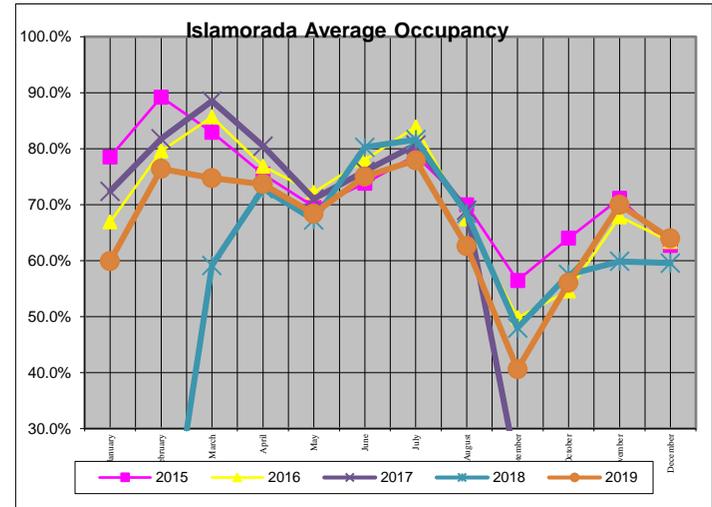
	2015	2016	2017	2018	2019	% Chg
January	\$172.87	\$160.85	\$167.40	\$181.87	\$169.12	-7.0%
February	\$245.02	\$209.61	\$234.92	\$207.21	\$243.50	17.5%
March	\$286.36	\$287.86	\$281.49	\$235.69	\$302.04	28.2%
April	\$224.74	\$191.02	\$251.84	\$184.66	\$234.79	27.1%
May	\$163.23	\$158.10	\$167.98	\$133.18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



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.

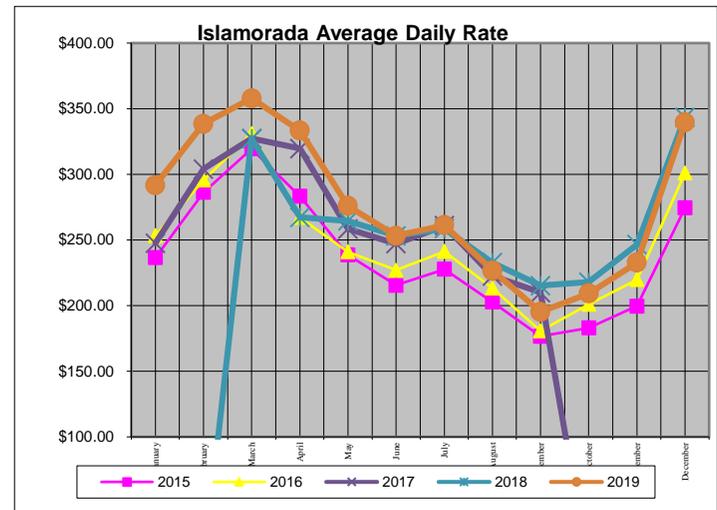
OCCUPANCY RATE

	2015	2016	2017	2018	2019	% Chg
January	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%	*



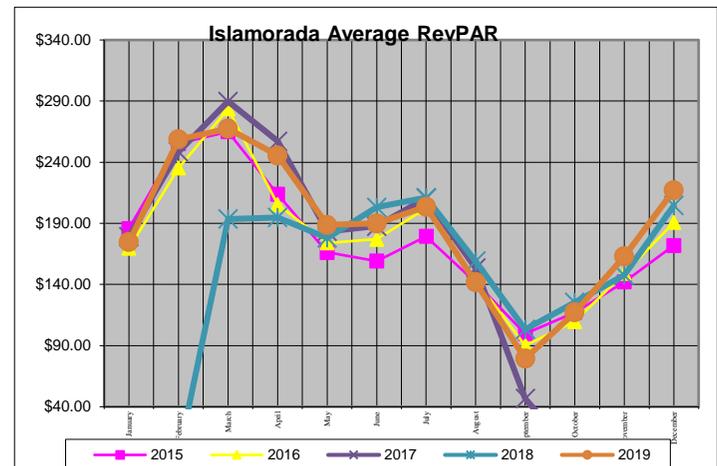
AVERAGE DAILY RATE

	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

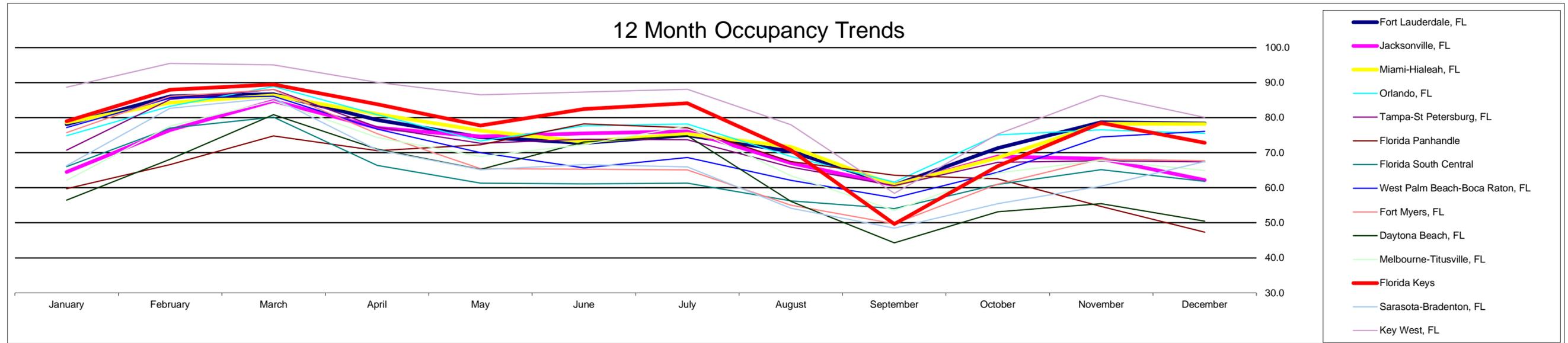
	2015	2016	2017	2018	2019	% Chg
January	\$185.81	\$169.55	\$179.25	*	\$174.72	*
February	\$255.33	\$235.29	\$248.55	*	\$258.69	*
March	\$264.92	\$283.57	\$289.76	\$193.57	\$267.50	38.2%
April	\$213.75	\$205.40	\$257.18	\$194.81	\$245.54	26.0%
May	\$166.24	\$173.99	\$183.44	\$178.02	\$188.69	6.0%
June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

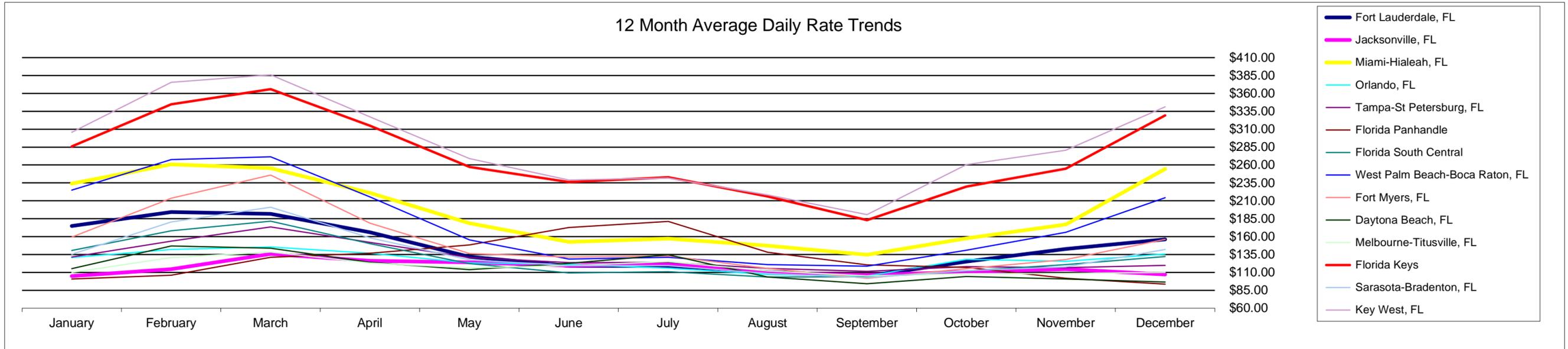
Florida Markets Comparison



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

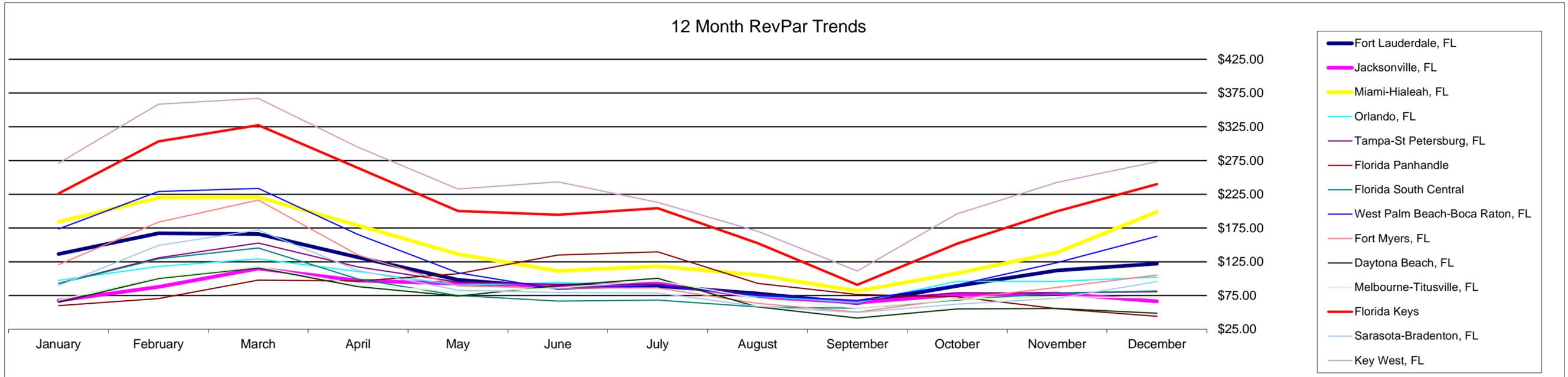
	December	November	October	September	August	July	June	May	April	March	February	January
Fort Lauderdale, FL	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02	\$ 191.74	\$ 194.27	\$ 174.69
Jacksonville, FL	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98	\$ 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 R	\$162.95	\$123.67	\$90.87	\$67.76	\$75.12	\$89.97	\$84.43	\$108.77	\$165.26	\$233.75	\$228.97	\$173.68
Fort Myers, FL	\$105.56	\$87.17	\$70.34	\$50.60	\$63.49	\$86.32	\$85.91	\$89.14	\$134.86	\$216.43	\$183.83	\$120.72
Daytona Beach, FL	\$48.71	\$55.84	\$55.35	\$41.67	\$58.10	\$100.62	\$89.71	\$74.18	\$88.15	\$116.10	\$100.05	\$65.00
Melbourne-Titusville, FL	\$71.29	\$73.63	\$69.57	\$56.24	\$71.07	\$97.19	\$86.32	\$80.19	\$91.39	\$117.44	\$101.49	\$68.25
Florida Keys	\$240.08	\$200.08	\$152.08	\$90.87	\$152.71	\$204.44	\$194.71	\$200.15	\$263.95	\$327.41	\$303.24	\$226.00
Sarasota-Bradenton, FL	\$95.82	\$71.09	\$62.34	\$49.78	\$58.80	\$78.84	\$79.52	\$83.01	\$112.12	\$172.09	\$149.38	\$89.61
Key West, FL	\$273.50	\$242.72	\$196.20	\$111.36	\$170.19	\$213.02	\$243.38	\$232.76	\$294.80	\$367.03	\$358.55	\$271.05

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

Source 2019 AirDNA Market Summary Report

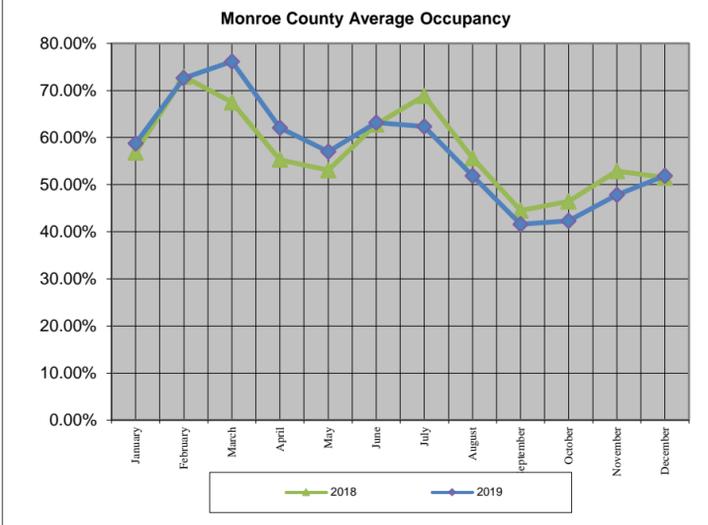
NUMBER OF AVAILABLE LISTINGS

	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%



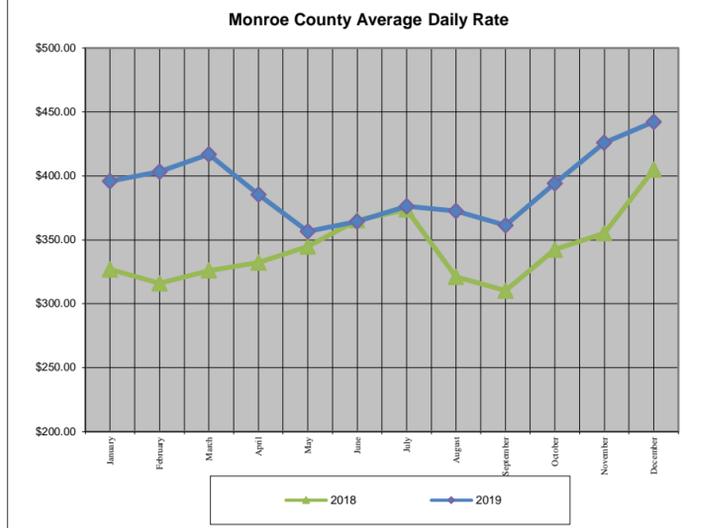
OCCUPANCY RATE

	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%



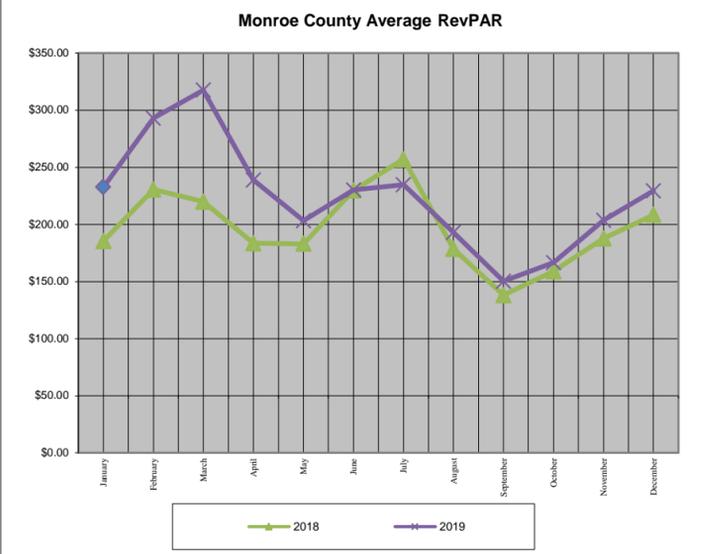
AVERAGE DAILY RATE

	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%

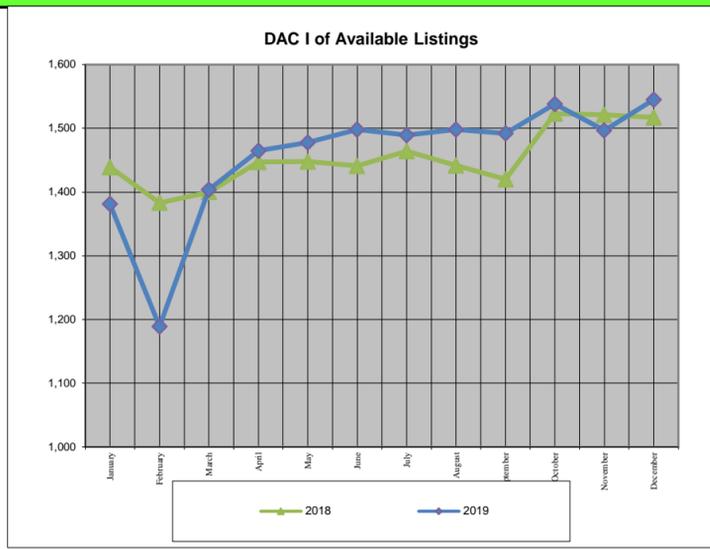


**HISTORIC TREND REPORT
AIRBNB**

**DAC I
1/22/2020**

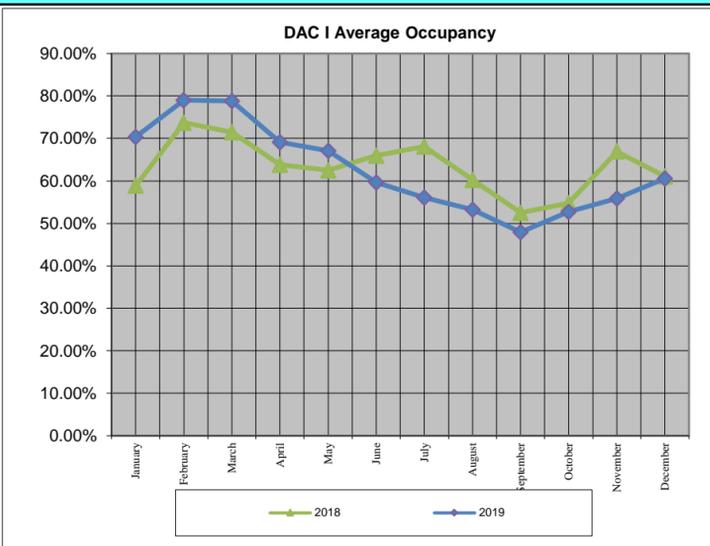
NUMBER OF AVAILABLE LISTINGS

	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%



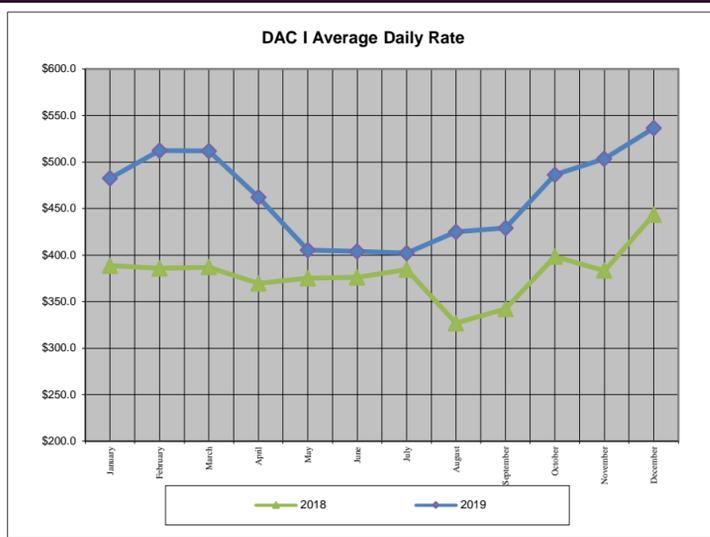
OCCUPANCY RATE

	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%



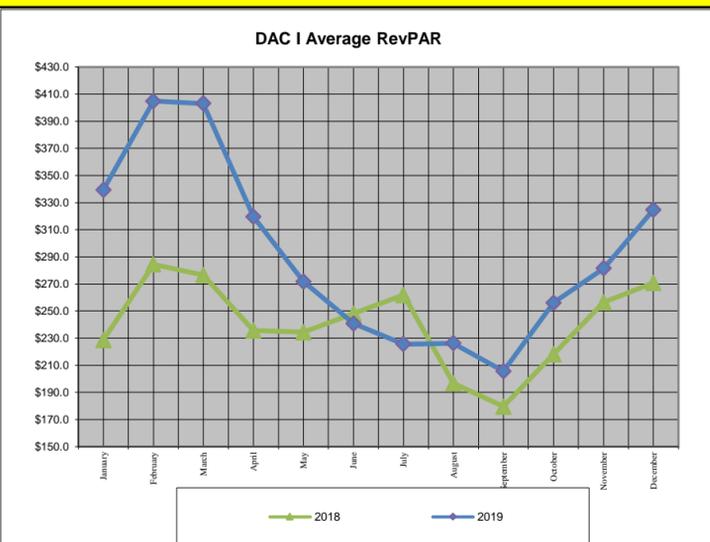
AVERAGE DAILY RATE

	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%



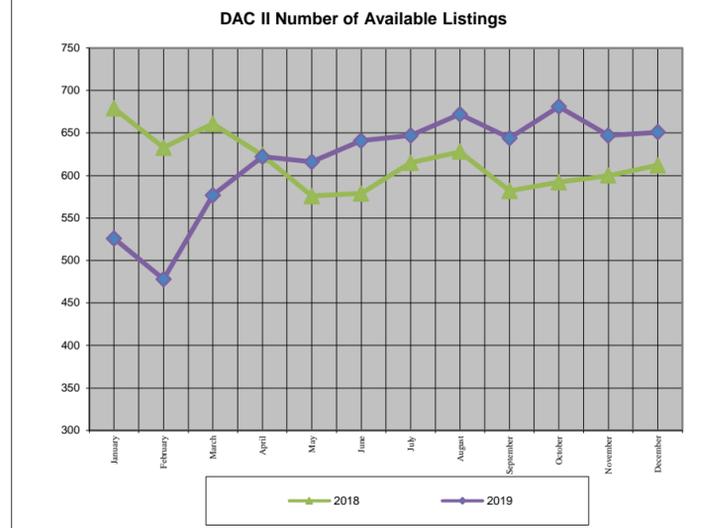
**HISTORIC TREND REPORT
AIRBNB**

**DAC II
1/22/2020**

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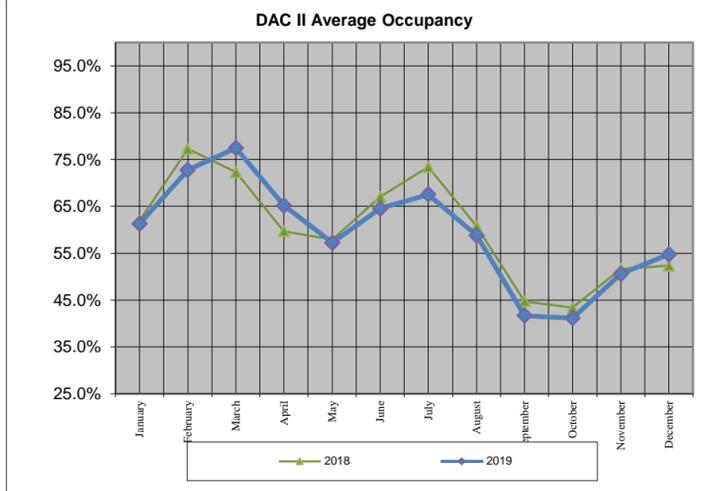
NUMBER OF AVAILABLE LISTINGS

	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%



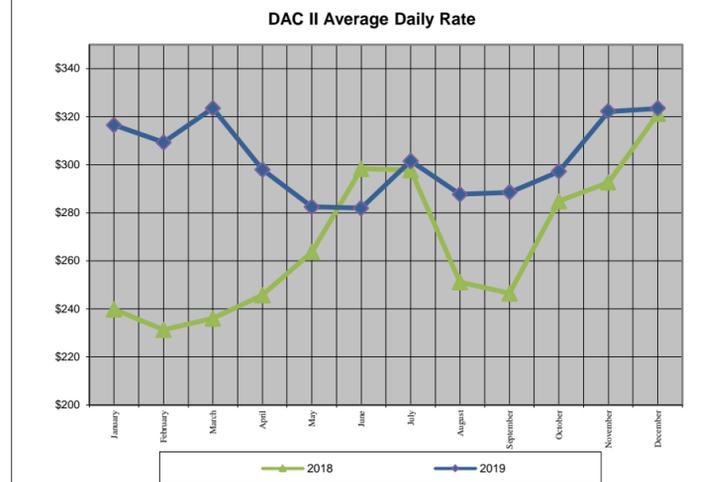
OCCUPANCY RATE

	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%



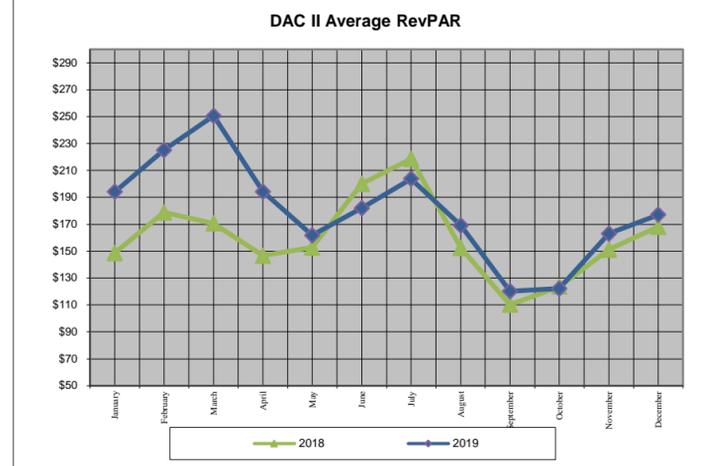
AVERAGE DAILY RATE

	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%



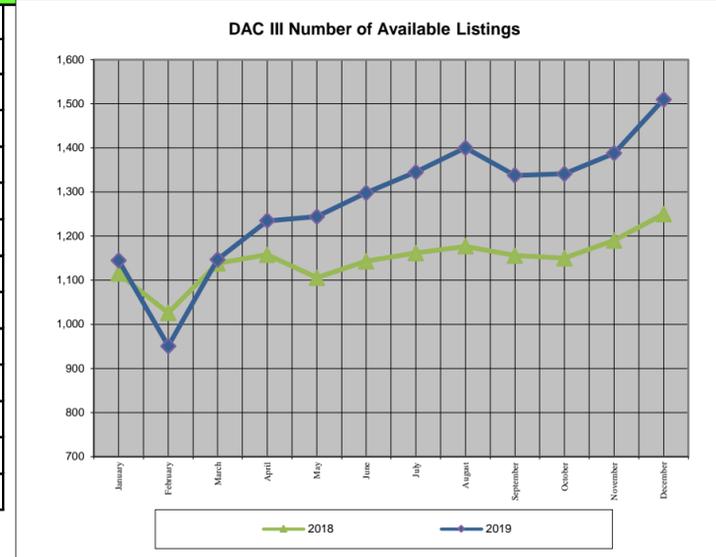
**HISTORIC TREND REPORT
AIRBNB**

**DAC III
1/22/2020**

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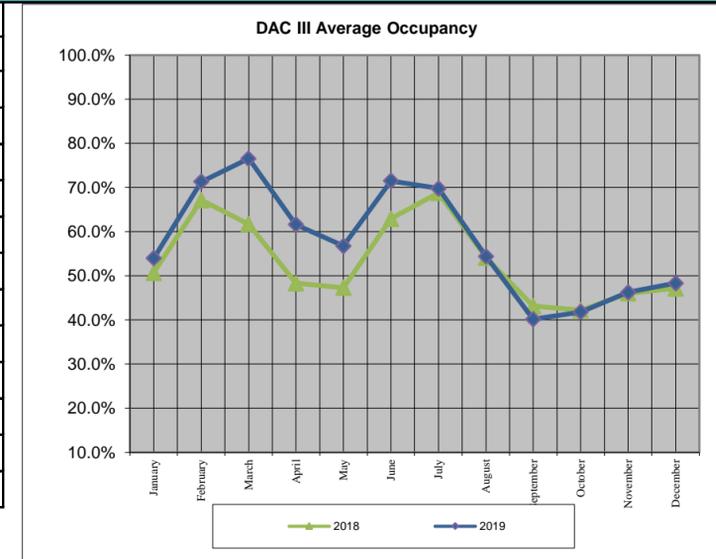
NUMBER OF AVAILABLE LISTINGS

	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%



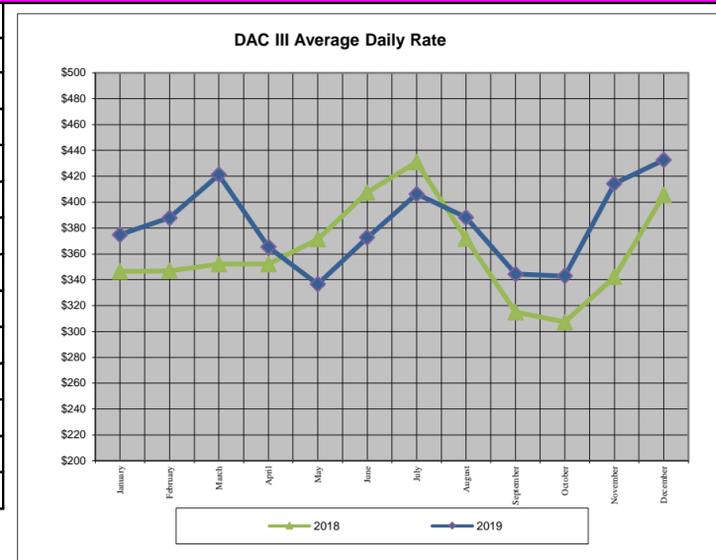
OCCUPANCY RATE

	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%



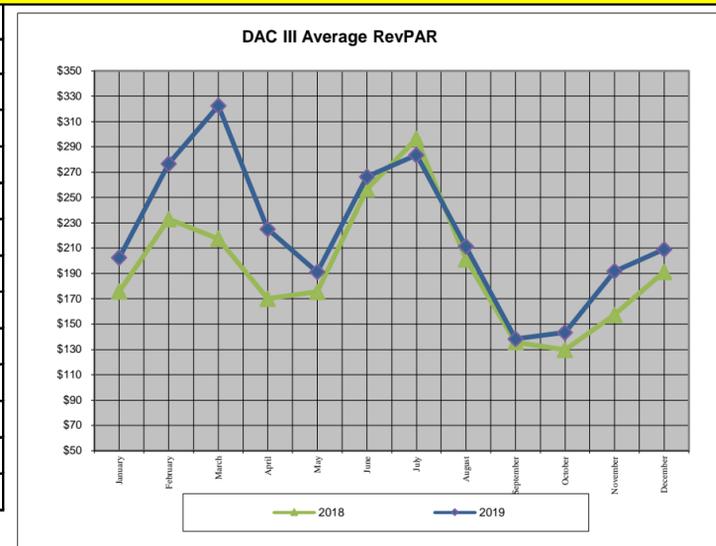
AVERAGE DAILY RATE

	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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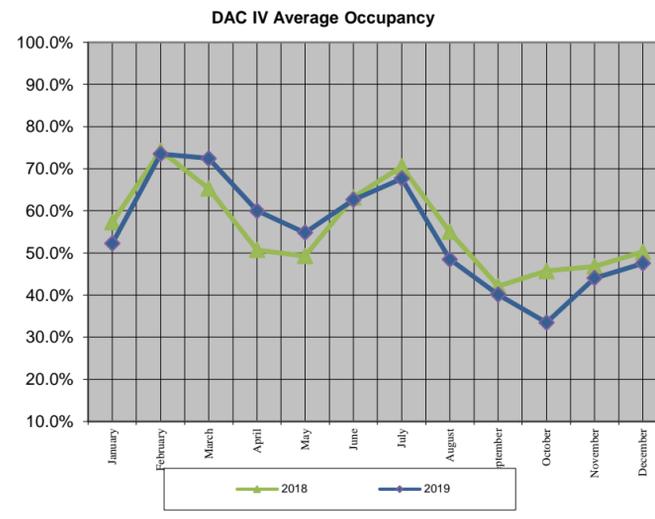
NUMBER OF AVAILABLE LISTINGS

	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%



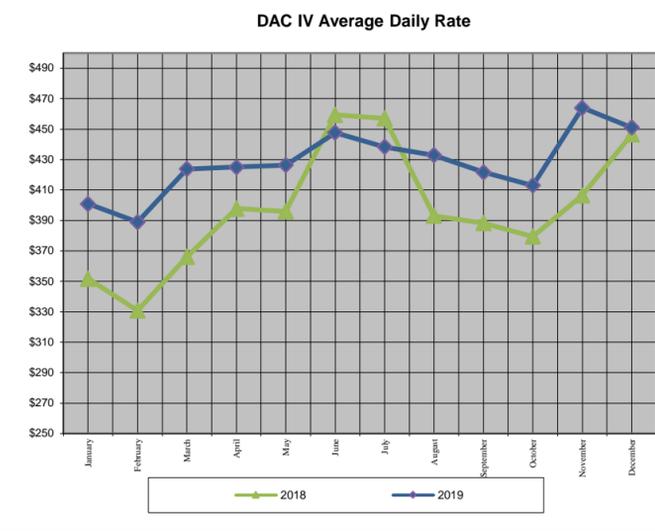
OCCUPANCY RATE

	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%



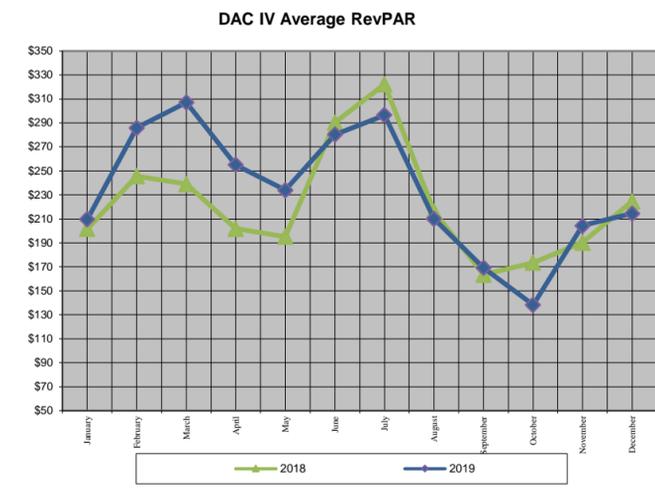
AVERAGE DAILY RATE

	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%



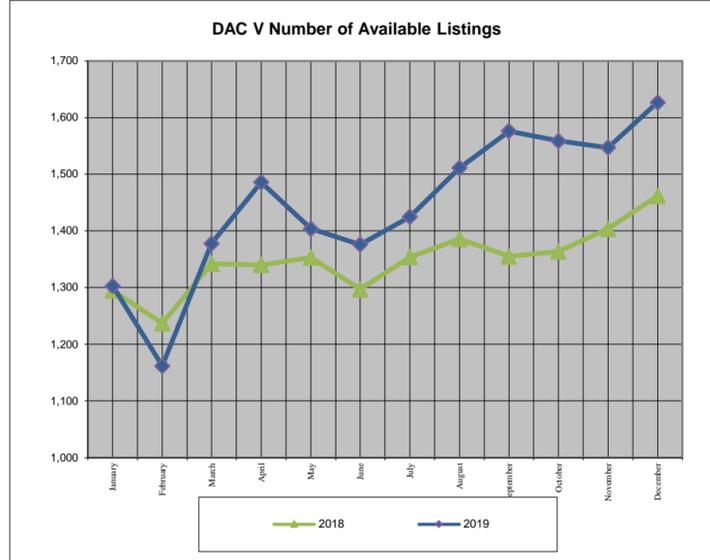
**HISTORIC TREND REPORT
AIRBNB**

**DAC V
1/22/2020**

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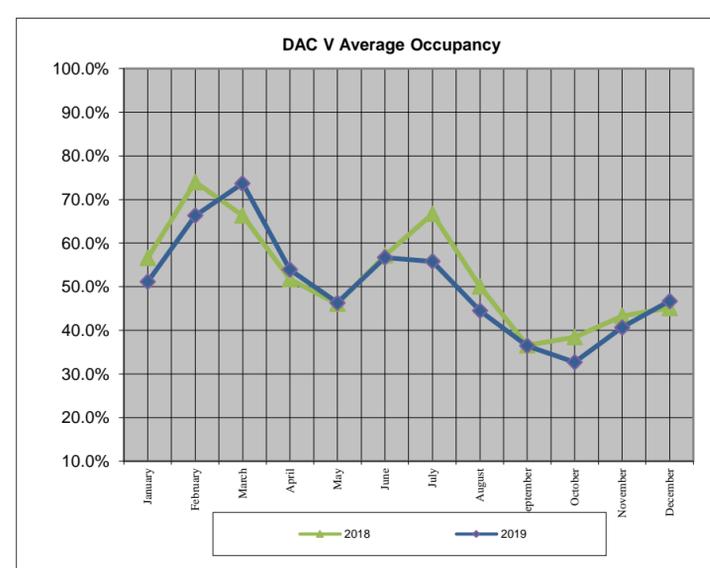
NUMBER OF AVAILABLE LISTINGS

	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%



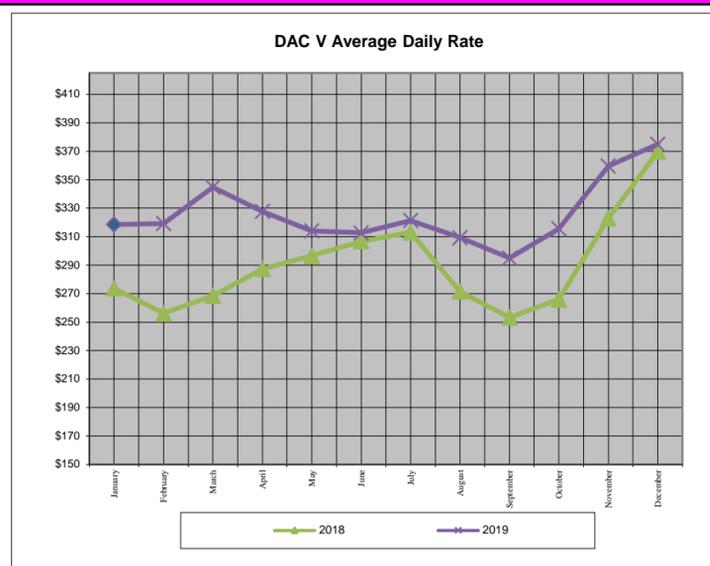
OCCUPANCY RATE

	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%



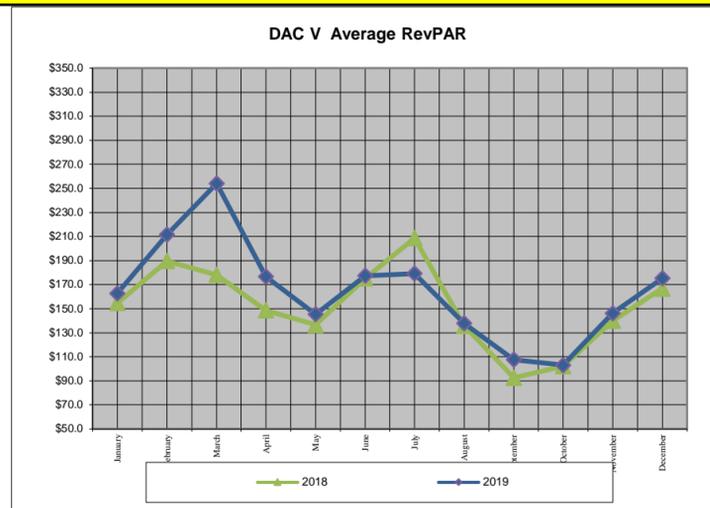
AVERAGE DAILY RATE

	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

ISLAMORADA
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

ISLAMORADA January 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	42	2	10	36	90	96.8%	184	85.2%
Vacation Rental	2	0	0	0	2	2.2%	7	3.2%
None	1	0	0	0	1	1.1%	19	8.8%
B&B/Guest House	0	0	0	0	0	0.0%	2	0.9%
Campground/RV	0	0	0	0	0	0.0%	4	1.9%
	45	2	10	36	93		216	
	48.4%	2.2%	10.8%	38.7%				

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

ISLAMORADA
January 2020

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	14	0	0	6	20	21.5%	48	22.2%
Internet	6	0	8	1	15	16.1%	26	12.0%
Do Not Know	12	0	0	3	15	16.1%	30	13.9%
Keys Business	1	0	0	2	3	3.2%	6	2.8%
TV Ad	2	0	0	0	2	2.2%	5	2.3%
TV Show/Story	2	0	0	0	2	2.2%	6	2.8%
Travel Agent	1	1	0	0	2	2.2%	2	0.9%
Magazine Article	1	0	0	0	1	1.1%	2	0.9%
Billboard	1	0	0	0	1	1.1%	1	0.5%
Magazine Ad	0	0	0	0	0	0.0%	3	1.4%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
TDC Website	0	0	0	0	0	0.0%	2	0.9%
Tourist Directory or Guide	0	0	0	0	0	0.0%	7	3.2%
Keys Chamber of Commerce	0	0	0	0	0	0.0%	1	0.5%
Directory Assistance	0	0	0	0	0	0.0%	2	0.9%
Other	0	0	0	0	0	0.0%	1	0.5%
	40	1	8	12	93		216	
	43.0%	1.1%	8.6%	12.9%				

INTERESTS

ISLAMORADA January 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	18	0	10	16	44	45.8%	94	38.2%
Water Sports	1	0	0	1	2	2.1%	5	2.0%
Boat Rentals	2	0	0	0	2	2.1%	4	1.6%
Fishing Deep Sea	1	0	0	0	1	1.0%	6	2.4%
Fishing Backcountry	1	0	0	0	1	1.0%	5	2.0%
Sailing	1	0	0	0	1	1.0%	2	0.8%
Kids/Family Vacations	1	0	0	0	1	1.0%	3	1.2%
Dining/Entertainment	0	0	0	1	1	1.0%	7	2.8%
Fishing Tournament	0	0	0	0	0	0.0%	0	0.0%
Diving	0	0	0	0	0	0.0%	3	1.2%
Snorkeling	0	0	0	0	0	0.0%	3	1.2%
Marinas	0	0	0	0	0	0.0%	6	2.4%
Wedding	0	0	0	0	0	0.0%	1	0.4%
Honeymoon	0	0	0	0	0	0.0%	0	0.0%
Relocation/Real Estate	0	0	0	0	0	0.0%	0	0.0%
Coupon Book	0	0	0	0	0	0.0%	1	0.4%
Guided Nature Tour	0	0	0	0	0	0.0%	0	0.0%
Cultural Events/Theatre/Music	0	0	0	0	0	0.0%	5	2.0%
Weather	0	0	0	0	0	0.0%	2	0.8%
None	0	0	0	0	0	0.0%	8	3.3%
	25	0	10	18	96		246	
	26.0%	0.0%	10.4%	18.8%				

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: 14
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 8
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 4
Average: 1

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 1
Maximum: 14
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 10
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 4
Average: 1

STATE**ISLAMORADA
January 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
NJ	6	0	0	2	8	12.9%	19	12.7%
MD	2	0	0	4	6	9.7%	11	7.3%
FL	2	0	0	3	5	8.1%	18	12.0%
VA	2	1	0	2	5	8.1%	6	4.0%
IL	2	0	1	1	4	6.5%	7	4.7%
IN	2	0	0	2	4	6.5%	5	3.3%
SC	3	0	1	0	4	6.5%	5	3.3%
WI	1	0	0	3	4	6.5%	6	4.0%
MN	0	0	0	3	3	4.8%	4	2.7%
AL	2	0	0	0	2	3.2%	2	1.3%
CT	1	0	0	1	2	3.2%	3	2.0%
NY	2	0	0	0	2	3.2%	14	9.3%
OH	1	1	0	0	2	3.2%	8	5.3%
CA	0	0	1	0	1	1.6%	3	2.0%
CO	0	0	1	0	1	1.6%	1	0.7%
GA	1	0	0	0	1	1.6%	4	2.7%
IA	0	0	1	0	1	1.6%	2	1.3%
LA	0	0	1	0	1	1.6%	1	0.7%
MA	0	0	0	1	1	1.6%	4	2.7%
MI	1	0	0	0	1	1.6%	2	1.3%
NC	0	0	0	1	1	1.6%	5	3.3%
PA	0	0	1	0	1	1.6%	7	4.7%
TN	0	0	1	0	1	1.6%	1	0.7%
TX	0	0	0	1	1	1.6%	2	1.3%
	28	2	8	24	62		150	
	45.2%	3.2%	12.9%	38.7%				

How do you plan to travel to the Keys?

**ISLAMORADA
January 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	34	2	9	9	54	58.1%	130	60.2%
Commercial Airline	5	0	0	1	6	6.5%	7	3.2%
Automobile	2	0	0	2	4	4.3%	16	7.4%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	3	1.4%
Motorcycle	0	0	0	0	0	0.0%	1	0.5%
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	0.5%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.5%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	0	0.0%
	41	2	9	12	93		216	
	44.1%	2.2%	9.7%	12.9%				

What month do you plan to travel?

ISLAMORADA January 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	20	0	1	27	48	51.6%	104	48.1%
February	9	1	1	3	14	15.1%	29	13.4%
March	7	1	2	4	14	15.1%	23	10.6%
April	4	0	4	2	10	10.8%	17	7.9%
June	3	0	1	0	4	4.3%	4	1.9%
May	2	0	1	0	3	3.2%	6	2.8%
January	0	0	0	0	0	0.0%	15	6.9%
July	0	0	0	0	0	0.0%	0	0.0%
August	0	0	0	0	0	0.0%	0	0.0%
September	0	0	0	0	0	0.0%	0	0.0%
October	0	0	0	0	0	0.0%	5	2.3%
November	0	0	0	0	0	0.0%	7	3.2%
December	0	0	0	0	0	0.0%	6	2.8%
	45	2	10	36	93		216	
	48.4%	2.2%	10.8%	38.7%				

TYPE OF CALLER**ISLAMORADA
January 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	44	2	10	17	73	78.5%	171	79.2%
Email	0	0	0	12	12	12.9%	24	11.1%
Unknown	0	0	0	4	4	4.3%	17	7.9%
Voice Mail	0	0	0	2	2	2.2%	2	0.9%
Postal Inquiry	1	0	0	1	2	2.2%	2	0.9%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	45	2	10	36	93		216	
	48.4%	2.2%	10.8%	38.7%				

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.

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

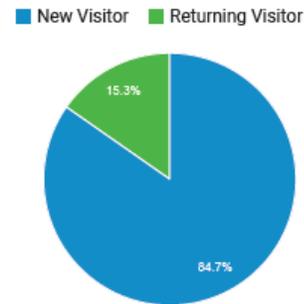
 All Users
100.00% Users

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%	



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

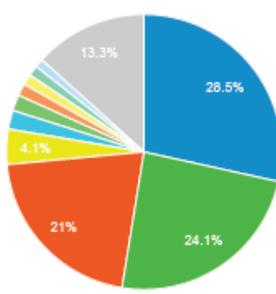
 All Users
 100.00% Users

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%	28.5%
2. google / organic	62,830	24.10%	24.1%
3. (direct) / (none)	54,682	20.98%	21%
4. google / cpc	10,783	4.14%	4.1%
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



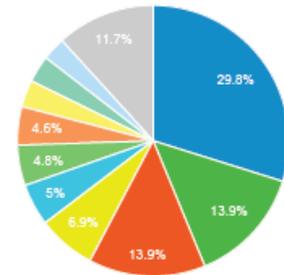
Page path level 1

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

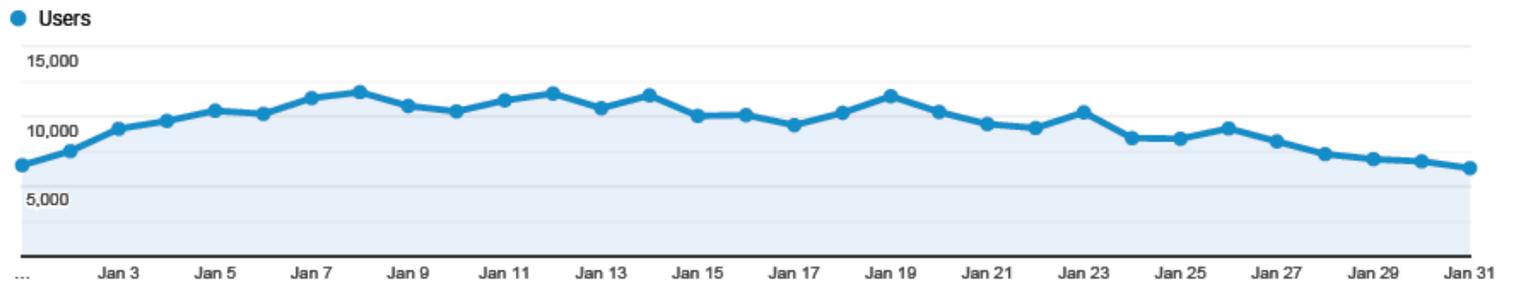
Overview

All Users
 100.00% Users

Jan 1, 2020 - Jan 31, 2020

Explorer

Summary



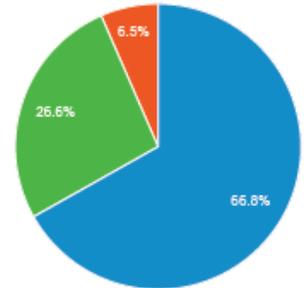
Device Category

Users

Users

Contribution to total:
 Users

Rank	Device Category	Users	% of Total
1.	mobile	169,703	66.84%
2.	desktop	67,611	26.63%
3.	tablet	16,574	6.53%

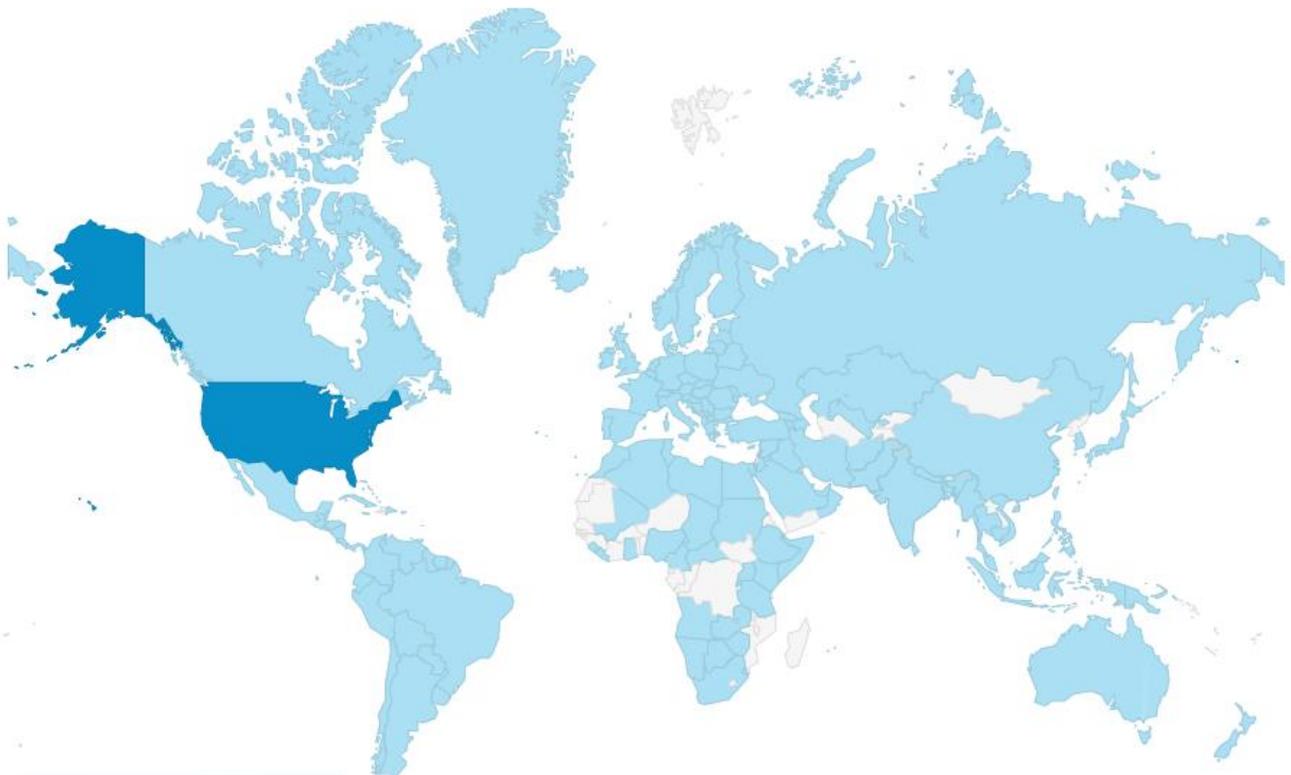


J.2. Geographic Data on Website Visitors

fla-keys.com



Google Analytics



05_DAC4_ISL_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
	19,900 % of Total: 100.00% (19,900)	22,312 % of Total: 100.00% (22,312)	1.91 Avg for View: 1.91 (0.00%)	00:01:23 Avg for View: 00:01:23 (0.00%)	77.12% Avg for View: 77.07% (0.07%)	60.13% Avg for View: 60.13% (0.00%)
1. United States	18,360 (92.29%)	20,595 (92.30%)	1.91	00:01:23	76.96%	60.32%
2. Canada	546 (2.74%)	596 (2.67%)	1.87	00:01:12	82.05%	54.70%
3. United Kingdom	330 (1.66%)	377 (1.69%)	1.90	00:01:12	78.25%	60.74%
4. France	150 (0.75%)	154 (0.69%)	2.16	00:00:41	90.91%	40.91%
5. Germany	83 (0.42%)	94 (0.42%)	1.95	00:01:38	73.40%	60.64%
6. Netherlands	32 (0.16%)	47 (0.21%)	1.68	00:00:38	57.45%	70.21%
7. Denmark	28 (0.14%)	31 (0.14%)	1.39	00:00:43	87.10%	67.74%
8. Norway	28 (0.14%)	31 (0.14%)	1.81	00:01:07	77.42%	51.61%
9. Italy	27 (0.14%)	27 (0.12%)	1.85	00:02:32	92.59%	59.26%
10. India	25 (0.13%)	27 (0.12%)	1.37	00:01:14	96.30%	74.07%
11. Sweden	23 (0.12%)	30 (0.13%)	2.00	00:01:01	63.33%	63.33%
12. (not set)	16 (0.08%)	17 (0.08%)	1.47	00:02:38	52.94%	64.71%
13. Brazil	15 (0.08%)	15 (0.07%)	1.47	00:02:38	80.00%	66.67%
14. Switzerland	14 (0.07%)	18 (0.08%)	1.83	00:01:03	66.67%	55.56%
15. Ireland	14 (0.07%)	15 (0.07%)	2.00	00:02:16	80.00%	73.33%
16. Austria	13 (0.07%)	13 (0.06%)	2.54	00:01:09	100.00%	53.85%
17. Mexico	12 (0.06%)	14 (0.06%)	3.21	00:04:59	78.57%	71.43%
18. Belgium	11 (0.06%)	13 (0.06%)	2.69	00:02:14	61.54%	30.77%
19. Australia	10 (0.05%)	15 (0.07%)	1.20	00:00:13	60.00%	80.00%
20. Spain	10 (0.05%)	11 (0.05%)	1.45	00:00:11	81.82%	63.64%
21. Argentina	8 (0.04%)	8 (0.04%)	1.88	00:01:33	87.50%	62.50%
22. Colombia	7 (0.04%)	7 (0.03%)	1.57	00:00:48	85.71%	71.43%
23. Finland	6 (0.03%)	9 (0.04%)	1.78	00:00:30	44.44%	55.56%
24. Hungary	5 (0.03%)	5 (0.02%)	2.00	00:00:25	80.00%	40.00%

25.	Poland	5 (0.03%)	5 (0.02%)	1.40	00:00:05	40.00%	80.00%
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05_DAC4_ISL_02_USA

ALL » COUNTRY: United States

Jan 1, 2020 - Jan 31, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	18,360 % of Total: 92.26% (19,900)	20,595 % of Total: 92.30% (22,312)	1.91 Avg for View: 1.91 (0.14%)	00:01:23 Avg for View: 00:01:23 (1.03%)	76.96% Avg for View: 77.07% (-0.14%)	60.32% Avg for View: 60.13% (0.31%)
1. Florida	2,528 (13.84%)	2,975 (14.45%)	1.96	00:01:32	73.78%	57.04%
2. New York	1,605 (8.79%)	1,766 (8.57%)	1.89	00:01:05	78.14%	62.00%
3. Illinois	1,160 (6.35%)	1,308 (6.35%)	1.87	00:01:10	76.83%	61.85%
4. Pennsylvania	1,094 (5.99%)	1,259 (6.11%)	1.89	00:01:32	74.90%	56.24%
5. Ohio	1,009 (5.53%)	1,179 (5.72%)	1.81	00:01:09	73.37%	62.51%
6. Michigan	811 (4.44%)	905 (4.39%)	2.12	00:01:40	75.47%	55.47%
7. New Jersey	779 (4.27%)	857 (4.16%)	1.94	00:01:31	79.23%	58.46%
8. California	732 (4.01%)	824 (4.00%)	1.54	00:00:39	80.46%	76.82%
9. North Carolina	718 (3.93%)	822 (3.99%)	1.94	00:01:37	76.28%	59.73%
10. Minnesota	717 (3.93%)	805 (3.91%)	2.03	00:01:42	74.66%	55.78%
11. Georgia	656 (3.59%)	729 (3.54%)	1.94	00:01:18	78.05%	59.26%
12. Massachusetts	609 (3.33%)	661 (3.21%)	1.96	00:01:24	80.03%	59.61%
13. Virginia	543 (2.97%)	602 (2.92%)	1.97	00:01:21	78.90%	59.47%
14. Texas	539 (2.95%)	585 (2.84%)	1.94	00:01:33	82.56%	62.05%
15. Wisconsin	385 (2.11%)	412 (2.00%)	2.08	00:01:31	80.58%	55.10%
16. Indiana	380 (2.08%)	444 (2.16%)	1.90	00:01:14	71.85%	63.29%
17. Maryland	363 (1.99%)	402 (1.95%)	1.80	00:01:28	78.11%	63.43%
18. Tennessee	344 (1.88%)	446 (2.17%)	1.93	00:01:28	66.59%	60.54%
19. Connecticut	289 (1.58%)	315 (1.53%)	1.89	00:01:24	80.00%	60.63%
20. Colorado	278 (1.52%)	319 (1.55%)	1.66	00:01:04	74.29%	67.08%
21. Washington	227 (1.24%)	248 (1.20%)	1.66	00:01:15	79.03%	75.81%
22. District of Columbia	217 (1.19%)	238 (1.16%)	1.80	00:01:10	75.21%	65.97%
23. Missouri	205 (1.12%)	236 (1.15%)	1.70	00:01:05	76.69%	63.14%

24.	South Carolina	198 (1.08%)	209 (1.01%)	2.12	00:01:54	86.12%	50.24%
25.	Kentucky	171 (0.94%)	185 (0.90%)	2.02	00:01:53	81.62%	61.62%
26.	Alabama	157 (0.86%)	172 (0.84%)	2.10	00:01:17	81.40%	54.07%
27.	New Hampshire	127 (0.70%)	138 (0.67%)	1.75	00:01:19	81.88%	63.04%
28.	Iowa	122 (0.67%)	135 (0.66%)	2.00	00:01:35	77.04%	58.52%
29.	Maine	103 (0.56%)	117 (0.57%)	2.05	00:02:14	76.07%	53.85%
30.	Oregon	102 (0.56%)	111 (0.54%)	1.51	00:00:36	81.98%	68.47%
31.	Delaware	94 (0.51%)	113 (0.55%)	2.08	00:01:40	69.91%	60.18%
32.	Kansas	93 (0.51%)	98 (0.48%)	2.62	00:02:09	91.84%	42.86%
33.	Nebraska	91 (0.50%)	102 (0.50%)	1.96	00:02:03	79.41%	58.82%
34.	Louisiana	80 (0.44%)	90 (0.44%)	2.41	00:02:21	81.11%	52.22%
35.	Arizona	75 (0.41%)	85 (0.41%)	1.82	00:01:58	76.47%	65.88%
36.	West Virginia	74 (0.41%)	80 (0.39%)	1.96	00:01:03	80.00%	57.50%
37.	Rhode Island	72 (0.39%)	76 (0.37%)	1.88	00:01:08	80.26%	53.95%
38.	Oklahoma	70 (0.38%)	80 (0.39%)	2.42	00:03:28	80.00%	40.00%
39.	Arkansas	61 (0.33%)	63 (0.31%)	2.00	00:01:21	85.71%	60.32%
40.	(not set)	49 (0.27%)	51 (0.25%)	1.16	00:00:09	94.12%	84.31%
41.	Utah	49 (0.27%)	52 (0.25%)	2.02	00:01:37	80.77%	61.54%
42.	Nevada	42 (0.23%)	44 (0.21%)	1.59	00:00:20	90.91%	77.27%
43.	Mississippi	38 (0.21%)	40 (0.19%)	2.30	00:02:17	80.00%	55.00%
44.	Vermont	36 (0.20%)	36 (0.17%)	2.17	00:01:17	91.67%	58.33%
45.	North Dakota	34 (0.19%)	37 (0.18%)	2.35	00:01:00	72.97%	62.16%
46.	South Dakota	28 (0.15%)	30 (0.15%)	1.93	00:01:53	83.33%	60.00%
47.	Wyoming	28 (0.15%)	30 (0.15%)	1.77	00:01:04	86.67%	76.67%
48.	Idaho	27 (0.15%)	28 (0.14%)	1.86	00:00:40	89.29%	75.00%
49.	New Mexico	19 (0.10%)	19 (0.09%)	1.74	00:00:57	84.21%	57.89%
50.	Montana	14 (0.08%)	16 (0.08%)	1.88	00:00:36	81.25%	56.25%

05_DAC4_ISL_03_FL

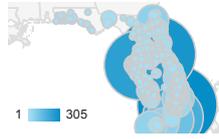
ALL » COUNTRY: United States » REGION: Florida

Jan 1, 2020 - Jan 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,528 % of Total: 12.70% (19,900)	2,975 % of Total: 13.33% (22,312)	1.96 Avg for View: 1.91 (2.46%)	00:01:32 Avg for View: 00:01:23 (11.45%)	73.78% Avg for View: 77.07% (-4.27%)	57.04% Avg for View: 60.13% (-5.13%)
1. Miami	305 (11.75%)	341 (11.46%)	1.83	00:01:23	73.90%	59.53%
2. Orlando	270 (10.40%)	319 (10.72%)	1.78	00:01:08	72.10%	63.95%
3. Tampa	234 (9.02%)	261 (8.77%)	2.00	00:01:21	73.56%	57.47%
4. Key Largo	184 (7.09%)	201 (6.76%)	1.97	00:01:47	74.13%	57.71%
5. Islamorada	111 (4.28%)	127 (4.27%)	1.69	00:00:58	70.87%	65.35%
6. Fort Lauderdale	53 (2.04%)	58 (1.95%)	1.83	00:01:56	77.59%	63.79%
7. (not set)	52 (2.00%)	56 (1.88%)	2.23	00:01:44	85.71%	44.64%
8. Jacksonville	52 (2.00%)	55 (1.85%)	1.93	00:01:32	85.45%	60.00%
9. Marathon	52 (2.00%)	61 (2.05%)	2.36	00:02:51	62.30%	50.82%
10. Key West	47 (1.81%)	64 (2.15%)	3.06	00:04:29	42.19%	51.56%
11. Miami Beach	30 (1.16%)	30 (1.01%)	2.13	00:01:00	90.00%	53.33%
12. Port St. Lucie	25 (0.96%)	28 (0.94%)	2.07	00:01:30	78.57%	50.00%
13. Boca Raton	21 (0.81%)	27 (0.91%)	1.67	00:00:35	70.37%	55.56%
14. Cape Coral	20 (0.77%)	24 (0.81%)	1.96	00:00:56	79.17%	75.00%
15. Pompano Beach	20 (0.77%)	20 (0.67%)	2.05	00:01:02	95.00%	55.00%
16. West Palm Beach	18 (0.69%)	37 (1.24%)	2.59	00:02:54	27.03%	35.14%
17. St. Petersburg	17 (0.66%)	20 (0.67%)	1.95	00:01:10	75.00%	45.00%
18. Deerfield Beach	16 (0.62%)	16 (0.54%)	1.75	00:00:25	87.50%	50.00%
19. Hollywood	16 (0.62%)	16 (0.54%)	2.31	00:00:54	87.50%	56.25%
20. Naples	16 (0.62%)	18 (0.61%)	1.39	00:00:10	77.78%	61.11%
21. Plantation	16 (0.62%)	17 (0.57%)	2.24	00:01:44	76.47%	41.18%
22. Clearwater	15 (0.58%)	16 (0.54%)	2.31	00:05:01	81.25%	62.50%
23. Homestead	15 (0.58%)	18 (0.61%)	1.56	00:01:32	61.11%	61.11%

24. Vero Beach	15 (0.58%)	17 (0.57%)	2.00	00:00:42	76.47%	47.06%
25. Gainesville	14 (0.54%)	15 (0.50%)	2.00	00:01:17	93.33%	60.00%
26. St. Augustine	14 (0.54%)	14 (0.47%)	1.93	00:01:18	92.86%	42.86%
27. Wellington	14 (0.54%)	17 (0.57%)	2.24	00:00:28	76.47%	52.94%
28. Tavernier	13 (0.50%)	15 (0.50%)	1.53	00:00:29	66.67%	73.33%
29. Davie	13 (0.50%)	13 (0.44%)	2.54	00:02:31	69.23%	61.54%
30. Miramar	13 (0.50%)	13 (0.44%)	2.77	00:02:36	84.62%	38.46%
31. Boynton Beach	12 (0.46%)	13 (0.44%)	1.92	00:00:31	84.62%	46.15%
32. Delray Beach	12 (0.46%)	15 (0.50%)	1.20	00:00:07	80.00%	73.33%
33. Jupiter	12 (0.46%)	14 (0.47%)	2.00	00:00:47	85.71%	57.14%
34. Palm Beach Gardens	12 (0.46%)	12 (0.40%)	1.50	00:00:08	100.00%	58.33%
35. Fort Myers	11 (0.42%)	13 (0.44%)	1.23	00:00:07	76.92%	76.92%
36. Cutler Bay	11 (0.42%)	11 (0.37%)	1.91	00:02:34	63.64%	36.36%
37. Daytona Beach	10 (0.39%)	11 (0.37%)	2.27	00:03:04	72.73%	18.18%
38. Hialeah	10 (0.39%)	10 (0.34%)	1.60	00:00:25	60.00%	60.00%
39. Melbourne	10 (0.39%)	11 (0.37%)	3.09	00:01:52	81.82%	18.18%
40. Palm Bay	10 (0.39%)	10 (0.34%)	2.40	00:00:55	100.00%	30.00%
41. Pembroke Pines	10 (0.39%)	10 (0.34%)	1.70	00:01:13	100.00%	70.00%
42. Tallahassee	10 (0.39%)	14 (0.47%)	2.36	00:03:08	64.29%	57.14%
43. Weston	10 (0.39%)	12 (0.40%)	1.83	00:00:28	75.00%	75.00%
44. Bonita Springs	9 (0.35%)	10 (0.34%)	1.40	00:00:25	80.00%	70.00%
45. Bradenton	9 (0.35%)	10 (0.34%)	2.00	00:00:35	90.00%	30.00%
46. Palm Coast	9 (0.35%)	9 (0.30%)	1.44	00:00:16	100.00%	55.56%
47. Palm Harbor	9 (0.35%)	12 (0.40%)	3.58	00:03:58	75.00%	41.67%
48. Port Orange	9 (0.35%)	10 (0.34%)	1.70	00:02:03	80.00%	50.00%
49. Summerland Key	9 (0.35%)	9 (0.30%)	1.00	00:00:00	88.89%	100.00%
50. Coral Gables	9 (0.35%)	9 (0.30%)	1.56	00:01:51	88.89%	66.67%

05_DAC4_ISL_04_can

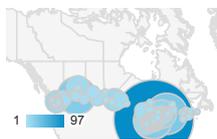
ALL » COUNTRY: Canada

Jan 1, 2020 - Jan 31, 2020

All Users
2.74% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	546 % of Total: 2.74% (19,900)	596 % of Total: 2.67% (22,312)	1.87 Avg for View: 1.91 (-1.98%)	00:01:12 Avg for View: 00:01:23 (-12.95%)	82.05% Avg for View: 77.07% (6.46%)	54.70% Avg for View: 60.13% (-9.03%)
1. Toronto	97 (17.64%)	106 (17.79%)	1.68	00:00:47	79.25%	66.04%
2. (not set)	31 (5.64%)	33 (5.54%)	1.73	00:01:09	87.88%	54.55%
3. Montreal	27 (4.91%)	29 (4.87%)	1.48	00:01:23	86.21%	62.07%
4. Mississauga	24 (4.36%)	25 (4.19%)	1.76	00:01:03	80.00%	52.00%
5. Calgary	23 (4.18%)	23 (3.86%)	1.35	00:00:46	91.30%	73.91%
6. Hamilton	22 (4.00%)	26 (4.36%)	2.27	00:01:20	69.23%	34.62%
7. Ottawa	14 (2.55%)	16 (2.68%)	1.94	00:01:08	81.25%	50.00%
8. Brampton	11 (2.00%)	12 (2.01%)	2.17	00:01:33	83.33%	41.67%
9. Vancouver	9 (1.64%)	9 (1.51%)	1.33	00:00:44	100.00%	66.67%
10. Winnipeg	9 (1.64%)	10 (1.68%)	2.10	00:02:55	80.00%	40.00%
11. Vaughan	9 (1.64%)	9 (1.51%)	2.00	00:00:38	88.89%	33.33%
12. Edmonton	7 (1.27%)	7 (1.17%)	2.43	00:01:18	100.00%	14.29%
13. Burlington	7 (1.27%)	9 (1.51%)	2.33	00:12:18	55.56%	55.56%
14. Oakville	7 (1.27%)	7 (1.17%)	1.71	00:00:14	85.71%	57.14%
15. Windsor	7 (1.27%)	7 (1.17%)	1.86	00:00:35	85.71%	42.86%
16. London	6 (1.09%)	6 (1.01%)	2.67	00:01:15	83.33%	33.33%
17. Oshawa	6 (1.09%)	6 (1.01%)	2.83	00:00:37	83.33%	33.33%
18. Surrey	5 (0.91%)	5 (0.84%)	1.20	00:00:03	80.00%	80.00%
19. Barrie	5 (0.91%)	5 (0.84%)	2.00	00:02:11	100.00%	60.00%
20. Caledon	5 (0.91%)	5 (0.84%)	2.00	00:00:43	60.00%	40.00%
21. Kenora	5 (0.91%)	5 (0.84%)	4.00	00:03:33	100.00%	40.00%
22. Kingston	5 (0.91%)	5 (0.84%)	1.80	00:00:31	100.00%	60.00%
23. Richmond Hill	5 (0.91%)	5 (0.84%)	1.80	00:00:29	80.00%	60.00%

24. Whitby	5 (0.91%)	5 (0.84%)	1.60	00:00:31	100.00%	40.00%
25. Gatineau	5 (0.91%)	5 (0.84%)	1.80	00:00:09	100.00%	80.00%

Rows 1 - 25 of 143

05_DAC4_ISL_05_UK

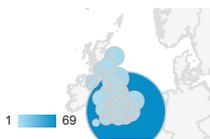
ALL » COUNTRY: United Kingdom

Jan 1, 2020 - Jan 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	330 % of Total: 1.66% (19,900)	377 % of Total: 1.69% (22,312)	1.90 Avg for View: 1.91 (-0.44%)	00:01:12 Avg for View: 00:01:23 (-13.28%)	78.25% Avg for View: 77.07% (1.53%)	60.74% Avg for View: 60.13% (1.02%)
1. London	69 (20.66%)	77 (20.42%)	1.66	00:00:59	79.22%	64.94%
2. (not set)	40 (11.98%)	45 (11.94%)	2.24	00:01:13	71.11%	55.56%
3. Bristol	6 (1.80%)	6 (1.59%)	2.67	00:00:49	83.33%	50.00%
4. Manchester	6 (1.80%)	6 (1.59%)	1.33	00:00:17	50.00%	66.67%
5. Newcastle upon Tyne	6 (1.80%)	7 (1.86%)	2.29	00:01:06	85.71%	57.14%
6. Aberdeen	5 (1.50%)	5 (1.33%)	1.40	00:00:03	100.00%	60.00%
7. Liverpool	4 (1.20%)	4 (1.06%)	1.25	00:00:04	50.00%	75.00%
8. Norwich	4 (1.20%)	4 (1.06%)	3.50	00:01:04	100.00%	50.00%
9. Stoke-on-Trent	4 (1.20%)	4 (1.06%)	1.00	00:00:00	75.00%	100.00%
10. Cannock	3 (0.90%)	3 (0.80%)	3.00	00:01:09	66.67%	0.00%
11. Chesham	3 (0.90%)	3 (0.80%)	1.00	00:00:00	66.67%	100.00%
12. Coventry	3 (0.90%)	3 (0.80%)	2.33	00:01:18	100.00%	66.67%
13. Crawley	3 (0.90%)	3 (0.80%)	3.00	00:02:38	100.00%	0.00%
14. Croydon	3 (0.90%)	4 (1.06%)	2.75	00:06:20	75.00%	50.00%
15. Doncaster	3 (0.90%)	3 (0.80%)	1.33	00:00:15	66.67%	66.67%
16. Leeds	3 (0.90%)	3 (0.80%)	2.67	00:00:34	100.00%	33.33%
17. Loughborough	3 (0.90%)	3 (0.80%)	1.00	00:00:00	100.00%	100.00%
18. Southampton	3 (0.90%)	3 (0.80%)	2.33	00:02:37	100.00%	33.33%
19. Edinburgh	3 (0.90%)	3 (0.80%)	2.67	00:01:55	66.67%	33.33%
20. Glasgow	3 (0.90%)	4 (1.06%)	2.00	00:00:57	50.00%	75.00%
21. Pwllheli	3 (0.90%)	4 (1.06%)	2.25	00:00:46	75.00%	75.00%
22. Wrexham	3 (0.90%)	3 (0.80%)	2.00	00:00:09	100.00%	33.33%
23. Totton	3 (0.90%)	4 (1.06%)	1.00	00:00:00	75.00%	100.00%

24. Ashford	2 (0.60%)	3 (0.80%)	1.67	00:00:13	66.67%	33.33%
25. Birmingham	2 (0.60%)	2 (0.53%)	2.00	00:13:27	100.00%	0.00%

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 IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Extension to Agreement with Florida Keys History and Discovery Foundation, Inc. for the Interactive Exhibit Project**

The District IV Advisory Committee at your meeting of June 25, 2019 moved approval to fund the Florida Keys History and Discovery Foundation, Inc. in an amount not to exceed \$9,210 for the Interactive Exhibit project to be completed by September 30, 2020,

Attached is a request from the Florida Keys History and Discovery Foundation to extend the completion date of the project to January 31, 2021. A copy of the revised Project Summary Sheet is attached as a FYI.

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

Ammie Machan

Subject: FW: TDC Contracts Expiring Soon

From: Jill Miranda Baker [<mailto:executivedirector@keysdiscovery.com>]

Sent: Friday, January 31, 2020 12:53 PM

To: Pacini-Maxine

Subject: RE: TDC Contracts Expiring Soon

...

CAUTION: This email originated from outside of the County. Whether you know the sender or not, do not click links or open attachments you were not expecting.

Maxine,

We would like to request an extension to 01/31/2021 for the Interactive Museum Exhibit Improvement. Thank you, Jill

Jill Miranda Baker

Executive Director

Keys History & Discovery Center

Florida Keys History & Discovery Foundation

P.O. Box 1124

82100 Overseas Highway

Islamorada, FL 33036

Office: 305-922-2237

executivedirector@keysdiscovery.com

www.keysdiscovery.com



The Florida Keys History and Discovery Foundation's mission is to support a world-class history and discovery center that accurately reflects our Florida Keys in a multifaceted and interactive environment.

From: Pacini-Maxine <Pacini-Maxine@MonroeCounty-FL.Gov>

Sent: Monday, January 27, 2020 10:50 AM

To: executivedirector@keysdiscovery.com

Subject: TDC Contracts Expiring Soon

Dear Jill Miranda Baker,

Re: TDC Contract ID#: 2323: History and Discovery Interactive Museum Exhibit Improvement in the amount of \$9210

I am in the beginning stages of preparing next year's budget and am contacting you to confirm that your project will be complete by the expiration date of **9/30/2020?**

If you feel that you may not complete your project on time, and may need an extension, please give either myself or Ammie a call and we can discuss options with you.

Please respond to this email by Friday, January 31st, 2020 with your initial thoughts on the completion of your project.

Looking forward to hearing from you soon....

Maxine Pacini

TDC Office Manager

(305) 296-1552

TDC Capital Project Summary Sheet

Revised

Project ID#:	2323
Project Line Item #:	120-70040-530340-T200-N09-X-530340

Name of Project:	History and Discovery Interactive Museum Exhibit Improvements	District Funding Project:	IV
Funding Category:	Museum	Fiscal Year Funded:	2020
Name of Project Manager:	Jill Miranda Baker	Amount Funded by TDC:	\$9,210
Telephone Number:	305-922-2237	Date of DAC Approval:	6/25/2019 - Original
Email Address:	Executivedirector@keysdiscovery.com	Date of TDC Approval:	7/20/2019 - Original
		Revised Completion Date:	3/31/2021

Scope of Services to Be Completed and Submitted for Reimbursement No Later than March 31, 2021:	
Materials, equipment and labor required to: <ul style="list-style-type: none"> • Purchase, Install and Configure/Calibrate approx. 9 mini interactive display system computers • Purchase and permanently install approx. 9 battery back ups • Install customized enclosure for mini interactive display systems and battery back ups 	
Total Cost: \$ 12,280	TDC Cost: \$9,210

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

Signature of TDC Office Manager: _____

Signature of TDC Director: _____

This page to be completed and signed by the President of the Entity Receiving Funding

- The project work described in Scope of Services on page 1 must commence within the fiscal year funded which is October 1, 2019 to September 30, 2020. Proof that the project commenced within the fiscal year funded may be requested by the Tourist Development Council (TDC) administrative office.
- I will complete the project and submit for reimbursement prior to completion date listed on page 1.
- I understand that I must pay 100% of the project cost up front to the entity completing work and show proof of same before receiving a 75% reimbursement from the (TDC). Reimbursement request must show that **Florida Keys History and Discovery Foundation, Inc.** has paid in full for materials and services relating to the segment prior to seeking the 75% (seventy five percent) reimbursement from TDC/Board of County Commissioners (BOCC). The BOCC and the TDC assume no liability to fund this grant for an amount in excess of this award. Monroe County's performance and obligation to pay under this grant is contingent upon an annual appropriation by the BOCC.
- If my total project TDC reimbursement cost is between \$3,500 and \$19,999.99 I will submit three (3) quotes for the work completed or a notarized statement as to why three quotes were not available and the entity completing the work was the only one able to do so.
- I will submit before and after pictures of the completed project with my reimbursement submission.
- I will permanently display and maintain at Grantee's expense, public acknowledgement of the support of the Monroe County Tourist Development Council in a publicly prominent area of the facility in the following form: "This project was made possible with the financial support of the Monroe County Tourist Development Council." A photograph of said acknowledgment shall be provided with the final request for reimbursement.
- Florida Keys History and Discovery Foundation, Inc.** agrees to operate this facility for tourist-related purposes and understands that if at any time **Florida Keys History and Discovery Foundation, Inc.** : (a) elects to stop the project or otherwise decide not to place into service for tourist-related purposes the facility acquired, constructed, or renovated with tourist development tax funding, (b) demolishes the project facility or divests itself of ownership or possession of the real property, or (c) ceases the use of the property with a primary purpose of promoting tourism, **Florida Keys History and Discovery Foundation, Inc.** shall, pursuant to the formula set forth hereafter, refund to the County the Tourist Development funding. This provision shall survive the completion date of all other provisions of this project for a period of ten years. Should the demolition, transfer of ownership, or change to a non-tourist related purpose occur after the facility has been used for tourist-related purposes for at least three (3) years, the amount of refund shall be pro-rated based on a useful life of ten (10) years.

President's Name Typed

President's Signature

Sworn to and subscribed before me this _____ day of _____, _____, and _____ known to be the
20__ personally appeared _____, _____ persons named in and who executed the foregoing document.

DATE: February 13, 2020
TO: District IV 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.

<p>Islamorada Half Marathon, 10k & Beach 'N Beer Mile Islamorada Running Company LLC <i>Event contacted – No Review submitted.</i></p>	<p>12/5/2019 – 12/8/2019</p>	<p>Destination</p>	<p>\$15,000</p>
<p>Uncorked – Key Largo & Islamorada Food & Wine Festival Key Largo Merchants Association, Inc. <i>Report attached</i></p>	<p>1/9/2020 – 1/19/2020</p>	<p>Turnkey</p>	<p>\$20,000</p>

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.

<p>Florida Keys Island Fest - 29th Annual Islamorada Chamber of Commerce, Inc.</p>	<p>3/28/2020 – 3/29/2020</p>	<p>Destination</p>	<p>\$15,000</p>
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EVENT NAME: Uncorked -The Key Largo & Islamorada Food & Wine Festival
 EVENT WEBSITE ADDRESS: www.FloridaKeysUncorked.com
 DATE(S) OF EVENT: January 9th to 19th 2020

1. What was the primary purpose of your event?

- To draw out-of-county visitors to the destination and put "Heads in Beds".
- To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 6380

3. How many room nights were provided to this district? **Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>5810</u>
b. How many visitors to a room?	b. <u>2.20</u>
c. How many nights will the visitors stay?	c. <u>3</u>
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>7922</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Ticket Sales from last event
- Registrations from last event
- Crowd photos from last event
- Police crowd estimate from last event
- Survey of attendees from last event
- Other, please specify

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Results of online surveys and questionnaires of attendees

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

No, used traditional print media and digital newspapers to market the event and The Florida Keys

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

2019 was an amazing year for this event. We worked to gather more pre-fix menu restuarauts so diners would have options during their entire stay in the keys and could participate in the event without having to attend a special event type of dinner. For the out of town guests, this was a huge plus as they enjoy the pre-fix menus and dining options. The grand tasting was a huge success with another record crowd. Over 17,000 people have watched the facebook live feed that Andy Newmand & Robert Stoky did from the event as well.

Many of the weekday events were at or close to capacity as we added more weekday events that guests have been asking for -ie...cooking classes and wine education events.

Our major markets for 2020 were: South Florida, New York, Georgia, and New Jersey. We also had more foreign guests than we have had in previous years from the UK and Agrentina.

EXHIBIT A-3

NUMBER OF ROOM NIGHTS ANTICIPATED FOR EVENT

Events are scored based on ability to attract out-of-County visitors to the district in which funding is applied. For the event year in which this application refers, provide the room nights your event is anticipated to generate for **this district only** according to your selection in A-1. In other words, if you indicated your event’s primary purpose is to “draw out-of-county visitors”, how many room nights do you anticipate you will draw? If you indicated your event is “to enhance the experience for visitors already here”, how many room nights would be influenced by visitors who attend your event? Next, indicate how you arrived at that figure.

Room Nights

I. Formula to calculate **room nights to this district** (*Total Room Nights will calculate automatically upon pressing the tab key on your key board or answering the next question):

a. How many out of County visitors to this district?	a. <u>3000</u>
b. How many visitors to a room? (Note: avg. is 3)	b. <u>2.30</u>
c. How many nights will the visitors stay?	c. <u>3.0</u>
d. Calculate: Room Nights = (a/b) x c Divide line a by line b. Then multiple by line c	*Room Nights: <u>3913</u>

Method used to estimate out-of-county visitors entered above (a): Check all that apply.

- Capacity of venue(s)
- Registrations from last event
- Police crowd estimate from last event
- Ticket Sales from last event
- Crowd photos from last event
- Survey of attendees from last event
- Other, please specify _____

(Attach results of survey)

Method used to estimate number of nights out-of-County visitors will stay (c): Check one.

- Based on length of event
- Based on survey from last event (**Attach results of survey**)
- Other, please specify _____

Attach, as **Exhibit A-4**, a narrative/plan on how the actual number of out-of-County visitors and number of room nights will be determined for this event.

Applicant shall be scored on the combination of Exhibits A-1 (Primary Purpose of event); A-2 (Event Itinerary), A-3 (Number of Room Nights) and A-4 (Plan)

1 2 3 4 5 6 7 8 9 10