

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL TUESDAY, APRIL 28, 2020, 10:00 A.M.

<https://us04web.zoom.us/j/538729339> Meeting ID 538 729 339

It is recommended that TDC/DAC members, Staff and Agencies sign into their Zoom account and access the meeting with the above link

The meeting may also be accessed:

By joining the Zoom Meeting via one tap mobile:

+19292056099,,538729339# US (New York)

+13126266799,,538729339# US (Chicago)

By joining the Zoom Meeting via phone by dialing from your location any of the following numbers and entering the meeting ID:

+1 929 205 6099 US (New York)

+1 312 626 6799 US (Chicago)

+1 301 715 8592 US

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US

Meeting ID: 538 729 339

*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. **Mission Statement**

D. 1. Additions to and Approval of the Agenda

E. **Approval of the Minutes**

1. February 4, 2020 Regular Meeting Minutes

BULK APPROVALS (Recommended Bulk Items are **BOLD**)

F. **Budget**

1. Four Penny Revenue Report

2. Consideration and Action re: FY 2021 Strategic Budget Plan

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 Marketing Report – FYI

5. Presentation: COVID-19 Response Strategy

H. **Film Commission**

1. Status Report

- I. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
 - 3. Presentation: Current PR

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

- K. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
 - 4. Discussion: COVID-19 Research Data

- L. **Administrative**
 - 1. Status Report
 - 2. Director's Report
 - 3. Operations Manual Update - FYI

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

- N. **TDC Related Items**
 - 1. Consideration and Action re: Selection/Contract Negotiation Committee for Website and Digital Service Provider Request for Proposals (RFP)
 - 2. Consideration and Action re: TDC Community Outreach Action Plan
 - 3. Consideration and Action re: Revised Schedule for Capital Project Funding Applications
 - 4. Consideration and Action re: Revised Schedule for Event Funding Applications
 - 5. Discussion re: Mr. Bob Eadie, Director of Monroe County Health Department

- O. **District Advisory Committee Items**
 - 1. **District I**
 - a). DAC I December 4, 2019 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Restroom Phase I Project
 - c). Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Sand Renourishment Project
 - d). Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Outbuilding and Fencing Project
 - e). Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Ticket Counter HVAC Project
 - f). Consideration and Action re: Extension to Agreement with MCBOCC for the East Martello Drainage and Parking Phase I Project
 - g). Consideration and Action re: Extension to Agreement with MCBOCC for the West Martello Air Conditioning, Windows and Doors Project
 - h). Consideration and Action re: Extension to Agreement with City of Key West for the Rest Beach Enhancements Project
 - 2. **District II**
 - a). DAC II January 7, 2020 Regular Meeting Minutes – FYI
 - 3. **District III**

- a). DAC III December 4, 2019 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Reroofing Tender and Foremans Quarters Project
- c). Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Sprinkler Phase 1A Reapplication Project
- d). Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Additional Fire Sprinkler Phase 1B Project

4. **District IV**

- a). DAC IV December 3, 2019 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Extension to Agreement with Florida Keys History and Discovery Foundation, Inc. for the Interactive Exhibit Project
- c). Consideration and Action re: Mr. John Harrison/Tourist Related Representative
- d). Consideration and Action re: Ms. Kris Gustinger/Lodging Representative

5. **District V**

- a). DAC V December 3, 2019 Regular Meeting Minutes – FYI
- b). Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Parking Lot Phase II Project
- c). Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Restroom Phase II Project

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
- 2. Consideration and Action: re: Mr. Dan Dawson District V Dive Representative

S. **Public/Industry Input**

T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council
 Convene meeting as Visit Florida Keys

U. **Visit Florida Keys**

- 1. Consideration and Action re: Visit Florida Keys portion of the February 4, 2020 meeting minutes

Adjourn the meeting of Visit Florida Keys

Agenda Item #

E.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: February 4, 2020 Regular Meeting Minutes

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Monroe County Tourist Development Council Meeting

The February 4, 2020 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., at the Courtyard Marriott in Marathon.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

TDC Members Absent Were: Mayor Heather Carruthers (1st absence in Fiscal Year), Mayor Teri Johnston (1st absence in Fiscal Year), Mr. Timothy Root (2nd absence in a row)

District Advisory Committee Chairpersons/Representatives Present Were: Ms. Piper Smith (DAC I), Mr. Henry Hamilton (DAC II), Mr. John Harrison (DAC IV) and Ms. Peg Laron (DAC V)

District Advisory Committee Chairpersons Absent Were: Ms. Vicki Tashjian (DAC III)

Agencies Present Were: Mr. John Underwood and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Ms. Julie Botteri and Ms. Carol Shaughnessy - 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, Ms. Maxine Pacini and Ms. Ammie Machan

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

Approval of the Minutes: **Mr. Bernardin moved approval of the December 18, 2019 TDC meeting minutes as presented, Ms. Tippett seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Ms. Schmidt 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
 - 2.** Consideration and Action re: Sales Resolution
- 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.** Government in the Sunshine/Ethics and Public Relations Information – FYI
 - 4.** Annual Report - FYI
- M. **Website**
 - 1.** Website Status Report

- N. **TDC Items**
- 1.** Consideration and Action re: Permission to Advertise FY 2021 Destination/Turnkey Event Funding Application
 - 2.** Consideration and Action re: Permission to Advertise FY 2021 Capital Project Funding Application
 - 3.** Consideration and Action re: Permission to Advertise Website and Digital Services Provider RFP
- O. **District Advisory Committee Items**
1. **District I**
 - a).** DAC I Regular Meeting Minutes – FYI
 2. **District II**
 - a).** DAC II December 3, 2019 Regular Meeting Minutes – FYI
 - b).** Consideration and Action re: Funding Monroe County for the Lower Keys Scenic Highway Viewing Area Nature Center
 3. **District III**
 - a).** DAC III Regular Meeting Minutes – FYI
 4. **District IV**
 - a).** DAC IV Regular Meeting Minutes – FYI
 5. **District V**
 - a).** DAC V 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

Ms. Tippett seconded. Motion passed unanimously.

Presentation: Winter Media: Mr. Eric Gitlin presented an overview of the Winter Media Campaign in an amount of \$9,545,802 to run January – March with a focus on sustainability. Markets for the Winter Campaign included both the National and International markets and key feeder markets such as New York, Chicago, Boston, Philadelphia, Washington DC as well as other top markets such as Detroit, Dallas-Ft. Worth, Atlanta, Minneapolis-St. Paul and Charlotte.

Mr. Gitlin stated that television accounted for just over 50% of the campaign and included spots on National cable television networks such as CNN, HGTV, MSNBC, TLC, and National Geographic channels. Addressable TV was utilized in the New York market to target households between the ages of 35-64 with a \$150K+ household income. He stated that spot market television ads will run in all of the destination's top markets in the early news and prime access time spots. Mr. Gitlin showed the spot "Twisted" which will run in the New York market to promote direct flights into Key West airport.

Digital marketing accounted for 34% of the campaign and in addition to the destinations regular target market this effort will target travel intenders and niche markets. Digital efforts included :15 second pre roll videos, banner and interactive banners, e-newsletters, custom native content, and social media sponsored posts. Mr. Gitlin stated that :15 second pre-roll ads were utilized to retarget "cord cutters" or those who view programming on smart TV's. Mr. Gitlin showed samples of e-newsletters from Lonely Planet, The Knot/Wedding Wire, Travel Spike, Saltwater Sportsman, Chicago Tribune and Boston.com. Mr. Gitlin stated that using a service called Adara, visitors with confirmed hotel and air reservations to Miami during the week leading up to the Superbowl were retargeted with advertisements to promote a pre or post Super Bowl trip to the Keys. Samples of interactive mobile banners, custom video banners and sponsored social media posts on both Facebook and Instagram were shown. Mr. Gitlin showed several samples of Native Content which focused on sustainability.

Mr. Gitlin stated that print advertisements are a way to reach niche markets such as travel enthusiasts, divers, fishermen, and the epicurean traveler. Samples of print ads were shown. Out of Home efforts included a campaign in the Newark airport and the Dallas market to promote direct flights to Key West airport. International markets include Canada, Germany, France, the UK and Scandinavia and included both digital and print efforts. Mr. Gitlin stated that added value for the winter campaign was estimated to be \$635,000 and included negotiated rates on all media, sponsorship mentions, free e-newsletters and video/banner impressions and upgraded ads at no additional cost.

Consideration and Action re: 5 Year Strategic Plan: Ms. Stacey Mitchell provided a comprehensive overview of the 5 Year Strategic Plan, outlining the objectives and goals and the strategies that will be used to achieve them. She stated that reporting on the status of the objective and goals will be provided within the TDC meeting packets at various times throughout the year.

Ms. Rita Irwin commented that the objectives and goals listed within the plan are items that are often talked about and applauded the efforts to organize and formalize these points into a strategic plan.

Mr. Fernandez moved approval of the 5 Year Strategic Plan as submitted, Mr. Bernardin seconded. Motion passed unanimously.

Public/Industry Input: Ms. Irwin stated that she had been attending the County's Transportation Working Group representing the TDC and provided a brief update.

General Discussion: Ms. Mitchell provided an update on coronavirus, stating that after discussion with NewmanPR, our marketing efforts/social media campaign to the Chinese market had been suspended at this time. She stated that the situation would be monitored, and updates provided to the Board when necessary.

There being no further business, the meeting was adjourned at 11:05 a.m.

Visit Florida Keys Meeting

The February 4, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 11:05 a.m. at the Courtyard Marriott, Marathon.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippet

TDC Members Absent Were: Mayor Heather Carruthers, Mayor Teri Johnston, Mr. Timothy Root,

Approval of Agenda Bulk Items: Ms. Tippet moved approval of the following bulk items:

U. **Visit Florida Keys**

- 1.** Consideration and Action re: Visit Florida Keys portion of the December 18, 2019 meeting minutes
- 2.** Consideration and Action re: TDC 401(k) Hardship Amendment and Adopting of Resolution

Ms. Schmidt seconded, motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:06 p.m.

Agenda Item #

F.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Four Penny Revenue Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

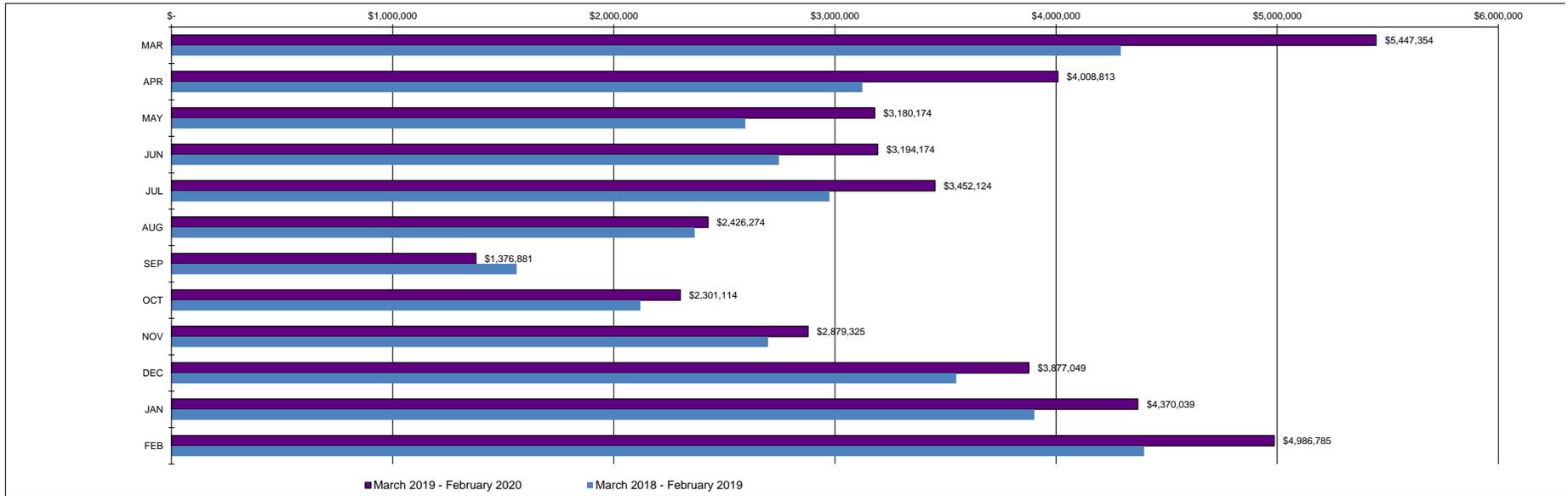
REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020



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%	55.90%	55.93%	54.23%	59.17%	54.11%	55.03%
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%	6.57%	6.15%	6.32%	6.38%
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%	15.08%
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%	7.39%	9.83%	9.45%
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%	14.31%	13.85%	14.06%
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	\$ 1,422,453.71	\$ 59,558.04	5.4%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,652,628.65	\$ (20,179.64)	-1.5%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,736.24	\$ 2,045,964.30	\$ 45,228.06	2.8%	DECEMBER
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,891.17	\$ 2,371,307.72	\$ 176,416.55	9.7%	JANUARY
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,362.94	\$ 2,640,518.35	\$ 214,155.41	9.8%	FEBRUARY
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,969.56	\$ 2,781,251.80			0.0%	MARCH
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,219.02			0.0%	APRIL
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,875.31	\$ 1,775,493.46			0.0%	MAY
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,561.30	\$ 1,529,031.57			0.0%	JUNE
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,248.65			0.0%	JULY
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,210,807.02			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,578.53			0.0%	SEPTEMBER
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,196.68	\$ 21,509,324.36	\$ 10,132,872.73	\$ 475,178.42	4.9%	
% 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	\$ 87,363.54	\$ 102,443.59	\$ 83,505.24	\$ 127,325.25	\$ 133,125.60	\$ 5,800.35	6.9%	OCTOBER
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,365.77	\$ (988.49)	-0.9%	NOVEMBER
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 246,805.42	\$ 13,479.64	7.8%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 314,533.46	\$ 25,491.98	13.1%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 317,686.44	\$ 39,599.53	17.8%	FEBRUARY
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,591.01	\$ 338,379.15			0.0%	MARCH
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 228,666.37			0.0%	APRIL
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 187,840.76			0.0%	MAY
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 184,445.07			0.0%	JUNE
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,248.81	\$ 221,114.84			0.0%	JULY
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 167,576.52			0.0%	AUGUST
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,090.52			0.0%	SEPTEMBER
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,099.43	\$ 2,511,246.91	\$ 1,175,516.69	\$ 83,383.01	7.6%	
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.6%				
Priceline settlement reflected									

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2020
 04/15/2020

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	\$ 195,869.07	\$ 214,533.54	\$ 270,344.31	\$	55,810.77													OCTOBER																					
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$	84,701.63													NOVEMBER																					
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,273.14	\$	122,402.95													DECEMBER																					
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 672,946.36	\$	101,401.82													JANUARY																					
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 791,740.79	\$	142,169.19													FEBRUARY																					
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55			0.0%													MARCH																					
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,103.94	\$ 647,498.60			0.0%													APRIL																					
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 288,980.65	\$ 462,015.42			0.0%													MAY																					
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 429,783.62	\$ 661,771.68			0.0%													JUNE																					
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 475,877.05	\$ 728,385.52			0.0%													JULY																					
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,160.10	\$ 483,174.85			0.0%													AUGUST																					
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53			0.0%													SEPTEMBER																					
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,220,179.30	\$ 6,318,656.13	\$ 2,777,102.34	\$	506,486.36																																		
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%																																					

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	\$ 198,399.64	\$	21,262.92													OCTOBER																					
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$	50,286.58													NOVEMBER																					
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$	46,665.42													DECEMBER																					
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,968.62	\$	65,760.64													JANUARY																					
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 504,815.26	\$	79,739.87													FEBRUARY																					
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,052.86			0.0%													MARCH																					
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,388.19			0.0%													APRIL																					
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50			0.0%													MAY																					
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01			0.0%													JUNE																					
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,537.41			0.0%													JULY																					
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,471.75			0.0%													AUGUST																					
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,427.52			0.0%													SEPTEMBER																					
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,165.90	\$ 1,739,985.09	\$	263,715.43																																		
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%																																					

Priceline settlement reflected

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through February 29, 2020
 04/15/2020

Agenda Item #

F.2.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: FY 2021 Strategic Budget Plan

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Date: April 17, 2020

To: Monroe County Tourist Development Council

From: Stacey Mitchell, TDC Marketing Director

RE: FY 2021 Budget Strategy

The following strategy is brought forward for the FY 2021 budget:

At this time each year the staff brings forward the annual revenue projections, balance brought forward (BBF), capital project allocations, and emergency funds relating to the proposed FY 2021 budget. The BBF includes projected revenue and expense variances, contracts, resources and emergency funds.

This is a summary of the budget **strategy** that will be presented. We will be submitting the line item budget to the TDC at your June 11th, 2020 meeting for approval.

Projected Annual Four Penny Revenue	\$30,500,000
Less State Reserves (F.S.129.01*)	\$ (1,525,000)
Balance Brought Forward Based on End of FY 2020 Projections	
Revenue Variance	\$ 3,429,572
Expenditure Variance	\$ 1,713,298
Estimated unexpended capital/event contracts & unallocated resources	
Unallocated Capital Resources	\$ 2,125,969
Administrative Resources	\$ 101,987
Event Resources	\$ 125,000
District Promotional Advertising	\$ 551,905
District Economic/Natural Disaster Capital Fund	\$ 1,504,475
Capital Agreements Brought Forward From FY 20	\$ 9,113,948
Event Agreements Brought Forward From FY 20	\$ 1,283,956
Total Estimated unexpended capital/event contracts & unallocated resources	\$14,807,240
Two Penny Generic Emergency Funds BBF from FY 2020	
Events Promotion	\$ 1,827,833
Advertising and Promotion	\$ 1,200,000
Administration	\$ 426,982
Total Emergency Resources BBF	\$ 3,454,815
Total FY 2021 Budget	<u>\$52,379,925</u>

Capital Projects

Capital Projects funding (agreements – BBF) from FY 2020 \$ 9,113,948
(\$7,659,515 of this total is City/County/municipalities projects)

NEW Capital Projects Resources for FY 2021

Unallocated FY 2020 Capital Resources Rolled into FY 2021 (FROZEN) \$ 5,959,100
Until we see revenue in FY 2021 coming in) \$ 2,125,969
Total Capital Resources Available in FY 2021 **\$ 8,085,069**

UMBRELLAS

As we will be catching up from the effects of the Coronavirus and a reduced budget for FY 21, we recommend the following amounts of funding for each of the Umbrellas:

Cultural Umbrella: \$650,000 Fishing Umbrella: \$650,000
Dive Umbrella: \$650,000

CAPITAL PROJECT FUNDING

Each year the TDC, in concert with the BOCC, allocates a portion of the annual bed tax revenue from the last complete fiscal year (For FY 21 our FY 19 audited budget has been utilized). The utilization of this amount of funding is contingent upon the continuing stability and growth of the tourism industry.

- NEW capital resources based on FY 2019 revenue (\$5,959,100) plus FY 2020 Capital unallocated rollover (\$2,125,969) totaling \$8,085,069 can be considered for FY 2021 Capital Projects. (Resources BBF from FY 20 will be FROZEN until we see how and when the Destination is open to visitors and what amounts of revenue are coming in)
- Capital projects will be funded from the two penny DAC budgets.
- Capital project contractors that have indicated their contract amount will not be expended on or before September 30, 2020 will be brought forward to FY 2021.
- We will recommend that each District continue to consider if they wish to set aside funds in their economic/natural disaster Capital Fund to be utilized as a fast resource during an economic/natural disaster where repairs to tourist facilities may become necessary.

GOVERNMENT COST ALLOCATION

- TDC projects \$309,273 for county government cost allocation to mitigate development of tourism in FY 2021. This cost includes services for the County Administrator, Finance Department, County Attorney's Office, Technical Services, OMB, Purchasing Department, Public Works and the Board of County Commission.
- To offset the expenses relating to the collection and administration of the bed tax revenue by the Tax Collector and Clerk of the Court, up to 3% of the bed tax revenue is provided for the purpose

BUDGET AMENDMENTS

The TDC budget provides the flexibility to make operational modifications throughout the budget year, however, no budget amendments will be considered unless an economic/natural disaster is declared.

- **F.S. 129.01 mandates that the budget must be balanced, so that the total of the estimated receipts available equals the total of appropriations for expenditures. The budgeted receipts must include 95% of all receipts reasonably anticipated. Therefore, this is reflected in the 5% reserve within the TDC budget, in case there is a shortfall in revenue projections.**
- **Capital Projects, Event contracts, and unallocated Resources brought forward to FY 2021 from previous years. The total operating budget changes year to year based on estimated revenue and expenditure variances, contracts brought forward, and emergency funds.**
- **Capital Emergency funding comes from the 3rd and 4th pennies would be reflected in the district budgets**

Agenda Item #

G.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Review of Monthly Accounting Breakdown & FY 2020 Generic Destination & Umbrella Campaign Recap

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Tinsley Advertising

DEADLINE DATE: April 17, 2020



FY 19/20 BUDGET RECAPS

CO-OP THRU		4/16/2020
DISTRICT	CO-OP MEDIA COSTS	TOTAL COLLECTED CO-OP PAYMENTS
GENERIC	\$952,844	\$111,350
KEY WEST	\$486,512	\$73,825
MARATHON	\$132,888	\$10,025
ISLAMORADA	\$87,991	\$4,400
KEY LARGO	\$569,162	\$6,850
Cultural Umbrella	\$193,092	\$8,700
Dive Umbrella	\$183,008	\$14,500
TOTAL	\$2,605,497	\$229,650

**Tinsley Advertising
Monroe County Tourism**



FINANCIAL RECAP TO DATE			4/16/2020	
DISTRICT	BUDGET	MEDIA BILLED TO DATE	PRODUCTION ESTIMATES TO DATE	BALANCE
GEN.- Media Mat.	\$ 541,722	\$ -	\$ 520,455	\$ 21,267
GEN. - Adv. Exp.	\$ 53,000	\$ -	\$ 35,900	\$ 17,100
GEN. - Collateral	\$ 55,376	\$ -	\$ 53,607	\$ 1,769
GEN.- Promo Adv.	\$ 7,000,000	\$ 3,988,919	\$ -	\$ 3,011,081
KEY WEST	\$ 5,097,369	\$ 2,612,317	\$ 45,199	\$ 2,439,853
LOWER KEYS	\$ 845,818	\$ 338,060	\$ 25,234	\$ 482,524
MARATHON	\$ 1,270,172	\$ 573,452	\$ 8,350	\$ 688,370
ISLAMORADA	\$ 981,639	\$ 447,221	\$ 9,221	\$ 525,197
KEY LARGO	\$ 1,769,077	\$ 812,657	\$ 8,273	\$ 948,147
Cultural Umbrella	\$ 362,182	\$ 162,717	\$ 8,848	\$ 190,617
Diving Umbrella	\$ 700,000	\$ 276,850	\$ 22,503	\$ 400,647
Fishing Umbrella	\$ 399,000	\$ 105,076	\$ 1,905	\$ 292,019
TOTAL	\$ 19,075,355			\$ 9,018,591

Monroe County TDC Fiscal Year: October 1, 2019 - September 30, 2020

Agenda Item #

G.2.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Response Report – FYI

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Tinsley Advertising

DEADLINE DATE: April 17, 2020



OCTOBER 2019					
GENERIC					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
10/14-10/31	NYTimes.com (Flex Frame Cross-Platform)	1,431,720	3,089	0.22%	N/A
10/28-10/31	CNN.com - Co-Op	79,260	1,125	1.42%	85.00%
10/21-10/31	TravelandLeisure.com/FoodandWine.com	20,579	562	2.73%	N/A
10/23/19	NYTimes.com Great Getaways - Co-Op	138,907	412	0.30%	N/A
10/28-10/31	SpotX (Desktop,Mobile,Tablet)	163,083	361	0.20%	75.11%
10/1-10/31	Conversant (Desktop,Smartphone,Tablet)	220,970	250	0.11%	74.00%
10/21-10/31	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	143,206	202	0.14%	N/A
10/1-10/31	TheKnot.com (Banners)	249,694	123	0.05%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
10/28-10/31	Facebook.com/Instagram Video (Weddings/Honeymoons)	1,698,952	64,204	3.78%	N/A
10/1-10/31	Facebook.com/Instagram Video (Social)	238,786	3,297	1.38%	N/A
10/28-10/31	GroundTruth(xAd) (Mobile/Tablet)	521,486	1,430	0.27%	N/A
10/14-10/31	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	372,460	967	0.26%	N/A
10/29-10/31	SpotX - Co-Op	162,179	328	0.20%	75.29%
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
10/1-10/31	top ten vacation spots in florida	15,646	3,016	19.28%	N/A
	vacation packages to florida	6,455	555	8.60%	N/A
	best vacation places in florida	6,033	499	8.27%	N/A
	florida vacation	3,655	220	6.02%	N/A
	+florida+honeymoon	2,599	288	11.08%	N/A
	vacation places in florida	2,030	145	7.14%	N/A
	+florida +vacations	1,800	145	8.06%	N/A
	"florida honeymoons"	998	134	13.43%	N/A
	places to vacation in florida	954	79	8.28%	N/A
	florida vacation places	472	24	5.08%	N/A
	good vacation spots in florida	282	23	8.16%	N/A
	girls getaways	96	3	3.13%	N/A
	scuba diving in florida	66	4	6.06%	N/A
	south florida vacation spots	52	5	9.62%	N/A
	nice vacation spots in florida	25	2	8.00%	N/A
NOVEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	NYTimes.com (Flex Frame Cross-Platform)	2,296,644	4,794	0.21%	N/A
11/1-11/30	CNN.com - Co-Op	362,035	4,674	1.29%	85.00%
11/6/19	LonelyPlanet.com(E-Newsletter) - Co-Op	515,116	3,580	0.69%	N/A
11/1-11/30	Madden Media - Re-Targeting Co-Op	1,286,765	2,877	0.22%	N/A
11/1-11/30	SpotX (Desktop,Mobile,Tablet)	1,640,212	2,858	0.25%	76.96%
11/1-11/30	TravelandLeisure.com/FoodandWine.com	663,620	2,741	0.41%	73.58%
11/1-11/30	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	663,620	2,741	0.41%	N/A
11/1-11/30	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	1,492,139	2,650	0.18%	N/A
11/1-11/30	Conversant (Desktop,Smartphone,Tablet)	1,101,040	1,596	0.14%	N/A
11/13/19	BudgetTravel.com - Co-Op	495,167	1,104	0.22%	N/A
11/26-11/30	SpotX Pre-Roll (Canada)	172,208	885	0.51%	83.36%
11/1-11/30	Meetings and Conventions (E-Mail) - Co-Op	21,753	152	0.70%	N/A
11/13/19	Boston.con Traveler - Co-Op	44,115	135	0.30%	N/A
11/1-11/30	WeddingWire.com/TheKnot.com (XO Group)	55,893	77	0.14%	N/A
11/25-11/30	SpotX Pre-Roll (UK)	102,953	N/A	N/A	92.41%
11/25-11/30	SpotX Pre-Roll (Germany)	74,291	N/A	N/A	92.94%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Facebook.com/Instagram Video (Social)	986,912	18,984	1.92%	N/A
11/1-11/30	GroundTruth(xAd) (Mobile/Tablet)	2,408,909	4,950	0.21%	N/A
11/1-11/30	SpotX - Co-Op	1,140,562	2,747	0.24%	77.74%
11/1-11/30	Facebook.com/Instagram Video (Weddings/Honeymoons)	206,422	2,465	1.19%	N/A
11/1-11/30	Mobile Fuse - Co-Op	3,167,001	1,841	0.06%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	top ten vacation spots in florida	3,712	680	18.32%	N/A
	vacation packages to florida	2,034	225	11.06%	N/A
	things to do in florida	1,906	165	8.66%	N/A
	florida vacation	1,059	84	7.93%	N/A
	florida vacations	903	74	8.19%	N/A
	places to visit in florida	560	64	11.43%	N/A
	+florida +vacations	317	28	8.83%	N/A
	best vacation places in florida	276	24	8.70%	N/A
	vacation places in florida	348	22	6.32%	N/A
	places to vacation in florida	306	20	6.54%	N/A
	honeymoon packages	223	17	7.62%	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

	+florida+honeymoon	62	12	19.35%	N/A
	florida honeymoon	112	10	8.93%	N/A
	honeymoon places	163	7	4.29%	N/A
	best honeymoon destinations	81	6	7.41%	N/A
	girls weekend getaway	42	4	9.52%	N/A
	honeymoon destinations	86	3	3.49%	N/A
	honeymoon ideas	107	2	1.87%	N/A
	florida honeymoons	21	2	9.52%	N/A
	south florida vacation spots	8	2	25.00%	N/A
DECEMBER 2019					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	1,755,565	12,418	0.71%	N/A
12/1-12/16	SpotX Pre-Roll (Canada)	579,279	3,871	0.67%	82.31%
12/1-12/31	Madden Media - Re-Targeting Co-Op	1,944,647	2,565	0.13%	N/A
12/1-12/8	NYTimes.com (Flex Frame Cross-Platform)	1,271,707	1,928	0.15%	N/A
12/1-12/31	Conversant (Desktop,Smartphone,Tablet)	1,112,655	1,582	0.14%	73.99%
12/1-12/15	TravelandLeisure.com/FoodandWine.com	46,951	1,314	2.80%	N/A
12/1-12/8	CNN.com - Co-Op	77,321	1,255	1.62%	87.00%
12/4/19	Philly.com - Co-Op	50,000	1,032	2.06%	N/A
12/4/19	ChicagoTribune.com - Co-Op	40,000	1,024	2.56%	N/A
12/1-12/31	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	322,331	768	0.24%	N/A
12/1-12/8	SpotX (Desktop,Mobile,Tablet)	354,856	640	0.18%	78.45%
12/1-12/31	WeddingWire.com/TheKnot.com (XO Group)	172,855	206	0.12%	N/A
2/17/20	Meetings and Conventions (E-Mail) - Co-Op	21,399	46	0.21%	N/A
12/1-12/15	SpotX Pre-Roll (Germany)	556,097	N/A	N/A	49.08%
12/1-12/15	SpotX Pre-Roll (UK)	854,344	N/A	N/A	67.45%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Facebook.com/Instagram Video (Social)	1,358,202	43,629	3.21%	N/A
12/1-12/31	Facebook.com/Instagram Video (Weddings/Honeymoons)	211,501	4,347	2.06%	N/A
12/1-12/8	GroundTruth(xAd) (Mobile/Tablet)	658,625	1,215	0.18%	N/A
12/1-12/9	Mobile Fuse - Co-Op	1,396,831	849	0.06%	N/A
12/1-12/8	SpotX - Co-Op	352,946	686	0.19%	79.17%
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	top ten vacation spots in florida	25,206	5,346	21.21%	N/A
	vacation packages to florida	10,748	1,114	10.36%	N/A
	things to do in florida	6,217	572	9.20%	N/A
	florida vacations	3,987	326	8.18%	N/A
	florida vacation	3,834	285	7.43%	N/A
	places to visit in florida	2,330	282	12.10%	N/A
	places to vacation in florida	2,287	244	10.67%	N/A
	+florida +vacations	1,769	173	9.78%	N/A
	vacation places in florida	1,888	141	7.47%	N/A
	best vacation places in florida	1,350	111	8.22%	N/A
	florida vacation places	326	30	9.20%	N/A
	honeymoon packages	490	29	5.92%	N/A
	florida honeymoon	243	23	9.47%	N/A
	+florida+honeymoon	138	23	16.67%	N/A
	best honeymoon destinations	192	13	6.77%	N/A
	girls weekend getaway	173	11	6.36%	N/A
	good vacation spots in florida	166	10	6.02%	N/A
	south florida vacation spots	73	10	13.70%	N/A
	honeymoon ideas	228	8	3.51%	N/A
	honeymoon destinations	152	8	5.26%	N/A
	nice vacation spots in florida	20	7	35.00%	N/A
	girls trip ideas	135	6	4.44%	N/A
	"florida honeymoons"	43	4	9.30%	N/A
	girlfriends getaway	46	1	2.17%	N/A
	girls getaways	22	1	4.55%	N/A
JANUARY 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	5,052,194	24,927	0.49%	N/A
1/1-1/31	Huson Intl Media (France)	531,396	9,741	1.83%	86.73%
1/28/20	LonelyPlanet.com (E-Newsletter)	515,784	6,699	1.30%	N/A
1/6-1/31	CNN.com - Co-Op	327,289	5,616	1.72%	85.00%
1/13-1/31	LonelyPlanet.com (Native Content Article)	489,088	4,200	0.86%	N/A
1/6-1/31	SpotX (Desktop,Mobile,Tablet)	1,778,041	4,062	0.23%	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

1/6-1/31	NyTimes.com Flex Frame - Co-Op	1,227,856	2,958	0.24%	N/A
1/14/20	BudgetTravel.com - Co-Op	480,588	2,738	0.57%	N/A
1/6-1/31	German Out-Stream Travel Channel/Network	873,083	2,538	0.29%	48.30%
1/22/20	TravelandLeisure.com - Co-Op	216,143	2,374	1.10%	N/A
1/1-1/31	Madden Media - Re-Targeting Co-Op	2,153,135	2,091	0.10%	N/A
1/1-1/31	Conversant (Desktop,Smartphone,Tablet)	1,072,893	1,547	0.14%	73.00%
1/31/20	TheStar.com Dedicated E-mail (Canada)	203,426	1,183	0.58%	N/A
1/22/20	ChicagoTribune.com - Co-Op	40,000	1,033	2.58%	N/A
1/7-1/31	SpotX Pre-Roll (Canada)	797,097	1,003	0.13%	77.12%
1/6-1/31	Samba	820,301	980	0.12%	82.56%
1/6-1/31	TheStar.com (Canada)	268,388	757	0.28%	N/A
1/6-1/31	SpotX Pre-Roll (UK)	707,353	547	0.08%	67.74%
1/6-1/31	SpotX Pre-Roll (Germany)	387,016	437	0.11%	60.62%
1/1-1/31	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	292,971	406	0.14%	N/A
1/6-1/31	Adara - Re-Targeting Pre/Post Superbowl (Mobile,Tablet,Desktop)	1,380,562	315	0.02%	N/A
1/1-1/31	NYTimes.com (Guide Sponsor)	236,557	245	0.10%	N/A
1/1-1/31	Afar.com (Banners)	259,143	216	0.08%	N/A
1/8/20	Boston.com Traveler - Co-Op	43,452	172	0.40%	N/A
1/6-1/31	Telegraph.co.uk Pre-Roll	200,139	125	0.06%	82.01%
1/13-1/31	LonelyPlanet.com(Display Banners) - Co-Op	150,724	116	0.08%	N/A
1/11/20	Canadian Traveller Digital (Canadian Traveller Bundle)	2,103	66	3.14%	N/A
1/7/20	Successful Meetings (E-Mail) - Co-Op	20,424	64	0.31%	N/A
1/1-1/31	WeddingWire.com/TheKnot.com (XO Group)	59,102	50	0.08%	N/A
1/25/20	Canadian Traveller Digital (Canadian Traveller Bundle)	1,603	20	1.25%	N/A
1/6-1/31	NationalGeographic.com (Pre-Roll)	594,000	N/A	N/A	99.50%
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook.com/Instagram Video (Social)	2,691,944	48,572	1.80%	N/A
1/6-1/31	Facebook/Instagram Video (Germany)	647,415	12,561	1.94%	N/A
1/6-1/31	Facebook/Instagram (France)	633,420	9,646	1.52%	N/A
1/6-1/31	Facebook/Instagram Video (UK)	479,247	6,050	1.26%	N/A
1/6-1/31	GroundTruth(xAd) (Mobile/Tablet)	1,646,112	5,877	0.36%	N/A
1/1-1/31	Facebook/Instagram Video (Weddings/Honeymoons)	327,134	4,104	1.25%	N/A
1/27-1/31	Mobile Fuse (Mobile/Tablet)	1,538,746	3,652	0.24%	N/A
1/6-1/31	FOXNews.com (Mobile)	1,580,358	2,475	0.16%	N/A
1/7-1/31	Conversant Banners (Scandinavia)	3,419,369	2,386	0.07%	N/A
1/6-1/31	SpotX - Co-Op	878,517	1,879	0.21%	78.13%
2/1-2/29	GumGum (Branding)	269,886	1,310	0.49%	68.56%
1/22/20	NationalGeographic.com (Paid Instagram Story)	4,500,000	1,192	0.03%	N/A
1/1-1/31	CondeNastTraveller.co.uk (Native Story, Photos, Social Media Posts)	105,173	428	0.41%	N/A
1/14-1/31	Mobile Fuse - Co-Op	314,239	50	0.02%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	top ten vacation spots in florida	33,359	6,833	20.48%	N/A
	vacation packages to florida	9,533	901	9.45%	N/A
	best vacation places in florida	6,084	532	8.74%	N/A
	things to do in florida	2,990	248	8.29%	N/A
	florida vacations	2,903	230	7.92%	N/A
	florida vacation places	2,431	233	9.58%	N/A
	vacation places in florida	2,260	207	9.16%	N/A
	florida vacation	2,135	171	8.01%	N/A
	places to vacation in florida	2,135	198	9.27%	N/A
	+florida +vacations	1,542	155	10.05%	N/A
	places to visit in florida	1,205	122	10.12%	N/A
	good vacation spots in florida	677	55	8.12%	N/A
	florida honeymoon	402	57	14.18%	N/A
	honeymoon packages	254	17	6.69%	N/A
	honeymoon ideas	196	13	6.63%	N/A
	honeymoon destinations	178	4	2.25%	N/A
	+florida+honeymoon	156	30	19.23%	N/A
	best honeymoon destinations	119	10	8.40%	N/A
	"florida honeymoons"	90	17	18.89%	N/A
	south florida vacation spots	80	12	15.00%	N/A
	girls weekend getaway	67	2	2.99%	N/A
	nice vacation spots in florida	27	3	11.11%	N/A
	girls trip ideas	23	1	4.35%	N/A
	+girls+trip	4	1	25.00%	N/A
FEBRUARY 2020					

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

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Huson Intl Media (France)	485,869	16,440	3.38%	N/A
2/1-2/29	SpotX (Desktop,Mobile,Tablet)	1,932,139	4,034	0.21%	78.83%
2/1-2/23	CNN.com - Co-Op	188,941	2,420	1.28%	N/A
2/1-2/29	GumGum (Branding)	670,301	2,379	0.35%	66.51%
2/1-2/29	Madden Media - Re-Targeting Co-Op	952,360	1,788	0.19%	N/A
2/1-2/29	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	1,704,842	1,670	2.89%	N/A
2/1-2/29	NYTimes.com (Great Getaways Email)	253,418	1,622	0.64%	N/A
2/1-2/9	Telegraph.co.uk Pre-Roll	373,025	1,283	0.34%	85.65%
2/1-2/23	NYTimes.com Flex Frame - Co-Op	1,497,637	1,107	0.07%	N/A
2/5/20	Philly.com - Co-Op	50,000	1,024	2.05%	N/A
2/1-2/29	Samba	922,415	999	0.11%	86.00%
2/1-2/24	SpotX Pre-Roll (Canada)	647,908	544	0.08%	76.12%
2/4/20	TheStar.com Dedicated Email (Canada)	23,182	519	2.24%	N/A
2/1-2/29	SpotX Pre-Roll (UK)	579,018	422	0.07%	88.75%
2/1-2/29	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedd	273,487	368	0.13%	N/A
2/1-2/29	BridalGuide.com	68,167	268	0.39%	N/A
2/22/20	Canadian Traveller Digital (Canadian Traveller Bundle)	14,342	251	1.75%	N/A
2/1-2/29	German Out-Stream Travel Channel/Network (Huson Media)	4,567	225	4.93%	N/A
2/1-2/13	TheStar.com Banners (Canada)	206,142	214	0.10%	N/A
2/1-2/29	Afar.com Email	12,615	180	1.43%	N/A
2/1-2/29	SpotX Pre-Roll (Germany)	416,124	164	0.04%	69.93%
2/1-2/29	Afar.com Banners	283,271	163	0.06%	N/A
2/8/20	Canadian Traveller Digital (Canadian Traveller Bundle)	14,329	139	0.97%	N/A
2/1-2/23	LonelyPlanet.com(Display Banners) - Co-Op	160,716	93	0.06%	N/A
2/1-2/29	LonelyPlanet.com (Native Content Article)	64,944	82	0.13%	N/A
2/11/20	LonleyPlanet.com(E-Newsletter) - Co-Op	494,129	78	0.06%	N/A
2/1-2/29	NationalGeographic.com (Custom Passport Content)	44,768	58	0.13%	N/A
2/5/20	Successful Meetings (E-Mail) - Co-Op	18,080	53	0.29%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook.com/Instagram Video (Social)	2,035,254	46,392	2.28%	N/A
2/1-2/29	Mobile Fuse (Mobile/Tablet)	4,801,927	14,073	0.29%	N/A
2/1-2/29	Facebook/Instagram (France)	544,095	13,268	2.44%	N/A
2/1-2/29	Facebook/Instagram Video (Germany)	547,732	11,165	2.04%	N/A
2/1-2/29	Facebook/Instagram Video (UK)	398,086	6,015	1.51%	N/A
2/1-2/29	GroundTruth(xAd) (Mobile/Tablet)	1,550,130	5,745	0.37%	N/A
2/1-2/24	Mobile Fuse - Co-Op	4,656,007	5,220	0.11%	N/A
2/1-2/29	Facebook.com/Instagram Diversity Ads (Social)	452,636	4,078	0.90%	N/A
2/1-2/29	FOXNews.com	3,075,896	3,654	0.12%	89.56%
2/1-2/29	Facebook.com/Instagram Video (Weddings/Honeymoons)	259,763	3,272	1.26%	N/A
2/1-2/23	SpotX - Co-Op	903,940	1,675	0.19%	79.04%
2/1-2/29	Conversant Banners (Scandanavia)	1,906,009	1,562	0.08%	N/A
2/5/20	The Knot Instagram Story	14,258	332	2.33%	N/A
2/5/20	Afar.com (Instagram Story)	17,988	84	0.47%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	top ten vacation spots in florida	33,359	6,833	20.48%	N/A
	vacation packages to florida	9,533	901	9.45%	N/A
	best vacation places in florida	6,084	532	8.74%	N/A
	things to do in florida	2,990	248	8.29%	N/A
	florida vacations	2,903	230	7.92%	N/A
	florida vacation places	2,431	233	9.58%	N/A
	vacation places in florida	2,260	207	9.16%	N/A
	florida vacation	2,135	171	8.01%	N/A
	places to vacation in florida	2,135	198	9.27%	N/A
	+florida +vacations	1,542	155	10.05%	N/A
	places to visit in florida	1,205	122	10.12%	N/A
	good vacation spots in florida	677	55	8.12%	N/A
	florida honeymoon	402	57	14.18%	N/A
	honeymoon packages	254	17	6.69%	N/A
	honeymoon ideas	196	13	6.63%	N/A
	honeymoon destinations	178	4	2.25%	N/A
	+florida+honeymoon	156	30	19.23%	N/A
	best honeymoon destinations	119	10	8.40%	N/A
	"florida honeymoons"	90	17	18.89%	N/A
	south florida vacation spots	80	12	15.00%	N/A
	girls weekend getaway	67	2	2.99%	N/A
	nice vacation spots in florida	27	3	11.11%	N/A
	girls trip ideas	23	1	4.35%	N/A
	+girls+trip	4	1	25.00%	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
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MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com (XO Group)	542,727	12,294	2.27%	N/A
3/1-3/16	Conversant Ethnicity	2,635,378	2,645	0.10%	N/A
3/1-3/8	German Out-Stream Travel Channel/Network	3,180	2,097	65.95%	55.30%
3/2-3/16	CNN.com - Co-Op	228,598	2,003	128.00%	90.00%
3/11/20	NYTimes.com Great Getaways	250,682	1,276	0.51%	N/A
3/1-3/16	NationalGeographic.com (Custom Passport Content)	808,291	1,118	0.14%	N/A
3/1-3/8	SpotX (Desktop,Mobile,Tablet)	605,397	1,085	0.18%	77.15%
3/1-3/16	GumGum (Branding)	413,502	932	0.23%	71.57%
3/1-3/16	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	855,438	783	0.09%	N/A
3/1-3/16	Montastic.com (Family Target)	556,750	699	0.13%	N/A
3/1-3/16	Conversant (Desktop,Smartphone,Tablet)	727,517	653	0.09%	N/A
3/1-3/16	Afar.com (Channel Sponsorship, Desktop, Mobile)	271,776	204	0.08%	69.77%
3/1-3/8	Samba	231,635	203	0.09%	84.00%
3/5/20	Meetings and Conventions (E-Mail) - Co-Op	17,116	62	0.36%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook.com/Instagram Video (Social)	1,076,288	37,966	3.53%	N/A
3/1-3/16	Facebook/Instagram Video (Germany)	253,669	4,935	1.95%	N/A
3/1-3/16	Facebook/Instagram (France)	220,196	4,550	2.07%	N/A
3/1-3/16	Facebook.com/Instagram Video (Weddings/Honeymoons)	271,745	4,539	1.67%	N/A
3/1-3/31	Mobile Fuse (Mobile/Tablet)	1,560,954	4,352	0.28%	N/A
3/1-3/16	Facebook.com/Instagram Diversity Ads (Social)	305,940	2,701	0.88%	N/A
3/1-3/16	Facebook/Instagram Video (UK)	157,438	2,377	1.51%	N/A
3/1-3/8	GroundTruth(xAd) (Mobile/Tablet)	515,551	1,373	0.27%	N/A
3/2-3/16	SpotX - Co-Op	714,286	433	0.20%	91.62%
3/1-3/10	FOXNews.com	214,918	98	0.05%	N/A
3/1-3/10	Conversant Banners (Scandinavia)	64,783	51	0.08%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	top ten vacation spots in florida	8,248	1,424	17.26%	N/A
	florida honeymoon	3,524	328	9.31%	N/A
	vacation packages to florida	2,791	279	10.00%	N/A
	honeymoon packages	4,381	230	5.25%	N/A
	vacation places in florida	2,833	227	8.01%	N/A
	florida vacation places	2,255	201	8.91%	N/A
	florida vacations	2,663	193	7.25%	N/A
	florida vacation	2,706	190	7.02%	N/A
	honeymoon ideas	2,908	173	5.95%	N/A
	things to do in florida	1,964	167	8.50%	N/A
	honeymoon destinations	3,262	149	4.57%	N/A
	best vacation places in florida	1,892	120	6.34%	N/A
	best honeymoon destinations	2,603	116	4.46%	N/A
	places to vacation in florida	1,446	108	7.47%	N/A
	+florida+honeymoon	827	98	11.85%	N/A
	"florida honeymoons"	356	61	17.13%	N/A
	places to visit in florida	601	50	8.32%	N/A
	+florida +vacations	578	49	8.48%	N/A
	good vacation spots in florida	562	40	7.12%	N/A
	south florida vacation spots	43	1	2.33%	N/A
	nice vacation spots in florida	14	1	7.14%	N/A

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

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Advertising Recap – FYI

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Tinsley Advertising

DEADLINE DATE: April 17, 2020



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

G.3

To: The Monroe County Tourist Development Council
From: Danielle Salmán-Villasuso
Date: April 17, 2020
RE: April 28, 2020 TDC Meeting
CC: John Underwood

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
- Afar.com
- BridalGuide.com
- Pinterest.com
- Facebook.com/Instagram
- WeddingWire.com/TheKnot.com
- BrideClick
- CNTraveler.com
- SportFishing.com/SaltwaterSportsman.com
- OutsideOnline.com
- Pride Media
- Towleroad.com
- Passport.com
- CurveMag.com
- GoodSam Digital
- TrailerLife.com/Motorhome.com
- SportDiver.com/ScubaDiving.com

➤ **Creating new ads for the following:**

- Generic: Meetings Market, Luxury Travel, Travel Trade, Canadian Market, German Market, Scandinavian Market, Camping, Meetings, Orange Bowl, Spring Concept, Summer Drive Down, COVID-19 Four Phase Messaging
- Key West: Dining, LGBT, Luxury Travel, Spring Concept, Summer Drive Down, COVID-19 Four Phase Messaging
- Lower Keys: Fishing, Diving, Camping, COVID-19 Four Phase Messaging
- Marathon: Weddings/Honeymoons, Adventure Traveler, Fishing, Spring Concept, Summer Drive Down, COVID-19 Four Phase Messaging
- Islamorada: Fishing, Culture, Weddings/Honeymoons, Spring Concept, Summer Drive Down, COVID-19 Four Phase Messaging
- Key Largo: Luxury Travel, Soft Adventure, Weddings/Honeymoons, Spring Concept, Summer Drive Down, COVID-19 Four Phase Messaging
- Culture: Visual Arts, Music
- Dive: Reefs, Wrecks

➤ **Specific Projects:**

- Planning weekly content to share with industry partners to stay connected with visitors during this difficult time such as social media photographs, social media copy, videos, digital postcards, marketing tips, etc.
- Development of asset library for industry partners to access new COVID-19 digital and social marketing materials

- Coordinated native article with Recommend Magazine to provide content and images
- Continuing to develop strategic outline for phases of re-opening messaging
- Designing four 2021 Culture Magazine front cover options to be presented at the 5/19 Cultural Umbrella meeting
- Updating and sharing a digital photo library for co-op partners to access anytime and use for digital and social marketing
- Provided new LGBT images to Web Editor to update fla-keys.com/gaykeywest
- Created digital postcard to share with industry partners on the week of 4/20
- Outreach to co-op partners for the week of 4/13 to provide positive message photographs, downloaded 58 times so far
- Outreach to industry partners week of 4/6 to provide thirty-second “See You Soon” video for social posting, downloaded 56 times so far
- Outreach to co-op partners week of 3/30 to provide social media assets and direction for posting
- Coordinated direction for NYTimes Family Travel Advertorial
- Re-designed and produced the Florida Keys Tourism infographic
- Paused and revised contracted insertion orders for all March/April media
- Revised FY 2019/2020 media plan flowcharts to reflect all media weeks paused
- Developed media plan to run during April promoting positive outlook creative
- Created media memos by district for April DAC packets outlining media and dollars paused
- Reconciling all TV/Broadcast/Digital invoices
- Outreach to impacted spring co-op program participants to share revised insertion dates as they are finalized
- Completing media authorizations with updated run dates as they are finalized
- Strategic planning for FY 2020/2021
- Concepting “drive down” and “back to normal” messaging for generic and all district spring digital co-op e-blasts, which are being rescheduled with southern publications this summer
- Script development for new generic, district and umbrella fifteen-second, thirty-second and sixty-second videos
- Created e-blast based on approved “Positive Outlook” social concept
- Trafficked “Positive Outlook” e-blasts to AJC.com, DallasNews.com and CharlotteObserver.com
- Created thirty-second “See you soon” video to be promoted through social media and eventually pre-roll and broadcast
- Created Facebook feed post, Instagram feed post and Instagram story based on approved “Positive Outlook” social concept
- Launched new Facebook and Instagram photograph ad “Better days ahead” running on FL Keys channels, 4/15

- Launched new Facebook and Instagram video ad, running thirty-second “See You Soon” video on FL Keys channels, 4/6
- Launched Facebook and Instagram image ad, promoting “Keeping our distance. remaining connected.” on 3/30
- Monitoring Facebook and Instagram “Positive Outlook” social media campaign
- Updating the Meeting Planners Guide
- Re-designing the double-sided sales calendar for 2021/2022 tradeshow distribution
- Gathered photography for sales presentations
- Updating co-op information for a property re-brand across all digital spring and summer programs
- Designed Marketing Plan 2020/2021 Cover, Dividers and Header/Footer
- Coordinated direction for the NYTimes Family Travel advertorial
- Packaged Generic & District logos with map & pin for the TDC Sales team
- Designing a National Marine Sanctuary Brochure
- Quoting alternate options for the Dive backlit display
- Created landing pages for Summer co-op programs including: floridakeysearlysummer.com, floridakeyslatesummer.com, keywestinstatesummer.com, marathonsummer.com, islamoradasummer.com, keylargosummer.com

➤ **Ongoing:**

- Reviewing creative from local partners for appropriate logo usage
- Coordinating submissions and collections for final FY 19/20 co-op opportunities
- Informing co-op participants of any media changes as they arise
- Proofing all campaigns (Print, Digital, Native Content, Out-of-Home, Collateral) before they’re released to the pubs and/or vendors
- Updating co-op collections report as needed
- 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

Generic Media Campaign

The Agency has planned, purchased and placed ads in the following media for **May & June:**

Fishing Cable Television:

- Sport Fishing TV – Discovery Channel & Pursuit – 5/1-6/30

In-State Spot Market Television: 6/15-6/30 (Tentative)

- Miami-Ft. Lauderdale
- Tampa-St. Pete
- Orlando-Melbourne
- West Palm Beach
- Fort Myers-Naples
- Jacksonville

Co-Op Programs (Digital/Print):

- [Spring Mobile – Digital](#)
 - Mobile Fuse – 6/15-6/30 (Tentative)
- [Re-Targeting](#)
 - Madden Media – 6/15-6/30 (Tentative)
- [Spring Digital](#)
 - SpotX – 6/15-6/30 (Tentative)
 - CNN.com – 6/15-6/30 (Tentative)
 - AJC.com – 6/24 (Tentative)
- [Southeast Spring/Summer Digital](#)
 - SpotX – 6/15-6/30 (Tentative)
 - CNN.com – 6/15-6/30 (Tentative)
- [Florida Summer In-State Print](#)
 - [Flamingo Magazine](#) – Summer (Tentative)
 - [Weekend Getaways \(Miami Herald/El Nuevo Herald\)](#) 6/28 (Tentative)
 - [Destinations Explore Florida & Caribbean \(Sun-Sentinel\)](#) – 6/21 (Tentative)
 - [Explore Florida Magazine \(Orlando Sentinel\)](#) – 6/21 (Tentative)
 - [Indulge Magazine \(Miami Herald\)](#) – 6/28 (Tentative)
 - [Explore Florida Magazine \(Tampa Bay Times\)](#) – 6/21 (Tentative)
 - [The Villages Magazine](#) – June (Tentative)
- [Early Summer In-State Digital](#)
 - SpotX – 6/15-6/30 (Tentative)
 - CNN.com – 6/15-6/30 (Tentative)
 - ShermansTravel.com Email – 6/5 (Tentative)
- [Meetings/Groups – Print/Digital](#)
 - Meeting & Conventions E-Newsletter – 6/11 (Tentative)
- [Garden & Gun – April/May](#)
- [NYTimes Sunday Magazine – 5/17](#)

Digital/Mobile:

- Adara – 6/15-6/30 (Tentative)
- Madden Media Retargeting – 6/15-6/30 (Tentative)
- SpotX – 6/15-6/30 (Tentative)
- GroundTruth – 6/15-6/30 (Tentative)
- MobileFuse – 6/15-6/30 (Tentative)
- Time Inc. Luxury Digital Network – 6/15-6/30 (Tentative)
- Momtastic.com – 6/15-6/30 (Tentative)
- GumGum (Family Travel) – 6/15-6/30 (Tentative)
- Conversant (Diversity Campaign) – 6/15-6/30 (Tentative)

- Facebook.com/Instagram Banners (Diversity Campaign) – 6/15-6/30 (Tentative)
- Conversant Video – 6/15-6/30 (Tentative)
- Facebook.com/Instagram Video – 6/15-6/30 (Tentative)
- Virtuoso 2020 Adventure Community- Running Annual Contract
- NewMobility.com – 6/15-6/30 (Tentative)
- WeddingWire.com/TheKnot.com – 6/15-6/30 (Tentative)
- Facebook.com/Instagram Video (newly engaged couples) – 6/15-6/30 (Tentative)
- Meredith Weddings Group – 6/15-6/30 (Tentative)

Digital/Paid Search Engine Marketing: May & June

- Google.com Adwords
- Yahoo.com
- Bing.com

Print (Dedicated):

- AAA Living – May/June
- Food & Wine - May
- Camp Florida Annual Guide – Annual
- Travel Guide to Florida – Annual

Travel Trade Media:

- Travalliance Affiliate Marketing Program – May-June

International:

Canada

- Canadian Traveller – Spring

UK

- Sherbet UK Taxi Promotion – Annual

Scandinavia

- Discover America Nordic Region 2020 – Annual

➤ **Meetings:**

- **TDC** – The Agency attended the February 4th meeting and gave a winter media presentation.
- **DAC** – The Agency attended the February 25th & 26th meetings and presented winter media and selects from the 2019 destination photoshoot. At the 2/25 DAC 2 meeting, the Agency received approval to proceed with producing the thirty-second “More Out of Life” video. At the 2/26 DAC 1 meeting, the committee approved the nonstop flight media add-on for the Boston market.
- **Fishing Umbrella** – The Agency attended the February 19th Fishing Umbrella meeting and received approval to proceed with the social media buy.
- **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.

G.5 Presentation: COVID-19 Advertising Strategy

The Agency will be making a presentation on the COVID-19 Advertising Strategy for the destination, utilizing current media dollars. Please note that the media budget was cut by \$1 million.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Search Engine Marketing Report - FYI

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Tinsley Advertising

DEADLINE DATE: April 17, 2020



PAID SEARCH ENGINE MARKETING REPORT MARCH 2020

Google

YAHOO!

bing

Aol.





Paid Search Engine Marketing Report Fla-keys.com



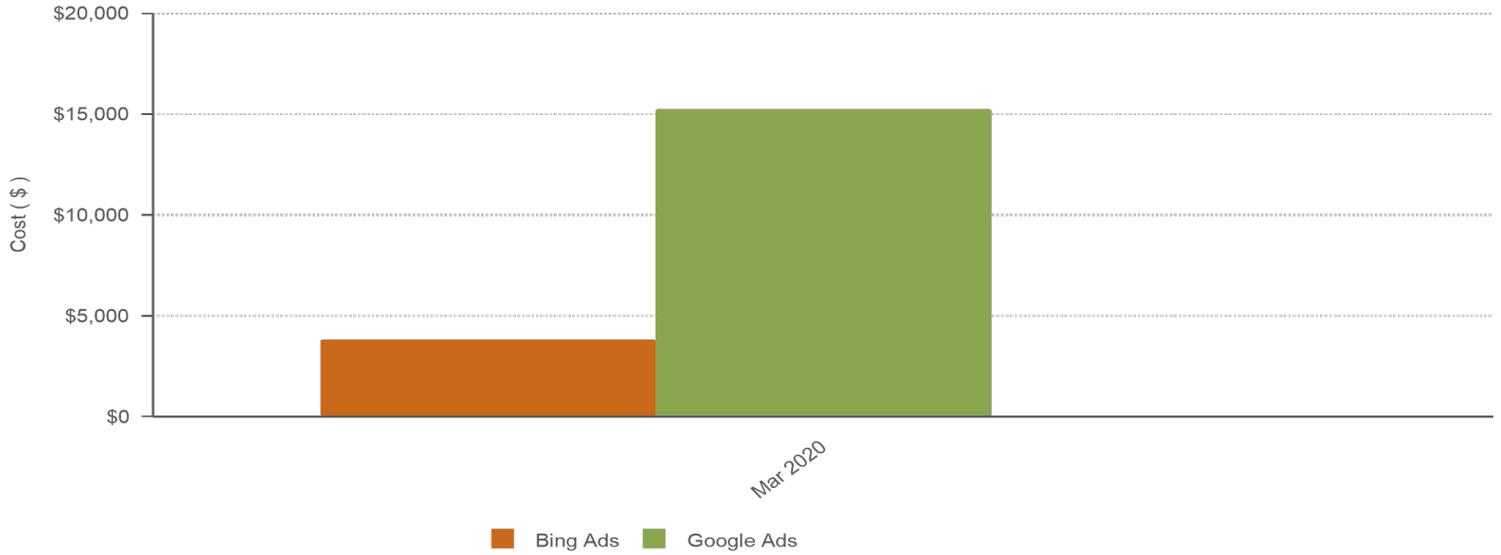
3/1/2020 - 3/31/2020

Performance Overview By Search Engine

Group	Impressions	Clicks	CTR	Cost	CPC
Bing Ads (Bing/Yahoo/AOL Search)	130,628	2,144	1.64%	\$3,827.40	\$1.79
Google Ads	153,877	10,713	6.96%	\$15,243.27	\$1.42
Total	284,505	12,857	4.52%	\$19,070.67	\$1.48

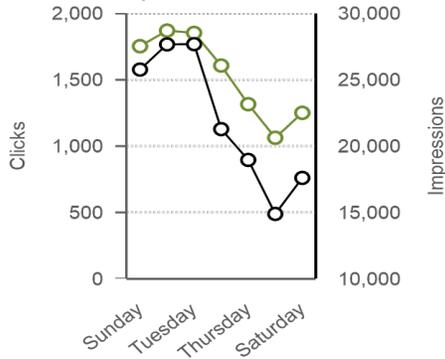
Cost Comparison

3/1/2020 to 3/31/2020



Day of the Week

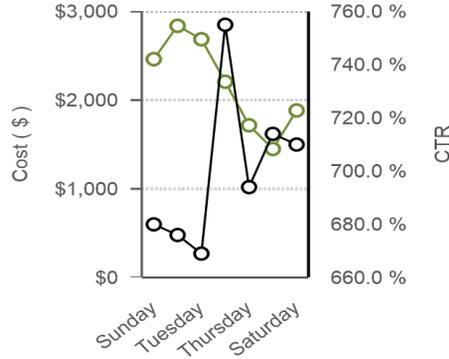
Clicks vs. Impressions



- Ggl + Bng + Yho Clicks
 - Ggl + Bng + Yho Impressions

Day of the Week

Cost vs. CTR



- Ggl + Bng + Yho Cost (\$)
 - Ggl + Bng + Yho CTR



Paid Search Engine Marketing Report Fla-keys.com

3/1/2020 - 3/31/2020



Top 5 Ads - Bing Ads (Bing/Yahoo/AOL Search)

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
Florida Vacations The Florida Keys & Key West www.fla-keys.com	Generic	9,315	405	4.35%	\$792.32	\$1.96
Official Tourism Site. Find Hotels, Resorts, Attractions, Events & Much More! Key West Florida Hotels Plan Your Vacation www.fla-keys.com	Key West	21,067	310	1.47%	\$697.85	\$2.25
Official vacation planning site. Visit the southernmost city in the continental U.S. Key West Fishing Plan Your Fishing Trip www.fla-keys.com/keywest	Key West	26,766	218	0.81%	\$306.27	\$1.40
Official Site. Hire a captain/charter & see what drew Hemingway here! Florida Resorts Key West. Close to Perfect www.fla-keys.com/key-west	Key West	8,401	199	2.37%	\$326.98	\$1.64
Plan your dream vacation to Key West. Warm breezes, dining, shopping, fishing & diving. Florida Vacations Play in the Uppermost Key www.fla-keys.com	Key Largo	10,717	168	1.57%	\$243.16	\$1.45
Plan your vacation in Key Largo. View hotels, attractions, events, dining and much more!						
Total		130,628	2,144	1.64%	\$3,827.40	\$1.79

Top 5 Ads - Google Ads

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
Honeymoon in the FL Keys Romantic Inns, Hotels fla-keys.com	Generic	11,337	684	6.03%	\$1,346.86	\$1.97
Romantic Island Honeymoons & More. Official Tourist Planning Site. Florida Vacation Islamorada in The Florida Keys www.fla-keys.com/islamorada	DAC 4 - Islamorada	9,992	481	4.81%	\$491.96	\$1.02
Welcome to our islands! Plan your dream Islamorada Vacation at the official planning site {Keyword:FL Keys Vacation Rentals}						
Official Tourism Planning Site fla-keys.com/marathon	DAC 3 - Marathon	6,277	400	6.37%	\$430.69	\$1.08
Discover Marathon in the middle FL Keys. Relax, swim w/dolphins+more! {Keyword:Key West Gay Vacations}						
Official Tourism Planning Site www.fla-keys.com/gaykeywest	DAC 1-Key West LGBT	5,245	392	7.47%	\$759.70	\$1.94
We were out before it was in! Relax & be you. View resorts, attractions+more.						
Everglades National Park Official Tourist Planning Site www.fla-keys.com/keylargo	DAC 5 - Key Largo	2,201	382	17.36%	\$351.33	\$0.92
Stay Nearby in Key Largo & Explore. Eco-Tours, Kayak, Fish & More.						
Total		99,510	6,093	6.12%	\$9,122.17	\$1.50



Paid Search Engine Marketing Report Fla-keys.com



3/1/2020 - 3/31/2020

Performance By Campaign Bing Ads (Bing/Yahoo/AOL Search)

Campaign	Impressions	Clicks	CTR	Cost	CPC
Key West	71,256	913	1.28%	\$1,604.59	\$1.76
Generic	27,754	733	2.64%	\$1,491.55	\$2.03
Marathon	19,083	299	1.57%	\$445.91	\$1.49
Key Largo	12,535	199	1.59%	\$285.35	\$1.43
Total	130,628	2,144	1.64%	\$3,827.40	\$1.79

Performance By Campaign Google Ads

Campaign	Impressions	Clicks	CTR	Cost	CPC
Generic	46,476	4,205	9.05%	\$5,656.68	\$1.35
DAC 1 - Key West	39,484	1,982	5.02%	\$4,603.71	\$2.32
DAC 4 - Islamorada	24,588	1,578	6.42%	\$1,464.36	\$0.93
DAC 5 - Key Largo	18,301	1,315	7.19%	\$1,238.11	\$0.94
DAC 3 - Marathon	16,955	1,127	6.65%	\$1,286.87	\$1.14
DAC 1-Key West LGBT	8,073	506	6.27%	\$993.54	\$1.96
Total	153,877	10,713	6.96%	\$15,243.27	\$1.42

Performance By Day of the Month 3/1/2020 to 3/31/2020

Date	Impressions	Clicks	CTR	Cost	CPC
3/1/2020	9,076	587	6.47%	\$696.15	\$1.19
3/2/2020	8,078	540	6.68%	\$613.34	\$1.14
3/3/2020	8,120	532	6.55%	\$634.56	\$1.19
3/4/2020	6,629	469	7.07%	\$550.75	\$1.17
3/5/2020	7,356	452	6.14%	\$601.24	\$1.33
3/6/2020	6,611	418	6.32%	\$566.13	\$1.35
3/7/2020	6,898	475	6.89%	\$607.06	\$1.28
3/8/2020	6,664	440	6.60%	\$568.35	\$1.29
3/9/2020	8,442	628	7.44%	\$859.60	\$1.37
3/10/2020	8,425	513	6.09%	\$650.22	\$1.27
3/11/2020	8,623	614	7.12%	\$750.78	\$1.22
3/12/2020	8,080	589	7.29%	\$712.39	\$1.21
3/13/2020	3,931	284	7.22%	\$373.24	\$1.31
3/14/2020	5,992	472	7.88%	\$655.00	\$1.39
3/15/2020	4,514	379	8.40%	\$471.24	\$1.24
3/16/2020	7,275	473	6.50%	\$868.66	\$1.84
3/17/2020	6,147	481	7.82%	\$717.33	\$1.49
3/18/2020	4,724	437	9.25%	\$692.96	\$1.59
3/19/2020	3,528	275	7.79%	\$402.74	\$1.46
3/20/2020	4,355	361	8.29%	\$510.51	\$1.41
3/21/2020	4,720	304	6.44%	\$622.00	\$2.05
3/22/2020	5,515	347	6.29%	\$726.23	\$2.09
3/23/2020	3,871	229	5.92%	\$496.15	\$2.17
3/24/2020	4,996	327	6.55%	\$683.80	\$2.09
3/25/2020	1,307	87	6.66%	\$212.84	\$2.45
Total	153,877	10,713	6.96%	\$15,243.27	\$1.42

*Campaigns Paused on 3/25

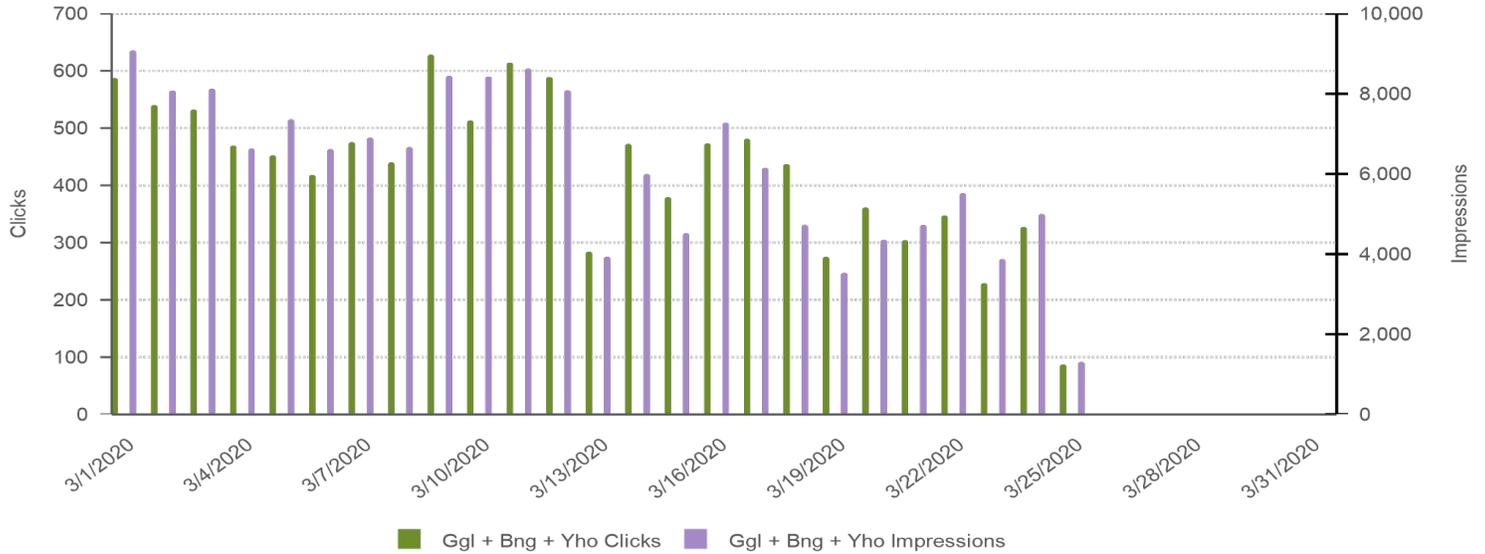


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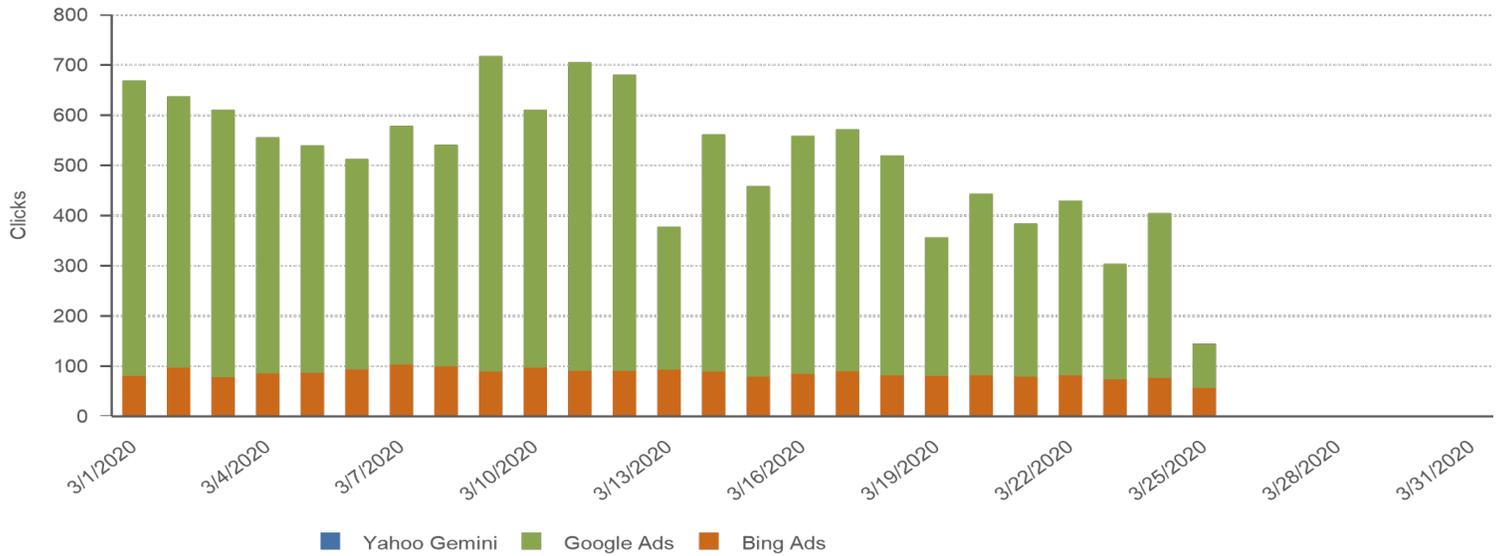
3/1/2020 - 3/31/2020



Clicks, Impressions 3/1/2020 to 3/31/2020



Clicks 3/1/2020 to 3/31/2020





Paid Search Engine Marketing Report Fla-keys.com

3/1/2020 - 3/31/2020



Top 5 Keywords

Bing Ads (Bing/Yahoo/AOL Search)

Keyword	Impressions	Clicks	CTR	Cost	CPC
+florida+fishing	36,864	338	0.92%	\$459.77	\$1.36
+hotel fl	16,112	233	1.45%	\$522.83	\$2.24
+florida +vacation +vacation	2,555	150	5.87%	\$308.07	\$2.05
+florida vacation	10,859	150	1.38%	\$212.46	\$1.42
+florida +travel	3,850	144	3.74%	\$279.27	\$1.94
Total	130,628	2,144	1.64%	\$3,827.40	\$1.79

Top 5 keywords

Google Ads

Keyword	Impressions	Clicks	CTR	Cost	CPC
top ten vacation spots in florida	8,248	1,424	17.26%	\$1,133.48	\$0.80
florida honeymoon	3,524	328	9.31%	\$580.82	\$1.77
florida fishing	3,623	313	8.64%	\$293.27	\$0.94
vacation packages to florida	2,791	279	10.00%	\$330.87	\$1.19
fishing in florida	2,780	265	9.53%	\$300.90	\$1.14
Total	153,877	10,713	6.96%	\$15,243.27	\$1.42

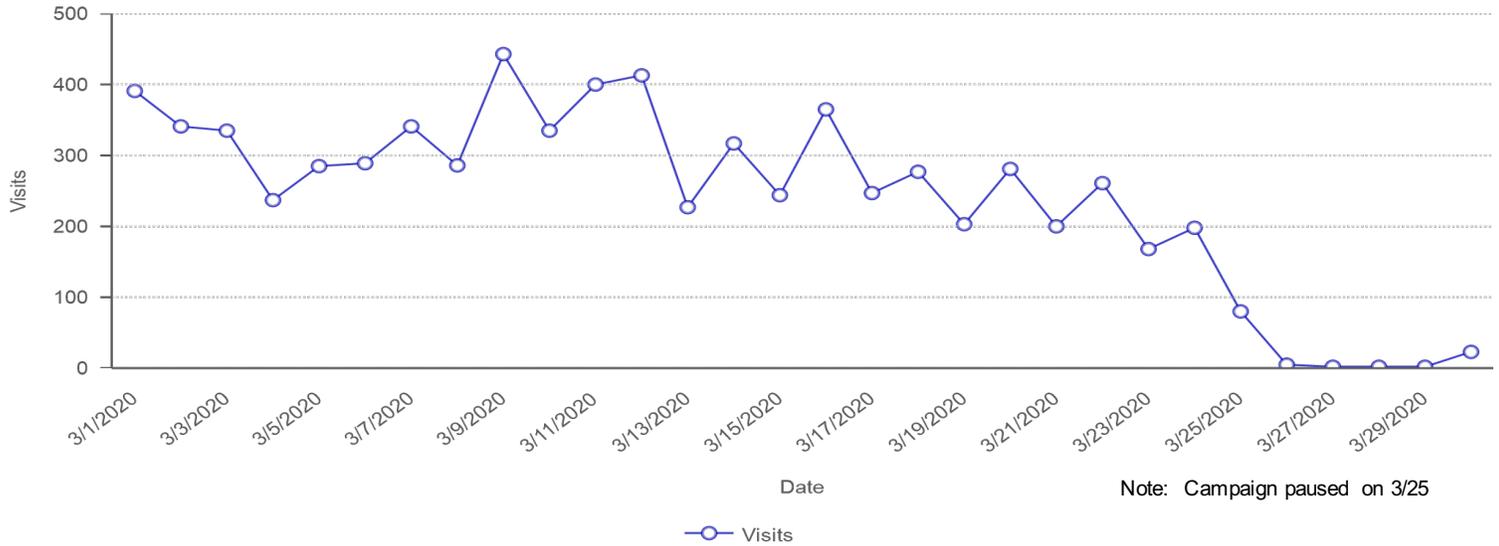


Paid Search Engine Marketing Report Fla-keys.com

3/1/2020 - 3/31/2020



Visit Trends to fla-keys.com from Paid Search



Note: Campaign paused on 3/25

Date	Visits	Pageviews Per Visit	Avg Time On Page	Percent New Visits	Visit Bounce Rate
3/1/2020	391	1.95	66.96	89.26%	64.71%
3/2/2020	341	2.09	52.28	87.10%	61.88%
3/3/2020	335	2.16	53.79	91.94%	54.63%
3/4/2020	237	2.03	39.61	87.76%	58.23%
3/5/2020	285	2.17	44.53	89.12%	56.14%
3/6/2020	289	2.18	54.14	80.28%	57.44%
3/7/2020	341	2.09	68.85	89.15%	59.53%
3/8/2020	286	2.30	54.68	85.66%	56.29%
3/9/2020	443	1.87	49.59	88.26%	67.72%
3/10/2020	335	2.17	48.16	89.25%	57.31%
3/11/2020	400	1.77	63.14	86.75%	65.75%
3/12/2020	413	1.89	52.78	90.07%	64.41%
3/13/2020	227	1.55	74.82	88.11%	76.65%
3/14/2020	317	1.51	94.85	88.96%	79.81%
3/15/2020	244	1.64	52.53	87.70%	75.00%
3/16/2020	365	1.50	73.54	87.67%	74.25%
3/17/2020	247	1.60	81.78	87.45%	76.52%
3/18/2020	277	1.59	47.89	89.89%	74.01%
3/19/2020	203	1.51	76.47	90.15%	76.85%
3/20/2020	281	1.45	46.69	92.53%	81.14%
3/21/2020	200	1.64	62.81	87.00%	71.50%
3/22/2020	261	1.66	57.12	86.21%	75.10%
3/23/2020	168	1.72	42.03	94.05%	69.05%
3/24/2020	198	1.54	90.34	95.45%	78.28%
3/25/2020	80	1.16	17.62	85.00%	90.00%
3/26/2020	5	1.00	0.00	20.00%	100.00%
3/27/2020	2	1.00	0.00	0.00%	100.00%
3/28/2020	2	1.00	0.00	50.00%	100.00%
3/29/2020	2	1.00	0.00	0.00%	100.00%
3/30/2020	23	1.00	0.00	100.00%	100.00%

CPC Visit Totals

Medium	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
cpc	7,198	1.83	47.79	88.48%	67.67%



Paid Search Engine Marketing Report Fla-keys.com

3/1/2020 - 3/31/2020



Top Paid Keywords Visit Trend to Fla-Keys.com

Keyword	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
+florida +vacations	1	1.00	0.00	100.00%	100.00%
+florida+honeymoon	95	2.99	75.78	94.74%	41.05%
+gay +resorts	1	1.00	0.00	100.00%	100.00%
+weekend +getaways	5	1.80	9.00	100.00%	60.00%
adventure travel	15	2.07	63.27	93.33%	60.00%
adventure trips	34	1.79	24.47	88.24%	67.65%
adventure vacations	23	2.26	98.48	78.26%	78.26%
beach getaways in florida	1	3.00	99.00	100.00%	0.00%
beach vacation	99	1.93	85.77	86.87%	61.62%
beach vacations	26	2.00	91.38	96.15%	61.54%
beach wedding	14	1.43	10.29	92.86%	78.57%
beach wedding destinations	2	1.00	0.00	100.00%	100.00%
beachfront hotels in florida	4	2.00	100.50	100.00%	75.00%
beachfront vacation rentals florida	43	1.42	34.42	95.35%	76.74%
best beach vacations florida	10	1.50	18.30	100.00%	70.00%
best destination wedding resorts	2	2.00	5.50	100.00%	50.00%
best fishing spots in florida	64	1.56	47.55	92.19%	79.69%
best fishing spots in south florida	29	1.34	23.48	96.55%	82.76%
best florida getaways for couples	7	1.57	6.14	100.00%	57.14%
best gay travel	5	2.00	171.00	80.00%	40.00%
best gay vacation spots	1	1.00	0.00	100.00%	100.00%
best honeymoon destinations	112	2.10	27.19	90.18%	58.04%
best honeymoon places	55	1.78	76.00	92.73%	70.91%
best hotel to stay in florida	1	1.00	0.00	100.00%	100.00%
best hotels in florida	87	1.89	30.30	94.25%	50.57%
best places to snorkel	27	1.89	112.48	70.37%	70.37%
best places to snorkel in florida	20	2.95	153.60	85.00%	55.00%
best places to stay in florida	39	1.97	39.03	87.18%	51.28%
best resorts in florida	27	1.41	11.04	96.30%	77.78%
best saltwater fishing spots in florida	58	1.34	36.16	82.76%	81.03%
best scuba diving in florida	42	2.02	34.45	85.71%	61.90%
best snorkeling	35	2.00	78.66	97.14%	71.43%
best vacation places in florida	1	2.00	32.00	0.00%	0.00%
can you swim with dolphins in florida	7	1.57	34.00	85.71%	71.43%
couple getaways in florida	10	1.80	89.60	70.00%	60.00%
couples getaway packages florida	40	1.27	19.25	85.00%	85.00%
couples retreat florida	62	2.24	91.87	87.10%	61.29%
destination wedding	5	2.60	97.80	100.00%	20.00%
destination wedding packages	3	2.33	18.00	100.00%	66.67%
diving center	4	1.50	5.25	100.00%	75.00%
diving in florida	104	2.07	72.60	81.73%	60.58%
everglades national park	188	1.35	19.28	84.04%	78.19%
everglades national park activities	7	1.14	3.14	85.71%	85.71%
everglades national park fl	73	1.23	16.21	89.04%	82.19%
everglades national park lodging	30	1.03	0.67	90.00%	96.67%
everglades tour	25	1.44	10.84	88.00%	76.00%
family vacation	1	2.00	479.00	100.00%	0.00%
family weekend getaways in florida	8	1.88	41.62	100.00%	62.50%
fishing in florida	219	1.25	17.26	92.69%	87.67%
fishing spots in florida	21	1.19	2.14	85.71%	85.71%
fl resorts	81	1.78	34.26	90.12%	60.49%
fl wedding	4	1.75	10.50	100.00%	50.00%
fl weddings	1	1.00	0.00	100.00%	100.00%
florida beach getaways for couples	1	1.00	0.00	100.00%	100.00%



Paid Search Engine Marketing Report Fla-keys.com

3/1/2020 - 3/31/2020



Keyword	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
florida beach resorts	32	1.62	31.66	90.63%	75.00%
florida beach vacation	3	1.00	0.00	100.00%	100.00%
florida beach vacation packages	2	2.00	73.00	100.00%	0.00%
florida beach vacations	11	2.82	124.82	100.00%	45.45%
florida beach wedding	6	2.17	54.00	83.33%	50.00%
florida beach weddings	1	3.00	25.00	100.00%	0.00%
florida beaches	9	1.33	12.33	88.89%	66.67%
florida best hotel	25	2.00	44.08	92.00%	80.00%
florida boat rental	11	2.18	267.00	72.73%	63.64%
florida boat rentals	42	1.10	2.45	88.10%	92.86%
florida campgrounds	10	1.00	0.00	100.00%	100.00%
florida camping	43	2.53	82.05	81.40%	53.49%
florida diving	1	1.00	0.00	100.00%	100.00%
florida everglades fishing	1	1.00	0.00	100.00%	100.00%
florida family beach vacations	1	3.00	162.00	100.00%	0.00%
florida family vacations	1	1.00	0.00	100.00%	100.00%
florida fishing	369	1.54	35.04	88.89%	72.09%
florida getaway	133	1.94	70.12	90.23%	64.66%
florida getaway for couples	12	1.58	23.58	33.33%	83.33%
florida getaways	61	1.93	72.36	81.97%	62.30%
florida getaways for couples	23	1.70	42.52	82.61%	65.22%
florida holiday rentals	10	1.20	2.90	100.00%	90.00%
florida honeymoon	344	2.43	46.94	86.05%	55.23%
florida honeymoons	60	2.77	50.05	81.67%	43.33%
florida hotel	162	1.82	36.88	90.74%	56.17%
florida hotels	50	1.90	34.14	88.00%	54.00%
florida marina	1	1.00	0.00	100.00%	100.00%
florida national parks	80	1.19	11.98	93.75%	86.25%
florida pet friendly hotels	2	1.00	0.00	100.00%	100.00%
florida pet friendly resorts	15	1.40	32.60	86.67%	73.33%
florida places to stay	10	1.00	0.00	100.00%	100.00%
florida resort	83	1.59	39.40	90.36%	61.45%
florida resorts	44	1.80	68.95	93.18%	65.91%
florida resorts for couples	4	4.50	232.50	75.00%	25.00%
florida scuba	86	2.02	91.55	83.72%	48.84%
florida scuba diving	16	2.25	15.88	75.00%	43.75%
florida swim with dolphins	9	2.00	10.22	100.00%	55.56%
florida swimming with dolphins	11	2.09	38.55	81.82%	63.64%
florida vacation	554	1.80	52.73	90.79%	65.70%
florida vacation home rental	16	2.00	8.25	87.50%	56.25%
florida vacation home rentals	95	1.59	41.22	90.53%	76.84%
florida vacation places	13	2.69	49.00	53.85%	46.15%
florida vacation rentals	8	1.75	11.00	87.50%	62.50%
florida vacations	316	1.99	77.46	79.43%	64.87%
florida wedding	11	2.27	36.27	100.00%	45.45%

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Presentation: COVID-19 Response Strategy

ITEM BACKGROUND:

Agency will present COVID-19 Advertising Strategy for the destination, utilizing current media dollars.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Tinsley Advertising

DEADLINE DATE: April 17, 2020

Agenda Item #

H.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Film Commission Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Film Commission

DEADLINE DATE: April 17, 2020

TO: Monroe County Tourist Development Council

FROM: Chad Newman

RE: Report on Film Commission Activities March 7th – April 17th, 2020



County Stars Thomas Rhett and Jon Pardi release Music Video for “Beer Can’t Fix” Shot in Key West.

Thomas Rett and Jon Pardi released a new video for their current single, “Beer Can’t Fix” which they shot on location in Key West, Florida March 2nd & 3rd. The single reached number three on the Billboard Hot 100 and reached the number one spot in Canada.

The video features the two country stars on Smathers Beach, fishing in the backcountry and riding down Duval Street on scooters.

“We wrote this song to be fun and uplifting and wanted to take that same energy into the video,” Thomas Rett says. “Jon and I had a blast filming this in Key West, and I hope it brings a smile to people’s faces.”

Since it’s March 24th debut on YouTube, the video has over 2.8 million views. You can watch the video here:
http://www.youtube.com/watch?v=rct9Zs_Yd-I

The production produced 28 Room nights in total.

COVID-19 Update

With the shutdown of the Florida Keys, several projects that had permits in place had to postpone production.

Before the shutdown, I was working with a Netflix project starring Dwayne “the Rock” Johnson and Gal Gadot. The movie was initially set to film in Italy; however, those plans changed with the outbreak in Europe. The production was intending to shoot here in Key West for a couple of days in April but has now been pushed back indefinitely.

On a more upbeat note, I have been receiving inquiries from companies that are looking for possible film locations when production restarts (studios are looking at the July / August timeframe). I believe that there will be a tremendous amount of catch-up production that will be in the offering once people can get back to work.

Current thinking in the production community is how to incorporate distancing guidelines into the production process. From actual shooting, makeup/wardrobe, and crowd scenes to creative changes in the content are just some of the things Hollywood producers are exploring.

It appears there has been a massive uptick in development activity. Since production has been shut down globally, a lot of Hollywood studios are taking the time and using it to develop projects for when filming restarts.

I have a weekly conference call with other film commissions throughout the state (including the state film office), where we talk about issues affecting the industry and how they apply to our separate jurisdictions.

A situation unique to the state of Florida is gig economy workers and Florida unemployment insurance. While most production workers are not covered by unemployment insurance, congress

passed legislation that includes these “gig workers” in their relief package.

The state film office has said that production workers will be eligible for this money, but they will have to apply for benefits through the unemployment office. Currently, anyone applying has been denied. I have been reaching out to the production people I am aware of here in Monroe County to make sure they know about this benefit and can re-apply for it when the state is ready.

Gov. Desantis’s recent executive order 20-91, which has been widely reported in the media as deeming professional wrestling an “essential service,” has caused a stir in production circles as well. The executive order reads that “professional sports and media production with a national audience” are included in “essential services,” and just this week I’ve had two inquires if this means we are now “open for production.”

On a more positive note, two of the productions that had to be postponed when we closed the Keys have been in close contact with me about when they can reschedule. If that is any indication when we officially re-open, I believe that there will be plenty of production waiting for us.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Public Relations Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: NewmanPR

DEADLINE DATE: April 17, 2020



2140 S. Dixie Hwy., Suite 203
Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.com

April 12, 2020

TO: Monroe County Tourist Development Council
FROM: Andy Newman and Carol Shaughnessy, NewmanPR
RE: Report on public relations activities from March 1, 2020, through April 12, 2020.

The following report highlights ongoing public relations activities from March 1, 2020, through April 12, 2020, in addition to fulfillment of media requests, coordinating individual media itineraries and writing various news releases, as performed on a regular basis for general and umbrella promotions.

(NOTE: Please understand that a number of PR actions outlined here were completed before the coronavirus crisis escalated. The reporting period includes approximately two weeks of “normal” international and domestic promotion before activities and messages changed radically because of the COVID-19 situation, international travel bans, national and regional restrictions on gatherings and movement, and ultimately the closure of the Keys to visitors.)

PR Plan Activities

Attend TDC meeting
Attend DAC meetings

Status of Activities

Agency representatives attended TDC meeting.
All DAC meetings were canceled.

International:

U.K. Media Meetings

In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in three “Social With Media” webinar events with leading travel editors including representatives of the Sun, Daily Telegraph, Wanderlust, Travel Trade Gazette, National Geographic Traveller and Food & Travel.

IMM Paris

KBC’s French associate Anne Zobenbuhler attended TravMedia’s International Media Marketplace, held March 11 in Paris, to represent the Florida Keys & Key West. In a full schedule of 29 appointments she met with representatives of outlets including France 5, Voyage de Luxe, L’Echo Touristique, Le Monde, L’Obs and Forbes.

TravelMole Project

KBC oversaw distribution of the first of two paid e-newsletters by U.K. travel trade digital outlet TravelMole, designed to raise awareness of the Keys and their “Connect & Protect” initiative among the U.K. travel trade (agents, tour

operators, homeworkers, etc.). The first e-newsletter, focusing on “10 Reasons to Discover the Florida Keys in 2020,” was distributed March 3. Distribution of the second newsletter, on “10 Ways Your Clients Can ‘Connect and Protect’ the Florida Keys,” has been postponed by mutual agreement until the COVID-19 crisis has abated. TravelMole also will publish editorial on the Keys at that time. TravelMole is one of the premier providers 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.

U.K. Sushi Mask Coverage

KBC adapted and issued NewmanPR’s video news release on Key West drag queen Sushi’s mask-making project to over 70 national newspaper, online and LGBTQ outlets in the U.K. and Ireland using highly targeted media lists — as well as crafting bespoke pitches for outlets including dailymail.co.uk, theguardian.co.uk, outthere.travel and the Sun and Reach PLC (Mirror and Express newspapers). The story has already been picked up by outlets including outoffice.com and travelgay.com. Additionally the LGBTQ outlet pinknews.co.uk plans to post an article by mid-April.

Media Pitches

KBC continued to proactively but sensitively pitch the Florida Keys & Key West to leading U.K. and Irish media outlets, with topics including “sofa escapes,” films and television programs that transport viewers around the world and a recent turtle release by the Turtle Hospital.

French ‘Trophées’ Nomination

As part of the sustainable tourism initiatives conducted by the Florida Keys, French media representative Anne Zobenbuhler is working with the KBC team to submit a nomination for the Keys’ “Connect & Protect” campaign to “Trophées de l’Innovation” (Innovation Trophies) organized by major French travel trade magazine L’Echo Touristique. The award honors the best new and original projects in the tourism sector by category, and the Keys’ initiative will be submitted in the Responsible Tourism category.

ITB Berlin

German affiliate GIA had finalized arrangements to represent the Florida Keys & Key West at ITB, slated March 4-8 in Berlin, with media appointments and participation in events including a Visit USA media breakfast and a dedicated LGBTQ networking event. However, notification was received Feb. 29 that ITB was canceled due to the coronavirus threat. GIA followed up with all relevant journalists to ensure they were in possession of information on the Keys.

German Group Press Trip

Though participants had been confirmed for the planned German group fam scheduled May 25-30, GIA canceled the trip when the coronavirus crisis and consequent travel bans made that action necessary. GIA is liaising with all confirmed media representatives to confirm future individual visits or participation in a future group trip.

German Facebook Initiative	GIA is working to keep potential visitors inspired through the German Facebook page and continues to share the beauty and diversity of the Florida Keys with them through organic posts. The hashtags #wishyouwerehere and #dreamnowtravellater have been used. GIA also encourages members of the Facebook group to share their photos and positive memories of the Keys.
Canadian Group Press Trip	Before the coronavirus situation impacted travel and movement, Canadian affiliate LMA had planned a group press trip to take place in late April. Six media representatives were confirmed to participate. LMA has canceled the trip and is tentatively planning to have the selected media members visit individually when conditions allow and travel resumes.
TMAC Media Marketplace	LMA registered earlier this year for the 2020 Travel Media Association of Canada (TMAC) Annual Media Marketplace in Sudbury, Ontario. Originally scheduled June 9-12, the conference is now planned for early September 2020. LMA is awaiting the confirmed date and will continue preparations when appropriate.
TMAC Event	LMA representatives promoted the Keys at an early March media event hosted by the Travel Media Association of Canada. Additional association events are on hold until September 2020.
Canada Media Calls/Meetings	LMA held phone conferences about Florida Keys subjects with representatives of various media outlets, social media influencers and freelancers. They included the Globe and Mail daily newspaper to discuss coverage of the Canadian resident who won Key West's 2020 Conch Shell Blowing Contest.
Canadian CKXS Radio Interview	LMA arranged a radio interview for Andy Newman with Greg Hetherington of CKXS-FM's travel radio show to provide an update on the Keys and keep the destination top-of-mind with listeners. LMA is working to arrange interviews with other influential Canadian radio outlets as well.
Media Releases	Two press releases were distributed in the U.K. and France during the reporting period. The first focused on the reopening of Little Palm Island and the second on the opening of the Sunshine Key Tiny House Village. In the German-speaking markets, two press releases were distributed by GIA. The first was a round-up of Keys news prior to ITB and the second was on the Tiny House Village. 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 on topics that included the expansion of Freebee Islamorada, the Northernmost-Southernmost fishing giveaway, the Canadian winner of Key West's Conch Shell Blowing Contest, the opening of the Sunshine Key Tiny House Village, Key West drag queen Sushi making and

distributing protective cloth masks, and updates on the Keys in light of the coronavirus crisis. In addition, LMA distributed a March eBlast highlighting a selection of events and hotel developments to a Canadian database of over 1,004 media contacts. The next eBlast has been postponed until later in the year when conditions are appropriate.

Social Media

KBC shared social media posts on Twitter on the reopening of Little Palm Island and Key Largo's status as a TripAdvisor "top trending location." GIA reported that the Keys' German Facebook page has grown to 16,536 fans, while the Florida Keys & Key West "group" sits at 2,512 members.

Upcoming Media Visits

As COVID-19 created increasingly severe travel impacts and the Keys closed to visitors, KBC, GIA, LMA and NewmanPR worked with media and influencers from around the U.K., Europe and Canada to postpone or reschedule planned visits to create story, photo, video and/or social media content on the Keys.

International Affiliate Changes

As China, the U.K. and Europe, and Canada were impacted by COVID-19 and its resultant effects on travel, NewmanPR's Andy Newman re-evaluated and re-negotiated the role and compensation of the agency's contracted public relations affiliate agencies that promote the Keys in those areas, in an effort to reduce TDC PR expenses. Until further notice, U.K. and European affiliate KBC and Canadian affiliate LMA will be retained at 50 percent of their previous compensation. Chinese contracted entity DragonTrail will limit its duties to maintaining the Keys' Chinese website and the Florida Keys' presence on the WeChat platform for a minimal compensation. NewmanPR has received signed amended agreements from all three entities.

Domestic:

Dallas 'Connect' Television

After coordinating all elements of a Dallas "Connect with the Florida Keys" promotional campaign, including editorial coverage on WFAA-TV's "Good Morning Texas," agency arranged to postpone the airing of the Keys segments because of the coronavirus crisis. The segments, resulting from an agency-arranged shoot in the destination, focus on an overview of tourism offerings and sustainability initiatives. They will be rescheduled at an appropriate time in the future. The Dallas-Fort Worth market ranks fifth in the country's Top 5 media markets.

N'most-S'most Giveaway

Agency concluded a "Northernmost-Southernmost" social media contest that ran Feb. 12 through March 11 and awarded the winner prizes including a Keys fishing vacation for two. The contest was 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 point in Lake of the Woods,

Minnesota, and southernmost point in the Florida Keys. In addition, agency wrote, distributed to targeted media and posted on the website two releases on the giveaway. The contest drew more than 9,600 entries.

'Art Loft' Program

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.

Coronavirus Communications

To support the destination during the coronavirus crisis, NewmanPR is proactively communicating accurate information to Keys tourism interests and to visitors and prospective visitors. Agency's Andy Newman and Julie Botteri participate in regular Monroe County situation status conferences that involve municipalities and infrastructure organizations. In addition, Newman monitors county executive board decision-making conferences and Botteri participates in regular PIO conferences. Newman regularly confers with various county officials including health director Bob Eadie, Emergency Management Director Shannon Weiner and County Administrator Roman Gastesi. The agency continues to work diligently with Emergency Management, the Florida Department of Health and its Monroe County administrator to assist with coordinating and communicating appropriate and unified messaging as the coronavirus situation and Keys status relating to tourism evolve.

Coronavirus Web Section

Agency created, working with Two Oceans Digital, and makes daily or more frequent updates to a dedicated coronavirus information page on the TDC website. The page features information on the temporary closure of the Keys to visitors; restrictions on road access to prohibit non-residents' entry; protective actions taken throughout the Keys; the status of Keys lodging, transportation, beaches, parks and other visitor-related offerings; coronavirus facts and resources; a Q&A visitor information section with links to the CDC, Florida Department of Health and other appropriate entities; official restrictions on gatherings; guidance about wearing masks; and state and local directives on restaurant and business closures, stay-at-home guidelines, airport screenings and similar actions. This resource is linked to a banner on the website's homepage that changed from green to yellow to red as the tourism situation changed.

COVID-19 Tourism Advisories

From Feb. 27 to this report date, agency issued approximately 20 tourism advisories to the industry on topics including coronavirus preventive measures, means of spread and symptoms; talking points to answer visitor concerns;

exercising flexibility when dealing with visitor requests for refunds or reservation date changes; initial cases in Florida; cruise lines suspending voyages from U.S. ports; travel bans on visitors from the U.K. and Europe; declaration of a local State of Emergency; event cancellations and attractions closures; the Florida governor's order to close bars, pubs and nightclubs statewide; closures of Keys beaches, parks and playgrounds; the directive to close Keys lodging to visitors; the Keys' first confirmed case of COVID-19; Key West's directive to close down all non-essential retail and commercial establishments; the checkpoints implemented at the top of the Keys to restrict incoming traffic; the continuation of the checkpoints until further notice; unemployment compensation information; requirements for proof of local residence besides reentry stickers at the checkpoints; official county directives requiring employees and customers of essential businesses to wear masks and essential businesses to limit customer capacity; screening procedures and quarantines for arriving airline passengers at the Key West and Marathon airports; and the Florida Department of Business and Professional Regulation's resource for reporting vacation rental compliance concerns.

Social Media

Agency's social media team posted information and destination status updates as appropriate on Keys social media outlets to alert visitors about the coronavirus situation. Topics included the launch of the TDC's coronavirus web section, official directives that mandated social distancing, restaurant and beach closures, the eventual closure of lodging and the destination, and the implementation and continuation of traffic checkpoints. Agency also posted limited environmental and cultural messaging including Sustainable Sunday and Connections Project posts, as well as videos and photographs of tranquil Keys nature scenes. A post that announced the Keys' accommodations closure reached nearly 150,000 people and generated more than 31,000 engagements. Other notable posts included a Facebook Live segment of a peaceful Middle Keys sunset over the water that reached more than 96,000 people and drew more than 11,500 engagements; a sunset from the base of the Seven Mile Bridge that reached more than 80,500 people and generated more than 9,000 engagements; an image of a waterfront moonrise that reached more than 44,000 people and generated 3,000 engagements; and a Sustainable Sunday message about Key deer that reached more than 35,000 people and drew more than 1,500 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC's Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.

'Safe at Home: Tune in to Keys'	Agency began concepting a "Safe at Home: Tune In to the Keys" social media initiative that encourages followers to virtually connect with the Florida Keys while staying safely sequestered in their own homes. The initiative is to feature social posts showcasing tours and Facebook Live "visits" with local attractions and animal rehabilitation groups; video segments of nature scenes and underwater exploration; virtual offerings and learning opportunities from Keys cultural organizations and museums; local products such as Key lime pie and Key Largo Chocolates that can be ordered online; "how to" videos with Keys recipes that give viewers a virtual taste of the island chain; and other positive and engaging offerings from Keys entities. Tentative plans call for the initiative to feature an eye-catching "Safe at Home" logo based on artwork created by a selected Keys artist. The initiative not only fosters increased attention for the Keys, but also positions the island chain as providing interesting and uplifting experiences (though virtual) during a difficult time.
Social Media Contest	In conjunction with the "Safe at Home" initiative, agency is concepting a social media contest to encourage people to make virtual connections with the Keys while staying safe at home. Contest format and details are still being worked out. Tentative plans call for it to launch around April 20.
'Keys Traveler' E-newsletter	Working with TwoOceansDigital.com, agency produced, distributed and posted an abbreviated April issue of the "Keys Traveler" e-newsletter and began writing pieces for a similarly abbreviated May issue. Given the coronavirus situation and its travel and social distancing ramifications, the abbreviated issues do not feature stories on special events or other elements encouraging destination visits; instead they contain content about the Keys' closure to visitors, environmental and sustainability aspects and the local culture and heritage. The goal of the issues is to be sensitive to current conditions while continuing the ongoing connection between opt-in subscribers and the Keys.
'Keys Voices' Feature Blog	Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Regular "Keys Voices" feature-style columns offer insights into attractions, events and attributes that might encourage destination visits. However, as the coronavirus crisis escalated, blogs evolved to feature tranquil Keys vistas and nature-based, heritage/memory or relaxation-inducing subjects related to the island chain that could provide a momentary "mental break" for readers.
LGBTQ Blog	Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects evolving appropriately as coronavirus concerns deepened. 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.

Upcoming Project Evaluation	Agency is in the process of evaluating all remaining domestic and international projects and initiatives for the fiscal year, and their costs, to prioritize their value to the destination in light of the coronavirus crisis.
Weekly Reports	Agency compiled weekly reports of public relations activities, primarily related to the coronavirus situation, and submitted them to the TDC office each Friday.
Paradise Protected	Agency pitched “The Florida Keys ... Paradise Protected” to WPBT/WXEL (South Florida PBS) as a half-hour show. The show is slated to air at 10 p.m. on April 22, 2020, as an Earth Day special. Furthermore, South Florida PBS is set to offer the show to PBS for national broadcast in late 2020 or early 2021.
Samantha Brown	Samantha Brown’s half-hour focus on the Florida Keys, in addition to primary PBS stations, has begun airing on secondary PBS stations through the Create network. Agency participated in a Facebook Live session organized by Brown in conjunction with the premiere on Create.
Events:	
Event Updating	Agency continued gathering information from event coordinators throughout the Keys on the status of their offerings in light of the coronavirus crisis, including event postponements, and updated the calendar on the TDC website accordingly. In addition, before the Keys were closed to visitors, agency compiled a frequently updated listing on the TDC website that included event cancellations and attractions closings.
Marathon Seafood Festival	A few days before the Original Marathon Seafood Festival took place, agency promoted it with multiple photos on the Keys’ social media outlets.
Conch Shell Blowing Contest	When Key West’s annual Conch Shell Blowing Contest took place, agency produced and distributed to media video and still photography packages on the contest and its winners, and provided information to the Associated Press for a story. Because the women’s division winner was a Canadian, packages were distributed to Canadian media as well. Three photos were distributed to widespread media points via the Associated Press wire service, and the video package aired on network affiliates around the U.S. and into Canada.
Conch Republic Drag Race	Agency wrote, distributed to media and posted on the website a release on the Great Conch Republic Drag Race. The event was subsequently canceled based on the coronavirus situation.
Fishing Tournaments	Agency wrote, distributed to the media and posted on the website releases on the results of the March Merkin Permit Tournament and the two-day Billfish Championship that was a

main event of the Jimmy Johnson “Quest for the Ring” Fishing Championship Week.

Public Relations Activities Not Included in the Current PR Plan

- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio’s Morning Magazine.
- Agency wrote, distributed to the media and posted on the website a release on the shutdown of Florida bars and nightclubs, Keys events that were canceled or postponed, and attractions and other entities that were closed because of coronavirus concerns.
- Agency produced and distributed a photography package when a state declaration signed by Gov. Ron DeSantis shut down Florida bars, pubs and nightclubs and limited restaurant service to 50 percent capacity. One photo moved to media points around the United States via the Associated Press wire service.
- Agency wrote, distributed to the media and posted on the website a release when the coronavirus threat forced Keys officials to announce plans to close lodging businesses, shutting down the destination to visitors. The release on the website was updated as needed with information about new developments including the implementation of traffic checkpoints.
- To increase awareness of Keys officials’ decision to close the destination to visitors, and its effect on both visitors and the local workforce, agency produced and distributed to media a video package featuring Monroe County Mayor Heather Carruthers and Key West Butterfly & Nature Conservatory CEO George Fernandez. The package was fed to ABC, Fox, NBC and CBS affiliates around the country.
- Agency produced and distributed four separate photography packages after Keys officials announced that they must close the island chain to visitors. Eight photos were moved to media points around the world via the Associated Press wire service as well as other wire services.
- When checkpoints were implemented at the top of the Keys to restrict incoming non-resident road traffic, agency produced a video package with Monroe County Mayor Heather Carruthers and a still photography package, and made both available to widespread media including news wire services. Seven photos were distributed to media points via the Associated Press wire. In addition, agency’s Andy Newman produced a Facebook Live segment featuring Mayor Carruthers discussing the checkpoints, Keys closure and the health and safety concerns that motivated them. Finally, Newman provided material to the Associated Press for a story on the traffic checkpoints and Keys status. The Facebook Live post reached more than 62,000 people and generated more than 10,000 engagements.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on the Keys’ closure to tourism and the Keys preserves where nature thrives.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on the Keys’ sustainability focus and the 10 Keymandments.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on the creative residents who make “Keys crafted” products.
- Agency wrote and distributed an advisory to tourism interests when the Florida Department of Health in Monroe County received laboratory confirmation of a case of dengue fever in the Key Largo area.

- Agency's Andy Newman produced a Facebook Live video at Mangrove Mike's restaurant with its owner, Islamorada's Mayor Mike Forster, who was providing free to-go meals and food items to people whose livelihoods were affected by the coronavirus crisis. The video reached more than 51,000 people with more than 6,200 engagements.
- Agency produced and distributed to media a video package when Dolphin Research Center hosted a virtual dolphins-and-animal-care-specialist interaction video, streamed to military veterans and their families in their homes, that was part of the Wounded Warrior Project's support group activities for veterans. The package included B-roll of scenes at Dolphin Research Center via direct camera, Zoom stream, and footage of past Soldier Ride dolphin encounters for wounded military members. The video package was provided to Miami stations and national network affiliate feeds as well as cable news channels. Agency is also creating a version of the video package for the Keys' social media outlets.
- Agency's Julie Botteri produced a Facebook Live video at the Turtle Hospital with Bette Zirkelbach introducing the resident turtle "patients," telling viewers that Keys' wildlife rehabilitation continues during the crisis and assuring that the turtles are being cared for. As of this writing, the video had reached nearly 66,500 people and generated 7,300 engagements.
- Agency wrote, distributed to the media and posted on the website a release on the Sunshine Key Tiny House Village, the Keys' only tiny house village, located at the Lower Keys' Sunshine Key RV Resort & Marina.
- Agency wrote, distributed to the media, and posted on the website a release on the start of a planned \$6.2 million rehabilitation project for Cow Key Channel Bridge. Agency also created an informational web page on the project, working with the FDOT to get up-to-the-minute information and graphics to communicate to visitors and tourism interests. The bridge project is expected to conclude by December 2020.
- Shortly after the CDC advised the public to wear cloth face coverings or masks when in public, agency produced and distributed to media video and still photography packages on Key West drag queen Sushi sewing thousands of protective masks. Two photos were distributed to media points around the U.S. via the Associated Press wire service, appearing in outlets including USA Today.com. They were also posted on the Keys' Facebook page, where they reached more than 98,500 people, drew over 18,500 engagements and inspired dozens of positive comments. The video package was provided to Miami stations and national network affiliate feeds as well as cable news channels, with coverage featured on outlets including CBS Miami, MSN.com and YahooNews.com.
- Agency representatives participated in numerous webinars on the changing state of travel and media trends resulting from the coronavirus crisis, gathering information to help in crafting appropriate messaging when travel resumes.
- Andy Newman was the featured presenter at the Key Largo Rotary meeting on March 18.
- Agency's Laura Myers created a May submission for Destination Florida, the monthly newsletter for the Florida Association of Destination Marketing Organizations (FADMO), and responded to a media request seeking information about top U.S. gardens.
- Agency continued enhancing and updating media resources in its online pressroom, focusing particularly on the photo library of high-resolution images, for media use when the Keys are able to reopen to visitors.
- Agency coordinated media visits for individual journalists including Charles Graeber with Travel + Leisure, Trish Ragsdale with The Weather Channel, freelancer Tierney Plumb, Paul Knowles of Metroland Community Newspaper and GiAnna Wyatt with JustLuxe.com.

- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including stories in TrailBlazer Magazine, Travel Pulse and Luxury Travel Advisor and on the “50 Most Scenic Drives in the World by Big Seven Travel; “15 Most Beautiful Places in the U.S.” by The Discoverer Blog; a cover story on Key West in Seattle Gay News following a visit by Ed Walsh; a Florida Keys feature in Conde Nast Traveller UK online and in the March issue; a guide to traveling the Florida Keys in Barron’s PENTA magazine online; a dedicated feature on the Florida Keys in IN Magazine following a visit by Doug Wallace; a Virtual Vacation to the Florida Keys story on StyleBlueprint.com; and inclusion in round-up articles on Forbes relating to “Top Travel Experts Share Their Top Picks for the Ultimate Wanderlust Soundtrack” and “10 Caribbean Cocktails to Make at Home (and Bring the Vacation to You).
- Agency issued water-quality advisories as needed to resorts and other tourism industry entities, and routinely interfaces with the Monroe County Health Department on beach advisory status.
- Event information and photography are regularly posted on the Keys website.

###

01 Mar 2020 - 12 Apr 2020

TDC Social Media Report April 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

Facebook Activity Overview



IMPRESSIONS

3,666,618



TOTAL REACH

1,002,466



POST ENGAGEMENTS

142,834



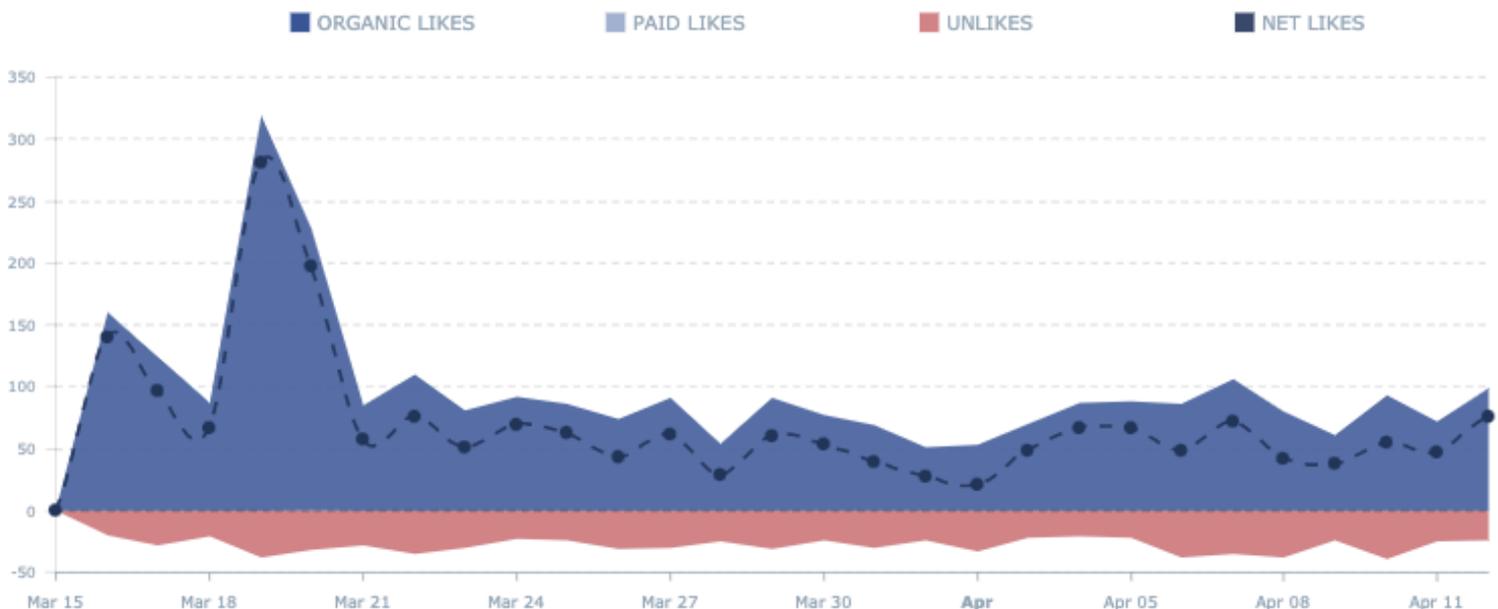
PAGE CONSUMPTIONS

132,237



Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

Total Fans	466,409
Organic Likes	2,774
Net likes	1,980

NUMBER OF NET LIKES INCREASED BY

↑ 0.43%

↑

Audience Engagement



IMPRESSION METRICS

Organic Impressions	1,926,932
Paid Impressions	1,207,988
Viral Impressions	531,698
Total Impressions	3,666,618
Users Reached	2,708,910

ACTION METRICS

Reactions	49,391
Comments	5,040
Shares	5,746
Other Engagements	82,657
Total Engagements	142,834

Top Performing Posts

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

POST

REACTIONS

COMMENTS

SHARES

CLICKS

VIRALITY

REACH



The Florida Keys & Key West

08 APR 12:21 PM



For a little natural beauty this morning, we wanted to share the moonrise from Tuesday evening. Wishing all of you a peace-filled day, as we remain closed to our visitors because of coronavirus circumstances.

2117

76

103

798

6.42%

45,195



The Florida Keys & Key West

06 APR 10:28 PM



Florida Keys resident Gary Marion, who you may know best as "Sushi," the star of Key West's New Year's Eve "drag queen drop" in a giant red high-heel shoe, has made more than 2,000 colorful cloth masks for facial protection during the coronavirus crisis, and has another 2,000 on back order to be shipped around the U.S. and the globe. 🇺🇸 Rob O'Neal

4528

331

208

13669

15.52%

99,036



The Florida Keys & Key West

26 MAR 11:53 AM



A reminder to remember to take it one day at a time, be positive and to use common sense to take care of yourself and those you love. Sunrise Thursday in #Islamorada in the #FloridaKeys. The Keys, unfortunately, are closed to visitors until further notice because of COVID-19.

1644

79

144

819

6.01%

40,705

Twitter Activity Overview



DAILY EXPOSURE

51,541



POST ENGAGEMENTS

3,225

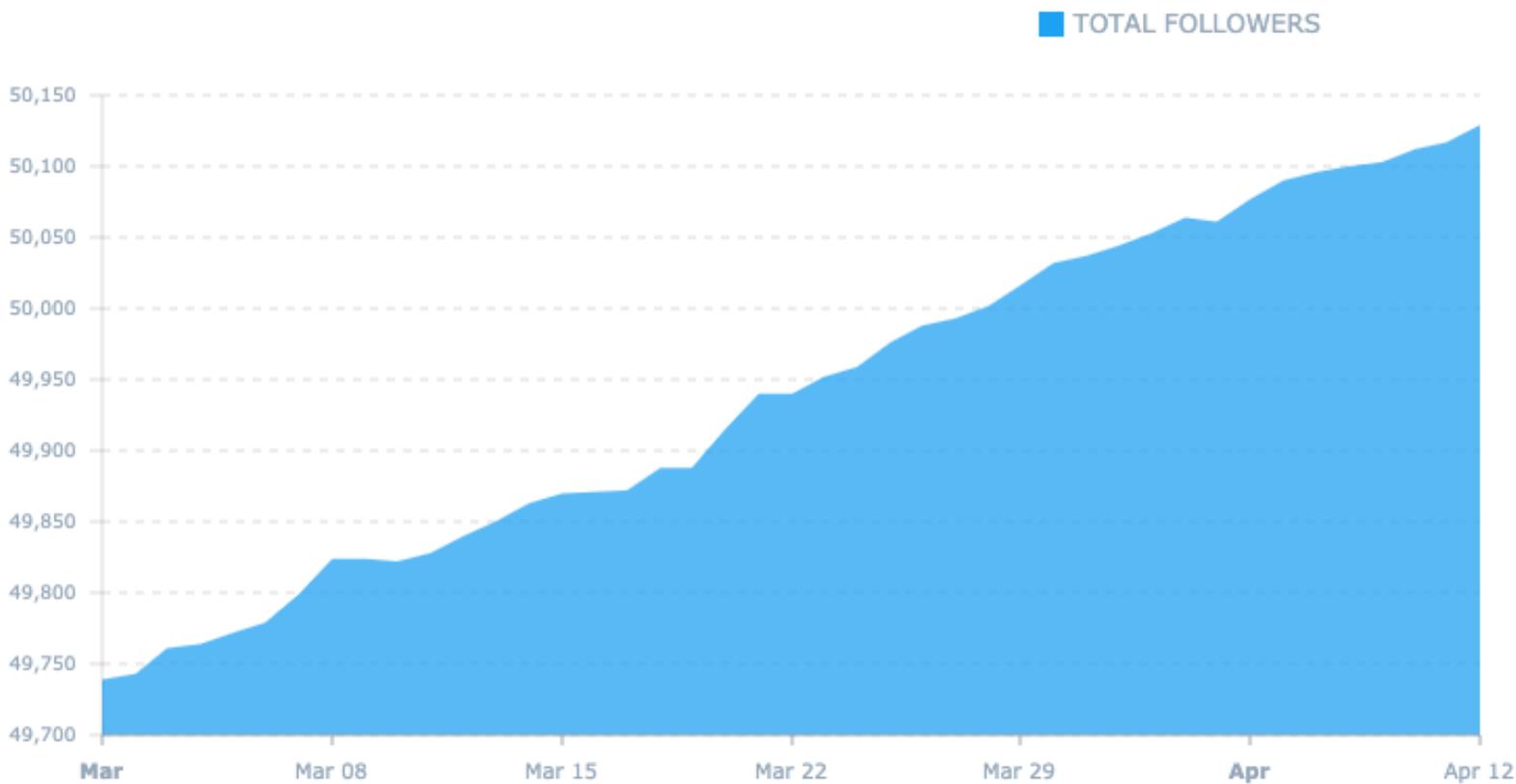


REACH

2,159,125



Audience Growth



FOLLOWER METRICS

Total Followers	50,129
Followers Gained	390
Total You Follow	3,205

YOUR FOLLOWERS
INCREASED BY

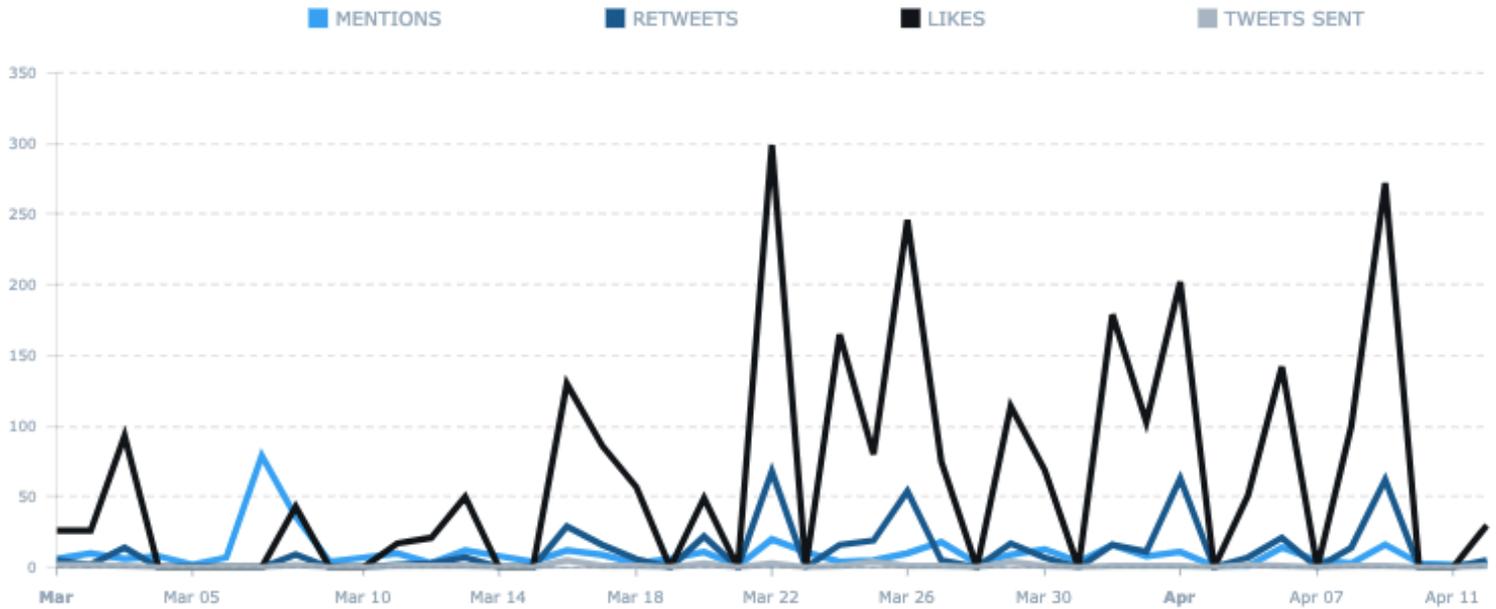
↑ **0.78%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	423
Retweets	500
Likes	2,725
Tweets Sent	42

Total Engagements 3,648

CONTENT HABITS METRICS

Plain Text	4
Photos	1
Videos	0

Total Sent Tweets 5

TOP TWEETS

Retweets Likes Reach



The Florida Keys @thefloridakeys 09 Apr 8:48 PM

Just keep swimming... we'll get through this together! <https://t.co/941YI32tyB>

61 272 50,136



The Florida Keys @thefloridakeys 06 Apr 5:08 PM

While the #FloridaKeys are currently closed to visitors, we know that many of you miss our serene sunsets. Take a moment to relax and reflect. 🌅: <https://t.co/fHmiOwUfex> <https://t.co/VgrwWlfUgj>

21 142 50,175



The Florida Keys @thefloridakeys 03 Apr 2:01 PM

RT if you've been to No Name Pub in the Lower Keys! In the 1960s, two cooks from Italy came to work at the restaurant and brought a pizza recipe with them. They wrote the recipe on the kitchen wall when they left and the same recipe is still used today. <https://t.co/QIEg0nK9Zc>

63 202 50,102

Instagram Activity Overview



FOLLOWERS
232,629



FOLLOWING
472

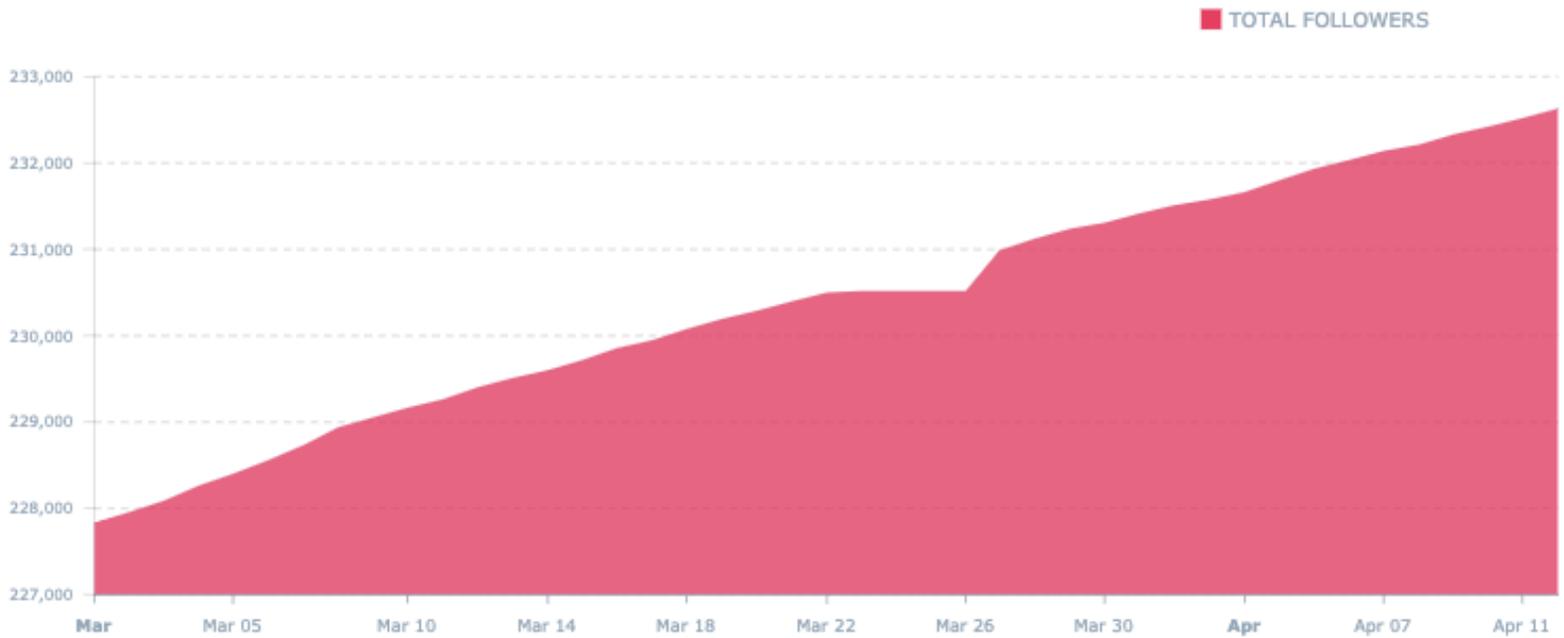


POSTS
1,508



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

Total Followers	232,629
Followers Gained	4,793
Total You Follow	472

YOUR FOLLOWERS
INCREASED BY

↑ 2.1%

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



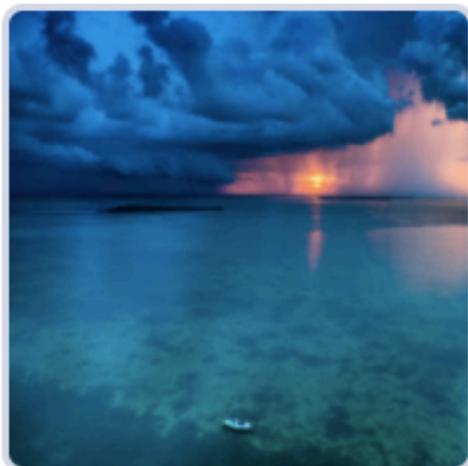
ENGAGEMENT METRICS

Likes Received	129,586
Comments Received (All Posts)	1,051
Comments Received (Posts This Period)	1,691.0
Posts Sent	32

PUBLISHING METRICS

Total Media Sent	32
Total Comments Received	1,051
Total Comments Received Last Period	116

TOP INSTAGRAM POSTS



Likes 9,810
Comments 104



Likes 9,641
Comments 188



Likes 7,563
Comments 133

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Ameurop Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Ameurop Group

DEADLINE DATE: April 17, 2020



Fl/ fl. call center /
mainframe-printout- auth. KL/OE



FLORIDA KEYS Call report for **March 2020**

Date:	Name:	Country:	Reason for Call:
03-01-20	Addam Reik	Denmark	General Info about the Keys
03-02-20	Muller Franz	Austria	Explained Sun Pass
03-03-20	Norberg Lars	Sweden	Key Largo Visitor Center
03-04-20	Maham Darre	India	Translation at Hotel
03-05-20	France Mignell	France	24 Hours Walk In Clinic
03-05-20	Marcel Osquate	Belgium	R. V. Parking Place
03-06-20	Rodrigues	Portugal	Key Largo Visitor Center
03-07-20	Ohesho Goku	Japan	Translation at Urgent Care
03-08-20	Didier Morris	Belgium	Questions about Corona Virus
03-09-20	Rosedal Heiko	Holland	Key Largo Visitor Center
03-10-20	Jesper Bjiorn	Sweden	Flat Tire Called Car Rental
03-11-20	Sauber Werner	Germany	Translation with Bank
03-12-20	Aikiko Sobj	Japan	Concerned about Corona Virus
03-13-20	Helga Bunner	Germany	Explained Sun Pass
03-14-20	Sirhana Raevi	India	General Info about the Keys
03-15-20	Vern Julia	Austria	Public Transportation
03-15-20	Nori Hokuro	Japan	Translation for Realtor
03-16-20	Gisela Fern	Switzerland	All Night Pharmacy
03-16-20	Swetlan Bijorn	Norway	Explained Sun Pass



FL/ fl / call center /
mainframe-printout- KL/OE



FLORIDA KEYS Call report for March 2020

Date:	Name:	Country:	Reason for Call:
03-16-20	Maurer Hilde	Germany	Inquire about Corona Virus
03-17-20	Klaus Gorner	Austria	Holiday Inn Return Flight
03-18-20	Mark Veitz	Germany	Translation for Key Largo Hospital
03-18-20	Aspane Guido	Italy	24 hour Pharmacy C V
03-19-20	Mike Care	New York	Questions about Keys Closing
03-20-20	April Messer	Texas	Question about Keys Reopen
03-20-20	Jey Williams	Orlando	Mother in Hospital question about Visiting Key Largo
03-21-20	Allison Spiwak	Portugal	Speeding Ticket Key Largo
03-22-20	Rob Dillahay	Minnesota	Question about Boat in Key West Marina
03-23-20	Garcia Chaboun	Indiana	Question about Vacation Home C V
03-23-20	Forrest Yvonne	North Carolina	Inquire about R V Trailer C V
03-24-20	Haley Elbert	Georgia	Question about Closing the Keys
03-24-20	Chris Alder	Miami	Questions about her Rental Unit C V
03-25-20	Brian Gentle	Alabama	Question about Visiting Key Largo
03-26-20	Silke Krause	Colorado	Question about ther Vacation Home C V
03-27-20	Sam La Rocca	Maryland	General Question about Reopen the Keys
03-28-20	Babel Gerta	Switzerland	Inquiring about Corona Virus
03-30-20	Pablo Ricardo	Miami	General Questions about the Keys
03-31-20	Helga Schubert	Marathon	Questions about Reentering the Keys

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Presentation: Current PR

ITEM BACKGROUND:

Agency will present a briefing on TDC public relations activity during the coronavirus crisis.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: NewmanPR

DEADLINE DATE: April 17, 2020

Agenda Item #

J.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Sales and Marketing Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Sales Department

DEADLINE DATE: April 17, 2020

PROJECT: Washington D.C. Travel & Adventure Show

DATE: March 7-8

ASSIGNED: Sabine Chilton, Markham McGill

STATUS: Trip Report Attached

PROJECT: Philadelphia Travel & Adventure Show

DATE: March 14-15

ASSIGNED: Jack Meier

STATUS: Rescheduled, April 2021

PROJECT: San Francisco Travel & Adventure Show

DATE: March 21-22

ASSIGNED: Guy Ross, Markham McGill

STATUS: Rescheduled 7/25-26

PROJECT: Virtuoso Travel Mission

DATE: March 27

ASSIGNED: Jack Meier

STATUS: To be rescheduled

PROJECT: Dallas Travel & Adventure Show

DATE: March 28-29

ASSIGNED: Jack Meier

STATUS: Rescheduled 8/16-17

PROJECT: **Beneath the Sea Dive Show**

DATE: March 27-30

ASSIGNED: Yves Vrielynck /Markham McGill

STATUS: Rescheduled 10/9-10/11

PROJECT: **Virtuoso on Tour - Dallas**

DATE: April 3-4

ASSIGNED: Markham McGill

STATUS: Cancelled

PROJECT: **Virtuoso on Tour – Los Angeles**

DATE: April 23-24

ASSIGNED: Yves Vrielynck

STATUS: Cancelled

PROJECT: **Incentive Live – Tucson, AZ.**

DATE: April 18-22

ASSIGNED: Jack Meier

STATUS: To be rescheduled

PROJECT: **Adventure Elevate**

DATE: May 4-7

ASSIGNED: Markham McGill

STATUS: Rescheduled 9/13-15

PROJECT: I.P.W.
DATE: May 30-June 03
ASSIGNED: Yves Vrielynck, Stacey Mitchell
STATUS: Cancelled

PROJECT: **The Scuba Show**
DATE: May 30-31
ASSIGNED: Yves Vrielynck
STATUS: Arrangements complete (likely to be postponed)

PROJECT: **St. Petersburg Pride**
DATE: June 27-28
ASSIGNED: Guy Ross
STATUS: Postponed, New dates TBD

PROJECT: **San Diego Pride**
DATE: July 11-12, 2020
ASSIGNED: Guy Ross
STATUS: Arrangements complete

PROJECT: **Girls Splash, Provincetown**
DATE: July 17-20
ASSIGNED: Guy Ross
STATUS: Arrangements complete

Washington D.C. Travel and Adventure Show

Washington Convention Center

March 7-8, 2020

Sabine Chilton, Markham McGill

We represented the Florida Keys and Key West at the Washington D.C Travel & Adventure Show held Saturday and Sunday March 7th and 8th at the Washington Convention Center. In attendance with us were Alan Beaubien from Marriott Beachside and Jackie Herbst from Ocean Properties. There were more than a dozen CVB-type organizations from at least a dozen Florida locales, which indicates a strong commitment to the show format among other Florida destinations.

The Travel and Adventure Shows are a comprehensive series of consumer-based shows that focus on adventure, eco, nature, cultural, and culinary tourism segments in the domestic market and are showcased in major cities throughout the United States. These shows attract tourism industry professionals, members of the press, media outlets and consumers who attend these events to research, plan, and book their next vacation.

The show format included two full days for the general public with the first hour on Saturday being open to travel trade professionals exclusively. On Saturday, we experienced steady --- *but not heavy* --- foot traffic. Many attendees who had exhibited in previous years commented that the traffic was noticeably lower this year. We attribute this almost entirely to the current coronavirus outbreak and the associated media coverage. Despite this, we did engage with several dozen travel planners, tour operators, and members of the travel media throughout the day on Saturday. Conversely, Sunday was quite slow and it was far more noticeable that attendance in the convention hall was very light.

“When is the best time to come?” is the standard question we were asked by all attendees. We also fielded the standard inquiries about water temperatures, fishing seasons, snorkeling, diving and the length of stay necessary to truly experience the Florida Keys.

The drive from Miami or Ft. Lauderdale airports to Key West was a common inquiry as always. With many or most of the attendees able to fly out of DC-area airports, people were happy to learn about the direct (daily) non-stop flight from Reagan National to Key West. We suggested that a popular way to plan a trip these days was to fly into Key West and then drive out or vice versa. This idea of splitting the itinerary was met with enthusiasm and interest from the consumer side.

We discovered that many attendees who visited our booth had confirmed travel plans to the Florida Keys and/or Key West within the next few weeks or months. Many visitors had just returned from a Florida Keys trip within the last few months, and the majority had the Florida Keys and Key West high on their “bucket list.” Several inquired about lengthy stays in private homes for up to 30 days.

The greater Washington D.C. region is a great market for the Florida Keys. Most notably because of the extremely convenient direct flight between Reagan National and Key West. Given that the Washington D.C. show is typically very strong for us --- and in light of the highly unusual situation this year with the coronavirus situation --- I recommend that we continue to participate in the Washington D.C. Travel and Adventure Show in 2021.

SALES CALLS / TRAVEL TRADE ASSISTANCE

1. **Caroline Beckett – Senior Product Manager – Elegant Resorts:** Liaising with Caroline Beckett who has just returned back to work from maternity leave. She is tasked with focussing on the Americas and looking for new product opportunities to include. We have sent across the hotel product update, along with copy and new images. They currently only feature Little Palm Island, but have suggested Playa Largo, The Bungalows and Isla Bella as possible additions. Room nights are small but guests are high end luxury demographic.
2. **Liz Cairns – Head of Partnerships and Product Marketing – Flight Centre:** Liaising with Liz who is currently revising their website and brochures. She has requested new images and fresh copy. They currently feature Cheeca Lodge & Spa, Hawks Cay, Little palm, Ocean Key Resort and The Reach Resort in their brochure which spans two pages. They also feature a self drive tour from Orlando to the Florida Keys on the website. Images, new copy and discussion on product development has been discussed. We have also requested room nights / booking stats.
3. **Darrell James – Darrell James Travel:** Met with Darrell at the LGBTQ Travel Bulletin Roadshow event in February. Since attending our training he has requested further information on bars and activities that he can pass on to his clients, along with maps and information. He is hoping to take a group either later in 2020 or 2021 to Key West. Axis has sent information across and will keep on radar.
4. **Karen Farrer – Product and Marketing Manager – North America Travel Service:** Reached out to Karen to get an update on how they are handling Covid-19. Karen advised that they are continuing to promote inspirational ideas for holidays to the USA, and they strongly believe that even though people will not be wanting to commit to a holiday right now, they will still be looking and planning for future travel. Karen is supporting the team on re-booking holidays to a later date and also working with all their commercial suppliers on revised agreements. Karen appreciated our outreach.
5. **Richard Strange – Business Development Manager – North American Vacation Homes:** Liaising with Richard as he is keen to add additional properties to their USA product. We have had previous discussions on what they could add, as they very much look for self-catering style accommodation. We have suggested Tranquillity Bay and Hawks Cay for him to look at. Additionally we sent the link for vacation rentals, homes and cottages from the <https://fla-keys.com/places-to-stay/> website.
6. **Bjorn Hallinder – Head of Media and Partnerships – Ving.Se:** Liaising with Bjorn as they are keen to grow their sales to the Florida Keys and look to work with us on a

joint marketing proposal. We have requested further information including a review of their current product, visitor numbers and also if we can look at a campaign that covers all Nordic markets. Axis is following up.

TRAINING

1. Funway Holidays: Scheduled training with Funway Holidays for the 24th June from 9 am – 10 am. All of their sales staff will be required to attend.
2. USAirtours Florida Training Event: This has been scheduled as part of our joint marketing campaign for Thursday 7th May. Unfortunately the event has now been postponed due to Covid-19.

EVENTS (CONSUMER & TRADE) / ROADSHOWS / FAM TRIPS

1. **Visit USA Tour Operator Networking:** Due to Covid-19 this event has been cancelled for 2020 and will operate again in 2021. Visit USA contacted us to ask if we can commit to our place in 2021. Confirmed our participation.
2. **Brighton Pride:** Due to take place first weekend in August, sadly this event has been cancelled to 2021. Axis has updated TDC, and made recommendations that we keep some budget to do a LGBTQ push as this market is resilient and is expected to be a sector that bounces back very quickly once travel re-opens. Axis is identifying suitable opportunities for August / September time.
3. **Luxury Bulletin Agent Roadshow:** The FKKW are signed up to attend the Luxury Bulletin Agent roadshow, which was due to take place in May. Reached out to the organiser – Travel Bulletin who have confirmed that the roadshow will be postponed until 11th August. Axis have noted new date, and will organise logistics including brochures, roller posters and giveaways to distribute. The roadshows are well attended with around 75 agents expected.
4. **Unite Visit USA Tradeshow – 10th March:** Emma Cashmore and Fenella Tobey attended the Unite Visit USA Tradeshow that took place in London on the 10th March. The event saw some 58 exhibitors meet with tour operator partners. Other exhibitors included Greater Miami, Greater Fort Lauderdale, Experience Kissimmee, Palm Springs. Visit Florida were not in attendance. This event is a critical diary date for the Florida Keys as it gives the opportunity to meet up with our tour operator contacts, new and existing to discuss product development opportunities. We had a full schedule with only two appointment slots empty, and met with 12 tour

operators. The full report was sent to the TDC following the event. Tour operator meetings conducted include:

Travelbag
Stewart Travel (Trips Beyond)
On The Beach
Inspire My Holiday
STA Travel
Azure Collection
Travel Counsellors
Ocean Holidays
Major Travel
Funway Holidays
America First Coast Travel

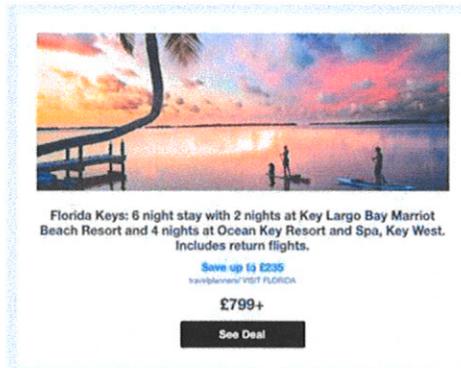
5. **Visit USA Quarterly Meeting:** Emma and Fenella attended the Visit USA Quarterly Briefing that took place at News UK in London. The event gave an overview of their upcoming activities which included the Brand USA week in September. Additionally, News UK shared some research that they had conducted on holiday patterns. This flagged that two thirds of The Times and Sunday Times newspaper readers had travelled to the USA more than 7 times on average, and that influences for holiday choice are weather, price, safety, scenery, friendly people and sustainability.
6. **IPW Nordic Opening Networking:** Put forward a proposal to partner with Discover America Nordic on their IPW opening networking. The purpose would be to add onto the exposure in Q1 and raise profile of Florida Keys and Key West to the Nordic delegation in a controlled and targeted environment.

JOINT MARKETING / CONSUMER MARKETING

1. **Travel Counsellors – Carla McLellan:** Followed up with Carla for status of joint marketing as we are still awaiting an email newsletter to be distributed.
2. **JTA Travel – Richard Gamber:** Scheduled in to do the Facebook Live streaming event as part of the joint marketing agreement we have in place. The Facebook Live and Agent Event are the final two elements of the campaign to be completed. Unfortunately, we decided to move the Facebook Live streaming as the date we had

chosen was at the start of the lockdown in the UK and so felt we would have a higher viewing rate if we do in the summer. Axis to reschedule.

3. **Travelplanners-** Linda Dixey: Submitted to TDC for approval on a Travelplanners / Cheapflights flash sale holiday offer. These flash sales are awareness drivers and tactical to confirm bulk bookings.



<https://www.travelplanners.co.uk/holiday-types/twin-centre-holidays/item/969-key-largo-key-west>

4. **USAirtours – Anne Wylie:** Signed off on social media branding post. The post is to drive awareness to the travel trade and to generate bookings via their network of agents.



TDC INTERNAL

1. Fenella completed the Florida Keys online training programme and at the same time reviewed from a UK perspective. Comparing to other destination training programmes, it was felt that our site was engaging, easy to digest, informative and interactive. Axis plan to do a big push with the online training programme over the coming months.

2. Met with Michael Wareham of Wendum Travel Services. They have just been appointed as in market representatives for Hawks Cay Resort. Advised of our planned activities including potential sales mission, IPW and WTM.

3. Axis is working on the UK Inventory overhaul to identify product development and changes for the coming year of 2020.

OVERVIEW OF FULFILMENT REQUESTS

Trade Fulfillment in March 2020: 0
 Consumer Fulfillment in March 2020: 11
 Fulfillment via VUSA Website in March 2020: 0

Month	Consumer	Trade
October 19	15	0
November 19	21	0
December 19	12	55
January 20	27	0
February 20	33	0
March 20	11	0
Total:	119	55
Total FY 12/13	334	435
Total FY 13/14	367	408
Total FY 14/15	495	301
Total FY 15/16	554	614
Total FY 16/17	404	358
Total FY 17/18	499	217



The Florida Keys & Key West
Activity Report
March 2020



Total FY 18/19	342	170
Total to date FY 19/20	48	55
Grand Total	3,114	2,558

T&E REPORT

Market Overview & Outlook

Tour operators extend suspension of holidays:

The date has moved to exclude any April and May holidays, the suspension is in place until 30th June.

Those holidays occurring before June 30th will not be refunded, consumers will be provided with a holiday credit, meaning they will be able to postpone their holiday and not cancel.

Coronavirus: 'Brits keen to travel after crisis'

Survey done by Holiday Extras shows Britons are booking holidays for later this year 1000 were quizzed, 25% already booked a flight for later this year. 75% believed they will take a holiday in 2020.

Many tour operators are reporting a steady flow of interest for travel in 2021.

Seamus McCauley, editor in chief at Holiday Extras: "now, more than ever, people have time to make plans and need something to look forward to as soon as this is all over".

'Stop binge flying to help the climate'

Xavier Font – professor of sustainability marketing at the University of Surrey urges Tour Operators to change the kind of holidays they are selling. Font promotes fewer but longer holidays saying this will benefit the climate change effort hugely, by reducing the overall number of flights.

Billion dollar question

Can Boeing and airlines cope with the continued grounding of 737 Maxs?

China and the US are among the most hit financially due to the grounding.

Regulation corporations are going to have to be overly cautious to convince the public the 737 Maxs are safe again.

The impact of the grounding for the airlines and Boeing will create financial issues even after the grounding is lifted.

Top 5 Luxury family holiday destinations for 2020

USA and Florida are included.

Wellness Tourism Association launches Healthy@Home

WTA are offering online yoga sessions, one-one consultations, webinars, and healthy tips.

Encouraging home workers and those in quarantine to stay 'healthfully social'

SOCIAL MEDIA

Tweets Retweets & Insta	Reach
<p>First up... The Netflix original drama 'Bloodline' was filmed throughout the Florida Keys with many scenes involving the iconic Overseas Highway and beautiful turquoise waters. Staring Sissy Spacek, Sam Shepard, Kyle Chandler, Linda Cardellini and Ben Mendelsohn, Bloodline is set and filmed in Islamorada, Florida. The show centres around the Rayburn family and the homecoming of their oldest son unleashing family "secrets and scars" in the process. In fact the Rayburn family house is an actual place called The Moorings Village. It's an iconic property in Islamorada and is also home to many magazine fashion shoots. Give them a follow @mooringsvillage and check out @bloodline on @netflixuk to see the wonderful landscape and nail biting drama.</p>	284
Total Reach	284

Instagram





Due to the rapidly developing situation around COVID-19 and the resulting restrictions around the globe GIA and TDC decided mutually to put all marketing efforts on hold for the time being. We are reevaluating the situation constantly and are working on finding solutions that can work during the travel ban as well as working on strategies for the time post-Corona to put the Florida Keys & Key West in the best possible position in the German & BeNeLux markets.

Separate from this monthly report, GIA will provide regular updates on the situation in our markets directly to the TDC marketing manager.

We are keeping in touch with the tour operators, but are giving them time right now to take care of trip cancellations and getting travelers home.

Please also note, that all planned activities for the future mentioned below will be dependent on the development of the overall situation.

We have added "Post-Corona updates" where necessary/appropriate.

I. Marketing Activities in March, 2020

1. ITB Berlin 2020, March 2020

Following comprehensive and months long preparation for the international trade show ITB in Berlin from March 4-8, the show was cancelled at the very last minute on the evening of Friday, February 28, due to concerns around the spread of the Corona Virus. Albert Jennings travelled to Berlin to oversee the breakdown of the booth during the week of the show, met some clients and coordinated logistics on behalf of the TDC. We also got in touch with the German office of Visit Florida for the coordination of the ITB collateral shipment through Connex, which got stuck in customs due to the cancellation of the show. VF Germany took over importer's responsibilities and arranged for the shipment to be delivered to their mailing house and will forward to the Keys' mailing house later on.

Future Shows / Future Planning

1. GIA Webinar & Online Training Campaign

Due to the changing circumstances and the drastically changed environment following the spread of the Corona virus, GIA is currently working on a broader strategy on behalf of our clients including the FKKW to reach the travel industry partners and promoting existing E-Learnings and also to build an agency-wide webinar platform.

In the course of March, we have seen multiple indicators that travel agents are more and more using this unplanned “downtime” to educate themselves on destinations via online tools such as e-learnings and webinars.

GIA is currently working on setting up a webinar series for their clients but will also work on promoting existing e-learnings and webinars of their clients.

More details will be communicated in early April.

2. TUI / BEST “Weltklasse” Travel Agent Event, April 2020

In early March, TUI approached GIA with a sponsorship opportunity for a travel agent event organised by travel agency network BEST in Berlin. The Keys would be featured on multiple occasions within the four day event, that has around 150 travel agents (mostly owners) attending. GIA agreed to the sponsorship on behalf of the TDC, but then the event had to be cancelled in late March due to the outbreak of the Corona virus and the resulting ban on gatherings and events. We will revisit with TUI at a later time.

3. TDC Sales Mission, Spring/Summer 2020

A spring mission through Northern Germany (and potentially Netherlands) was originally discussed for the week of May 4-8, 2020. Following the recent developments around the Corona virus and the resulting travel restrictions, GIA and TDC decided to postpone the planned mission. New dates that are being discussed could be the week of June 15-19 – with the caveat that a) IPW in Las Vegas will be cancelled and b) the situation around travel restrictions and health aspects is safe enough to travel again.

3. Visit USA Bowling Workshops Germany, May 2020

Based on the original planning, GIA had registered for participation in the two Bowling workshops in Hannover and Berlin on May 5 and 7 to include these two events in the planning of the TDC Sales Mission in Northern Germany. Following the decision to postpone the mission, GIA registered for a third workshop in Hamburg on May 6 on behalf of the TDC, to make better use of that week.

Of course, given recent developments, we will await a decision by Visit USA (which will come at the beginning of April), whether the roadshow will actually take place or will be postponed/cancelled.

4. **Pridefest Cologne, June 2020**

Over the past almost two decades, GIA had always reserved a booth at the annual Cologne Pridefest on behalf of the FKKW. Since we will focus our budgetary efforts on the Eurogames sponsorship this year, GIA stroke a deal with local LGBT tour operator specialist Teddy Travel, who will take on the booth costs this year and will allow for brochure distribution for the FKKW this year as well.

5. **Eurogames LGBTQ Tournament Sponsorship, August 2020**

To further elevate the presence of the Florida Keys as a young and active LGBTQ destination, GIA has confirmed a sponsorship package with the organisers of the international LGBTQ sports tournament Eurogames, which will be held in the German city of Düsseldorf in August 2020. GIA has secured a generous sponsorship package and will have FKKW banners at several sports venues, flyers in the registration bags, as well a booth in the Athlete's village that will be manned by LGBTQ ambassador Manuel Wiedemann. GIA will also produce LGBTQ materials and banners for the event. We are also working on arrangements with the Key West business guild to use a part of the historic Duval Street Rainbow flag in the opening ceremony of the tournament, as well as during the Gaypride parade in Düsseldorf, which will take place during the Eurogames. GIA has also been in touch with Alan Beaubien from the Business Guild to coordinate travel arrangements with him for the Eurogames.

II. Travel Trade Marketing

II.a Currently developing Marketing Programs

1) Secret Escapes – Online Promotion [ON HOLD]

TDC has confirmed a proposal from online portal Secret Escapes which focusses on luxury travel deals, to repeat a Florida campaign from earlier this year (in a slightly different version). The campaign will be taking place at the end of the first quarter of 2020. The promotion will include other Florida destination partners such as Fort Lauderdale, St. Pete, Naples and Fort Myers. The details for this promotion were fixed and the landing page and creatives approved in January/February for a launch in early March.

Post-Corona Update: Secret Escapes has agreed to pause the campaign and to resume all outstanding campaign elements, once the environment allows a continuation.

2) Tambiente Advertorial Campaign

GIA has again confirmed to place an advertorial in the April 2020 issue of the travel magazine Tambiente (theme of the issue was "Active"). Based on past success we have placed a half page advertorial with a call to action to order the new Keys Traveler. As part of the advertorial deal, the Keys Traveler will also be promoted at the Tambiente booth at 34 consumer shows around Germany until March 2021. In the current year, we have so far received 247 requests through this promotion.

Post-Corona Update: The magazine will be published as planned, as most of the readers will receive the magazine via mail. We will continue discussions with Tambiente about the number of consumer shows included in the promotion once the situation is a bit more clear.

3) FTI Touristik, Counter Newsletter [ON HOLD]

After the Visit Florida roadshow together with FTI did not see the expected participation numbers due to some mistakes in the invitation process, FTI offered all roadshow participants a B2B newsletter and landing page promotion free of charge. The landing page draft was forwarded in early March and a mailing is planned for later this month.

Post-Corona Update: FTI and Visit Florida have informed us that the B2B campaign will be postponed until after the crisis has ended.

II.b Ongoing, still active Marketing Programs

1) CANUSA & Visit Florida – Multicomponent Campaign

GIA was contacted by Visit Florida Germany about a multichannel campaign together with tour operator CANUSA and three other Florida destination partners. The campaign started in October 2019 and will run through June 2020 with elements including a large print mailer to 30,000 clients, a landing page, newsletter placements, advertisement in upscale German travel magazines and a 6 month out of home bus wrap featuring image and logo of the FKKW, which is running in the city of Hamburg. Most elements have been executed and the bus is travelling through Hamburg (currently waiting for images). A social media campaign was executed in February.

Post-Corona Update: The only remaining element of this campaign is the bus in Hamburg. We have not yet discussed with CANUSA whether the bus will remain on the streets longer. CANUSA is currently mostly preoccupied with managing the current crisis. We will reach out to them when the timing is appropriate.

2) America Unlimited – Snow to Sun Promotion

TDC approved a promotion together with German tour operator America Unlimited and the CVB of Sarasota during the months of January and February. The promotion will include events at ski resorts in Southern Germany and Austria, where AU will distribute FKKW & Sarasota branded snow tubes, product flyers and other giveaways in order to promote Florida trips to winter travelers. In addition, the campaign will include online components, as well as the branding of a company car from AU that will be used for the promotion and afterwards.

TDC approved of the drafts for the snow tubes, as well as the promotional flyers and the car wrap in November, some further details were arranged in early December. The events took place in January and February and we will receive images and a report in March.

Post-Corona Update: The campaign has been completely executed. Timo sent us photos from the events, but we are still waiting for a full campaign report. We will reach out to America Unlimited again at some point in April, when timing is appropriate.

III. TDC Internal

1. Regular updates to TDC about Corona virus situation
2. Coordination with media department about communication strategy regarding Corona and closure of Monroe County
3. Discussion with TDC about updates to training presentations, conch brochure and TDC website
4. Reevaluation of plans for upcoming spring/summer sales mission with TDC

IV. Travel Trade Assistance

1. Secret Escapes, Munich
Talked to online deals platform about pausing current South Florida promotion
2. Eurotours, Kitzbühel (Austria)
Discussed further plans for potential large scale sales promotion with Austrian tour operator in Austria, Germany, Switzerland and Hungary
3. Visit Florida Germany, Munich
Coordinated details for ITB collateral shipment after cancellation of trade show and discussed potential consumer event in June, as well as potential sustainability campaign in fall/winter
4. Travelhouse, Glattbrugg (CH)
Discussed potential consumer events in Switzerland with Swiss tour operator in February 2021
5. Tenzing Travel, Amsterdam (NL)
Discussed further details for potential coop opportunity with Dutch tour operator
6. Tambiente, Cologne
Met with Sandra Feld in GIA office and discussed future of coop program
7. America Unlimited, Hannover
Received images and first impressions of January/February promotion events
8. FTI Touristik, Munich/Zurich
Discussed details for planned B2B promotion
9. Visit USA Germany, Solingen
We have reached out to VUSA Germany to discuss potential online B2B training options, as well as to enquire about the status of the Bowling workshops in May.

V. OVERVIEW of fulfillment requests

2020	Fulfilment via Infox & GIA			
Month	Shows & Events	Travel Industry	Consumer	Total Fulfilment
January	850	5	12	867
February	1072	4	59	1135
March	0	2	90	92
April				
May				
June				
July				
August				
September				
October				
November				
December				
TOTAL	1,922	11	161	2,094

(Consumer fulfillment included Tambiente ads in January-March and consumer show & event distribution in Jan & Feb; cancellation of all events starting in March due to Corona)

2019	INFOX & EVENTS		GET IT ACROSS	
Month	Consumer	Travel Industry	Consumer	Travel Industry
January	1253	4	1	1
February	854	3	-	1
March	652	3	3	1
April	422	2	2	1
May	37	3	4	2
June	11	2	1	-
July	735	2	2	1
August	59	3	1	-
September	344	4	1	-
October	154	5	1	-
November	691	3	-	1
December	557	4	-	2
TOTAL	5,769	38	16	10

(Consumer fulfillment included Tambiente & America Journal Ads in Jan-Jun, Sep, Nov-Dec and consumer show/event distribution in Jan-Apr & Jul-Dec)

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Research Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Research Department

DEADLINE DATE: April 17, 2020

Market Research Status Report
April, 2020

ONGOING PROJECTS:

Project	Status
Visitor Profile Survey	Interviewing suspended throughout the Keys. The most recent report is posted to the County website at: http://www.monroecounty-fl.gov/index.aspx?nid=328
Visitor Information Services (VIS) Survey	March 2020 report included in packet.
Smith Travel Research Occupancy, Average Daily Rate and RevPAR reports	Included in packet: February report for Monroe County, Middle & Upper Keys Combined, Key West, Key West B&B, Guest Houses and Inns, Key Largo, Marathon and top Florida Markets. Also included are weekly reports for Monroe County, Monroe County excluding Key West and Key West.
Travel Click Demand 360	Included in the packet are forward looking Demand360 snapshot reports as of April 5, 2020 with comparison to March 29, 2020. The data represents YOY occupancy, ADR, and RevPar change for April 1 through December 31, 2020 .

- **Visitor Use and Economic Impact of Scuba Diving and Snorkeling in the Florida Keys is ongoing.
- **Airport Visitation Analysis study contracted and in beginning stages.
- **Sargassum Impact Study contracted and in beginning stages. Visitor Intercept survey questions halted until the County is opened again to Visitors.
- **Ongoing collection of data and statistics regarding Covid-19 and the Travel & Tourism Industry

Agenda Item #

K.2.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Review of VIS Call Reports

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Research Department

DEADLINE DATE: April 17, 2020

K.2

**Monroe County
Feb19-Mar 18, 2020**

AT&T Call Report*

February 19-March 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	59	23	82
Lower Keys	6	43	49
Marathon	16	223	239
Islamorada	15	30	45
Key Largo	24	35	59

*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 30 5 business numbers

CALLS RECORDED & OTHER INQUIRIES

MONROE COUNTY
March 2020

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	31	0	10	312	2	355	51.2%	3,537	71.2%
MARATHON	34	121	0	49	9	213	30.7%	765	15.4%
ISLAMORADA	68	0	4	0	11	83	12.0%	392	7.9%
KEY LARGO	10	15	1	3	2	31	4.5%	198	4.0%
LOWER KEYS	0	0	0	2	9	11	1.6%	75	1.5%
	143	136	15	366	33	693		4,967	
	20.6%	19.6%	2.2%	52.8%	4.8%				

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**MONROE COUNTY
March 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	109	23	15	357	504	61.0%	4,444	67.1%
None	30	112	0	32	174	21.1%	429	6.5%
B&B/Guest House	3	3	4	77	87	10.5%	1,268	19.2%
Vacation Rental	5	7	1	28	41	5.0%	346	5.2%
Campground/RV	0	3	0	17	20	2.4%	133	2.0%
	147	148	20	511	826		6,620	
	17.8%	17.9%	2.4%	61.9%				

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**MONROE COUNTY
March 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	28	3	0	308	339	48.9%	3,438	69.2%
Friends/Return Visitor	70	83	1	7	161	23.2%	313	6.3%
TV Ad	0	3	6	12	21	3.0%	165	3.3%
Internet	8	5	4	4	21	3.0%	257	5.2%
Tourist Directory or Guide	2	3	0	13	18	2.6%	187	3.8%
TDC Website	0	0	3	5	8	1.2%	80	1.6%
Do Not Know	1	5	0	1	7	1.0%	75	1.5%
TV Show/Story	1	0	1	0	2	0.3%	15	0.3%
Magazine Ad	1	0	0	0	1	0.1%	20	0.4%
Newspaper Ad	1	0	0	0	1	0.1%	1	0.0%
Keys Business	0	1	0	0	1	0.1%	27	0.5%
Travel Agent	0	0	0	1	1	0.1%	13	0.3%
Billboard	0	1	0	0	1	0.1%	4	0.1%
Other	0	0	0	1	1	0.1%	28	0.6%
Magazine Article	0	0	0	0	0	0.0%	7	0.1%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	2	0.0%
Directory Assistance	0	0	0	0	0	0.0%	6	0.1%
	112	104	15	352	693		4,967	
	16.2%	15.0%	2.2%	50.8%				

INTERESTS**MONROE COUNTY
March 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	106	22	15	364	507	25.5%	4,403	23.2%
Cultural Events/Theatre/Music	28	108	4	105	245	12.3%	1,630	8.6%
Dining/Entertainment	3	4	5	148	160	8.0%	1,902	10.0%
Water Sports	0	2	3	99	104	5.2%	1,341	7.1%
Guided Nature Tour	3	1	3	85	92	4.6%	929	4.9%
Coupon Book	1	0	4	85	90	4.5%	1,259	6.6%
Snorkeling	0	2	3	75	80	4.0%	937	4.9%
Fishing Deep Sea	0	6	1	38	45	2.3%	392	2.1%
Fishing Backcountry	0	4	1	38	43	2.2%	370	1.9%
Diving	0	1	0	29	30	1.5%	291	1.5%
Sailing	0	1	1	28	30	1.5%	230	1.2%
Boat Rentals	0	1	1	27	29	1.5%	253	1.3%
Marinas	0	1	0	20	21	1.1%	179	0.9%
Kids/Family Vacations	0	0	0	17	17	0.9%	127	0.7%
None	5	1	0	4	10	0.5%	30	0.2%
Fishing Tournament	0	0	0	8	8	0.4%	79	0.4%
Wedding	0	1	0	6	7	0.4%	61	0.3%
Relocation/Real Estate	1	2	0	4	7	0.4%	59	0.3%
Honeymoon	0	1	0	5	6	0.3%	63	0.3%
Weather	0	0	0	6	6	0.3%	75	0.4%
	147	158	41	1,191	1,988		19,004	
	7.4%	7.9%	2.1%	59.9%				

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

Length of Stay, Number in Party**MONROE COUNTY
March 2020**

MONTH**LENGTH OF STAY:**

Minimum: 0

Maximum: 81

Average: 4

NUMBER OF ADULTS:

Minimum: 1

Maximum: 50

Average: 3

NUMBER OF CHILDREN:

Minimum: 0

Maximum: 35

Average: 0

FISCAL YEAR-TO-DATE**LENGTH OF STAY:**

Minimum: 0

Maximum: 365

Average: 7

NUMBER OF ADULTS:

Minimum: 1

Maximum: 100

Average: 2

NUMBER OF CHILDREN:

Minimum: 0

Maximum: 35

Average: 0

STATE**MONROE COUNTY
March 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	14	20	2	34	70	14.6%	444	9.7%
PA	0	3	2	26	31	6.4%	291	6.4%
NY	3	1	1	23	28	5.8%	269	5.9%
WI	2	3	0	22	27	5.6%	208	4.6%
MI	2	0	0	23	25	5.2%	256	5.6%
OH	6	0	1	17	24	5.0%	252	5.5%
IL	2	2	1	16	21	4.4%	258	5.7%
TX	0	0	0	21	21	4.4%	142	3.1%
MD	2	1	1	13	17	3.5%	104	2.3%
IN	2	1	1	11	15	3.1%	139	3.1%
TN	1	0	0	13	14	2.9%	117	2.6%
VA	1	2	0	11	14	2.9%	140	3.1%
GA	1	2	0	9	12	2.5%	122	2.7%
MN	0	1	0	11	12	2.5%	154	3.4%
NJ	1	1	2	8	12	2.5%	191	4.2%
IA	0	0	0	11	11	2.3%	99	2.2%
NC	2	1	0	8	11	2.3%	118	2.6%
MO	1	0	0	9	10	2.1%	126	2.8%
AL	0	0	1	8	9	1.9%	73	1.6%
SC	0	2	0	7	9	1.9%	108	2.4%
CO	3	1	1	3	8	1.7%	57	1.3%
NV	0	0	0	8	8	1.7%	18	0.4%
AZ	0	0	0	7	7	1.5%	45	1.0%
MA	2	0	0	5	7	1.5%	119	2.6%
CA	0	0	0	6	6	1.2%	65	1.4%
NE	1	0	0	5	6	1.2%	36	0.8%
KY	0	0	0	5	5	1.0%	48	1.1%
LA	0	0	1	4	5	1.0%	48	1.1%
WA	0	0	0	5	5	1.0%	38	0.8%
AR	0	0	0	4	4	0.8%	29	0.6%
OK	1	0	0	3	4	0.8%	36	0.8%
NH	0	0	0	3	3	0.6%	31	0.7%
WV	0	0	0	3	3	0.6%	23	0.5%
CT	0	0	0	2	2	0.4%	57	1.3%
KS	0	0	0	2	2	0.4%	33	0.7%
RI	0	1	0	1	2	0.4%	13	0.3%
DE	0	0	0	1	1	0.2%	28	0.6%
ME	0	0	0	1	1	0.2%	31	0.7%
MS	0	0	0	1	1	0.2%	31	0.7%
MT	0	0	0	1	1	0.2%	2	0.0%
ND	0	0	0	1	1	0.2%	6	0.1%
NS	0	0	0	1	1	0.2%	4	0.1%
ON	0	0	0	1	1	0.2%	34	0.7%
OR	0	0	0	1	1	0.2%	23	0.5%
QC	0	0	0	1	1	0.2%	7	0.2%
SD	0	0	0	1	1	0.2%	20	0.4%
UT	0	0	0	1	1	0.2%	7	0.2%
	47	42	14	378	481		4,557	
	9.8%	8.7%	2.9%	78.6%				

How do you plan to travel to the Keys?

MONROE COUNTY
March 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	105	102	8	22	237	34.2%	787	15.8%
Undecided	0	6	0	90	96	13.9%	1,381	27.8%
Automobile	15	20	4	4	43	6.2%	171	3.4%
Commercial Airline	2	0	1	0	3	0.4%	50	1.0%
Tour Bus	2	0	0	0	2	0.3%	6	0.1%
Cruise Ship	0	0	0	2	2	0.3%	23	0.5%
Private Plane	0	1	0	0	1	0.1%	1	0.0%
Ferry	1	0	0	0	1	0.1%	13	0.3%
RV	0	0	0	0	0	0.0%	11	0.2%
Motorcycle	0	0	0	0	0	0.0%	5	0.1%
Private Boat	0	0	0	0	0	0.0%	2	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.0%
Train	0	0	0	0	0	0.0%	12	0.2%
	125	129	13	118	693		4,967	
	18.0%	18.6%	1.9%	17.0%				

What month do you plan to travel?

MONROE COUNTY March 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	42	9	6	172	229	33.0%	1,937	39.0%
March	46	104	0	42	192	27.7%	655	13.2%
April	30	1	1	39	71	10.2%	430	8.7%
June	7	5	5	35	52	7.5%	207	4.2%
May	6	5	0	31	42	6.1%	273	5.5%
July	3	2	0	17	22	3.2%	124	2.5%
February	2	7	0	11	20	2.9%	499	10.0%
August	0	0	1	17	18	2.6%	60	1.2%
September	4	2	1	11	18	2.6%	76	1.5%
December	1	1	1	10	13	1.9%	215	4.3%
October	0	0	0	9	9	1.3%	89	1.8%
January	1	0	0	3	4	0.6%	263	5.3%
November	1	0	0	2	3	0.4%	139	2.8%
	142	136	15	397	693		4,967	
	20.5%	19.6%	2.2%	57.3%				

TYPE OF CALLER**MONROE COUNTY
March 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	1	1	1	366	369	53.2%	3,699	74.5%
Consumer	139	132	14	13	300	43.3%	1,105	22.2%
Unknown	0	0	0	13	13	1.9%	104	2.1%
Travel Agent	2	0	0	2	4	0.6%	9	0.2%
Voice Mail	1	3	0	0	4	0.6%	31	0.6%
Postal Inquiry	0	0	0	3	3	0.4%	18	0.4%
Other	0	0	0	0	0	0.0%	0	0.0%
	143	136	15	394	693		4,967	
	20.6%	19.6%	2.2%	56.9%				

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.

Agenda Item #

K.3.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Monitoring Economic Status Update

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Research Department

DEADLINE DATE: April 17, 2020



Smith Travel Research
Monthly District & Tier Overview Report

For the month of: February 2020

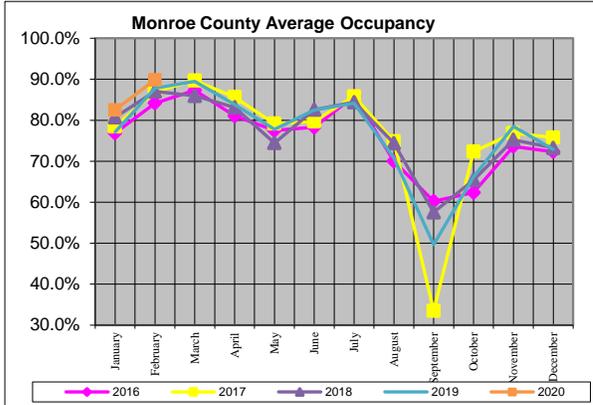
	Current Month - February 2020 vs February 2019									Year to Date - February 2020 vs February 2019								
	Occ %		ADR		RevPAR		Percent Change from February 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida Keys	89.9	87.9	367.86	344.65	330.62	302.80	2.3	6.7	9.2	85.9	82.2	338.85	315.93	290.91	259.75	4.4	7.3	12.0
Florida Keys Luxury	85.1	82.9	544.78	510.86	463.45	423.46	2.6	6.6	9.4	81.2	78.4	502.96	474.75	408.27	372.10	3.6	5.9	9.7
Florida Keys Upscale	90.5	90.6	478.69	445.01	433.18	403.06	-0.1	7.6	7.5	87.6	85.1	443.78	414.36	388.70	352.77	2.9	7.1	10.2
Florida Keys Midprice	88.3	79.5	357.03	334.32	315.29	265.72	11.1	6.8	18.7	82.3	70.5	331.07	307.71	272.58	217.03	16.7	7.6	25.6
Florida Keys Economy	93.7	93.8	311.23	288.18	291.59	270.40	-0.1	8.0	7.8	91.2	91.7	282.78	257.43	258.01	235.97	-0.5	9.8	9.3
Florida Keys Budget	90.7	90.6	294.74	278.94	267.31	252.60	0.2	5.7	5.8	86.7	84.9	270.08	253.15	234.16	215.00	2.1	6.7	8.9
Key West	93.6	95.4	408.44	375.33	382.40	358.09	-1.9	8.8	6.8	91.7	91.8	374.31	340.13	343.30	312.21	-0.1	10.0	10.0
Key West Luxury	94.8	95.4	592.77	534.35	561.84	509.59	-0.6	10.9	10.3	92.8	91.3	544.58	493.08	505.52	450.41	1.6	10.4	12.2
Key West Upscale	92.2	93.0	496.67	461.39	458.13	428.90	-0.8	7.6	6.8	90.7	88.5	455.99	425.93	413.57	377.13	2.4	7.1	9.7
Key West Midprice	95.0	95.6	371.66	341.83	353.11	326.83	-0.6	8.7	8.0	93.2	89.7	341.37	308.51	318.13	276.78	3.9	10.6	14.9
Key West Economy	94.7	96.8	315.70	290.81	298.99	281.64	-2.2	8.6	6.2	92.7	95.0	286.60	257.82	265.79	244.88	-2.4	11.2	8.5
Key West Small Properties	92%	96%	371.47	339.68	340.45	327.17	-4.9	9.5	4.1	88.4%	92.8%	343.95	309.70	304.20	287.52	-4.7	11.1	5.8
Middle-Upper Florida Keys	85.8	79.4	320.23	303.28	274.90	240.77	8.1	5.6	14.2	79.5	71.4	294.84	280.96	234.52	200.73	11.3	4.9	16.8
Middle-Upper Florida Keys Luxury	74.5	69.3	478.47	475.77	356.57	329.89	7.5	0.6	8.1	68.5	64.3	441.70	446.44	302.64	287.03	6.6	-1.1	5.4
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	83.0	64.0	343.67	323.54	285.10	206.99	29.7	6.2	37.7	73.7	52.1	320.67	306.39	236.23	159.59	41.4	4.7	48.0
Middle-Upper Florida Keys Economy																		
Middle-Upper Florida Keys Budget	89.6	87.0	258.90	247.70	231.93	215.61	2.9	4.5	7.6	84.5	79.5	236.15	225.17	199.44	179.00	6.2	4.9	11.4
Key Largo	87.6%	78.5%	321.63	293.69	281.67	230.69	11.5	9.5	22.1	81.4%	69.7%	296.72	275.19	241.48	191.82	16.8	7.8	25.9
Marathon	84.5%	81.2%	313.05	300.02	264.62	243.52	4.1	4.3	8.7	78.5%	74.5%	286.38	274.22	224.68	204.32	5.3	4.4	10.0
Islamorada	86.2%	76.7%	342.62	335.56	295.23	257.41	12.3	2.1	14.7	78.5%	67.6%	317.50	313.72	249.26	212.0	16.1	1.2	17.6

Source 2020 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.

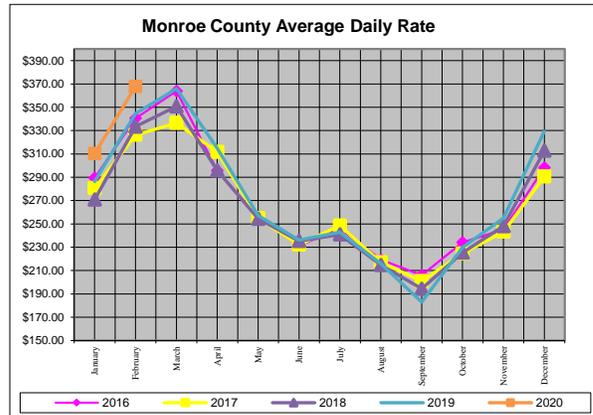
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	7.0%
February	84.2%	87.0%	87.0%	87.9%	89.9%	2.3%
March	87.3%	89.7%	86.0%	89.5%		
April	81.0%	85.6%	83.1%	83.8%		
May	77.5%	79.2%	74.4%	77.8%		
June	78.3%	79.7%	82.6%	82.5%		
July	85.8%	85.8%	84.4%	84.1%		
August	70.0%	74.8%	74.4%	70.7%		
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
Total	75.5%	76.8%	76.7%	76.6%	85.9%	4.4%



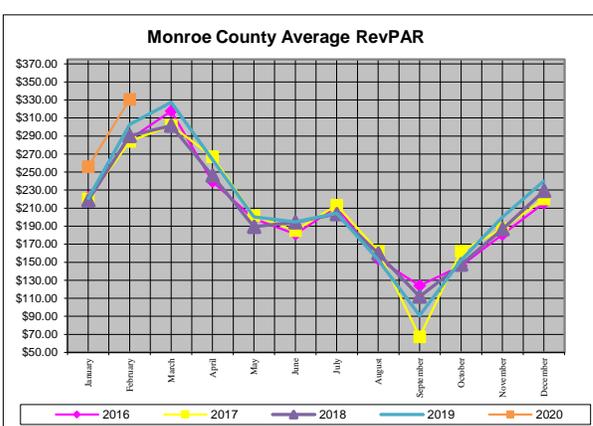
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	8.4%
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	6.7%
March	\$363.86	\$336.44	\$350.78	\$365.93		
April	\$295.63	\$311.70	\$295.89	\$314.82		
May	\$255.89	\$254.83	\$254.42	\$257.29		
June	\$231.36	\$232.15	\$235.27	\$236.04		
July	\$246.13	\$248.53	\$240.92	\$242.98		
August	\$219.35	\$216.99	\$214.80	\$215.90		
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
Total	\$270.46	\$269.75	\$266.93	\$277.32	\$338.85	7.3%



RevPAR

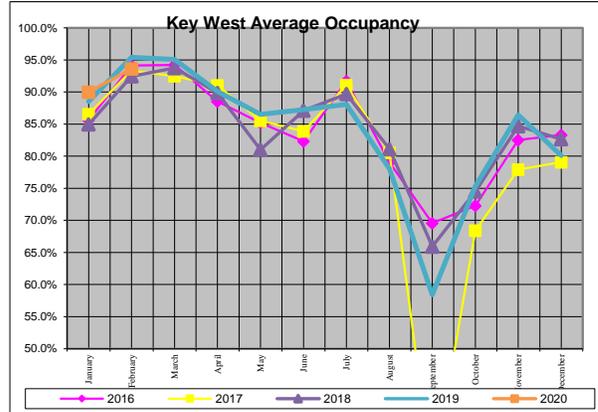
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$327.41		
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$200.15		
June	\$181.12	\$185.04	\$194.26	\$194.71		
July	\$211.29	\$213.24	\$203.36	\$204.44		
August	\$153.51	\$162.38	\$159.74	\$152.71		
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
Total	\$207.28	\$204.73	\$212.53	\$212.53	\$290.91	12.0%



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.

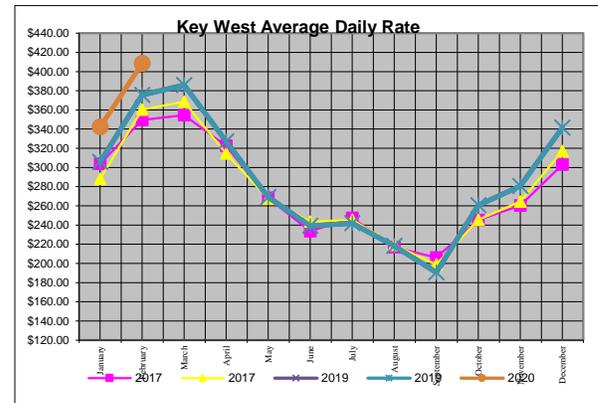
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.6%	86.6%	85.0%	88.5%	90.0%	1.7%
February	94.1%	93.3%	92.5%	95.4%	93.6%	-1.9%
March	94.2%	92.5%	93.8%	95.1%		
April	88.5%	91.0%	89.9%	90.1%		
May	85.2%	85.5%	81.0%	86.5%		
June	82.3%	83.9%	87.1%	87.3%		
July	91.7%	91.1%	89.7%	88.1%		
August	79.0%	80.6%	81.1%	78.0%		
September	69.6%	29.8%	65.9%	58.4%		
October	72.3%	68.4%	74.5%	75.3%		
November	82.5%	77.9%	84.7%	86.4%		
December	83.3%	79.1%	82.7%	80.1%		
Total	83.6%	79.9%	83.9%	84.2%	91.7%	-0.1%



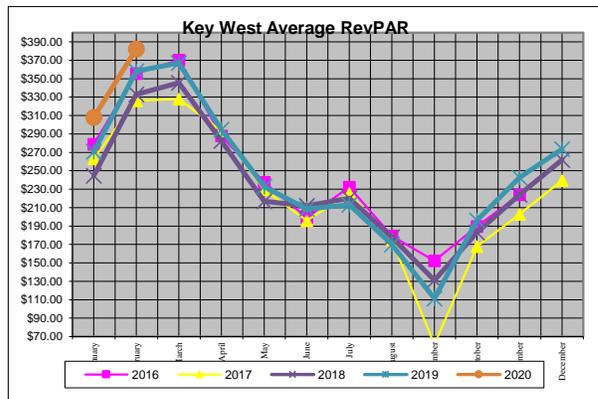
AVERAGE DAILY RATE

	2017	2018	2019	2019	2020	% Chg
January	\$303.93	\$288.05	\$305.62	\$305.87	\$342.23	11.9%
February	\$349.38	\$360.11	\$375.63	\$375.33	\$408.44	8.8%
March	\$354.54	\$368.54	\$385.96	\$385.96		
April	\$322.40	\$314.41	\$327.16	\$327.16		
May	\$268.25	\$267.51	\$268.99	\$268.99		
June	\$233.48	\$243.38	\$238.99	\$238.99		
July	\$247.41	\$245.56	\$241.88	\$241.88		
August	\$216.76	\$219.18	\$218.13	\$218.13		
September	\$206.08	\$198.82	\$190.67	\$190.67		
October	\$245.22	\$245.37	\$260.44	\$260.44		
November	\$260.20	\$264.41	\$280.78	\$280.78		
December	\$303.02	\$316.94	\$341.38	\$341.38		
Total	\$291.03	\$281.38	\$280.23	\$291.52	\$374.31	10.0%



RevPAR

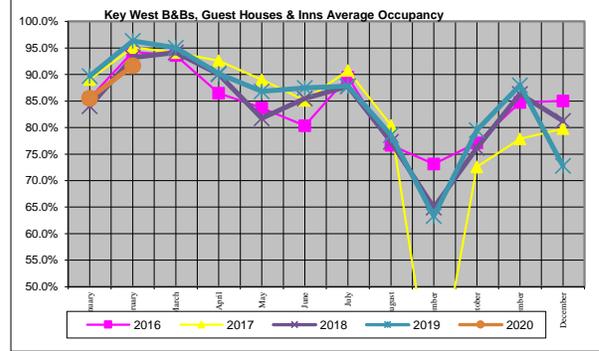
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$367.03		
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32	\$195.87	\$212.01	\$208.53		
July	\$232.40	\$225.31	\$220.28	\$213.02		
August	\$179.31	\$174.64	\$177.77	\$170.19		
September	\$152.20	\$61.42	\$131.09	\$111.36		
October	\$189.60	\$167.81	\$182.85	\$196.20		
November	\$224.08	\$202.72	\$223.97	\$242.72		
December	\$263.18	\$239.63	\$261.96	\$273.50		
Total	\$243.32	\$224.85	\$234.99	\$245.40	\$343.30	10.0%



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.

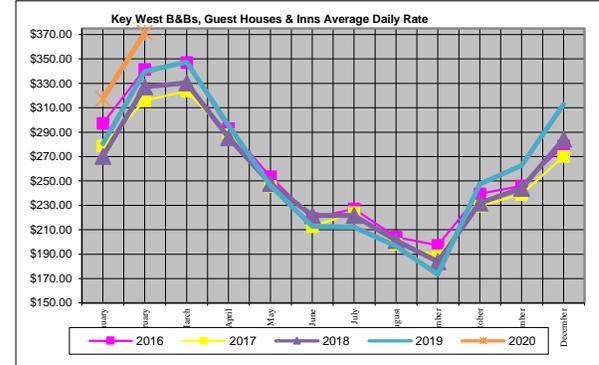
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.5%	89.1%	84.1%	89.7%	85.5%	-4.6%
February	94.3%	95.1%	93.2%	96.3%	91.6%	-4.8%
March	93.6%	94.1%	94.1%	95.0%		
April	86.5%	92.6%	90.0%	90.1%		
May	83.7%	89.0%	81.7%	86.8%		
June	80.3%	85.1%	85.5%	87.4%		
July	89.5%	90.7%	87.8%	87.8%		
August	76.7%	80.4%	77.3%	78.6%		
September	73.1%	28.3%	64.9%	63.4%		
October	77.1%	72.6%	76.2%	79.5%		
November	84.7%	77.9%	86.3%	88.0%		
December	85.0%	79.8%	81.2%	72.8%		
Total	83.1%	80.8%	83.4%	84.7%	88.4%	-4.7%



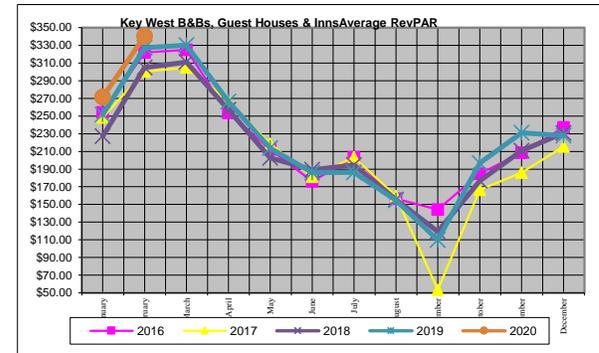
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$297.28	\$278.88	\$270.12	\$280.63	\$317.33	13.1%
February	\$341.53	\$315.91	\$327.13	\$339.68	\$371.47	9.4%
March	\$347.07	\$323.75	\$330.36	\$347.45		
April	\$292.90	\$287.87	\$285.56	\$295.51		
May	\$253.47	\$245.47	\$247.89	\$246.27		
June	\$219.34	\$212.64	\$221.63	\$212.76		
July	\$227.22	\$224.00	\$221.73	\$212.22		
August	\$204.02	\$198.17	\$201.15	\$196.69		
September	\$197.27	\$188.62	\$183.87	\$173.37		
October	\$239.49	\$229.49	\$231.88	\$247.54		
November	\$246.00	\$239.00	\$244.07	\$262.65		
December	\$278.82	\$270.22	\$284.28	\$312.85		
Total	\$256.13	\$256.74	\$257.15	\$264.79	\$343.95	11.1%



RevPAR

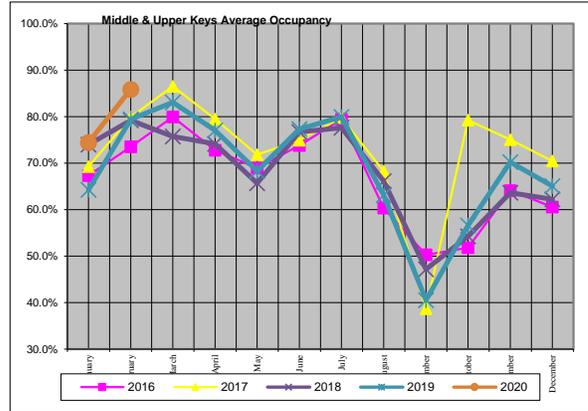
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$330.12		
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20	\$181.05	\$189.40	\$186.06		
July	\$203.32	\$203.26	\$194.60	\$186.32		
August	\$156.41	\$159.32	\$155.51	\$154.55		
September	\$144.27	\$53.40	\$119.34	\$109.84		
October	\$184.64	\$166.53	\$176.68	\$196.81		
November	\$208.48	\$186.07	\$210.67	\$231.08		
December	\$237.13	\$215.62	\$230.91	\$227.72		
Total	\$212.85	\$207.48	\$214.48	\$224.41	\$304.20	5.8%



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.

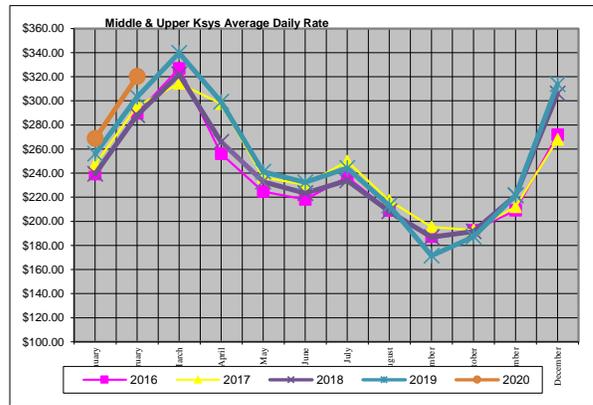
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	15.9%
February	73.5%	79.9%	79.2%	79.4%	85.8%	8.1%
March	79.9%	86.5%	75.7%	83.1%		
April	72.8%	79.4%	74.1%	77.0%		
May	69.0%	71.8%	65.7%	68.3%		
June	73.8%	74.9%	76.7%	77.3%		
July	79.4%	79.8%	77.6%	79.9%		
August	60.3%	68.2%	66.1%	63.1%		
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
Total	66.8%	72.9%	67.5%	68.6%	79.5%	11.3%



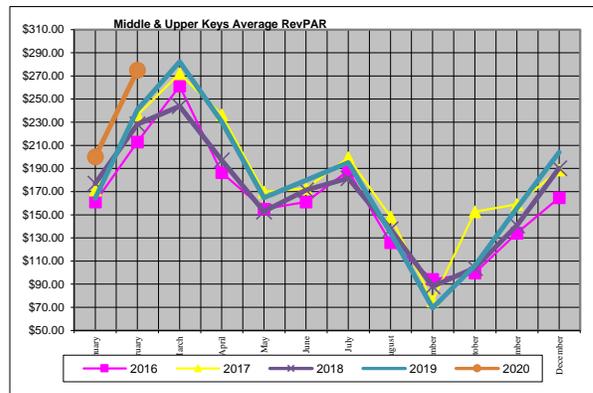
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	5.0%
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	5.6%
March	\$326.93	\$314.46	\$321.98	\$339.84		
April	\$256.12	\$297.65	\$265.96	\$299.13		
May	\$224.70	\$236.49	\$232.88	\$241.17		
June	\$218.19	\$230.44	\$223.33	\$232.46		
July	\$236.78	\$249.98	\$233.99	\$244.29		
August	\$208.86	\$217.31	\$208.22	\$213.03		
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
Total	\$242.65	\$253.52	\$245.61	\$258.70	\$294.84	4.9%



RevPAR

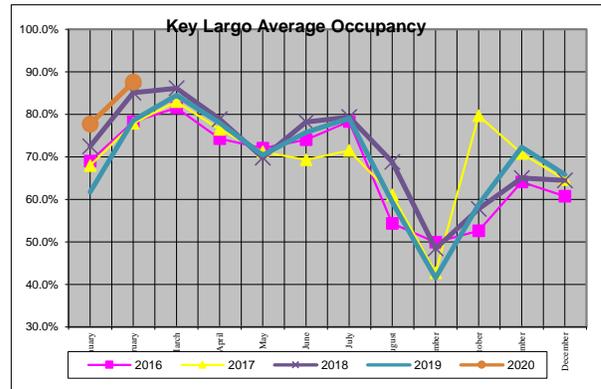
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$282.31		
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$164.70		
June	\$161.05	\$172.62	\$171.26	\$179.79		
July	\$188.01	\$199.39	\$181.52	\$195.20		
August	\$126.04	\$148.29	\$137.70	\$134.42		
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
Total	\$162.08	\$184.90	\$165.71	\$177.42	\$234.52	16.8%



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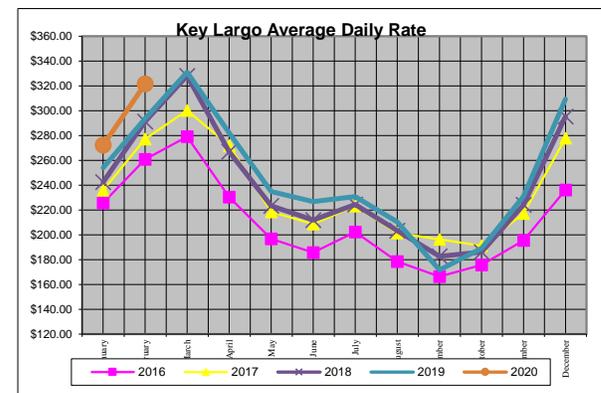
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	25.9%
February	78.3%	77.9%	85.1%	78.5%	87.6%	11.5%
March	81.5%	83.0%	86.1%	84.5%		
April	74.3%	76.5%	78.9%	78.0%		
May	72.0%	71.2%	69.8%	70.4%		
June	74.0%	69.3%	78.2%	75.8%		
July	78.3%	71.5%	79.4%	79.1%		
August	54.4%	61.1%	68.8%	59.4%		
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
Total	66.9%	69.7%	71.1%	68.4%	81.4%	16.8%



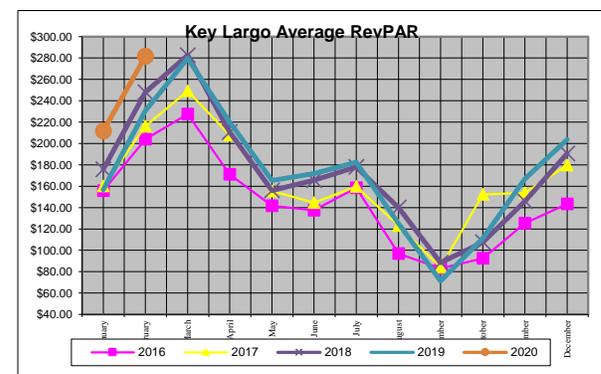
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	7.2%
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	9.5%
March	\$279.05	\$300.28	\$328.16	\$331.08		
April	\$230.49	\$271.81	\$267.06	\$282.12		
May	\$196.73	\$218.39	\$223.40	\$234.78		
June	\$185.61	\$208.73	\$211.83	\$226.76		
July	\$202.34	\$223.18	\$224.37	\$230.81		
August	\$178.38	\$201.50	\$203.40	\$210.48		
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
Total	\$215.77	\$238.51	\$244.19	\$252.18	\$296.72	7.8%



RevPAR

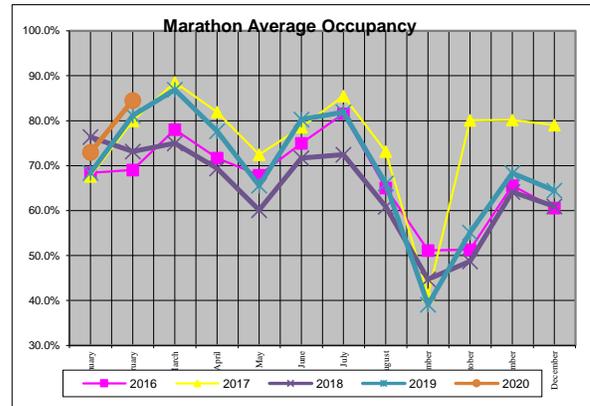
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.72		
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$165.38		
June	\$137.38	\$144.69	\$165.69	\$171.81		
July	\$158.48	\$159.57	\$178.04	\$182.53		
August	\$96.97	\$123.07	\$139.98	\$124.99		
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
Total	\$144.30	\$166.28	\$173.68	\$172.45	\$241.48	25.9%



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.

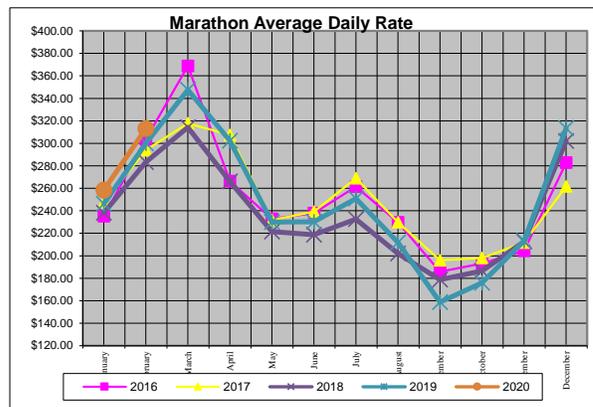
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	6.7%
February	69.1%	80.0%	73.2%	81.2%	84.5%	4.1%
March	78.0%	88.6%	75.0%	86.9%		
April	71.7%	81.9%	69.4%	77.7%		
May	67.9%	72.4%	60.1%	65.6%		
June	75.0%	78.6%	71.7%	80.2%		
July	81.5%	85.5%	72.5%	81.9%		
August	65.0%	73.2%	60.9%	66.1%		
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
Total	67.2%	75.9%	64.0%	69.0%	78.5%	5.3%



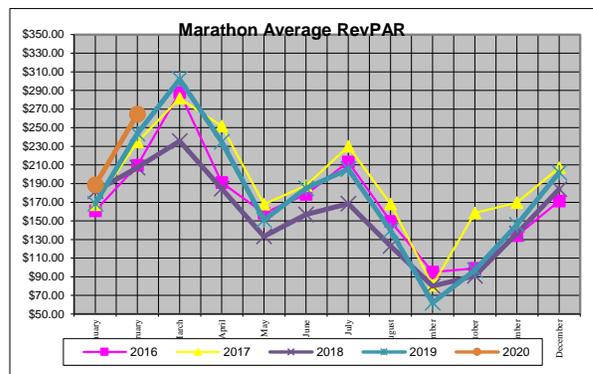
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	5.0%
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	4.3%
March	\$368.82	\$317.78	\$314.23	\$347.56		
April	\$266.39	\$307.53	\$266.02	\$302.34		
May	\$232.89	\$231.91	\$221.42	\$230.02		
June	\$237.94	\$239.05	\$218.67	\$230.24		
July	\$261.54	\$268.91	\$232.43	\$250.93		
August	\$229.69	\$229.76	\$201.89	\$211.77		
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
Total	\$254.19	\$258.75	\$240.55	\$257.02	\$286.38	4.4%



RevPAR

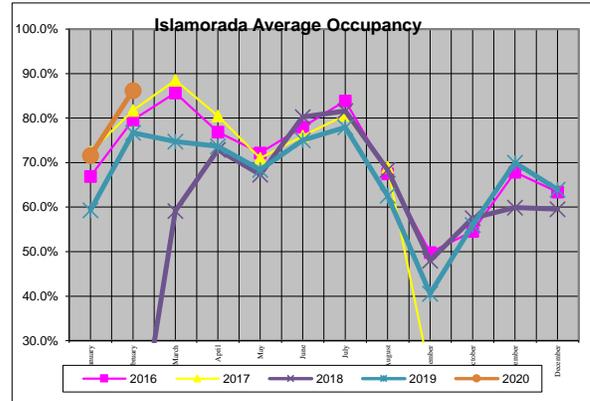
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$302.04		
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$150.86		
June	\$178.47	\$187.78	\$156.84	\$184.76		
July	\$213.25	\$229.94	\$168.45	\$205.52		
August	\$149.41	\$168.09	\$122.95	\$139.94		
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
Total	\$179.34	\$170.90	\$153.94	\$177.40	\$224.68	10.0%



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.

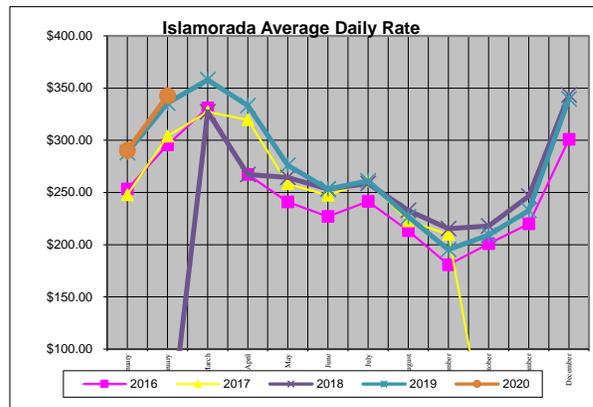
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	20.6%
February	79.6%	81.8%	*	76.7%	86.2%	12.3%
March	85.7%	88.5%	59.2%	74.7%		
April	76.9%	80.5%	72.9%	73.7%		
May	72.2%	71.0%	67.3%	68.4%		
June	78.0%	76.0%	80.2%	75.0%		
July	83.9%	80.7%	81.6%	77.9%		
August	67.5%	69.0%	68.4%	62.6%		
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
Total	70.9%	71.4%	*	67.3%	78.5%	16.2%



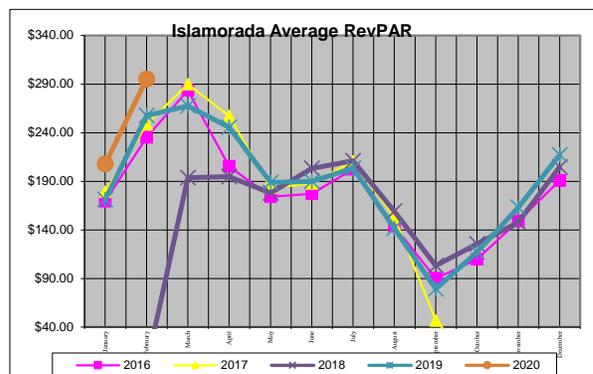
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	0.7%
February	\$295.59	\$303.97	*	\$335.56	\$342.62	2.1%
March	\$330.99	\$327.35	\$327.22	\$357.94		
April	\$267.15	\$319.59	\$267.33	\$333.25		
May	\$241.00	\$258.39	\$264.50	\$275.94		
June	\$226.98	\$247.13	\$253.21	\$253.20		
July	\$241.29	\$260.97	\$258.59	\$261.23		
August	\$213.29	\$222.59	\$232.75	\$226.71		
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
Total	\$252.83	\$241.78		\$281.92	\$317.50	1.2%



RevPAR

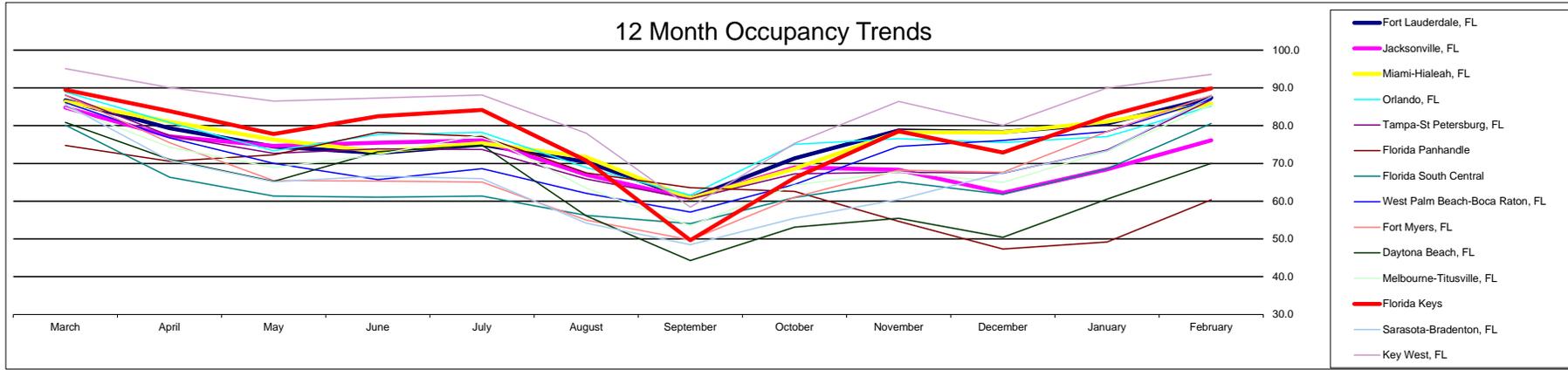
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$267.50		
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
June	\$177.01	\$187.76	\$203.19	\$189.94		
July	\$202.42	\$210.55	\$211.05	\$203.58		
August	\$143.99	\$153.56	\$159.24	\$141.82		
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
Total	\$179.22	\$172.56		\$189.73	\$249.26	17.6%



* 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.

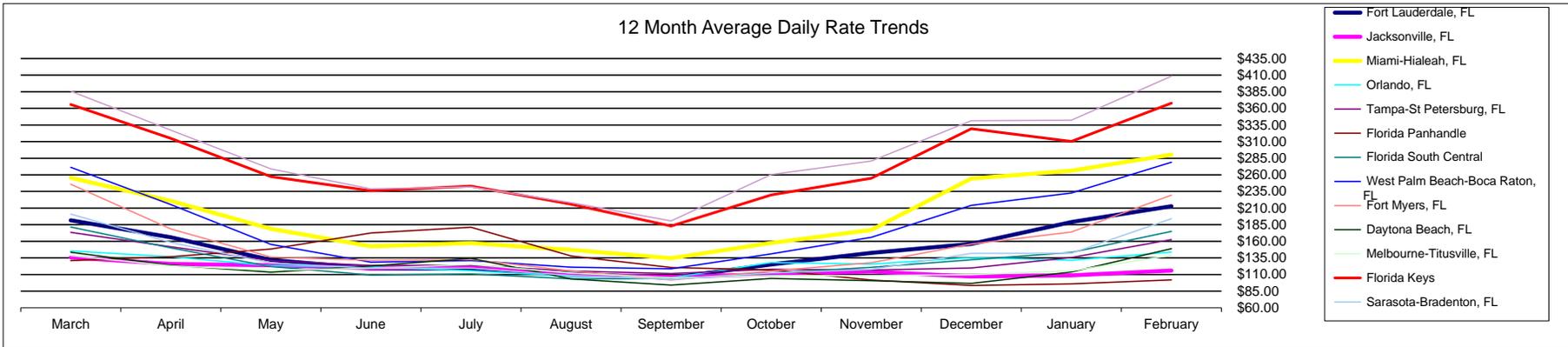
Florida Markets Comparison



Occupancy												
	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	87.4	80.6	78.3	78.7	71.3	60.8	70.4	75.0	72.7	74.4	79.3	86.7
Jacksonville, FL	76.1	68.4	62.2	68.3	68.9	60.7	67.0	76.1	75.5	74.6	77.1	84.8
Miami-Hialeah, FL	85.8	81.1	78.2	78.3	68.6	60.7	71.7	75.4	73.1	76.3	81.0	86.4
Orlando, FL	85.2	77.1	75.5	76.5	75.1	61.6	68.9	78.2	77.7	73.3	80.8	88.9
Tampa-St Petersburg, FL	86.9	73.6	67.4	67.7	67.3	60.6	65.9	73.7	73.9	72.7	77.3	88.1
Florida Panhandle	60.4	49.2	47.3	54.7	62.6	63.6	67.5	77.1	78.2	72.3	70.6	74.8
Florida South Central	80.6	68.6	61.8	65.2	61.0	54.1	56.2	61.4	61.1	61.3	66.4	80.1
West Palm Beach-Boca Raton, FL	86.9	78.4	76.1	74.5	64.4	57.1	62.1	68.6	65.7	70.0	76.8	86.1
Fort Myers, FL	88.0	78.4	67.7	68.2	61.1	49.7	55.0	65.1	65.3	65.5	75.5	88.0
Daytona Beach, FL	70.0	60.5	50.4	55.5	53.1	44.3	56.1	74.9	73.1	65.3	71.0	80.9
Melbourne-Titusville, FL	85.4	73.3	65.0	67.8	64.2	53.5	63.5	77.6	72.3	68.9	74.3	84.8
Florida Keys	89.9	82.5	72.9	78.5	66.2	49.7	70.7	84.1	82.5	77.8	83.8	89.5
Sarasota-Bradenton, FL	87.6	73.4	67.5	60.5	55.5	48.5	54.2	66.0	66.6	65.1	70.8	85.6
Key West, FL	93.6	90.0	80.1	86.4	75.3	58.4	78.0	88.1	87.3	86.5	90.1	95.1

Year to Date Occupancy												
	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	83.8	80.6	76.0	75.8	75.5	75.9	77.8	78.8	79.5	80.8	82.5	83.5
Jacksonville, FL	71.9	68.4	71.3	72.2	72.5	73.0	74.5	75.6	75.4	75.4	75.7	75.2
Miami-Hialeah, FL	83.0	81.1	75.9	75.7	75.4	76.2	78.2	79.2	79.8	81.2	82.4	83.0
Orlando, FL	81.0	77.1	76.1	76.1	76.1	76.2	78.1	79.4	79.6	80.0	81.7	82.3
Tampa-St Petersburg, FL	79.9	73.6	72.3	72.8	73.3	74.0	75.7	77.2	77.9	78.7	80.2	81.2
Florida Panhandle	54.5	49.2	66.0	67.8	69.2	70.0	70.8	71.3	70.3	68.7	67.9	67.0
Florida South Central	74.3	68.6	64.1	64.4	64.4	64.7	66.1	67.5	68.6	70.1	72.3	74.3
West Palm Beach-Boca Raton, FL	83.0	78.4	72.0	71.6	71.3	72.1	74.0	75.7	76.5	79.0	81.3	82.9
Fort Myers, FL	83.0	78.4	68.5	68.6	68.6	69.5	71.9	74.3	75.9	78.0	81.3	83.2
Daytona Beach, FL	65.0	60.5	62.3	63.4	64.2	65.5	68.2	70.0	69.1	68.3	69.1	68.5
Melbourne-Titusville, FL	79.0	73.3	69.3	69.7	69.9	70.5	72.6	73.9	73.3	73.5	74.7	74.8
Florida Keys	85.9	82.5	76.6	77.0	76.9	78.1	81.6	83.3	83.2	83.3	84.8	84.9
Sarasota-Bradenton, FL	80.1	73.4	65.4	65.2	65.7	67.1	69.5	71.7	72.7	73.9	76.2	78.0
Key West, FL	91.7	90.0	84.2	84.5	84.3	85.3	88.6	90.1	90.4	91.1	92.2	93.0

Florida Markets Comparison



Average Daily Rate

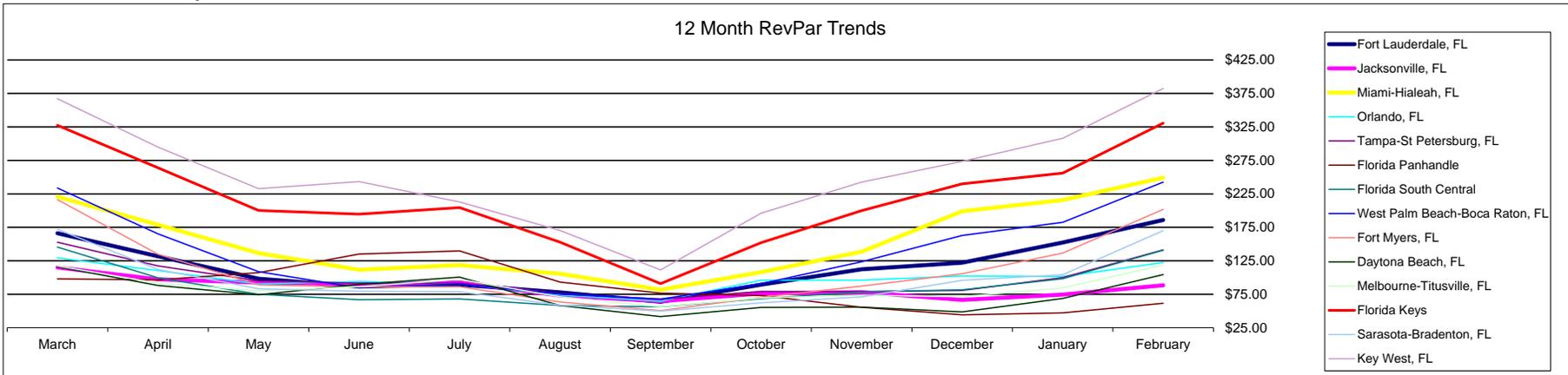
	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02	\$ 191.74
Jacksonville, FL	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98	\$ 119.40	\$ 123.97	\$ 125.97	\$ 135.70
Miami-Hialeah, FL	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59	\$ 147.25	\$ 157.32	\$ 152.48	\$ 178.84	\$ 220.90	\$ 255.61
Orlando, FL	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78	\$ 107.04	\$ 115.82	\$ 121.25	\$ 123.14	\$ 136.71	\$ 145.52
Tampa-St Petersburg, FL	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46	\$ 115.38	\$ 124.07	\$ 123.72	\$ 130.67	\$ 151.78	\$ 173.48
Florida Panhandle	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63	\$ 138.07	\$ 181.18	\$ 172.53	\$ 148.40	\$ 136.78	\$ 130.95
Florida South Central	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98	\$ 103.48	\$ 111.03	\$ 109.27	\$ 122.08	\$ 150.02	\$ 181.52
West Palm Beach-Boca Raton, FL	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63	\$ 120.99	\$ 131.09	\$ 128.51	\$ 155.32	\$ 215.24	\$ 271.45
Fort Myers, FL	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72	\$ 115.45	\$ 132.65	\$ 131.54	\$ 136.18	\$ 178.68	\$ 245.91
Daytona Beach, FL	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10	\$ 103.52	\$ 134.41	\$ 122.75	\$ 113.68	\$ 124.07	\$ 143.58
Melbourne-Titusville, FL	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07	\$ 112.01	\$ 125.17	\$ 119.33	\$ 116.37	\$ 122.92	\$ 138.44
Florida Keys	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99	\$ 215.90	\$ 242.98	\$ 236.04	\$ 257.29	\$ 314.82	\$ 365.93
Sarasota-Bradenton, FL	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68	\$ 108.52	\$ 119.50	\$ 119.33	\$ 127.45	\$ 158.29	\$ 201.01
Key West, FL	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67	\$ 218.13	\$ 241.88	\$ 238.99	\$ 268.99	\$ 327.16	\$ 385.96

Year to Date Average Daily Rate

	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74	\$ 152.91	\$ 158.37	\$ 164.61	\$ 172.64	\$ 182.02	\$ 187.09
Jacksonville, FL	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92	\$ 120.18	\$ 121.63	\$ 121.58	\$ 121.97	\$ 121.45	\$ 119.85
Miami-Hialeah, FL	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01	\$ 202.34	\$ 209.76	\$ 218.26	\$ 230.18	\$ 242.63	\$ 250.11
Orlando, FL	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01	\$ 128.13	\$ 130.81	\$ 133.41	\$ 135.87	\$ 138.86	\$ 139.78
Tampa-St Petersburg, FL	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71	\$ 139.24	\$ 142.30	\$ 145.28	\$ 149.34	\$ 153.73	\$ 154.48
Florida Panhandle	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69	\$ 141.86	\$ 142.39	\$ 135.00	\$ 126.20	\$ 120.03	\$ 114.13
Florida South Central	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31	\$ 138.50	\$ 142.78	\$ 147.67	\$ 154.38	\$ 161.36	\$ 164.69
West Palm Beach-Boca Raton, FL	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56	\$ 195.22	\$ 204.13	\$ 214.61	\$ 229.53	\$ 246.03	\$ 255.29
Fort Myers, FL	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82	\$ 170.14	\$ 175.85	\$ 182.12	\$ 190.53	\$ 201.46	\$ 208.33
Daytona Beach, FL	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12	\$ 126.53	\$ 129.25	\$ 128.28	\$ 129.46	\$ 133.34	\$ 136.56
Melbourne-Titusville, FL	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16	\$ 122.63	\$ 123.96	\$ 123.74	\$ 124.60	\$ 126.57	\$ 127.78
Florida Keys	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50	\$ 285.42	\$ 293.93	\$ 302.65	\$ 316.01	\$ 329.89	\$ 334.15
Sarasota-Bradenton, FL	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49	\$ 147.00	\$ 151.24	\$ 156.22	\$ 162.98	\$ 171.23	\$ 175.04
Key West, FL	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88	\$ 297.75	\$ 307.54	\$ 318.49	\$ 333.49	\$ 349.09	\$ 356.15

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

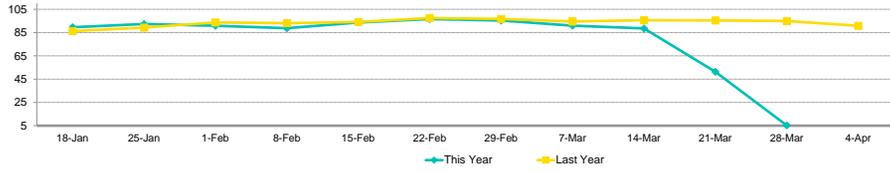
Florida Markets Comparison



RevPAR	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28	\$86.70	\$98.22	\$131.69	\$166.27
Jacksonville, FL	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79	\$90.15	\$92.52	\$97.17	\$115.05
Miami-Hialeah, FL	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73	\$105.54	\$118.56	\$111.54	\$136.43	\$178.95	\$220.74
Orlando, FL	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55	\$73.78	\$90.60	\$94.18	\$90.31	\$110.52	\$129.38
Tampa-St Petersburg, FL	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55	\$76.02	\$91.43	\$91.39	\$94.97	\$117.39	\$152.78
Florida Panhandle	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72	\$93.19	\$139.76	\$134.98	\$107.27	\$96.55	\$97.91
Florida South Central	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21	\$58.18	\$68.12	\$66.74	\$74.89	\$99.57	\$145.48
West Palm Beach-Boca Raton, FL	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76	\$75.12	\$89.97	\$84.43	\$108.77	\$165.26	\$233.75
Fort Myers, FL	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60	\$63.49	\$86.32	\$85.91	\$89.14	\$134.86	\$216.43
Daytona Beach, FL	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67	\$58.10	\$100.62	\$89.71	\$74.18	\$88.15	\$116.10
Melbourne-Titusville, FL	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24	\$71.07	\$97.19	\$86.32	\$80.19	\$91.39	\$117.44
Florida Keys	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87	\$152.71	\$204.44	\$194.71	\$200.15	\$263.95	\$327.41
Sarasota-Bradenton, FL	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78	\$58.80	\$78.84	\$79.52	\$83.01	\$112.12	\$172.09
Key West, FL	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36	\$170.19	\$213.02	\$243.38	\$232.76	\$294.80	\$367.03

Year to date RevPAR	February	January	December	November	October	September	August	July	June	May	April	March
Fort Lauderdale, FL	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90	\$118.92	\$124.87	\$130.87	\$139.55	\$150.11	\$156.27
Jacksonville, FL	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76	\$89.49	\$91.89	\$91.73	\$92.02	\$91.91	\$90.13
Miami-Hialeah, FL	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29	\$158.32	\$166.16	\$174.27	\$186.86	\$199.95	\$207.66
Orlando, FL	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06	\$100.03	\$103.91	\$106.24	\$108.67	\$113.45	\$114.99
Tampa-St Petersburg, FL	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20	\$105.43	\$109.92	\$113.14	\$117.49	\$123.36	\$125.48
Florida Panhandle	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77	\$100.44	\$101.53	\$94.90	\$86.71	\$81.45	\$76.47
Florida South Central	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59	\$91.50	\$96.40	\$101.27	\$108.18	\$116.69	\$122.43
West Palm Beach-Boca Raton, FL	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97	\$144.39	\$154.53	\$164.25	\$181.34	\$200.13	\$211.56
Fort Myers, FL	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51	\$122.35	\$130.74	\$138.26	\$148.66	\$163.74	\$173.37
Daytona Beach, FL	\$85.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35	\$86.27	\$90.41	\$88.65	\$88.44	\$92.15	\$93.52
Melbourne-Titusville, FL	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41	\$89.01	\$91.64	\$90.68	\$91.55	\$94.50	\$95.53
Florida Keys	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44	\$232.93	\$244.72	\$251.68	\$263.25	\$279.75	\$283.57
Sarasota-Bradenton, FL	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34	\$102.09	\$108.42	\$113.53	\$120.40	\$130.53	\$136.61
Key West, FL	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38	\$263.75	\$277.07	\$288.04	\$303.71	\$322.01	\$331.15

Weekly Occ (%) - Jan 18, 2020 to Apr 04, 2020



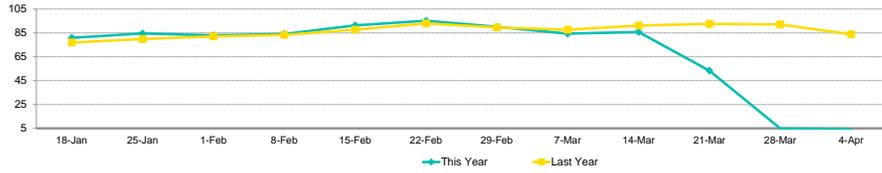
Weekly ADR - Jan 18, 2020 to Apr 04, 2020



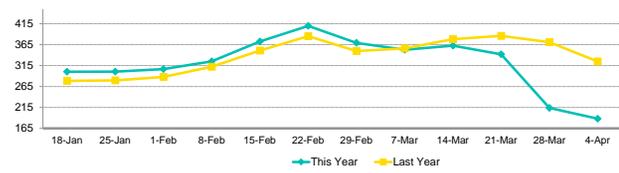
														Current Week																							
														Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD							
Occupancy (%)	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	86.6	90.4	90.9	89.7	87.5	84.7	90.6	86.8	85.2	71.4	49.0	34.8	21.1	10.6	4.7	6.9	6.3	6.5	6.1	3.5	2.5	6.4	6.5	7.0	7.2	90.7	92.2	94.2	96.0	339.01	379.73	389.45				
	Last Year	92.0	96.5	97.5	97.7	93.5	94.7	97.9	94.2	93.3	92.9	96.7	98.7	95.2	97.4	92.8	94.7	95.1	95.5	94.4	96.1	96.0	85.9	87.1	90.2	90.7	92.2	94.2	96.0	339.01	379.73	389.45					
Percent Change		-5.8	-6.4	-6.8	-8.2	-6.4	-10.6	-7.5	-7.9	-8.6	-23.1	-49.3	-64.8	-77.8	-89.1	-94.9	-92.7	-93.4	-93.2	-93.5	-96.4	-97.4	-20.4	-22.5	-22.2	-2.1	-2.5	-2.2	-2.2	-2.2	-0.0	-0.0	-0.0				
ADR	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	383.03	370.19	367.69	366.04	379.53	402.52	403.27	356.76	368.48	354.05	335.11	321.56	321.43	292.40	309.05	260.75	243.59	188.33	209.79	216.86	205.80	255.19	208.65	232.98	195.76	335.21	372.23	375.88	339.01	379.73	389.45					
	Last Year	374.70	392.55	384.09	389.81	393.46	425.25	439.50	399.67	386.61	385.61	389.33	403.86	425.10	428.70	361.52	368.10	359.41	364.26	373.91	400.51	403.17	320.59	317.40	322.76	323.71	335.21	372.23	375.88	339.01	379.73	389.45					
Percent Change		2.2	-3.2	-4.3	-6.1	-3.5	-5.3	-8.2	-4.7	-2.2	-13.9	-20.4	-24.9	-31.8	-14.5	-29.2	-32.2	-48.3	-43.9	-45.9	-49.0	-20.4	-34.3	-27.8	-39.5	-2.5	-2.2	-2.2	-2.2	-0.0	-0.0	-0.0					
RevPAR	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	331.78	334.80	334.31	328.33	332.09	340.90	365.27	309.64	314.11	252.68	164.35	111.80	67.89	30.96	14.65	17.94	15.27	12.27	12.79	7.59	5.19	16.34	13.60	16.39	14.06	309.22	350.57	360.84	308.15	357.91	369.92					
	Last Year	344.57	369.23	374.68	380.70	368.00	402.70	430.25	376.57	360.56	358.08	376.66	398.61	407.70	417.62	335.63	348.51	341.86	347.87	353.01	384.72	387.04	275.49	276.33	291.01	293.59	309.22	350.57	360.84	308.15	357.91	369.92					
Percent Change		-3.7	-9.4	-10.8	-13.8	-9.8	-15.3	-15.1	-17.8	-12.9	-29.4	-56.4	-72.0	-83.3	-92.6	-95.6	-94.9	-95.5	-96.5	-96.4	-98.0	-98.7	-94.1	-95.1	-94.4	-95.2	-2.5	-2.2	-2.2	-2.2	-0.0	-0.0	-0.0				
Supply	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,013	5,224	5,224	5,224	36,568	146,272	161,944					
	Last Year	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	36,568	146,272	161,944					
Percent Change		0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2						
Demand	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	4,532	4,729	4,757	4,693	4,578	4,431	4,739	4,541	4,460	3,734	2,566	1,819	1,105	554	248	360	328	341	319	183	132	335	341	368	360	4,738	4,819	4,920	5,015	33,239	137,868	153,822				
	Last Year	4,804	5,042	5,096	5,102	4,886	4,947	5,114	4,922	4,851	5,054	5,156	4,975	5,089	4,850	4,946	4,969	4,989	4,932	5,018	5,015	4,924	4,924	4,924	4,924	4,924	4,924	4,924	4,924	4,924	4,924						
Percent Change		-5.7	-6.2	-6.7	-8.0	-6.3	-10.4	-7.3	-7.7	-8.5	-23.0	-49.2	-64.7	-77.8	-89.1	-94.9	-92.7	-93.4	-93.2	-93.5	-96.4	-97.4	-92.5	-92.5	-92.2	-92.4	-2.5	-2.2	-2.2	-2.2	-0.0	-0.0	-0.0				
Revenue	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	This Year	1,735,875	1,750,608	1,749,095	1,717,829	1,737,472	1,783,588	1,911,096	1,620,043	1,643,439	1,322,005	859,893	584,919	355,183	161,987	76,645	93,871	79,897	64,219	66,923	39,685	27,166	85,489	71,149	85,736	70,475	1,615,363	1,831,381	1,885,049	11,268,415	52,352,930	59,905,772					
	Last Year	1,800,058	1,928,834	1,957,327	1,988,798	1,922,442	2,103,694	2,247,626	1,967,193	1,883,565	1,870,618	1,967,658	2,082,313	2,129,799	2,181,670	1,753,350	1,820,603	1,785,897	1,817,287	1,844,106	2,009,771	2,021,906	1,439,142	1,443,542	1,520,211	1,533,727	1,615,363	1,831,381	1,885,049	11,268,415	52,352,930	59,905,772					
Percent Change		-3.6	-9.2	-10.6	-13.6	-9.6	-15.2	-15.0	-17.6	-12.7	-56.3	-71.9	-83.3	-92.6	-95.6	-94.8	-95.5	-96.5	-96.4	-98.0	-98.7	-94.1	-95.1	-94.4	-95.4	-2.5	-2.2	-2.2	-2.2	-0.0	-0.0	-0.0					
Census %	Mar	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4	Current Week	Run 28	Run MTD				
	Census Props	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	94	92	92	92	92	92	92	92	92	92	92	92	92
	Census Rooms	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,232	5,013	5,013	5,013	5,013	5,232	5,232	5,232	5,232				
% Rooms Participants	73.9	74.4	74.4	74.4	74.4	74.4	74.4	74.0	74.0	74.0	73.6	72.9	70.8	66.7	11.5	14.2	11.5	14.2	14.2	14.2	14.2	14.2	12.6	11.4	11.9	10.7	10.7	6.4	14.2	12.6	11.4	6.4					

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Weekly Occ (%) - Jan 18, 2020 to Apr 04, 2020



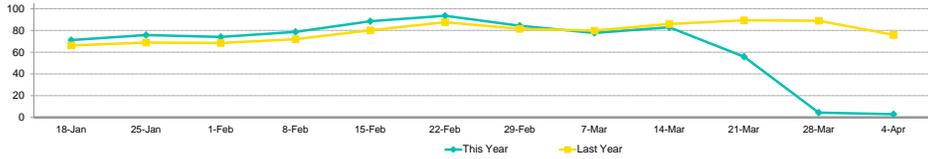
Weekly ADR - Jan 18, 2020 to Apr 04, 2020



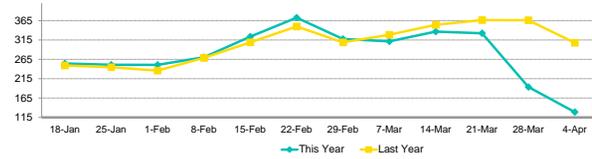
	Current Week																												Current Week	Run 28	Run MTD	
	Mar							Apr							Current Week							Apr										
	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	1	2	3	4
Occupancy (%)	81.1	85.3	86.8	87.3	84.3	84.6	91.1	84.7	82.2	70.6	53.0	40.4	27.3	15.3	4.4	6.0	6.4	6.4	6.1	3.0	2.2	4.3	4.9	5.3	5.8	5.0	3.7	2.9	4.6	37.5	52.1	
This Year	86.7	91.6	93.1	93.3	89.3	88.8	94.9	90.7	90.1	89.5	93.8	96.1	93.6	94.7	89.2	92.9	93.6	92.8	90.9	92.5	93.0	78.2	79.8	83.1	83.2	84.1	87.9	90.4	83.8	89.9	90.5	
Last Year	-4.4	-6.9	-6.8	-6.4	-5.6	-4.7	-4.0	-6.6	-8.8	-21.1	-43.6	-58.0	-70.8	-83.9	-95.1	-93.6	-93.2	-93.1	-93.2	-96.8	-97.7	-94.5	-93.8	-93.8	-93.1	-94.1	-95.8	-96.8	-94.6	-98.3	-42.5	
Percent Change																																
ADR	357.69	349.64	350.57	344.97	355.34	384.09	394.89	352.58	354.12	348.53	333.14	327.85	318.19	295.59	282.54	236.49	220.49	173.23	193.66	201.36	189.09	234.96	181.30	204.25	169.92	171.87	187.40	158.97	188.13	345.14	349.66	
This Year	364.19	359.33	363.83	366.88	370.14	404.53	416.52	376.62	371.83	371.97	370.03	383.98	409.50	416.36	362.82	360.40	359.46	363.98	364.91	393.59	391.37	320.92	307.19	311.04	309.47	315.08	354.57	351.55	324.95	365.92	372.43	
Last Year	-1.8	-2.7	-3.6	-6.0	-4.0	-5.1	-5.2	-6.4	-4.8	-6.3	-10.0	-14.6	-22.3	-29.0	-22.1	-34.4	-38.7	-52.4	-48.9	-48.8	-51.7	-26.8	-41.0	-34.3	-45.1	-45.5	-47.1	-54.8	-42.1	-5.7	-6.1	
Percent Change																																
RevPAR	290.23	298.19	304.42	301.29	299.89	325.07	359.73	298.55	291.07	246.03	176.42	132.36	86.89	45.10	12.46	14.12	14.08	11.16	11.91	5.98	4.11	10.04	8.96	10.90	9.82	8.54	6.94	4.55	8.58	129.43	182.05	
This Year	315.74	329.07	338.85	342.38	330.59	359.42	395.44	341.42	335.09	332.78	347.16	368.81	383.34	394.14	323.58	334.72	336.31	337.69	331.74	363.95	364.00	250.93	245.26	258.45	257.58	264.94	311.51	317.68	272.34	329.02	337.05	
Last Year	-8.1	-9.4	-10.2	-12.0	-9.3	-9.6	-9.0	-12.6	-13.1	-26.1	-49.2	-64.1	-77.3	-88.6	-96.1	-95.8	-95.8	-96.7	-96.4	-98.4	-98.9	-96.0	-96.3	-95.8	-96.2	-96.8	-97.8	-98.6	-96.8	-60.7	-46.0	
Percent Change																																
Supply	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	
This Year	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	
Last Year	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	
Percent Change																																
Demand	8,222	8,642	8,799	8,546	8,546	8,576	9,231	8,580	8,329	7,153	5,366	4,091	2,767	1,546	447	605	647	653	623	301	220	433	501	541	543	467	348	269	3,102	105,296	163,550	
This Year	8,738	9,230	9,387	9,406	9,002	8,955	9,569	9,137	9,083	9,017	9,456	9,681	9,435	9,541	8,989	9,430	9,351	9,163	9,320	9,374	7,881	8,047	8,375	8,389	8,475	8,855	9,108	59,130	253,755	282,774		
Last Year	-5.9	-6.4	-6.3	-5.9	-5.1	-4.2	-3.5	-6.1	-8.3	-20.7	-43.3	-57.7	-70.7	-83.8	-95.0	-93.5	-93.1	-93.0	-93.2	-96.8	-97.7	-84.5	-93.8	-93.5	-93.5	-94.5	-96.1	-97.0	-94.8	-58.5	-42.2	
Percent Change																																
Revenue	2,940,850	3,021,588	3,064,637	3,052,949	3,036,762	3,293,972	3,645,184	3,025,159	2,949,452	2,493,014	1,787,624	1,341,249	880,440	456,989	126,297	143,077	142,655	113,120	120,649	60,608	41,800	101,739	90,834	110,497	92,265	80,262	65,216	42,762	563,578	36,341,553	57,186,159	
This Year	3,182,332	3,316,654	3,415,233	3,450,878	3,332,025	3,622,556	3,985,680	3,441,132	3,377,368	3,354,082	3,498,969	3,717,286	3,863,647	3,972,536	3,251,376	3,373,673	3,380,708	3,403,590	3,343,635	3,668,264	3,668,714	2,529,140	2,471,991	2,604,967	2,696,128	2,670,300	1,130,759	3,201,889	19,214,163	92,833,520	105,312,488	
Last Year	-7.6	-8.9	-9.7	-11.5	-9.1	-8.5	-12.1	-12.7	-25.7	-48.9	-63.9	-77.2	-88.5	-96.1	-95.8	-96.8	-96.7	-96.4	-98.3	-98.9	-96.0	-96.3	-95.8	-96.4	-97.0	-97.9	-98.7	-97.0	-60.9	-45.7		
Percent Change																																
Census %	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	
This Year	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	10,133	
Last Year	69.9	70.1	70.1	70.1	70.1	70.1	70.1	69.9	65.8	65.8	65.6	65.2	63.6	61.3	11.8	10.5	10.0	11.4	11.4	11.7	10.5	11.7	12.1	11.8	12.7	12.1	12.1	9.8	11.7	12.1	11.8	
Percent Change																																

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Weekly Occ (%) - Jan 18, 2020 to Apr 04, 2020



Weekly ADR - Jan 18, 2020 to Apr 04, 2020



	Current Week														Current Week															
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa									
Occupancy (%)	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		75.5	79.9	82.5	84.9	81.1	84.8	82.0	82.6	79.3	70.2	57.5	46.7	34.2	20.3	3.9	4.7	6.1	6.0	5.8	2.3	1.7	1.9	3.1	3.3	4.0	3.6	2.5	2.3	
Last Year		80.7	86.0	88.1	88.4	84.4	82.4	91.5	86.6	86.5	85.6	90.5	83.0	91.7	91.4	85.1	90.7	91.7	89.7	87.0	88.4	89.6	69.7	71.6	75.2	74.9	75.1	80.6	84.0	
Percent Change		-6.4	-7.0	-6.4	-3.9	-4.0	3.0	0.5	-4.6	-8.4	-18.0	-36.4	-49.8	-62.6	-77.8	-95.4	-94.8	-93.4	-93.3	-97.4	-98.1	-97.2	-95.7	-95.6	-94.7	-95.1	-96.9	-97.2		
ADR	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		321.96	320.14	322.52	317.92	343.15	379.89	390.77	381.76	343.64	334.67	340.43	329.16	331.46	314.07	292.48	256.00	206.25	199.62	160.98	180.46	181.64	169.23	170.02	126.24	145.63	119.45	119.60	119.08	108.13
Last Year		351.52	332.77	340.85	340.43	343.15	379.89	390.77	381.76	343.64	334.67	340.43	329.16	331.46	314.07	292.48	256.00	206.25	199.62	160.98	180.46	181.64	169.23	170.02	126.24	145.63	119.45	119.60	119.08	108.13
Percent Change		-14.3	-3.8	-5.4	-6.6	-4.6	-4.4	-2.3	-1.9	-5.9	-4.6	-5.5	-8.2	-19.4	-27.3	-29.8	-41.6	-44.6	-55.8	-49.2	-53.0	-65.3	-47.2	-57.3	-51.0	-59.2	-58.7	-64.3	-66.5	
RevPAR	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		243.17	255.92	266.03	269.99	265.51	304.85	351.24	283.82	265.41	239.08	189.43	154.91	107.55	59.48	10.04	9.75	12.11	9.59	10.45	4.16	2.87	3.28	3.88	4.85	4.75	4.36	3.01	2.50	
Last Year		283.68	286.11	300.24	300.89	289.78	312.88	357.68	303.21	307.89	305.37	315.15	335.89	357.00	368.07	310.28	320.49	330.52	326.87	309.16	341.94	336.13	224.56	211.89	223.67	219.20	217.57	269.40	270.79	
Percent Change		-14.3	-10.6	-11.4	-10.3	-8.4	-2.6	-1.8	-6.4	-13.8	-21.7	-39.9	-53.9	-69.9	-83.8	-96.8	-97.0	-96.3	-97.1	-96.6	-98.8	-99.2	-98.5	-98.2	-97.8	-97.8	-98.0	-98.9	-99.1	
Supply	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.716	4.200	4.200	4.200	4.200	
Last Year		4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	4.700	
Percent Change		0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	-10.6	-10.6	-10.6	-10.6	
Demand	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		3,362	3,770	3,890	4,005	3,925	4,000	4,339	3,895	3,740	3,312	2,714	2,204	1,615	959	185	223	288	281	273	108	80	91	145	157	167	153	106	97	
Last Year		3,793	4,041	4,140	4,154	3,969	3,871	4,302	4,070	4,067	4,023	4,252	4,373	4,308	4,298	4,001	4,265	4,309	4,216	4,087	4,156	4,213	3,277	3,367	3,535	3,522	3,528	3,799	3,947	
Percent Change		-6.1	-6.7	-6.0	-3.6	-3.6	3.3	0.9	-4.3	-8.0	-17.7	-36.2	-49.6	-62.5	-77.7	-95.4	-94.8	-93.4	-93.3	-93.3	-97.4	-98.1	-97.2	-95.7	-95.6	-95.3	-95.7	-97.2	-97.5	
Revenue	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
This Year		1,146,807	1,206,922	1,254,998	1,273,274	1,252,147	1,437,655	1,656,453	1,338,486	1,251,688	1,127,516	893,350	730,542	507,223	280,492	47,360	45,993	57,091	45,235	49,205	19,617	13,539	15,472	18,304	22,864	19,949	18,298	12,622	10,489	
Last Year		1,333,316	1,344,712	1,411,123	1,414,160	1,361,944	1,470,559	1,681,101	1,425,098	1,447,088	1,435,261	1,481,190	1,578,672	1,671,877	1,729,931	1,458,309	1,506,287	1,553,439	1,536,274	1,453,067	1,607,119	1,553,192	1,055,432	995,870	1,051,261	1,030,260	1,022,558	1,266,185	1,272,715	
Percent Change		-14.0	-10.2	-11.1	-10.0	-8.1	-2.2	-1.5	-6.1	-13.5	-21.4	-39.7	-53.7	-69.8	-83.8	-96.8	-96.9	-96.3	-97.1	-96.6	-98.8	-99.2	-98.5	-98.2	-97.8	-98.1	-98.2	-99.0	-99.2	
Census %	Mar	9	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Apr	1	2	3	4
Census Props		76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	73	73	73	73	
Census Rooms		4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,716	4,200	4,200	4,200	4,200	
% Rooms Participants		67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.4	68.2	23.5	33.2	33.2	33.2	33.2	28.5	31.2	28.5	31.2	31.2	30.0	33.7	33.7	31.9	31.6

Current Week	Run 28	Run MTD
3.0	37.1	50.1
75.9	85.0	85.4
-96.1	-56.4	-41.3

Current Week	Run 28	Run MTD
128.82	328.95	323.08
308.08	350.32	352.78
-58.2	-6.7	-8.4

Current Week	Run 28	Run MTD
3.81	121.19	161.98
233.87	297.83	301.42
-98.4	-59.3	-46.3

Current Week	Run 28	Run MTD
32,900	131,600	145,700
-5.9	-1.2	0.3

Current Week	Run 28	Run MTD
916	48,182	73,286
24,975	111,883	124,487
-96.3	-56.9	-41.1

Current Week	Run 28	Run MTD
117,998	15,753,232	23,680,733
7,694,280	38,194,739	43,916,536
-98.5	-59.8	-46.1

A blank row indicates insufficient data.

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Occupancy vs STLY

Market Year	Monroe County Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
2020	12.6%	-49.7%	-36.0%	-54.0%		
Qtr 2	18.0%	-65.5%	-55.5%	-68.2%		
April	7.8%	-89.9%	-89.1%	-90.0%		
May	23.6%	-50.0%	-50.7%	-49.8%		
June	22.4%	-31.5%	-27.5%	-33.7%		
Qtr 3	10.7%	-14.0%	27.9%	-24.7%		
July	16.5%	-18.6%	65.1%	-32.9%		
August	10.1%	-11.2%	13.9%	-19.6%		
September	5.5%	-3.3%	-14.3%	1.5%		
Qtr 4	9.0%	-15.0%	-24.0%	-9.2%		
October	12.0%	-1.2%	-1.2%	-1.2%		
November	9.7%	-17.2%	-36.1%	4.0%		
December	5.4%	-32.7%	-28.9%	-34.5%		
Total	12.6%	-49.7%	-36.0%	-54.0%		

As-of date

April 05, 2020

Stay dates

4/1/2020 12/31/2020

Market

Monroe County

Tier

ALL Tiers

Weekpart

Weekday

Weekend

Green: flat or up

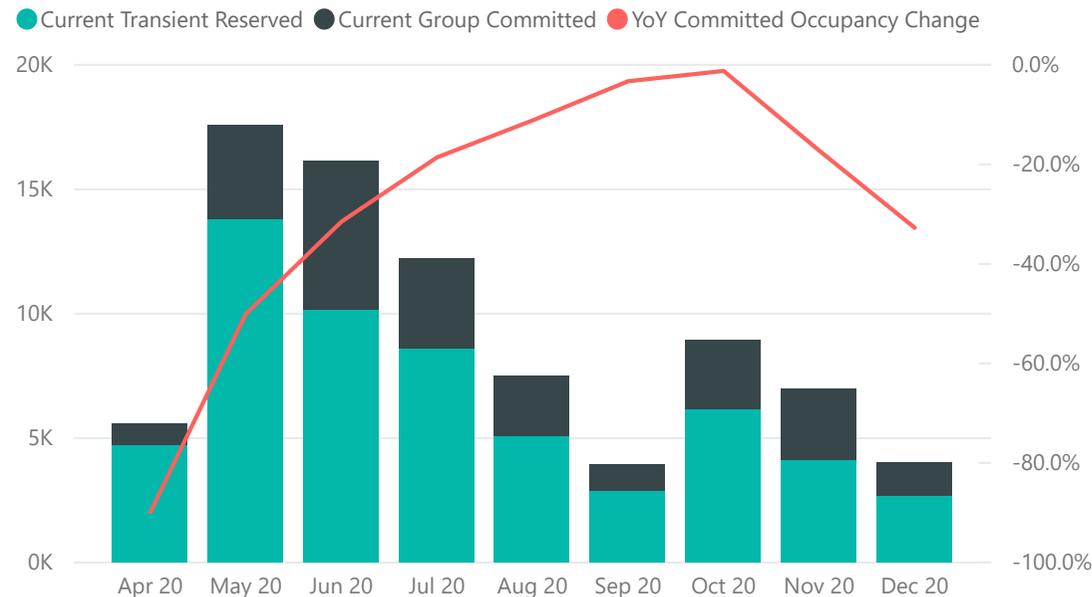
Yellow: -10% to flat

Red: less than -10%

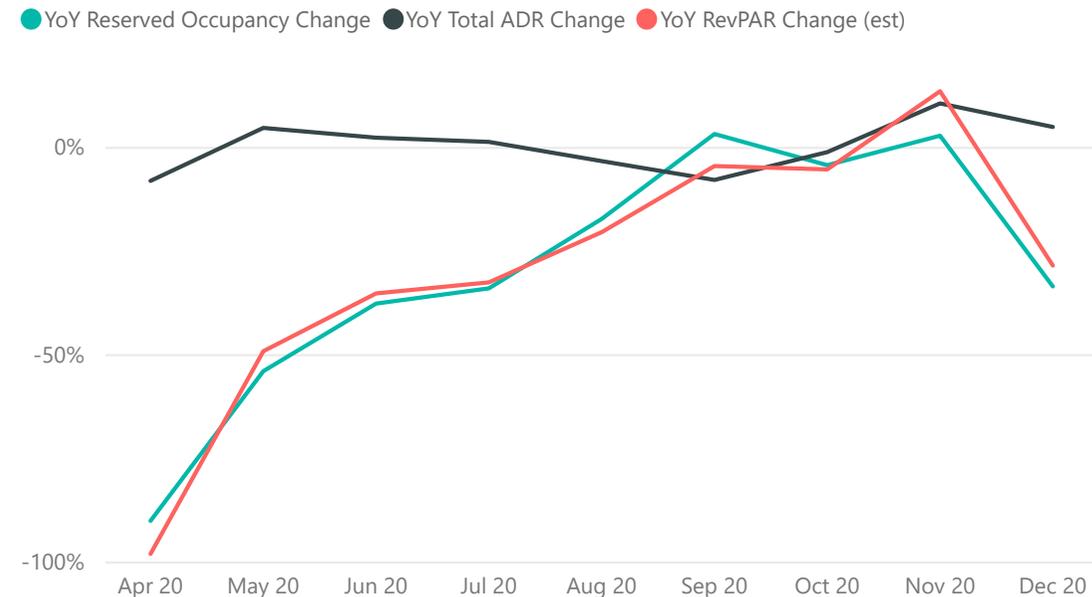
* Tier & Weekpart filters do not apply;

estimated RevPAR change = Occ change + ADR change

Current Transient and Group Committed and YoY Committed Occupancy Change



YoY Occupancy, ADR & RevPAR Change *



Occupancy vs STLY

Market	Monroe County					
Year	Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
2020	14.2%	-40.5%	-33.1%	-43.0%		
Qtr 2	22.6%	-54.4%	-53.3%	-54.8%		
April	17.5%	-75.8%	-81.5%	-74.6%		
May	27.9%	-38.6%	-45.8%	-36.4%		
June	22.2%	-28.5%	-28.3%	-28.5%		
Qtr 3	11.0%	-7.8%	38.7%	-20.5%		
July	17.0%	-12.7%	68.4%	-28.8%		
August	10.5%	-3.3%	29.0%	-14.7%		
September	5.5%	1.1%	-4.4%	3.4%		
Qtr 4	9.1%	-12.1%	-20.8%	-6.3%		
October	12.7%	7.9%	24.8%	0.9%		
November	9.1%	-20.6%	-42.1%	5.7%		
December	5.5%	-29.8%	-29.7%	-29.8%		
Total	14.2%	-40.5%	-33.1%	-43.0%		

As-of date

March 29, 2020

Stay dates

4/1/2020 12/31/2020

Market

Monroe County

Tier

ALL Tiers

Weekpart

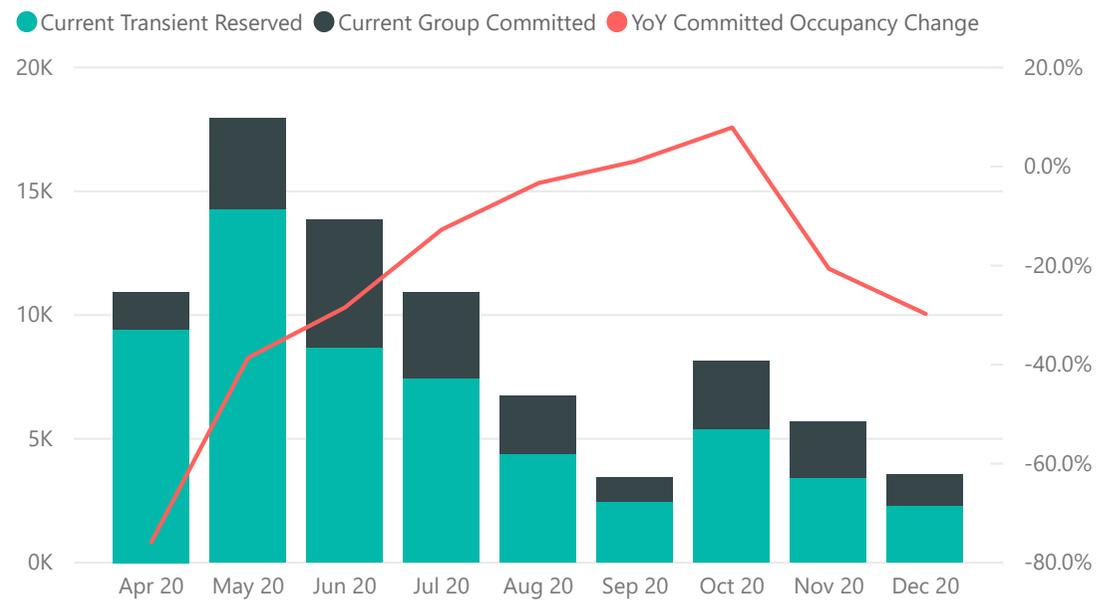
Weekday

Weekend

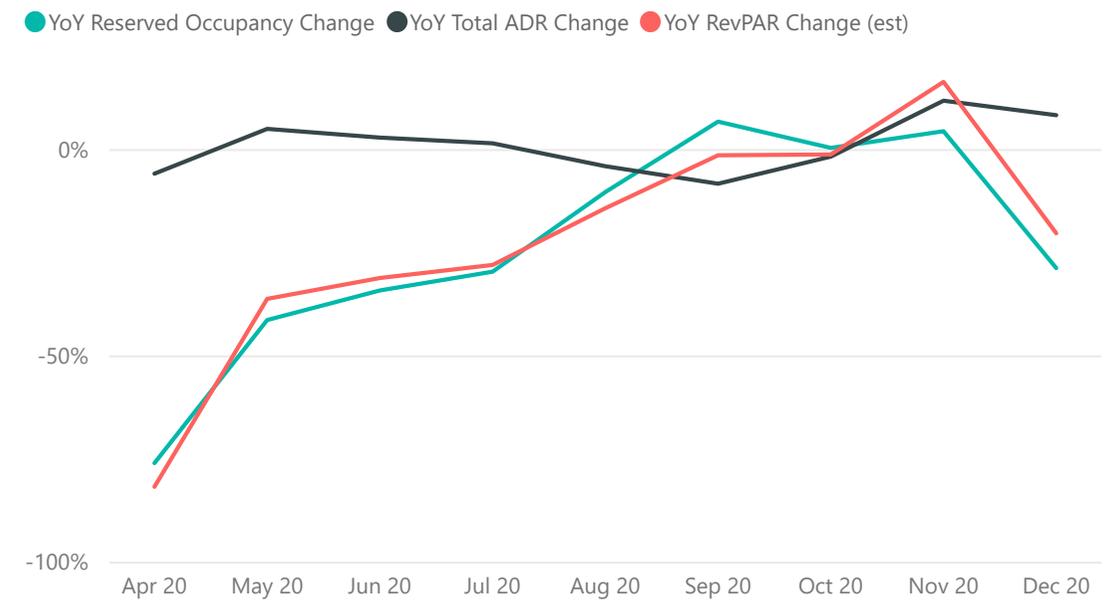
Green: flat or up
 Yellow: -10% to flat
 Red: less than -10%

* Tier & Weekpart filters do not apply;
 estimated RevPAR change = Occ change + ADR change

Current Transient and Group Committed and YoY Committed Occupancy Change



YoY Occupancy, ADR & RevPAR Change *



Agenda Item #

K.4.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Discussion: COVID-19 Research Data

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Research Department

DEADLINE DATE: April 17, 2020

Covid – 19 Special Report



Destination Analyst

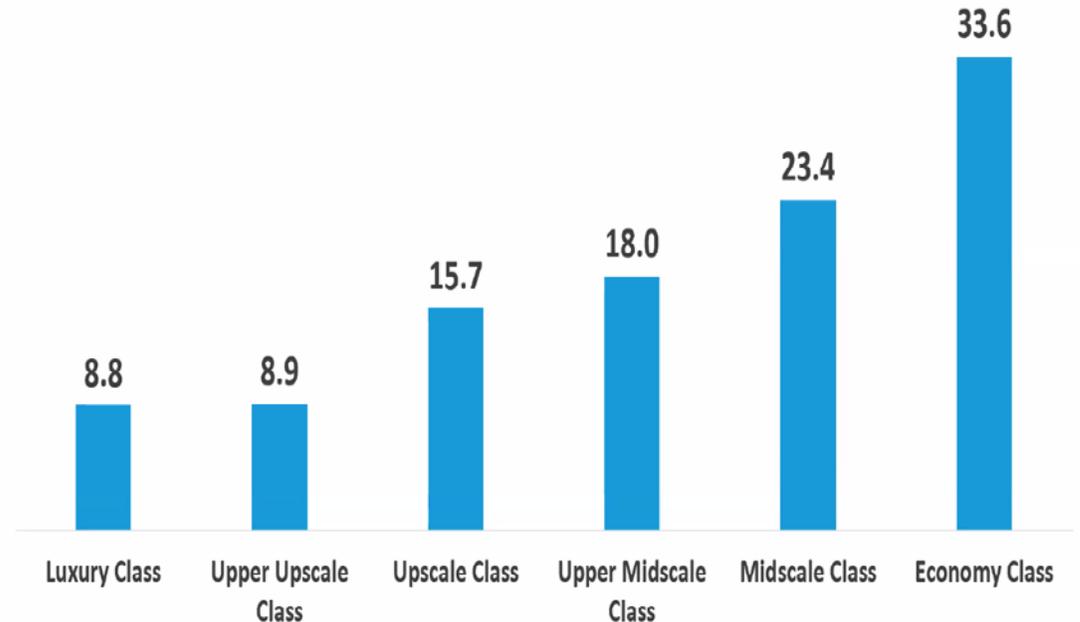
Coronavirus' Impact on American Travel

- Americans are feeling somewhat better that the worst of COVID-19 in the U.S. may soon be over
- Nearly 40% of American travelers increasingly say they will be avoiding crowds—including conferences/conventions—destinations hardest hit by coronavirus
- On a continual rise: The number agreeing they will take a staycation this summer and the number of younger travelers who say they will take more road trips to avoid airline travel (49.4% from 43.4% one month ago)
- When asked the place they will visit on their first post-pandemic trip, beach/resort destinations top the list, followed by small towns/rural areas, then cities
- Half of American travelers (49.8%) say they will avoid crowded destinations after the pandemic
- Road trips address both the fear (proximity to others) and financial (cost of airfare) concerns

STR Weekly Hotel Performance Highlights

- The only occupancy that is recorded at the present time is likely responders
- There will be pent up demand and overnight/one tank trips are expected to be the first to rebound
- Expected first to rebound is the leisure traveler followed by corporate and lastly corporate group
- Upper class performance is expected to be the weakest with economy and midscale properties recovering first

Class Performance: Economy Holds On
Total U.S., Occupancy %, week ending April 11



Harris Poll

- This week's Harris Poll, which is tracking how Americans are dealing with the coronavirus outbreak on a weekly basis, has found that demand is continuing to build
- The survey found that 31 percent are planning to "go on vacation/travel when things return to normal" up 7 percent from last week
- 34 percent said that they expect travel to be mostly the same
- Americans are still concerned about air and cruise travel and survey results show that those categories will take longer to bounce back
- Only 10 percent say they miss traveling on an airplane when asked what they miss the most during this time, and 20 percent say it will take a year or longer for them to fly on a plane once the curve of the pandemic flattens
- Americans won't return to flying for four to six months after 57 percent of people said that it will take a year or more before they will take a cruise

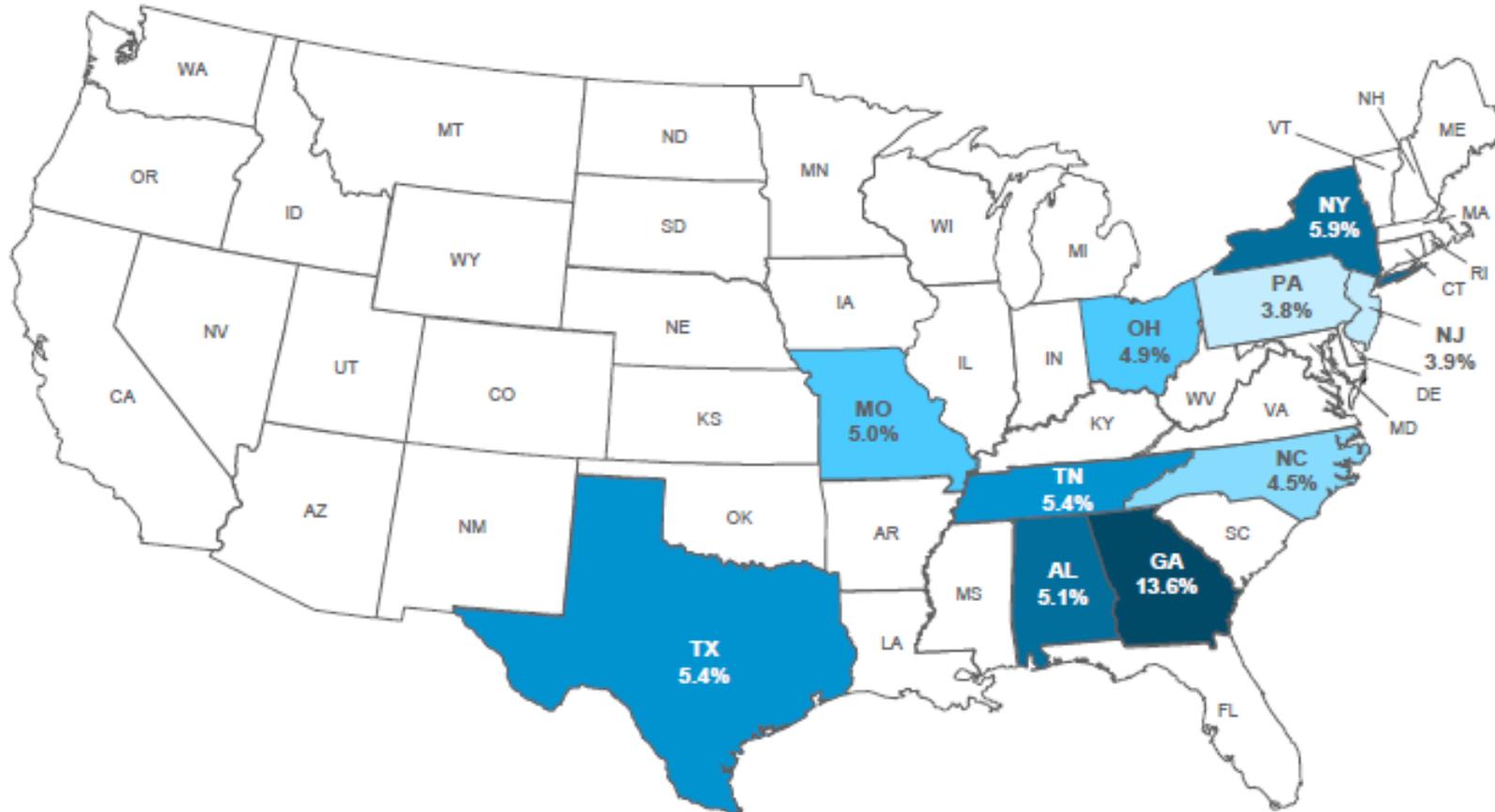
MMGY Global Travel Insight Report

- 68% of consumers feel safe in their cars – more than any other location asked about in the study, which could suggest an early resurgence in drive market travel when a rebound occurs
- While most assume younger consumers will be the first to adopt travel again, 49% of travelers that are 50 to 64 years of age show the least concern for their safety than any other age group
- The leisure traveler will most likely start with shorter, closer trips before leading to international travel

Visit Florida (VF) Webinar Highlights

- Predictions of close-to-home travel from drive markets, perhaps 2-4 hours away, are target markets
- October could be good for bookings and there's early indication properties will be keeping rates high
- Suggests researching where, in a typical year, guests come from in August-September and target those

Top Domestic Auto Visitors to Florida



Source: D.K. Shifflet and Associates

Domestic Auto Visitors to Florida

Florida Visitor Study/2017

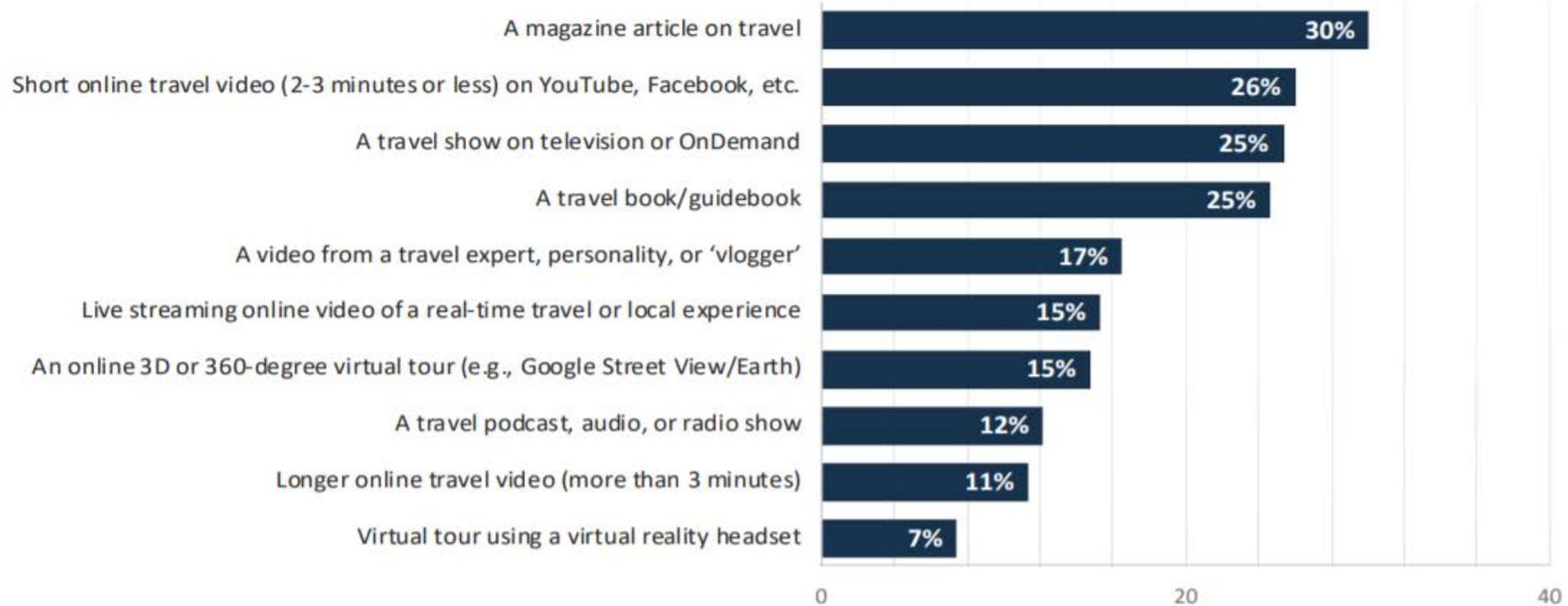
U.S. Travel Sentiment Survey

STAYING IN TOUCH

During lockdowns and little to no travel, destinations and tourism businesses can stay in touch with content that is engaging, immersive and inspirational. The research highlights this content needs to be multimedia. Print (magazines and guidebooks) and television/ OnDemand were three of the top four content types sought by consumers (25%-30%). Short online video was the highest ranked form of digital content sought (26%), followed by a wide range of other content types from influencer videos to virtual tours (17% and 7% respectively).

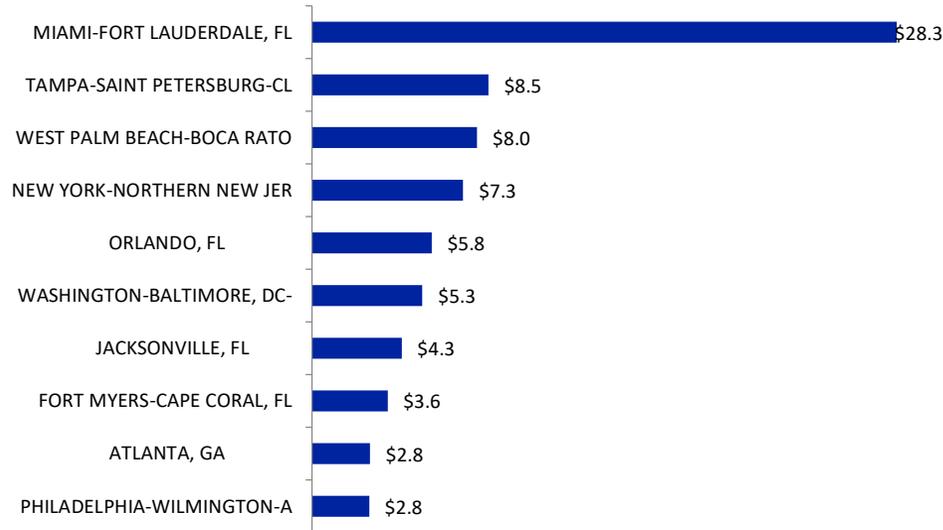
IMPACT ON TRAVEL PLANS

Travel Content Viewed or Interacted with in Last Two Months



Traditional Feeder Markets 2019 Q3 Visa Vue and nSight

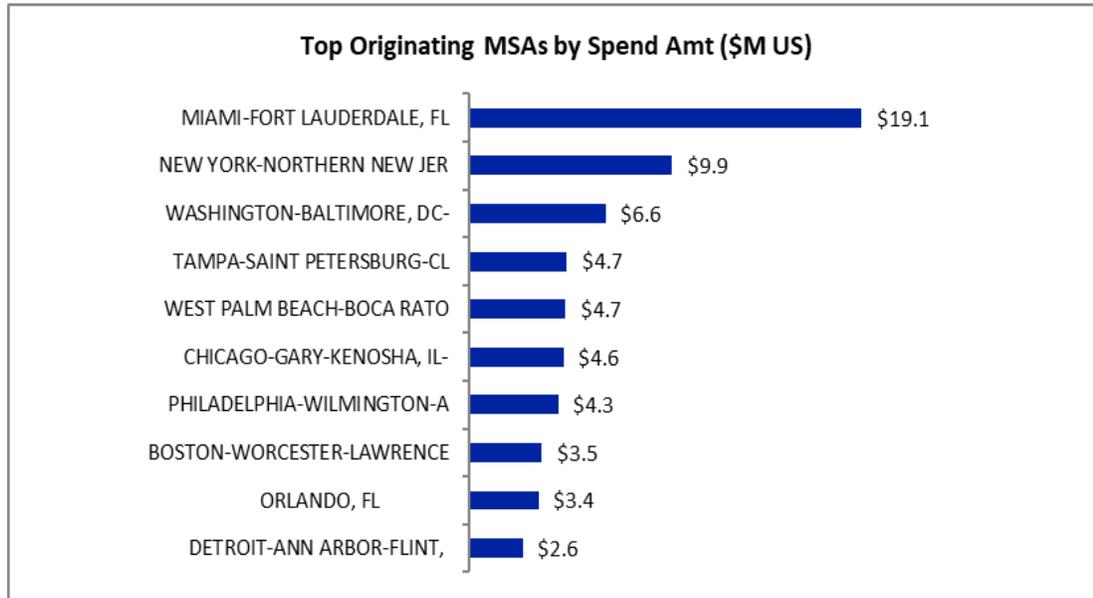
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

Q3	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ORLANDO-KISSIMMEE-SANFORD FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	9	BOSTON-CAMBRIDGE-NEWTON MA-NH
	10	DALLAS-FORT WORTH-ARLINGTON TX

Traditional Feeder Markets 2019 Q4 Visa Vue and nSight



2019 KEY WEST FL Top Booking Source Locations nSight		
Q4	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI
	5	ATLANTA-SANDY SPRINGS-ROSWELL GA
	6	TAMPA-ST. PETERSBURG-CLEARWATER FL
	7	DETROIT-WARREN-DEARBORN MI
	8	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	9	VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC
	10	BOSTON-CAMBRIDGE-NEWTON MA-NH

Additional Tourism Related Industry Resources

- [Yelp's COVID-19 Response Tips for Businesses](#)
- [Social Media Best Practices During COVID-19](#)
- [5 Ways to Use Personalization During the COVID-19 Crisis](#)

Strategic, Audience-Driven, Engagement

- ▶ **Identify your target audiences and tailor your marketing efforts to fit today's reality.**
 - ▶ **Develop virtual experiences, tours or scavenger hunts to keep those future travelers engaged.**
 - ▶ **Create a plan to support local businesses now and as they prepare to re-open.**
-

Agenda Item #

L.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Administrative Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

ADMINISTRATIVE OFFICE STATUS REPORT APRIL 2020

Project: **Operations Manual**
Completion Date: Ongoing
Status: Notification of updates will be provided to recipients of the operations manual in a memorandum, with several options for obtaining updates.

Project: **Cultural, Fishing & Dive Umbrellas**
Completion Date: Ongoing
Status: Meetings are being held on a regular basis. Minutes are included within the TDC packet as an FYI.

Project: **DAC Appointments**
Completion Date: Ongoing
Status: All District Advisory Committee vacancies are advertised in a timely manner and recommendations brought before the TDC for approval. Applications for At Large positions are forwarded to the Board of County Commissioners for approval.

Project: **Capital Project Funding Site Visits**
Completion Date: Ongoing
Status: Staff will continue Capital Project Site Visits when it is safe to do so.

Project: **FY 2021 Budget**
Completion Date: September 2020
Status: Staff is working on the FY 2021 budget. The Strategic plan will be presented to the TDC at their meeting of April 28, 2020. The final budget will be presented to the TDC at their meeting of June 10, 2020.

Project: **Electronic RFP Process**
Status: Due to the coronavirus the County Purchasing Department created an electronic submission process for all upcoming RFP's. Staff worked with County Purchasing Department to issue addendums to Website RFP and Capital Applications to notify applicants of new electronic RFP process. The Event Application was advertised with the new electronic submission process.

Project: **Zoom Meeting Process**
Status: Due to the coronavirus we are not able to have our scheduled meetings in the traditional format. Therefore, our staff has been coordinating to set up Zoom meetings for our upcoming TDC and DAC meetings. This has also required new legal advertising language which has been provided by our County Attorney's office.

Project: **FY 2021 Destination and Turnkey Funding Application**
Completion Date: October 2020
Status: The TDC approved the FY 2021 Destination and Turnkey Funding Application at their February 4, 2020 meeting. The BOCC approved same at their February 19, 2020 meeting. The application was available beginning April 10, 2020 with a deadline for receipt of applications of June 9, 2020. Upon TDC approval of the revised schedule, the DACs will review the applications at their October meetings with recommendations for funding allocations being brought forward to the TDC at

their October meeting. Agreements will be placed on the November BOCC meeting agenda for final approval.

Project:

FY 2021 Destination and Turnkey Application Workshops

Completion Date:

April 2020

Status:

The April workshops were cancelled due to the coronavirus. Staff is available via email and phone to answer any questions that applicants have.

Project:

FY 2021 Capital Project Funding Application

Completion Date:

October 2020

Status:

The TDC approved the FY 2021 Capital Project Funding Application at their February 4, 2020 meeting. The BOCC approved same at their February 19, 2020 meeting. The application became available on February 27, 2020 with a deadline for receipt of applications of April 29, 2020. Upon TCD approval of the revised schedule, the DACs will review the applications at their December meetings with recommendations for funding allocations being brought forward to the TDC at their December meeting. Agreements will be placed on the January meeting agenda for final approval.

Project:

Website Provider RFP

Completion Date:

October 2020

Status:

The current Agreement with Two Oceans Digital to provide website services expires on September 30, 2020. The TDC approved the Request for Proposals (RFP) at their February 4, 2020 meeting. The BOCC approved same at their February 19, 2020 meeting. The RFP was made available beginning March 2, 2020 with a deadline for receipt of responses of April 14, 2020. The Selection/Contract Negotiation Committee will review the responses received and bring forward up to three agencies to make presentations to the TDC at their meeting of June 10, 2020. Upon approval of an agency by the TDC, the Selection/Contract Negotiation Committee will meet with the selected agency to negotiate a contract to be brought forward to the TDC at their July 21, 2020 meeting. Upon approval of the contract by the TDC, the final contract is anticipated to be placed on the August 19, 2020 BOCC agenda for final approval.

Project:

Upcoming Events

Status:

Staff is working with events who need to cancel or postpone their events due to the coronavirus. Event date change requests will be placed on the next available DAC meeting agenda for approval.

Project:

Capital Project Agreements

Status:

Staff contacted all Capital projects that were set to expire in FY 2020 to obtain a status on the project. Extension requests will be placed on the next available DAC meeting agenda. Staff are preparing Amendments to Agreements and coordinating obtaining signatures and necessary insurance documents for those projects who are seeking an extension to projects expiration dates.

Agenda Item #

L.2.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Director's Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Marketing Director

DEADLINE DATE: April 17, 2020

Director's Report

Amongst all the distractions associated with Covid-19, this news may have been missed. Visit Florida survived the 2020 Legislative session and was re-authorized for a three-year period beginning July 1, 2020. The state's marketing agency has been allocated \$50 million, which mirrors that of the current operating budget.

It was originally thought that the legislature would have to return to Tallahassee in June for a special session regarding budget appropriations, however that is subject to interpretation. I have been advised, as of this writing, that the monies held back in reserves will be enough to close out the current operating year and that it is possible that the FY 2021 appropriations will not be reviewed until after the November elections. All of this is subject to change. I will be concerned if the December option is exercised. If the legislators wait to meet until then, six months of FY 2021 appropriations will have been spent. Unless restrictive fiscal actions are taken during this time period, significant adjustments to the state's tourism promotional program will have to be made during the key winter and spring promotional period.

As a long-standing partner, we will continue to support their programs where appropriate. Based on the information gleaned from state-wide tourism meetings held this week, we will need to rely on our own resources for late winter, spring and early summer visitation next fiscal year as Visit Florida co-op programs are likely to be cut.

I've been participating in conference calls with other destination management organizations from around the state and the general synopsis is this:

1. Everyone is working on their 'rebound or reopen' marketing programs but no one knows when these strategies can be deployed.
2. Across the state, most DMO's are reporting double digit decreases in their current budget since mid-March. All the DMO's with whom I have spoken had indicated that up until that point, TDT collections were on a record pace.
3. Varying degrees of lodging facilities open around the state; similar variances with attractions. Any realized occupancy is less than 25%.
4. Strong commitment to optimism moving forward
5. Messaging to consumers will be a soft sell
6. Summer will remain soft with drive oriented, short overnight stays
7. Fall looks to be the time frame of palpable visitation
8. Everyone agrees that the entire state of Florida will have to focus on rebuilding consumer confidence and the tourism industry.

Other Projects:

- Re-Working Budget for FY 2020
- Working on Budget Strategy for FY 2021
- Working on Weekly Coronavirus Updates to Industry
- Working on Website and Digital Provider RFP submissions
- Working on DAC Agendas
- Working on DAC minutes
- Working on TDC Board meeting minutes
- Working on TDC Agenda
- Working on Advertising and PR Invoices

Other Meetings

- Destinations Florida Webinars
 - 4/09: Destination Marketing in a Post Coronavirus World
 - 4/14: Florida DMO's State of the State Report
 - 4/16: Insights, Tools, Action – Resources for Florida Tourism
- Covid-19 Webinar Series —Impact and Recovery Strategies
- Covid-19 Webinar Series – Preparing for What Comes Next

Agenda Item #

M.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Website Status Report

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Two Oceans Digital

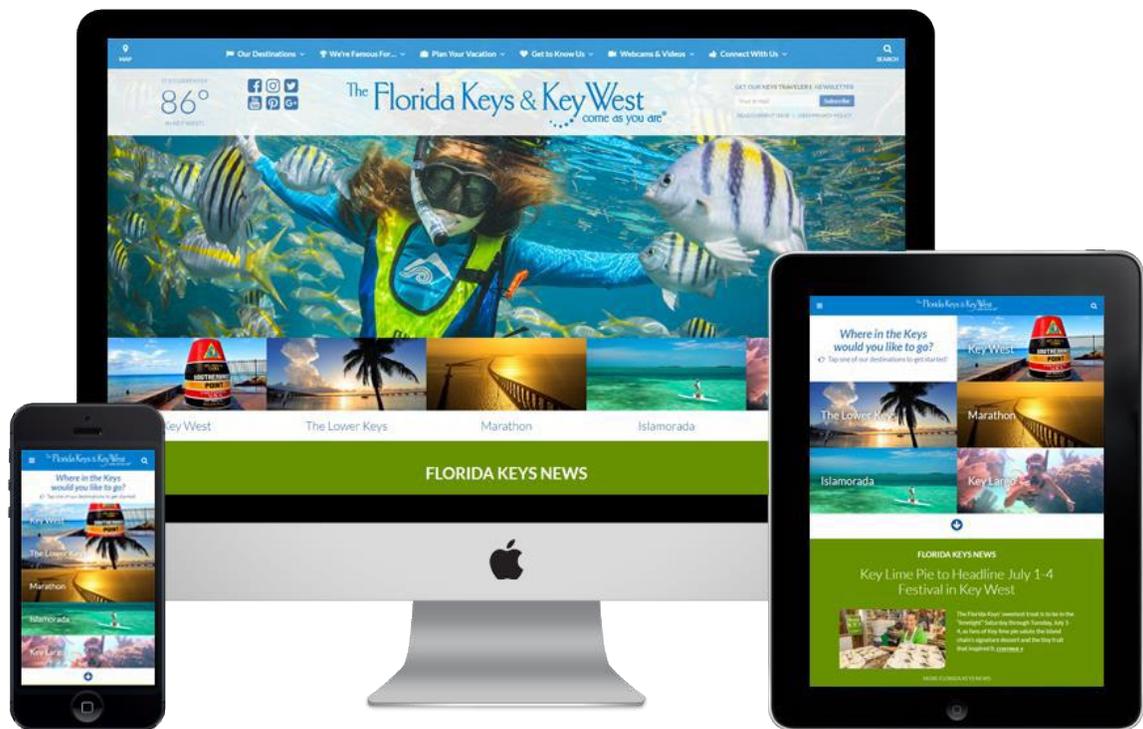
DEADLINE DATE: April 17, 2020

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

March 2020 Data for the
April 28th, 2020 TDC Meeting



Section 1: Website Traffic Report
Section 2: Geographic Data on Website Visitors

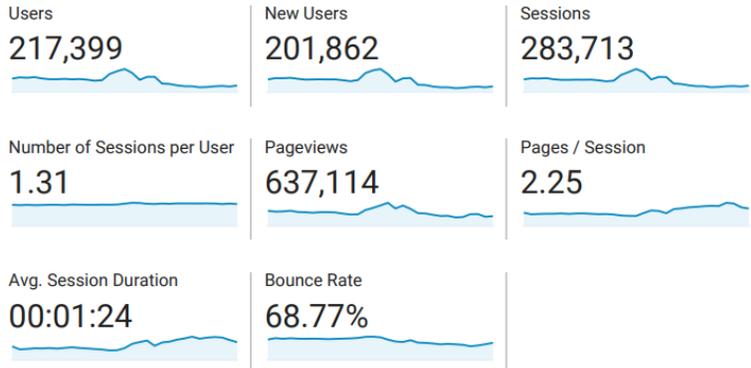
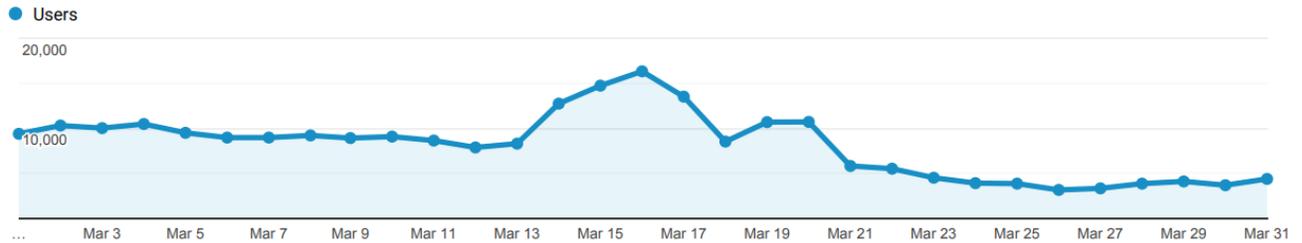
Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

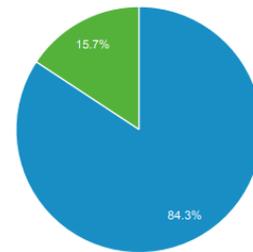
All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Overview



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	199,405	91.54%
2. en-gb	2,800	1.29%
3. es-us	2,768	1.27%
4. en-ca	2,110	0.97%
5. es-xl	2,014	0.92%
6. de-de	1,382	0.63%
7. fr-fr	784	0.36%
8. en	721	0.33%
9. es-es	520	0.24%
10. de	451	0.21%

Website Traffic Sources

All Traffic

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



Source / Medium	Users	Users	Contribution to total:
	217,399 % of Total: 100.00% (217,399)	217,399 % of Total: 100.00% (217,399)	Users
1. google / organic	67,498	30.51%	
2. (direct) / (none)	47,396	21.42%	
3. m.facebook.com / referral	32,901	14.87%	
4. Fishing Umbrella Campaign / Facebook_Mobile_Feed	14,101	6.37%	
5. google / cpc	6,508	2.94%	
6. Facebook / (not set)	5,856	2.65%	
7. bing / organic	4,337	1.96%	
8. Facebook Instagram / 6161804505357	2,726	1.23%	
9. yahoo / organic	2,686	1.21%	
10. visitflorida.com / referral	2,407	1.09%	

Most Visited Sections of Website

Content Drilldown

All Users
100.00% Pageviews

Mar 1, 2020 - Mar 31, 2020

Explorer



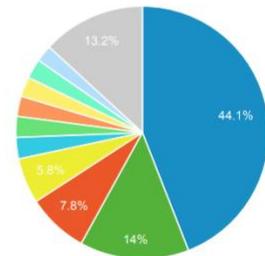
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	637,114 % of Total: 100.00% (637,114)	637,114 % of Total: 100.00% (637,114)
1. /webcams/	280,724	44.06%
2. /news/	88,897	13.95%
3. /	49,853	7.82%
4. /key-west/	37,064	5.82%
5. /visitor-safety/	17,443	2.74%
6. /islamorada/	17,046	2.68%
7. /marathon/	16,396	2.57%
8. /fishing/	16,142	2.53%
9. /key-largo/	15,972	2.51%
10. /how-to-get-here/	13,603	2.14%



Device Usage

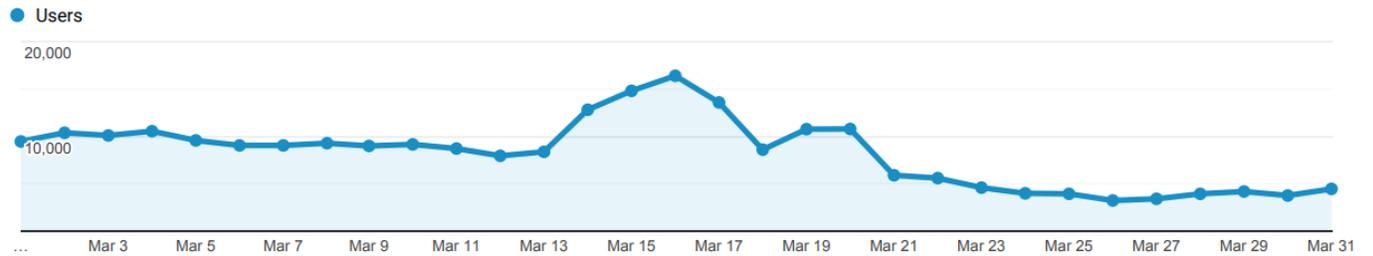
Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



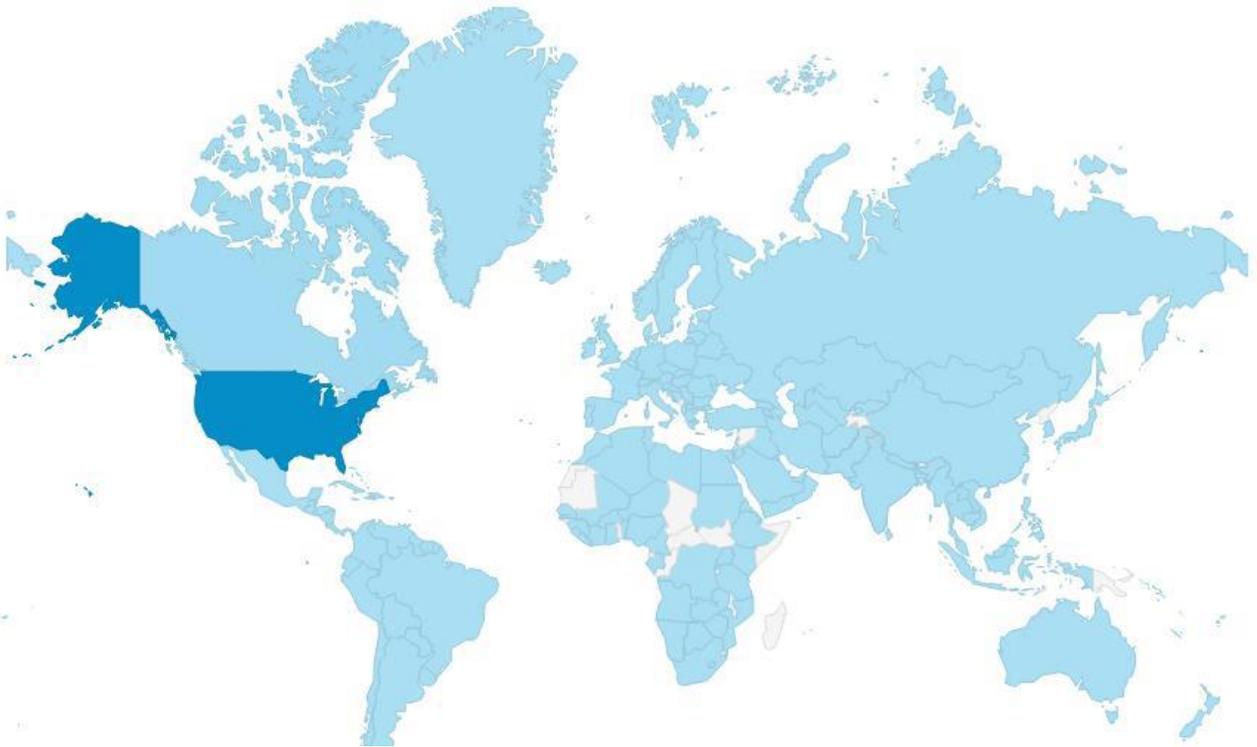
Device Category	Users	Users	Contribution to total:
	217,399 % of Total: 100.00% (217,399)	217,399 % of Total: 100.00% (217,399)	
1. ■ mobile	148,429	68.05%	
2. ■ desktop	56,784	26.04%	
3. ■ tablet	12,890	5.91%	

The Florida Keys & Key West ... come as you are®

Section 2: Geographic Data on Website Visitors



Google Analytics



01_TDC_01_World

All Users
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	217,399 % of Total: 100.00% (217,399)	283,713 % of Total: 100.00% (283,713)	2.25 Avg for View: 2.25 (0.00%)	00:01:24 Avg for View: 00:01:24 (0.00%)	71.17% Avg for View: 71.15% (0.03%)	68.77% Avg for View: 68.77% (0.00%)
1. United States	204,218 (94.04%)	266,744 (94.02%)	2.20	00:01:22	71.12%	69.50%
2. Canada	3,398 (1.56%)	4,615 (1.63%)	3.34	00:02:12	69.53%	53.98%
3. United Kingdom	2,126 (0.98%)	2,731 (0.96%)	2.98	00:01:53	72.61%	54.85%
4. Germany	1,611 (0.74%)	2,286 (0.81%)	3.30	00:02:03	66.89%	45.19%
5. France	622 (0.29%)	753 (0.27%)	2.69	00:01:47	78.35%	55.64%
6. Poland	281 (0.13%)	385 (0.14%)	2.13	00:01:15	69.09%	71.69%
7. Netherlands	243 (0.11%)	372 (0.13%)	2.52	00:01:44	60.48%	57.53%
8. Italy	241 (0.11%)	317 (0.11%)	3.50	00:02:18	72.24%	50.16%
9. India	240 (0.11%)	269 (0.09%)	1.82	00:01:00	85.87%	80.30%
10. Brazil	188 (0.09%)	226 (0.08%)	1.99	00:01:42	76.99%	69.47%
11. Australia	185 (0.09%)	206 (0.07%)	1.49	00:00:23	85.92%	83.50%
12. Mexico	179 (0.08%)	201 (0.07%)	1.27	00:00:14	85.07%	89.05%
13. Denmark	178 (0.08%)	248 (0.09%)	2.22	00:01:29	62.90%	63.31%
14. Sweden	162 (0.07%)	218 (0.08%)	2.78	00:01:39	70.64%	49.54%
15. Switzerland	150 (0.07%)	206 (0.07%)	3.63	00:01:30	67.96%	49.51%
16. Belgium	137 (0.06%)	188 (0.07%)	5.06	00:03:16	69.15%	41.49%
17. Russia	136 (0.06%)	237 (0.08%)	3.27	00:02:39	54.01%	56.54%
18. Ireland	121 (0.06%)	145 (0.05%)	2.46	00:01:12	79.31%	62.76%
19. Austria	115 (0.05%)	139 (0.05%)	3.76	00:01:50	78.42%	39.57%
20. Spain	113 (0.05%)	121 (0.04%)	2.20	00:00:57	87.60%	70.25%
21. Norway	113 (0.05%)	147 (0.05%)	2.65	00:02:23	74.83%	63.95%
22. Japan	110 (0.05%)	124 (0.04%)	1.57	00:00:49	85.48%	73.39%
23. Czechia	100 (0.05%)	152 (0.05%)	3.63	00:01:41	61.84%	50.00%
24. Argentina	81 (0.04%)	117 (0.04%)	3.88	00:04:04	61.54%	52.14%

25.	(not set)	79 (0.04%)	98 (0.03%)	1.92	00:00:51	76.53%	60.20%
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Rows 1 - 25 of 168

© 2020 Google

01_TDC_03_Fla

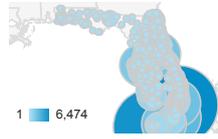
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	52,481 % of Total: 24.14% (217,399)	71,439 % of Total: 25.18% (283,713)	2.02 Avg for View: 2.25 (-9.85%)	00:01:29 Avg for View: 00:01:24 (6.25%)	69.75% Avg for View: 71.15% (-1.96%)	68.76% Avg for View: 68.77% (-0.01%)
1. Miami	6,474 (11.78%)	8,000 (11.20%)	1.64	00:01:05	72.84%	74.76%
2. Key West	5,902 (10.74%)	9,122 (12.77%)	2.05	00:01:56	57.62%	68.24%
3. Key Largo	2,959 (5.38%)	4,640 (6.50%)	1.95	00:01:45	56.77%	64.78%
4. Hialeah	2,404 (4.37%)	2,911 (4.07%)	1.66	00:01:12	74.99%	74.44%
5. Marathon	2,138 (3.89%)	3,055 (4.28%)	2.40	00:02:24	62.29%	65.14%
6. Orlando	2,074 (3.77%)	2,409 (3.37%)	1.78	00:00:58	78.00%	73.06%
7. Brandon	1,910 (3.48%)	2,271 (3.18%)	1.63	00:01:07	73.80%	74.72%
8. Tampa	1,710 (3.11%)	1,993 (2.79%)	1.75	00:00:56	75.77%	74.21%
9. (not set)	1,022 (1.86%)	1,275 (1.78%)	1.89	00:01:08	72.71%	70.43%
10. North Naples	865 (1.57%)	1,141 (1.60%)	2.06	00:01:20	64.33%	68.36%
11. Bay Lake	745 (1.36%)	860 (1.20%)	1.66	00:00:40	78.60%	77.91%
12. Islamorada	725 (1.32%)	995 (1.39%)	1.77	00:01:53	63.02%	67.54%
13. Cape Coral	688 (1.25%)	817 (1.14%)	2.05	00:01:17	74.17%	71.73%
14. Big Pine Key	571 (1.04%)	797 (1.12%)	1.85	00:01:26	64.99%	71.27%
15. Jacksonville	510 (0.93%)	704 (0.99%)	1.98	00:01:43	67.76%	66.19%
16. Hollywood	470 (0.86%)	575 (0.80%)	1.85	00:01:20	76.52%	65.04%
17. Cudjoe Key	444 (0.81%)	607 (0.85%)	1.66	00:01:24	65.40%	71.83%
18. Doral	406 (0.74%)	472 (0.66%)	1.77	00:01:16	76.06%	71.82%
19. Villas	403 (0.73%)	485 (0.68%)	1.82	00:01:12	69.07%	73.20%
20. Bradenton	369 (0.67%)	436 (0.61%)	1.72	00:00:52	74.31%	73.85%
21. Homestead	365 (0.66%)	441 (0.62%)	2.57	00:01:16	78.68%	69.84%
22. Davie	362 (0.66%)	488 (0.68%)	2.47	00:02:07	68.85%	64.96%
23. Plantation	360 (0.66%)	426 (0.60%)	1.85	00:01:19	70.89%	69.25%

24.	St. Petersburg	350 (0.64%)	426 (0.60%)	1.99	00:01:26	78.40%	69.72%
25.	Boca Raton	328 (0.60%)	396 (0.55%)	2.39	00:01:11	76.01%	65.15%
26.	Fort Lauderdale	319 (0.58%)	428 (0.60%)	2.38	00:02:01	64.95%	57.94%
27.	Miami Beach	316 (0.57%)	367 (0.51%)	1.74	00:01:16	79.02%	74.66%
28.	Pompano Beach	307 (0.56%)	393 (0.55%)	2.23	00:02:12	70.48%	65.39%
29.	Coral Gables	281 (0.51%)	312 (0.44%)	1.79	00:01:04	85.58%	72.12%
30.	Port St. Lucie	275 (0.50%)	387 (0.54%)	3.12	00:02:01	64.86%	58.14%
31.	Palm Beach Gardens	262 (0.48%)	310 (0.43%)	2.19	00:01:36	80.00%	66.77%
32.	Kendall	253 (0.46%)	332 (0.46%)	1.69	00:01:05	68.37%	65.06%
33.	Gainesville	242 (0.44%)	273 (0.38%)	1.69	00:00:59	85.35%	74.36%
34.	Pinellas Park	230 (0.42%)	269 (0.38%)	2.19	00:01:59	72.86%	70.26%
35.	Wellington	218 (0.40%)	283 (0.40%)	2.05	00:01:32	73.50%	71.02%
36.	Tallahassee	213 (0.39%)	231 (0.32%)	1.76	00:00:49	82.25%	73.16%
37.	Miramar	213 (0.39%)	247 (0.35%)	2.04	00:01:09	78.95%	66.80%
38.	The Villages	212 (0.39%)	321 (0.45%)	2.81	00:02:38	64.80%	45.48%
39.	Melbourne	207 (0.38%)	263 (0.37%)	2.46	00:02:26	73.00%	66.92%
40.	Clearwater	204 (0.37%)	265 (0.37%)	2.29	00:01:06	70.94%	67.17%
41.	Four Corners	203 (0.37%)	384 (0.54%)	2.35	00:02:08	48.96%	51.04%
42.	Jupiter	201 (0.37%)	299 (0.42%)	2.81	00:01:37	61.20%	64.21%
43.	Greenacres	201 (0.37%)	255 (0.36%)	1.93	00:01:04	76.47%	70.59%
44.	Fort Myers	194 (0.35%)	245 (0.34%)	1.69	00:00:54	73.47%	71.84%
45.	Kissimmee	191 (0.35%)	213 (0.30%)	2.06	00:01:10	83.57%	68.54%
46.	Cutler Bay	189 (0.34%)	243 (0.34%)	2.06	00:01:22	74.90%	66.67%
47.	Boynton Beach	186 (0.34%)	234 (0.33%)	2.34	00:01:04	75.21%	69.66%
48.	Pembroke Pines	181 (0.33%)	222 (0.31%)	1.81	00:01:15	71.17%	70.27%
49.	West Palm Beach	179 (0.33%)	297 (0.42%)	3.97	00:03:51	50.17%	54.55%
50.	Boca Del Mar	167 (0.30%)	177 (0.25%)	1.49	00:00:36	89.83%	81.92%

Rows 1 - 50 of 543

01_TDC_03_Fla

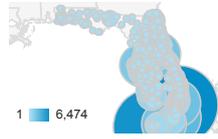
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	52,481 % of Total: 24.14% (217,399)	71,439 % of Total: 25.18% (283,713)	2.02 Avg for View: 2.25 (-9.85%)	00:01:29 Avg for View: 00:01:24 (6.25%)	69.75% Avg for View: 71.15% (-1.96%)	68.76% Avg for View: 68.77% (-0.01%)
1. Miami	6,474 (11.78%)	8,000 (11.20%)	1.64	00:01:05	72.84%	74.76%
2. Key West	5,902 (10.74%)	9,122 (12.77%)	2.05	00:01:56	57.62%	68.24%
3. Key Largo	2,959 (5.38%)	4,640 (6.50%)	1.95	00:01:45	56.77%	64.78%
4. Hialeah	2,404 (4.37%)	2,911 (4.07%)	1.66	00:01:12	74.99%	74.44%
5. Marathon	2,138 (3.89%)	3,055 (4.28%)	2.40	00:02:24	62.29%	65.14%
6. Orlando	2,074 (3.77%)	2,409 (3.37%)	1.78	00:00:58	78.00%	73.06%
7. Brandon	1,910 (3.48%)	2,271 (3.18%)	1.63	00:01:07	73.80%	74.72%
8. Tampa	1,710 (3.11%)	1,993 (2.79%)	1.75	00:00:56	75.77%	74.21%
9. (not set)	1,022 (1.86%)	1,275 (1.78%)	1.89	00:01:08	72.71%	70.43%
10. North Naples	865 (1.57%)	1,141 (1.60%)	2.06	00:01:20	64.33%	68.36%
11. Bay Lake	745 (1.36%)	860 (1.20%)	1.66	00:00:40	78.60%	77.91%
12. Islamorada	725 (1.32%)	995 (1.39%)	1.77	00:01:53	63.02%	67.54%
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14. Big Pine Key	571 (1.04%)	797 (1.12%)	1.85	00:01:26	64.99%	71.27%
15. Jacksonville	510 (0.93%)	704 (0.99%)	1.98	00:01:43	67.76%	66.19%
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17. Cudjoe Key	444 (0.81%)	607 (0.85%)	1.66	00:01:24	65.40%	71.83%
18. Doral	406 (0.74%)	472 (0.66%)	1.77	00:01:16	76.06%	71.82%
19. Villas	403 (0.73%)	485 (0.68%)	1.82	00:01:12	69.07%	73.20%
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24.	St. Petersburg	350 (0.64%)	426 (0.60%)	1.99	00:01:26	78.40%	69.72%
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26.	Fort Lauderdale	319 (0.58%)	428 (0.60%)	2.38	00:02:01	64.95%	57.94%
27.	Miami Beach	316 (0.57%)	367 (0.51%)	1.74	00:01:16	79.02%	74.66%
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30.	Port St. Lucie	275 (0.50%)	387 (0.54%)	3.12	00:02:01	64.86%	58.14%
31.	Palm Beach Gardens	262 (0.48%)	310 (0.43%)	2.19	00:01:36	80.00%	66.77%
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34.	Pinellas Park	230 (0.42%)	269 (0.38%)	2.19	00:01:59	72.86%	70.26%
35.	Wellington	218 (0.40%)	283 (0.40%)	2.05	00:01:32	73.50%	71.02%
36.	Tallahassee	213 (0.39%)	231 (0.32%)	1.76	00:00:49	82.25%	73.16%
37.	Miramar	213 (0.39%)	247 (0.35%)	2.04	00:01:09	78.95%	66.80%
38.	The Villages	212 (0.39%)	321 (0.45%)	2.81	00:02:38	64.80%	45.48%
39.	Melbourne	207 (0.38%)	263 (0.37%)	2.46	00:02:26	73.00%	66.92%
40.	Clearwater	204 (0.37%)	265 (0.37%)	2.29	00:01:06	70.94%	67.17%
41.	Four Corners	203 (0.37%)	384 (0.54%)	2.35	00:02:08	48.96%	51.04%
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43.	Greenacres	201 (0.37%)	255 (0.36%)	1.93	00:01:04	76.47%	70.59%
44.	Fort Myers	194 (0.35%)	245 (0.34%)	1.69	00:00:54	73.47%	71.84%
45.	Kissimmee	191 (0.35%)	213 (0.30%)	2.06	00:01:10	83.57%	68.54%
46.	Cutler Bay	189 (0.34%)	243 (0.34%)	2.06	00:01:22	74.90%	66.67%
47.	Boynton Beach	186 (0.34%)	234 (0.33%)	2.34	00:01:04	75.21%	69.66%
48.	Pembroke Pines	181 (0.33%)	222 (0.31%)	1.81	00:01:15	71.17%	70.27%
49.	West Palm Beach	179 (0.33%)	297 (0.42%)	3.97	00:03:51	50.17%	54.55%
50.	Boca Del Mar	167 (0.30%)	177 (0.25%)	1.49	00:00:36	89.83%	81.92%

Rows 1 - 50 of 543

01_TDC_04_Can

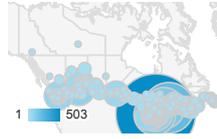
ALL » COUNTRY: Canada

Mar 1, 2020 - Mar 31, 2020

All Users
1.56% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	3,398 % of Total: 1.56% (217,399)	4,615 % of Total: 1.63% (283,713)	3.34 Avg for View: 2.25 (48.92%)	00:02:12 Avg for View: 00:01:24 (57.21%)	69.53% Avg for View: 71.15% (-2.27%)	53.98% Avg for View: 68.77% (-21.51%)
1. Toronto	503 (14.52%)	666 (14.43%)	2.64	00:01:32	69.22%	57.51%
2. (not set)	213 (6.15%)	250 (5.42%)	3.16	00:01:28	80.00%	50.80%
3. Montreal	211 (6.09%)	261 (5.66%)	2.41	00:01:25	71.26%	67.82%
4. Hamilton	135 (3.90%)	299 (6.48%)	6.95	00:07:37	41.81%	36.45%
5. Ottawa	130 (3.75%)	150 (3.25%)	2.31	00:01:21	79.33%	61.33%
6. Mississauga	90 (2.60%)	123 (2.67%)	2.14	00:00:58	70.73%	63.41%
7. Calgary	79 (2.28%)	96 (2.08%)	4.17	00:02:48	80.21%	56.25%
8. Markham	65 (1.88%)	95 (2.06%)	5.84	00:04:06	68.42%	27.37%
9. Vancouver	60 (1.73%)	68 (1.47%)	1.51	00:00:46	82.35%	76.47%
10. London	59 (1.70%)	84 (1.82%)	3.01	00:01:41	65.48%	50.00%
11. Windsor	55 (1.59%)	66 (1.43%)	3.53	00:01:12	77.27%	57.58%
12. Brampton	50 (1.44%)	67 (1.45%)	2.81	00:00:56	68.66%	65.67%
13. Winnipeg	47 (1.36%)	54 (1.17%)	3.09	00:02:34	83.33%	57.41%
14. Edmonton	45 (1.30%)	52 (1.13%)	2.29	00:01:12	82.69%	59.62%
15. Oakville	44 (1.27%)	53 (1.15%)	3.04	00:01:50	81.13%	52.83%
16. Quebec City	41 (1.18%)	55 (1.19%)	3.98	00:02:04	65.45%	49.09%
17. Burlington	33 (0.95%)	84 (1.82%)	2.82	00:01:18	35.71%	36.90%
18. Whitby	31 (0.90%)	33 (0.72%)	3.12	00:01:19	84.85%	60.61%
19. Oshawa	29 (0.84%)	37 (0.80%)	2.65	00:01:31	64.86%	75.68%
20. Vaughan	29 (0.84%)	37 (0.80%)	2.84	00:01:43	75.68%	64.86%
21. Barrie	28 (0.81%)	37 (0.80%)	2.41	00:01:41	70.27%	54.05%
22. Kingston	27 (0.78%)	29 (0.63%)	2.83	00:01:26	89.66%	51.72%
23. Kitchener	24 (0.69%)	43 (0.93%)	5.77	00:01:17	48.84%	48.84%

24. Laval	24 (0.69%)	33 (0.72%)	2.97	00:01:54	60.61%	39.39%
25. Richmond Hill	22 (0.64%)	30 (0.65%)	2.60	00:01:04	63.33%	50.00%

Rows 1 - 25 of 355

01_TDC_05_UK

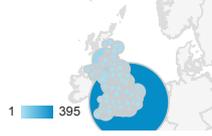
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020

All Users
0.98% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,126 % of Total: 0.98% (217,399)	2,731 % of Total: 0.96% (283,713)	2.98 Avg for View: 2.25 (32.53%)	00:01:53 Avg for View: 00:01:24 (33.87%)	72.61% Avg for View: 71.15% (2.05%)	54.85% Avg for View: 68.77% (-20.24%)
1. London	395 (18.15%)	455 (16.66%)	2.38	00:01:26	78.46%	65.05%
2. (not set)	323 (14.84%)	399 (14.61%)	3.14	00:01:55	75.44%	52.63%
3. Glasgow	43 (1.98%)	60 (2.20%)	6.35	00:05:51	60.00%	41.67%
4. Birmingham	41 (1.88%)	61 (2.23%)	2.20	00:01:17	57.38%	60.66%
5. Bristol	36 (1.65%)	45 (1.65%)	3.38	00:01:12	77.78%	42.22%
6. Leeds	31 (1.42%)	42 (1.54%)	3.00	00:01:35	71.43%	47.62%
7. Manchester	30 (1.38%)	33 (1.21%)	1.73	00:00:48	72.73%	72.73%
8. Liverpool	27 (1.24%)	30 (1.10%)	1.87	00:02:48	76.67%	66.67%
9. Cardiff	23 (1.06%)	27 (0.99%)	2.22	00:01:39	81.48%	66.67%
10. Nottingham	22 (1.01%)	30 (1.10%)	2.87	00:02:09	56.67%	63.33%
11. Newcastle upon Tyne	21 (0.97%)	23 (0.84%)	2.35	00:02:11	69.57%	65.22%
12. Coventry	17 (0.78%)	19 (0.70%)	1.79	00:00:11	89.47%	78.95%
13. Norwich	16 (0.74%)	18 (0.66%)	3.06	00:01:21	88.89%	61.11%
14. Bolton	15 (0.69%)	20 (0.73%)	5.70	00:03:27	70.00%	25.00%
15. Southampton	15 (0.69%)	22 (0.81%)	6.14	00:02:41	63.64%	50.00%
16. Plymouth	13 (0.60%)	13 (0.48%)	3.77	00:04:03	100.00%	46.15%
17. Sheffield	13 (0.60%)	14 (0.51%)	4.79	00:02:36	71.43%	42.86%
18. Edinburgh	13 (0.60%)	15 (0.55%)	2.53	00:02:20	73.33%	66.67%
19. Brighton	12 (0.55%)	12 (0.44%)	2.25	00:01:45	91.67%	41.67%
20. Colchester	12 (0.55%)	13 (0.48%)	2.08	00:00:31	92.31%	53.85%
21. Portsmouth	12 (0.55%)	14 (0.51%)	1.86	00:01:42	78.57%	64.29%
22. Carrickfergus	12 (0.55%)	13 (0.48%)	5.46	00:02:07	84.62%	15.38%
23. Cambridge	11 (0.51%)	12 (0.44%)	6.75	00:03:50	83.33%	41.67%

24. Crawley	11 (0.51%)	12 (0.44%)	4.08	00:02:03	83.33%	33.33%
25. Kingston upon Hull	11 (0.51%)	11 (0.40%)	3.27	00:01:20	100.00%	27.27%

Rows 1 - 25 of 388

Agenda Item #

N.1.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Selection/Contract Negotiation Committee for Website and Digital Services Request for Proposals (RFP)

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

DATE: March 6, 2020
TO: Tourist Development Council
FROM: Stacey Mitchell, TDC Marketing Director
RE: Consideration and Action re: Approval of Selection/Contract Negotiation Committee for Responses to the Website and Digital Services Request For Proposals (RFP)

Our current Agreement with Cooke Communications, Inc. d/b/a Two Oceans Digital and Floridakeys.com to provide professional website services which includes consulting and technological advice relating to the TDC website expires on September 30, 2020.

The TDC at their meeting of February 4, 2020 gave approval to advertise an RFP to seek those agencies interested in applying to provide website and digital services.

The Website and Digital Services Selection Committee will be responsible for reviewing applications and selecting up to three (3) applicants to make presentations to the TDC at the June 10, 2020 TDC meeting. After the TDC makes their approval of an agency, a contract negotiation meeting will be held during the afternoon of June 10th, 2020, with a recommended contract being brought back to the TDC at the July 21st, 2020 meeting.

Chairperson Rita Irwin has put together a Website and Digital Services Selection/Contract Negotiation Committee that will be as follows:

1. Chairperson Rita Irwin
2. Mr. George Fernandez
3. Mr. Jim Bernardin

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: TDC Community Outreach Action Plan

ITEM BACKGROUND:

The TDC at their meeting of February 4, 2020 moved approval of the Five Year Strategic Plan, discussion followed regarding a Community Outreach Action Plan. Attached is a copy of the Community Outreach Action Plan for approval.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

TDC Community Outreach Action Plan

- A. Create a multi-media overview of TDC
 1. Purpose, mission, commitment to sustainable tourism messaging and emphasis on local heritage/ cultural components within our marketing efforts.
- B. Distribution of overview
 1. Media, website and county-wide talking tour.
 2. Train staff to expand reach.
 3. Open dialogue within the community.
 4. Enhance engagement and visibility with community county-wide.
- C. Tourism Fact Sheet
 1. Highlight capital projects that tourism funds that are used by visitors and residents.
 2. Highlight capital projects that visitors fund that are used for sustainable projects.
 3. Highlight events that tourism funds that benefit local community scholarships.

Agenda Item #

N.3.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Revised Schedule for Capital Project Funding Applications

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

DATE: April 17, 2020

To: Tourist Development Council Members

FROM: Stacey Mitchell, TDC Marketing Director

RE: **Consideration and Action re: Revised Schedule for Capital Project Funding Applications.**

The TDC at your meeting of February 4, 2020 moved approval to advertise for FY 2021 Capital Project Funding Applications.

Due to the coronavirus situation, it has become necessary to revise the schedule to move the funding allocations to the December 2020 DAC Meetings. The funding allocations had originally been scheduled for the June DAC Meetings. The deadline date will remain as April 29, 2020 as the Purchasing Department is currently not issuing new opening dates for RFP/RFA's.

Attached is a revised Capital Project Funding Schedule for approval.

REVISED
CAPITAL PROJECT SCHEDULE
FY 2021

TDC APPROVAL TO ADVERTISE	February 4, 2020
BOCC APPROVAL TO ADVERTISE:	February 19, 2020
ADVERTISE RFP:	February 27, 2020
DAC WORKSHOPS:	February 25 th and 26 th , 2020

63 DAYS

DEADLINE: **April 29th, 2020**

DAC DEADLINE:	November 20, 2020
DAC APPROVAL:	December 1 st and 2 nd , 2020
TDC APPROVAL:	December 15, 2020

BOCC APPROVAL AFTER JANUARY 2021

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Revised Schedule for Event Funding Applications

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

DATE: April 17, 2020

To: Tourist Development Council Members

FROM: Stacey Mitchell, TDC Marketing Director

RE: **Consideration and Action re: Revised Schedule for Event Funding Applications.**

The TDC at your meeting of February 4, 2020 moved approval to advertise for FY 2021 Event Funding Applications.

Due to the coronavirus situation, it has become necessary to revise the schedule to move the funding allocations to the October 2020 DAC Meetings. The funding allocations had originally been scheduled for the August DAC Meetings. The deadline date will remain as June 9, 2020 as the Purchasing Department is currently not issuing new opening dates for RFP/RFA's.

Attached is a revised Event Funding Schedule for approval.

REVISED

DESTINATION/TURNKEY EVENT SCHEDULE

FY 2021

TDC APPROVAL TO ADVERTISE:	February 4, 2020
BOCC APPROVAL TO ADVERTISE:	February 19, 2020
NOTICES SENT TO INTERESTED PERSONS	March 2, 2020
ADVERTISE RFP:	April 1, 2020

70 DAYS

DEADLINE: June 9th 2020

DAC DEADLINE:	September 25, 2020
DAC APPROVAL:	October 6 th and 7 th , 2020
TDC APPROVAL:	October 27, 2020

BOCC APPROVAL AFTER NOVEMBER 2020

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Discussion: Mr. Bob Eadie, Director of Monroe County Health Department

ITEM BACKGROUND:

Mr. Bob Eadie, Florida Department of Health Administrator for Monroe County will present information on the COVID-19 Virus

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Agenda Item #

O.1.a.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

DAC I December 4, 2019 Regular Meeting Minutes - FYI

ITEM BACKGROUND:

Attached

Minutes of the District I Advisory Committee meeting are provided as an FYI. TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative

Office DEADLINE DATE: April 17, 2020

District I Advisory Committee Meeting

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

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

TDC Representative in Attendance: Ms. Diane Schmidt

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

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

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

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

Ms. Works seconded. Motion passed unanimously.

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

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

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

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

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

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

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

A roll call vote was taken with the following results:

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

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

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

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

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

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

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

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

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

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

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

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

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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

TDC & County Project Detail Form

REVISED

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

Name of Project:	Higgs Beach Restroom Phase I	District Funding Project:	I
Funding Category:	Beach/Beach Park Facility	Fiscal Year Funded:	2019
Name of Project Manager:	Cary Vick	Amount Funded:	\$456,000*
Telephone Number:	305-295-4339	Date of DAC Approval:	12/5/2018 – Original 2/26/2020 - Revised
Email Address:	Vick-Cary@MonroeCounty-Fl.gov	Date of TDC Approval:	12/18/2018 – Original 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p style="color: red;">Materials, equipment, permits and labor required to:</p> <ul style="list-style-type: none"> Demolish existing Restroom building Construct foundation for new restroom and pour concrete slab Utility work including bringing water, electric and sewer hookup to slab for new restroom Produce design plans <p style="color: red; margin-top: 20px;">*\$386,820 to be rolled into FY 2021</p>

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

Agenda Item #

O.1.c.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

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

Name of Project:	Higgs Beach Restroom Phase I	District Funding Project:	I
Funding Category:	Beach/Beach Park Facility	Fiscal Year Funded:	2019
Name of Project Manager:	Cary Vick	Amount Funded:	\$456,000*
Telephone Number:	305-295-4339	Date of DAC Approval:	12/5/2018 – Original 2/26/2020 - Revised
Email Address:	Vick-Cary@MonroeCounty-Fl.gov	Date of TDC Approval:	12/18/2018 – Original 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p style="color: red;">Materials, equipment, permits and labor required to:</p> <ul style="list-style-type: none"> Demolish existing Restroom building Construct foundation for new restroom and pour concrete slab Utility work including bringing water, electric and sewer hookup to slab for new restroom Produce design plans <p style="color: red; margin-top: 20px;">*\$386,820 to be rolled into FY 2021</p>

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

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

Name of Project:	Key West Lighthouse Outbuilding and Fencing Repairs	District Funding Project:	I
Funding Category:	Museum	Fiscal Year Funded:	2019
Name of Project Manager:	Cary Vick	Amount Funded:	\$110,000*
Telephone Number:	305-295-4339	Date of DAC Approval:	6/28/2018 – Original 2/26/2020 - Revised
Email Address:	Vick-Cary@MonroeCounty-Fl.gov	Date of TDC Approval:	8/1/2018 – Original 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment, permitting and labor required to:</p> <ul style="list-style-type: none"> Repair and/or replace fence around property – approx. 1,000 linear feet Install exterior lighting to include, but not limited to: transformers, path lights, down lights, tree lights, wall wash lights and can lights Install irrigation system for landscaping, including, but not limited to: valves, pipe, wire, “pop-ups”, and rotors Perform repairs to the Outhouse including roofing, siding, door installation and painting Produce design plans <p>*\$95,760 to be rolled into FY 2021</p>

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

Agenda Item #

O.1.e.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

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

Name of Project:	Key West Lighthouse Ticket Counter HVAC Ducting & Insulation Upgrade	District Funding Project:	I
Funding Category:	Museum	Fiscal Year Funded:	FY 2020
Name of Project Manager:	Cary Vick	Amount Funded:	\$70,000
Telephone Number:	305-295-4339/305-504-3119	Date of DAC Approval:	6/26/2019 – Original 2/26/2020 - Revised
Email Address:	Vick-Cary@MonroeCounty-Fl.gov	Date of TDC Approval:	7/30/2019 – Original 4/28/2020 – Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p style="color: red;">Materials, equipment, permits and labor required to:</p> <ul style="list-style-type: none"> Replace and increase the size of AC system including warranty, and new refrigerant and condensate lines Replace duct work and construct new duct work through Lense Room Insulate attic and install dehumidifier

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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TDC & County Project Detail Form

REVISED

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

Name of Project:	East Martello Drainage and Parking Phase II	District Funding Project:	I
Funding Category:	Museum	Fiscal Year Funded:	FY 2019
Name of Project Manager:	Matt Howard	Amount Funded:	\$590,000*
Telephone Number:	305-295-4337	Date of DAC Approval:	6/27/2018 – Original 2/26/2020 - Revised
Email Address:	Howard-Matt@MonroeCounty-Fl.gov	Date of TDC Approval:	8/1/2018 – Original 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment, permits and labor required to:</p> <ul style="list-style-type: none"> Construct Drainage System, including grading, and landscape and sod east of East Martello structure Install approx. 750 linear feet of fence Create approx. 10 parking spots on the north side of Pines Park Produce design plans <p>*\$553,458 to be rolled into FY 2021</p>

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

Agenda Item #

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**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from MCBOCC to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

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

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

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TDC & County Project Detail Form

REVISED

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

Name of Project:	West Martello Air Conditioning, Windows and Doors	District Funding Project:	I
Funding Category:	Museum and Nature Center	Fiscal Year Funded:	2019
Name of Project Manager:	Keith Bring	Amount Funded:	\$150,000*
Telephone Number:	305-295-4337	Date of DAC Approval:	12/5/2018 – Original 2/26/2020 - Revised
Email Address:	Bring-Keith@MonroeCounty-Fl.gov	Date of TDC Approval:	12/18/2018 – Original 4/28/2020 -
		Revised Completion Date:	Revised 9/30/2021

Scope of Services to Be Completed
<p style="color: red;">Materials, equipment, permits and labor required to:</p> <ul style="list-style-type: none"> Install three (3) ductless minisplit air conditioners located in the entry, library and conference room Install air conditioner condenser stands above flood zone in an area approved by HARC Install two (2) impact rated windows located in the breakroom and meeting room Install one (1) 8' impact rated door with sidelights between meeting room and atrium Install two (2) 3' impact rated door one between outside entrance and greeting room and one to right of entrance door between greeting room and outside parade grounds Patch air leaks at gun ports Produce design plans <p style="color: red;">*\$136,080 to be rolled into FY 2021</p>

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: I

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District I Advisory Committee at their meeting of February 26, 2020 moved approval the request from the City of Key West to extend the completion date of the project to March 31, 2021.

Attached is a copy of the request and the required Amendment to Agreement.

Upon approval by the TDC, this item will be placed on the May BOCC meeting agenda for final approval.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: DAC I Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

January 30, 2020

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

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

Dear District I Advisory Committee:

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

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

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

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

Sincerely,



Carolyn D. Sheldon
Senior Grants Administrator

AMENDMENT (1st AMENDMENT) TO AGREEMENT

THIS AMENDMENT to Agreement dated this ____ day of _____ 2020, is entered into by and between the Board of County Commissioners for Monroe County, on behalf of the Tourist Development Council, and **The City of Key West** a Government agency organized and operating under the laws of the state of Florida (Grantee).

WHEREAS, there was an Agreement entered into on January 23, 2019 between the parties, awarding \$35,000 to Grantee for the **Rest Beach Enhancements (“Agreement”)**; and

WHEREAS, it has become necessary to revise the termination date of the project to March 31, 2021 due to delays in the design process, and

NOW, THEREFORE, in consideration of the mutual covenants contained herein the parties agree to the amend Agreement as follows:

1. Paragraph 1 of the agreement shall be revised to read as follows: This Agreement is for the period of **January 23, 2019 to March 31, 2021**. This Agreement shall remain in effect for the stated period unless one party gives to the other written notification of termination pursuant to and in compliance with paragraphs 7, 12 or 13 of the original Agreement dated January 23, 2019.

2. Any references to termination date and submission of invoices shall be revised to read March 31, 2021.

3. The remaining provisions of the agreement dated January 23, 2019 shall remain in full force and effect.

REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK

IN WITNESS WHEREOF, the parties have set their hands and seal on the day and year first above written.

(SEAL)
Attest: Kevin Madok, Clerk

Board of County Commissioners
of Monroe County

Deputy Clerk

Mayor/Chairman

The City of Key West

Attest:

By. _____
City Clerk

By _____
Mayor

Print Name

Print Name

Date: _____

Date: _____

Agenda Item #

O.2.a.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: II

AGENDA ITEM WORDING:

DAC II January 7, 2020 Regular Meeting Minutes - FYI

ITEM BACKGROUND:

Attached

Minutes of the District II Advisory Committee meeting are provided as an FYI.
TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

District II Advisory Committee Meeting

The January 7, 2020 District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chairperson Steve Estes at 6:02 p.m. at the Tennessee Williams Theatre.

DAC Members Present Were: Mr. Bobby Mongelli, Ms. Charlotte Palmer, Ms. Andrea Paulson, Mr. John Pozzi, Ms. Colleen Quirk, Ms. Penny Underwood

DAC Members Absent Were: Mr. Henry Hamilton (1st absence in Fiscal Year) and Mr. Troy Talpas (2nd absence in Fiscal Year)

TDC Representative Present: Ms. Gayle Tippet

Agencies Present Were: Mr. John Underwood – Tinsley Advertising, Ms. Carol Shaughnessy - Newman PR, Mr. Clinton Barras – Two Oceans Digital

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

Additions to and Approval of the Agenda: Ms. Pacini pulled item D.1. December 3, 2019 Regular Meeting Minutes from the bulk items. Ms. Palmer moved approval of the agenda as amended and with the following bulk agenda items:

- D.2. October 29, 2019 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital – FYI
- J.2. District Google Analytics
- K.1. Update re: U.S. Fish and Wildlife – Florida Keys Wildlife Refugee Nature Center Restrooms Project

Ms. Underwood seconded. Motion passed unanimously.

December 3, 2019 DAC II Regular Meeting Minutes: A corrected copy of the draft meeting minutes were provided to the DAC members that contained corrections as requested by Ms. Quirk.

Mr. Pozzi moved approval of the December 3, 2019 DAC II Regular meeting minutes as corrected, Mr. Estes seconded. Motion passed unanimously.

Consideration and Action re: Appeal of DAC II Decision to Deny Funding of the Monroe County BOCC application for the Lower Keys Scenic Hwy Viewing Area Nature Center Project: During the December 3, 2019 DAC II meeting, the DAC considered a request from the Monroe County Board of County Commissioners (BOCC) to fund the Lower Keys Scenic Hwy Viewing Area Nature Center project in an amount of \$525,425. The application was scored by each of the DAC members and did not score the 18 points for higher by the majority of the sitting DAC members to be eligible to be considered for funding and was not funded. The BOCC requested an appeal of the DAC II decision to the TDC. The item was reviewed by the TDC and a motion was made to send the application back to DAC II for further review and consideration of funding.

Mr. Kevin Wilson was in attendance and provided an overview of the project. He stated that while the scope of service for the requested funds only outlined a portion of the overall project, the intent was to construct an entire nature center facility. Mr. Estes asked if there was an anticipated start date for the project. Mr. Wilson replied that construction should begin this spring and should be completed by spring 2021. Mr. Wilson requested that if funded, the expiration date for the project be September 30, 2021.

Update re: December 18, 2019 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the December 18, 2019 TDC Meeting.

Consideration and Action re: Appeal of DAC II Decision to Deny Funding of the Monroe County BOCC application for the Lower Keys Scenic Hwy Viewing Area Nature Center Project: After calculating the scores on the worksheets, Ms. Pacini reported even though the average score was 17.14, the project did score 18 points for higher by the majority of the sitting DAC members and was eligible to be considered for funding.

Ms. Mitchell reviewed the actions that the DAC may choose to take: fully funding of the project in an amount of \$230,031; partially fund the project; partially fund the project with a reduced scope of service; or deny funding the project.

Mr. Pozzi asked if the County had the funds allocated to complete the project without TDC funding and stated that he did not feel as if this project would put "heads in beds". Mr. Wilson stated that the project would still go forward without TDC funding. He also stated that while this project would not directly put "heads in beds" it would enhance the visitors experience of the destination. Mr. Harry Appel commented that soon there would be more lodging facilities opening in the Big Pine area, and this project would benefit the District. Ms. Palmer stated that this project seemed to be very family friendly and would allow water viewing/access. Mr. Estes commented that not all capital projects were designed to put "heads in beds" but to enhance the visitors experience. Ms. Mitchell briefly reviewed the TDC Mission Statement, stating that the mission was not only to enhance the destination for our visitors but also to improve the quality of life for our residents.

Mr. Mongelli moved approval to fund the Monroe County BOCC for the Lower Keys Scenic Highway Viewing Area Nature Center project in an amount not to exceed \$100,000 DAC II FY 2020 Capital Resources, Mr. Pozzi seconded.

During discussion Ms. Quirk suggested funding the project in an amount of \$170,000. She stated that would leave \$60,000 available in unallocated Capital Resources, which could be moved to Emergency Capital Resources when the DAC considered their FY 2021 budget later in the year. Mr. Mongelli asked if the County could apply for more funds for this project in future funding cycles. Mr. Wilson replied yes.

After discussion a roll call vote to fund the Lower Key Scenic Highway Viewing Area Nature Center project in an amount not to exceed \$100,000 DAC II FY 2020 Capital Resource was taken with the following results:

Mr. Bobby Mongelli	Yes
Ms. Charlotte Palmer	No
Ms. Andrea Paulson	Yes
Mr. John Pozzi	Yes
Ms. Colleen Quirk	No

Ms. Penny Underwood No
Mr. Steve Estes No motion failed.

Ms. Quirk moved approval to fund the Monroe County BOCC for the Lower Keys Scenic Highway Viewing Area Nature Center project in an amount not to exceed \$170,031 DAC II FY 2020 Capital Resources, Ms. Underwood seconded.

A roll call vote was taken with the following results:

Mr. Bobby Mongelli Yes
Ms. Charlotte Palmer Yes
Ms. Andrea Paulson Yes
Mr. John Pozzi Yes
Ms. Colleen Quirk Yes
Ms. Penny Underwood Yes
Mr. Steve Estes Yes motion passed.

General Discussion (District II Logo): Mr. John Underwood showed the current pre-roll spot for the District and then read a revised script for the spot, which incorporated Stock Island into the copy. He stated that the cost to revise the spot would be \$7,300.

Mr. Pozzi moved approval to revise the pre-roll spot as presented with a cost not to exceed \$7,300 DAC II Advertising Resources, Ms. Quirk seconded.

Mr. Underwood presented an estimated cost to revise all media for a logo revision of approximately \$384,744. Mr. Pozzi asked if a logo could be phased in. Ms. Mitchell stated to keep brand integrity, any brand change should be done all at once. Ms. Tippett commented that more research would need to be conducted to see if a logo change would benefit the District. She shared data that showed the most revenue producing lodging properties in the District, which up until Hurricane Irma was Little Palm Island with Stock Island properties taking the lead in 2018. She stated that Little Palm Island would soon be reopening and that perhaps a study should be conducted to see if this revenue trend would continue. Mr. Mongelli stated that it was not about the revenue, and that Stock Island had become the draw for the District. He commented that the majority of Capital funds had been allocated to projects in the Big Pine area. Ms. Tippett commented that there had not been any applications for projects in other areas of the District. Ms. Mitchell asked for clarification that some DAC members felt that for the past 2 years that the majority of the bed tax for the District had been collected in Stock Island while the funds were being used elsewhere in the District and the area the funds are coming from is not being recognized. Mr. Pozzi replied yes, that he had no problems allocating funds to projects in Big Pine but would like Stock Island to have recognition. Mr. Mongelli stated that Stock Island was slated to have between 500-600 hotel rooms after proposed lodging facilities are completed. Ms. Mitchell suggested that the DAC continue to incorporate Stock Island into the copy of advertisements and messaging and wait a full year to see if the hotel project would come to fruition. Mr. Estes reminded the DAC that the cost to make a logo change did not fall solely on the DAC II, and that the change would cost the other Districts as well. He stated that he was not sure that the other Districts would agree to spend funds for this. He also stated that he was not sure that the BOCC would agree that this change would benefit the entire destination. Mr. Estes stated that it might be better to let the change happen organically.

There being no further business the meeting was adjourned at 7:00 p.m.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: III

AGENDA ITEM WORDING:

DAC III December 4, 2020 Regular Meeting Minutes - FYI

ITEM BACKGROUND:

Attached

Minutes of the District III Advisory Committee meeting are provided as an FYI.
TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 28, 2020

District III Advisory Committee Meeting

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

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

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

TDC Representative in Attendance: Ms. Rita Irwin

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

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

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

- D.1. October 2, 2019 Regular Meeting Minutes
- D.2. September 17, 2019 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Written Review of Recent Events Funded by the DAC

Ms. Hall seconded. Motion passed unanimously.

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

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

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

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

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

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

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: III

AGENDA ITEM WORDING:

Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Tenders and Foremans Quarters Roof Project

ITEM BACKGROUND:

The District III Advisory Committee at their meeting of February 26, 2020 moved approval the request from the MCBOCC to extend the completion date of the Agreement to September 30, 2020.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

The Agreement was previous amended to extend the completion date to January 31, 2020.

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District II Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

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

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

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

Thank you

Rob Tudor

Project Manager

Monroe County Engineering

1100 Simonton Street, 2-216

Key West, FL 33040

(305)850-8124 Cell

(305)292-4416 Key West

tudor-rob@monroecounty-fl.gov

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

TDC & County Project Detail Form

Project ID#:	1864		
Line Item Number:	119-79040-530340-TM79-620-X-530340		
Name of Project:	Pigeon Key Reroofing – Tender and Foremans Quarters	District Funding Project:	I
Funding Category:	Museum	Fiscal Year Funded:	2017
Name of Project Manager:	Rob Tudor	Amount Funded:	\$300,000
Telephone Number:	305-292-4416	Date of DAC Approval:	1/17/2017 – Original 2/27/2019 – Revised 2/26/2020- Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	1/24/2017 – Original 3/26/2019 – Revised 4/28/2020 - Revised
		Revised Completion Date:	9/30/2020

Scope of Services to Be Completed

Materials, equipment and labor and transportation costs required to:

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

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: III

AGENDA ITEM WORDING:

Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Sprinklers Reapplication Phase 1A Project

ITEM BACKGROUND:

The District III Advisory Committee at their meeting of February 26, 2020 moved approval the request from the MCBOCC to extend the completion date of the Agreement to September 30, 2021 and to revise the projects scope of service.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

The Agreement was previous amended to extend the completion date to January 31, 2020.

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District II Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

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

- The ability to complete the work for this portion of the project is dependent on brining material across the bridge and ramp. If the ramp cannot be used to deliver materials to the project a barge will be necessary. This will impacting the amount of work that will be able to be completed and when the funding will be billed.
- Due to pending access and risk associated, please also roll this amount and the grant into 9/30/2021

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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

TDC & County Project Detail Form

Project ID#:	2024		
Line Item Number:	119-79040-530340-TM89-963-X530340		
Name of Project:	Pigeon Key Fire Sprinkler Phase I Reapplication Phase 1A	District Funding Project:	III
Funding Category:	Museum	Fiscal Year Funded:	2018
Name of Project Manager:	Rob Tudor	Amount Funded:	\$130,000
Telephone Number:	305-292-4416	Date of DAC Approval:	10/4/2017 – Original 2/27/2019 – Revised 2/26/2020 - Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	11/7/2017 – Original 3/26/2019 – Revised 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

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

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

Signature of Project Manager: _____ Title: _____

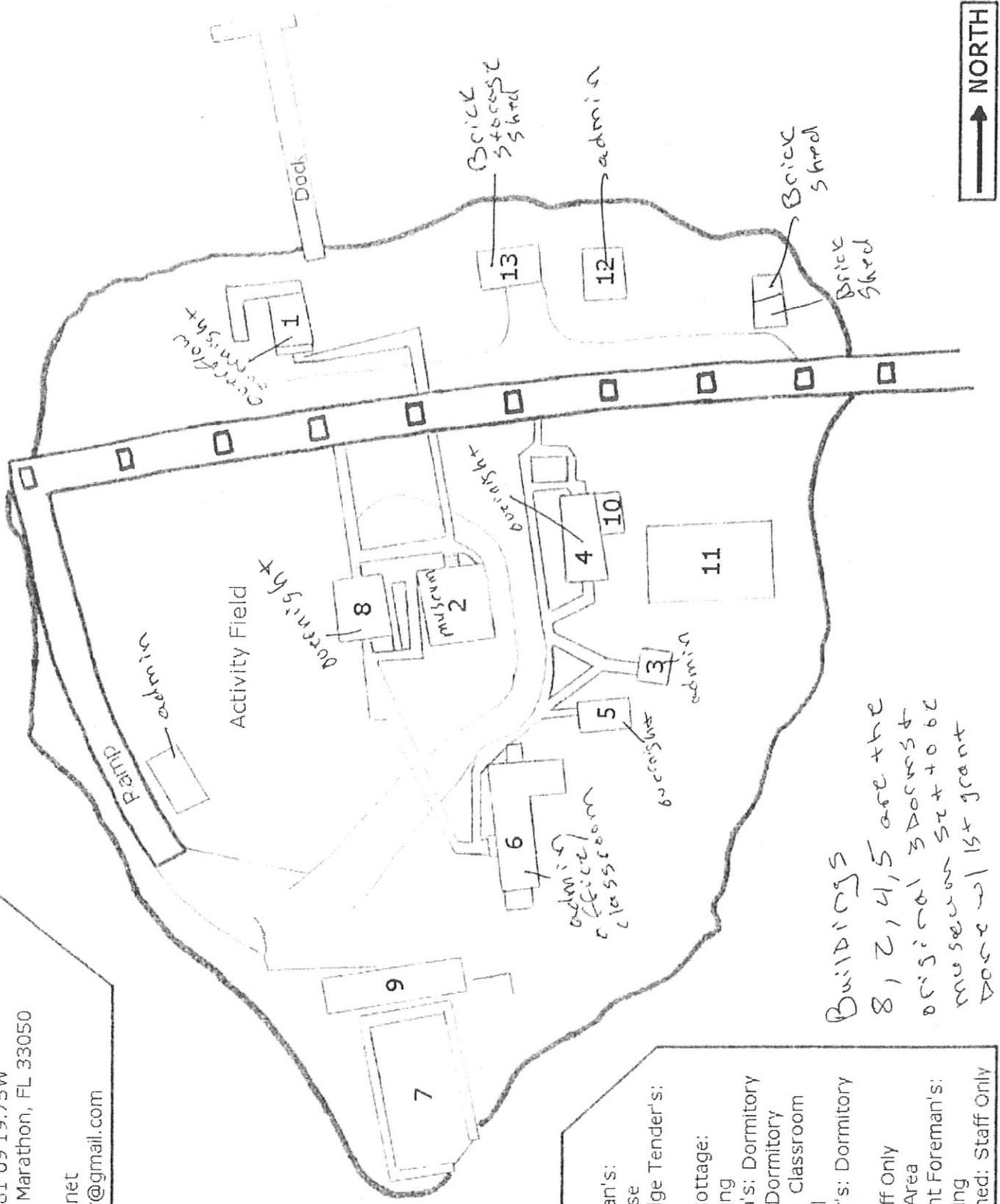
Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

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

Exhibit A



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

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

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: III

AGENDA ITEM WORDING:

Consideration and Action re: Extension to Agreement with MCBOCC for the Pigeon Key Additional Sprinklers Phase 1B Project

ITEM BACKGROUND:

The District III Advisory Committee at their meeting of February 26, 2020 moved approval the request from the MCBOCC to extend the completion date of the Agreement to September 30, 2021 and to revise the projects scope of service.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

The Agreement was previous amended to extend the completion date to January 31, 2020.

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District II Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

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

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

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

Thank you

Rob Tudor

Project Manager

Monroe County Engineering

1100 Simonton Street, 2-216

Key West, FL 33040

(305)850-8124 Cell

(305)292-4416 Key West

tudor-rob@monroecounty-fl.gov

PLEASE NOTE:

TDC & County Project Detail Form

Project ID#:	1863		
Line Item #:	119-79040-530340-TM79-162-X-530340		
Name of Project:	Pigeon Key Buildings – Additional Sprinklers Phase 1B	District Funding Project:	III
Funding Category:	Museum	Fiscal Year Funded:	2017
Name of Project Manager:	Rob Tudor	Amount Funded:	\$350,000*
Telephone Number:	305-292-4416	Date of DAC Approval:	1/11/2017 – Original 2/27/2019 – Revised 2/26/2020 - Revised
Email Address:	Tudor-Rob@MonroeCounty-Fl.gov	Date of TDC Approval:	1/24/2017 – Original 3/26/2019 – Revised 4/28/2020 - Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment and labor and transportation/mobilization cost required to:</p> <ul style="list-style-type: none"> • Complete connectivity of underground conduits to building numbers 1,3,6,7,8,9,10,11,12,13 (outlined on attached Exhibit A) on Pigeon Key including “pull in and terminate” alarm system wiring to new alarm control system • Install Fire Department Connection (FDC) • Complete water line conduits and internal sprinkler components in buildings numbered 1,3,6,7,8,9,10,11,12,13 (outlined on attached Exhibit A) and install emergency fire pull boxes • Install approx. 5 fire hose cabinets <p>*as of 1/13/2020 \$12,000 has been spent on this project leaving \$338,000 available.</p>

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

Signature of Project Manager: _____ Title: _____

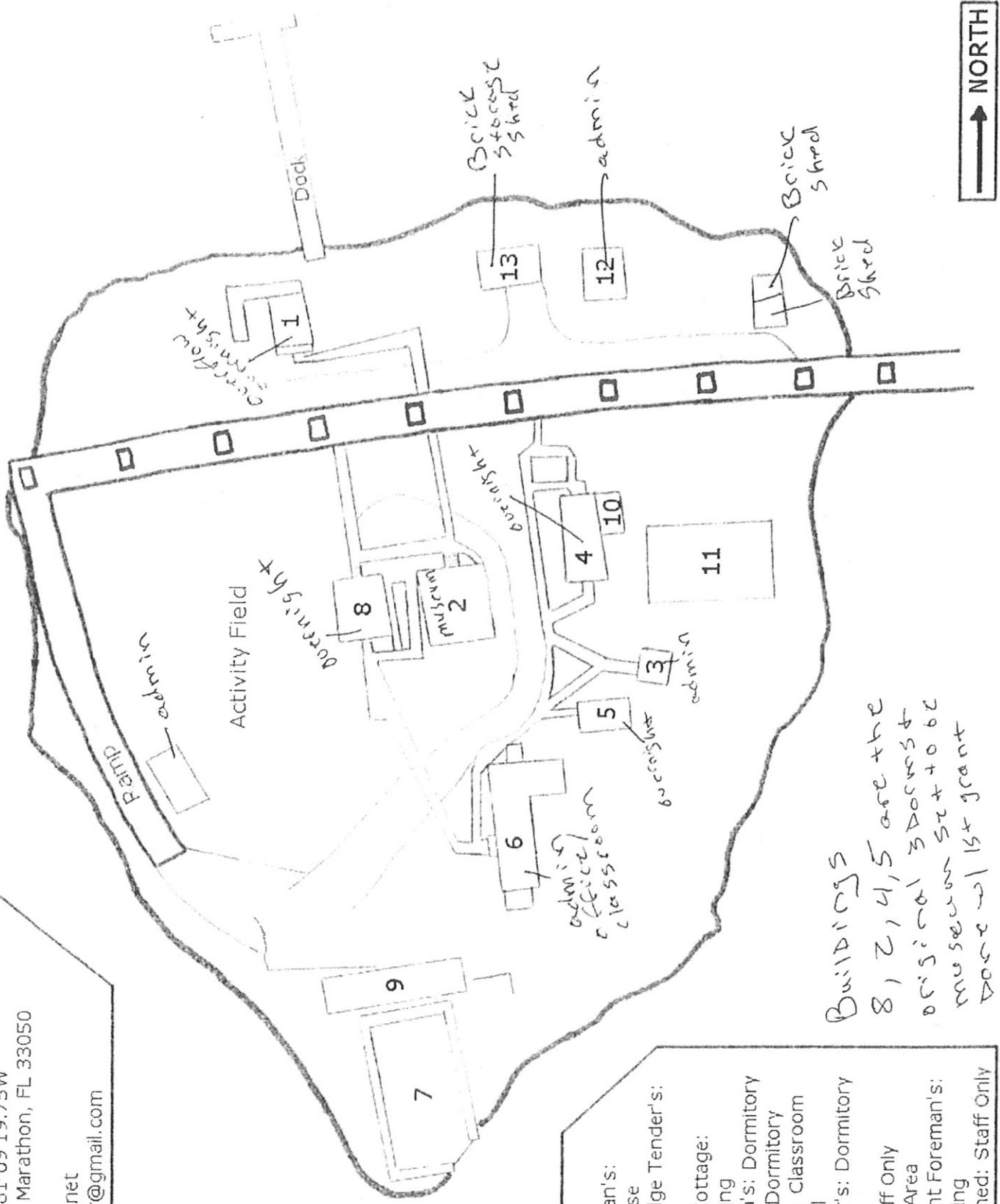
Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

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

Exhibit A



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

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

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: IV

AGENDA ITEM WORDING:

DAC IV December 3, 2019 Regular Meeting Minutes - FYI

ITEM BACKGROUND:

Attached

Minutes of the District IV Advisory Committee meeting are provided as an FYI.
TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

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
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: IV

AGENDA ITEM WORDING:

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

ITEM BACKGROUND:

The District IV Advisory Committee at their meeting of February 25, 2020 moved approval the request from the Florida Keys History and Discovery Foundation to extend the completion date of the project to January 31, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District IV Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

Subject: FW: 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 2/25/2020 - Revised
Email Address:	Executivedirector@keysdiscovery.com	Date of TDC Approval:	7/20/2019 – Original 4/28/2020 – Revised
		Revised Completion Date:	1/31/2021

Scope of Services to Be Completed and Submitted for Reimbursement No Later than January 31, 2021:

Materials, equipment and labor required to:

- 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 _____,
 20__ personally appeared _____,
 _____, and _____ known to be the
 persons named in and who executed the foregoing document.

Notary Public

State of _____

My commission expires:

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: IV

AGENDA ITEM WORDING:

Consideration and Action re: Mr. John Harrison/Tourist Related Representative

ITEM BACKGROUND:

See attached application. This position was advertised due to the end of term of Mr. John Harrison. The District IV Nomination Committee has recommended the reappointment of Mr. Harrison to serve as District IV Tourist Related Representative to March 24, 2023.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

APPLICATION



DISTRICT IV ADVISORY COMMITTEE (DAC)

LODGING INDUSTRY - shall be owners or operating/general managers of motels, hotels recreational vehicle parks or other tourist accommodations which are subject to bed tax in the tax collection district for which they are applying

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who shall not be employed in any position within the lodging industry (motels, hotels, recreational vehicle parks and other tourist accommodations and whose business is in the tax collection district for which they are applying)

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public and shall live or work within the tax collection district for which they are applying (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME: John R. Harrison

WORK ADDRESS: 300 S. Coconut Palm Blvd.
Tavernier, FI 33070

HOME ADDRESS: 300 S. Coconut Palm Blvd.
Tavernier, FL 33070

WORK PHONE: (305) 852-5784 CELL: (305) 394-0234
(please select)

FAX NO: (XXX) XXX-XXXX *E-MAIL: JHarri4892@aol.com

Current Employment:

Outfront Media

Employment History:

Outdoor Systems - Infinity - Viacom - CBS Outdoor - Outfront Media = 1995 to current. All are the same company thru acquisitions.

Organization/Membership Affiliation(s):

DAC IV

Brief summary as to your qualifications to serve on this committee:

Have served on DAC IV since 2005.

*DAC meeting packets will be distributed electronically via email to the address you provided on page 2 of this application. Please check the box below to **opt out** of this process and receive a paper packet in the mail:

If appointed to this position, I choose to **opt out** of receiving electronic meeting packets, and to receive paper packets instead

Signature: _____ Date: 1/21/20

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M., Friday, February 21, 2020

IMPORTANT:

Applicant will be notified by phone or email that the application has been received by our office. If the applicant does not receive notification, it is his/her responsibility to contact the TDC office to confirm receipt.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
1201 White Street, Suite 102
Key West, Florida 33040
(305) 296-1552 (telephone)/(305) 296-0788 (fax)

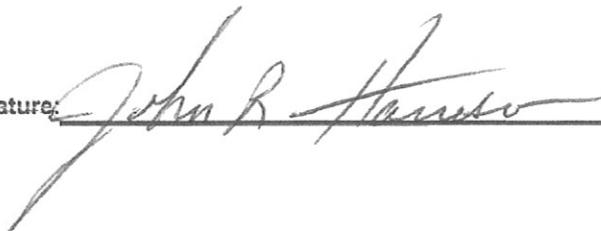
Brief summary as to your qualifications to serve on this committee:

Have served on DAC IV since 2005.

DAC meeting packets will be distributed electronically via email to the address you provided on page 2 of this application. Please check the box below to **opt out** of this process and receive a paper packet in the mail:

If appointed to this position, I choose to **opt out** of receiving electronic meeting packets, and to receive paper packets instead

Signature: _____



Date: _____

1/21/20

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday, February 21, 2020

IMPORTANT:

Applicant will be notified by phone or email that the application has been received by our office. If the applicant does not receive notification, it is his/her responsibility to contact the TDC office to confirm receipt.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: IV

AGENDA ITEM WORDING:

Consideration and Action re: Ms. Kris Gustinger/Lodging Representative

ITEM BACKGROUND:

See attached application. This position was advertised due to the end of term for Ms. Kris Gustinger. The District IV Nomination Committee has recommended the reappointment of Ms. Gustinger as District IV Lodging Representative to April 24, 2023

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

APPLICATION



DISTRICT **IV** ADVISORY COMMITTEE (DAC)

LODGING INDUSTRY - shall be owners or operating/general managers of motels, hotels recreational vehicle parks or other tourist accommodations which are subject to bed tax in the tax collection district for which they are applying

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who shall not be employed in any position within the lodging industry (motels, hotels, recreational vehicle parks and other tourist accommodations and whose business is in the tax collection district for which they are applying)

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public and shall live or work within the tax collection district for which they are applying (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME: Kristina Gustinger

WORK ADDRESS: 73801 Overseas Highway
Islamorada FL 33036

HOME ADDRESS: 55 Cortez Lane
Islamorada FL 33036

WORK PHONE: (305) 664-8811 **Other Phone:** (305) 522-0280
(please select)

FAX NO: (305) 664 - 8856 ***E-MAIL:** kgustinger@caloosacove.com

Current Employment:

Resort Manager - Caloosa Cove Resort & Marina

Employment History:

Ocean Harobur Condominium Association - 2003-2015
Caloosa Cove Resort 2015- Current

Organization/Membership Affiliation(s):

Leaship Monroe County
Islamorada Chamber of Commerce
Islamorada Near Shor Waters Advisory Committee
Islamorada Moose Lodge
Voices for Florida Keys Children
Florida Keys Condo Managers Assocaiation

Community Association Institute



Please find attached the application form for the following position:

**District IV Advisory Committee (DAC IV)
Between the Long Key Bridge and Mile Marker 90.939**

Lodging Representative

Kristina Gustinger

Digitally signed by Kristina Gustinger
Date: 2020.03.17 14:46:31 -04'00'

03/17/2020

If you know of anyone who may be interested in filling this position, please pass on the attached application form. Applicant may mail or fax the signed application to the administrative office, on or before the deadline, to the address or fax number given above. A resume may be attached to this application.

**DEADLINE
FRIDAY, April 3, 2020**

If you require additional applications, please feel free to photocopy the attached document. If you should have any questions, please call our office at (305) 296-1552 or (800) 648-5510 or have the prospective applicant contact us directly.

attachment (1)

Agenda Item #

0.5.a.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: V

AGENDA ITEM WORDING:

DAC V January 7, 2020 Regular Meeting Minutes - FYI

ITEM BACKGROUND:

Attached

Minutes of the District V Advisory Committee meeting are provided as an FYI.
TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

District V Advisory Committee

The December 3, 2019 Regular Meeting of the District V Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Laron at 10:00 a.m. at Bakers Cay Resort, Key Largo

DAC Members Present Were: Ms. Nola Ann Acker, Mr. Justin Andrews, Ms. Valerie Barth, Ms. Joy Boyd, Mr. Shannon Burdge, Ms. Anya Elis, and Ms. Suzanne Holmquist

DAC Members Absent Were: Mr. Russ Yagel (1st absence in Fiscal Year)

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

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

Approval of the Bulk Agenda Items: Ms. Barth moved approval of the agenda 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
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report- FYI
- J.1. Two Oceans Digital Report
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI

Ms. Acker seconded. Motion passed unanimously.

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

REEF Fest: Reef Environmental Education Foundation, Inc. was allocated \$15,000 for REEF Fest in October 2019. Ms. Amy Lee was in attendance and provided an overview of the event. She stated that approximately 60-65% of attendees were from out of County. A written report was also included in the meeting packet.

Fantasy Fest: Key West Tourist Development Association, Inc. was allocated \$10,000 for Fantasy Fest in October 2019. A written report was provided in the meeting packet.

Key Largo Bridge Run: HNO Productions, Inc. was allocated \$10,000 for the Key Largo Bridge Run in November 2019. A written report was provided in the packet.

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 siting DAC members to be considered for funding.

Florida Keys Wild Bird Rehabilitation Center, Inc. – Infrastructure Enhanced Communications, Outreach and Security: Mr. Frank Derfler and Ms. Jordan Budnik were in attendance and provided a brief overview of the project. Ms. Barth asked how the number of visitors are estimated. Ms. Jordin Budnik replied that the number of visitors are estimated using the number of groups who schedule a visit, visitors who visit the bird hospital and donations collected.

Upper Keys Community Pool, Inc. – Jacobs Aquatic Center Spalling, Plaster, Railing Safety and Paint Project: Dr. Jim Bolini was in attendance and provided a brief 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:

Jacobs Aquatic Center	24.25
Wild Bird Center	23.88

Ms. Acker moved approval to fund the Florida Keys Wild Bird Rehabilitation Center, Inc. in an amount not to exceed \$2,284 DAC V FY 2020 Capital Resources for the Infrastructure Enhanced Communications, Outreach and Security project, Ms. Barth seconded. Motion passed unanimously.

Mr. Andrews moved approval to fund Upper Keys Community Pool, Inc. in an amount not to exceed \$36,675 for the Jacobs Aquatic Center Spalling, Plaster, Railing Safety and Paint project, Ms. Barth 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. Barth moved approval to retain the current event funding levels for FY 2021, Ms. Laron seconded. Motion passed unanimously.

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

General Discussion: Ms. Laron 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 as the article discusses ways that visitors can visit the reefs without causing damage.

There being no further business the meeting was adjourned at 10:47 a.m.

Agenda Item #

O.5.b.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: V

AGENDA ITEM WORDING:

Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Parking Lost Phase II Project

ITEM BACKGROUND:

The District V Advisory Committee at their meeting of February 25, 2020 moved approval the request from Monroe County to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District V Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

ID: 2128 Rowell's Waterfront Park Parking Lot \$257,830

- Design Complete. Permits Sitting.
- We are closing the FDOT design grant.
- Then advertising for construction. 5 month process
- Construction start Fall 2020
- Move all monies and grant date to end 9/30/2021

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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

TDC & County Project Detail Form

REVISED

Project ID#:	2128
Line Item Number:	121-71040-530340-TM91-998-X-530340

Name of Project:	Rowell's Waterfront Park Parking and Restroom Phase II	District Funding Project:	V
Funding Category:	Beach/Beach Park Facility	Fiscal Year Funded:	2019
Name of Project Manager:	Keith Bring/Cary Vick	Amount Funded:	\$257,830
Telephone Number:	305-292-4337	Date of DAC Approval:	2/26/2018 – Original 2/25/2020 - Revised
Email Address:	Bring-Keith@MonroeCounty-Fl.gov; Vick-Cary@MonroeCounty-FL.gov	Date of TDC Approval:	8/1/2018 – Original 4/28/2020- Revised
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> Continue construction from Phase I of project (ID #1866) to complete restroom facility Construct parking lot of of approx. 21 parking spaces to include base, sub-base and asphalt topping

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

Agenda Item #

O.5.c.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT: V

AGENDA ITEM WORDING:

Consideration and Action re: Extension to Agreement with MCBOCC for the Rowell's Waterfront Park Restroom Phase II Project

ITEM BACKGROUND:

The District V Advisory Committee at their meeting of February 25, 2020 moved approval the request from Monroe County to extend the completion date of the project to September 30, 2021.

Attached is a copy of the request and the revised Project Summary Sheet.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST: No cost involved to amend this Agreement

ALLOCATED FROM: District V Capital Resources

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Ammie Machan

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

From: Knight-Cary [<mailto:Knight-Cary@MonroeCounty-FL.Gov>]

Sent: Friday, January 24, 2020 12:28 PM

To: Maxine Pacini

Cc: Vick-Cary; Tudor-Rob; Howard-Matthew; Erickson-Breanne; Henry-Thomas; Ramsingh-Raj

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

Maxine,

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

ID: 2311 Rowell's Waterfront Park Bathroom Phase 2 \$246,406

- Design Complete. Permits Sitting.
- We are closing the FDOT design grant.
- Then advertising for construction. 5 month process
- Construction start Fall 2020
- Move all monies and grant date to end 9/30/2021

Cary Knight

Director, Project Management

Public Works & Engineering

Monroe County – *The Florida Keys*

1100 Simonton Street, Suite 2-216

Key West, Florida 33040

305.292.4527 (O)

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

TDC & County Project Detail Form

REVISED

Project ID#:	2311
Line Item Number:	121-71040-530340-T201-M94-X-530340

Name of Project:	Rowell's Waterfront Park Bathrooms Phase II	District Funding Project:	V
Funding Category:	Beach/Beach Park Facility	Fiscal Year Funded:	FY 2020
Name of Project Manager:	Keith Bring	Amount Funded:	\$246,406
Telephone Number:	305-292-4523	Date of DAC Approval:	6/25/2019 – Original 2/25/2020- Revised
Email Address:	Bring-Keith@MonroeCounty-Fl.gov	Date of TDC Approval:	7/30/2019 – Original 4/28/2020 - Original
		Revised Completion Date:	9/30/2021

Scope of Services to Be Completed
<p>Materials, equipment, and labor required to:</p> <ul style="list-style-type: none"> • Construct Restroom at Rowell's Waterfront Park along Heritage Trail including any necessary hookups

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

Signature of Project Manager: _____ Title: _____

Print Name: _____ Date: _____

Signature of Division Director: _____

Print Name: _____ Date: _____

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Minutes of Cultural Umbrella Meeting - FYI

ITEM BACKGROUND:

The March 24, 2020 meeting of the Cultural Umbrella was cancelled due to the coronavirus. The next meeting is currently scheduled for May 19, 2020.

Minutes of the Cultural Umbrella meeting are provided as an FYI. TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: TDC Administrative Office

PROVIDED BY: Cultural Umbrella

DEADLINE DATE: April 17, 2020

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Minutes of Fishing Umbrella Meeting - FYI

ITEM BACKGROUND:

The April 15, 2020 meeting of the Fishing Umbrella was cancelled due to the coronavirus. The next meeting is currently scheduled for May, 13, 2020.

Minutes of the Fishing Umbrella meeting are provided as an FYI. TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: TDC Administrative Office

PROVIDED BY: Fishing Umbrella

DEADLINE DATE: April 17, 2020

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Minutes of Dive Umbrella Meeting - FYI

ITEM BACKGROUND:

The April 30, 2020 meeting of the Dive Umbrella was cancelled due to the coronavirus. The next meeting has not yet been schedule.

Minutes of the Dive Umbrella meeting are provided as an FYI. TDC does not approve the minutes.

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

FYI

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: TDC Administrative Office

PROVIDED BY: Dive Umbrella

DEADLINE DATE: April 17, 2020

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 17, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Mr. Dan Dawson District V Dive Representative

ITEM BACKGROUND:

Attached

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Dive Umbrella

PROVIDED BY: Dive Umbrella

DEADLINE DATE: April 28, 2020



KEYS ASSOCIATION OF DIVE OPERATORS

3128 North Roosevelt Blvd, Key West, FL 33040

09 Feb. 2020

Ms Stacy Mitchell
Director, TDC
1201 White St #102
Key West, FL 33040

Dear Stacy,

The KADO Board of Directors has recommended Dan Dawson of Horizon Divers to replace Amy Slate of Amoray Divers to be the Upper Keys representative for the Dive Umbrella. Please submit Dan Dawson to the BOCC for approval.

Respectfully,

Bob Holston
President, KADO

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

Public/Industry Input

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: TDC

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

Agenda Item #

T.

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 28, 2020

DISTRICT:

AGENDA ITEM WORDING:

General Discussion

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: TDC

PROVIDED BY: Administrative Office

DEADLINE DATE: April 17, 2020

**MONROE COUNTY
TOURIST DEVELOPMENT COUNCIL
AGENDA ITEM SUMMARY**

MEETING DATE: April 17, 2020

DISTRICT:

AGENDA ITEM WORDING:

Consideration and Action re: Visit Florida Keys portion of the February 4, 2020 Meeting Minutes

ITEM BACKGROUND:

PREVIOUS DAC/TDC ACTION:

RECOMMENDATION:

Approval

TOTAL COST:

ALLOCATED FROM:

REQUESTED BY: Administrative Office

PROVIDED BY: Administrative Office

DEADLINE DATE: April 28, 2020

Visit Florida Keys Meeting

The February 4, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 11:05 a.m. at the Courtyard Marriott, Marathon.

TDC Members Present Were: Mr. James Bernardin, Mr. George Fernandez, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippett

TDC Members Absent Were: Mayor Heather Carruthers, Mayor Teri Johnston, Mr. Timothy Root,

Approval of Agenda Bulk Items: Ms. Tippett moved approval of the following bulk items:

U. Visit Florida Keys

- 1.** Consideration and Action re: Visit Florida Keys portion of the December 18, 2019 meeting minutes
- 2.** Consideration and Action re: TDC 401(k) Hardship Amendment and Adopting of Resolution

Ms. Schmidt seconded, motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:06 p.m.