

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

## **AGENDA**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
DISTRICT I ADVISORY COMMITTEE  
REGULAR SESSION, WEDNESDAY, MAY 13, 2020, 3:00 p.m.  
<https://us04web.zoom.us/j/255859093> Meeting ID: 255 859 093**

**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:

One tap mobile

+19292056099,,255859093# US (New York)

+13126266799,,255859093# US (Chicago)

Dial by your location

+1 929 205 6099 US (New York)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US

+1 301 715 8592 US

+1 346 248 7799 US (Houston)

Meeting ID: 255 859 093

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

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA:**

1. Additions to and Approval of the Agenda/Bulk Items

**D. APPROVAL OF THE MINUTES:**

1. February 26, 2020 Regular Meeting Minutes
2. February 4, 2020 TDC Meeting Minutes – FYI

**E. BUDGET:**

1. FY 2020 Budget
2. Four Penny Revenue Report
3. Consideration and Action re: FY 2021 Budget

**F. DISTRICT I PUBLIC RELATIONS:**

1. Monthly Report from NewmanPR - FYI

**G. ADVERTISING:**

1. Advertising Recap - FYI
2. Consideration and Action re: Media Recommendation

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI
2. Smith Travel Research Daily Occupancy Report – FYI
3. Vacation Rental Occupancy & Rate Report – FYI
4. Presentation: COVID-19 Research Data

**I. VIS REPORTS:**

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

**J. WEBSITE:**

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

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

1. Operations Manual Update – FYI
2. Review of Recent Events Funded by DAC
3. Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Repairs Phase II Project
4. Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Improvements Project
5. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for CRF – Coral Restoration – Key West Project
6. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repair and Electrical Improvement Project
7. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Improvements Project
8. Consideration and Action re: Extension to Agreement with National Marine Sanctuary Foundation, Inc. for the Eco – Discovery Center Interior Exhibits Project
9. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project
10. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society for the Botanical Garden Playground Installation Project
11. Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project
12. Consideration and Action re: Date Change for Conch Republic Independence Celebration 2020
13. Consideration and Action re: Date Change for Key West Songwriters Festival
14. Consideration and Action re: Date Change Request for Key West Pride
15. Consideration and Action re: Amendment to Scope of Service for Hemingway 5K and Paddle Board Race
16. Update re: April 28, 2020 TDC Meeting

**M. GENERAL DISCUSSION**

**N. PUBLIC/INDUSTRY INPUT**

**O. ADJOURNMENT**

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

**District I Advisory Committee Meeting**

The February 26, 2020 regular meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chairperson Piper Smith at 3:00 p.m. at the Marriott Beachside, Key West.

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

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, and Mr. Dorn Martel – Tinsley Advertising, 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. Works moved approval of the agenda with the following bulk agenda items:

- D.1. December 4, 2019 Regular Meeting Minutes
- D.2. October 29, 2019 TDC Meeting Minutes – FYI
- D.3. December 18, 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
- G.2. Consideration and Action re: Boston Direct Fight Media
- 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. Government in the Sunshine/Ethics and Public Records Information - FYI
- L.2. TDC Annual Report – FYI
- L.3. Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Restroom Phase I Project
- L.4. Consideration and Action re: Extension to Agreement with MCBOCC for the Higgs Beach Sand Renourishment Phase II Project
- L.5. Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Outbuilding and Fencing Project
- L.6. Consideration and Action re: Extension to Agreement with MCBOCC for the Key West Lighthouse Ticket Counter HVAC Project
- L.7. Consideration and Action re: Extension to Agreement with MCBOCC for the East Martello Drainage and Parking Lot Phase I Project
- L.8. Consideration and Action re: Extension to Agreement with MCBOCC for the West Martello Air Conditioning, Windows and Door Project
- L.9. Consideration and Action re: Extension to Agreement with the City of Key West for the Rest Beach Enhancements Project

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

Ms. Ware seconded. Motion passed unanimously.

Election of District I Chairperson: Nominations were taken for District I Chairperson with Mr. Steve Robbins being elected to serve as District I Chairperson.

Ms. Smith passed the gavel to Mr. Robbins

Capital Project Funding Workshop: TDC staff were present to conduct a workshop for persons interested in applying for Capital Project Funding.

Consideration and Action re: Boston Direct Flight Media: Mr. Underwood presented a recommendation to utilize \$74,000 District I Advertising Resources to promote direct flights from Boston to Key West airport.

Ms. Smith moved approval of the Boston Direct Flight Media as proposed in an amount not to exceed \$74,000 District I Advertising Resources, Ms. Ware seconded. Motion passed unanimously.

Presentation: Winter Media and Still Photography Shoot: 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. 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.

Digital marketing accounted for 34% of the campaign and 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 re-target “cord cutters” or those who view programming on smart TV’s. 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.

Mr. Dorn Martel showed images from the recent destination wide photo shoot.

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:

The SMART Ride: TSR Adventures, Inc. was allocated \$17,000 for The SMART Ride in November 2019. Mr. Kevin Clevenger was in attendance and provided a review of the event. He reported that over the past 16 years the SMART Ride had raised \$11.9M for AIDS organizations. Mr. Clevenger stated that some of this funding been used for the Marty's Place housing facility in Key West. A written report was provided in the meeting packet.

Key West Triathlon (TRIKW): Multirace, LLC was allocated \$17,000 for Key West Triathlon (TRIKW) in December 2019. Ms. Liz Love was in attendance and provided a review of the event. A written review was provided in the meeting packet.

Old Island Restoration Foundation's 60<sup>th</sup> Anniversary: Old Island Restoration Foundation, Inc. was allocated \$10,000 for Old Island Restoration Foundation's 60<sup>th</sup> Anniversary in November – December 2019. Mr. Mark Certonio was in attendance and provided a review of the event. A written review as provided in the meeting packet.

Key West Holiday Fest: The Lodging Association of the Florida Keys and Key West was allocated \$35,000 for Key West Holiday Fest in December 2019. Ms. Jodi Weinhofer was in attendance and provided a review of the event. A written review was provided in the meeting packet.

New Year's Eve Shoe Drop: Bourbon Street Pub, Inc. was allocated \$17,000 for the New Year's Eve Shoe Drop in December 2019. Mr. Joey Schroeder was in attendance and provided a review of the event. A written review was provided in the meeting packet.

Pole Vault in Paradise: Key West Track & Field Club, Inc. was allocated \$10,000 for Pole Vault in Paradise in January 2020. Mr. Steve Hanes was in attendance and provided a review of the event. He stated that all funds raised go to the Key West Track and Field Club, with \$11,000 being raised at this year's event. A written review was provided in the meeting packet.

Florida Keys Seafood Festival – 15<sup>th</sup> Annual: Monroe County Commercial Fisherman, Inc. was allocated \$17,000 for Florida Keys Seafood Festival – 15<sup>th</sup> Annual in January 2020. Mr. Bill Kelly was in attendance and provided a review of the event. He stated that funds raised at this event are used to fund scholarships for high school seniors throughout the Keys and are used for various conservation efforts. A written review was provided in the meeting packet.

Key West Half Marathon & 5K – 22<sup>nd</sup> Annual: Key West Half Marathon, Inc. was allocated \$50,000 for the Key West Half Marathon & 5K – 22<sup>nd</sup> Annual in January 2020. Mr. Evan Snitkoff was in attendance and provided a review of the event. He reported that \$25,000 had been raised for local non-profit organizations in the community at this year's event. A written event was provided in the meeting packet.

Kelly McGillis Classic: The International Women's Flag Football Association was allocated \$17,000 for the Kelly McGillis Classic in January 2020. A written report was provided in the meeting packet.

Key West Food and Wine Festival: Dolce Events, LLC was allocated \$35,000 for the Key West Food and Wine Festival in January – February 2020. Mr. Mark Certonio was in attendance and provided a review of the event. A written review was provided in the meeting packet.

Update re: February 4, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the February 4, 2020 TDC Meeting.

General Discussion: Ms. Jodi Weinhofer asked for an update on the coronavirus, stating that her office had begun to receive calls in regards to the situation. Ms. Mitchell responded by stating that staff and agencies were monitoring the situation.

There being no further business the meeting was adjourned at 4:28 p.m.

## 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 (1<sup>st</sup> absence in Fiscal Year), Mayor Teri Johnston (1<sup>st</sup> absence in Fiscal Year), Mr. Timothy Root (2<sup>nd</sup> 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.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
 FISCAL YEAR 2020  
 April 24, 2020

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

		Appropriations	Expenses	Encumbrances	Balance
T207A73X	UTILITIES	24,000	(1,804)	0	22,196
T207M34X	COMMISSIONERS & FEES (FINANCE)	19,002	(13,381)	0	5,621
T207A63X	ADMINISTRATIVE SERVICES	400,000	0	0	400,000
T207A23X	ADMINISTRATION RESOURCES	57,150	0	0	57,150
T207M01X	COUNTY COST ALLOCATION	<u>54,392</u>	<u>0</u>	<u>0</u>	<u>54,392</u>
	<b>(ADMIN) SUBTOTAL</b>	<b>554,544</b>	<b>(15,185)</b>	<b>0</b>	<b>539,359</b>
T207V14X	DIST VIS	350,450	(175,225)	0	175,225
T207V99X	GAY & LESBIAN VIS	<u>52,500</u>	<u>(26,250)</u>	<u>(26,250)</u>	<u>0</u>
	<b>(VIS) SUBTOTAL</b>	<b>402,950</b>	<b>(201,475)</b>	<b>(26,250)</b>	<b>175,225</b>
T207B04X	DAC I CAPITAL PROJECTS RESOURCES	1,293,564	0	0	1,293,564
T207M37X	DAC I HIGGS BEACH EMERGENCY BEACH CLEAN	9,600	0	0	9,600
T207M10X	SALARIES & WAGES - WEST MARTELLO (SANDS)	36,411	(9,671)	0	26,740
T207M10X	SALARIES - RESERVE	5,000	(4)	0	4,996
T207M10X	FICA - WEST MARTELLO	2,797	(719)	0	2,078
T207M10X	RETIREMENT - WEST MARTELLO	3,127	(820)	0	2,307
T207M10X	GROUP INSURANCE - WEST MARTELLO	13,228	0	0	13,228
T207M10X	WORKERS COMPENSATION - WEST MARTELLO	1,602	0	0	1,602
T207M20X	HIGGS BCH - CLEANING	163,200	(76,209)	(86,991)	0
T207M30X	HIGGS BEACH SAND / REPAIRS / MAINT	65,000	(20,829)	(10,000)	34,171
T207M60X	MUSEUM REPAIRS / MAINT	15,000	(4,087)	0	10,913
T207M70X	HIGGS BCH - UTILITIES	90,000	(49,333)	0	40,667
T207M11X	SALARIES & WAGES - HIGGS BCH SALARIES (ROBERTS)	42,291	(11,980)	0	30,311
T207M11X	SALARIES - RESERVE	10,000	(3,562)	0	6,438
T207M11X	FICA - HIGGS BCH	3,249	(1,247)	0	2,002
T207M11X	RETIREMENT - HIGGS BCH	3,632	(1,316)	0	2,316
T207M11X	GROUP INSURANCE - HIGGS BCH	13,228	0	0	13,228
T207M11X	WORKERS COMPENSATION - HIGGS BCH	1,861	0	0	1,861
T207M21X	HIGGS BCH OPERATING SUPPLIES	6,500	(6,500)	0	0
T207M31X	MUSEUM UTILITIES	22,000	(15,151)	0	6,849
T207M41X	MUSEUM RISK MANAGEMENT	996	0	0	996
T207K22X	CITY OF KEY WEST - SMATHERS/REST BCH CLEANING	790,500	0	0	790,500
TB97360Y	USCGC INGHAM HULL 19	75,188	0	0	75,188
TK97355Y	CHARTER BOAT ROW SIDEWALKS 19	58,000	0	0	58,000
TK97356Y	KEY WEST AMPITHEATRE 19	125,000	0	0	125,000
TK97357Y	REST BEACH ENHANCEMENTS 19	35,000	0	0	35,000
TK97979Y	SMATHERS BEACH RESTROOM FY19	586,000	0	0	586,000
TB97982Y	BOTANICAL PLAYGROUND INSTALLATION	45,000	0	0	45,000
TM97361Y	HIGGS BEACH RESTROOM PHASE 1 FY 19	456,000	(14,370)	0	441,630
TM97364Y	WEST MARTELLO AC/WINDOWS/DOORS 19	150,000	(6,960)	0	143,040
TM97984Y	EAST MARTELLO DRAINAGE AND PARKING PHASE 2	590,000	(635)	0	589,365
TM77904A	HIGGS BEACH SAND RENOURISHMENT PHASE II 17	1,049,109	(4,244)	0	1,044,865
TM97985Y	KEY WEST LIGHTHOUSE OUTBUILDING AND FENCING REPAIRS	110,000	0	0	110,000
TM87948Z	WEST MARTELLO BRICKS AND MORTAR RESTORATION 2018	84,300	(4,200)	0	80,100
TM97986Y	WEST MARTELLO BRICKS AND MORTAR RESTORATION	800,000	(610,145)	0	189,855
TB97971Y	STUDIOS OF KW ROOFTOP GARDEN & EXHIBITION SPACE	1,177,985	0	0	1,177,985
TM97362Y	HISTORIC JAIL MUSEUM FY 19	1,200,000	(3,115)	0	1,196,885
TB97988Y	MOTE CORAL RESTORATION	90,000	0	0	90,000
TB97983Y	MEL FISHER RESTROOM ADDITION PROJECT	37,500	0	0	37,500
TB97358Y	MEL FISHER SECOND ROUND 19 (Partial rollover)	60,000	0	0	60,000
T207N00X	OLDEST HOUSE MUSEUM IMPROVEMENTS	19,800	0	0	19,800
T207B98X	CUSTOM HOUSE MECHANICAL REPAIRS PHASE 2	90,000	0	0	90,000
T207N01X	BOTANICAL GARDEN FRONT ENTRANCE SIGN	6,960	0	0	6,960
T207M84X	EAST MARTELLO FORT MUSEUM DRAINAGE PHASE III	650,000	0	0	650,000
T207M87X	EAST MARTELLO FORT MUSUEM WINDOW AND HVAC UPGRADES	350,000	0	0	350,000
T207M77X	KEY WEST LIGHTHOUSE GIFT SHOP HVAC & INSULATION	70,000	0	0	70,000
T207B36X	FLORIDA KEYS ECO DISCOVERY CENTER INTERIOR EXHIBITS	225,000	0	0	225,000
T207N06X	FIRE HOUSE MUSEUM AC	2,963	(2,963)	0	0
T207B88X	CORAL REEF RESTORATION	43,425	0	0	43,425

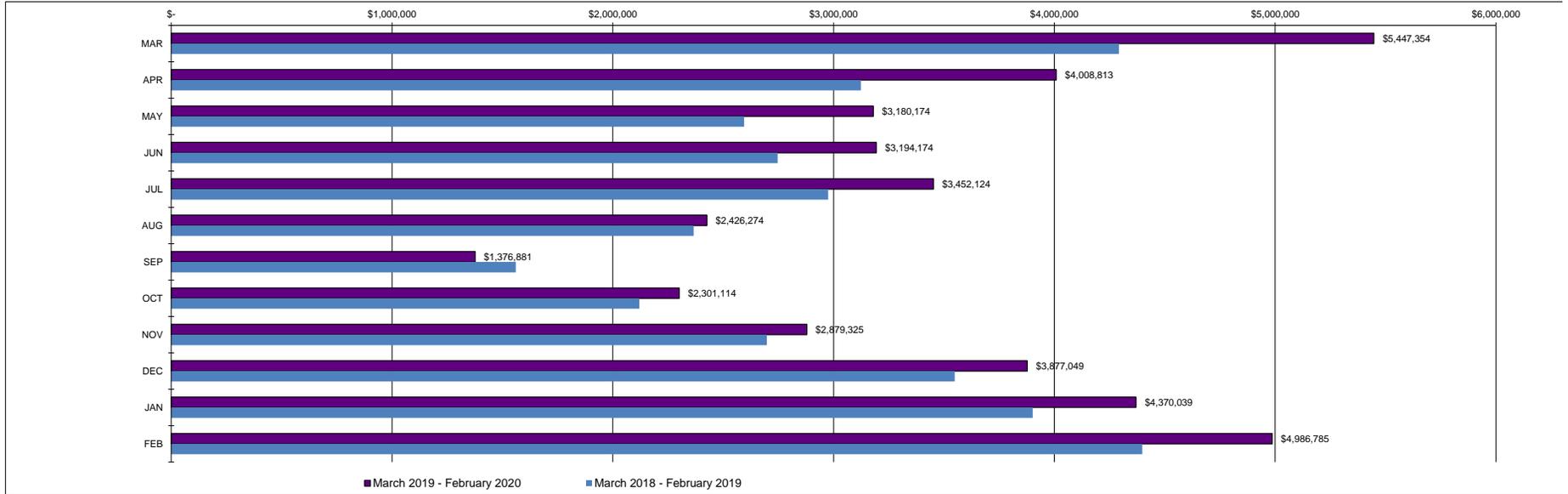
T207B83X	MEL FISHER MASONRY REPAIR & ELECTRICAL 20	281,250	0	0	281,250
T207B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>560,900</u>	<u>0</u>	<u>0</u>	<u>560,900</u>
	<b>(CAPITAL) SUBTOTAL</b>	<b>11,622,166</b>	<b>(848,060)</b>	<b>(96,991)</b>	<b>10,677,115</b>
T207S23X	DAC I EVENT RESOURCES	107,718	0	0	107,718
TS97503Y	KEY WEST WORLD CHAMPIONSHIP RACE 19	0	0	0	0
TS97263Y	OLD ISLAND RESTORATION - 60 YEARS	10,000	0	0	10,000
TS97781Y	NEW YEARS EVE SHOE DROP 19	17,000	(16,100)	0	900
TS97779Y	SOUTHERNMOST MARATHON & HALF 5K FY19	17,000	(14,703)	0	2,297
TS97354Y	THE SMART RIDE	17,000	(16,550)	0	450
TS97588Y	TROPICAL HEAT	17,000	0	0	17,000
TS97024Y	WOMENFEST 19	25,000	0	0	25,000
T207S37X	KEY WEST OCEAN FEST 20	10,000	0	0	10,000
T207S14X	KEY WEST PADDLE CLASSIC 20	10,000	0	0	10,000
T207S42X	KEY WEST PRIDE 20	50,000	(7,292)	0	42,708
T207S15X	KEY WEST TRIATHLON 20	25,000	0	0	25,000
T207S04X	MANGO FEST 20	10,000	(2,000)	0	8,000
T207S05X	MZF MILE ZERO FIGHTS	10,000	0	0	10,000
T207S81X	NEW YEARS EVE SHOE DROP 20	25,000	0	0	25,000
T207S06X	POLE VAULT IN PARADISE 20	10,000	(8,230)	0	1,770
T207S07X	SOUTHERNMOST MARATHON KEY WEST RUNNING FESTIVAL 20	25,000	0	0	25,000
T207S58X	TROPICAL HEAT 20	25,000	(467)	0	24,533
T207S08X	WOMENFEST 20	10,680	0	0	10,680
T207M07X	CONCH REPUBLIC 20	35,000	0	0	35,000
T207M73X	FKCC SWIM AROUND KEY WEST 20	10,000	0	0	10,000
T207S74X	FLORIDA KEYS SEAFOOD FESTIVAL 20	17,000	(1,250)	0	15,750
T207S78X	HEMINGWAY SUNSET 5K 20	17,000	0	0	17,000
T207S65X	KELLY MCGILLIS CLASSIC 20	17,000	(15,754)	0	1,246
T207S63X	KEY LIME FESTIVAL 20	17,000	0	0	17,000
T207M52X	KEY WEST BREWFEST 20	25,000	0	0	25,000
T207M53X	KEY WEST FILM FESTIVAL 20	25,000	0	0	25,000
T207S22X	KEY WEST FOOD & WINE 20	35,000	(33,200)	0	1,800
T207S13X	KEY WEST HALF MARATHON 20	50,000	(50,000)	0	0
T207S57X	KEY WEST HOLIDAY FEST 20	50,000	0	0	50,000
T207S24X	DAC I EVENT RESOURCES <small>new events</small>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	<b>(EVENTS) SUBTOTAL</b>	<b>719,398</b>	<b>(165,546)</b>	<b>0</b>	<b>553,852</b>
T207P24X	PROMO/STORM & ADV RESOURCES	250,000	0	0	250,000
T207P93X	DISTRICT #1 AD CAMPAIGN	4,623,049	(1,696,748)	(2,926,301)	0
T207P65X	DAC I WEBCAM	14,800	(7,400)	0	7,400
T207P70X	FCCA CONFERENCE & TRADE SHOW (CRUISESHIPS)	<u>6,100</u>	<u>(2,540)</u>	<u>0</u>	<u>3,560</u>
	<b>(PROMOTIONAL) SUBTOTAL</b>	<b>4,893,949</b>	<b>(1,706,688)</b>	<b>(2,926,301)</b>	<b>260,960</b>
TH27662F	HIGGS BEACH SPECIAL FUND/Total towards Sand Renourishment FY 17 6/29/16 DAC Mtg	<u>314,000</u>	<u>0</u>	<u>0</u>	<u>314,000</u>
	<b>(BEACH FUND) SUBTOTAL</b>	<b>314,000</b>	<b>0</b>	<b>0</b>	<b>314,000</b>
	<b>FUND TOTAL</b>	<b>18,507,007</b>	<b>(2,936,954)</b>	<b>(3,049,542)</b>	<b>12,520,511</b>

## TWO PENNY

TM95673Y	FKCC SWIM AROUND KEY WEST, OPEN WATER SWIM AND SWIM MEET FY19	10,000	(10,000)	0	0
TS95657Y	KEY WEST HOLIDAY FEST FY19	35,000	(30,962)	0	4,038
TS95715Y	KEY WEST TRIATHLON FY19	17,000	(13,325)	0	3,675
TM95711Y	FANTASY FEST FY19	120,000	(120,000)	0	0
TS95503Y	KEY WEST WORLD CHAMPIONSHIP RACE FY19	0	0	0	0
T205M08X	FANTASY FEST FY20	150,000	0	0	150,000
T205M58X	KEY WEST SONGWRITERS FY20	150,000	0	0	150,000
T205S50X	RW OFFSHORE WORLD CHAMPIONSHIP FY20	150,000	0	0	150,000
T205S08X	WOMENFEST FY20	24,320	(817)	0	23,503

# 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%	12.05%	12.36%	12.19%	13.12%	14.31%	13.85%	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	4.4%	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)	-1.2%	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	2.3%	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	8.0%	JANUARY
<b>FEBRUARY</b>	\$ 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	8.8%	<b>FEBRUARY</b>
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	4.6%	OCTOBER
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,365.77	\$ (988.49)	-0.6%	NOVEMBER
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 246,805.42	\$ 13,479.64	5.8%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 314,533.46	\$ 25,491.98	8.8%	JANUARY
<b>FEBRUARY</b>	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 317,686.44	\$ 39,599.53	14.2%	<b>FEBRUARY</b>
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  
 04/22/2020

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III	FY 2020 VS FY 2019								DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,344.31	\$ 55,810.77	26.0%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$ 84,701.63	26.9%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,273.14	\$ 122,402.95	23.5%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 672,946.36	\$ 101,401.82	17.7%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 791,740.79	\$ 142,169.19	21.9%	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	22.3%	
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%				
Priceline settlement reflected									

DISTRICT IV	FY 2020 VS FY 2019								DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$ 21,262.92	12.0%	OCTOBER
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$ 50,286.58	22.9%	NOVEMBER
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$ 46,665.42	14.5%	DECEMBER
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,968.62	\$ 65,760.64	19.8%	JANUARY
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 504,815.26	\$ 79,739.87	18.8%	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	17.9%	
% 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  
 04/22/2020



DATE: May 1st, 2020  
 TO: District I Advisory Committee  
 FROM: Maxine Pacini, TDC Office Manager  
 RE: FY 2021 Budget

At this time each year the staff brings forward the annual revenue projections, balance brought forward (BBF), capital projects, promotional and event resources calculated according to the current percentages agreed upon by DAC I. The DAC may adjust those percentages in events and advertising. The BBF includes projected revenue and expense variances, contracts and resource funds not expended in FY 2020. **Attached for your reference is a breakdown of how you allocated your budget in FY 20.**

<b>Projected Annual Two Penny Revenue FY 2021</b>	<b>\$ 8,256,350</b>
Less state reserves (FS 129.01)	<u>\$ (412,818)</u>
	<b>\$ 7,843,533</b>

<b>Balance Brought Forward based on FY 2020</b>	
Revenue/Expenditure Variances	\$ 1,532,607
Estimated unexpended event/capital contracts	\$ 6,046,997
Estimated unexpended event/capital resources	\$ 1,401,235
Capital Economic Disaster Fund	\$ 560,900
Advertising Promotional/Storm Resources	<u>\$ 250,000</u>
	<b>\$17,635,272</b>

**The FY 2021 budget is allocated as follows:**

<b>Advertising Resources</b>	\$ 4,803,192
Less VIS/Webcam	<u>\$ (423,850)</u>
<b>Available</b>	<b>\$ 4,379,342</b> (FY20 = \$5,097,369 after moving funds around)
(Based on the current 85.45% after capital and administrative)	

PLUS Promotional/Storm Resources carried forward  
 From **2020** **\$250,000**  
 (DAC may move funds from Advertising or Events into this line item)

<b>FROZEN Capital Resources BBF FY 2020</b>	<b>\$ 1,293,517</b> (Do not spend until we see a positive income stream – possibly open for 2 <sup>nd</sup> round later in fiscal year)
<b>New Capital Resources</b>	<b>\$ 3,226,026</b>
Less County/City Ongoing Beach & Museum Commitments	
(not included under the capital unexpended contracts)	<u>\$(1,322,755)</u>
<b>FY 21 Available Capital Resources</b>	<b>\$1,903,271</b>

Economic/Natural Disaster Capital Resource BBF	<b>\$560,900</b>
(DAC may move funds from FY 21 Capital Resources into this line item)	

<b>FROZEN Event Resources BBF FY 2020</b>	<b>\$ 107,718</b>
<b>FY 21 Available Event Resources</b>	<b>\$1,278,054</b>
(FY20 = \$1,036,047 Regular Events/\$30,000 New Events allocated after moving funds around and spent \$983,000)	

\*F.S. 129.01 mandates that budgeted receipts must include 95% of all receipts reasonable anticipated. Therefore, a 5% reserve is reflected within the TDC budget.

**DAC I FY 20****Advertising**

start	<b>5,438,172</b>
deduct VIS; webcams	-423,850
Available for Advertising	<b>5,014,322</b>
Moved From FY 20 Event Resources	83,047
Available for Advertising	<b>5,097,369</b>

**PLUS Promotional resources BF from 19**

	<b>25,000</b>
Added from Event Resources	225,000
Available Promotional Resources	<b>250,000</b>

**Capital**

Start	<b>3,847,499</b>
Capital Resources Brought Fwd from FY 19	556,460
Less County Ongoing Beach/Museum ommitments	-987,557
Moved To Economic Disaster	<b>-71,775</b>
<b>Available for Allocation in FY 20</b>	<b>3,344,627</b>

<b>Economic/Natural Disaster Capital Resource BBF</b>	<b>489,125</b>
<b>Plus FY 20Economic/Natural Disaster Capital Resource</b>	71,775
<b>TOTAL Economic/Natural Disaster Available</b>	<b>560,900</b>

**Events**

Start	<b>1,281,047</b>
Events BBF Special Olympic Cancellation	10,000
Available FY 20 Event Resources	<b>1,291,047</b>
To Promotional Advertising Resources	225,000
Available FY 20 Event Resources	<b>1,066,047</b>
Allocate to NEW Events	30,000
Available FY 20 Event Resources	<b>1,036,047</b>
Moved after event funding allocations to Advertising	83,047



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**F1**  
April 28, 2020

**TO:** District I Advisory Committee  
**FROM:** NewmanPR  
**RE:** Report of ongoing activities March 30, 2020, through April 28, 2020

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The following report highlights ongoing public relations activities on behalf of District I from March 30, 2020, through April 28, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- DAC I meeting was canceled.
- 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 multiple webinar events with leading travel editors including representatives of the Sun, Daily Telegraph, Wanderlust, Travel Trade Gazette, National Geographic Traveller and Food & Travel; food and luxury travel media and media medical associates. Webinars provided an opportunity to closely monitor media, industry and consumer sentiment in light of the coronavirus crisis.
- 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.
- Anne Zobenbuhler liaised with representatives of Maisons Côté Ouest, France Télévisions and National Geographic Traveler to keep the Florida Keys front-of-mind in the French market.
- 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.

- 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). Luxury-focused outlet OutThere featured the story in their new "The #Experientialist Digest" e-newsletter, as well as on their Facebook page and website, and the story was the highest performing digital piece of the week. It also was featured in pinknews.co.uk, outofoffice.com and travelgay.com. German affiliate GIA and Zobenbuhler translated and distributed the story to widespread media in their markets as well, with coverage appearing in outlets including Inside-America.de.
- KBC adapted the U.S. version of the "Safer@Home" press release into two versions: one for the U.K./Irish travel trade and one for a consumer media audience, with the story individually pitched to more than 40 target media. Same-day coverage was secured on Irish Travel Trade News' website and social media channels, and the release also appeared in Selling Travel's e-newsletter and website. The initiative was specifically pitched to outlets currently running their own social media campaigns for possible inclusion: Wanderlust's "#WishIWasHere," National Geographic Traveller's "#StayInspired" and OutThere's "#KeepYourMindTravelling" campaigns. In addition, GIA and Zobenbuhler are translating the release for distribution in their respective markets. The story also was shared with Visit Florida, Brand USA and Visit USA's U.K. PR and content teams.
- 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 Sushi's mask making efforts. KBC crafted 12 bespoke Keys pitches for leading U.K. media outlets to keep the destination front-of-mind for both consumers and the U.K. travel trade. Media pitched included the Sun, Daily Mail, National Geographic Traveller, PA Media, Breathe and Independent.co.uk.
- As part of the sustainable tourism initiatives conducted by the Florida Keys, French media representative Anne Zobenbuhler worked 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 was submitted in the Responsible Tourism category.
- Though participants had been confirmed for a planned German group fam scheduled May 25-30, German affiliate 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.

- GIA launched a virtual campaign on the German Florida Keys Facebook page that will feature twice-weekly videos that virtually transport fans to the Keys. The content will be positioned to help reinforce the message that, while fans cannot visit the destination currently, they can safely enjoy it from home and dream of future travel. The videos will primarily be sourced from the Keys' YouTube channel with postings also including the Safer@Home messaging. GIA also continues to share the beauty and diversity of the Florida Keys with German Facebook fans through organic posts, and has encouraged members of the Facebook group to share their photos and positive memories of the Keys. Hashtags used include #dreamnowtravellater and #wishyouwerehere.
- GIA liaised with Dirk Baumgartl, chief editor of LGBTQ publisher Blu Media and gay travel magazine Spartacus Traveler, to glean insight into the impact of the coronavirus on LGBTQ-sector media outlets.
- Canadian affiliate 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.
- 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.
- 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.
- 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. In addition, LMA arranged a 25-minute interview segment for Newman with Jim Bamboulis, host of Face Up Travel Podcast, to discuss news from the Keys and the COVID-19 effect on travel. LMA is working to arrange interviews with other influential Canadian outlets as well.
- During the reporting period, press releases were distributed in the U.K. and France on topics including the revamped Key Lime Academy program paired with an overview of the Safer@Home campaign. In the German-speaking markets, a roundup of Keys news was distributed. Release content was uploaded to the Keys website and Mediadress portal, and releases were shared with key industry partners to ensure synergy of messaging.

Before the coronavirus situation forced travel bans and the Keys' closure to visitors, LMA distributed media advisories and releases to targeted Canadian media on topics that included the Northernmost-Southernmost fishing giveaway and the Canadian winner of Key West's Conch Shell Blowing Contest. To maintain Keys awareness after that, LMA distributed releases and media advisories on Key West drag queen Sushi making and distributing protective cloth masks, the Safer@Home

initiative and Keys updates 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.

- KBC shared social media posts on Facebook and Twitter on topics and stories as appropriate. 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.
- As COVID-19 created increasingly severe travel impacts and the Keys closed to visitors, KBC, GIA, LMA and NewmanPR continued to work 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.
- 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.
- 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.
- Agency's Julie Botteri updated the dedicated coronavirus information page on the TDC website at least once daily. 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 including airport screenings; and other coronavirus facts, resources and information about state and local directives. This resource remains linked to a red banner on the website's homepage.
- On behalf of the TDC, agency conceived and launched a "Safer@Home" social media-based initiative to promote "stay-at-home" directives to combat COVID-19, while also maintaining awareness of the Florida Keys & Key West as a destination. The program encourages Facebook, Instagram and Twitter fans and followers to tune in for live-stream Keys content while at home, fostering increased attention for the Keys and positioning the destination as a provider of unique and engaging virtual

experiences to brighten a very difficult time. The “Safer@Home” posts are branded and identified with a colorful agency-created logo incorporating a “conch shell house” painted by Keys artist Abigail White. Each Friday beginning April 24, a social media post will pose destination questions including one about a recent livestream. The weekly winner, chosen at random from respondents, will receive one or more Keys-related or locally crafted items. A Facebook announcement of the Safer@Home initiative reached nearly 50,000 people and drew more than 2,600 engagements. The first week’s contest, posted on Friday, April 24, drew more than 700 entries.

- Agency wrote and distributed two media releases about the “Safer@Home” program, accompanied by the “conch shell house” artwork, to widespread media including travel trade and international. A release was also posted on the Keys tourism website. In addition, agency produced and distributed an advisory to tourism interests on the promotion. Coverage appeared in outlets including TravelWeekly.com and the Miami Herald. Agency also produced a video package featuring a Zoom interview with TDC chairperson Rita Irwin that was distributed to network news affiliate feeds.
- Agency conceived a second part of the promotion — a consumer video challenge on social media — that is to be hashtagged #KeysAtHomeChallenge. Fans entering the challenge will be requested to post a video, up to one minute long, recreating their favorite moments or activities in the Keys. The contest is to begin in early May and run for two weeks. A winner chosen at random is to receive a complimentary trip to the Keys, with travel to be scheduled after the destination reopens to visitors.
- Agency created and posted a Florida Keys Ultimate Bingo card for Keys Instagram fans seeking entertaining challenges while practicing social distancing. Instead of letters and numbers like conventional Bingo, the card lists Keys attractions, restaurants and activities. Fans are encouraged to mark off activities they have experienced, allowing them to “brag” to their Instagram followers about their Keys adventures while partaking in a communal activity. They are also encouraged to tag other people to do the same and also tag @thefloridakeys for a chance to be featured in the destination’s Instagram Stories.
- As well as “Safer@Home” content, agency posted information and destination status updates as appropriate on Keys social media outlets, in addition to limited environmental and cultural messaging including Sustainable Sunday and Connections Project posts, and videos and photographs of tranquil Keys nature scenes. Notable posts included a waterfront Easter message that reached more than 72,000 people and drew 7,900 engagements, a Facebook Live video of a sunset over the ocean that reached nearly 89,000 people and drew more than 8,700 engagements and a live oceanfront segment that reached nearly 75,000 people and drew more than 5,800 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.

- Agency began compilation of a resource list of Keys “armchair” virtual offerings, currently with 75 examples, for use by media, with various promotions and for social media posts.
- During the reporting period, agency issued tourism advisories to the industry on topics including the Florida governor’s stay-at-home order, unemployment compensation information, requirements for proof of local residence besides reentry stickers at the roadway 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, the Florida Department of Business and Professional Regulation’s resource for reporting vacation rental compliance concerns, county officials beginning to plan a phased reopening of the Keys, and officials continuing to develop a five-phase plan for relaxing protective measures while not expecting the Keys to reopen to visitors in May.
- In accordance with its contract with South Florida PBS’ “Art Loft,” agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program’s segments. “Art Loft” segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the “Art Loft” website.
- Agency pitched “Florida Keys: Protecting Paradise” to WPBT/WXEL (South Florida PBS) as a half-hour show, resulting in the program airing April 22 as an Earth Day special. Agency wrote, distributed to the media and posted on the website a release on the broadcast. Furthermore, South Florida PBS is set to offer the show to PBS for national broadcast in late 2020 or early 2021.
- Samantha Brown’s half-hour “Places to Love” program focused 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.
- As a result of agency’s media research tour “Brand New Keys” targeting travel trade, meeting and incentive and top consumer media in late January, during the reporting period the Keys received coverage in Luxury Travel Advisor’s online and print feature, “Luxury Blooms in the Florida Keys,” spotlighting offerings throughout the Keys. Travel Pulse also published “The Florida Keys: A Hub for Ecotourism.” More stories are anticipated.
- Working with TwoOceansDigital.com, agency’s Julie Botteri redesigned and updated the LGBTQ section of the fla-keys.com website, incorporating content on Key West’s longstanding heritage as an LGBTQ destination, attractions and activities for contemporary LGBTQ visitors and the recently produced LGBTQ video.
- Working with TwoOceansDigital.com, agency produced, distributed and posted an abbreviated April issue of the “Keys Traveler” e-newsletter and finalized 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' status, the "Safer@Home" initiative, 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.

- 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 nature-based, heritage/memory, cultural or relaxation-inducing subjects related to the island chain that could provide a momentary "mental break" for readers. Specific recent topics included the "Safer@Home" program and the value of Keys creativity to brighten uncertain times.
- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects evolving appropriately as coronavirus concerns deepened. A recent blog focused on Sushi and her drag queens making masks for coronavirus protection. 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.
- Agency evaluated 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.
- Agency compiled weekly reports of public relations activities, primarily related to the coronavirus situation, and submitted them to the TDC office each Friday until they were no longer requested.
- Agency evaluated the public relations content of all applications for upcoming Cultural Umbrella funding and compiled a listing of approved applicants to submit to the board.
- Agency finalized production of and posted a mini-video shot by Andy Newman on "The Connections Project: A Mosaic of the Keys," the large-scale annual mural spearheaded by the Florida Keys Council of the Arts. The video features commentary by Arts Council executive director Liz Young.
- Agency continued gathering information from event coordinators throughout the Keys on the status of their upcoming offerings in light of the coronavirus crisis, including event postponements, and updated the calendar on the TDC website accordingly.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio's Morning Magazine.
- 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 nearly 100,000 people, drew over 18,700

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.
- 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 and the district overview releases, for media use when the Keys are able to reopen to visitors.
- Agency provided updated information on meetings and incentives for Northstar Meetings Group's Incentives & Destinations magazine, planning a destination report for May.
- Agency wrote, posted on the website and featured in the e-newsletter an overview of the "Safer@Home" initiative.
- Agency wrote, posted on the website and featured in the e-newsletter a story on fiction and nonfiction books that provide "virtual visits" to the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a story on the Florida Keys Shipwreck Trail established by the Florida Keys National Marine Sanctuary, as well as the Keys' best known artificial reefs.
- Agency wrote, posted on the website and featured in the e-newsletter a story on tarpon fishing in the Keys.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including "King of the Keys in Trail Blazer Magazine, Virtual Vacation to the Florida Keys story on StyleBlueprint.com; and inclusion in roundup 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.

###

Facebook: 467,410 followers increased from 465,702  
 Twitter: 50,271 followers increased from 49,993  
 Instagram: 234,132 followers increased from 230,992

30 Mar 2020 - 25 Apr 2020

# Social Media Report April 2020

@floridakeysandkeywest    @thefloridakeys    @thefloridakeys

## Facebook Activity Overview



IMPRESSIONS  
**4,521,166**



TOTAL REACH  
**1,020,042**



POST ENGAGEMENTS  
**133,881**

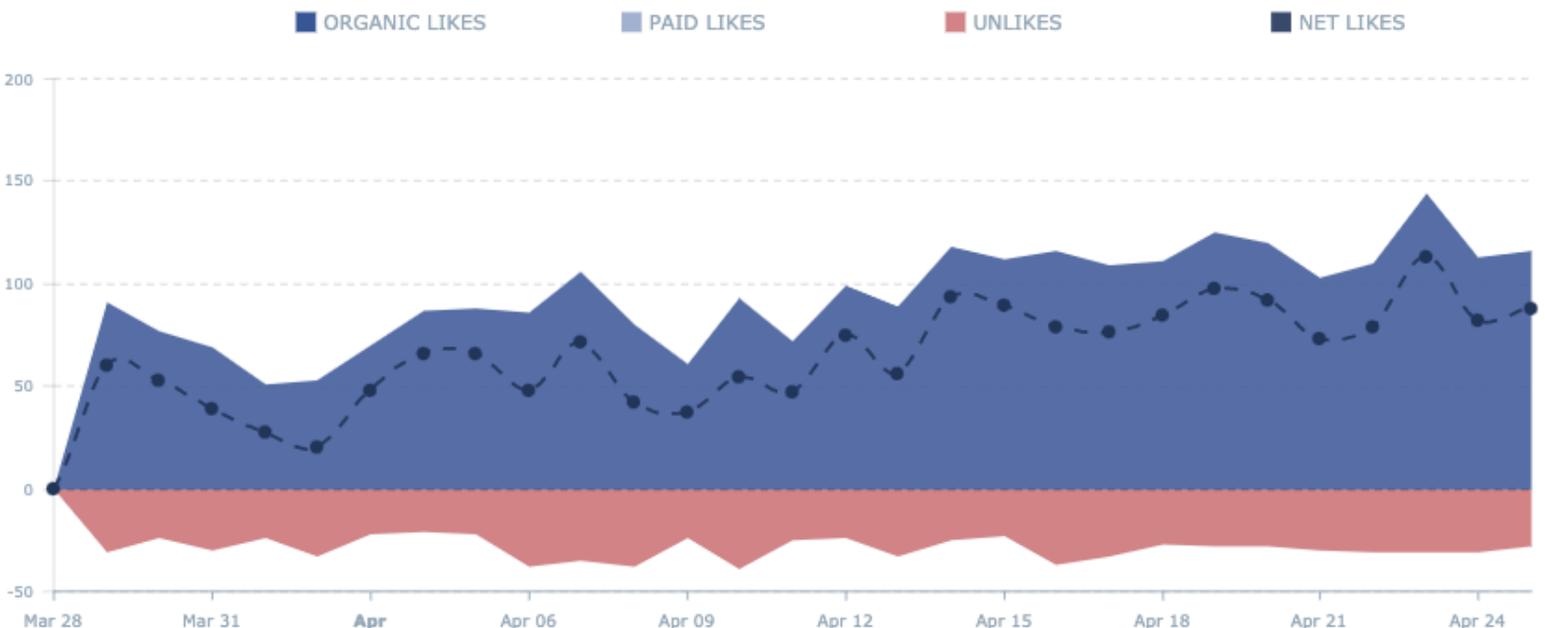


PAGE CONSUMPTIONS  
**109,446**



## Audience Growth

LIKES BREAKDOWN BY DAY



## AUDIENCE GROWTH METRICS

**Total Fans** **467,410**

Organic Likes 2,669

Net likes 1,854

NUMBER OF NET  
LIKES INCREASED BY

↑ **0.4%**



## Audience Engagement

REACTIONS

COMMENTS

SHARES



## IMPRESSION METRICS

Organic Impressions 2,194,745

Paid Impressions 1,847,683

Viral Impressions 478,738

**Total Impressions** **4,521,166**

**Users Reached** **3,388,364**

## ACTION METRICS

Reactions 55,588

Comments 3,792

Shares 5,435

Other Engagements 69,066

**Total Engagements** **133,881**

# 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

22 APR 9:00 PM



In honor of Earth Day's 50th anniversary Wednesday, the The Turtle Hospital released "Aldo Leopold," a 100-pound juvenile green sea turtle back to the ocean. #ConnectAndProtect

3624

161

483

3403

4.95%

129,033



## 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.

2120

76

103

798

6.36%

45,666



## 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

4540

333

210

13699

15.42%

99,711

# Twitter Activity Overview



DAILY EXPOSURE

66,750



POST ENGAGEMENTS

2,189

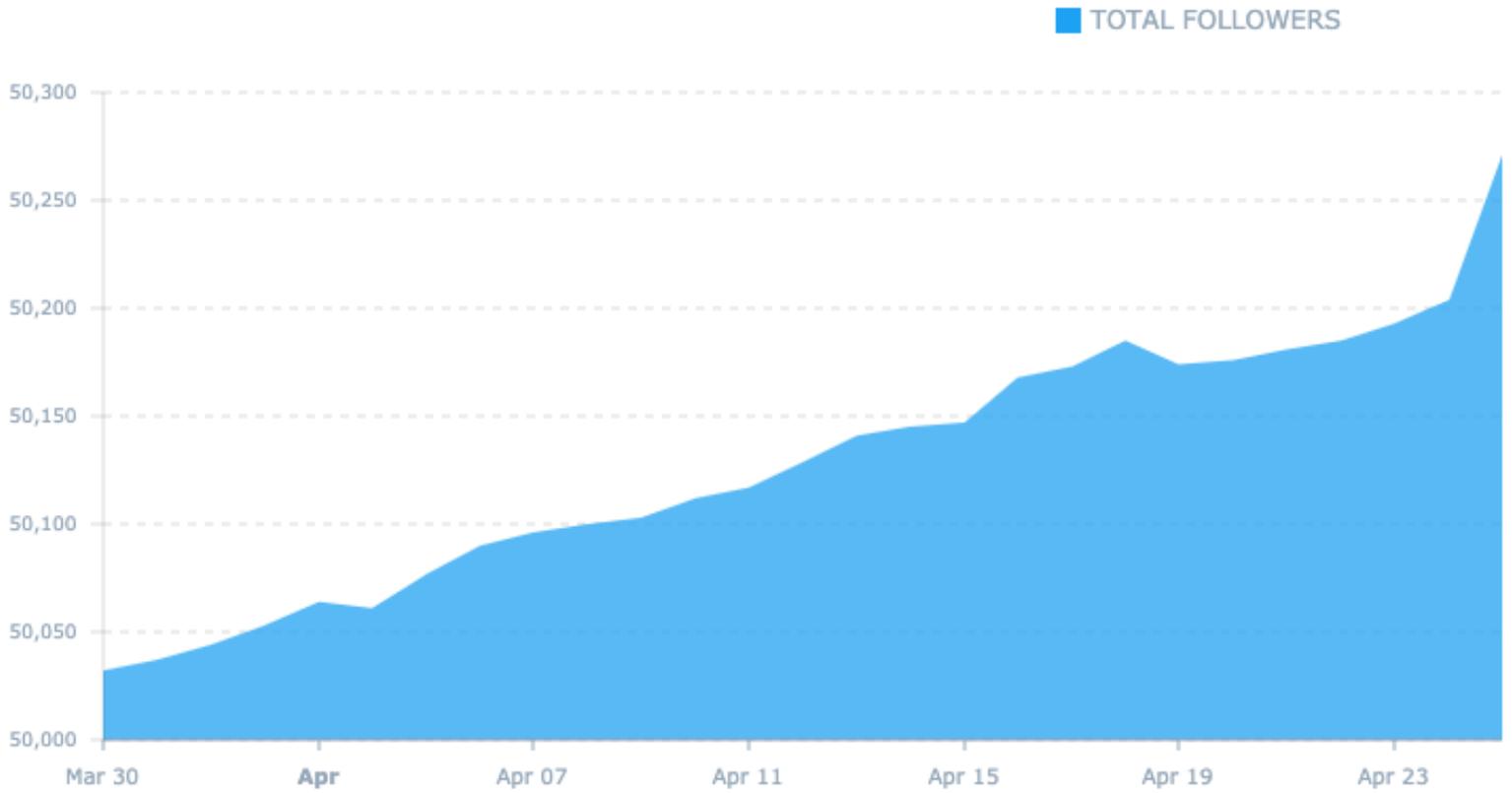


REACH

1,366,400



## Audience Growth



### FOLLOWER METRICS

<b>Total Followers</b>	<b>50,271</b>
Followers Gained	239
Total You Follow	3,200

YOUR FOLLOWERS INCREASED BY

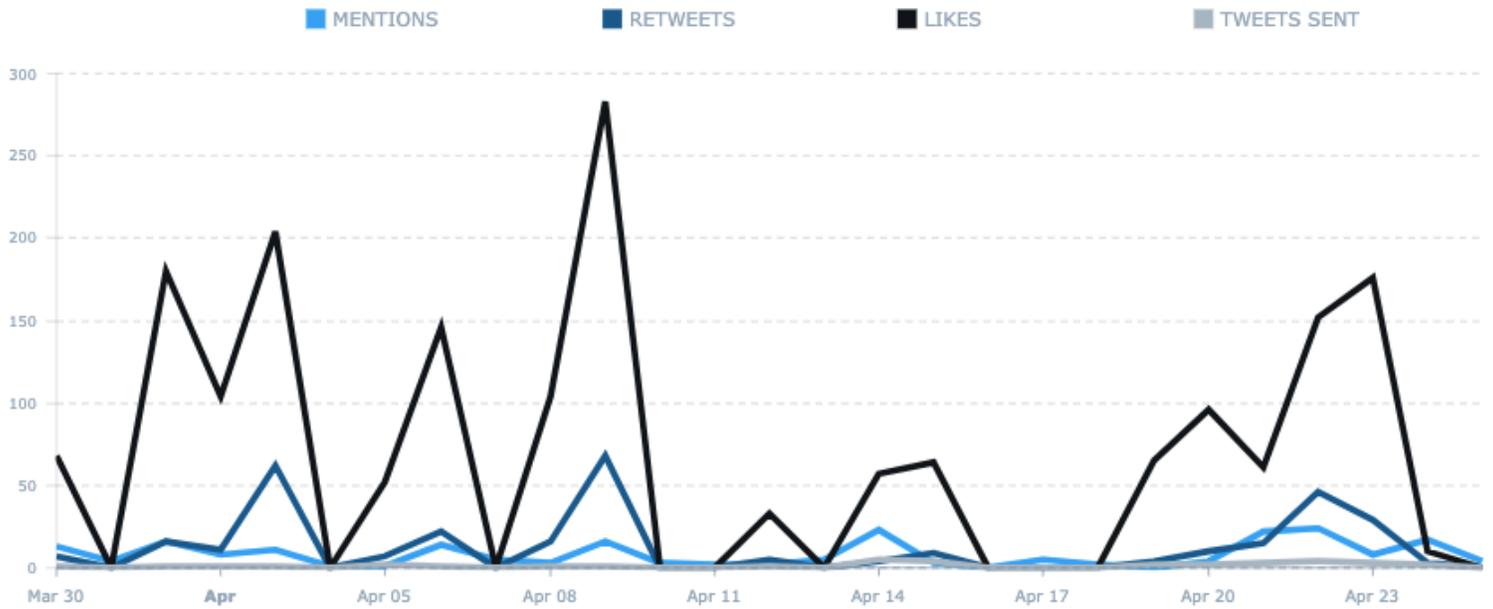
↑ **0.48%**

SINCE PREVIOUS PERIOD



# Audience Engagement

## AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Mentions	216
Retweets	334
Likes	1,855
Tweets Sent	34

**Total Engagements 2,405**

### CONTENT HABITS METRICS

Plain Text	10
Photos	1
Videos	0

**Total Sent Tweets 11**

## TOP TWEETS



**The Florida Keys** @thefloridakeys 22 Apr 3:43 PM

Happy #EarthDay from the natural world of the Florida Keys National Marine Sanctuary (@FloridaKeysNMS)! Paddle shallow backcountry waters and become inspired to protect them for future generations. #ConnectAndProtect <https://t.co/QZ1CHj7RZ3> <https://t.co/8YnlHQnDlj>

Retweets 41 Likes 134 Reach 51,204



**The Florida Keys** @thefloridakeys 09 Apr 8:48 PM

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

Retweets 67 Likes 283 Reach 51,877



**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>

Retweets 63 Likes 204 Reach 50,102

# Instagram Activity Overview



FOLLOWERS  
**234,132**



FOLLOWING  
**474**

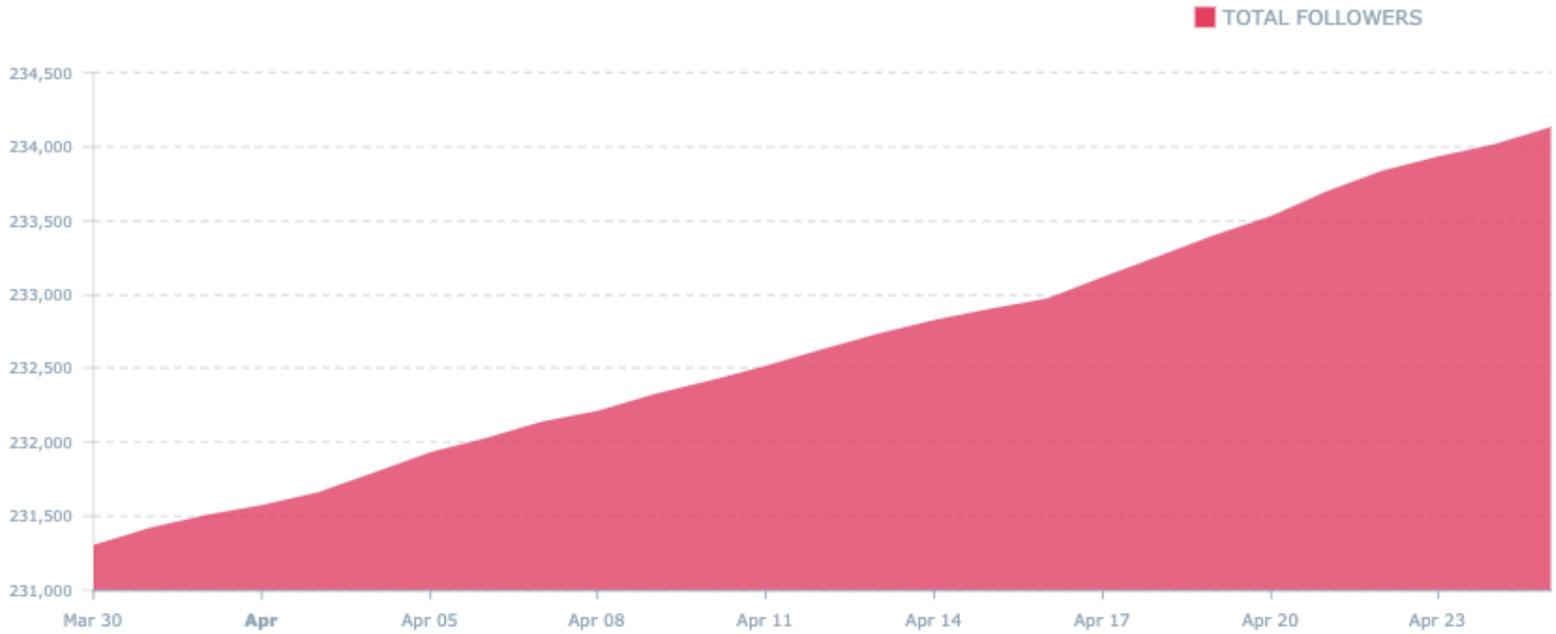


POSTS  
**1,519**



## Audience Growth

### AUDIENCE GROWTH BY DAY



### FOLLOWER METRICS

<b>Total Followers</b>	<b>234,132</b>
Followers Gained	2,825
Total You Follow	474

YOUR FOLLOWERS  
INCREASED BY

↑ **1.22%**

SINCE PREVIOUS PERIOD



# Audience Engagement

## AUDIENCE ENGAGEMENT BY DAY



### ENGAGEMENT METRICS

Likes Received	86,317
Comments Received (All Posts)	961
Comments Received (Posts This Period)	1,110.0
Posts Sent	21

### PUBLISHING METRICS

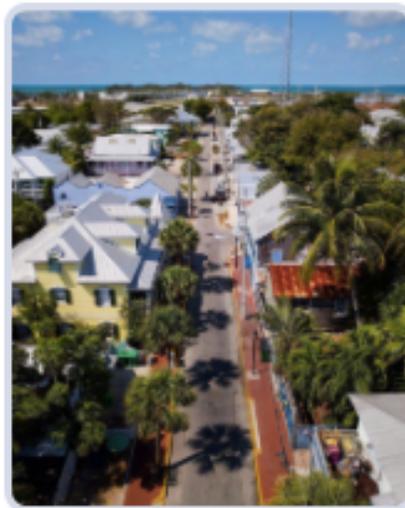
Total Media Sent	21
Total Comments Received	961
Total Comments Received Last Period	412

## TOP INSTAGRAM POSTS



Likes 9,822

Comments 112



Likes 9,702

Comments 191



Likes 7,521

Comments 94



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

TO: DAC 1 Members  
FROM: Danielle Salmán-Villasuso  
DATE: May 1, 2020  
RE: May 13, 2020 DAC 1 Meeting  
CC: John Underwood

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**G.1**

## **G.1 Advertising Re-cap:**

### **Media**

The Agency has planned the following media for the months of **June & July** (Please note, all media dates are subject to change. The Agency is closely monitoring Monroe County's COVID-19 Re-Opening Plan to determine date shifts):

### **Out-of-State Spot Television: 6/15-7/31**

- Atlanta DMA
- Dallas-Ft. Worth DMA
- Charlotte DMA

### **In-State Spot Television: 6/15-7/31**

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

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

- **Spring Digital**
  - CNN.com – 6/15-7/5
  - Conversant – 6/15-7/5
  - ShermansTravel.com – 6/23
  - ShermansTravel.com – 6/24
- **Spring Digital (SE + TX)**
  - CNN.com – 6/15-7/5
  - Conversant – 6/15-7/5
- **Summer Digital**
  - CNN.com – 6/15-7/31
  - Conversant – 6/15-7/31

**Digital:**

- Facebook/Instagram Key West Branding – 6/15-7/31
- Facebook/Instagram Key West Wedding Branding – 6/15-7/31
- Facebook/Instagram (Promoting DFW>>EYW direct flights) – 6/15-7/31
- WeddingWire/TheKnot.com – 6/15-7/31
- BrideClick – 6/15-7/31
- OutsideOnline.com – 6/15-7/31
- Adara – 6/15-7/26
- Tremor Video – 6/15-7/26
- Conversant Interactive Pre-roll – 6/15-6/21
- Samsung Ads – 6/15-7/31
- Samba TV – 6/15-7/31
- SportFishingMag.com Email – 6/20
- SaltwaterSportsman.com Email – 6/24

**Search Engine Marketing: June & July**

- Google AdWords
- Yahoo/Bing SEM

**LGBT Digital:**

- Facebook/Instagram Key West LGBT Branding – 6/15-7/31
- Pride Media – 6/15-6/29
- Q Digital – 6/15-7/31
- Gay Ad Network – 6/15-7/31
- CurveMag.com E-Newsletters – 6/3, 6/17 & 7/15
- CurveMag.com – 6/15-7/31
- Passport.com KW Branded Content Program - Annual
- Passport.com E-Newsletter – Annual
- Passport.com Social Media - Annual

**LGBT Search Engine Marketing: June & July**

- Google Ad Words

**LGBT Magazine:**

- Out Magazine – June
- The Advocate – June
- Curve Magazine – Summer

- Passport Magazine – July/August
- Pride Magazine – June
- Towleroad P'Town Pocket Summer Guide - July

### **LGBT International:**

United Kingdom

- Diva UK – June

Germany

- Tom on Tour Digital Program – Annual

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

#### **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.
- Monitoring FL Keys Co-Op Website for site traffic and industry partner content downloads
- Upcoming outreach to industry partners for week of 5/4 to provide Florida Keys Zoom Backgrounds
- Created digital postcard to share with industry partners on the week of 4/20, downloaded 49 times
- Outreach to industry 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 industry partners week of 3/30 to provide social media assets and direction for posting
- Development of asset library for industry partners to access new COVID-19 digital and social marketing materials
- Updating and sharing a digital photo library for co-op partners to access anytime and use for digital and social media marketing
- Provided new LGBT images to Web Editor to update [fla-keys.com/gaykeywest](http://fla-keys.com/gaykeywest)
- Monitoring industry partner social media accounts to note the FL Keys assets they have shared
- Content Development
  - Coordinated native article with Recommend Magazine to provide content and images
  - Coordinated direction for NYTimes Family Travel Advertorial
  - Gathering copy points for June issues of The Advocate and Out Magazine advertorials
- Collateral
  - Designing four 2021 Culture Magazine front cover options to be presented at the 5/19 Cultural Umbrella meeting
  - Coordinated direction for NYTimes Family Travel Advertorial
  - Re-designed and produced the Florida Keys Tourism infographic
  - Gathered photography for sales presentations
  - Designed Marketing Plan 2020/2021 Cover, Dividers and Header/Footer
  - Packaged Generic & District logos with map & pin for the TDC Sales team

- March Media Pause
  - Paused and revised contracted insertion orders for all March/April media
  - Outreach to impacted spring and summer co-op program participants to share revised insertion dates as they are finalized
  - Revised FY 2019/2020 media plan flowcharts to reflect all media weeks paused
  - Reconciling all TV/Broadcast/Digital invoices
  - Completing media authorizations with updated run dates as they are finalized
  - Re-targeting remainder of FY 2019/2020 markets to geo-target drive down markets such as Atlanta, Dallas, Charlotte and Florida
- Phase 1, Positive Outlook Campaign
  - Developed media plan to run during Phase 1, promoting positive outlook creative
  - Launched Facebook and Instagram image ad, promoting “Keeping our distance. remaining connected.” on 3/30
  - Launched new Facebook and Instagram video ad, running :30 See You Soon video on FL Keys channels, 4/6
  - Launched new Facebook and Instagram photograph ad “Better days ahead” running on FL Keys channels, 4/15
  - Monitoring Facebook and Instagram “Positive Outlook” social media campaign
  - Created e-blast based on approved “Positive Outlook” social concept
  - Trafficked “Positive Outlook” e-blasts to AJC.com, DallasNews.com and CharlotteObserver.com for dates 4/1-4/2, and 5/6-5/7
  - Revising thirty-second “See you soon” video for social media, pre-roll and broadcast to have more direct “we’re closed message”
- Phase 2 “Opening Soon” - The Florida Keys announce an opening date
  - Developing media plan with social, banners, print, out of home, video and radio
  - Development of concepts for each of the channels listed above
- Phase 3 “Now Open” - The Florida Keys are open for visitors
  - Developing media plan with social, banners, print, out of home, video and radio
  - Development of concepts for each of the channels listed above
- Phase 4 “The New Normal” - The Florida Keys resume business, targeting drive down markets
  - Concepting “drive down” and “the new normal” to run across all channels once all paused Spring and Summer media resumes
- Planning:
  - Development of strategic outline for phases of re-opening messaging
  - Strategic planning for FY 2020/2021
  - Script development for new generic, district and umbrella fifteen-second, thirty-second and sixty-second videos
- Co-op Programs
  - Updated co-op information for a property re-brand across all digital spring and summer programs
  - Created landing pages for Summer co-op programs including: [floridakeysearlysummer.com](http://floridakeysearlysummer.com), [floridakeyslatesummer.com](http://floridakeyslatesummer.com), [keywestinstatesummer.com](http://keywestinstatesummer.com), [marathonsummer.com](http://marathonsummer.com), [islamoradasummer.com](http://islamoradasummer.com), [keylargosummer.com](http://keylargosummer.com)
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:

- Travel + Leisure
- Food & Wine
- NationalGeographic.com
- Afar.com
- LonelyPlanet.com
- Momtastic.com
- CondeNastTraveller.co.uk
- WeddingWire.com
- TheKnot.com
- BrideClick
- Nativo
- CNTraveler.com
- OutsideOnline.com
- GayCities/ Queerty.com
- PassportMagazine.com
- Towleroad
- GoodSam Digital
- Trailer Life Magazine / MotorHome Magazine
- SportFishing.com/SaltwaterSportsman.com
- SportDiver.com/ScubaDiving.com
- World's Best Diving & Resorts
- Dreamscapes (Canada)
- Travel Guide to Florida
- TheStar.com
- NYTimes Family Travel Advertorial
- Recommend Magazine
- The Advocate
- Out Magazine
- Sponsored Social Posts - The Agency coordinated sponsored social posts with the following 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
- Ad Creation - The Agency is creating new ads for the following:
  - Generic: Meetings Market, Luxury Travel, Travel Trade, UK Market, Canadian Market, German Market, Scandinavian Market, Camping, Meetings, Orange Bowl, Spring Concept, COVID-19 Phase One, Two, Three, and Four
  - Key West: Dining, LGBT, Luxury Travel, Spring Concept, COVID-19 Phase Two, COVID-19 Phase Three, COVID-19 Phase Four
  - Lower Keys: Fishing, Diving, Camping, COVID-19 Phase Four Drive Down
  - Marathon: Weddings/Honeymoons, Adventure Traveler, Fishing, Spring Concept, COVID-19 Phase Four Drive Down
  - Islamorada: Fishing, Culture, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
  - Key Largo: Luxury Travel, Soft Adventure, Weddings/Honeymoons, Spring Concept, COVID-19 Phase Four Drive Down
  - Culture: Visual Arts, Music
  - Dive: Reefs, Wrecks

**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

**Industry Partner Support:**

- 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.
- Monitoring FL Keys Co-Op Website for site traffic and industry partner content downloads
- Upcoming outreach to industry partners for week of 5/4 to provide Florida Keys Zoom Backgrounds
- Created digital postcard to share with industry partners on the week of 4/20, downloaded 49 times
- Outreach to industry 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 industry partners week of 3/30 to provide social media assets and direction for posting

- Development of asset library for industry partners to access new COVID-19 digital and social marketing materials
- Updating and sharing a digital photo library for co-op partners to access anytime and use for digital and social media marketing
- Provided new LGBT images to Web Editor to update [fla-keys.com/gaykeywest](http://fla-keys.com/gaykeywest)
- Monitoring industry partner social media accounts to note the FL Keys assets they have shared

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

**G.2 Consideration & Action: Media Recommendation**

Please refer to the attached memo for a recommendation regarding the use of resources to address tourism to the destination in the wake of COVID-19.

## Industry Partner Support:

- Marketing materials were created by the agency to help industry partners stay in touch with visitors and communicate that we are all in this together. Content is sent to our email database once a week until The Keys opening, and all materials are available for download on our co-op site ([keysco-op.tinsley.com](http://keysco-op.tinsley.com)). Elements provided to partners included the following:
  - Social Images - Sent 3/30
  - :30 Second Video - Sent 4/6
  - Photographs - Sent 4/14
  - Digital Postcards - Sent 4/21
  - Image Gallery - Sent 4/28
  - Zoom Backgrounds - 5/5

## Letter Sent to Industry Partners with Downloadable Files

Keys Coop <[keys@tinsley.com](mailto:keys@tinsley.com)> @ Important April 2, 2020 at 3:55 PM [Details](#) 

FREE Florida Keys Social Media Posts to help you stay in contact with your guests!  
To: undisclosed-recipients; Bcc: [danielle@tinsley.com](mailto:danielle@tinsley.com)

Dear Partner,

We hope you are all safe and healthy during this challenging time.

Although The Florida Keys & Key West are closed to visitors, we are working to help you stay in touch with your guests and communicate that we're all in this together.

On behalf of the Monroe County Tourist Development Council, we have created **FREE** social media assets for you to utilize on your organization's Facebook and Instagram accounts to connect with your followers- so you continue to have a presence with them during this time and to let them know that you're thinking of them.

Attached, please find the JPGs and suggested text that are available for you to use on your social accounts.

Please reach out to us with ANY questions regarding posting instructions. Feel free to contact Emily Godoy ([emhgo@tinsley.com](mailto:emhgo@tinsley.com)), Danielle Salman ([danielle@tinsley.com](mailto:danielle@tinsley.com)), Emily Maier ([emhy@tinsley.com](mailto:emhy@tinsley.com)), or John Underwood ([john@tinsley.com](mailto:john@tinsley.com)).

Sincerely,  
The Tinsley Advertising Team

 Islamorada.zip

## All Files Available for Download at [KeysCo-Op.Tinsley.com/Support](http://KeysCo-Op.Tinsley.com/Support)

[Home](#) [Generic](#) [Key West](#) [Marathon](#) [Islamorada](#) [Key Largo](#) [Cultural](#) [Dive](#) [Images](#) [Logos](#) [Support](#)

### INDUSTRY PARTNER SUPPORT

Please see NEW digital assets below. These were created to help you stay in touch with visitors and communicate that we're all in this together.

We will send email notifications as assets become available.

Social Images	<a href="#">Click to download</a>
Social Video -- :30 See You Soon	<a href="#">Click to download</a>
Social Photographs	<a href="#">Click to download</a>
Digital Postcard	<a href="#">Click to download</a>
Key West Digital Postcards	<a href="#">Click to download</a>
Florida Keys Images	<a href="#">Click to download</a>

## Social Images



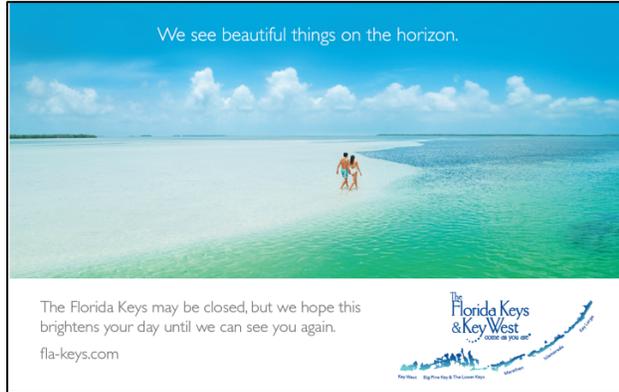
## Social Video



## Photographs



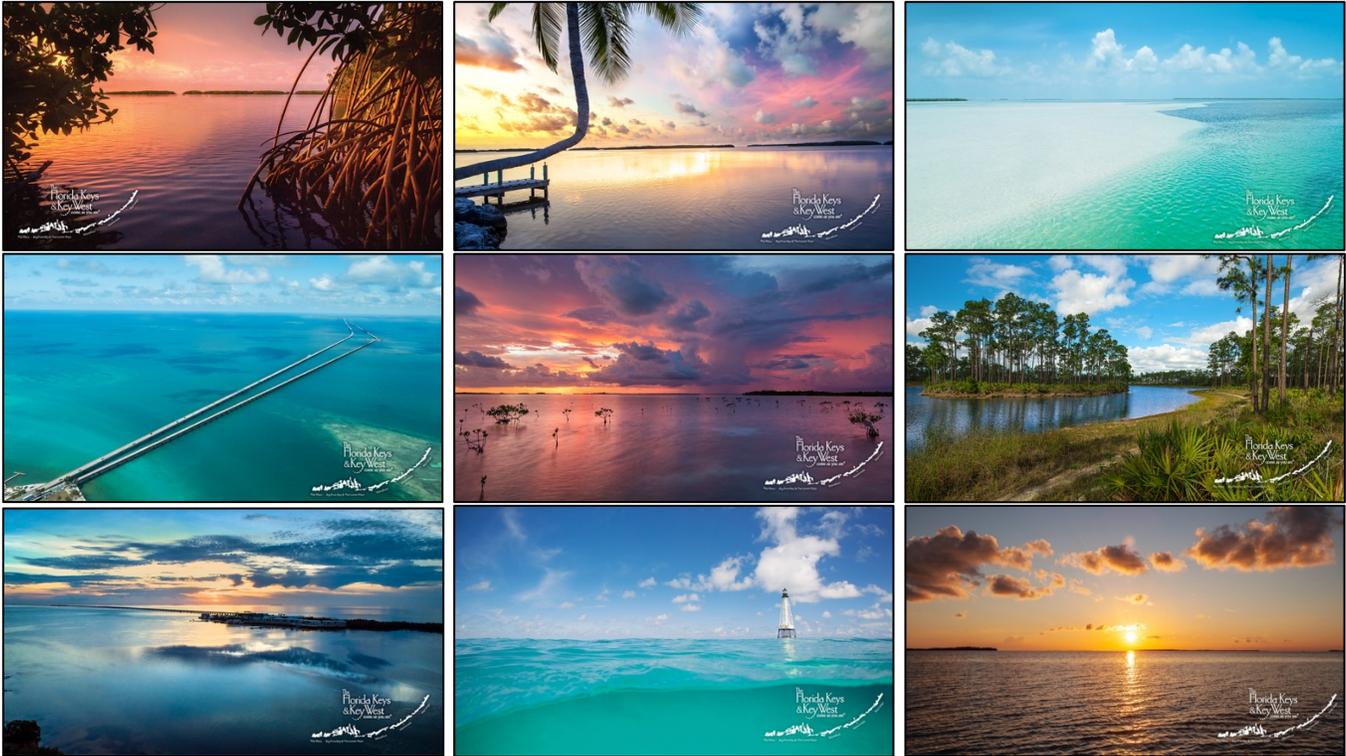
## Digital Postcards



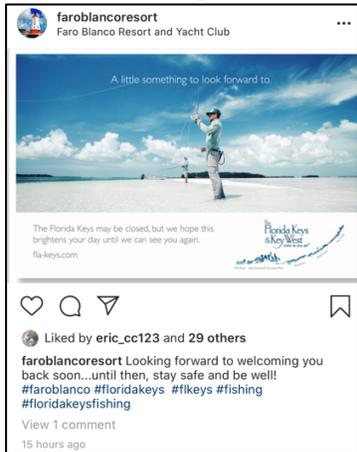
## Image Gallery



## Zoom Backgrounds



## Examples of Industry Partner Support



**To download files, please visit [KeysCo-Op.Tinsley.com/Support](https://KeysCo-Op.Tinsley.com/Support)**



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

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



DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
11/1-11/30	Adara (Targets users searching for airtfares/hotels)	1,129,562	6,230	0.55%	N/A
11/1-11/30	CNN.com (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	317,332	4,006	1.26%	85.00%
11/13/19	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,360,534	2,410	0.18%	N/A
11/6/19	Traveland Leisure.com E-Newsletter (NY,CHI,BOS,PHL,DC) - Co-op	109,098	2,368	2.17%	N/A
11/25-11/30	Wedding Wire (Instagram Post)	72,284	1,765	2.44%	N/A
11/1-11/30	SpotX Video Ads - UK (Geo-Targeting London)	829,162	1,685	0.20%	72.70%
11/4-11/9	BrideClick	536,239	1,085	0.20%	N/A
11/18/20	The Knot (Instagram Tag to Win)	117,041	954	0.82%	N/A
11/1-11/30	CNTraveler.com (Native Content Story via Social Media)	637,813	820	0.13%	N/A
11/1-11/30	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	2.84%	N/A
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	808,634	506	0.06%	N/A
11/1-11/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	1,173,073	277	0.02%	82.82%
11/1-11/30	WeddingWire.com/TheKnot.com (Banners)	214,455	76	0.04%	N/A
11/1-11/24	Pinterest.com (Weddings Sponsored Ad)	216,161	68	0.03%	N/A
<b>LGBT WEBSITE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	Toweroad.com (Sponsored Post/Content)	2,327,646	2,811	0.12%	N/A
11/1-11/30	Pride Media ( Social Media Influencers Custom Videos)	1,793,966	2,363	0.13%	N/A
11/1-11/30	Facebook - LGBT (Targeting w/ KW LGBT Video)	269,033	2,141	0.80%	N/A
11/1-11/30	Q Digital (GayCities.com/Queerty.com)	822,933	584	0.07%	N/A
11/1-11/30	Passport.com KW Branded Content Program	53,034	107	0.20%	N/A
11/1-11/30	SDL Channel - Germany	138,040	77	0.06%	N/A
11/1-11/30	Blu.fm Banners - Germany	64,723	47	0.07%	N/A
11/1-11/30	Gay Ad Network	55,089	40	0.07%	N/A
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	NYTimes.com Flex Frame (Mobile/Tablet)	4,042,860	9,398	0.23%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - EWR & LGA>> EYW)	231,601	6,234	2.69%	N/A
11/1-11/30	Facebook/Instagram Video (General KW Branding)	518,636	5,577	1.08%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	248,520	3,986	1.60%	N/A
11/1-11/30	Facebook/Instagram.com (Weddings/Honeymoons)	292,406	2,262	0.77%	N/A
11/1-11/30	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	130,733	1,883	1.44%	N/A
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	fun things to do in florida	1,775	219	12.34%	N/A
	top honeymoon destinations	1,671	206	12.33%	N/A
	florida hotel	2,566	96	3.74%	N/A
	honeymoon resorts	1,226	70	5.71%	N/A
	florida vacation	642	47	7.32%	N/A
	florida vacations	746	43	5.76%	N/A
	best honeymoon places	447	39	8.72%	N/A
	florida scuba	226	21	9.29%	N/A
	florida fishing	185	13	7.03%	N/A
	honeymoon island florida	197	12	6.09%	N/A
	couples retreat florida	116	12	10.34%	N/A
	best hotels in florida	294	10	3.40%	N/A
	florida camping	250	9	3.60%	N/A
	best resorts in florida	175	7	4.00%	N/A
	honeymoon spots in florida	65	7	10.77%	N/A
	beach vacation	129	5	3.88%	N/A
	florida honeymoon	40	4	10.00%	N/A
	florida hotels	84	3	3.57%	N/A
	golf vacation	158	2	1.27%	N/A
	luxury resorts in florida	42	2	4.76%	N/A
	florida beaches	10	2	20.00%	N/A
<b>Bing, Yahoo and AOL Search</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	+florida+vacation	8601	342	4.26%	N/A
	+florida+resort	10158	296	3.10%	N/A
	+florida+fishing	17153	238	1.91%	N/A
	+florida +hotel	20475	232	1.40%	N/A
	+resort fl	8252	231	3.06%	N/A
	luxury +resort fl	5543	159	2.87%	N/A
	+hotel fl	9952	112	1.09%	N/A
	+fishing places fl	2900	41	1.90%	N/A
	+florida +hotel deals	964	17	1.76%	N/A
	+florida beach +resort	335	12	3.58%	N/A
	+hotels near +florida	813	10	1.09%	N/A
	best hotel +resorts +florida	185	5	2.70%	N/A
<b>LGBT Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
11/1-11/30	gay cruise vacations	881	96	10.90%	N/A
	single lesbian vacations	284	40	14.08%	N/A
	gay friendly travel	378	21	5.56%	N/A
	vacations for single gay men	176	20	11.36%	N/A
	best gay travel	249	17	6.83%	N/A
	gay vacation resorts	198	10	5.05%	N/A
	gay holiday	181	8	4.42%	N/A
	gay vacations	64	6	9.38%	N/A
	best gay vacations for singles	58	6	10.34%	N/A
	lesbian friendly vacations	152	5	3.29%	N/A
	gay men vacations	69	5	7.25%	N/A
	gay holiday resorts	55	5	9.09%	N/A
	gay and lesbian vacations	101	4	3.96%	N/A
	gay vacation resorts	80	4	5.00%	N/A
	best vacations for gay couples	54	4	7.41%	N/A
	vacation lesbian	39	4	10.26%	N/A
	lesbian vacation	66	3	4.55%	N/A
	best gay resort	65	3	4.62%	N/A
	gay adventure travel	49	3	6.12%	N/A
	gay singles vacations	49	3	6.12%	N/A

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



gay cruise vacations		47	3	6.38%	N/A
best gay vacation spots		29	3	10.34%	N/A
gay vacation spots		17	3	17.65%	N/A
gay friendly vacation spots		14	3	21.43%	N/A
gay vacation destinations		56	2	3.57%	N/A
gay marriage venues		56	2	3.57%	N/A
gay wedding locations		48	2	4.17%	N/A
gay vacations for singles		47	2	4.26%	N/A
gay beach resorts		36	2	5.56%	N/A
gay vacation		26	2	7.69%	N/A
gay men vacations		19	2	10.53%	N/A
lesbian vacation spots		17	2	11.76%	N/A
gay vacation spots		12	2	16.67%	N/A
lesbian family vacations		5	2	40.00%	N/A
<b>DECEMBER</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/8	CNTraveler.com (Native Content Story via Social Media)	424,101	8,215	1.94%	N/A
12/1-12/8	Nativo (Native Content Ads)	750,478	7,741	1.03%	N/A
12/1-12/31	Pinterest.com (Wedding Promo)	510,471	3,541	0.69%	N/A
12/1-12/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	71,957	1,028	1.43%	87.00%
12/1-12/31	Adara (Targets users searching for airfares/hotels)	486,116	1,026	0.21%	N/A
12/1-12/31	Tremor Video (Mobile/Tablet/Desktop)	1,617,519	847	0.05%	N/A
12/1-12/15	BrideClick	236,228	575	0.24%	N/A
12/1-12/15	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	362,727	543	0.15%	N/A
12/1-12/15	WeddingWire.com/TheKnot.com	650,797	208	0.03%	N/A
12/1-12/15	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	506,765	97	0.02%	83.00%
12/1-12/31	Attitude.co.uk	70,922	55	0.08%	N/A
<b>LGBT WEBSITE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	282,324	4,147	1.47%	N/A
12/1-12/31	Pride Media (Social Media Influencers Custom Videos)	3,597,537	3,108	0.09%	N/A
12/1-12/31	Towleroad.com (Sponsored Post/Content)	486,901	697	0.14%	N/A
12/1-12/31	Q Digital (GayCities.com/Queerty.com)	634,832	487	0.08%	N/A
12/1-12/31	SDL Channel (German Gay Ad Network)	220,614	245	11.11%	N/A
12/1-12/31	Gay Ad Network	78,417	121	0.15%	N/A
12/1-12/31	Blu.fm Banners - Germany	65,585	43	0.07%	N/A
12/1-12/31	Passport.com	28,165	41	0.15%	N/A
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	Facebook/Instagram Video (General KW Branding)	572,283	9,015	1.58%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	211,469	7,691	3.64%	N/A
12/1-12/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	227,603	5,388	2.37%	N/A
12/1-12/31	NYTimes.com Flex Frame (Mobile/Tablet)	1,866,616	3,382	0.18%	N/A
12/1-12/31	Facebook/Instagram.com (Weddings/Honeymoons)	238,814	2,946	1.23%	N/A
12/1-12/15	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	115,915	2,752	2.37%	N/A
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	fun things to do in florida	14,778	1,819	12.31%	N/A
	top honeymoon destinations	9,265	1,190	12.84%	N/A
	honeymoon resorts	6,689	463	6.92%	N/A
	florida hotel	8,730	390	4.47%	N/A
	best honeymoon places	3,529	366	10.37%	N/A
	florida vacations	6,125	339	5.53%	N/A
	florida vacation	4,950	321	6.48%	N/A
	honeymoon spots in florida	1,097	184	16.77%	N/A
	florida scuba	1,625	168	10.34%	N/A
	best hotels in florida	2,372	149	6.28%	N/A
	best resorts in florida	2,247	137	6.10%	N/A
	couples retreat florida	1,356	134	9.88%	N/A
	"florida hotels"	1,277	93	7.28%	N/A
	florida honeymoon	648	85	13.12%	N/A
	honeymoon island florida	938	62	6.61%	N/A
	florida fishing	769	49	6.37%	N/A
	florida camping	767	44	5.74%	N/A
	luxury resorts in florida	758	39	5.15%	N/A
	"beach vacation"	972	34	3.50%	N/A
	"+florida +honeymoons"	106	26	24.53%	N/A
	[beach vacations]	402	12	2.99%	N/A
	honeymoon florida	100	12	12.00%	N/A
	golf vacation	430	10	2.33%	N/A
	[florida fishing]	197	10	5.08%	N/A
	[florida scuba diving]	208	9	4.33%	N/A
	"florida diving"	101	7	6.93%	N/A
	"florida fishing"	74	6	8.11%	N/A
	[florida beaches]	59	5	8.47%	N/A
	florida honeymoons	43	3	6.98%	N/A
	beach wedding	55	2	3.64%	N/A
	florida weddings	20	2	10.00%	N/A
	florida resorts for couples	68	1	1.47%	N/A
	destination wedding	49	1	2.04%	N/A
	best places for destination weddings	28	1	3.57%	N/A
	best destination wedding resorts	14	1	7.14%	N/A
	florida beach weddings	5	1	20.00%	N/A
	[florida beach vacation]	2	1	50.00%	N/A
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	+hotel fl	28,287	379	1.3%	N/A
	+florida+vacation	7,807	292	3.7%	N/A
	+florida+fishing	16,570	283	1.7%	N/A

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



+florida+resort		8,985	274	3.1%	N/A
+resort fl		6,000	182	3.0%	N/A
+florida +hotel		11,051	137	1.2%	N/A
+fishing places fl		3,173	53	1.7%	N/A
luxury +resort fl		1,788	52	2.9%	N/A
+hotels near +florida		547	14	2.6%	N/A
+florida +hotel deals		936	13	1.4%	N/A
best hotel +resorts +florida		153	10	6.5%	N/A
orlando +hotel +florida		557	7	1.3%	N/A
+florida beach +resort		266	6	2.3%	N/A
<b>LGBT Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
12/1-12/31	gay cruise vacations	3,045	323	10.61%	N/A
	single lesbian vacations	1,150	146	12.7%	N/A
	best gay travel	1,530	137	9.0%	N/A
	vacations for single gay men	881	92	10.4%	N/A
	gay friendly travel	1,311	81	6.2%	N/A
	gay vacation resorts	793	60	7.6%	N/A
	gay vacation destinations	864	57	6.6%	N/A
	+gay +resorts	737	57	7.7%	N/A
	gay vacation packages	697	49	7.0%	N/A
	gay cruise vacations	562	49	8.7%	N/A
	gay vacation resorts	610	40	6.6%	N/A
	gay holiday	931	39	4.2%	N/A
	best vacations for gay couples	355	31	8.7%	N/A
	gay holiday resorts	451	27	6.0%	N/A
	lesbian friendly vacations	672	26	3.9%	N/A
	gay men vacations	470	21	4.5%	N/A
	gay vacations	302	21	7.0%	N/A
	lesbian vacation	270	20	7.4%	N/A
	best gay vacation spots	240	19	7.9%	N/A
	gay and lesbian vacations	414	18	4.4%	N/A
	gay vacation spots	258	18	7.0%	N/A
	best gay vacations for singles	247	18	7.3%	N/A
	gay vacations for singles	245	18	7.4%	N/A
	best gay vacation destinations	257	17	6.6%	N/A
	gay beach resorts	222	16	7.2%	N/A
	best gay resort	395	14	3.5%	N/A
	gay singles vacations	214	13	6.1%	N/A
	gay wedding locations	204	12	5.9%	N/A
	vacation lesbian	201	12	6.0%	N/A
	best gay beach vacations	161	12	7.5%	N/A
	gay men vacations	183	10	5.5%	N/A
	gay vacation	134	9	6.7%	N/A
	gay adventure travel	133	9	6.8%	N/A
	gay friendly vacation spots	81	9	11.1%	N/A
	gay marriage venues	227	7	3.1%	N/A
	gay and lesbian resorts	127	7	5.5%	N/A
	lesbian vacation spots	102	7	6.9%	N/A
	best gay vacation	100	6	6.0%	N/A
	gay beach vacations	49	5	10.2%	N/A
	gay vacation spots	45	5	11.1%	N/A
	gay vacations for singles	47	4	8.5%	N/A
	gay vacations for couples	155	3	1.9%	N/A
	gay only resort	96	3	3.1%	N/A
	Gay Vacations	51	2	3.9%	N/A
	gay singles vacation	32	2	6.3%	N/A
	gay vacation ideas	27	2	7.4%	N/A
	gay friendly vacation rentals	23	2	8.7%	N/A
	lesbian friendly vacation spots	22	2	9.1%	N/A
	+gay +vacations	21	2	9.5%	N/A
	gay winter vacations	11	2	18.2%	N/A
	lesbian family vacations	9	2	22.2%	N/A
	luxury gay travel	76	1	1.3%	N/A
	gay friendly vacations	62	1	1.6%	N/A
	gay singles vacation packages	26	1	3.9%	N/A
	gay family vacations	10	1	10.0%	N/A
<b>JANUARY 2020</b>					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/6-1/31	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	315,852	5513	1.93	84.00%
1/1-1/31	Pinterest.com (Wedding Promo)	675,553	4334	0.64%	N/A
1/6-1/31	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	688,220	2240	0.33%	72.75%
1/6-1/31	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,737,246	1,263	0.07%	N/A
1/1-1/31	BrideClick	548,960	1082	0.2%	N/A
1/6-1/31	Conversant (Interactive Pre-Roll)	638,285	918	0.1%	74.91%
1/6-1/31	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,031,762	903	0.1%	N/A
1/17/20	WeddingWire.com (Facebook)	58,889	578	1.0%	N/A
1/6-1/31	SpotX Video Ads - Canada (Geo-Targeting Ontario)	545,139	556	0.1%	75.32%
1/22/20	Travel Spike Email (East of Mississippi) - Co-Op	327,816	529	0.2%	N/A
1/6-1/31	Adara (Targets users sesraching for airfares/hotels)	1,172,737	516	0.0%	N/A
1/6-1/31	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf,Frankfurt,Stuttgart)	596,734	311	0.1%	64.08%
1/6-1/31	SpotX Video Ads - UK (Geo-Targeting London)	414,664	292	0.1%	68.58%
1/1-1/31	WeddingWire.com/TheKnot.com (Banners)	244,775	98	0.04%	N/A
	LGBT WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook - LGBT (Targeting w/ KW LGBT Video)	573,047	5,605	0.98%	N/A
1/1-1/31	Pride Media (Social Media Influencers Custom Videos)	1,732,787	3,581	0.2%	N/A

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



1/1-1/31	Towleroad.com (Sponsored Post/Content)	430,098	665	0.2%	N/A
1/1-1/31	Gay Ad Network	134,084	301	0.2%	N/A
1/1-1/31	SDL Channel (German Gay Ad Network)	161,471	90	0.06%	N/A
1/1-1/31	Passport.com KW Branded Content Program	31,603	78	0.2%	N/A
1/1-1/31	Attitude.co.uk	68,987	41	0.06%	N/A
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - PHL>>EYW)	353626	8,944	2.53%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	323,821	8,165	2.52%	N/A
1/1-1/31	Facebook/Instagram.com (Weddings/Honeymoons)	457,313	6,528	1.43%	N/A
1/1-1/31	Facebook/Instagram Video (General KW Branding)	863,468	6,284	0.73%	N/A
1/1-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	264,027	4,357	1.65%	N/A
1/1-1/31	Pandora (Geo-Targeted to Direct Flight Markets - NY,PHL,CHI,DFW)	524,188	2,401	0.46%	84.20%
1/6-1/31	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	177,853	2,158	1.21%	N/A
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
1/1-1/31	florida hotel	12,986	550	4.2%	N/A
	florida vacations	8,046	374	4.7%	N/A
	honeymoon resorts	5,544	348	6.3%	N/A
	florida vacation	5,035	273	5.4%	N/A
	top honeymoon destinations	2,603	271	10.4%	N/A
	best hotels in florida	5,121	248	4.8%	N/A
	honeymoon spots in florida	1,676	239	14.3%	N/A
	"beach vacation"	7,344	217	3.0%	N/A
	best honeymoon places	2,387	208	8.7%	N/A
	couples retreat florida	2,468	206	8.4%	N/A
	best resorts in florida	4,257	189	4.4%	N/A
	florida honeymoon	1,318	151	11.5%	N/A
	fun things to do in florida	2,344	144	6.1%	N/A
	honeymoon island florida	1,976	144	7.3%	N/A
	"florida hotels"	1,789	105	5.9%	N/A
	luxury resorts in florida	1,625	79	4.9%	N/A
	honeymoon florida	752	71	9.4%	N/A
	[beach vacations]	2,395	67	2.8%	N/A
	golf vacation	3,410	62	1.8%	N/A
	florida scuba	717	55	7.7%	N/A
	florida fishing	451	21	4.7%	N/A
	"*florida +honeymoons"	85	15	17.7%	N/A
	[golf resorts in florida]	460	12	2.6%	N/A
	"florida beach vacations"	160	9	5.6%	N/A
	florida resorts for couples	183	8	4.4%	N/A
	[florida beaches]	115	7	6.1%	N/A
	florida camping	66	6	9.1%	N/A
	[florida beach vacation]	85	3	3.5%	N/A
	florida honeymoons	54	3	5.6%	N/A
	[florida scuba diving]	53	3	5.7%	N/A
	[florida fishing]	51	3	5.9%	N/A
	"florida fishing"	28	3	10.7%	N/A
	beach wedding	15	2	13.3%	N/A
	"florida diving"	45	1	2.2%	N/A
	[florida beach vacation packages]	36	1	2.8%	N/A
	destination wedding	33	1	3.0%	N/A
<b>Bing, Yahoo and AOL Search</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
1/1-1/31	+florida+fishing	50,147	464	0.9%	N/A
	+hotel fl	21,600	291	1.4%	N/A
	+florida+resort	8,667	259	3.0%	N/A
	+florida +hotel	15,353	228	1.5%	N/A
	+florida+vacation	4,936	192	3.9%	N/A
	+resort fl	4,753	183	3.9%	N/A
	+fishing places fl	5,170	81	1.6%	N/A
	luxury +resort fl	1,075	32	3.0%	N/A
	+florida beach +resort	383	18	4.7%	N/A
	+florida +hotel deals	759	15	2.0%	N/A
<b>LGBT Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
1/1-1/31	gay cruise vacations	2,782	250	8.99%	N/A
	gay vacation resorts	3,017	206	6.83%	N/A
	single lesbian vacations	1,404	157	11.18%	N/A
	vacations for single gay men	726	58	7.99%	N/A
	lesbian friendly vacations	764	52	6.81%	N/A
	gay cruise vacations	496	39	7.86%	N/A
	gay singles vacations	548	37	6.75%	N/A
	+gay +resorts	244	33	13.52%	N/A
	gay vacations	660	32	4.85%	N/A
	gay vacation resorts	384	30	7.81%	N/A
	gay vacations for singles	331	28	8.46%	N/A
	lesbian vacation	325	26	8.00%	N/A
	gay friendly travel	427	19	4.45%	N/A
	best gay vacation spots	230	18	7.83%	N/A
	gay vacation destinations	312	17	5.45%	N/A
	gay vacation packages	267	17	6.37%	N/A
	gay holiday	351	16	4.56%	N/A
	gay men vacations	321	16	4.98%	N/A
	best gay resort	298	15	5.03%	N/A
	gay wedding locations	296	15	5.07%	N/A
	gay marriage venues	352	14	3.98%	N/A
	gay and lesbian vacations	320	14	4.38%	N/A
	vacation lesbian	219	12	5.48%	N/A
	best gay travel	232	11	4.74%	N/A

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



gay marriage destinations	219	10	4.57%	N/A
lesbian friendly vacation spots	155	10	6.45%	N/A
gay vacation spots	93	10	10.75%	N/A
best vacations for gay couples	90	9	10.00%	N/A
gay men vacations	158	8	5.06%	N/A
best gay vacation destinations	63	7	11.11%	N/A
gay adventure travel	201	6	2.99%	N/A
gay friendly vacations	157	6	3.82%	N/A
gay holiday resorts	102	6	5.88%	N/A
best gay beach vacations	175	5	2.86%	N/A
gay beach resorts	120	5	4.17%	N/A
+gay +vacations	90	4	4.44%	N/A
gay vacation spots	69	4	5.80%	N/A
gay friendly vacation rentals	63	4	6.35%	N/A
best gay vacations for singles	20	4	20.00%	N/A
gay vacations for couples	169	3	1.78%	N/A
gay and lesbian resorts	149	3	2.01%	N/A
lesbian vacation spots	102	3	2.94%	N/A
luxury gay travel	54	3	5.56%	N/A
gay vacations for singles	46	3	6.52%	N/A
gay vacation	137	2	1.46%	N/A
gay single vacations	70	2	2.86%	N/A
+gay +vacation	47	2	4.26%	N/A
gay vacation ideas	31	2	6.45%	N/A
best gay vacation	21	2	9.52%	N/A
lesbian family vacations	19	2	10.53%	N/A
gay friendly vacation	12	2	16.67%	N/A
Gay Vacations	60	1	1.67%	N/A
gay friendly vacation spots	52	1	1.92%	N/A
gay beach vacations	48	1	2.08%	N/A
vacation gay	43	1	2.33%	N/A
gay singles vacation	36	1	2.78%	N/A
single gay vacations	26	1	3.85%	N/A
gay luxury travel	25	1	4.00%	N/A
vacations for gay singles	11	1	9.09%	N/A
gay vacation ideas	1	1	100.00%	N/A

**FEBRUARY 2020**

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/23	Pinterest.com (Weddings Promo)	917,135	5,971	0.65%	N/A
2/5/20	ShermansTravel.com Travel E-Bulletin (Geo-Northeast) - Co-Op	64,919	2,802	4.32%	N/A
2/1-2/29	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	782,678	2,564	0.33%	76.63%
2/1-2/29	CNN.com Pre-Roll (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	250,245	2,443	0.98%	89.00%
2/1-2/29	Conversant (Interactive Pre-Roll)	711,715	2,324	0.33%	79.00%
2/1-2/29	Conversant - Scandanavia (Geo-Targeting Stockholm,Sweden)	1,906,009	1,562	0.08%	N/A
2/1-2/29	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	1,150,955	1,183	0.10%	N/A
2/3-2/29	SpotFishing.com/SaltwaterSportsman.com	132,108	853	0.65%	N/A
2/1-2/29	BrideClick	359,151	737	0.21%	N/A
2/1-2/29	Adara (Targets users sesraching for airfares/hotels)	1,181,421	720	0.06%	N/A
2/26/20	Travel Spike Email (East of Mississippi) - Co-Op	18,648	529	2.84%	N/A
2/1-2/29	SpotX Video Ads - UK (Geo-Targeting London)	437,918	407	0.09%	86.92%
2/1-2/29	SpotX Video Ads - Canada (Geo-Targeting Ontario)	529,253	380	0.07%	74.85%
2/3-2/29	OutsideOnline.com	120,491	239	0.20%	N/A
2/1-2/29	SpotX Video Ads - Germany (Geo-Targeting Dusseldorf, Frankfurt, Stuttgart)	741,599	220	0.03%	71.59%
LGBT WEBSITE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook - LGBT (Targeting w/ KW LGBT Video)	383,340	7,223	1.88%	N/A
2/1-2/29	Pride Media (Social Media Influencers Custom Videos)	1,472,762	3,224	0.22%	N/A
2/1-2/29	Gay Ad Network	217,318	584	0.27%	N/A
2/1-2/29	Towleroad.com (Sponsored Post/Content)	323,018	508	0.16%	N/A
2/1-2/29	SDL Channel (German Gay Ad Network)	180,787	125	6.91%	N/A
2/1-2/29	Diva.co.uk	30,000	48	0.16%	N/A
2/1-2/29	Attitude.co.uk	60,093	40	0.07%	N/A
2/1-2/29	Passport.com Key West Branded Content Program	31,701	37	0.12%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	BrideClick (Native Content via Social Media)	87,685	10,067	11.48%	N/A
2/1-2/29	Facebook/Instagram Video (General KW Branding)	717,118	9,025	1.26%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	299,871	8,919	2.97%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - BOS>>EYW)	324,871	6,908	2.13%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	228,110	5,612	2.46%	N/A
2/1-2/29	Ground Truth (Geo-Fenced to Mobile Users)	2,383,781	4,605	0.19%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - PHL>>EYW)	238,011	4,171	1.75%	N/A
2/1-2/29	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	140,950	3,516	2.49%	N/A
2/1-2/29	Facebook/Instagram.com (Weddings/Honeymoons)	289,715	3,356	1.16%	N/A
2/1-2/29	Pandora (Geo-Targeted to Direct Flights Markets - NY,PHL,CHI,DFW)	544,631	2,144	0.39%	83.80%
2/3-2/29	SpotFishing.com/SaltwaterSportsman.com (Custom FB Post)	350,027	1,196	0.34%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	florida hotel	12,986	550	4.24%	N/A
	florida vacations	8,046	374	4.65%	N/A
	honeymoon resorts	5,544	348	6.28%	N/A
	florida vacation	5,035	273	5.42%	N/A
	top honeymoon destinations	2,603	271	10.41%	N/A
	best hotels in florida	5,121	248	4.84%	N/A
	honeymoon spots in florida	1,676	239	14.26%	N/A
	"beach vacation"	7,344	217	2.95%	N/A
	best honeymoon places	2,387	208	8.71%	N/A
	couples retreat florida	2,468	206	8.35%	N/A
	best resorts in florida	4,257	189	4.44%	N/A
	florida honeymoon	1,318	151	11.46%	N/A
	fun things to do in florida	2,344	144	6.14%	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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	honeymoon island florida	1,976	144	7.29%	N/A
	"florida hotels"	1,789	105	5.87%	N/A
	luxury resorts in florida	1,625	79	4.86%	N/A
	honeymoon florida	752	71	9.44%	N/A
	[beach vacations]	2,395	67	2.80%	N/A
	golf vacation	3,410	62	1.82%	N/A
	florida scuba	717	55	7.67%	N/A
	florida fishing	451	21	4.66%	N/A
	"*florida +honeymoons"	85	15	17.65%	N/A
	[golf resorts in florida]	460	12	2.61%	N/A
	"florida beach vacations"	160	9	5.63%	N/A
	florida resorts for couples	183	8	4.37%	N/A
	[florida beaches]	115	7	6.09%	N/A
	florida camping	66	6	9.09%	N/A
	[florida beach vacation]	85	3	3.53%	N/A
	florida honeymoons	54	3	5.56%	N/A
	[florida scuba diving]	53	3	5.66%	N/A
	[florida fishing]	51	3	5.88%	N/A
	"florida fishing"	28	3	10.71%	N/A
	beach wedding	15	2	13.33%	N/A
	"florida diving"	45	1	2.22%	N/A
	[florida beach vacation packages]	36	1	2.78%	N/A
	destination wedding	33	1	3.03%	N/A
	<b>LGBT Google Ad Words</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/29	gay cruise vacations	2,782	250	8.99%	N/A
	gay vacation resorts	3,017	206	6.83%	N/A
	single lesbian vacations	1,404	157	11.18%	N/A
	vacations for single gay men	726	58	7.99%	N/A
	lesbian friendly vacations	764	52	6.81%	N/A
	gay cruise vacations	496	39	7.86%	N/A
	gay singles vacations	548	37	6.75%	N/A
	*gay +resorts	244	33	13.52%	N/A
	gay vacations	660	32	4.85%	N/A
	gay vacation resorts	384	30	7.81%	N/A
	gay vacations for singles	331	28	8.46%	N/A
	lesbian vacation	325	26	8.00%	N/A
	gay friendly travel	427	19	4.45%	N/A
	best gay vacation spots	230	18	7.83%	N/A
	gay vacation destinations	312	17	5.45%	N/A
	gay vacation packages	267	17	6.37%	N/A
	gay holiday	351	16	4.56%	N/A
	gay men vacations	321	16	4.98%	N/A
	best gay resort	298	15	5.03%	N/A
	gay wedding locations	296	15	5.07%	N/A
	gay marriage venues	352	14	3.98%	N/A
	gay and lesbian vacations	320	14	4.38%	N/A
	vacation lesbian	219	12	5.48%	N/A
	best gay travel	232	11	4.74%	N/A
	gay marriage destinations	219	10	4.57%	N/A
	lesbian friendly vacation spots	155	10	6.45%	N/A
	gay vacation spots	93	10	10.75%	N/A
	best vacations for gay couples	90	9	10.00%	N/A
	gay men vacations	158	8	5.06%	N/A
	best gay vacation destinations	63	7	11.11%	N/A
	gay adventure travel	201	6	2.99%	N/A
	gay friendly vacations	157	6	3.82%	N/A
	gay holiday resorts	102	6	5.88%	N/A
	best gay beach vacations	175	5	2.86%	N/A
	gay beach resorts	120	5	4.17%	N/A
	gay +vacations	90	4	4.44%	N/A
	gay vacation spots	69	4	5.80%	N/A
	gay friendly vacation rentals	63	4	6.35%	N/A
	best gay vacations for singles	20	4	20.00%	N/A
	gay vacations for couples	169	3	1.78%	N/A
	gay and lesbian resorts	149	3	2.01%	N/A
	lesbian vacation spots	102	3	2.94%	N/A
	luxury gay travel	54	3	5.56%	N/A
	gay vacations for singles	46	3	6.52%	N/A
	gay vacation	137	2	1.46%	N/A
	gay single vacations	70	2	2.86%	N/A
	gay +vacation	47	2	4.26%	N/A
	gay vacation ideas	31	2	6.45%	N/A
	best gay vacation	21	2	9.52%	N/A
	lesbian family vacations	19	2	10.53%	N/A
	gay friendly vacation	12	2	16.67%	N/A
	Gay Vacations	60	1	1.67%	N/A
	gay friendly vacation spots	52	1	1.92%	N/A
	gay beach vacations	48	1	2.08%	N/A
	vacation gay	43	1	2.33%	N/A
	gay singles vacation	36	1	2.78%	N/A
	single gay vacations	26	1	3.85%	N/A
	gay luxury travel	25	1	4.00%	N/A
	vacations for gay singles	11	1	9.09%	N/A
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
2/1-2/29	+florida+fishing	56,745	399	0.7%	N/A
	+hotel fl	20,964	232	1.1%	N/A
	+florida +hotel	8,893	111	1.3%	N/A
	+florida+resort	4,398	113	2.6%	N/A
	+florida+vacation	4,327	118	2.7%	N/A
	+resort fl	3,754	118	3.1%	N/A
	+fishing places fl	2,336	39	1.7%	N/A
	luxury +resort fl	853	29	3.4%	N/A

Average Industry Standards:

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- Mobile ads: 0.25 - 0.30% CTR

- Video: 65% VCR



DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
	+florida +hotel deals	694	10	1.4%	N/A
	+florida beach +resort	251	10	4.0%	N/A
	best hotel +resorts +florida	65	4	6.2%	N/A
<b>MARCH 2020</b>					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com	542,727	12,294	2.27%	N/A
3/1-3/16	CNN.com Pre-Roll (Geo-Targeted to Dallas-Ft. Worth) - Co-Op	363,045	4,559	156.00%	85.00%
3/1-3/16	CNN.com Pre-Roll Video (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	194,817	1,773	0.91%	88.00%
3/1-3/16	Samsung Ads Re-Targeting (Digital Devices Connected to TV/OTT)	390,198	1,456	0.37%	76.72%
3/11/20	TravelandLeisure.com E-Newsletter - Co-Op	221,419	1,051	0.47%	N/A
3/1-3/20	Adara (Targets users searching for airfares/hotels)	627,902	829	0.13%	N/A
3/2-3/16	Conversant Interactive Banners (Atlanta,Charlotte,Dallas,Houston) - Co-Op	945,595	660	0.07%	N/A
3/1-3/16	Conversant (Interactive Pre-Roll)	373,422	281	0.08%	76.00%
3/1-3/16	BrideClick	136,626	256	0.19%	N/A
3/1-3/16	Conversant Interactive Banners (Geo-Targeted to NY,CHI,BOS,PHL,DC) - Co-Op	328,434	213	0.06%	N/A
3/1-3/16	OutsideOnline.com	6,868	16	0.23%	N/A
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook - LGBT (Targeting w/ KW LGBT Video)	123,418	2,654	2.15%	N/A
3/1-3/16	Gay Ad Network	196,205	597	0.30%	N/A
3/1-3/16	Towleroad.com (Sponsored Post/Content)	198,540	359	0.18%	N/A
3/1-3/16	Passport.com Key West Branded Content Program	15,041	20	0.13%	N/A
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Video (General KW Branding)	533,020	7,911	1.48%	N/A
3/1-3/16	Facebook/Instagram.com (Weddings/Honeymoons)	369,420	4,768	1.29%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - EWR&LGA>>EYW)	109,669	3,516	3.21%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - ORD>>EYW)	98,710	2,386	2.42%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - BOS>>EYW)	153,109	2,278	1.49%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - DFW>>EYW)	59,436	1,462	2.46%	N/A
3/1-3/17	Pandora (Geo-Targeted to Direct Flights Markets - NY,PHL,CHI,DFW)	299,556	1,326	0.44%	N/A
3/1-3/16	Facebook/Instagram Video (Promoting KW Direct Flights - PHL>>EYW)	90,983	1,146	1.26%	N/A
3/1-3/16	SportFishing.com/SaltwaterSportsman.com (Custom FB Post)	145,642	909	0.62%	N/A
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	Google Ad Words				
	honeymoon resorts	5,232	251	4.80%	N/A
	florida vacation	3,981	223	5.60%	N/A
	florida vacations	3,362	192	5.71%	N/A
	florida hotel	4,698	183	3.90%	N/A
	florida fishing	2,395	120	5.01%	N/A
	top honeymoon destinations	1,595	100	6.27%	N/A
	best hotels in florida	1,882	97	5.15%	N/A
	"beach vacation"	2,982	97	3.25%	N/A
	best honeymoon places	2,129	94	4.42%	N/A
	couples retreat florida	1,193	93	7.80%	N/A
	florida scuba	1,272	84	6.60%	N/A
	honeymoon island florida	1,025	71	6.93%	N/A
	florida honeymoon	565	66	11.68%	N/A
	honeymoon florida	390	39	10.00%	N/A
	florida camping	1,065	38	3.57%	N/A
	[beach vacations]	842	29	3.44%	N/A
	"florida hotels"	549	28	5.10%	N/A
	luxury resorts in florida	541	25	4.62%	N/A
	fun things to do in florida	369	20	5.42%	N/A
	best resorts in florida	453	19	4.19%	N/A
	"florida fishing"	205	19	9.27%	N/A
	golf vacation	901	17	1.89%	N/A
	[florida beaches]	291	13	4.47%	N/A
	[florida scuba diving]	86	11	12.79%	N/A
	"florida beach vacations"	150	11	7.33%	N/A
	beach wedding	330	6	1.82%	N/A
	destination wedding	192	5	2.60%	N/A
	florida resorts for couples	81	4	4.94%	N/A
	[florida fishing]	141	4	2.84%	N/A
	"florida diving"	26	4	15.38%	N/A
	honeymoon spots in florida	22	3	13.64%	N/A
	[golf resorts in florida]	78	3	3.85%	N/A
	florida honeymoons	70	3	4.29%	N/A
	[florida beach vacation]	110	3	2.73%	N/A
	best destination wedding resorts	36	2	5.56%	N/A
	[florida beach vacation packages]	56	2	3.57%	N/A
	florida beach weddings	43	1	2.33%	N/A
	"beach getaways in florida"	36	1	2.78%	N/A
	florida weddings	35	1	2.86%	N/A
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	LGBT Google Ad Words				
	gay cruise vacations	1289	125	9.70%	N/A
	gay friendly travel	807	50	6.2%	N/A
	single lesbian vacations	342	42	12.3%	N/A
	best gay travel	652	35	5.4%	N/A
	vacations for single gay men	239	22	9.2%	N/A
	gay vacation resorts	279	19	6.8%	N/A
	gay vacations for couples	277	16	5.8%	N/A
	lesbian vacation	193	12	6.2%	N/A
	gay men vacations	277	12	4.3%	N/A
	gay wedding locations	230	12	5.2%	N/A
	lesbian friendly vacations	135	12	8.9%	N/A
	+gay +resorts	181	11	6.1%	N/A
	best vacations for gay couples	138	11	8.0%	N/A
	gay vacation destinations	131	10	7.6%	N/A

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- Video: 65% VCR



The Florida Keys and Key West  
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gay vacation resorts	214	10	4.7%	N/A	
gay cruise vacations	159	9	5.7%	N/A	
gay holiday	273	9	3.3%	N/A	
gay marriage venues	244	8	3.3%	N/A	
best gay vacation spots	105	7	6.7%	N/A	
best gay resort	414	7	1.7%	N/A	
gay beach resorts	219	7	3.2%	N/A	
gay and lesbian vacations	108	6	5.6%	N/A	
gay beach vacations	74	6	8.1%	N/A	
gay vacation packages	72	5	6.9%	N/A	
gay vacations for singles	98	5	5.1%	N/A	
gay vacations	123	4	3.3%	N/A	
best gay vacation destinations	50	4	8.0%	N/A	
gay marriage destinations	58	4	6.9%	N/A	
gay friendly vacation spots	52	3	5.8%	N/A	
Gay Vacations	64	3	4.7%	N/A	
gay vacation	64	3	4.7%	N/A	
best gay beach vacations	32	3	9.4%	N/A	
gay and lesbian resorts	72	2	2.8%	N/A	
gay men vacations	105	2	1.9%	N/A	
gay vacation spots	16	2	12.5%	N/A	
gay friendly vacations	34	2	5.9%	N/A	
vacation lesbian	18	1	5.6%	N/A	
luxury gay travel	14	1	7.1%	N/A	
gay single vacations	17	1	5.9%	N/A	
gay vacation spots	36	1	2.8%	N/A	
gay singles vacations	30	1	3.3%	N/A	
lesbian friendly vacation spots	40	1	2.5%	N/A	
<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>	
3/1-3/25	+florida+fishing	36864	338	0.9%	N/A
	+hotel fl	16112	233	1.5%	N/A
	+florida +hotel	6314	99	1.6%	N/A
	+florida+vacation	3282	79	2.4%	N/A
	+resort fl	2817	64	2.3%	N/A
	+florida+resort	2463	57	2.3%	N/A
	+florida +hotel deals	1024	15	1.5%	N/A
	+fishing places fl	1624	10	0.6%	N/A
	luxury +resort fl	412	10	2.4%	N/A
	+florida beach +resort	230	5	2.2%	N/A
	best hotel +resorts +florida	59	3	5.1%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 4/30/20











Holidays/Events	*Halloween (10/31)	*X-Mas (12/25)	*Mini-Lobster Season (7/29-7/30)
	*Columbus Day (10/14)	*New Year's Day (1/1)	*Ind Day (7/4) *Lobster Season (8/6-3/31)
Public Schools Vacation Calendars	*Art Basel (12/5-12/8)	*MLK Day (1/20)	*Pres Day (2/17)
	*Thanksgiving Day (11/28)	*Easter (4/12)	*Memorial Day (5/25)
			*Labor Day (9/7)
	Miami-Dade County Public Schools: Winter Break: 12/23-1/5	Spring Break: 3/23-3/29	Summer Break: 6/4-8/16
	Broward County Public Schools: 12/23-1/6	3/20-3/29	6/3-8/12
	Palm Beach County Public Schools: 12/23-1/6	3/23-3/30	6/1-8/11
	Martin County Public Schools: 12/23-1/5	3/14-3/22	5/29-8/11
	Hillsborough County Public Schools: 12/23-1/6	3/14-3/22	5/30-8/11
	Pinellas County Public Schools: 12/23-1/6	3/14-3/22	6/2-8/12
	Orange County Public Schools: 12/23-1/6	3/13-3/22	5/28-8/11
	Osceola County Public Schools: 12/23-1/6	3/14-3/22	5/29-8/11
	Seminole County Public Schools: 12/23-1/5	3/14-3/22	5/28-8/11
	Duval County Public Schools: 12/23-1/6	3/14-3/22	5/30-8/11

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

DIGITAL:													#	GROSS TOTAL				
DIGITAL PAID SEARCH ENGINE MARKETING																		
• Google Search	October	November	December	January	February	March	X	X	April	May	June	July	August	September	\$85,500			
	\$47,242 left. Paused 3/25 and unpaused on 4/7																	
• Microsoft (Yahoo/Bing/AOL Search)	October	November	December	January	February	March	X	X	April	May	June	July	August	September	\$34,200			
	\$12,995 left. Paused 3/25 and unpaused on 4/7																	
														DIGITAL -TOTAL:	\$1,295,493			
OUT-OF-HOME																		
• Newark Liberty International Airport (EWR) Domination - JC DeCaux 44 Units: Digital Screens, United terminal banners, charging stations digital ads, backlit signs														February	\$114,000			
• NJ Billboard (one billboard for two months - locations tbd) targeting EWR area and traffic headed to/from Manhattan														2/1-3/31	\$13,269			
• Dallas Billboards (two billboards for two months - locations tbd)														2/1-3/29	\$51,300			
• Boston Billboard - Digital board promoting new flight														February/March	\$22,800			
														OUT-OF-HOME -TOTAL:	\$201,369			
PRINT MEDIA CO-OP PROGRAMS:																		
• Afar - Visit Florida Section • Regional Circulation	Full Page, 4C +Advertorial	275,000														May/June Closed at 4 co-ops @ \$1,250 = \$5,000 collected	\$25,080 (\$5,000)	
														AFAR -TOTAL:	1 \$20,080			
• Conde Nast Traveler - Visit Florida Section • Regional Circulation	Full Page, 4C +Full Page Advertorial	368,000														May Closed at 6 co-ops @ \$2,000 = \$12,000 collected	\$54,637 (\$12,000)	
														CONDE NAST TRAVELER -TOTAL:	1 \$42,637			
• New York T Travel • National Circulation	Full Page, 4C National	1,300,000	17	Closed 3 co-ops @ \$800 each = \$2,400 collected														\$34,200 (\$2,400)
														NY TIMES T TRAVEL -TOTAL:	1 \$31,800			
• Travel + Leisure • National Circulation	Full Page, 4C +Full Page Advertorial	976,562	January Closed 3 co-ops @ \$1,000 = \$3,000 collected														\$53,295 (\$3,000)	
														TRAVEL + LEISURE -TOTAL:	1 \$50,295			
• Food & Wine • National Circulation	Full Page, 4C +Full Page Advertorial	952,788	November Closed 2 co-ops @ \$1,000 = \$2,000 collected														\$44,460 (\$2,000)	
														FOOD & WINE -TOTAL:	1 \$42,460			
														MAGAZINE CO-OP -TOTAL:	\$187,271			



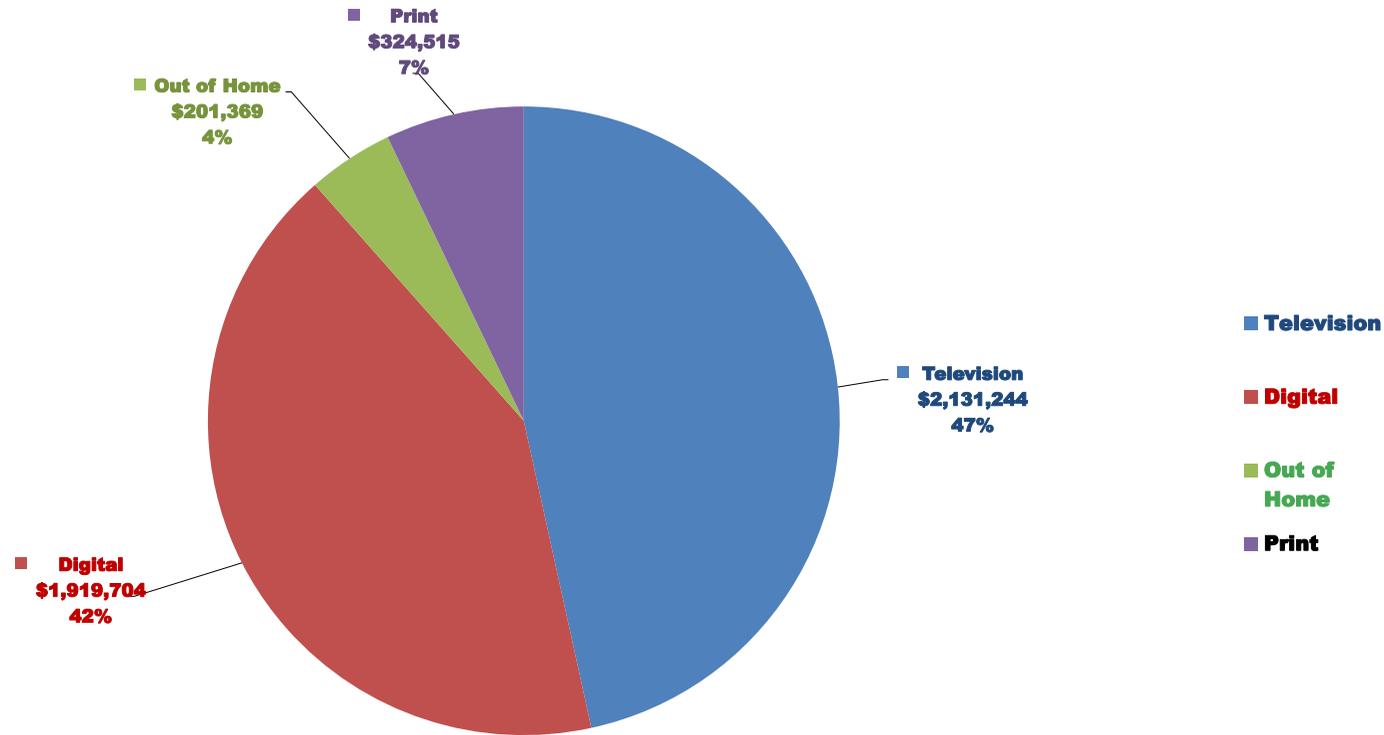






Holidays/Events	4th Quarter				1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MAR '20	APR '20	MAY '20	JUN '20	JUL '20	AUG '20	SEP '20			
*Halloween (10/31)															
*Columbus Day (10/14)															
*X-Mas (12/25)															
*New Year's Day (1/1)															
*Art Basel (12/5-12/8)															
*Thanksgiving Day (11/28)															
*MLK Day (1/20)															
*Pres Day (2/17)															
*Easter (4/12)															
*Memorial Day (5/25)															
*Mini-Lobster Season (7/29-7/30)															
*Ind Day (7/4) *Lobster Season (8/6-3/31)															
*Labor Day (9/7)															
Public Schools Vacation Calendars															
Miami-Dade County Public Schools:															
Broward County Public Schools:															
Palm Beach County Public Schools:															
Martin County Public Schools:															
Hillsborough County Public Schools:															
Pinellas County Public Schools:															
Orange County Public Schools:															
Osceola County Public Schools:															
Seminole County Public Schools:															
Duval County Public Schools:															

### DAC I / KEY WEST FY 2020 PLAN DISTRIBUTION BY MEDIA



**TOTAL MEDIA EXPENDITURE TO DATE: \$4,580,138**





## MEDIA MEMORANDUM

To: John Underwood  
From: Scott Sussman  
Subject: Key West (DAC I - Reopening Key West)  
Date: April 29, 2020  
CC: Eric Gitlin, Danielle Salman, Emily Maier, Emily Goday

The following provides you with a recommendation for Key West regarding the use of resources to address tourism to the destination in the wake of Covid-19.

A four-phase plan has been developed to support the destination in driving business as soon as conditions warrant. This plan is based on a July 1, 2020 (working date) opening to visitors (this is a working date). If that date changes, the plan is flexible and can be adjusted. It should also be noted that this advertising activity is in addition to buys that were scheduled prior to the current situation. This four-phase approach will act as a supplement to ensure that Key West will have a strong presence. The four phases are detailed below:

Phase I - The Florida Keys are closed to visitors. No district advertising.

Phase II - Based on a July 1 (working date) opening to visitors, communication to consumers will begin on June 15 (working date) letting them know the destination will be open for visitation soon. This will be done out of Generic funds only.

Phase III - Key West is open and messaging will alert potential visitors that "We are open". This portion of the plan will begin on July 1 (working date) and will run for two-weeks.

Phase IV - On-going campaign

It is recommended that a total of \$400,000 from resources be used to support this plan. A multimedia approach is recommended. The markets selected for use are all drive markets, as fewer people will be willing to fly. Also, it is unknown how many flights will be available to South Florida.

**Phase I** - Key West is closed and all media is paused.

**Phase II** - GENERIC Media starts on June 15 (working date) to alert potential visitors that the Keys will be opening in two weeks on July 1. The plan would utilize television and digital/social media.

**Phase III**- Key West will be open and an advertising campaign will alert the public that it is time to visit the destination. There should be pent-up demand for travel, so it is important that the Keys have a louder voice than other destinations

as there will be a tremendous amount of competition vying for their share of the business

Television

During Phase, III television will continue to be used to tell the public it's time to visit Key West.

A total of \$95,000 will be allocated to television during this period. This will yield more than 150 spots. Television activity will air in the following markets:

Miami/Ft. Lauderdale Ft. Myers Charlotte	Tampa/St. Pete Jacksonville	Orlando Atlanta	West Palm Beach Dallas
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Digital/Social

A digital advertising program will be implemented for the pre-opening. This will include advertising on a wide range of well viewed sites. Also, Facebook and Instagram will be used. Advertising again will be directed to a broader than normal audience to include those aged 25-64 with a Household Income of \$100,000+. Digital advertising will appear in the following markets:

Miami/Ft. Lauderdale Ft. Myers Charlotte	Tampa/St. Pete Jacksonville Nashville	Orlando Atlanta	West Palm Beach Dallas
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A total of \$50,000 is recommended for this phase of the digital campaign. This campaign will deliver 1,850,000 impressions.

Outdoor

A billboard campaign will also be used to gain broad awareness that the Keys are open and will be welcoming visitors. Digital billboards will be used to allow greater flexibility and greater reach as they tend to be in the highest traveled areas. An estimated 15 billboard locations will be purchased in the following markets:

Miami	Tampa	Orlando	West Palm Beach
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Outdoor will be funded with \$50,000 for this part of the plan.

A total \$195,000 will be budgeted for in Phase III.

**Phase IV** - The Keys have been open for several weeks. A sustained campaign is needed to continue to attract visitors. This phase will focus on television and digital advertising.

Television

Television advertising will be used for the remainder of the campaign to maintain the Keys voice among consumers. At this point more and more people will be willing to travel and it will be necessary to consistently persuade them to choose Key West. Television in this phase is budgeted for \$140,000. It is estimated that this will buy 160 spots.

Digital/Social Media

Digital advertising along with Social media will be placed to continue messaging to the target audience and drive business through the end of the fiscal year. The budget for digital/Social is \$65,000, which will yield 3,000,000 impressions.

The budget for Phase IV is \$205,000.

**Budget Summary**

Phase I	\$0
Phase II	\$0
Phase III	\$195,000
Phase IV	\$205,000
Total	\$400,000



H.1

Monthly District & Tier Overview Report

For the month of: March 2020

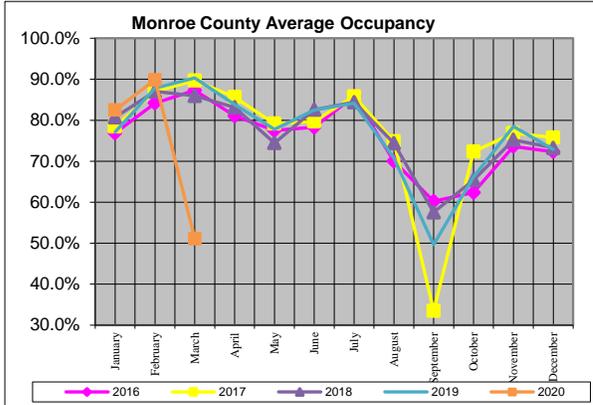
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida Keys</b>	51.1	90.3	350.76	367.44	179.22	331.86	-43.4	-4.5	-46.0	73.7	85.0	341.74	335.05	252.00	284.94	-13.3	2.0	-11.6
Florida Keys Luxury	48.4	87.7	541.46	555.99	262.17	487.67	-44.8	-2.6	-46.2	69.7	81.6	512.37	504.83	356.89	411.90	-14.6	1.5	-13.4
Florida Keys Upscale	48.5	91.5	442.96	474.25	214.66	433.84	-47.0	-6.6	-50.5	74.1	87.3	443.59	436.03	328.74	380.75	-15.1	1.7	-13.7
Florida Keys Midprice	50.7	84.1	341.41	355.98	173.20	299.34	-39.7	-4.1	-42.1	71.4	75.5	333.60	327.42	238.35	247.20	-5.4	1.9	-3.6
Florida Keys Economy	53.2	95.7	287.70	298.70	152.95	285.97	-44.5	-3.7	-46.5	78.1	93.1	284.00	272.13	221.89	253.29	-16.1	4.4	-12.4
Florida Keys Budget	52.5	92.3	284.36	296.56	149.42	273.67	-43.1	-4.1	-45.4	74.6	87.5	273.36	268.93	204.04	235.21	-14.7	1.6	-13.3
<b>Key West</b>	51.9	95.0	374.02	385.73	194.30	366.63	-45.3	-3.0	-47.0	77.9	92.9	374.31	356.20	291.43	330.96	-16.2	5.1	-11.9
Key West Luxury	50.6	94.4	554.08	551.25	280.63	520.42	-46.4	0.5	-46.1	78.3	92.4	546.70	513.55	428.06	474.52	-15.3	6.5	-9.8
Key West Upscale	50.0	93.6	454.31	475.25	226.96	445.05	-46.7	-4.4	-49.0	76.7	90.3	455.61	443.55	349.29	400.53	-15.1	2.7	-12.8
Key West Midprice	53.4	94.1	337.96	351.84	180.31	331.10	-43.3	-3.9	-45.5	79.5	91.2	340.58	323.90	270.66	295.49	-12.9	5.1	-8.4
Key West Economy	54.0	97.0	284.98	297.68	153.92	288.83	-44.3	-4.3	-46.7	79.4	95.7	286.31	271.74	227.34	260.02	-17.0	5.4	-12.6
Key West Small Properties	49%	95%	349.01	346.13	172.11	328.54	-48.5	0.8	-47.6	74.2%	93.6%	345.13	322.43	256.25	301.65	-20.7	7.0	-15.1
<b>Middle-Upper Florida Keys</b>	50.2	85.2	325.06	345.49	163.12	294.44	-41.1	-5.9	-44.6	69.3	76.3	302.48	306.53	209.69	233.97	-9.2	-1.3	-10.4
Middle-Upper Florida Keys Luxury	46.2	80.4	527.36	562.03	243.39	452.08	-42.6	-6.2	-46.2	60.5	69.9	465.19	492.29	281.35	343.88	-13.4	-5.5	-18.2
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	48.6	76.1	344.43	360.09	167.52	273.87	-36.1	-4.3	-38.8	65.0	61.3	326.79	332.12	212.56	203.75	6.0	-1.6	4.3
Middle-Upper Florida Keys Economy																		
Middle-Upper Florida Keys Budget	53.1	90.2	257.96	273.31	137.03	246.51	-41.1	-5.6	-44.4	73.6	83.2	241.62	243.15	177.72	202.25	-11.6	-0.6	-12.1
<b>Key Largo</b>	49.2%	84.7%	309.59	330.13	152.37	279.65	-41.9	-6.2	-45.5	70.1%	74.9%	300.05	296.67	210.45	241.56	-6.4	1.1	-12.9
<b>Marathon</b>	49.5%	86.0%	316.56	353.47	156.85	303.93	-42.4	-10.4	-48.4	68.5%	78.8%	293.90	306.55	201.31	204.32	-13.1	-4.1	-1.5
<b>Islamorada</b>	52.5%	83.8%	350.57	369.60	184.03	309.82	-37.4	-5.1	-40.6	69.5%	73.2%	326.15	335.77	226.66	245.7	-5.1	-2.9	-7.8

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.

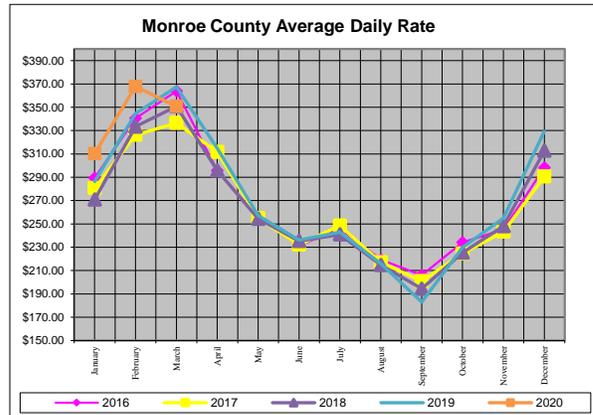
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	<b>7.0%</b>
February	84.2%	87.0%	87.0%	87.9%	89.9%	<b>2.3%</b>
March	87.3%	89.7%	86.0%	90.3%	51.1%	<b>-43.4%</b>
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%		
<b>Total</b>	<b>75.5%</b>	<b>76.8%</b>	<b>76.7%</b>	<b>76.6%</b>	<b>73.7%</b>	<b>-13.3%</b>



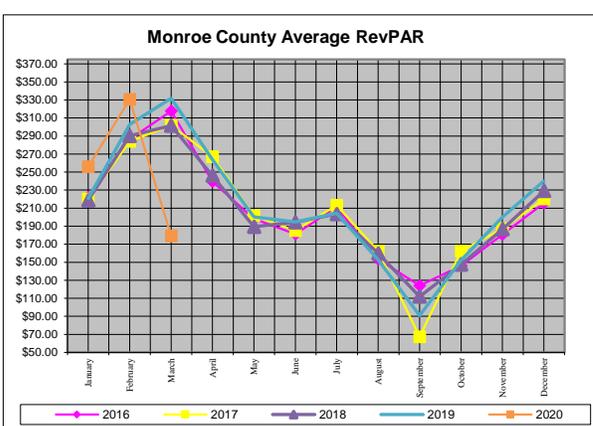
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	<b>8.4%</b>
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	<b>6.7%</b>
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	<b>-4.5%</b>
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		
<b>Total</b>	<b>\$270.46</b>	<b>\$269.75</b>	<b>\$266.93</b>	<b>\$277.32</b>	<b>\$341.74</b>	<b>2.0%</b>



**RevPAR**

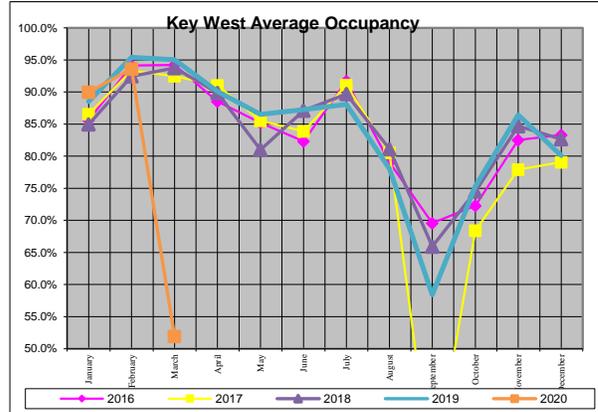
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$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		
<b>Total</b>	<b>\$207.28</b>	<b>\$204.73</b>	<b>\$212.53</b>	<b>\$212.53</b>	<b>\$252.00</b>	<b>-11.6%</b>



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.

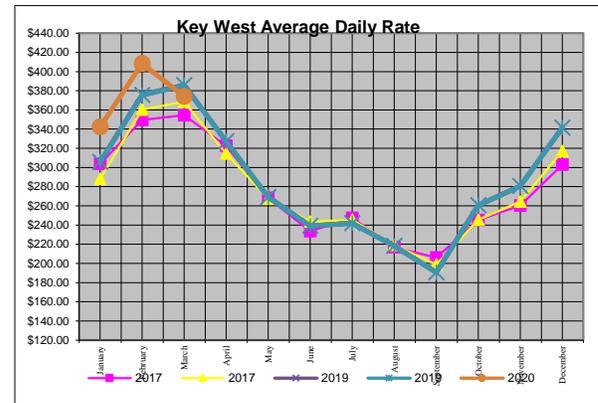
**OCCUPANCY RATE**

	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%	95.0%	51.9%	-45.3%
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%		
<b>Total</b>	<b>83.6%</b>	<b>79.9%</b>	<b>83.9%</b>	<b>84.2%</b>	<b>91.7%</b>	<b>-0.1%</b>



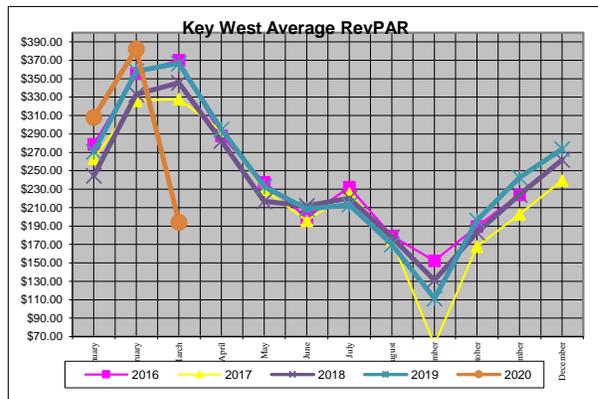
**AVERAGE DAILY RATE**

	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	\$385.73	\$374.02	-3.0%
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		
<b>Total</b>	<b>\$291.03</b>	<b>\$281.38</b>	<b>\$280.23</b>	<b>\$291.52</b>	<b>\$374.31</b>	<b>5.1%</b>



**RevPAR**

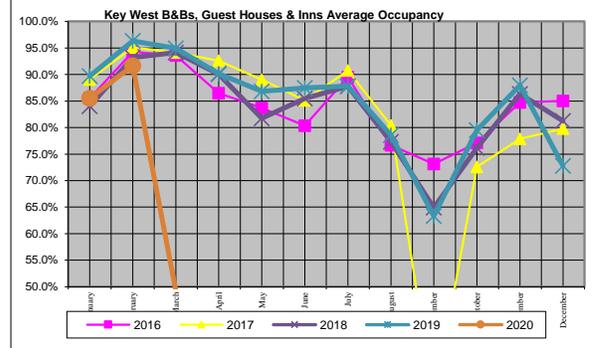
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32	\$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		
<b>Total</b>	<b>\$243.32</b>	<b>\$224.85</b>	<b>\$234.99</b>	<b>\$245.40</b>	<b>\$291.43</b>	<b>-11.9%</b>



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.

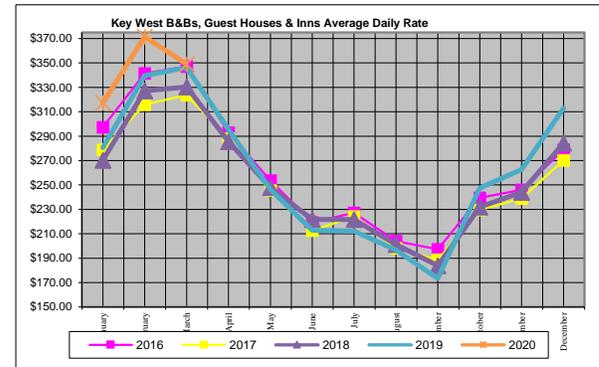
**OCCUPANCY RATE**

	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%	94.9%	49.3%	-48.0%
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%		
<b>Total</b>	<b>83.1%</b>	<b>80.8%</b>	<b>83.4%</b>	<b>84.7%</b>	<b>74.2%</b>	<b>-20.6%</b>



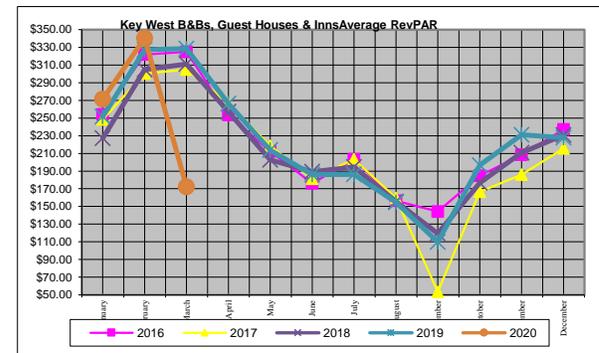
**AVERAGE DAILY RATE**

	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	\$346.13	\$349.01	0.8%
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		
<b>Total</b>	<b>\$256.13</b>	<b>\$256.74</b>	<b>\$257.15</b>	<b>\$264.79</b>	<b>\$345.13</b>	<b>7.0%</b>



**RevPAR**

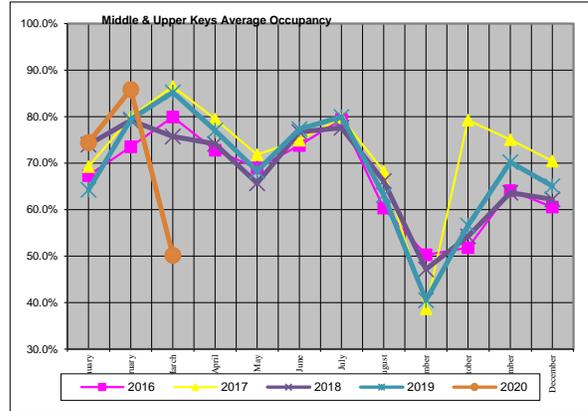
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20	\$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		
<b>Total</b>	<b>\$212.85</b>	<b>\$207.48</b>	<b>\$214.48</b>	<b>\$224.41</b>	<b>\$256.25</b>	<b>-15.0%</b>



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.

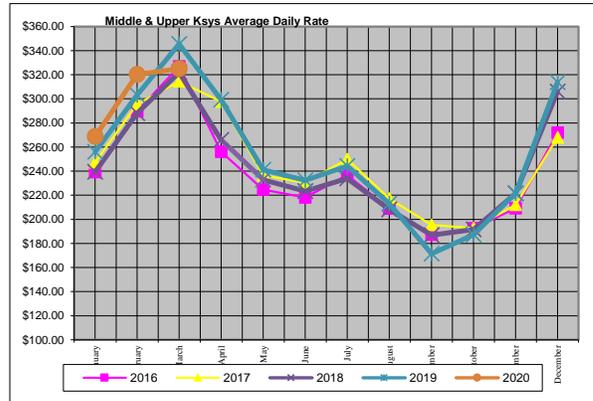
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	<b>15.9%</b>
February	73.5%	79.9%	79.2%	79.4%	85.8%	<b>8.1%</b>
March	79.9%	86.5%	75.7%	85.2%	50.2%	<b>-41.1%</b>
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%		
<b>Total</b>	<b>66.8%</b>	<b>72.9%</b>	<b>67.5%</b>	<b>68.6%</b>	<b>69.3%</b>	<b>-9.2%</b>



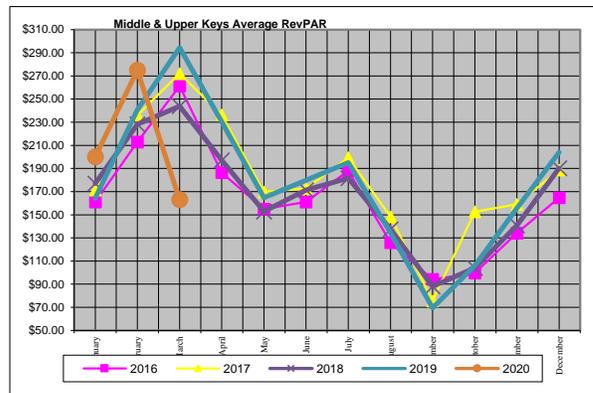
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	<b>5.0%</b>
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	<b>5.6%</b>
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	<b>-5.9%</b>
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		
<b>Total</b>	<b>\$242.65</b>	<b>\$253.52</b>	<b>\$245.61</b>	<b>\$258.70</b>	<b>\$302.48</b>	<b>-1.3%</b>



**RevPAR**

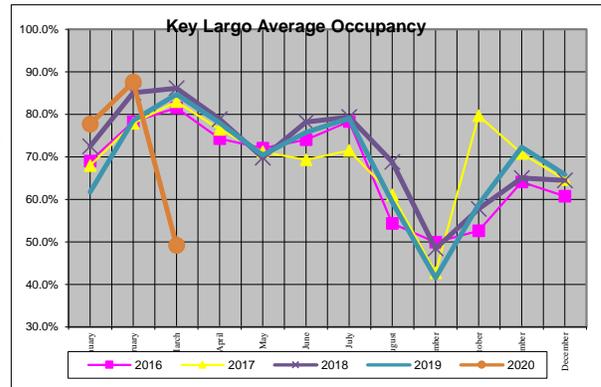
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$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		
<b>Total</b>	<b>\$162.08</b>	<b>\$184.90</b>	<b>\$165.71</b>	<b>\$177.42</b>	<b>\$209.69</b>	<b>-10.4%</b>



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.

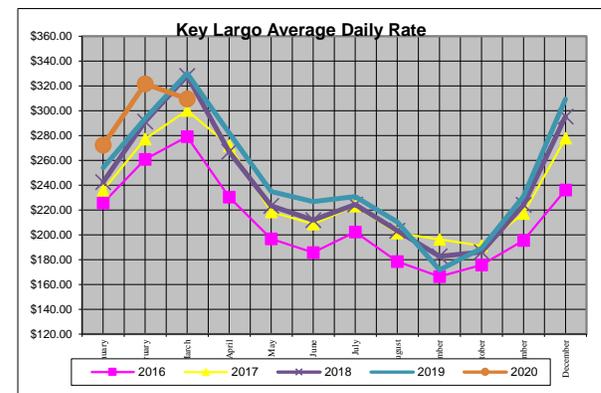
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	<b>25.9%</b>
February	78.3%	77.9%	85.1%	78.5%	87.6%	<b>11.5%</b>
March	81.5%	83.0%	86.1%	84.7%	49.2%	<b>-41.9%</b>
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%		
<b>Total</b>	<b>66.9%</b>	<b>69.7%</b>	<b>71.1%</b>	<b>68.4%</b>	<b>70.1%</b>	<b>-6.3%</b>



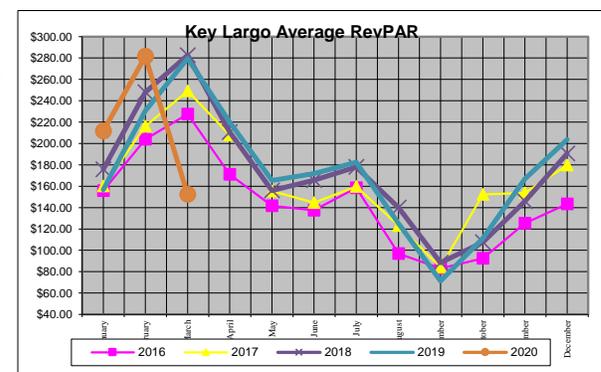
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	<b>7.2%</b>
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	<b>9.5%</b>
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	<b>-6.2%</b>
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		
<b>Total</b>	<b>\$215.77</b>	<b>\$238.51</b>	<b>\$244.19</b>	<b>\$252.18</b>	<b>\$300.05</b>	<b>1.1%</b>



**RevPAR**

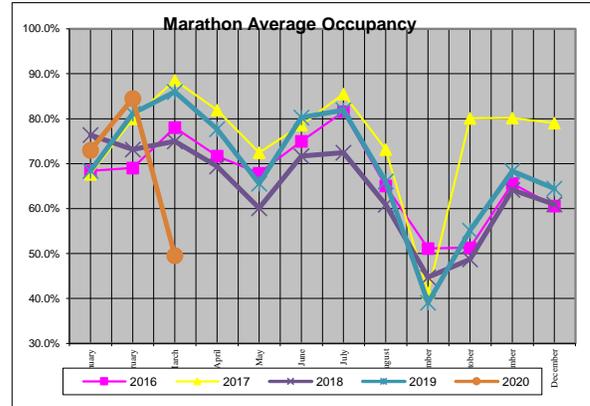
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$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		
<b>Total</b>	<b>\$144.30</b>	<b>\$166.28</b>	<b>\$173.68</b>	<b>\$172.45</b>	<b>\$210.45</b>	<b>-5.3%</b>



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.

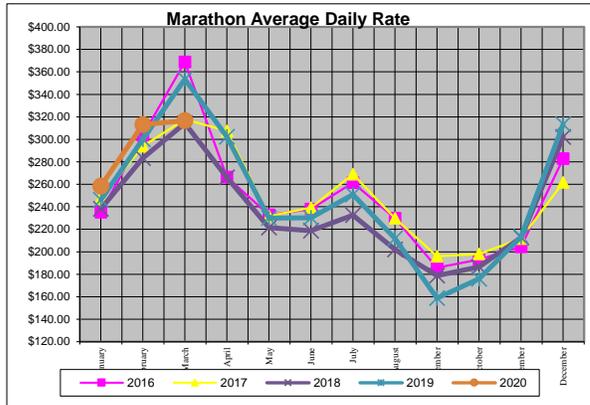
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	<b>6.7%</b>
February	69.1%	80.0%	73.2%	81.2%	84.5%	<b>4.1%</b>
March	78.0%	88.6%	75.0%	86.0%	49.5%	<b>-42.4%</b>
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%		
<b>Total</b>	<b>67.2%</b>	<b>75.9%</b>	<b>64.0%</b>	<b>69.0%</b>	<b>68.5%</b>	<b>-13.1%</b>



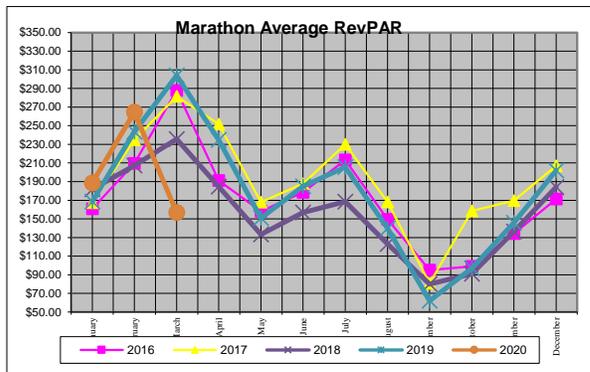
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	<b>5.0%</b>
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	<b>4.3%</b>
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	<b>-10.4%</b>
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		
<b>Total</b>	<b>\$254.19</b>	<b>\$258.75</b>	<b>\$240.55</b>	<b>\$257.02</b>	<b>\$293.90</b>	<b>-4.1%</b>



**RevPAR**

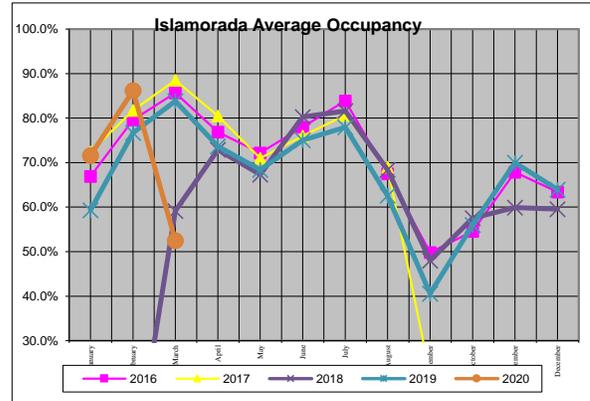
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$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		
<b>Total</b>	<b>\$179.34</b>	<b>\$170.90</b>	<b>\$153.94</b>	<b>\$177.40</b>	<b>\$201.31</b>	<b>-16.7%</b>



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.

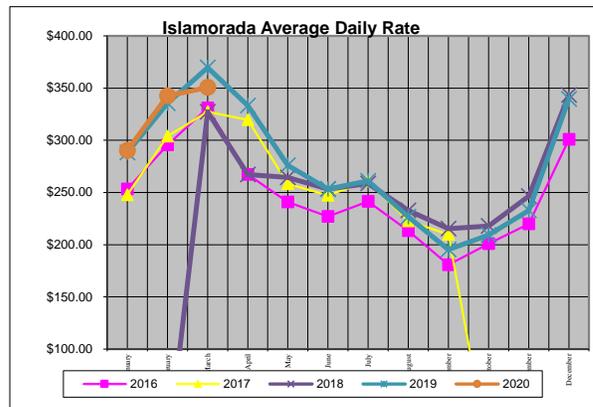
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	<b>20.6%</b>
February	79.6%	81.8%	*	76.7%	86.2%	<b>12.3%</b>
March	85.7%	88.5%	59.2%	83.8%	52.5%	<b>-37.4%</b>
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%		
<b>Total</b>	<b>70.9%</b>	<b>71.4%</b>	<b>*</b>	<b>67.3%</b>	<b>69.5%</b>	<b>-5.0%</b>



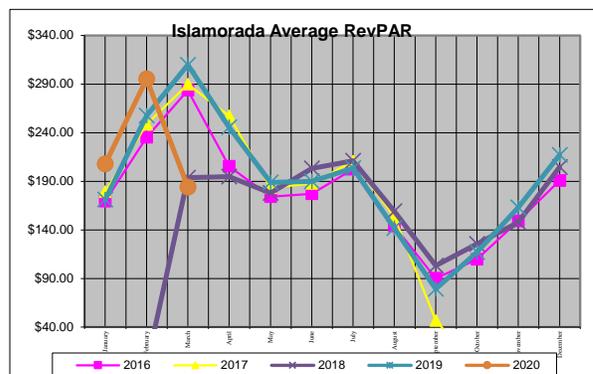
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	<b>0.7%</b>
February	\$295.59	\$303.97	*	\$335.56	\$342.62	<b>2.1%</b>
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	<b>-5.1%</b>
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		
<b>Total</b>	<b>\$252.83</b>	<b>\$241.78</b>		<b>\$281.92</b>	<b>\$326.15</b>	<b>-2.9%</b>



**RevPAR**

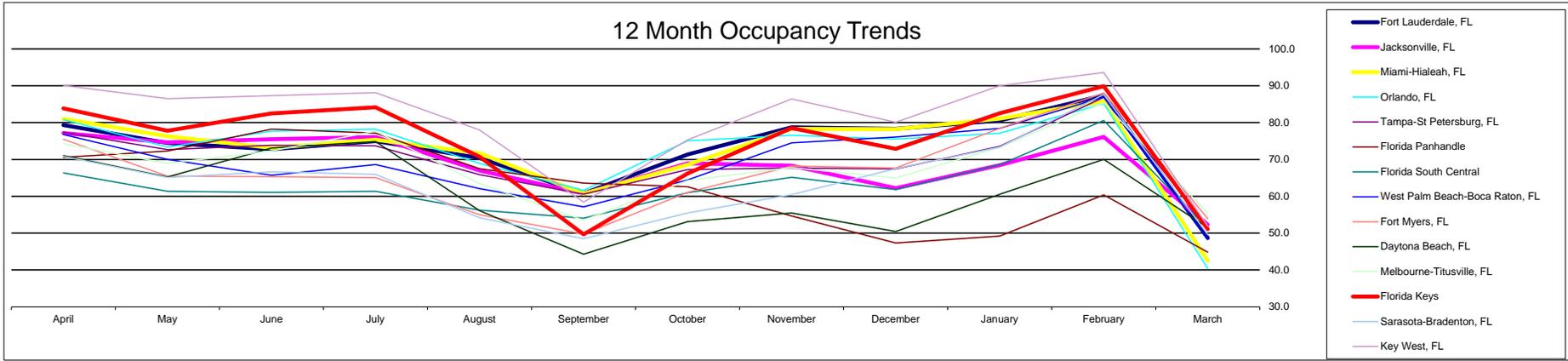
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
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		
<b>Total</b>	<b>\$179.22</b>	<b>\$172.56</b>		<b>\$189.73</b>	<b>\$226.66</b>	<b>-7.8%</b>



\* 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.

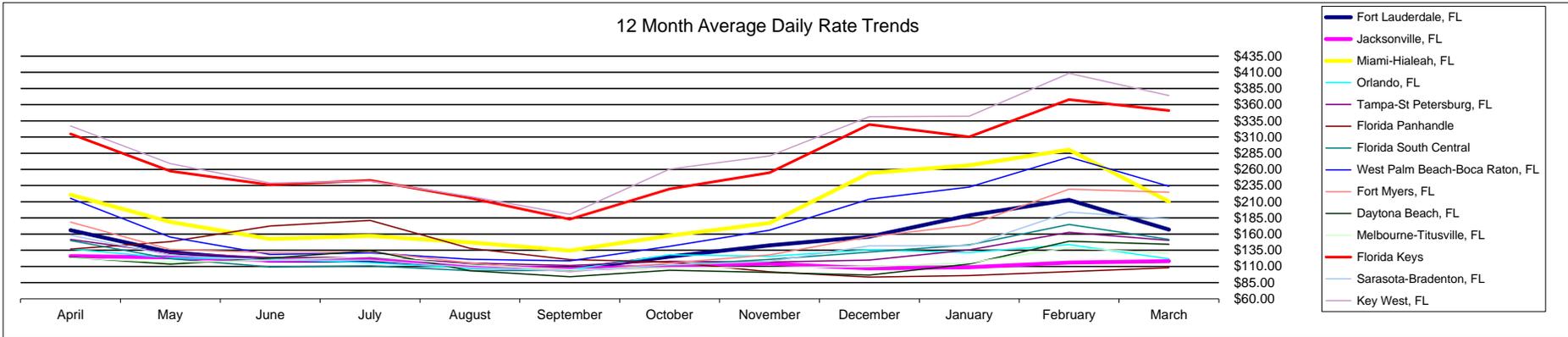
# Florida Markets Comparison



Occupancy												
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	48.7	87.4	80.6	78.3	78.7	71.3	60.8	70.4	75.0	72.7	74.4	79.3
Jacksonville, FL	52.3	76.1	68.4	62.2	68.3	68.9	60.7	67.0	76.1	75.5	74.6	77.1
Miami-Hialeah, FL	42.5	85.8	81.1	78.2	78.3	68.6	60.7	71.7	75.4	73.1	76.3	81.0
Orlando, FL	40.4	85.2	77.1	75.5	76.5	75.1	61.6	68.9	78.2	77.7	73.3	80.8
Tampa-St Petersburg, FL	51.9	86.9	73.6	67.4	67.7	67.3	60.6	65.9	73.7	73.9	72.7	77.3
Florida Panhandle	44.8	60.4	49.2	47.3	54.7	62.6	63.6	67.5	77.1	78.2	72.3	70.6
Florida South Central	51.2	80.6	68.6	61.8	65.2	61.0	54.1	56.2	61.4	61.1	61.3	66.4
West Palm Beach-Boca Raton, FL	48.3	86.9	78.4	76.1	74.5	64.4	57.1	62.1	68.6	65.7	70.0	76.8
Fort Myers, FL	53.9	88.0	78.4	67.7	68.2	61.1	49.7	55.0	65.1	65.3	65.5	75.5
Daytona Beach, FL	51.4	70.0	60.5	50.4	55.5	53.1	44.3	56.1	74.9	73.1	65.3	71.0
Melbourne-Titusville, FL	55.4	85.4	73.3	65.0	67.8	64.2	53.5	63.5	77.6	72.3	68.9	74.3
Florida Keys	51.1	89.9	82.5	72.9	78.5	66.2	49.7	70.7	84.1	82.5	77.8	83.8
Sarasota-Bradenton, FL	49.6	87.6	73.4	67.5	60.5	55.5	48.5	54.2	66.0	66.6	65.1	70.8
Key West, FL	51.9	93.6	90.0	80.1	86.4	75.3	58.4	78.0	88.1	87.3	86.5	90.1

Year to Date Occupancy												
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	71.6	83.8	80.6	76.0	75.8	75.5	75.9	77.8	78.8	79.5	80.8	82.5
Jacksonville, FL	65.1	71.9	68.4	71.3	72.2	72.5	73.0	74.5	75.6	75.4	75.4	75.7
Miami-Hialeah, FL	69.1	83.0	81.1	75.9	75.7	75.4	76.2	78.2	79.2	79.8	81.2	82.4
Orlando, FL	66.9	81.0	77.1	76.1	76.1	76.1	76.2	78.1	79.4	79.6	80.0	81.7
Tampa-St Petersburg, FL	70.2	79.9	73.6	72.3	72.8	73.3	74.0	75.7	77.2	77.9	78.7	80.2
Florida Panhandle	51.1	54.5	49.2	66.0	67.8	69.2	70.0	70.8	71.3	70.3	68.7	67.9
Florida South Central	66.3	74.3	68.6	64.1	64.4	64.4	64.7	66.1	67.5	68.6	70.1	72.3
West Palm Beach-Boca Raton, FL	71.0	83.0	78.4	72.0	71.6	71.3	72.1	74.0	75.7	76.5	79.0	81.3
Fort Myers, FL	73.0	83.0	78.4	68.5	68.6	68.6	69.5	71.9	74.3	75.9	78.0	81.3
Daytona Beach, FL	60.3	65.0	60.5	62.3	63.4	64.2	65.5	68.2	70.0	69.1	68.3	69.1
Melbourne-Titusville, FL	70.9	79.0	73.3	69.3	69.7	69.9	70.5	72.6	73.9	73.3	73.5	74.7
Florida Keys	73.7	85.9	82.5	76.6	77.0	76.9	78.1	81.6	83.3	83.2	83.3	84.8
Sarasota-Bradenton, FL	69.6	80.1	73.4	65.4	65.2	65.7	67.1	69.5	71.7	72.7	73.9	76.2
Key West, FL	77.9	91.7	90.0	84.2	84.5	84.3	85.3	88.6	90.1	90.4	91.1	92.2

**Florida Markets Comparison**



**Average Daily Rate**

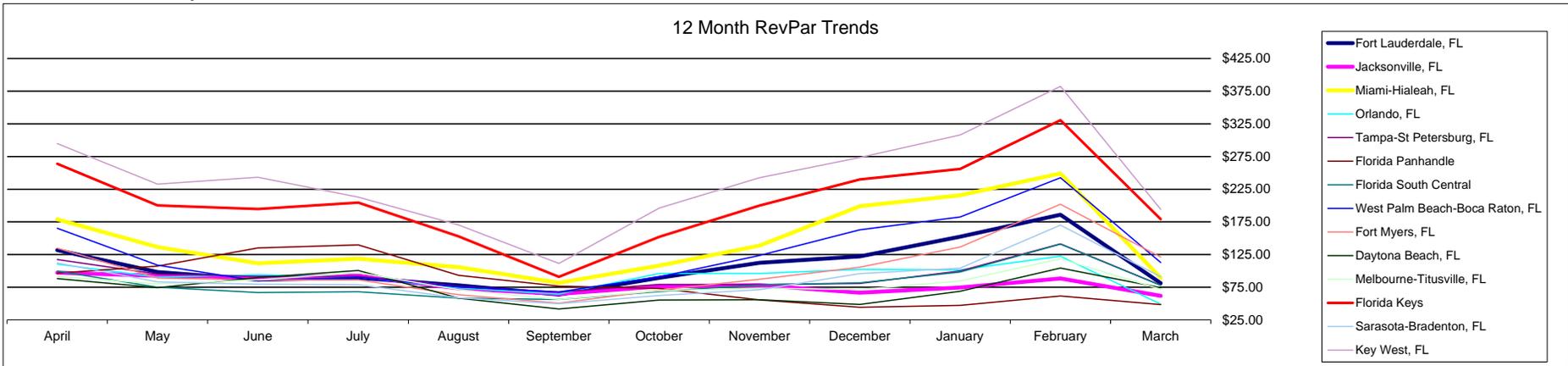
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98	\$ 119.40	\$ 123.97	\$ 125.97
Miami-Hialeah, FL	\$ 210.13	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59	\$ 147.25	\$ 157.32	\$ 152.48	\$ 178.84	\$ 220.90
Orlando, FL	\$ 121.76	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78	\$ 107.04	\$ 115.82	\$ 121.25	\$ 123.14	\$ 136.71
Tampa-St Petersburg, FL	\$ 150.28	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46	\$ 115.38	\$ 124.07	\$ 123.72	\$ 130.67	\$ 151.78
Florida Panhandle	\$ 108.07	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63	\$ 138.07	\$ 181.18	\$ 172.53	\$ 148.40	\$ 136.78
Florida South Central	\$ 151.86	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98	\$ 103.48	\$ 111.03	\$ 109.27	\$ 122.08	\$ 150.02
West Palm Beach-Boca Raton, FL	\$ 233.79	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63	\$ 120.99	\$ 131.09	\$ 128.51	\$ 155.32	\$ 215.24
Fort Myers, FL	\$ 224.61	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72	\$ 115.45	\$ 132.65	\$ 131.54	\$ 136.18	\$ 178.68
Daytona Beach, FL	\$ 144.30	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10	\$ 103.52	\$ 134.41	\$ 122.75	\$ 113.68	\$ 124.07
Melbourne-Titusville, FL	\$ 129.91	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07	\$ 112.01	\$ 125.17	\$ 119.33	\$ 116.37	\$ 122.92
Florida Keys	\$ 350.76	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99	\$ 215.90	\$ 242.98	\$ 236.04	\$ 257.29	\$ 314.82
Sarasota-Bradenton, FL	\$ 183.41	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68	\$ 108.52	\$ 119.50	\$ 119.33	\$ 127.45	\$ 158.29
Key West, FL	\$ 374.02	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67	\$ 218.13	\$ 241.88	\$ 238.99	\$ 268.99	\$ 327.16

**Year to Date Average Daily Rate**

	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 192.89	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74	\$ 152.91	\$ 158.37	\$ 164.61	\$ 172.64	\$ 182.02
Jacksonville, FL	\$ 114.21	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92	\$ 120.18	\$ 121.63	\$ 121.58	\$ 121.97	\$ 121.45
Miami-Hialeah, FL	\$ 262.73	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01	\$ 202.34	\$ 209.76	\$ 218.26	\$ 230.18	\$ 242.63
Orlando, FL	\$ 134.39	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01	\$ 128.13	\$ 130.81	\$ 133.41	\$ 135.87	\$ 138.86
Tampa-St Petersburg, FL	\$ 149.80	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71	\$ 139.24	\$ 142.30	\$ 145.28	\$ 149.34	\$ 153.73
Florida Panhandle	\$ 101.80	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69	\$ 141.86	\$ 142.39	\$ 135.00	\$ 126.20	\$ 120.03
Florida South Central	\$ 157.63	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31	\$ 138.50	\$ 142.78	\$ 147.67	\$ 154.38	\$ 161.36
West Palm Beach-Boca Raton, FL	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56	\$ 195.22	\$ 204.13	\$ 214.61	\$ 229.53	\$ 246.03
Fort Myers, FL	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82	\$ 170.14	\$ 175.85	\$ 182.12	\$ 190.53	\$ 201.46
Daytona Beach, FL	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12	\$ 126.53	\$ 129.25	\$ 128.28	\$ 129.46	\$ 133.34
Melbourne-Titusville, FL	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16	\$ 122.63	\$ 123.96	\$ 123.74	\$ 124.60	\$ 126.57
Florida Keys	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50	\$ 285.42	\$ 293.93	\$ 302.65	\$ 316.01	\$ 329.89
Sarasota-Bradenton, FL	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49	\$ 147.00	\$ 151.24	\$ 156.22	\$ 162.98	\$ 171.23
Key West, FL	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88	\$ 297.75	\$ 307.54	\$ 318.49	\$ 333.49	\$ 349.09

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

## Florida Markets Comparison



RevPAR	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28	\$86.70	\$98.22	\$131.69
Jacksonville, FL	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79	\$90.15	\$92.52	\$97.17
Miami-Hialeah, FL	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73	\$105.54	\$118.56	\$111.54	\$136.43	\$178.95
Orlando, FL	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55	\$73.78	\$90.60	\$94.18	\$90.31	\$110.52
Tampa-St Petersburg, FL	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55	\$76.02	\$91.43	\$91.39	\$94.97	\$117.39
Florida Panhandle	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72	\$93.19	\$139.76	\$134.98	\$107.27	\$96.55
Florida South Central	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21	\$58.18	\$68.12	\$66.74	\$74.89	\$99.57
West Palm Beach-Boca Raton, FL	\$112.88	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76	\$75.12	\$89.97	\$84.43	\$108.77	\$165.26
Fort Myers, FL	\$121.10	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60	\$63.49	\$86.32	\$85.91	\$89.14	\$134.86
Daytona Beach, FL	\$74.23	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67	\$58.10	\$100.62	\$89.71	\$74.18	\$88.15
Melbourne-Titusville, FL	\$71.96	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24	\$71.07	\$97.19	\$86.32	\$80.19	\$91.39
Florida Keys	\$179.22	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87	\$152.71	\$204.44	\$194.71	\$200.15	\$263.95
Sarasota-Bradenton, FL	\$90.94	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78	\$58.80	\$78.84	\$79.52	\$83.01	\$112.12
Key West, FL	\$194.30	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36	\$170.19	\$213.02	\$243.38	\$232.76	\$294.80

Year to date RevPAR	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90	\$118.92	\$124.87	\$130.87	\$139.55	\$150.11
Jacksonville, FL	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76	\$89.49	\$91.89	\$91.73	\$92.02	\$91.91
Miami-Hialeah, FL	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29	\$158.32	\$166.16	\$174.27	\$186.86	\$199.95
Orlando, FL	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06	\$100.03	\$103.91	\$106.24	\$108.67	\$113.45
Tampa-St Petersburg, FL	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20	\$105.43	\$109.92	\$113.14	\$117.49	\$123.36
Florida Panhandle	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77	\$100.44	\$101.53	\$94.90	\$86.71	\$81.45
Florida South Central	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59	\$91.50	\$96.40	\$101.27	\$108.18	\$116.69
West Palm Beach-Boca Raton, FL	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97	\$144.39	\$154.53	\$164.25	\$181.34	\$200.13
Fort Myers, FL	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51	\$122.35	\$130.74	\$138.26	\$148.66	\$163.74
Daytona Beach, FL	\$81.74	\$85.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35	\$86.27	\$90.41	\$88.65	\$88.44	\$92.15
Melbourne-Titusville, FL	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41	\$89.01	\$91.64	\$90.68	\$91.55	\$94.50
Florida Keys	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44	\$232.93	\$244.72	\$251.68	\$263.25	\$279.75
Sarasota-Bradenton, FL	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34	\$102.09	\$108.42	\$113.53	\$120.40	\$130.53
Key West, FL	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38	\$263.75	\$277.07	\$288.04	\$303.71	\$322.01

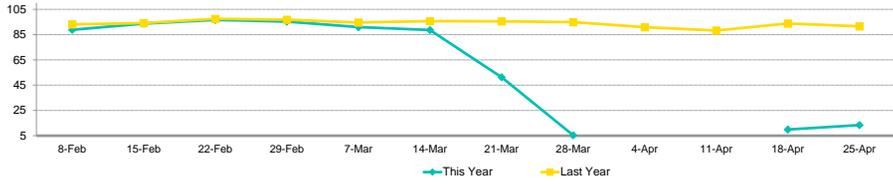
Tab 3 - Day Trend Key West

Monroe County TDC  
For the Week of April 19, 2020 to April 25, 2020

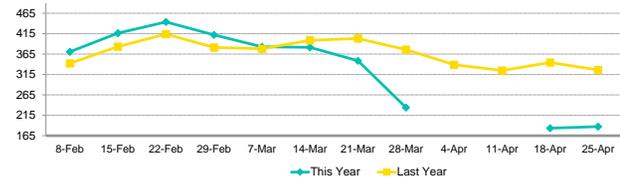
H.2

Currency: USD - US Dollar

Weekly Occ (%) - Feb 08, 2020 to Apr 25, 2020



Weekly ADR - Feb 08, 2020 to Apr 25, 2020



														Current Week						Current Week																																																						
														Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD																																												
<b>Occupancy (%)</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	13.4	91.1	90.9																												
														This Year	255.19	208.65	233.72	234.87	246.96	256.75	232.71	335.21	372.23	375.88	299.11	220.11	219.56	215.36	209.56	200.22	209.07	187.43	172.58	183.30	169.65	184.12	205.26	200.13	190.88	186.35	185.45	181.15	180.30	190.57	199.07	187.22	333.66	330.41																										
														Last Year	85.9	87.1	90.2	90.7	92.2	94.2	90.7	81.9	80.9	88.8	90.1	94.0	97.9	89.8	93.1	94.4	98.3	93.6	94.9	94.4	78.7	86.3	90.4	93.7	97.9	96.5	97.3	290.05	285.14	293.81	304.37	339.90	378.89	376.23	326.10	333.66	330.41																							
														Percent Change	-92.5	-92.5	-91.8	-88.6	-90.5	-92.0	-88.6	-90.5	-92.0	-93.0	-94.5	-95.6	-92.2	-85.9	-88.4	-87.4	-87.2	-92.7	-92.3	-86.8	-84.8	-84.9	-83.8	-84.4	-85.5	-87.1	-34.2	-34.6	-36.9	-40.5	-47.0	-49.7	-47.1	-85.3																										
<b>ADR</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	19.87	24.49	25.35	27.43	27.49	26.65	24.91	167.22	333.66	330.41																					
														This Year	320.59	317.40	322.76	323.71	335.21	372.23	375.88	299.11	220.11	219.56	215.36	209.56	200.22	209.07	187.43	172.58	183.30	169.65	184.12	205.26	200.13	190.88	186.35	185.45	181.15	180.30	190.57	199.07	326.10	333.66	330.41																													
														Last Year	320.59	317.40	322.76	323.71	335.21	372.23	375.88	299.11	220.11	219.56	215.36	209.56	200.22	209.07	187.43	172.58	183.30	169.65	184.12	205.26	200.13	190.88	186.35	185.45	181.15	180.30	190.57	199.07	326.10	333.66	330.41																													
														Percent Change	-20.4	-34.3	-27.6	-27.4	-26.3	-31.0	-27.4	-26.3	-31.0	-25.2	-28.4	-34.3	-45.2	-43.0	-48.0	-44.7	-50.4	-46.5	-44.3	-44.6	-34.2	-34.6	-36.9	-40.5	-47.0	-49.7	-47.1	-42.6																																
<b>RevPAR</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	19.87	24.49	25.35	27.43	27.49	26.65	24.91	167.22	333.66	330.41																					
														This Year	16.34	13.60	17.38	24.20	21.55	19.44	17.59	15.70	16.76	13.22	10.32	9.01	13.21	22.68	20.05	20.52	22.07	14.25	14.52	19.87	24.49	25.35	27.43	27.49	26.65	24.91	298.53	304.05	300.24																															
														Last Year	275.49	276.33	291.01	293.59	309.22	350.57	360.84	251.35	240.93	241.62	267.17	287.65	343.78	373.38	295.81	306.19	312.95	329.24	322.36	349.91	341.24	228.20	245.95	265.74	285.26	332.68	365.77	366.15	298.53	304.05	300.24																													
														Percent Change	-94.1	-95.1	-94.0	-91.8	-93.0	-94.5	-93.0	-92.7	-93.5	-93.7	-95.4	-97.0	-97.6	-95.5	-92.7	-93.6	-93.8	-93.2	-95.9	-95.7	-91.3	-90.0	-90.5	-90.4	-91.7	-92.7	-93.2	-91.6																																
<b>Supply</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	19.87	24.49	25.35	27.43	27.49	26.65	24.91	167.22	333.66	330.41																					
														This Year	5.232	5.232	5.232	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	6,657	146,272	130,600																											
														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	5.224	36,568	146,272	130,600																												
														Percent Change	0.2	0.2	0.2	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8	-81.8																														
<b>Demand</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	19.87	24.49	25.35	27.43	27.49	26.65	24.91	167.22	333.66	330.41																					
														This Year	335	341	389	98	83	72	75	68	74	60	49	41	57	125	104	115	114	66	69	99	125	130	144	145	133	119	895	133,292	118,676																															
														Last Year	4,489	4,548	4,710	4,738	4,819	4,920	5,015	4,390	4,279	4,228	4,640	4,708	4,911	5,113	4,698	4,866	4,929	5,033	4,890	4,960	4,931	4,110	4,506	4,725	4,896	5,113	5,043	5,084	33,477	133,292	118,676																													
														Percent Change	-92.5	-92.5	-91.7	-97.9	-98.3	-98.5	-98.2	-98.4	-98.4	-98.4	-98.7	-99.0	-99.2	-98.6	-97.4	-97.9	-97.7	-97.7	-97.7	-98.7	-98.6	-97.6	-97.2	-97.2	-97.1	-97.2	-97.4	-97.7	-97.3																															
<b>Revenue</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	18,897	23,294	24,109	26,086	26,144	25,346	23,689	167,565	44,473,970	39,211,293																					
														This Year	85,489	71,149	90,915	23,017	20,498	18,486	16,728	14,930	15,937	12,574	9,811	8,572	12,558	21,572	19,063	19,510	20,990	13,547	13,809	18,897	23,294	24,109	26,086	26,144	25,346	23,689	167,565	44,473,970	39,211,293																															
														Last Year	1,439,142	1,443,542	1,520,211	1,533,727	1,615,363	1,831,381	1,885,049	1,313,077	1,258,643	1,262,236	1,395,710	1,502,685	1,795,929	1,950,539	1,545,314	1,615,204	1,634,866	1,719,953	1,683,997	1,827,952	1,782,644	1,192,118	1,284,818	1,388,231	1,490,176	1,737,928	1,810,758	1,912,776	10,916,806	44,473,970	39,211,293																													
														Percent Change	-94.1	-95.1	-94.0	-98.5	-98.7	-99.0	-98.5	-98.7	-98.8	-98.9	-99.2	-99.5	-99.6	-99.2	-98.7	-98.8	-98.9	-98.8	-99.3	-99.2	-98.4	-98.2	-98.3	-98.2	-98.5	-98.7	-98.8	-98.5																																
<b>Census %</b>																																																																										
														Mar	29	30	31	Apr	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7
														Census Props	94	94	94	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951										
														Census Rooms	5,232	5,232	5,232	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951	951																	
														% Rooms Participants	14.2	12.6	12.6	69.5	63.1	63.1	40.4	52.5	46.8	46.8	46.8	66.1	66.1	59.7	59.7	59.7	59.7	59.7	77.3	66.1	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7	59.7																		

A blank row indicates insufficient data.  
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## Memorandum

TO: Tourist Development Council  
FROM: Kelli Fountain, TDC Research Dept.  
DATE: 4/30/2020  
RE: **H.3** AirBNB Reporting

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Due to mass cancellations of Vacation Rentals, AirDNA has discovered reporting limitations. As such, reported Occupancy, ADR, and RevPAR is skewed dramatically. Due to these reporting limitations, this months' vacation rental report is not included in the packet.

# Covid – 19 Special Report



# Destination Analysts

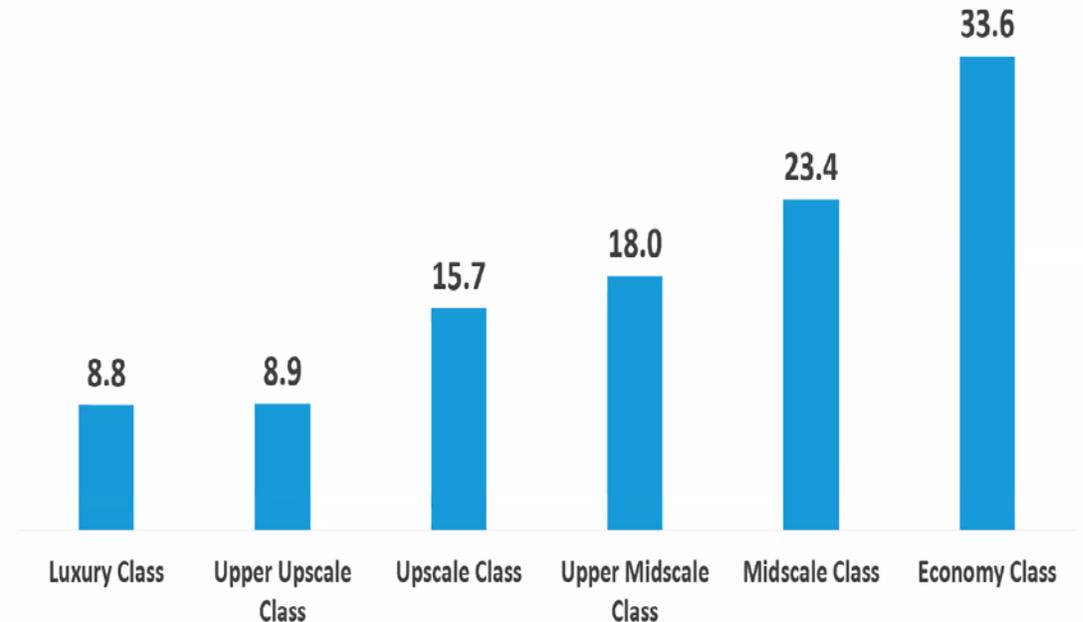
## Coronavirus' Impact on American Travel

- 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 Covid-19 Tracker

- 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
- BOGO pricing incentives or similar will be needed to drive consumption as latest research shows 79% of Americans say, even when the pandemic ends, they are going to save more and spend less
  - Bond-like systems where \$100 hotel bond matures to \$150 for a future stay
  - Bonus gift card structure for future stays
- 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
- 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 and 57 percent of people said that it will take a year or more before they will take a cruise

# MMGY Global Travel Insight Report

- 65% 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 surveys show younger consumers will be the first to adopt travel again, 56% of travelers that are 50 to 64 years of age show the least concern for their safety than any other age group
- Intent to stay in a hotel or resort in the upcoming 6 months fell from 41% to just 33% in Wave II of the survey
- 19% of those surveyed said they would feel safe staying in a vacation rental house or condo whereas only 13% felt safe staying in a hotel or resort (down from 25% and 20% respectively two weeks ago)
- Travel Agents will be increasingly important for travelers both as a source of calm and information but also as an important guide on rates and bookings in what will be an increasingly competitive market

# Travel Pulse Study with Luggage Hero

- More than 75% of American respondents say they will keep traveling in 2020
- 77% are sticking to their travel plans schedule between June and December 2020 as long as their hometowns or travel destinations were not under quarantine
- 44% will change their international destination to a domestic one in 2020

# 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



# What are the **FIRST THINGS YOU ARE GOING TO DO** when shelter-in-place restrictions are lifted?



**1**  
DINE OUT with  
friends (40.9%)



**2**  
HANG OUT with  
friends (39.6%)



**3**  
GROOMING services  
(37.2%)



**4**  
Go SHOPPING  
(35.6%)



**5**  
Go ON A TRIP  
(22.5%)



**6**  
Go to a MOVIE, PLAY  
or THEATER (21.5%)



**7**  
Go to THE GYM  
(20.1%)



**8**  
Go on A DATE  
(15.6%)



**9**  
HIKE  
(14.5%)



**10**  
Go to a BAR/NIGHTCLUB  
(12.4%)

# Traditional Feeder Markets 2019 Q3 Visa Vue and nSight

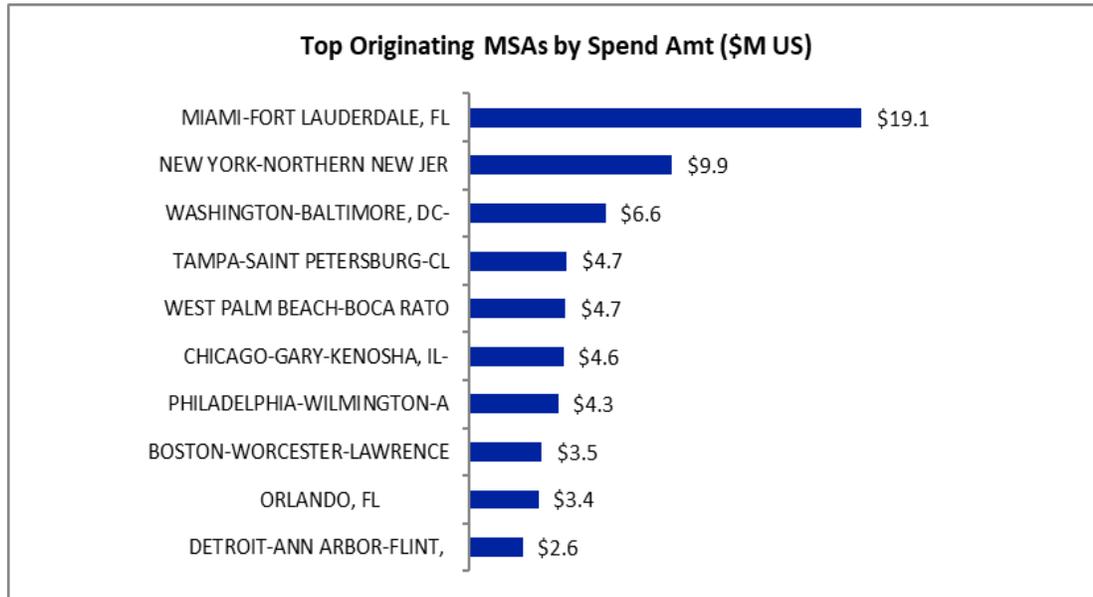
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

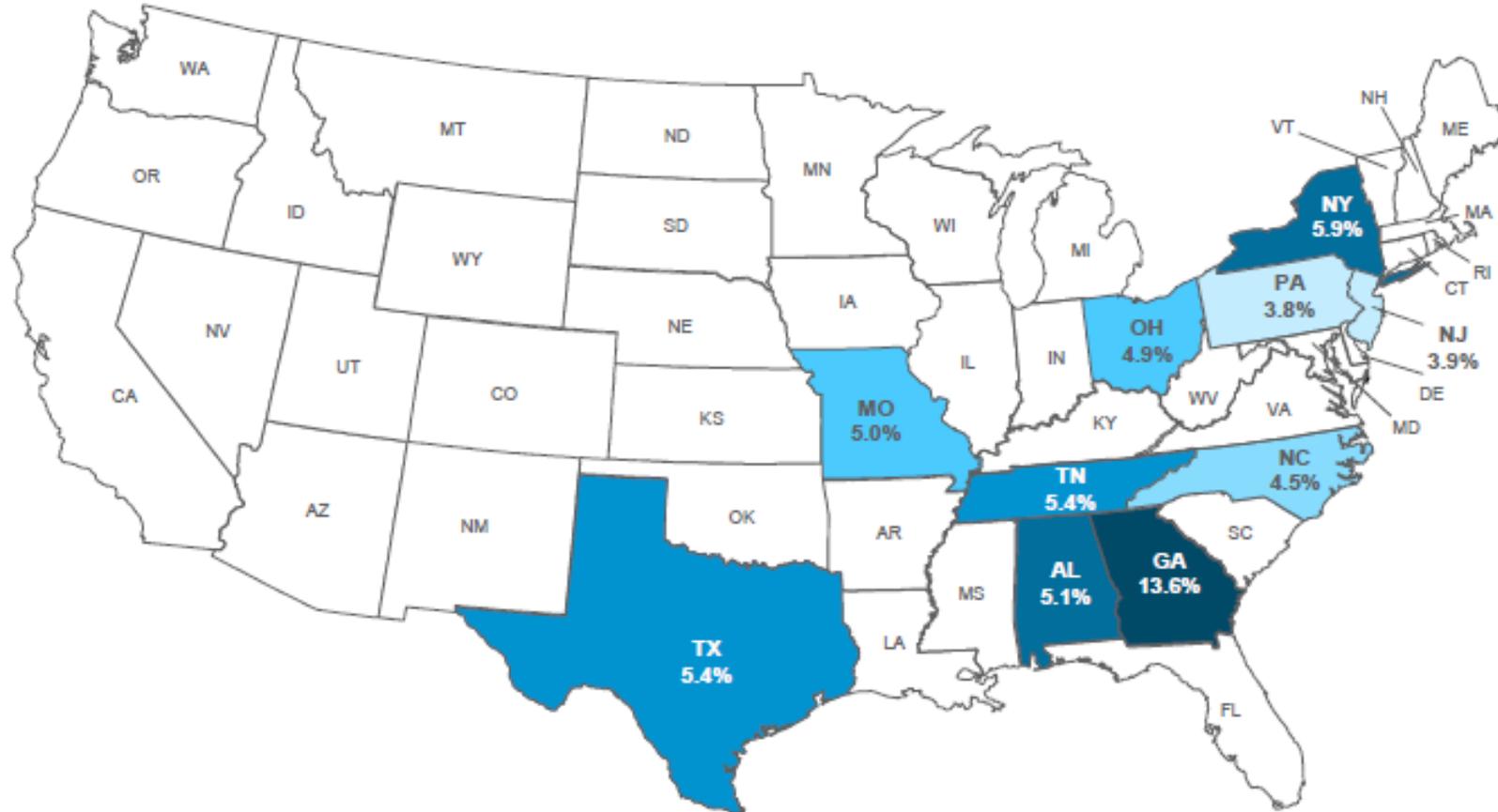
Q3	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ORLANDO-KISSIMMEE-SANFORD FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	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

# Top Domestic Auto Visitors to Florida



Source: D.K. Shifflet and Associates

Domestic Auto Visitors to Florida

Florida Visitor Study/2017

**Monroe County  
Mar 19-Apr 18, 2020**

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**AT&T Call Report\*  
1-800-FLA-KEYS and District 1-800 Numbers**

<b>Chamber</b>	<b>1-800 FLA-KEYS</b>	<b>District 800</b>	<b>Completed Calls Count</b>
Key West	45	8	53
Lower Keys	13	99	112
Marathon	12	15	27
Islamorada	7	18	25
Key Largo	21	30	51

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

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## CALLS RECORDED & OTHER INQUIRIES

**KEY WEST  
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%
	<b>143</b>	<b>136</b>	<b>15</b>	<b>366</b>	<b>33</b>	<b>693</b>		<b>4,967</b>	
	<b>20.6%</b>	<b>19.6%</b>	<b>2.2%</b>	<b>52.8%</b>	<b>4.8%</b>				

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

**ACCOMMODATIONS****KEY WEST  
March 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	30	0	10	310	350	79.2%	3,512	72.6%
B&B/Guest House	3	0	4	71	78	17.6%	1,209	25.0%
Campground/RV	0	0	0	7	7	1.6%	50	1.0%
Vacation Rental	1	0	1	4	6	1.4%	59	1.2%
None	0	0	0	1	1	0.2%	6	0.1%
	<b>34</b>	<b>0</b>	<b>15</b>	<b>393</b>	<b>442</b>		<b>4,836</b>	
	<b>7.7%</b>	<b>0.0%</b>	<b>3.4%</b>	<b>88.9%</b>				

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

**ADVERTISING SOURCE****KEY WEST  
March 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	27	0	0	291	318	89.6%	3,237	91.5%
TV Ad	0	0	6	0	6	1.7%	46	1.3%
Internet	2	0	1	0	3	0.8%	58	1.6%
TDC Website	0	0	2	0	2	0.6%	14	0.4%
TV Show/Story	0	0	1	0	1	0.3%	5	0.1%
Travel Agent	0	0	0	1	1	0.3%	8	0.2%
Do Not Know	1	0	0	0	1	0.3%	9	0.3%
Other	0	0	0	1	1	0.3%	24	0.7%
Magazine Ad	0	0	0	0	0	0.0%	12	0.3%
Magazine Article	0	0	0	0	0	0.0%	5	0.1%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Tourist Directory or Guide	0	0	0	0	0	0.0%	3	0.1%
Keys Business	0	0	0	0	0	0.0%	17	0.5%
Directory Assistance	0	0	0	0	0	0.0%	4	0.1%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Friends/Return Visitor	0	0	0	0	0	0.0%	12	0.3%
	<b>30</b>	<b>0</b>	<b>10</b>	<b>293</b>	<b>355</b>		<b>3,537</b>	
	<b>8.5%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>82.5%</b>				

**INTERESTS****KEY WEST  
March 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	30	0	10	303	343	26.9%	3,416	23.8%
Dining/Entertainment	3	0	5	110	118	9.2%	1,509	10.5%
Cultural Events/Theatre/Music	1	0	4	80	85	6.7%	1,236	8.6%
Coupon Book	1	0	4	79	84	6.6%	1,231	8.6%
Water Sports	0	0	3	73	76	6.0%	1,137	7.9%
Guided Nature Tour	0	0	3	54	57	4.5%	614	4.3%
Snorkeling	0	0	3	50	53	4.2%	686	4.8%
Fishing Backcountry	0	0	1	18	19	1.5%	195	1.4%
Fishing Deep Sea	0	0	1	17	18	1.4%	198	1.4%
Sailing	0	0	1	17	18	1.4%	134	0.9%
Boat Rentals	0	0	1	11	12	0.9%	91	0.6%
Kids/Family Vacations	0	0	0	11	11	0.9%	101	0.7%
Weather	0	0	0	6	6	0.5%	71	0.5%
Diving	0	0	0	5	5	0.4%	58	0.4%
Marinas	0	0	0	5	5	0.4%	36	0.3%
Fishing Tournament	0	0	0	4	4	0.3%	71	0.5%
Wedding	0	0	0	4	4	0.3%	41	0.3%
Honeymoon	0	0	0	4	4	0.3%	46	0.3%
Relocation/Real Estate	1	0	0	3	4	0.3%	46	0.3%
None	0	0	0	1	1	0.1%	11	0.1%
	<b>36</b>	<b>0</b>	<b>36</b>	<b>855</b>	<b>1,277</b>		<b>14,365</b>	
	<b>2.8%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>67.0%</b>				

**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.**

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# Length of Stay, Number in Party

**KEY WEST  
March 2020**

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## MONTH

### LENGTH OF STAY:

Minimum: 1  
Maximum: 81  
Average: 7

### NUMBER OF ADULTS:

Minimum: 2  
Maximum: 40  
Average: 4

### NUMBER OF CHILDREN:

Minimum: 2  
Maximum: 35  
Average: 9

## FISCAL YEAR-TO-DATE

### LENGTH OF STAY:

Minimum: 1  
Maximum: 81  
Average: 7

### NUMBER OF ADULTS:

Minimum: 1  
Maximum: 100  
Average: 3

### NUMBER OF CHILDREN:

Minimum: 1  
Maximum: 35  
Average: 3

## STATE

KEY WEST  
March 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	9	0	1	30	40	11.3%	319	9.0%
MI	2	0	0	20	22	6.2%	197	5.6%
PA	0	0	2	20	22	6.2%	232	6.6%
NY	1	0	1	18	20	5.6%	207	5.9%
OH	3	0	0	16	19	5.4%	202	5.7%
TX	0	0	0	19	19	5.4%	126	3.6%
IL	1	0	1	15	17	4.8%	200	5.7%
WI	1	0	0	14	15	4.2%	154	4.4%
MD	2	0	1	10	13	3.7%	73	2.1%
VA	1	0	0	11	12	3.4%	110	3.1%
IN	1	0	0	10	11	3.1%	110	3.1%
AL	0	0	1	8	9	2.5%	65	1.8%
GA	1	0	0	8	9	2.5%	100	2.8%
MN	0	0	0	9	9	2.5%	108	3.1%
NC	1	0	0	8	9	2.5%	90	2.5%
TN	0	0	0	9	9	2.5%	94	2.7%
IA	0	0	0	8	8	2.3%	76	2.2%
NJ	1	0	2	5	8	2.3%	130	3.7%
MA	2	0	0	5	7	2.0%	94	2.7%
AZ	0	0	0	6	6	1.7%	36	1.0%
CA	0	0	0	5	5	1.4%	49	1.4%
KY	0	0	0	5	5	1.4%	41	1.2%
LA	0	0	1	4	5	1.4%	42	1.2%
MO	1	0	0	4	5	1.4%	102	2.9%
SC	0	0	0	5	5	1.4%	81	2.3%
WA	0	0	0	5	5	1.4%	34	1.0%
AR	0	0	0	4	4	1.1%	24	0.7%
CO	2	0	0	2	4	1.1%	37	1.0%
NE	1	0	0	3	4	1.1%	34	1.0%
NV	0	0	0	4	4	1.1%	12	0.3%
OK	1	0	0	3	4	1.1%	32	0.9%
NH	0	0	0	3	3	0.8%	25	0.7%
WV	0	0	0	3	3	0.8%	18	0.5%
CT	0	0	0	2	2	0.6%	47	1.3%
KS	0	0	0	2	2	0.6%	27	0.8%
ME	0	0	0	1	1	0.3%	17	0.5%
MS	0	0	0	1	1	0.3%	28	0.8%
MT	0	0	0	1	1	0.3%	2	0.1%
ND	0	0	0	1	1	0.3%	5	0.1%
NS	0	0	0	1	1	0.3%	4	0.1%
ON	0	0	0	1	1	0.3%	30	0.8%
OR	0	0	0	1	1	0.3%	19	0.5%
QC	0	0	0	1	1	0.3%	7	0.2%
RI	0	0	0	1	1	0.3%	8	0.2%
SD	0	0	0	1	1	0.3%	15	0.4%
UT	0	0	0	1	1	0.3%	6	0.2%
	<b>31</b>	<b>0</b>	<b>10</b>	<b>314</b>	<b>355</b>		<b>3,534</b>	
	<b>8.7%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>88.5%</b>				

# How do you plan to travel to the Keys?

## KEY WEST March 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Undecided	0	0	0	71	71	20.0%	1,105	31.2%
Fly/Drive	13	0	4	3	20	5.6%	132	3.7%
Automobile	0	0	3	0	3	0.8%	55	1.6%
Commercial Airline	1	0	1	0	2	0.6%	41	1.2%
Cruise Ship	0	0	0	2	2	0.6%	23	0.7%
Ferry	1	0	0	0	1	0.3%	13	0.4%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	3	0.1%
RV	0	0	0	0	0	0.0%	4	0.1%
Motorcycle	0	0	0	0	0	0.0%	3	0.1%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	5	0.1%
	<b>15</b>	<b>0</b>	<b>8</b>	<b>76</b>	<b>355</b>		<b>3,537</b>	
	<b>4.2%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>21.4%</b>				

## What month do you plan to travel?

**KEY WEST  
March 2020**

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	5	0	5	104	114	32.1%	1,139	32.2%
April	8	0	1	38	47	13.2%	357	10.1%
June	5	0	2	34	41	11.5%	177	5.0%
March	0	0	0	33	33	9.3%	413	11.7%
May	2	0	0	29	31	8.7%	223	6.3%
July	3	0	0	15	18	5.1%	110	3.1%
August	0	0	1	16	17	4.8%	57	1.6%
September	4	0	0	11	15	4.2%	67	1.9%
February	2	0	0	10	12	3.4%	390	11.0%
December	1	0	1	10	12	3.4%	192	5.4%
October	0	0	0	9	9	2.5%	74	2.1%
January	0	0	0	3	3	0.8%	219	6.2%
November	1	0	0	2	3	0.8%	119	3.4%
	<b>30</b>	<b>0</b>	<b>10</b>	<b>312</b>	<b>355</b>		<b>3,537</b>	
	<b>8.5%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>87.9%</b>				

**TYPE OF CALLER****KEY WEST  
March 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	1	0	1	305	307	86.5%	3,122	88.3%
Consumer	28	0	9	1	38	10.7%	330	9.3%
Unknown	0	0	0	5	5	1.4%	53	1.5%
Travel Agent	1	0	0	2	3	0.8%	6	0.2%
Voice Mail	1	0	0	0	1	0.3%	15	0.4%
Postal Inquiry	0	0	0	1	1	0.3%	11	0.3%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>31</b>	<b>0</b>	<b>10</b>	<b>313</b>	<b>355</b>		<b>3,537</b>	
	<b>8.7%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>88.2%</b>				

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



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

## **Monthly Visitor Information Service Report**

**March 1-31, 2020**

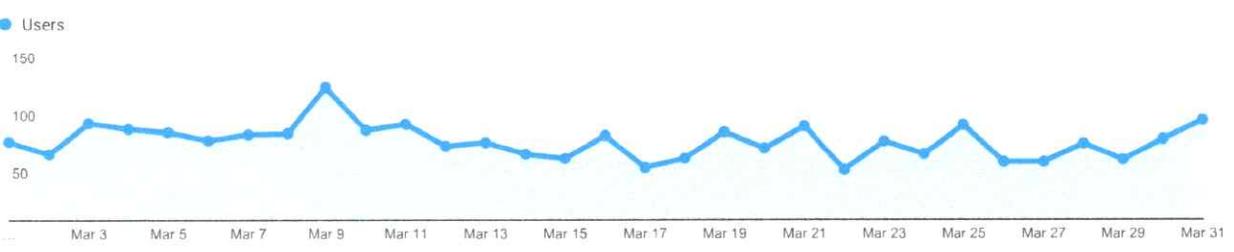
1. GayKeyWestFL.com Website Traffic Report
  - a. Summary
  - b. Top 20 Referrals
  - c. Top 20 Countries
2. GayKeyWestFL.com Website Survey Report - Provided by Floridakeys.com
3. Email Subscriber Report Summary – Provided by Constant Contact
4. Top Ten States Calling 800# Number
5. Visitor Center Walk-in Traffic Data

**Audience Overview**

Mar 1, 2020 - Mar 31, 2020

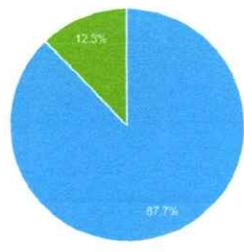
All Users  
100.00% Users

**Overview**



<p>Users</p> <p><b>1,885</b></p>	<p>New Users</p> <p><b>1,818</b></p>	<p>Sessions</p> <p><b>2,365</b></p>
<p>Number of Sessions per User</p> <p><b>1.25</b></p>	<p>Pageviews</p> <p><b>3,602</b></p>	<p>Pages / Session</p> <p><b>1.52</b></p>
<p>Avg. Session Duration</p> <p><b>00:01:18</b></p>	<p>Bounce Rate</p> <p><b>72.85%</b></p>	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	1,700	90.14%
2. en-gb	40	2.12%
3. zh-cn	27	1.43%
4. en-ca	17	0.90%
5. de-de	12	0.64%
6. en	9	0.48%
7. fr-fr	7	0.37%
8. es-es	6	0.32%
9. nl-nl	6	0.32%
10. es-419	5	0.27%

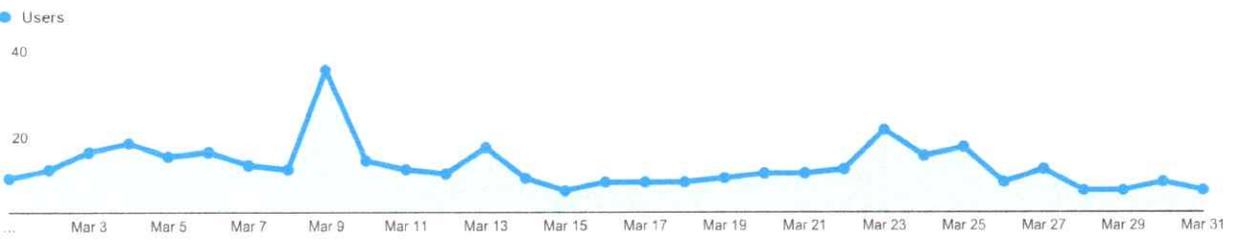
Referral Traffic

Mar 1, 2020 - Mar 31, 2020

All Users  
16.07% Users

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>303</b> % of Total: 16.07% (1,885)	<b>283</b> % of Total: 15.57% (1,818)	<b>385</b> % of Total: 16.28% (2,365)	<b>72.47%</b> Avg for View: 72.85% (-0.53%)	<b>1.57</b> Avg for View: 1.52 (2.84%)	<b>00:02:23</b> Avg for View: 00:01:18 (83.65%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. dallasvoice.com	107 (35.20%)	106 (37.46%)	115 (29.87%)	83.48%	1.36	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. baidu.com	23 (7.57%)	23 (8.13%)	23 (5.97%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. bottraffic4free.club	16 (5.26%)	16 (5.65%)	17 (4.42%)	5.88%	2.82	00:16:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. monroecountyem.com	16 (5.26%)	16 (5.65%)	16 (4.16%)	81.25%	1.25	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. visitflorida.com	16 (5.26%)	15 (5.30%)	25 (6.49%)	88.00%	1.32	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. facebook.com	14 (4.61%)	10 (3.53%)	17 (4.42%)	41.18%	2.18	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. l.facebook.com	12 (3.95%)	9 (3.18%)	13 (3.38%)	23.08%	2.08	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. lm.facebook.com	6 (1.97%)	3 (1.06%)	6 (1.56%)	50.00%	1.50	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. topeventsusa.com	6 (1.97%)	6 (2.12%)	6 (1.56%)	50.00%	1.50	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
0. athomekeywest.com	5 (1.64%)	3 (1.06%)	7 (1.82%)	85.71%	1.43	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
1. iglta.org	5 (1.64%)	4 (1.41%)	53 (13.77%)	56.60%	2.00	00:08:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. m.facebook.com	5 (1.64%)	5 (1.77%)	5 (1.30%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. conchink.com	4 (1.32%)	4 (1.41%)	4 (1.04%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. andrewstraveling.com	3 (0.99%)	3 (1.06%)	3 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. fla-keys.com	3 (0.99%)	2 (0.71%)	5 (1.30%)	60.00%	3.40	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. keywestsites.com	3 (0.99%)	3 (1.06%)	4 (1.04%)	50.00%	1.75	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. nosecomollamarte.blogspot.com	3 (0.99%)	3 (1.06%)	3 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. silverairways.com	3 (0.99%)	3 (1.06%)	3 (0.78%)	66.67%	1.33	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

islandcityhouse.com	2 (0.66%)	2 (0.71%)	2 (0.52%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
mail.yahoo.com	2 (0.66%)	2 (0.71%)	2 (0.52%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
monroecounty-fl.gov	2 (0.66%)	2 (0.71%)	2 (0.52%)	50.00%	1.50	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
nakedkeywest.squarespace.com	2 (0.66%)	2 (0.71%)	2 (0.52%)	50.00%	3.00	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
outcoast.com	2 (0.66%)	2 (0.71%)	2 (0.52%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
proudout.com	2 (0.66%)	2 (0.71%)	3 (0.78%)	66.67%	1.33	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 64

Location

Mar 1, 2020 - Mar 31, 2020

All Users  
100.00% Users

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>1,885</b> % of Total: 100.00% (1,885)	<b>1,818</b> % of Total: 100.00% (1,818)	<b>2,365</b> % of Total: 100.00% (2,365)	<b>72.85%</b> Avg for View: 72.85% (0.00%)	<b>1.52</b> Avg for View: 1.52 (0.00%)	<b>00:01:18</b> Avg for View: 00:01:18 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. United States	<b>1,640</b> (86.96%)	<b>1,578</b> (86.80%)	<b>2,095</b> (88.58%)	73.37%	1.49	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	<b>36</b> (1.91%)	<b>36</b> (1.98%)	<b>37</b> (1.56%)	72.97%	1.59	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	<b>31</b> (1.64%)	<b>29</b> (1.60%)	<b>42</b> (1.78%)	59.52%	2.69	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. China	<b>30</b> (1.59%)	<b>30</b> (1.65%)	<b>30</b> (1.27%)	73.33%	1.27	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Germany	<b>20</b> (1.06%)	<b>19</b> (1.05%)	<b>24</b> (1.01%)	58.33%	2.12	00:04:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. India	<b>17</b> (0.90%)	<b>17</b> (0.94%)	<b>17</b> (0.72%)	82.35%	1.41	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Japan	<b>15</b> (0.80%)	<b>15</b> (0.83%)	<b>15</b> (0.63%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. France	<b>13</b> (0.69%)	<b>12</b> (0.66%)	<b>14</b> (0.59%)	64.29%	2.07	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. South Korea	<b>9</b> (0.48%)	<b>9</b> (0.50%)	<b>9</b> (0.38%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Spain	<b>8</b> (0.42%)	<b>8</b> (0.44%)	<b>8</b> (0.34%)	37.50%	2.25	00:04:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Netherlands	<b>8</b> (0.42%)	<b>8</b> (0.44%)	<b>9</b> (0.38%)	55.56%	1.44	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Italy	<b>5</b> (0.27%)	<b>5</b> (0.28%)	<b>5</b> (0.21%)	40.00%	3.20	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. Argentina	<b>4</b> (0.21%)	<b>4</b> (0.22%)	<b>4</b> (0.17%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. (not set)	<b>4</b> (0.21%)	<b>4</b> (0.22%)	<b>4</b> (0.17%)	0.00%	3.25	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Belgium	<b>3</b> (0.16%)	<b>3</b> (0.17%)	<b>3</b> (0.13%)	66.67%	1.33	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Brazil	<b>3</b> (0.16%)	<b>3</b> (0.17%)	<b>3</b> (0.13%)	33.33%	1.67	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Ukraine	<b>3</b> (0.16%)	<b>3</b> (0.17%)	<b>3</b> (0.13%)	66.67%	1.67	00:10:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Austria	<b>2</b> (0.11%)	<b>2</b> (0.11%)	<b>2</b> (0.08%)	0.00%	2.50	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Australia	<b>2</b> (0.11%)	<b>1</b> (0.06%)	<b>3</b> (0.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. Ireland	<b>2</b> (0.11%)	<b>2</b> (0.11%)	<b>2</b> (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. Cambodia	<b>2</b> (0.11%)	<b>2</b> (0.11%)	<b>2</b> (0.08%)	50.00%	1.50	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. Mexico	<b>2</b> (0.11%)	<b>2</b> (0.11%)	<b>2</b> (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. Philippines	<b>2</b> (0.11%)	<b>2</b> (0.11%)	<b>2</b> (0.08%)	50.00%	1.50	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

Poland	2 (0.11%)	2 (0.11%)	2 (0.08%)	50.00%	3.00	00:10:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Puerto Rico	2 (0.11%)	2 (0.11%)	2 (0.08%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 43

## Demographic Survey Results, Key West Business Guild

### Month of March 2020

Total Responses: 4

#### **State Results:**

CT: 1 response (25%)

NY: 1 response (25%)

GA: 1 response (25%)

TX: 1 response (25%)

#### **Age:**

18 -30: 0

31-49: 3 response (75%)

45-54: 1 response (25%)

#### **Length of Stay:**

3 nights: 0

4 nights: 1 response (25%)

5 nights: 2 response (50%)

6 nights: 1 response (25%)

#### **Month of Visit:**

June: 3 response (75%)

August: 1 response (25%)

#### **Type of Accommodations:**

All Male: 2 response (50%)

Hotel/Motel: 1 response (25%)

Resort: 1 response (25%)

Vacation Rental: 0

#### **Travel Method to Key West:**

Drive: 0

Direct Flight to Key West: 4 responses (100%)

Flight to FL and drive to Key West: 0 response

#### **Been to Key West Before:**

Yes: 1 response (25%)

No: 3 response (75%)

Account ID: 951268 , Invoice # 2882196 , Access Code: RAB3922341

Day	Date	Time	Place called	Number Called	Min	Charge	Day	Date	Time	Place called	Number Called	Min	Charge
1	MON	MAR 2	1:36 PM	ROME NY	315 225-7865	0.5	0.03						
2	MON	MAR 2	1:37 PM	ROME NY	315 225-7865	0.5	0.03						
3	TUE	MAR 3	10:51 AM	SEVEN OAKS, TX	214 296-4629	0.5	0.03						
4	WED	MAR 4	09:05 AM	ARLINGTON, VA	571 23-7137	0.5	0.03						
5	WED	MAR 4	11:08 AM	CLEARWATER, FL	727 452-2334	1.6	0.10						
6	WED	MAR 11	12:13 PM	DETROIT, MI	313 453-3447	1.5	0.09						
7	FRI	MAR 13	3:12 PM	SAN FRANCISCO, CA	415 312-3402	10.5	0.63						
8	FRI	MAR 13	3:12 PM	SAN FRANCISCO, CA	415 312-3402	10.5	0.63						
9	THU	MAR 18	10:51 AM	ROMNEYVILLE, OH	780 201-4324	0.5	0.03						
				Total	30.6	1.84							
				Grand Total	30.6	\$1.84							

Long Distance Charges

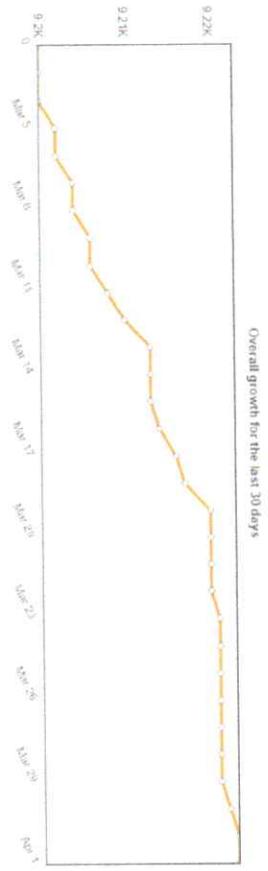
## Reports - Contact Growth

View: last 30 days

**24**  
New Contacts  
In the last 30 days

You have **9,223 total contacts**. [How to get more](#)

- 38 contacts unsubscribed in the last 30 days



### Growth by Source

- 12** Other Apps
- 12** Added by you
- Set up Text-to-Job
- Add a Website Signup Form
- Install Facebook App

3/2/2020

Visiting Location City	State	Country	Length of Stay	Accommodation	# Of Visitors	Been here Before	Method of Travel
	NY			Casa Marina		4 N	
	MA		4	Fairfield		2 N	Fly
Jackson	TN		7	Rental House		2 N	Fly
Key West						1	
						2	Cruise
Ft Worth	TX		30+	with friend on Duval		1 N	Fly
	OH					2	
	IN		4	Santa Maria		2	
	CA		1	Key Largo		4 N	Fly/drive
Preston	AX		14			N	Fly
Key West						2	
	PA		1			2 N	Cruise
	AL		1			5 N	Cruise
			1			2	Cruise
Key West						1	
		Netherlands	3	Duck Key		3 N	Fly/drive
Chicago	IL		7	Rental on Olivia		2 Y	Fly
						2	
	SC		4			2	
		France	1	Miami		4 N	Fly/drive
	CA		1			3	Cruise
Key West						1	
Oakland Park	FL		1			1 Y	Drive
Omaha	NE		3			2 N	
	WI		25	Hyatt Windward		2 Y	Fly
Key West						1	
						2	
	OH					1	
						2	
						2 Y	
Newark	NJ		7	Galleon		4	
	OK		5	Marathon		2 N	Fly/drive







	NY			1		2 N	Cruise
						1	
						3	
						2	
						2	
Key west	FL					2 N	Fly
	IN					2 N	Fly
Chicago	IL					2 N	Fly
	AL			4	Simonton Court	2	
						2	
						2	
				1		3 N	Cruise
Rochester	NY			7	La Pensionne	2 N	Fly
				1		2 N	Cruise
						3 N	
						1 N	
						2 N	
		Germany				2	
						2	
	NC			7	La te Da	2 Y	Fly
Key West						1	
ST Pete	FL					2 Y	Drive
	OH			4	Hampton Inn	2	
Key West						2	
						2	
	VA				Parrott Key	2 Y	Fly
	GA				Marriott Beachside	2	
						2	
						3 N	Fly/drive
		UK		1	Ft Lauderdale	2	
	Quebec	Canada		7	Duval Inn	2 N	Drive
	OH			4	With Friends	2 Y	Fly
Key West						2	
	MD			7	Rental House	2 N	Fly
	TN					2	

3/9/2020



Fort Lauderdale	FL				3	Equator			2 Y	Drive
				1					4 N	Cruise
	PA		30+			House rental			2 Y	Fly
		Jamaica		1					3 N	Cruise
				1					4	Cruise
				4		Andrews Inn			2 N	
				4		Southernmost Resort			3	
		Canada		7		Rental House			2 Y	Fly
Boston	MA								2	
Key West									2	
									3	Cruise
				5		Silver Palms			2 N	
Wilton Manor				3					2 Y	Drive
									3	
									3 Y	Ferry
									1	
Key West										
Buffalo	NY			10		Rental on Olivia			2 N	Fly
Dallas	TX			4		Air Bnb			3 N	Fly/drive
Key West									1	
Rochester	NY			4		Casa Marina			2 N	Fly
Key West									2	
	WI								4	
									1	
Key West										
	CT			5		Southernmost Resort			4 N	Drive
	OH			7					3	
	NY			7		Hyatt			4 Y	Fly
	MI			1		Marathon			3 Y	Fly/drive
		Germany							2	
				4		New Orleans House			1	
		UK							3	
Jupiter	FL			1					2 Y	Drive
Key West									1	
									4	

3/11/2020







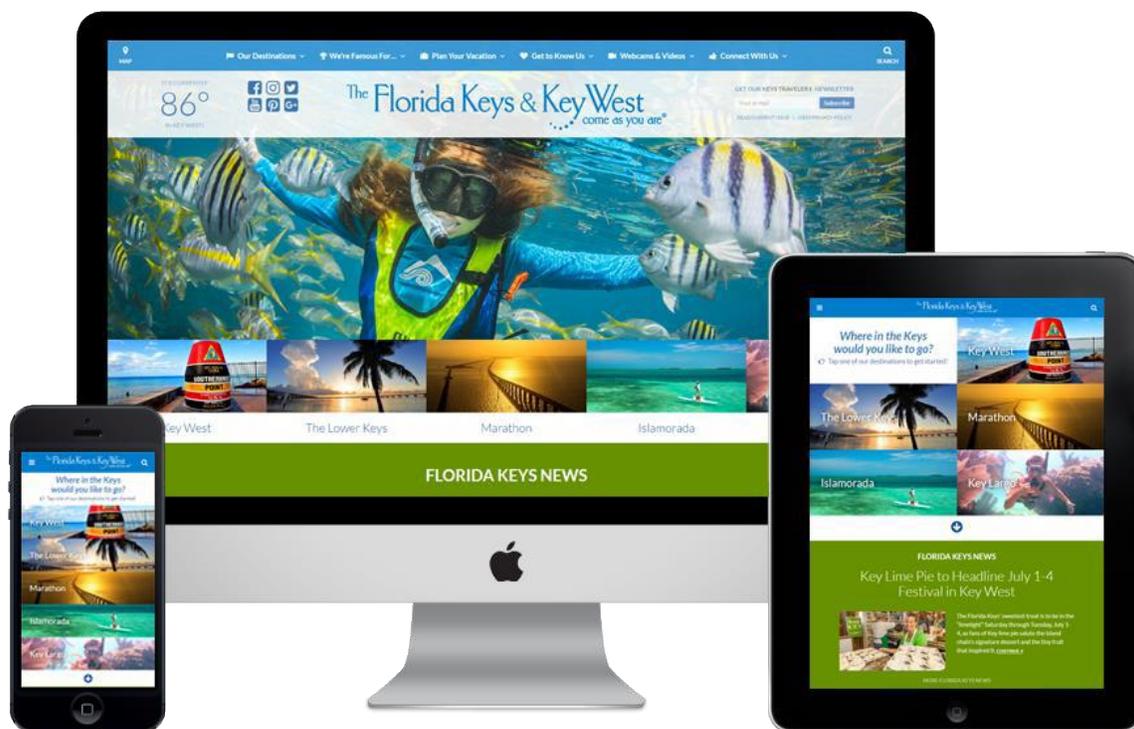


# The Florida Keys & Key West

... come as you are®

## Website Status Report Fla-Keys.com

March 2020 Data for the  
May 12 & 13th, 2020 DAC Meetings



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

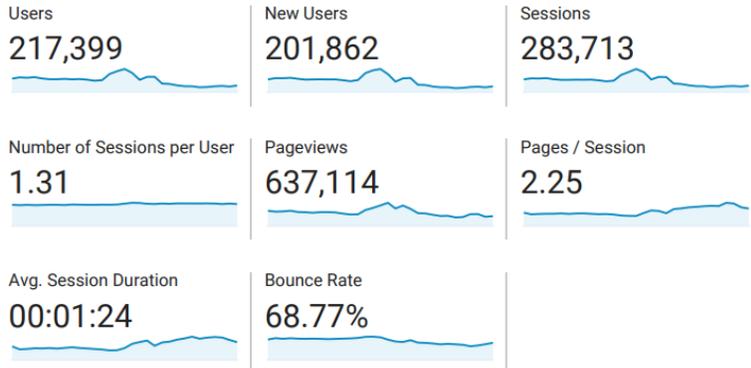
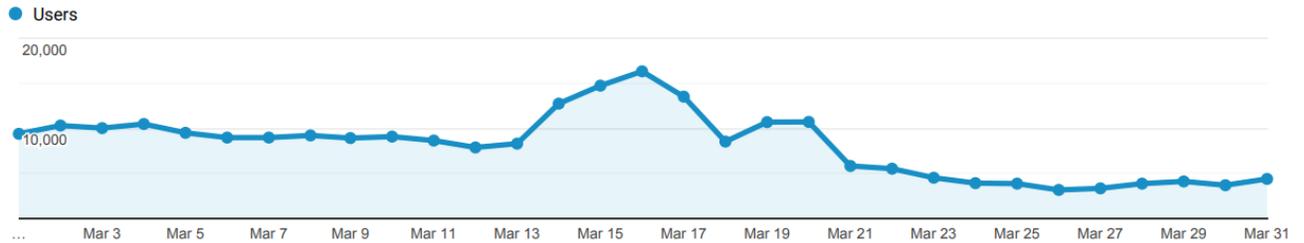
## Section 1: Website Traffic Report Website Traffic Overview

### Audience Overview

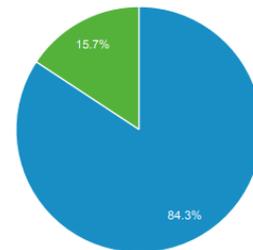
**All Users**  
100.00% Users

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%

# The Florida Keys & Key West

... come as you are<sup>®</sup>

## Website Traffic Sources

### All Traffic

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

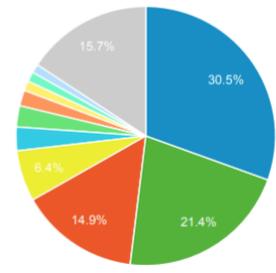
**Explorer**

Summary



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

Contribution to total:  
Users



## Most Visited Sections of Website

### Content Drilldown

All Users  
100.00% Pageviews

Mar 1, 2020 - Mar 31, 2020

Explorer



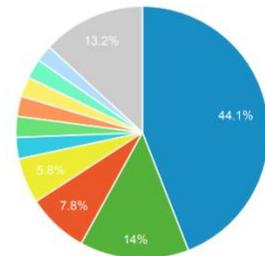
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



## Device Usage

### Overview

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary

● Users

20,000

10,000

... Mar 3 Mar 5 Mar 7 Mar 9 Mar 11 Mar 13 Mar 15 Mar 17 Mar 19 Mar 21 Mar 23 Mar 25 Mar 27 Mar 29 Mar 31

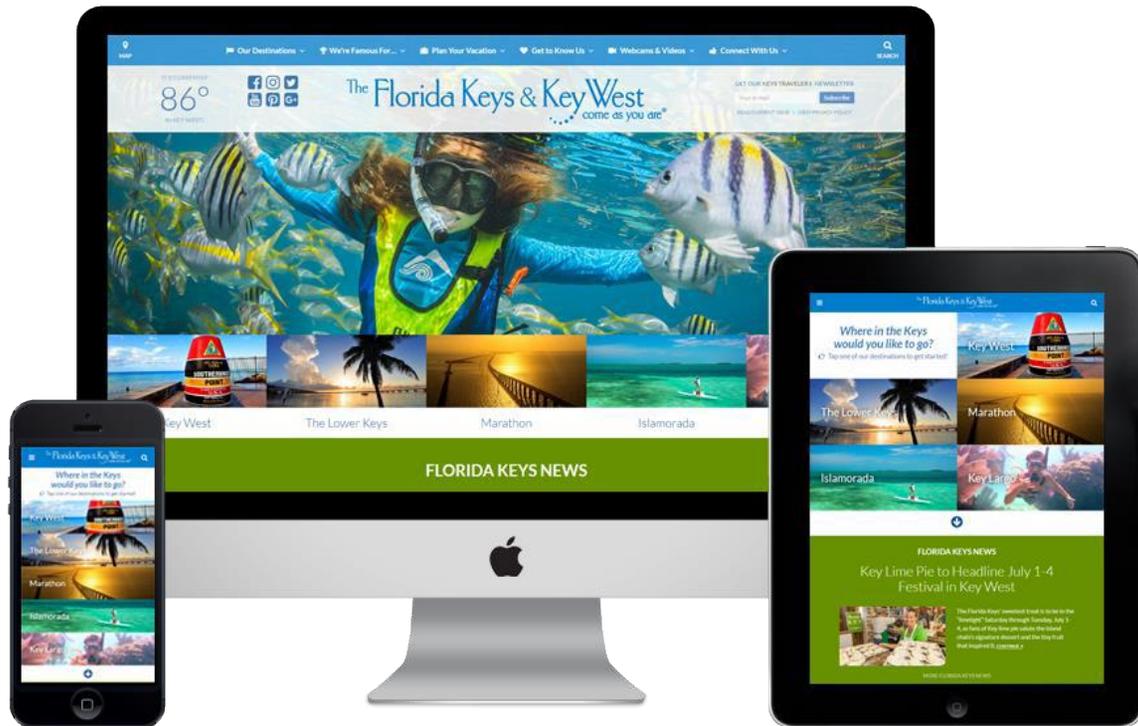
<input type="checkbox"/> Device Category	Users	Users	Contribution to total:
	<b>217,399</b> % of Total: 100.00% (217,399)	<b>217,399</b> % of Total: 100.00% (217,399)	
1. <span style="color: blue;">■</span> mobile	<b>148,429</b>	68.05%	
2. <span style="color: green;">■</span> desktop	<b>56,784</b>	26.04%	
3. <span style="color: red;">■</span> tablet	<b>12,890</b>	5.91%	

# The Florida Keys & Key West

... come as you are®

## Website Status Report Fla-Keys.com

February 2020 Data for the  
April 7<sup>th</sup> & 8<sup>th</sup>, 2020 DAC Meetings



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

## Section 1: Website Traffic Report Website Traffic Overview

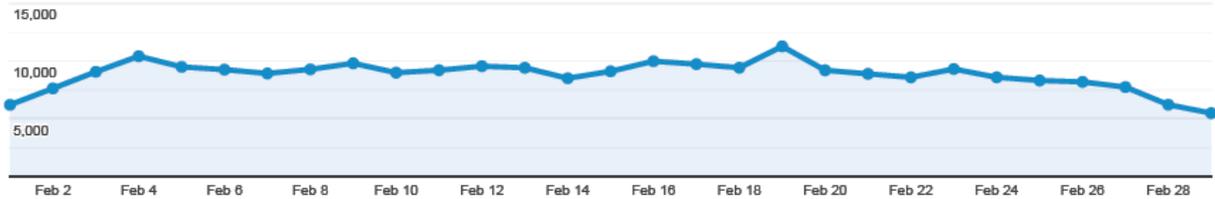
### Audience Overview

**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

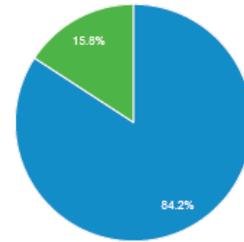
#### Overview

#### Users



<b>Users</b> 219,015	<b>New Users</b> 205,575	<b>Sessions</b> 281,905
<b>Number of Sessions per User</b> 1.29	<b>Pageviews</b> 687,725	<b>Pages / Session</b> 2.44
<b>Avg. Session Duration</b> 00:01:35	<b>Bounce Rate</b> 63.17%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	199,452	90.74%
2. en-gb	3,539	1.61%
3. en-ca	3,417	1.55%
4. es-us	2,110	0.96%
5. fr-fr	1,493	0.68%
6. da-dk	1,447	0.66%
7. es-xl	1,329	0.60%
8. de-de	1,265	0.58%
9. es-es	461	0.21%
10. pt-br	318	0.14%

# The Florida Keys & Key West

come as you are<sup>®</sup>

## Website Traffic Sources

### All Traffic

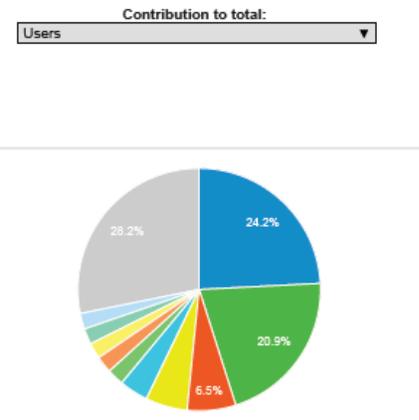
**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer  
Summary



Source / Medium	Users	Users
	<b>219,015</b> % of Total: 100.00% (219,015)	<b>219,015</b> % of Total: 100.00% (219,015)
1. google / organic	55,007	24.19%
2. (direct) / (none)	47,593	20.93%
3. Facebook_Mobile_Feed / Generic Branding February 2020	14,708	6.47%
4. m.facebook.com / referral	12,667	5.57%
5. google / cpc	8,770	3.86%
6. bing / organic	5,111	2.25%
7. track.celtra.com / referral	5,108	2.25%
8. visitflorida.com / referral	4,807	2.11%
9. Facebook_Mobile_Feed / Key West NY Twisted February 2020	4,790	2.11%
10. Facebook_Mobile_Feed / Key Largo Branding February 2020	4,783	2.10%



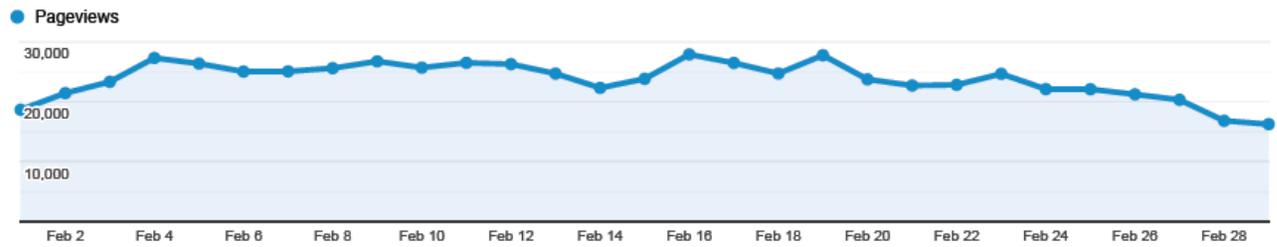
## Most Visited Sections of Website

### Content Drilldown

All Users  
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

Explorer



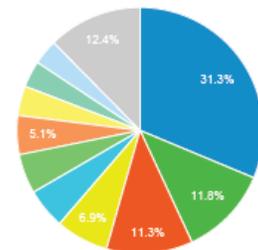
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

Rank	Page Path	Pageviews	% of Total
1.	/webcams/	215,155	31.29%
2.	/key-west/	81,122	11.80%
3.	/	77,786	11.31%
4.	/key-largo/	47,689	6.93%
5.	/how-to-get-here/	36,532	5.31%
6.	/islamorada/	35,739	5.20%
7.	/marathon/	35,142	5.11%
8.	/calendar/	26,763	3.89%
9.	/lower-keys/	23,897	3.47%
10.	/news/	22,743	3.31%



## Device Usage

### Overview

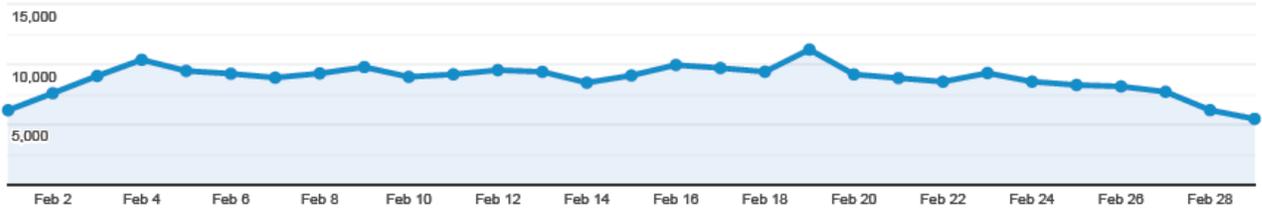
 All Users  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

● Users



Device Category

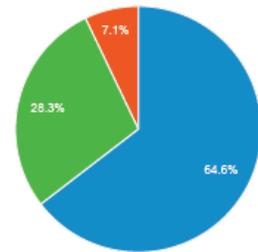
Users

Users

Contribution to total:

Users

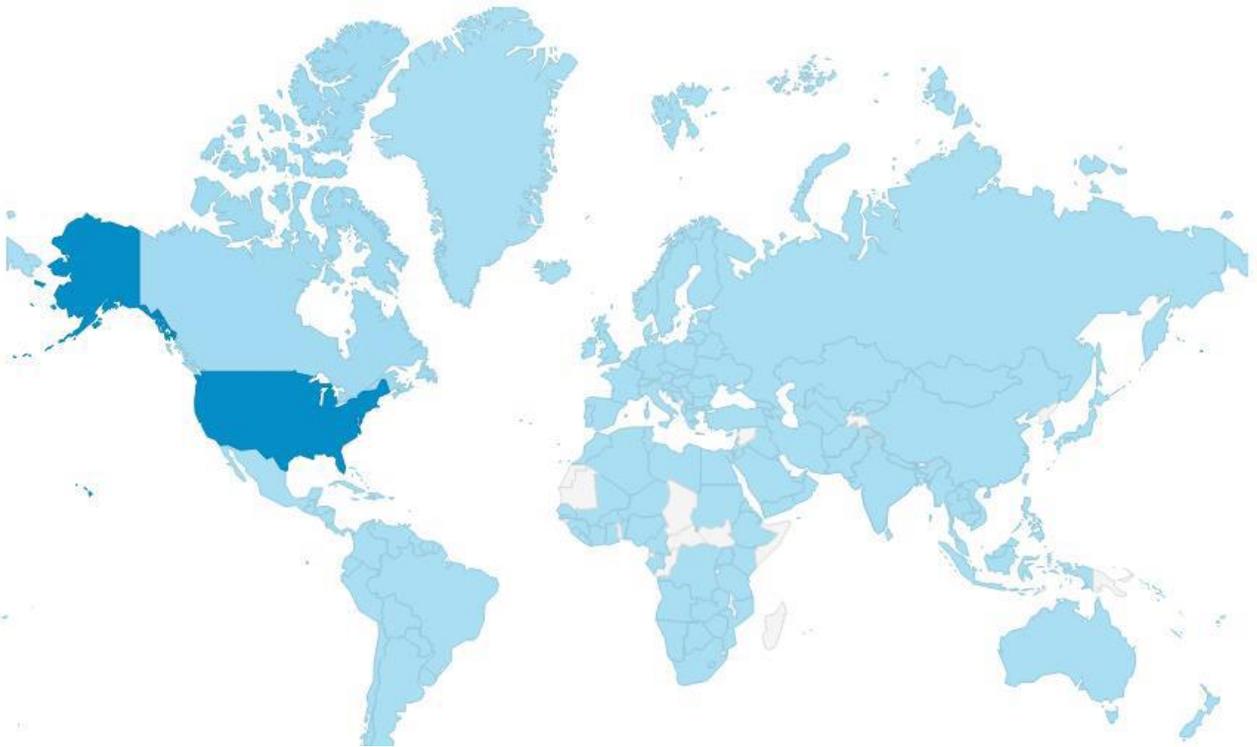
	219,015 % of Total: 100.00% (219,015)	219,015 % of Total: 100.00% (219,015)
1.  mobile	141,993	64.56%
2.  desktop	62,347	28.35%
3.  tablet	15,599	7.09%



Section 2: Geographic Data on Website Visitors



Google Analytics



02\_DAC1-KW\_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
	<b>34,272</b> % of Total: 100.00% (34,272)	<b>43,420</b> % of Total: 100.00% (43,420)	<b>2.09</b> Avg for View: 2.09 (0.00%)	<b>00:01:40</b> Avg for View: 00:01:40 (0.00%)	<b>69.50%</b> Avg for View: 69.47% (0.04%)	<b>59.51%</b> Avg for View: 59.51% (0.00%)
1. United States	<b>31,180</b> (90.85%)	<b>39,383</b> (90.70%)	2.07	00:01:39	69.42%	60.22%
2. Canada	<b>847</b> (2.47%)	<b>1,201</b> (2.77%)	2.40	00:01:59	64.61%	52.62%
3. United Kingdom	<b>648</b> (1.89%)	<b>806</b> (1.86%)	2.23	00:01:44	71.59%	48.64%
4. Germany	<b>504</b> (1.47%)	<b>630</b> (1.45%)	2.43	00:02:14	73.49%	45.40%
5. France	<b>96</b> (0.28%)	<b>104</b> (0.24%)	2.32	00:01:19	78.85%	49.04%
6. India	<b>55</b> (0.16%)	<b>66</b> (0.15%)	1.30	00:01:21	80.30%	80.30%
7. Italy	<b>50</b> (0.15%)	<b>64</b> (0.15%)	2.16	00:01:11	71.88%	54.69%
8. Poland	<b>44</b> (0.13%)	<b>62</b> (0.14%)	2.68	00:03:34	64.52%	43.55%
9. Switzerland	<b>39</b> (0.11%)	<b>51</b> (0.12%)	2.22	00:00:59	68.63%	49.02%
10. Netherlands	<b>38</b> (0.11%)	<b>43</b> (0.10%)	1.88	00:00:58	76.74%	48.84%
11. Belgium	<b>34</b> (0.10%)	<b>46</b> (0.11%)	2.70	00:02:23	63.04%	36.96%
12. Sweden	<b>32</b> (0.09%)	<b>36</b> (0.08%)	2.47	00:02:03	77.78%	36.11%
13. Brazil	<b>30</b> (0.09%)	<b>31</b> (0.07%)	1.55	00:01:26	83.87%	70.97%
14. Czechia	<b>29</b> (0.08%)	<b>47</b> (0.11%)	3.11	00:02:27	55.32%	34.04%
15. Australia	<b>27</b> (0.08%)	<b>30</b> (0.07%)	1.77	00:00:55	73.33%	73.33%
16. Denmark	<b>27</b> (0.08%)	<b>35</b> (0.08%)	2.03	00:01:48	62.86%	51.43%
17. Mexico	<b>27</b> (0.08%)	<b>32</b> (0.07%)	1.09	00:00:08	75.00%	93.75%
18. Austria	<b>26</b> (0.08%)	<b>32</b> (0.07%)	2.34	00:01:50	75.00%	37.50%
19. Norway	<b>26</b> (0.08%)	<b>31</b> (0.07%)	2.23	00:00:44	70.97%	54.84%
20. Ireland	<b>25</b> (0.07%)	<b>25</b> (0.06%)	1.96	00:01:16	88.00%	44.00%
21. Egypt	<b>22</b> (0.06%)	<b>22</b> (0.05%)	1.77	00:02:24	100.00%	63.64%
22. Russia	<b>22</b> (0.06%)	<b>50</b> (0.12%)	2.12	00:02:05	36.00%	58.00%
23. Turkey	<b>22</b> (0.06%)	<b>32</b> (0.07%)	2.34	00:03:03	65.62%	40.62%
24. Argentina	<b>21</b> (0.06%)	<b>24</b> (0.06%)	1.79	00:01:11	83.33%	50.00%

25.	Spain	21 (0.06%)	21 (0.05%)	2.57	00:02:06	85.71%	57.14%
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Rows 1 - 25 of 126

© 2020 Google

02\_DAC1-KW\_02\_Usa

ALL » COUNTRY: United States

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>31,180</b> % of Total: 90.98% (34,272)	<b>39,383</b> % of Total: 90.70% (43,420)	<b>2.07</b> Avg for View: 2.09 (-0.77%)	<b>00:01:39</b> Avg for View: 00:01:40 (-1.25%)	<b>69.42%</b> Avg for View: 69.47% (-0.08%)	<b>60.22%</b> Avg for View: 59.51% (1.19%)
1. Florida	<b>5,513</b> (17.66%)	6,668 (16.93%)	2.05	00:01:30	72.81%	59.31%
2. New York	<b>2,481</b> (7.95%)	2,999 (7.61%)	1.99	00:01:33	72.72%	62.55%
3. Pennsylvania	<b>2,139</b> (6.85%)	2,912 (7.39%)	2.24	00:02:01	61.44%	55.22%
4. Texas	<b>2,034</b> (6.51%)	2,316 (5.88%)	1.69	00:01:00	81.00%	71.55%
5. California	<b>1,760</b> (5.64%)	1,899 (4.82%)	1.38	00:00:37	87.05%	82.25%
6. Illinois	<b>1,618</b> (5.18%)	2,153 (5.47%)	1.91	00:01:19	63.45%	62.80%
7. New Jersey	<b>1,475</b> (4.72%)	2,022 (5.13%)	2.22	00:02:38	63.55%	58.70%
8. Ohio	<b>1,261</b> (4.04%)	1,739 (4.42%)	2.49	00:01:52	60.15%	48.25%
9. Virginia	<b>1,164</b> (3.73%)	1,574 (4.00%)	1.87	00:01:31	64.17%	64.36%
10. Georgia	<b>1,102</b> (3.53%)	1,307 (3.32%)	1.97	00:01:22	75.75%	61.59%
11. Michigan	<b>1,092</b> (3.50%)	1,634 (4.15%)	2.22	00:02:18	56.92%	56.06%
12. Massachusetts	<b>1,020</b> (3.27%)	1,275 (3.24%)	2.36	00:01:58	69.73%	58.43%
13. North Carolina	<b>947</b> (3.03%)	1,169 (2.97%)	1.96	00:01:28	70.49%	61.85%
14. Maryland	<b>714</b> (2.29%)	858 (2.18%)	2.12	00:02:00	71.68%	60.14%
15. Minnesota	<b>587</b> (1.88%)	815 (2.07%)	2.32	00:01:46	60.86%	52.52%
16. Indiana	<b>561</b> (1.80%)	800 (2.03%)	2.32	00:01:50	59.62%	52.38%
17. Tennessee	<b>502</b> (1.61%)	698 (1.77%)	2.37	00:02:03	62.32%	54.44%
18. Wisconsin	<b>497</b> (1.59%)	642 (1.63%)	2.27	00:01:51	65.26%	52.02%
19. Connecticut	<b>398</b> (1.27%)	610 (1.55%)	2.43	00:01:55	54.92%	47.54%
20. Missouri	<b>340</b> (1.09%)	405 (1.03%)	2.46	00:01:37	74.32%	50.62%
21. Kentucky	<b>310</b> (0.99%)	403 (1.02%)	1.92	00:01:22	65.51%	57.32%
22. South Carolina	<b>308</b> (0.99%)	404 (1.03%)	1.87	00:01:39	67.33%	58.91%
23. Washington	<b>296</b> (0.95%)	323 (0.82%)	2.20	00:01:32	83.90%	64.40%

24.	Colorado	<b>283</b> (0.91%)	330 (0.84%)	1.84	00:01:17	74.55%	63.03%
25.	District of Columbia	<b>267</b> (0.86%)	286 (0.73%)	1.66	00:01:02	81.47%	76.92%
26.	Alabama	<b>219</b> (0.70%)	287 (0.73%)	2.66	00:02:02	67.25%	50.87%
27.	Iowa	<b>216</b> (0.69%)	298 (0.76%)	2.32	00:01:51	62.42%	53.69%
28.	New Hampshire	<b>200</b> (0.64%)	234 (0.59%)	2.45	00:01:51	76.07%	58.55%
29.	Louisiana	<b>169</b> (0.54%)	199 (0.51%)	1.97	00:01:46	77.89%	60.30%
30.	Arizona	<b>161</b> (0.52%)	178 (0.45%)	1.71	00:00:49	80.90%	69.66%
31.	Delaware	<b>142</b> (0.45%)	192 (0.49%)	1.89	00:01:08	59.90%	60.42%
32.	Kansas	<b>124</b> (0.40%)	163 (0.41%)	2.69	00:01:54	69.33%	33.13%
33.	Oklahoma	<b>121</b> (0.39%)	149 (0.38%)	2.91	00:02:34	72.48%	50.34%
34.	West Virginia	<b>120</b> (0.38%)	131 (0.33%)	2.55	00:01:59	85.50%	48.85%
35.	Nebraska	<b>116</b> (0.37%)	140 (0.36%)	2.49	00:01:58	67.86%	52.86%
36.	Rhode Island	<b>112</b> (0.36%)	149 (0.38%)	2.50	00:03:41	67.79%	53.02%
37.	Mississippi	<b>104</b> (0.33%)	114 (0.29%)	2.13	00:01:50	85.09%	60.53%
38.	Maine	<b>100</b> (0.32%)	152 (0.39%)	2.06	00:01:58	57.89%	57.24%
39.	Arkansas	<b>90</b> (0.29%)	104 (0.26%)	1.61	00:01:28	75.96%	67.31%
40.	(not set)	<b>86</b> (0.28%)	87 (0.22%)	1.05	00:00:01	98.85%	96.55%
41.	Oregon	<b>81</b> (0.26%)	86 (0.22%)	1.80	00:00:57	89.53%	69.77%
42.	Nevada	<b>73</b> (0.23%)	78 (0.20%)	1.79	00:01:53	82.05%	62.82%
43.	Utah	<b>71</b> (0.23%)	114 (0.29%)	2.12	00:02:05	57.89%	57.02%
44.	Vermont	<b>45</b> (0.14%)	61 (0.15%)	2.62	00:03:28	62.30%	45.90%
45.	New Mexico	<b>43</b> (0.14%)	51 (0.13%)	1.71	00:01:29	80.39%	70.59%
46.	South Dakota	<b>34</b> (0.11%)	36 (0.09%)	1.89	00:00:45	88.89%	63.89%
47.	Idaho	<b>33</b> (0.11%)	38 (0.10%)	2.05	00:02:08	71.05%	55.26%
48.	North Dakota	<b>31</b> (0.10%)	32 (0.08%)	1.94	00:01:42	90.62%	50.00%
49.	Wyoming	<b>27</b> (0.09%)	28 (0.07%)	1.46	00:00:18	92.86%	71.43%
50.	Montana	<b>20</b> (0.06%)	20 (0.05%)	2.10	00:00:53	85.00%	60.00%

02\_DAC1-KW\_03\_Fla

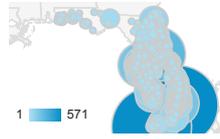
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>5,513</b> % of Total: 16.09% (34,272)	<b>6,668</b> % of Total: 15.36% (43,420)	<b>2.05</b> Avg for View: 2.09 (-1.54%)	<b>00:01:30</b> Avg for View: 00:01:40 (-10.23%)	<b>72.81%</b> Avg for View: 69.47% (4.80%)	<b>59.31%</b> Avg for View: 59.51% (-0.34%)
1. Miami	<b>571</b> (10.17%)	<b>652</b> (9.78%)	1.82	00:01:02	76.38%	67.48%
2. Key West	<b>556</b> (9.90%)	<b>746</b> (11.19%)	2.55	00:02:16	52.95%	49.33%
3. Orlando	<b>263</b> (4.68%)	<b>287</b> (4.30%)	1.78	00:00:59	81.53%	65.51%
4. Hialeah	<b>187</b> (3.33%)	<b>204</b> (3.06%)	1.86	00:00:58	77.94%	61.76%
5. Tampa	<b>178</b> (3.17%)	<b>207</b> (3.10%)	1.82	00:01:11	74.40%	67.15%
6. Brandon	<b>122</b> (2.17%)	<b>139</b> (2.08%)	1.71	00:01:04	76.26%	61.87%
7. Mount Dora	<b>109</b> (1.94%)	<b>122</b> (1.83%)	1.45	00:01:06	89.34%	69.67%
8. (not set)	<b>99</b> (1.76%)	<b>120</b> (1.80%)	2.04	00:01:26	70.00%	59.17%
9. Marathon	<b>92</b> (1.64%)	<b>130</b> (1.95%)	2.55	00:03:29	48.46%	55.38%
10. North Naples	<b>84</b> (1.50%)	<b>123</b> (1.84%)	2.24	00:02:08	60.16%	55.28%
11. The Villages	<b>80</b> (1.42%)	<b>89</b> (1.33%)	1.60	00:00:38	85.39%	73.03%
12. Cape Coral	<b>76</b> (1.35%)	<b>93</b> (1.39%)	2.04	00:01:40	69.89%	54.84%
13. Jacksonville	<b>72</b> (1.28%)	<b>89</b> (1.33%)	1.91	00:01:37	76.40%	59.55%
14. Key Largo	<b>65</b> (1.16%)	<b>78</b> (1.17%)	2.12	00:02:04	56.41%	52.56%
15. Bay Lake	<b>54</b> (0.96%)	<b>60</b> (0.90%)	2.18	00:01:11	81.67%	63.33%
16. Miami Beach	<b>51</b> (0.91%)	<b>54</b> (0.81%)	1.50	00:01:30	83.33%	68.52%
17. Fort Lauderdale	<b>50</b> (0.89%)	<b>56</b> (0.84%)	2.27	00:01:24	80.36%	58.93%
18. Bradenton	<b>49</b> (0.87%)	<b>62</b> (0.93%)	1.73	00:01:21	69.35%	74.19%
19. St. Petersburg	<b>47</b> (0.84%)	<b>54</b> (0.81%)	2.09	00:01:22	74.07%	66.67%
20. Hollywood	<b>46</b> (0.82%)	<b>51</b> (0.76%)	1.98	00:01:19	80.39%	60.78%
21. Palm Beach Gardens	<b>42</b> (0.75%)	<b>50</b> (0.75%)	2.18	00:01:50	74.00%	48.00%
22. Pompano Beach	<b>41</b> (0.73%)	<b>44</b> (0.66%)	1.82	00:01:48	84.09%	70.45%
23. Port St. Lucie	<b>41</b> (0.73%)	<b>67</b> (1.00%)	2.60	00:02:01	55.22%	46.27%

24.	<a href="#">Boca Raton</a>	<b>39</b> (0.69%)	<b>46</b> (0.69%)	2.85	00:01:59	78.26%	54.35%
25.	<a href="#">Davie</a>	<b>37</b> (0.66%)	<b>42</b> (0.63%)	2.31	00:01:07	83.33%	76.19%
26.	<a href="#">Melbourne</a>	<b>35</b> (0.62%)	<b>36</b> (0.54%)	2.72	00:01:38	80.56%	47.22%
27.	<a href="#">Pinellas Park</a>	<b>34</b> (0.61%)	<b>40</b> (0.60%)	2.75	00:00:58	82.50%	55.00%
28.	<a href="#">Greenacres</a>	<b>33</b> (0.59%)	<b>36</b> (0.54%)	1.72	00:00:44	86.11%	58.33%
29.	<a href="#">West Palm Beach</a>	<b>32</b> (0.57%)	<b>52</b> (0.78%)	2.71	00:03:31	46.15%	38.46%
30.	<a href="#">Doral</a>	<b>32</b> (0.57%)	<b>32</b> (0.48%)	1.81	00:01:04	93.75%	65.62%
31.	<a href="#">Clearwater</a>	<b>31</b> (0.55%)	<b>35</b> (0.52%)	1.94	00:01:01	77.14%	62.86%
32.	<a href="#">Lely Resort</a>	<b>31</b> (0.55%)	<b>44</b> (0.66%)	1.61	00:01:09	63.64%	65.91%
33.	<a href="#">Wellington</a>	<b>31</b> (0.55%)	<b>41</b> (0.61%)	1.93	00:00:33	68.29%	63.41%
34.	<a href="#">Tallahassee</a>	<b>30</b> (0.53%)	<b>31</b> (0.46%)	1.97	00:01:13	77.42%	58.06%
35.	<a href="#">Villas</a>	<b>30</b> (0.53%)	<b>33</b> (0.49%)	1.61	00:01:25	84.85%	63.64%
36.	<a href="#">Fort Myers</a>	<b>29</b> (0.52%)	<b>31</b> (0.46%)	2.06	00:01:36	87.10%	58.06%
37.	<a href="#">Four Corners</a>	<b>29</b> (0.52%)	<b>35</b> (0.52%)	1.51	00:01:28	71.43%	77.14%
38.	<a href="#">Plantation</a>	<b>29</b> (0.52%)	<b>29</b> (0.43%)	1.72	00:00:43	82.76%	72.41%
39.	<a href="#">Bonita Springs</a>	<b>28</b> (0.50%)	<b>28</b> (0.42%)	2.07	00:00:50	92.86%	50.00%
40.	<a href="#">Hobe Sound</a>	<b>27</b> (0.48%)	<b>29</b> (0.43%)	1.66	00:01:47	93.10%	55.17%
41.	<a href="#">Coral Gables</a>	<b>27</b> (0.48%)	<b>27</b> (0.40%)	1.19	00:00:10	100.00%	92.59%
42.	<a href="#">Kendall</a>	<b>27</b> (0.48%)	<b>30</b> (0.45%)	1.37	00:00:56	76.67%	76.67%
43.	<a href="#">Cudjoe Key</a>	<b>27</b> (0.48%)	<b>32</b> (0.48%)	2.16	00:02:29	65.62%	50.00%
44.	<a href="#">Boynton Beach</a>	<b>24</b> (0.43%)	<b>26</b> (0.39%)	2.85	00:02:45	76.92%	53.85%
45.	<a href="#">Naples</a>	<b>24</b> (0.43%)	<b>25</b> (0.37%)	1.64	00:00:47	88.00%	64.00%
46.	<a href="#">Deerfield Beach</a>	<b>23</b> (0.41%)	<b>28</b> (0.42%)	3.04	00:01:58	78.57%	53.57%
47.	<a href="#">Miramar</a>	<b>23</b> (0.41%)	<b>25</b> (0.37%)	1.80	00:00:50	92.00%	56.00%
48.	<a href="#">The Hammocks</a>	<b>23</b> (0.41%)	<b>24</b> (0.36%)	1.54	00:00:13	91.67%	70.83%
49.	<a href="#">Homestead</a>	<b>22</b> (0.39%)	<b>26</b> (0.39%)	1.65	00:00:29	73.08%	65.38%
50.	<a href="#">Pembroke Pines</a>	<b>22</b> (0.39%)	<b>24</b> (0.36%)	1.54	00:00:31	87.50%	75.00%

02\_DAC1-KW\_04\_Can

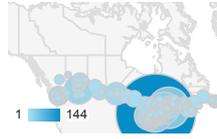
ALL » COUNTRY: Canada

Mar 1, 2020 - Mar 31, 2020

All Users  
2.47% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>847</b> % of Total: 2.47% (34,272)	<b>1,201</b> % of Total: 2.77% (43,420)	<b>2.40</b> Avg for View: 2.09 (15.22%)	<b>00:01:59</b> Avg for View: 00:01:40 (19.17%)	<b>64.61%</b> Avg for View: 69.47% (-7.00%)	<b>52.62%</b> Avg for View: 59.51% (-11.58%)
1. Toronto	<b>144</b> (16.61%)	<b>164</b> (13.66%)	1.76	00:01:10	82.93%	65.24%
2. (not set)	<b>49</b> (5.65%)	<b>56</b> (4.66%)	2.52	00:01:16	73.21%	48.21%
3. Montreal	<b>39</b> (4.50%)	<b>43</b> (3.58%)	2.79	00:02:15	72.09%	51.16%
4. Hamilton	<b>29</b> (3.34%)	<b>119</b> (9.91%)	2.38	00:05:02	21.85%	65.55%
5. Mississauga	<b>28</b> (3.23%)	<b>39</b> (3.25%)	1.67	00:01:27	66.67%	66.67%
6. Ottawa	<b>23</b> (2.65%)	<b>26</b> (2.16%)	2.15	00:00:47	80.77%	50.00%
7. Calgary	<b>19</b> (2.19%)	<b>20</b> (1.67%)	2.15	00:01:07	90.00%	70.00%
8. Corunna	<b>17</b> (1.96%)	<b>30</b> (2.50%)	2.53	00:05:02	53.33%	53.33%
9. Brampton	<b>16</b> (1.85%)	<b>18</b> (1.50%)	1.11	00:00:18	88.89%	94.44%
10. London	<b>15</b> (1.73%)	<b>24</b> (2.00%)	2.58	00:01:27	50.00%	50.00%
11. Winnipeg	<b>11</b> (1.27%)	<b>14</b> (1.17%)	1.79	00:01:43	71.43%	57.14%
12. Laval	<b>11</b> (1.27%)	<b>12</b> (1.00%)	1.83	00:02:41	83.33%	41.67%
13. Barrie	<b>10</b> (1.15%)	<b>11</b> (0.92%)	1.82	00:02:04	90.91%	54.55%
14. Burlington	<b>10</b> (1.15%)	<b>40</b> (3.33%)	2.15	00:01:21	22.50%	22.50%
15. Niagara Falls	<b>10</b> (1.15%)	<b>11</b> (0.92%)	2.00	00:01:03	72.73%	36.36%
16. Oakville	<b>10</b> (1.15%)	<b>11</b> (0.92%)	2.18	00:01:04	90.91%	45.45%
17. Whitby	<b>10</b> (1.15%)	<b>12</b> (1.00%)	3.08	00:02:23	83.33%	50.00%
18. Vancouver	<b>9</b> (1.04%)	<b>12</b> (1.00%)	1.42	00:00:10	75.00%	83.33%
19. Brantford	<b>9</b> (1.04%)	<b>15</b> (1.25%)	3.53	00:01:20	46.67%	40.00%
20. Cambridge	<b>9</b> (1.04%)	<b>9</b> (0.75%)	2.67	00:01:02	77.78%	44.44%
21. Pickering	<b>9</b> (1.04%)	<b>11</b> (0.92%)	1.55	00:00:17	72.73%	72.73%
22. Richmond Hill	<b>9</b> (1.04%)	<b>9</b> (0.75%)	1.78	00:00:27	88.89%	55.56%
23. Windsor	<b>9</b> (1.04%)	<b>10</b> (0.83%)	2.60	00:00:47	70.00%	50.00%

24. Edmonton	7 (0.81%)	9 (0.75%)	2.00	00:01:02	66.67%	55.56%
25. Gatineau	7 (0.81%)	8 (0.67%)	4.25	00:02:58	87.50%	62.50%

Rows 1 - 25 of 199

02\_DAC1-KW\_05\_UK

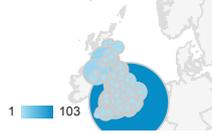
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>648</b> % of Total: 1.89% (34,272)	<b>806</b> % of Total: 1.86% (43,420)	<b>2.23</b> Avg for View: 2.09 (7.02%)	<b>00:01:44</b> Avg for View: 00:01:40 (4.56%)	<b>71.59%</b> Avg for View: 69.47% (3.04%)	<b>48.64%</b> Avg for View: 59.51% (-18.28%)
1. London	<b>103</b> (15.58%)	<b>122</b> (15.14%)	1.95	00:01:13	73.77%	61.48%
2. (not set)	<b>86</b> (13.01%)	<b>114</b> (14.14%)	2.44	00:02:44	67.54%	41.23%
3. Bristol	<b>16</b> (2.42%)	<b>17</b> (2.11%)	2.41	00:01:18	88.24%	52.94%
4. Glasgow	<b>15</b> (2.27%)	<b>18</b> (2.23%)	3.28	00:02:00	72.22%	33.33%
5. Birmingham	<b>13</b> (1.97%)	<b>17</b> (2.11%)	1.59	00:00:30	52.94%	52.94%
6. Manchester	<b>12</b> (1.82%)	<b>12</b> (1.49%)	1.42	00:00:24	66.67%	66.67%
7. Carrickfergus	<b>11</b> (1.66%)	<b>12</b> (1.49%)	2.75	00:01:36	83.33%	33.33%
8. Leeds	<b>9</b> (1.36%)	<b>13</b> (1.61%)	2.77	00:01:27	61.54%	30.77%
9. Nottingham	<b>7</b> (1.06%)	<b>11</b> (1.36%)	1.91	00:02:10	45.45%	72.73%
10. Norwich	<b>6</b> (0.91%)	<b>6</b> (0.74%)	1.50	00:00:39	100.00%	50.00%
11. Bridgend	<b>6</b> (0.91%)	<b>6</b> (0.74%)	2.33	00:02:17	66.67%	16.67%
12. Cardiff	<b>6</b> (0.91%)	<b>7</b> (0.87%)	1.86	00:00:59	57.14%	57.14%
13. Colchester	<b>5</b> (0.76%)	<b>5</b> (0.62%)	1.40	00:00:21	100.00%	60.00%
14. Crawley	<b>5</b> (0.76%)	<b>6</b> (0.74%)	2.50	00:01:58	83.33%	16.67%
15. Croydon	<b>5</b> (0.76%)	<b>5</b> (0.62%)	2.20	00:00:31	100.00%	60.00%
16. Harlow	<b>5</b> (0.76%)	<b>5</b> (0.62%)	1.80	00:00:08	100.00%	60.00%
17. Liverpool	<b>5</b> (0.76%)	<b>5</b> (0.62%)	1.40	00:00:24	60.00%	60.00%
18. Newcastle upon Tyne	<b>5</b> (0.76%)	<b>5</b> (0.62%)	3.60	00:03:01	80.00%	20.00%
19. Oxford	<b>5</b> (0.76%)	<b>5</b> (0.62%)	1.40	00:00:49	80.00%	60.00%
20. Plymouth	<b>5</b> (0.76%)	<b>5</b> (0.62%)	1.20	00:00:20	100.00%	80.00%
21. Sheffield	<b>5</b> (0.76%)	<b>5</b> (0.62%)	2.40	00:00:58	100.00%	40.00%
22. Slough	<b>5</b> (0.76%)	<b>6</b> (0.74%)	3.67	00:05:44	83.33%	16.67%
23. Barnsley	<b>4</b> (0.61%)	<b>4</b> (0.50%)	2.00	00:01:02	75.00%	25.00%

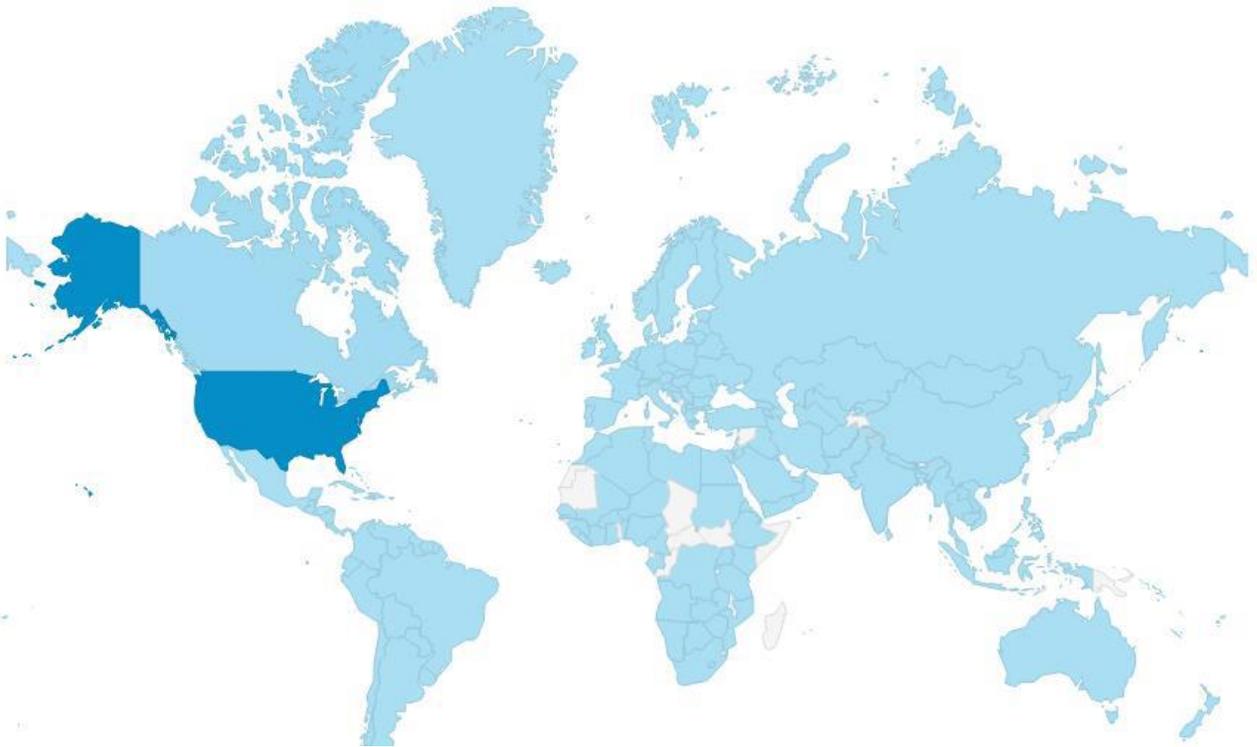
24. Blackburn	4 (0.61%)	4 (0.50%)	1.00	00:00:00	100.00%	100.00%
25. Blackpool	4 (0.61%)	5 (0.62%)	1.80	00:00:31	60.00%	60.00%

Rows 1 - 25 of 221

Section 2: Geographic Data on Website Visitors



Google Analytics



02\_DAC1-KW\_01\_World

Feb 1, 2020 - Feb 29, 2020

All Users  
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>53,036</b> % of Total: 100.00% (53,036)	<b>63,720</b> % of Total: 100.00% (63,720)	<b>1.87</b> Avg for View: 1.87 (0.00%)	<b>00:01:27</b> Avg for View: 00:01:27 (0.00%)	<b>75.24%</b> Avg for View: 75.21% (0.03%)	<b>64.30%</b> Avg for View: 64.30% (0.00%)
1. United States	<b>49,083</b> (92.36%)	<b>58,917</b> (92.46%)	1.87	00:01:25	75.11%	64.72%
2. Canada	<b>1,077</b> (2.03%)	<b>1,264</b> (1.98%)	2.11	00:01:53	78.96%	56.17%
3. United Kingdom	<b>922</b> (1.73%)	<b>1,071</b> (1.68%)	1.92	00:01:28	78.15%	60.13%
4. Germany	<b>440</b> (0.83%)	<b>570</b> (0.89%)	2.23	00:02:14	67.72%	52.28%
5. France	<b>323</b> (0.61%)	<b>350</b> (0.55%)	2.13	00:01:23	82.57%	43.14%
6. India	<b>74</b> (0.14%)	<b>78</b> (0.12%)	1.38	00:00:57	88.46%	75.64%
7. Netherlands	<b>73</b> (0.14%)	<b>95</b> (0.15%)	1.93	00:01:25	72.63%	53.68%
8. Denmark	<b>64</b> (0.12%)	<b>81</b> (0.13%)	1.67	00:00:44	70.37%	71.60%
9. Australia	<b>63</b> (0.12%)	<b>72</b> (0.11%)	1.76	00:00:48	84.72%	73.61%
10. Italy	<b>59</b> (0.11%)	<b>68</b> (0.11%)	1.53	00:01:01	72.06%	61.76%
11. Switzerland	<b>47</b> (0.09%)	<b>54</b> (0.08%)	1.89	00:01:08	81.48%	48.15%
12. Brazil	<b>45</b> (0.08%)	<b>49</b> (0.08%)	1.53	00:01:05	83.67%	71.43%
13. Sweden	<b>42</b> (0.08%)	<b>46</b> (0.07%)	1.65	00:00:21	82.61%	63.04%
14. Mexico	<b>38</b> (0.07%)	<b>40</b> (0.06%)	1.18	00:00:39	90.00%	87.50%
15. (not set)	<b>37</b> (0.07%)	<b>48</b> (0.08%)	1.48	00:02:06	66.67%	72.92%
16. Spain	<b>33</b> (0.06%)	<b>38</b> (0.06%)	1.74	00:01:15	84.21%	68.42%
17. Norway	<b>33</b> (0.06%)	<b>43</b> (0.07%)	1.88	00:01:22	72.09%	55.81%
18. Poland	<b>30</b> (0.06%)	<b>37</b> (0.06%)	2.22	00:01:13	64.86%	48.65%
19. Czechia	<b>29</b> (0.05%)	<b>33</b> (0.05%)	1.97	00:01:54	78.79%	63.64%
20. Austria	<b>28</b> (0.05%)	<b>34</b> (0.05%)	2.44	00:03:13	70.59%	44.12%
21. Puerto Rico	<b>27</b> (0.05%)	<b>27</b> (0.04%)	1.30	00:00:22	92.59%	77.78%
22. Belgium	<b>26</b> (0.05%)	<b>43</b> (0.07%)	2.16	00:02:22	46.51%	65.12%
23. Finland	<b>25</b> (0.05%)	<b>29</b> (0.05%)	1.93	00:01:05	79.31%	55.17%
24. Philippines	<b>25</b> (0.05%)	<b>55</b> (0.09%)	1.85	00:07:24	36.36%	69.09%

25.	Ireland	23 (0.04%)	25 (0.04%)	1.32	00:00:43	80.00%	72.00%
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Rows 1 - 25 of 130

© 2020 Google

02\_DAC1-KW\_02\_Usa

ALL » COUNTRY: United States

Feb 1, 2020 - Feb 29, 2020

**All Users**  
92.55% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>49,083</b> % of Total: 92.55% (53,036)	<b>58,917</b> % of Total: 92.46% (63,720)	<b>1.87</b> Avg for View: 1.87 (-0.32%)	<b>00:01:25</b> Avg for View: 00:01:27 (-1.27%)	<b>75.11%</b> Avg for View: 75.21% (-0.13%)	<b>64.72%</b> Avg for View: 64.30% (0.65%)
1. Florida	<b>5,274</b> (10.64%)	<b>6,419</b> (10.89%)	1.83	00:01:26	73.48%	63.53%
2. New York	<b>4,961</b> (10.00%)	<b>5,743</b> (9.75%)	1.79	00:01:08	77.38%	66.72%
3. Pennsylvania	<b>4,636</b> (9.35%)	<b>5,626</b> (9.55%)	1.81	00:01:27	72.84%	66.32%
4. Illinois	<b>3,007</b> (6.06%)	<b>3,780</b> (6.42%)	1.87	00:01:21	69.76%	66.06%
5. California	<b>2,640</b> (5.32%)	<b>2,821</b> (4.79%)	1.33	00:00:38	89.29%	84.33%
6. Texas	<b>2,622</b> (5.29%)	<b>3,022</b> (5.13%)	1.73	00:01:08	79.75%	70.78%
7. New Jersey	<b>2,439</b> (4.92%)	<b>2,887</b> (4.90%)	1.95	00:01:34	74.64%	62.14%
8. Massachusetts	<b>2,171</b> (4.38%)	<b>2,538</b> (4.31%)	1.97	00:01:40	74.23%	62.69%
9. Ohio	<b>2,146</b> (4.33%)	<b>2,618</b> (4.44%)	2.17	00:01:49	70.97%	53.51%
10. Michigan	<b>1,845</b> (3.72%)	<b>2,424</b> (4.11%)	2.20	00:01:52	64.93%	58.09%
11. Georgia	<b>1,538</b> (3.10%)	<b>1,764</b> (2.99%)	1.94	00:01:25	78.29%	62.81%
12. Virginia	<b>1,482</b> (2.99%)	<b>1,924</b> (3.27%)	1.79	00:01:32	67.78%	66.58%
13. North Carolina	<b>1,376</b> (2.77%)	<b>1,555</b> (2.64%)	1.88	00:01:30	78.26%	62.44%
14. Maryland	<b>1,119</b> (2.26%)	<b>1,341</b> (2.28%)	1.92	00:01:38	74.50%	63.24%
15. Indiana	<b>1,012</b> (2.04%)	<b>1,223</b> (2.08%)	1.96	00:01:25	71.55%	62.31%
16. Minnesota	<b>1,003</b> (2.02%)	<b>1,277</b> (2.17%)	2.22	00:02:02	69.54%	53.48%
17. Wisconsin	<b>913</b> (1.84%)	<b>1,098</b> (1.86%)	2.04	00:01:45	71.13%	58.29%
18. Tennessee	<b>854</b> (1.72%)	<b>1,005</b> (1.71%)	2.14	00:01:47	75.52%	52.94%
19. Connecticut	<b>822</b> (1.66%)	<b>997</b> (1.69%)	1.96	00:01:34	73.62%	61.79%
20. District of Columbia	<b>734</b> (1.48%)	<b>823</b> (1.40%)	1.67	00:00:58	81.17%	73.75%
21. Missouri	<b>635</b> (1.28%)	<b>736</b> (1.25%)	2.08	00:01:33	79.08%	60.46%
22. Colorado	<b>554</b> (1.12%)	<b>620</b> (1.05%)	1.65	00:01:16	80.65%	69.84%
23. Washington	<b>461</b> (0.93%)	<b>487</b> (0.83%)	1.50	00:00:56	88.50%	75.98%

24.	<a href="#">Kentucky</a>	<b>456</b> (0.92%)	<b>540</b> (0.92%)	2.03	00:01:28	74.81%	58.33%
25.	<a href="#">South Carolina</a>	<b>397</b> (0.80%)	<b>530</b> (0.90%)	1.92	00:01:50	66.79%	61.51%
26.	<a href="#">Alabama</a>	<b>387</b> (0.78%)	<b>429</b> (0.73%)	1.87	00:01:20	79.49%	63.40%
27.	<a href="#">Iowa</a>	<b>336</b> (0.68%)	<b>424</b> (0.72%)	2.03	00:01:53	72.17%	55.19%
28.	<a href="#">New Hampshire</a>	<b>297</b> (0.60%)	<b>327</b> (0.56%)	2.10	00:01:42	78.59%	61.47%
29.	<a href="#">Delaware</a>	<b>296</b> (0.60%)	<b>348</b> (0.59%)	1.84	00:01:33	73.56%	66.95%
30.	<a href="#">Louisiana</a>	<b>278</b> (0.56%)	<b>301</b> (0.51%)	1.80	00:01:12	88.37%	61.13%
31.	<a href="#">Arizona</a>	<b>259</b> (0.52%)	<b>298</b> (0.51%)	1.65	00:01:07	83.56%	72.15%
32.	<a href="#">Oklahoma</a>	<b>225</b> (0.45%)	<b>277</b> (0.47%)	1.99	00:02:04	73.65%	65.34%
33.	<a href="#">Maine</a>	<b>217</b> (0.44%)	<b>280</b> (0.48%)	2.01	00:02:13	68.57%	60.36%
34.	<a href="#">Rhode Island</a>	<b>217</b> (0.44%)	<b>231</b> (0.39%)	1.97	00:01:16	84.42%	62.77%
35.	<a href="#">Oregon</a>	<b>200</b> (0.40%)	<b>218</b> (0.37%)	1.59	00:01:05	86.24%	76.15%
36.	<a href="#">Kansas</a>	<b>197</b> (0.40%)	<b>236</b> (0.40%)	2.00	00:00:51	80.51%	57.63%
37.	<a href="#">West Virginia</a>	<b>186</b> (0.38%)	<b>217</b> (0.37%)	1.88	00:01:46	74.65%	60.83%
38.	<a href="#">Nebraska</a>	<b>183</b> (0.37%)	<b>199</b> (0.34%)	1.97	00:01:22	83.42%	60.30%
39.	<a href="#">(not set)</a>	<b>157</b> (0.32%)	<b>158</b> (0.27%)	1.13	00:00:07	96.84%	94.30%
40.	<a href="#">Mississippi</a>	<b>147</b> (0.30%)	<b>159</b> (0.27%)	1.87	00:01:11	83.65%	63.52%
41.	<a href="#">Arkansas</a>	<b>136</b> (0.27%)	<b>145</b> (0.25%)	1.68	00:01:15	86.21%	69.66%
42.	<a href="#">Nevada</a>	<b>133</b> (0.27%)	<b>144</b> (0.24%)	1.61	00:01:00	81.25%	76.39%
43.	<a href="#">Utah</a>	<b>130</b> (0.26%)	<b>150</b> (0.25%)	1.75	00:01:40	78.67%	70.00%
44.	<a href="#">New Mexico</a>	<b>81</b> (0.16%)	<b>94</b> (0.16%)	1.67	00:02:09	77.66%	74.47%
45.	<a href="#">North Dakota</a>	<b>80</b> (0.16%)	<b>86</b> (0.15%)	1.57	00:00:44	83.72%	72.09%
46.	<a href="#">Idaho</a>	<b>69</b> (0.14%)	<b>73</b> (0.12%)	1.56	00:00:39	89.04%	64.38%
47.	<a href="#">South Dakota</a>	<b>68</b> (0.14%)	<b>75</b> (0.13%)	1.75	00:00:56	80.00%	65.33%
48.	<a href="#">Vermont</a>	<b>68</b> (0.14%)	<b>93</b> (0.16%)	1.98	00:02:05	67.74%	51.61%
49.	<a href="#">Montana</a>	<b>46</b> (0.09%)	<b>50</b> (0.08%)	1.68	00:01:25	90.00%	66.00%
50.	<a href="#">Wyoming</a>	<b>43</b> (0.09%)	<b>49</b> (0.08%)	1.49	00:01:06	77.55%	77.55%

02\_DAC1-KW\_03\_Fla

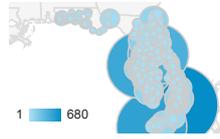
ALL » COUNTRY: United States » REGION: Florida

Feb 1, 2020 - Feb 29, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>5,274</b> % of Total: 9.94% (53,036)	<b>6,419</b> % of Total: 10.07% (63,720)	<b>1.83</b> Avg for View: 1.87 (-2.25%)	<b>00:01:26</b> Avg for View: 00:01:27 (-1.17%)	<b>73.48%</b> Avg for View: 75.21% (-2.30%)	<b>63.53%</b> Avg for View: 64.30% (-1.20%)
1. Miami	<b>680</b> (12.67%)	795 (12.39%)	1.57	00:01:01	75.60%	72.45%
2. Key West	<b>503</b> (9.37%)	677 (10.55%)	2.01	00:01:44	58.35%	59.08%
3. Tampa	<b>457</b> (8.51%)	528 (8.23%)	1.85	00:01:22	74.43%	64.96%
4. Orlando	<b>390</b> (7.27%)	428 (6.67%)	1.63	00:00:49	80.84%	67.99%
5. Anthony	<b>132</b> (2.46%)	134 (2.09%)	1.35	00:00:42	98.51%	76.87%
6. (not set)	<b>94</b> (1.75%)	102 (1.59%)	1.86	00:01:00	84.31%	64.71%
7. Jacksonville	<b>93</b> (1.73%)	143 (2.23%)	2.00	00:01:50	55.24%	55.24%
8. Fort Lauderdale	<b>87</b> (1.62%)	99 (1.54%)	1.61	00:01:00	71.72%	67.68%
9. Cape Coral	<b>84</b> (1.56%)	120 (1.87%)	1.82	00:01:29	65.83%	54.17%
10. Marathon	<b>72</b> (1.34%)	91 (1.42%)	2.20	00:02:15	59.34%	60.44%
11. St. Petersburg	<b>61</b> (1.14%)	68 (1.06%)	1.46	00:00:26	85.29%	76.47%
12. Key Largo	<b>50</b> (0.93%)	54 (0.84%)	1.59	00:00:43	70.37%	66.67%
13. West Palm Beach	<b>49</b> (0.91%)	129 (2.01%)	2.98	00:03:28	24.03%	42.64%
14. Miami Beach	<b>45</b> (0.84%)	47 (0.73%)	1.32	00:00:08	85.11%	78.72%
15. Port St. Lucie	<b>41</b> (0.76%)	48 (0.75%)	2.50	00:02:21	68.75%	58.33%
16. Hollywood	<b>40</b> (0.75%)	51 (0.79%)	1.73	00:01:01	70.59%	70.59%
17. Pompano Beach	<b>37</b> (0.69%)	40 (0.62%)	1.58	00:01:17	85.00%	70.00%
18. The Villages	<b>37</b> (0.69%)	38 (0.59%)	1.39	00:00:48	97.37%	76.32%
19. Gainesville	<b>34</b> (0.63%)	37 (0.58%)	1.62	00:01:03	89.19%	72.97%
20. Tallahassee	<b>34</b> (0.63%)	39 (0.61%)	1.72	00:01:30	79.49%	71.79%
21. Hialeah	<b>33</b> (0.61%)	34 (0.53%)	1.47	00:00:22	97.06%	64.71%
22. Bradenton	<b>30</b> (0.56%)	36 (0.56%)	2.19	00:01:55	75.00%	69.44%
23. Fort Myers	<b>29</b> (0.54%)	32 (0.50%)	2.44	00:04:15	84.38%	53.12%

24.	Mount Dora	25 (0.47%)	25 (0.39%)	1.28	00:00:51	100.00%	84.00%
25.	Bonita Springs	24 (0.45%)	26 (0.41%)	1.88	00:02:49	84.62%	50.00%
26.	Naples	24 (0.45%)	27 (0.42%)	1.67	00:00:52	81.48%	55.56%
27.	Ocala	24 (0.45%)	25 (0.39%)	1.60	00:01:06	92.00%	68.00%
28.	Palm Coast	24 (0.45%)	25 (0.39%)	2.32	00:02:16	96.00%	44.00%
29.	Coral Gables	24 (0.45%)	24 (0.37%)	1.67	00:00:49	95.83%	54.17%
30.	Boca Raton	23 (0.43%)	32 (0.50%)	2.00	00:02:02	56.25%	43.75%
31.	Brandon	23 (0.43%)	27 (0.42%)	1.67	00:00:46	74.07%	59.26%
32.	Estero	23 (0.43%)	25 (0.39%)	2.00	00:01:16	80.00%	64.00%
33.	Homestead	23 (0.43%)	24 (0.37%)	2.17	00:03:02	79.17%	66.67%
34.	Palm Beach Gardens	23 (0.43%)	28 (0.44%)	1.96	00:02:24	75.00%	64.29%
35.	Pembroke Pines	22 (0.41%)	28 (0.44%)	1.29	00:00:03	67.86%	89.29%
36.	Spring Hill	22 (0.41%)	25 (0.39%)	1.44	00:02:16	80.00%	68.00%
37.	Lehigh Acres	21 (0.39%)	23 (0.36%)	2.26	00:02:07	82.61%	52.17%
38.	Cudjoe Key	21 (0.39%)	21 (0.33%)	2.00	00:02:37	85.71%	61.90%
39.	Melbourne	20 (0.37%)	21 (0.33%)	2.38	00:02:13	90.48%	52.38%
40.	Port Charlotte	20 (0.37%)	69 (1.07%)	2.32	00:02:31	23.19%	17.39%
41.	Boca Del Mar	20 (0.37%)	22 (0.34%)	1.73	00:01:13	77.27%	63.64%
42.	Greenacres	20 (0.37%)	20 (0.31%)	1.90	00:01:25	85.00%	60.00%
43.	South Venice	20 (0.37%)	23 (0.36%)	1.57	00:01:04	78.26%	60.87%
44.	Wellington	20 (0.37%)	22 (0.34%)	1.23	00:01:18	72.73%	77.27%
45.	Clearwater	19 (0.35%)	21 (0.33%)	1.67	00:02:20	66.67%	52.38%
46.	Delray Beach	19 (0.35%)	21 (0.33%)	1.90	00:00:33	80.95%	66.67%
47.	Lakeland	19 (0.35%)	21 (0.33%)	1.95	00:01:26	90.48%	61.90%
48.	Palm Bay	19 (0.35%)	23 (0.36%)	1.52	00:01:09	73.91%	65.22%
49.	Sarasota	19 (0.35%)	22 (0.34%)	1.45	00:00:17	86.36%	72.73%
50.	Davie	19 (0.35%)	25 (0.39%)	1.76	00:02:08	72.00%	68.00%

02\_DAC1-KW\_04\_Can

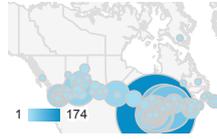
ALL » COUNTRY: Canada

Feb 1, 2020 - Feb 29, 2020

All Users  
2.03% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>1,077</b> % of Total: 2.03% (53,036)	<b>1,264</b> % of Total: 1.98% (63,720)	<b>2.11</b> Avg for View: 1.87 (12.42%)	<b>00:01:53</b> Avg for View: 00:01:27 (30.63%)	<b>78.96%</b> Avg for View: 75.21% (4.98%)	<b>56.17%</b> Avg for View: 64.30% (-12.65%)
1. Toronto	<b>174</b> (15.96%)	<b>186</b> (14.72%)	1.78	00:01:23	86.56%	65.05%
2. Ottawa	<b>60</b> (5.50%)	<b>68</b> (5.38%)	2.21	00:02:11	85.29%	55.88%
3. Montreal	<b>57</b> (5.23%)	<b>65</b> (5.14%)	1.88	00:01:28	76.92%	63.08%
4. (not set)	<b>54</b> (4.95%)	<b>58</b> (4.59%)	1.79	00:02:39	84.48%	55.17%
5. Hamilton	<b>42</b> (3.85%)	<b>63</b> (4.98%)	3.63	00:07:48	53.97%	46.03%
6. Mississauga	<b>36</b> (3.30%)	<b>41</b> (3.24%)	1.46	00:00:59	78.05%	68.29%
7. Calgary	<b>26</b> (2.39%)	<b>28</b> (2.22%)	1.86	00:00:33	82.14%	60.71%
8. Winnipeg	<b>20</b> (1.83%)	<b>22</b> (1.74%)	1.82	00:00:37	77.27%	59.09%
9. Burlington	<b>19</b> (1.74%)	<b>41</b> (3.24%)	1.73	00:00:33	39.02%	36.59%
10. London	<b>18</b> (1.65%)	<b>22</b> (1.74%)	1.77	00:01:11	68.18%	45.45%
11. Brampton	<b>17</b> (1.56%)	<b>19</b> (1.50%)	1.58	00:01:47	84.21%	47.37%
12. Kitchener	<b>16</b> (1.47%)	<b>45</b> (3.56%)	4.13	00:01:04	31.11%	48.89%
13. Vancouver	<b>15</b> (1.38%)	<b>16</b> (1.27%)	1.44	00:02:28	87.50%	81.25%
14. Markham	<b>14</b> (1.28%)	<b>15</b> (1.19%)	1.40	00:00:13	93.33%	73.33%
15. Oakville	<b>13</b> (1.19%)	<b>13</b> (1.03%)	1.38	00:00:57	92.31%	69.23%
16. Waterloo	<b>13</b> (1.19%)	<b>19</b> (1.50%)	4.26	00:01:57	57.89%	36.84%
17. Windsor	<b>13</b> (1.19%)	<b>13</b> (1.03%)	2.23	00:02:00	100.00%	53.85%
18. Barrie	<b>12</b> (1.10%)	<b>13</b> (1.03%)	1.31	00:00:30	76.92%	76.92%
19. Vaughan	<b>12</b> (1.10%)	<b>13</b> (1.03%)	2.46	00:00:52	92.31%	46.15%
20. Cambridge	<b>11</b> (1.01%)	<b>11</b> (0.87%)	1.36	00:00:16	90.91%	63.64%
21. Pickering	<b>11</b> (1.01%)	<b>11</b> (0.87%)	3.73	00:02:00	90.91%	36.36%
22. Edmonton	<b>10</b> (0.92%)	<b>10</b> (0.79%)	1.70	00:00:28	90.00%	60.00%
23. St. Catharines	<b>10</b> (0.92%)	<b>10</b> (0.79%)	2.50	00:00:46	100.00%	50.00%

24. Oshawa	9 (0.83%)	9 (0.71%)	1.22	00:00:13	100.00%	66.67%
25. Quebec City	9 (0.83%)	12 (0.95%)	1.58	00:01:14	58.33%	58.33%

Rows 1 - 25 of 219

02\_DAC1-KW\_05\_UK

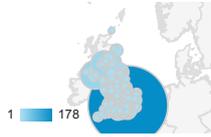
ALL » COUNTRY: United Kingdom

Feb 1, 2020 - Feb 29, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>922</b> % of Total: 1.74% (53,036)	<b>1,071</b> % of Total: 1.68% (63,720)	<b>1.92</b> Avg for View: 1.87 (2.34%)	<b>00:01:28</b> Avg for View: 00:01:27 (1.72%)	<b>78.15%</b> Avg for View: 75.21% (3.91%)	<b>60.13%</b> Avg for View: 64.30% (-6.49%)
1. London	<b>178</b> (18.90%)	<b>190</b> (17.74%)	1.65	00:01:13	86.32%	63.68%
2. (not set)	<b>106</b> (11.25%)	<b>133</b> (12.42%)	2.14	00:02:02	68.42%	55.64%
3. Carrickfergus	<b>21</b> (2.23%)	<b>25</b> (2.33%)	3.00	00:02:43	84.00%	20.00%
4. Birmingham	<b>20</b> (2.12%)	<b>22</b> (2.05%)	1.45	00:01:35	77.27%	77.27%
5. Glasgow	<b>19</b> (2.02%)	<b>22</b> (2.05%)	1.91	00:00:29	81.82%	50.00%
6. Northampton	<b>16</b> (1.70%)	<b>16</b> (1.49%)	2.00	00:00:48	87.50%	68.75%
7. Manchester	<b>15</b> (1.59%)	<b>16</b> (1.49%)	2.44	00:00:53	75.00%	56.25%
8. Nottingham	<b>15</b> (1.59%)	<b>15</b> (1.40%)	1.80	00:01:45	86.67%	66.67%
9. Bristol	<b>13</b> (1.38%)	<b>13</b> (1.21%)	1.85	00:00:37	76.92%	69.23%
10. Liverpool	<b>13</b> (1.38%)	<b>14</b> (1.31%)	1.29	00:00:14	85.71%	71.43%
11. Edinburgh	<b>13</b> (1.38%)	<b>14</b> (1.31%)	1.14	00:00:15	85.71%	85.71%
12. Coventry	<b>11</b> (1.17%)	<b>12</b> (1.12%)	1.83	00:01:12	91.67%	50.00%
13. Leeds	<b>10</b> (1.06%)	<b>12</b> (1.12%)	1.33	00:00:10	83.33%	91.67%
14. Newcastle upon Tyne	<b>9</b> (0.96%)	<b>10</b> (0.93%)	2.70	00:01:09	70.00%	40.00%
15. Brighton	<b>8</b> (0.85%)	<b>9</b> (0.84%)	1.56	00:00:55	88.89%	55.56%
16. Cardiff	<b>8</b> (0.85%)	<b>8</b> (0.75%)	1.25	00:00:08	87.50%	75.00%
17. Bournemouth	<b>7</b> (0.74%)	<b>7</b> (0.65%)	1.29	00:00:35	85.71%	71.43%
18. Walsall	<b>7</b> (0.74%)	<b>7</b> (0.65%)	1.14	00:00:01	85.71%	85.71%
19. Derby	<b>6</b> (0.64%)	<b>8</b> (0.75%)	2.12	00:00:41	75.00%	25.00%
20. Hemel Hempstead	<b>6</b> (0.64%)	<b>7</b> (0.65%)	1.00	00:00:00	85.71%	100.00%
21. Oxford	<b>6</b> (0.64%)	<b>6</b> (0.56%)	1.17	00:00:02	100.00%	83.33%
22. Portsmouth	<b>6</b> (0.64%)	<b>6</b> (0.56%)	2.33	00:00:52	66.67%	50.00%
23. Southampton	<b>6</b> (0.64%)	<b>6</b> (0.56%)	1.83	00:01:13	83.33%	50.00%

24. Blackpool	5 (0.53%)	6 (0.56%)	2.17	00:03:23	83.33%	50.00%
25. Croydon	5 (0.53%)	8 (0.75%)	1.38	00:00:30	50.00%	75.00%

Rows 1 - 25 of 269



Date: May 1, 2020  
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual  
 Re: **OPERATIONS MANUAL UPDATES**

The latest set of updates to the Operations Manual are now available on the Monroe County TDC webpage:

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



**Operations Manual – description of updates**

*Each section can be downloaded from the webpage in PDF format, or you can print the pages directly from the webpage.*

**1. Section I – Tourist Development Council Members**

- Updated member list to reflect reappointment of Mr. Jim Bernardin (BOCC 2/19/20)

**2. Section III – District Advisory Committees**

- Updated District Advisory Committee Chairpersons List to reflect election of Mr. Steve Robbins as District I Advisory Committee Chairperson (DAC 2/26/2020)

**3. Section IV – Table of Contents**

- Updated Table of Contents to reflect correct page numbers

**4. Section IV-A – Destination and Turnkey Events**

- Updated Event Application (BOCC 2/19/2020)

**5. Section IV-B – Cultural Umbrella**

- Updated Cultural Event Application

**6. Section IV-C – Fishing Umbrella**

- Updated Fishing Event Application

**7. Section V – Capital**

- Updated Capital/Bricks and Mortar Application (2/19/2020)

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**DATE:** May 1, 2020  
**TO:** District I Advisory Committee  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** Review of Recent DAC Funded Events

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

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

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

<b>No events to report</b>			
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Below is a list of **current and upcoming events** so you can plan ahead to attend, and keep an eye on the impact on your community.

<b>Mango Fest of Key West</b> Key West Police Athletic League, Inc.	6/25/2020 – 6/28/2020	Destination	\$10,000
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**DATE:** May 1, 2020

**To:** District I Advisory Committee

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Actin re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Phase II Project**

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The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund the Key West Art and Historical Society, Inc. in an amount not to exceed \$90,000 for the Custom House Mechanical Phase II project to be completed by September 30, 2020.

Attached is a request from the Key West Art and Historical Society, Inc. to extend the completion date of the project to June 30, 2021 due to delays resulting from the coronavirus pandemic. They are also requesting to revise Exhibit A of the Agreement, which outlines the scope of service for the project. A revised copy of the Exhibit A is attached for approval along with the original Exhibit A as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.

**Subject:** FW: Custom House Mechanical Phase II -- April DAC Meeting Cancelled

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**From:** Michael Gieda <[mgieda@kwahs.org](mailto:mgieda@kwahs.org)>  
**Sent:** Monday, April 20, 2020 10:46 AM  
**To:** [ammie@fla-keys.com](mailto:ammie@fla-keys.com) <[adminasst@fla-keys.com](mailto:adminasst@fla-keys.com)>  
**Subject:** RE: Custom House Mechanical Phase II -- April DAC Meeting Cancelled

Ammie,

Thank you for the update and reminder, here is the updates scope of work:

- We will demo and dispose of existing AHU #s 7, 8, 9 and 11.
- We will provide and install new AHUs for systems 7, 8, 9 and 11.
- We will install new drain pans with new AHUs.
- We will reinsulate chilled water lines as needed.
- We will reconnect new AHUs to existing electrical power wiring and ductwork.
- We will start up and verify proper operation of new AHUs.
- Prevent exterior air infiltration in attic spaces with mechanical equipment and ductwork. Including, but not limited to sealing openings/spaces and replacing/installing insulation.
- Add vent(s) in attic/closet spaces as needed
- Balance and adjust 4 new AHUs
- Install dehumidifiers in attic and crawl spaces
- Also includes necessary labor during normal working hours, hauling, supervision, and startup to complete all work inclusive of this agreement.

The above includes the new scope and the items from the existing scope that will remain.

When is the May meeting? I will add it to my calendar.

Also, are there any changes to the current deadlines for any of the TDC grant deadlines? Just want to make sure I am on top of everything else.

Kind regards,

Michael

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**From:** Michael Gieda <[mgieda@kwahs.org](mailto:mgieda@kwahs.org)>  
**Sent:** Wednesday, March 25, 2020 11:25 AM  
**To:** [ammie@fla-keys.com](mailto:ammie@fla-keys.com) <[adminasst@fla-keys.com](mailto:adminasst@fla-keys.com)>  
**Subject:** Re: Custom House Mechanical Phase II -- April DAC Meeting Cancelled

Ammie,

Would it be a problem to move it to June 2021? I am trying to figure out the organizations financial path forward and extending the project further would help.

# REVISED EXHIBIT A

NAME OF ENTITY: Key West Art and Historical Society, Inc.

NAME OF PROJECT: Custom House Mechanical Repairs Phase II

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Demolish and dispose of existing Air Handling Units (AHU) 7, 8, 9 and 11.*</li> <li>• Provide and install new AHUs for systems 7, 8, 9 and 11, including new drain pans, reinsulate chilled water lines as needed and reconnect existing to existing electrical power wiring and ductwork. Balance and adjust new AHU and start up and verify proper operation of new AHUs.</li> <li>• Prevent exterior air infiltration in attic spaces with mechanical equipment and ductwork. Including, but not limited to sealing openings/spaces and replacing/installing insulation.</li> <li>• Add vent(s) in attic/closet spaces as needed</li> <li>• Install dehumidifiers in attic and crawl spaces</li> </ul> <p>*AHU located in 4<sup>th</sup> floor archives</p> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$120,000</u></p> <p><b><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</b></p>	<p><u>TDC portion: \$90,000</u></p>
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# EXHIBIT A

**NAME OF ENTITY: Key West Art and Historical Society, Inc.**

**NAME OF PROJECT: Custom House Mechanical Repairs Phase II**

**NUMBER OF SEGMENTS TO PROJECT: 1**

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"><li>• Prevent exterior air infiltration in attic spaces with mechanical equipment and ductwork. Including, but not limited to sealing openings/spaces and replacing/installing insulation</li><li>• Add vent(s) in attic/closet spaces as needed</li><li>• Balance and adjust approx. twelve (12) air handler units</li><li>• Install dehumidifiers in attic and crawl spaces</li><li>• Replace all motorized valves to air handlers</li><li>• Repair or replace electric heaters in air handlers</li></ul> <p>Air Handlers are located in approx. the following locations:</p> <ul style="list-style-type: none"><li>o 3 are located in the attic space at the very top of the building</li><li>o 2 are located in closets on the right and left sides of the building on the 4<sup>th</sup> floor</li><li>o 3 are located in closets in offices on the right and left sides of the building on the 3<sup>rd</sup> floor</li><li>o 1 is located in a crawl space in the center/rear of the building on the second floor</li><li>o 3 are located in the basement (multiple locations)</li></ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><b><u>Total Cost: \$120,000</u></b></p> <p><b><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</b></p>	<p><b><u>TDC portion: \$90,000</u></b></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

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

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

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

Attached is a request from the City of Key West to extend the completion date of the project to December 31, 2020 due to possible delays in completion of the project due to the Coronavirus. The funds are available to roll into the FY 2021 budget. A copy of the projects scope of service is attached as a FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC Meeting agendas for approval.



## THE CITY OF KEY WEST

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

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March 20, 2020

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

RE: Key West Amphitheater Enhancements  
Contract ID# 2288; \$125,000 in capital funding  
**Request for 3-month time extension to grant award agreement**

Dear District I Advisory Committee:

The City of Key West respectfully requests a 3-month time extension to December 31, 2020 to the Grant Agreement Period of the Key West Amphitheater Enhancements Project.

With the uncertainty of the Coronavirus situation, the City would like to ensure funds are available for this project in FY 2021 by requesting a time extension in anticipation of postponed meetings of the necessary governing bodies whose decisions impact the forward movement of the project. We understand the situation is very fluid and would like to take steps to preserve the funding as we fully intend to complete the scope of work.

We truly appreciate your continued support and patience during this time of uncertainty. 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](mailto:csheldon@cityofkeywest-fl.gov).

Sincerely,

*Carolyn D. Sheldon*

Carolyn D. Sheldon  
Senior Grants Administrator

# EXHIBIT A

NAME OF ENTITY: City of Key West

NAME OF PROJECT: Key West Amphitheatre Enhancements

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment, labor and engineering work required to:</p> <ul style="list-style-type: none"> <li>• Install fence with gates from Entry Control Point to NOAA property line, connecting to existing fence, including any necessary irrigation, site repairs and work associated to accommodate fence installation</li> <li>• Install structural strong points for suspension of perimeter speaker system</li> </ul> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$125,000</u></p> <p><b>In-Kind:</b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$125,000</u></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key West Project**

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The District I Advisory Committee at your meeting of June 5, 2019 moved approval to fund the Coral Restoration Foundation, Inc. in an amount not to exceed \$43,425 for the CRF – Coral Restoration – Key West Project to be completed by September 30, 2020.

Attached is a request from the Coral Restoration Foundation, Inc. to extend the completion date of the project to March 31, 2021 due to delays resulting from the coronavirus situation. The funds are available to roll into the FY 2021 budget. A copy of the projects scope of service is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agends for approval.

**From:** [Martha Roesler](#)  
**To:** [Maxine@fla-keys.com](mailto:Maxine@fla-keys.com); [Machan-Ammie](#)  
**Subject:** Coral Restoration Foundation - Request for Extension for DAC I  
**Date:** Monday, March 23, 2020 1:33:21 PM

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Maxine and Ammie,

Contract ID: 2313; Line Item Number: 117 77040 530340 T207B88X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our contract in DAC I - Key West. We are operating without our volunteers and interns for the foreseeable future which impacts both our coral nursery maintenance and restoration activities.

We're seeking an extension date to March 31, 2021.

Thank you for your consideration in these unusual circumstances.

If you have any questions, please don't hesitate to contact me.

Martha Roesler

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Martha Roesler  
Chief Development Officer, Coral Restoration Foundation™  
(305) 453-7030 | [coralrestoration.org](http://coralrestoration.org)  
89111 Overseas Hwy, Tavernier, FL 33070

# EXHIBIT A

NAME OF ENTITY: Coral Restoration Foundation, Inc.

NAME OF PROJECT: CRF-Coral Restoration-Key West

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Purchase and harvest 1,200 nursery grown staghorn coral for the purpose of planting on the coral reefs in State and Federal waters off Key West</li> </ul> <p>900 staghorn and 300 elkhorn – Marker 32 – N24.474010° -81.743642°</p> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$57,900</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$43,425</u></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry and Electrical Improvements Project**

---

The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repair and Electrical Improvements project in an amount to exceed \$281,250 to be completed by September 30, 2020.

Attached is a request from the Mel Fisher Maritime Heritage Society, Inc. to extend the completion date of the project to September 30, 2021 due to delays resulting from the coronavirus situation. The funds are available to be rolled into the FY 2021 budget. A copy of the projects scope of service is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.



March 23, 2020

Maxine Pacini, Office Manager  
Tourist Development Council of Monroe County  
1200 White Street  
Key West, FL 33040

RE: TDC DAC I Capital Project Line Item#117 77040 530460 T207B83X 530460  
Masonry and Electrical Improvements Project Contract ID: 2316 \$281,500  
Request for extension

Dear Ms. Pacini,

We would like to request an extension for this project completion date to 9/30/2021. We understand that the length of this virus related shutdown is unknown to all. We had the contractor team scheduled to begin work on 4/4/20, but due to the City and County closures the workers could not travel to Key West. Work will be initiated as soon as plausible.

We request that you roll forward all funds awarded under this agreement to the 2020-2021 FY budget.

Thank you for your assistance,

A handwritten signature in black ink, appearing to read 'Melissa Kendrick', is positioned above the typed name.

Melissa Kendrick  
President/CEO  
mkendrick@melfisher.org



# EXHIBIT A

NAME OF ENTITY: Mel Fisher Maritime Heritage Society, Inc.

NAME OF PROJECT: Mel Fisher Masonry Repair and Electrical Improvements

NUMBER OF SEGMENTS TO PROJECT: 2

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Repair cracking and spalling of stone walls/corners of building</li> <li>• Engineering services to perform selective inspections to determine extend of damage to stone walls/corners of building and Architectural services to produce design plans</li> </ul> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$355,000</u></p> <p><b>In-Kind:</b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$266,250</u></p>
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EXHIBIT A

Segment #:2

Description: Materials, equipment and labor required to:

- Install gallery lighting including all necessary electrical, wiring, subpanel installation

(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement - see contract paragraph 2)

Total Cost: \$20,000

TDC Portion:\$15,000

**In-Kind:** No in-kind will be used towards reimbursement of this project.

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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Repairs and Improvements Project**

---

The District I Advisory Committee at your meeting of December 5, 2018 moved approval to fund Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Repairs and Improvements project in an amount to exceed \$112,500 to be completed by June 30, 2020.

Attached is a request from the Mel Fisher Maritime Heritage Society, Inc. to extend the completion date of the project to September 30, 2021 due to delays resulting from the coronavirus situation. The first segment of the project (\$52,500) has been completed and reimbursed. The remaining funds (\$60,000) are available to be rolled into the FY 2021 budget. A copy of the projects scope of service for the second segment of the project is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.



March 23, 2020

Maxine Pacini, Office Manager  
Tourist Development Council of Monroe County  
1200 White Street  
Key West, FL 33040

RE: TDC DAC I Capital Project Line Item#117 77040 530340 TB97359X 530340117  
Round 2 Repairs and Improvements Project Contract ID: 2289           \$60,000  
Request for extension

Dear Ms. Pacini,

We would like to request an extension for this project completion date to 9/30/2021. We understand that the length of this virus related shutdown is unknown to all. Work will be initiated as soon as plausible.

We request that you roll forward all remaining funds awarded under this agreement to the 2020-2021 FY budget.

Thank you for your assistance,

A handwritten signature in blue ink, appearing to read 'Melissa Kendrick', is positioned above the typed name.

Melissa Kendrick  
President/CEO  
mkendrick@melfisher.org



**EXHIBIT A**

<p>Segment #:2 <u>(Electrical)</u>  <u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Install two 400 amp electrical panel, move and run circuits to existing and new panel, add subpanels as needed.</li> <li>• Install transformer</li> <li>• Install conduit under courtyard and necessary wiring throughout the museum</li> <li>• Optional: If funding and time allow – replace existing halogen gallery lighting with LED lighting.</li> </ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$80,000</u></p> <p><b><u>In-Kind:</u></b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$60,000</u></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Extension to Agreement with Florida Keys National Marine Sanctuary, Inc. for the Eco – Discovery Event Interior Exhibits Project**

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The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund the National Marine Sanctuary Foundation, Inc. for the Eco-Discovery Center Interior Exhibits Project in an amount not to exceed \$225,000 to be completed by September 30, 2020.

Attached is a request from the National Marine Sanctuary Foundation, Inc. to extend the completion date of the project to September 30, 2021 due to delays resulting from the coronavirus situation. The funds are available to roll into the FY 2021 budget. A copy of the project summary sheet is attached as an FYI.

Upon approval by the DAC this item will be placed on the next available TDC and BOCC meeting agendas for approval.

**From:** [Carol King](#)  
**To:** [ammie@fla-keys.com](mailto:ammie@fla-keys.com)  
**Cc:** [sharon@fla-keys.com](mailto:sharon@fla-keys.com)  
**Subject:** RE: Eco Discovery Interior Exhibits Refresh - Important Information  
**Date:** Thursday, March 26, 2020 11:13:01 AM

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Dear Ammie,

On behalf of the National Marine Sanctuary Foundation, I would like to formally request an extension of one year on the approved project, *Eco Discovery Interior Exhibits Refresh*, to 9/30/2021. We greatly appreciate your investment in our program and partnership in promoting Florida Keys tourism and sanctuary awareness.

Sincerely,  
Carol

**Carol King**  
*Director of Development*  
**National Marine Sanctuary Foundation**  
8601 Georgia Avenue | Suite 510  
Silver Spring, MD 20910  
(o) 301.608.3040 x316 | (c) 202.538.5916

# EXHIBIT A

NAME OF ENTITY: National Marine Sanctuary Foundation, Inc.

NAME OF PROJECT: Florida Keys Eco-Discovery Center Interior Exhibits Refresh

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Remove existing interior exhibits</li> <li>• Fabrication, installation and final detailing of approx. 8 new exhibits throughout Eco Discovery Center where exhibits were removed to include: Introduction, Corals, Nature, Maritime, Tourism, Partnerships, Pollution, and Action</li> <li>• Installation of new interior signage</li> <li>• Produce design plans</li> </ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement - see contract paragraph 2)</b></p>	<p><u>Total Cost: \$300,000</u></p> <p><b>In-Kind:</b> In an amount not to exceed \$5,000 (6.667% of organizations out of pocket cost) to be utilized as donated labor</p>	<p><u>TDC portion: \$225,000</u></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

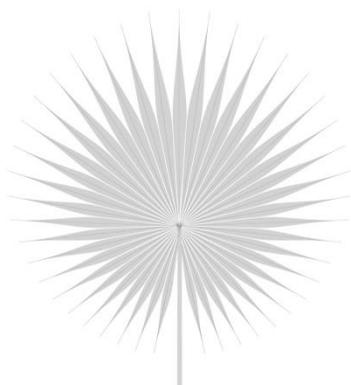
**RE:** **Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project**

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The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund the Key West Botanical Garden Society, Inc. in an amount not to exceed \$6,960 for the Botanical Garden Gate Project to be completed by September 30, 2020.

Attached is a request from the Botanical Garden Society requesting to extend the completion date of the project to September 30, 2021 due to delays resulting from the coronavirus situation. The funds are available to roll into the FY 2021 budget. A copy of the revised Project Summary Sheet is attached as an FYI.

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



Key  
West  
Botanical  
Garden  
Society

*Managing  
and  
restoring  
the  
only  
frost-free  
sub-tropical  
forest  
and  
botanical  
garden  
in the  
continental  
United  
States.*

April 15, 2020

Monroe County Tourist Development Council  
Attn: Maxine Pacini  
1201 White Street  
Key West, FL 33040

Re: Capital Grants 2156 KWBGS Botanical Playground Installation  
& 2312 Botanical Garden Front Entry Signage

Dear Maxine

Due to the current health climate and ensuing issues related to the COVID-19 Pandemic, the Key West Botanical Garden Society, Inc. and TDC grant projects #2156 Children Playground and #2312 Entry Signage cannot be guaranteed for completion by the September 30, 2020 deadline. Please accept this letter as notification to request time extensions on both projects 2156 & 2312 until September 2021.

90 days into the crisis proves to be underestimated and uncertain. 2 of our contractors are out of county and are currently restricted from entry into the county to bring equipment and personnel. Until health advisories and restrictions are lifted, we cannot predict a timeline for completion.

I will continue communications with our contractors so at the time the restriction is lifted the Garden's projects can be expedited and will in turn let you know.

Thank you for our consideration and continued support.

For your records, please note that the Key West Tropical Forest and Botanical Garden Society is a register 501 (c) 3, tax-exempt, not for profit organization (EIN #65-0084855).

Sincerely,

Misha D. McRAE  
Executive Director

Cc: Ammie Machan

5210 College Road  
Key West, FL 33040  
(305) 296-1504  
[kwbgs@keywest.garden](mailto:kwbgs@keywest.garden)  
[www.keywest.garden](http://www.keywest.garden)

The Key West Botanical Garden Society, Inc. is a registered 501 (c) 3 nonprofit corporation. Donations are deductible under the Internal Revenue Service Code.

The Garden is publicly owned and operated as a passive, natural resource-based public outdoor recreational site.

## TDC Capital Project Summary Sheet

**REVISED**

<b>Project ID#:</b>	<b>2312</b>
<b>Project Line Item #:</b>	<b>117-77040-530340-T207-N01-X-530340</b>

<b>Name of Project:</b>	<b>Botanical Garden Front Entrance Sign</b>	<b>District Funding Project:</b>	<b>I</b>
<b>Funding Category:</b>	<b>Nature Center</b>	<b>Fiscal Year Funded:</b>	<b>2020</b>
<b>Name of Project Manager:</b>	<b>Misha McRae</b>	<b>Amount Funded by TDC:</b>	<b>\$6,960</b>
<b>Telephone Number:</b>	<b>305-296-1504</b>	<b>Date of DAC Approval:</b>	<b>6/26/2019 – Original</b>
<b>Email Address:</b>	<b>mmcrae@keywest.garden</b>	<b>Date of TDC Approval:</b>	<b>7/30/2019 – Original</b>
<b>Revised Completion Date:</b>			<b>9/30/2021</b>

<b>Scope of Services to Be Completed and Submitted for Reimbursement No Later than September 30, 2021:</b>	
Materials, equipment and labor and permits required to: <ul style="list-style-type: none"> <li>• Purchase, Ship and Install two (2) new signs at entrance of Botanical Garden</li> </ul>	
In kind: in an amount not to exceed \$765 (32.97% of organizations allowable out of pocket cost) to be utilized as volunteer labor	
Total Cost: \$ 9,280	TDC Cost: \$6,960

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

Signature of TDC Office Manager: \_\_\_\_\_

Signature of TDC Director: \_\_\_\_\_

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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

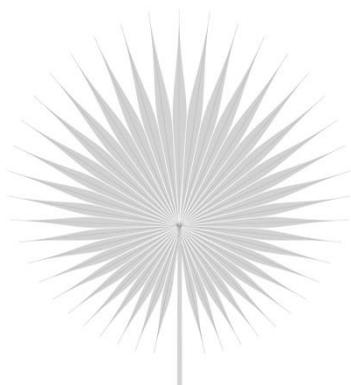
**RE:** **Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Playground Installation Project**

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The District I Advisory Committee at your meeting of June 27, 2018 moved approval to fund the Key West Botanical Garden Society, Inc. in an amount not to exceed \$45,000 for the Botanical Garden Playground Installation Project to be completed by September 30, 2020.

Attached is a request from the Botanical Garden Society requesting to extend the completion date of the project to September 30, 2021 due to delays resulting from the coronavirus situation. The funds are available to roll into the FY 2021 budget. A copy of the project scope of service is attached as an FYI.

Upon approval by the DAC, this item will be placed on the next available TDC and BOCC meeting agendas for approval.



Key  
West  
Botanical  
Garden  
Society

*Managing  
and  
restoring  
the  
only  
frost-free  
sub-tropical  
forest  
and  
botanical  
garden  
in the  
continental  
United  
States.*

April 15, 2020

Monroe County Tourist Development Council  
Attn: Maxine Pacini  
1201 White Street  
Key West, FL 33040

Re: Capital Grants 2156 KWBGS Botanical Playground Installation  
& 2312 Botanical Garden Front Entry Signage

Dear Maxine

Due to the current health climate and ensuing issues related to the COVID-19 Pandemic, the Key West Botanical Garden Society, Inc. and TDC grant projects #2156 Children Playground and #2312 Entry Signage cannot be guaranteed for completion by the September 30, 2020 deadline. Please accept this letter as notification to request time extensions on both projects 2156 & 2312 until September 2021.

90 days into the crisis proves to be underestimated and uncertain. 2 of our contractors are out of county and are currently restricted from entry into the county to bring equipment and personnel. Until health advisories and restrictions are lifted, we cannot predict a timeline for completion.

I will continue communications with our contractors so at the time the restriction is lifted the Garden's projects can be expedited and will in turn let you know.

Thank you for our consideration and continued support.

For your records, please note that the Key West Tropical Forest and Botanical Garden Society is a register 501 (c) 3, tax-exempt, not for profit organization (EIN #65-0084855).

Sincerely,

Misha D. McRAE  
Executive Director

Cc: Ammie Machan

5210 College Road  
Key West, FL 33040  
(305) 296-1504  
[kwbgs@keywest.garden](mailto:kwbgs@keywest.garden)  
[www.keywest.garden](http://www.keywest.garden)

The Key West Botanical Garden Society, Inc. is a registered 501 (c) 3 nonprofit corporation. Donations are deductible under the Internal Revenue Service Code.

The Garden is publicly owned and operated as a passive, natural resource-based public outdoor recreational site.

# EXHIBIT A

NAME OF ENTITY: Key West Botanical Garden Society, Inc.

NAME OF PROJECT: Botanical Playground Installation

NUMBER OF SEGMENTS TO PROJECT: 1

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

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment, permits and labor required:</p> <ul style="list-style-type: none"> <li>• Prepare site to include, but not limited to: Excavation and hard packing dirt; subgrade site; purchase and installation of weed fabric, Flexi-Safe subbase (or similar material), Felxi-Pave (or similar material) for ADA path; landscaping</li> <li>• Install previously purchased playground equipment</li> <li>• Create children's garden within play area to include excavation; purchase and installation of sand; purchase and permanently install interactive activities; purchase and permanently install approx. three benches</li> </ul> <p><b>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</b></p>	<p><u>Total Cost: \$60,000</u></p> <p><b><u>In-Kind:</u></b> In an amount not to exceed \$7,000 (46.66% of Organization out of pocket cost) to be used for volunteer labor and plan and material cost</p>	<p><u>TDC portion: \$45,000</u></p>
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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project**

---

The District I Advisory Committee at your meeting of June 26, 2019 moved approval to fund Historic Florida Keys Foundation, Inc. in an amount not to exceed \$19,800 for the Oldest House Museum Improvements Project to be completed by September 30, 2020.

Attached is a request from the Historic Florida Keys Foundation requested to remove the installation of “flexpave” pavers and the associated TDC portion of the cost of \$4,575 (\$6,100 of the total project cost). Attached is a copy of the revised Project Summary Sheet.

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

**ammie@fla-keys.com**

---

**From:** stevbgud@aol.com  
**Sent:** Thursday, April 23, 2020 6:17 PM  
**To:** Sharon@Fla-Keys.com  
**Cc:** Ammie@Fla-Keys.com; Maxine@Fla-Keys.com; nance@galleryongreene.com; wayne@garciajoneskw.com; hfkf@bellsouth.net  
**Subject:** OIRF Bricks and Mortar Grant 2020

Hi Sharon

I apologize for not replying earlier to your request for information on the status of our B&M Grant. We will complete our work under the grant by September 30, 2020 with one exception. We have a new board member (a contractor) who came up with a superior solution that allows us to retain our historic red brick pavers rather than replace them with Flexipave. The estimate for that portion of our request was \$6,100. We will not be using that portion of the grant match.

Thanks so much for all of your assistance with the grant.

Please let me know if you need additional information.

Thanks

Steve Black  
Treasurer  
Old Island Restoration Foundation

## TDC Capital Project Summary Sheet

Revised

<b>Project ID#:</b>	<b>2319</b>
<b>Project Line Item #:</b>	<b>117-77040-530340T207-N00-X-530340</b>

<b>Name of Project:</b>	<b>Oldest House Museum Improvements</b>	<b>District Funding Project:</b>	<b>I</b>
<b>Funding Category:</b>	<b>Museum</b>	<b>Fiscal Year Funded:</b>	<b>2020</b>
<b>Name of Project Manager:</b>	<b>Diane Silvia</b>	<b>Amount Funded by TDC:</b>	<b>\$19,800</b>
<b>Telephone Number:</b>	<b>305-304-1453</b>	<b>Date of DAC Approval:</b>	<b>6/26/2019</b>
<b>Email Address:</b>	<b>hfkf@bellsouth.net</b>	<b>Date of TDC Approval:</b>	<b>7/30/2019</b>
		<b>Completion Date:</b>	<b>9/30/2020</b>

<b>Scope of Services to Be Completed and Submitted for Reimbursement No Later than September 30, 2020:</b>		
<p>Materials, equipment and labor required to:</p> <ul style="list-style-type: none"> <li>• Replace step and posts on historic cook house</li> <li>• Rust inhibit and silvercoat three (3) buildings</li> <li>• Install GFCI receptacles in garden near photo op</li> <li>• Correct flooding problem at north entry</li> <li>• Install grip rail on Oldest House front porch steps (north entrance)</li> </ul>		
<table style="width: 100%;"> <tr> <td style="width: 50%;"><b>Revised Total Cost: \$ 20,300</b></td> <td style="width: 50%; text-align: right;"><b>Revised TDC Cost: \$15,225</b></td> </tr> </table>	<b>Revised Total Cost: \$ 20,300</b>	<b>Revised TDC Cost: \$15,225</b>
<b>Revised Total Cost: \$ 20,300</b>	<b>Revised TDC Cost: \$15,225</b>	

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

Signature of TDC Office Manager: \_\_\_\_\_

Signature of TDC Director: \_\_\_\_\_

---

**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Date Change for Conch Republic Independence Celebration 2020**

---

The District I Advisory Committee at your meeting of August 7, 2019 moved approval to fund Conch Republic Independence Celebration, LLC in an amount not to exceed \$35,000 for the Conch Republic Independence Celebration 2020 in April 2020.

Attached is a request from Conch Republic Independence Celebration, LLC to change the date of their event to November 27- December 5, 2020 due to impacts related to coronavirus. \$24,200 of the original \$35,000 will be rolled into the FY 2021 budget. The scope of service for the event will remain the same.

TDC Event Funding Policies state that a revision to the event date requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

Approval is requested to amend the event date to November 27 – December 5, 2020.



**38<sup>th</sup> Annual Conch Republic Independence Celebration**  
**April 17-26, 2020\***

**\*Celebration rescheduled to NOV 27-DEC 5, 2020**

March 19, 2019

Maxine Paccini  
Office Manager  
Monroe County TDC  
Maxine@Fla-Keys.com

Dear Maxine,

Thank you for helping us navigate through the process to request the remaining unused TDC DAC 1 Event funding for the 38<sup>th</sup> Annual Conch Republic Independence Celebration, originally scheduled for April 17-26, 2019, for the festival's NEW DATES of November 30 – December 5, 2020.

We were fortunate that most all our originally planned events will be rescheduled and are still included in our CRIC 2020 Festival schedule.

As we are not able to hold the April 23 Independence Day Ceremony in November, we are planning to create a virtual CR Independence Day Ceremony and will live stream in on the Conch Republic YouTube Channel. \*We're going to encourage everyone to join us at 5pm that day to participate in the ceremony from their home and together, we'll all say the Pledge of Allegiance to the Conch Republic.

Rams Head is also looking at adding a concert at Truman Waterfront Amphitheater to coincide with CRIC 2020 dates, but nothing committed at this time.

With the change to the November 27-December 6 dates, we will now be able to include the Conch Republic's "Official End of America's Hurricane Season Ceremony & Celebration on November 30 and the City of Key West's Holiday Parade on December 5.

Two Oceans Digital is submitting their request for reimbursement directly to the TDC, and we will submit invoices for Solaris Hill Design Group, Conch Republic Media and Julie McEnroe next week.

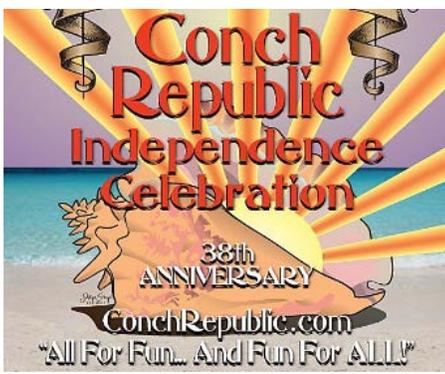
Please let us know if you need anything else at this time.  
Thank you again for your assistance.

Capt. James Gilleran, Festival Director  
President, Conch Republic Independence Celebration, LLC



**Conch Republic Independence Celebration, LLC**  
**801 Duval Street, Key West, Florida 33040**

**Phone: 305.304.2400 Email: JamesGilleran@gmail.com ConchRepublic.com**



**38<sup>th</sup> Annual Conch Republic Independence Celebration**  
**April 17-26, 2020\***

**\*Celebration rescheduled to NOV 27-DEC 5, 2020**

**CRIC TDC BUDGET RECAP – March 19, 2020**

**TOTAL TDC FUNDING GRANT - \$35,000      MONIES USED TO DATE: \$10,799.95**

**VENDOR CONTRACTS COMPLETED thru March 16, 2020**

**TWO OCEANS DIGITAL – ONLINE MARKETING      \$4,379.95 (MEDIA)**

Online Banner ads and Facebook & Twitter posts  
\*confirming exact \$\$ with Amanda

**SOLARIS HILL DESIGN GROUP      \$2,400 +/-**

1. Optimize 128 photos (both CMYK & RGB) **\$375 (MEDIA)**  
\*CRIC online banner ads, print ads, program and Facebook posts
2. Design layout for CRIC Posters **\$325 (POSTER/SIGNAGE)**  
\*CRIC General(11x17), CRIC CRAWL (11x17) and CRIC with Schedule/logos (16x22) and
3. Design artwork for CRIC & CRIC/CRAWL Tees **\$135 (PROMO ITEMS)**
4. Design layout, articles, schedule and photos **\$1,565 (PROGRAM)**  
for 28-page program

**CONCH REPUBLIC MEDIA GROUP      \$2,000 (MEDIA)**

30 second CRIC 2020 TV spot  
\*assemble collage of raw footage of various festival events and edit and produce final cut

**JULIE MCENROE, PUBLIC RELATIONS\*      \$2,000 (PUBLIC RELATIONS)**

*\*OK'd by Carol Shaughnessy, Newman PR*

1. Create and distribute to media CRIC 2020 General Press Releases
2. Coordinate Press Releases for CRIC 2020 events  
\*Great Battle, World's Looooongest Parade, Higgs Beach Area Clean Up, Royal Family Investiture and Family Elections, Military Muster, Great Battle and Shore Party, Cuba Reframed & Hot Havana Night, CR Dog Fest, CRIC Opening Breakfast & Raising of the Colors, Drag Races, Bed Races,
3. Serve as liaison to media requests for more info and liaison to Carol Shaughnessy
4. Assemble 128 photos for promo and media use



**Conch Republic Independence Celebration, LLC**  
**801 Duval Street, Key West, Florida 33040**

**Phone: 305.304.2400      Email: JamesGilleran@gmail.com      ConchRepublic.com**

## Conch Republic Independence Celebration

### REVISED DATES Schedule of Events

[www.ConchRepublic.com](http://www.ConchRepublic.com)

(Revised 3-19-2020 – schedule subject to change)



## FRI, NOV 27th

### CRIC 2020 "OPENING BREAKFAST OF CHAMPIONS" WITH THE HIGH COMMAND

9:30-11:30 AM

Start your festival right off with the most important meal of the day at a popular local restaurant! Join members of the CR High Command, Founding Fathers and other VIPs and Dignitaries for this scrumptious "Breakfast of Champions." hosted and sponsored by Two Friends Patio, 512 Front St. Old Town. ORDER OFF MENU, CASH BAR.

For more info, [Info@TwoFriendsPatio.com](mailto:Info@TwoFriendsPatio.com) or 305.296.3124 or [www.TwoFriendsPatio.com](http://www.TwoFriendsPatio.com)



### CRIC 2020 SWAG & CR MILITARY COMMAND CENTER

9:30-11 AM "OPENING BREAKFAST OF CHAMPIONS" TWO FRIENDS

11:30-1 PM RAISING OF THE CR COLORS AT MALLORY SQUARE

7-10 "OFFICIAL" KICK-OFF PARTY" AT SCHOONER WHARF BAR

Stop by our "Pop Up" CRIC Swag Store & Command Center and get your CRIC schedule of events, load up on Conch Republic Festival and Military Swag. Purchase your Conch Republic Passport, CRIC Parade and Battle Bond. Sign up for Conch Crawl. [ConchRepublic.com](http://ConchRepublic.com)

### CR RAISING OF THE COLORS AT MALLORY SQUARE

NOON-1 PM

Signifying the Official Opening of CRIC 2020, this light-hearted, entertaining and jovial ceremony celebrates the 38th anniversary of our island nation's independence. Sponsored by Key West Legal Rum Distillery, festivities include Raising of the Colors, CR Pledge of Allegiance, CR Battle Hymn, Conch Shell-Horn Salute, and live music with Duo Terra, Mary Spear and Rich "In Spirit" McKay. Visit our CRIC Pop-Up Swag Store! Mallory Square. FREE.

### TALL SHIP SUNSET SAIL ABOARD CR FLAGSHIP WOLF

6:30-8:30 PM

Take a step back in time and relive the glorious age of sail and seafaring adventure CR First Sea Lord, ADM Finbar. Board 6:15pm. BYO food & drink. COST: \$65 Adults, \$30 Kids under 12. Tickets & details, [ConchRepublic.com](http://ConchRepublic.com). For More info, 305 296 9653 or [SailAway@SchoonerWOLF.com](mailto:SailAway@SchoonerWOLF.com). [www.SchoonerWOLF.com](http://www.SchoonerWOLF.com)

### The "Official" 2020 CRIC KICK-OFF PARTY & CONCH SHELL BLOWING

CONTEST

7 PM – LATE

Dance the night away at the epicenter of CRIC 2020! CR Prime Minister, Dennis Wardlow will explain how our Sovereign State of Mind got its start back in 1982.

Conch Shell Horn Blowing Contest at 9pm. Hosted by Schooner Wharf Bar & Galley, CRIC 2020 Party HQs, 202 William St, KW Historic Seaport Harbor Walk. FREE. [www.SchoonerWharf.com](http://www.SchoonerWharf.com).



## **SAT, NOV 28**

### **3<sup>rd</sup> Annual “GET BLOODY BEFORE THE BATTLE” HIGG’S BEACH CLEANUP**

**9:30 - 11:30 AM**



The CR CIA (Cuties in Action) and 82nd Auborne have partnered with Keep Key West Beautiful to eradicate cigarette butts and other debris from our shores. The joint task force officially launched “Operation: Ain’t No Butts About it” campaign on Earth Day 2018. Sponsored by Salute! On the Beach, the public is invited to join the cause and participate. “Weigh In” competition follows clean-up at Salute! 1000 Atlantic. FREE.

### **CR ART & CRAFT FAIR ON DUVAL 10 AM - 5 PM**

Local artists and craftsmen offer unique handmade items you’ll treasure! Sponsored by the Key West Cultural Preservation Society, funds raised from booth rentals fund scholarships for KWHS seniors, pursuing college degrees in Art. Duval Street (between Greene and Eaton.) FREE. [www.ConchRepublic.com](http://www.ConchRepublic.com)



### **3<sup>rd</sup> Annual CONCH REPUBLIC BEACHCOMBER HAT CONTEST**

**11 AM - NOON**

Beach cleaning is thirsty business, and the Bloody Mary’s Happy Hour at Salute! On the Beach is the perfect way to cool down. Get your creative juices flowing and unwind with island tunes while recycling beach booty into a fabulous beach bonnet. Best Hat wins a \$50 gift certificate to Salute! On the Beach. Hosted by the CR CIA, 82nd Auborne and Salute! On the Beach. 1000 Atlantic Ave. FREE. CASH BAR.

[www.SALUTEontheBeach.com](http://www.SALUTEontheBeach.com)



### **CONCH CRAWL, RUM SALUTE, BAR & DISTILLERY STROLL**

**11 AM - 3 PM**

Sip your way through Old Town Key West. Learn how rum and whiskey are distilled. Registration at the Key West First Legal Rum Distillery’s tasting room, 105 Simonton St. (check in at 10 AM until 1 PM day of Crawl.)

Visits historic and storied saloons and distilleries, including Key West Smuggler Company, Tiki House Key West, Smokin’ Tuna Saloon, Tattoos and Scars Saloon, Hank’s Hair of the Dog Saloon, Mary Ellen’s, General Horseplay, Irish Kevin’s, Old Town Tavern, Willie T’s and 801 Bourbon Bar, Bourbon St. Pub, and The Oriole Club.

Sponsored by the Key West Legal Rum Distillery and Key West Smuggler’s Rum. Ticket includes Conch Crawl tee-shirt (while supply lasts) and a drink at each stop. **Limited space available. COST: \$30 ADVANCE, \$35 at the door. For tickets and details, visit [www.ConchRepublic.com](http://www.ConchRepublic.com) or register in person at Key West Legal Rum Distillery’s tasting room, 105 Simonton St. or at CRIC 2020 Info Booths.**



### **37<sup>th</sup> ANNUAL “CONCH REPUBLIC BED RACES ON DUVAL”**

**2-6 PM**



“The Conch Republic Bed Races on Duval,” said to be “The most fun you can have with your clothes on!” take place on Duval between Olivia and Southard.) Put together your own team and decorate a bed to compete for prizes in this hilarious race. Registration at 2 p.m., Start Time

4 p.m. Awards Ceremony at 6 p.m. Come early and meet the teams and stroll the crazy, colorful beds competing for the “Blue Ribbon.” Proceeds benefit Key West’s Sister Season Fund. **For more info, [www.SisterSeason.com](http://www.SisterSeason.com).**

## The ROYAL FAMILY ELECTION & INVESTITURE PARTY

6 - 9 PM

Party with kings and queens at the Royal Family Elections and Investiture Party at the Southernmost Hotel. Cast your vote for your favorite candidate (votes are only \$1!) Benefits Wesley House Family Services Conch Republic Foster Children's Fund. Hosted by Southernmost House Hotel, 1400 Duval, sponsored by Revolucion Tequila. FREE. Cash bar.

To sign up, donate, or info, [www.WesleyHouse.org](http://www.WesleyHouse.org).



## TALL SHIP SUNSET CRUISE ABOARD SCHOONER WOLF

6:30 - 8:30 PM

Take a step back in time and relive the glorious age of sail and seafaring adventure aboard the Flagship WOLF. Board 6:15pm. BYO food and drink.

**COST: \$65 Adults and \$30 Kids under 12. Tickets and details, [www.ConchRepublic.com](http://www.ConchRepublic.com). For mor info, call 305.296 9653 or email, [SailAway@SchoonerWOLF.com](mailto:SailAway@SchoonerWOLF.com).**

## SUN, NOV 29th

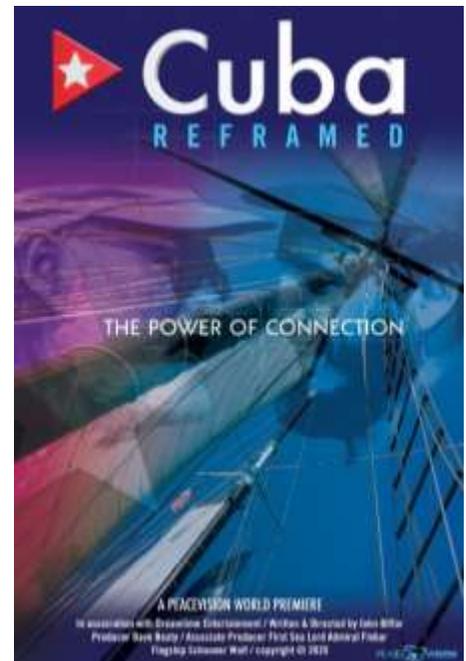
### WORLD PREMIER - PEACE VISION'S "CUBA RE-FRAMED - THE POWER OF CONNECTION"

4-6PM

Filmed in Key West, aboard CR Flagship WOLF in the Florida Straits, and in Havana and Trinidad, Cuba, the documentary, "CUBA Re-framed – The Power of Connection" captures the essence of the Conch Republic and WOLF's Waves of Change commitment to creating positive change through Peace, Music, Art, Storytelling and Sail.

The film features interviews with First Sea Lord, ADM Finbar Gittelman, Maritime Artist Paul Arsenault, Julie McEnroe, Mally Weaver, Thomas H. Avery, CR Ambassador of Peace and Goodwill, Sir CW Colt, CR Speaker of the House Paul Menta and CR Ambassador to the UN, Dr. Dave Randle.

Sponsored by George Fernandez & KW Butterfly & Nature Conservatory, benefits Flagship WOLF Preservation Society programs. San Carlos Institute, 516 Duval Street, Old Town Key West. **COST: \$20 (VIP tickets also available. Visit [ConchRepublic.com](http://ConchRepublic.com) for more info and tickets. Email [SailAway@SchoonerWOLF.com](mailto:SailAway@SchoonerWOLF.com).**



### HOT HAVANA NIGHT PARTY OF THE YEAR! HOT! HOT! HOT!

### CUBA REFRAMED PREMIERE AFTER PARTY

7-11 PM



Cuba and the Conch Republic join forces for the PARTY OF THE YEAR! Salsa the night away, enjoy Rum Tastings. Compete for Cuban treasures at the Silent Auction! Mingle with the cast of "Cuba Reframed."

Benefits TREE Institute International Cuba Programs and Flagship WOLF Preservation Society. Smokin' Tuna Saloon, 4 Charles St.

**PARTY FREE! CASH BAR. VIP Cocktail Tables of 4 \$100,**

**VIP Premiere/Cocktail/Dinner Tables of 4 \$400**

**Details and tickets, visit [ConchReopublic.com](http://ConchReopublic.com) or [TreeInstitute.org](http://TreeInstitute.org)**

**MON, NOV 30th**

**CONCH REPUBLIC DOG FEST**

**NOON- 4PM \*moved time from 2-6pm as of End of Hurricane Season Party**

Bring your furababies for a delightful afternoon and help raise money for Luci’s Fund. Pet costume contest with awards for Best Dressed and the Pet Owner Challenge. Live Remote with folks from Pirate Radio Key West, WKWZ 101.7FM and 96.7FM, Hank’s Hair of the Dog Saloon, 409 Caroline. FREE. Cash bar. [www.HanksHairOfTheDogSaloon.com](http://www.HanksHairOfTheDogSaloon.com)



**“OFFICIAL END OF AMERICA’S HURRICANE SEASON CELEBRATION & CEREMONIAL BURNING OF THE FLAGS”**

**4-6PM**



Attention all hands! Join ADM Finbar, members of the Conch Republic High Command, Ambassadors and Dignitaries, including City of Key West and Monroe County Elected Officials to celebrate our traditional ‘Conch Thanksgiving’ and say goodbye to the 2020 Hurricane Season!

This time-honored tradition includes the Ceremonial burning of the hurricane flags and party aboard USCGC INGHAM, Truman Waterfront Pier, Old Town

**ONE HUMAN FAMILY FUED – A GAME SHOW LIKE NO OTHER!**

**6PM**

**NEED PHOTO**

The Conch Republic Military Forces take on the City of Key West in this “only in Key West’ version of the popular game show aboard the USCGC INGHAM, at Truman Waterfront Pier.

**MORE COPY TO COME**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX**

**CONCH REPUBLIC**

**DRUNKIN’ SPELLING BEE**

**9PM**



Mary Ellen’s and Comedy Key West presents the ‘Drunkin’ Spelling Bee. Shot rounds, speed rounds. All words derive from the history of the Conch Republic – with a Hurricane theme!

It will be fun, and the local grammar & spelling police will be out in full force. Prizes! No cover. Cash bar. Mary Ellen’s 420 Applerouth Lane, Old Town.

**Info, visit [www.MaryEllensBar.com](http://www.MaryEllensBar.com)**

## TUES, DEC 1st

### **CONCH REPUBLIC MILITARY MUSTER & CONCH-TAIL PARTY**

**6 - 8PM**

The CR Military Needs You! It's your chance to join ADM Finbar, First Sealord and the Military Brass to honor our Republic's Military Forces as they prepare for battle in commemoration of the 38th Anniversary of the Secession.

Sign up to serve the Republic, purchase official gear, sip some Truth Serum, and bend elbows with Ambassadors and Dignitaries of the Conch Republic. The CIA-Sshhh! Cuties in Action and 82nd Auborne will be aiding and abetting on behalf of the Wesley House Conch Republic Foster Children's Fund by serving C-Rations to benefit the cause. Mess Hall Buffet. Live Entertainment, 50/50 Raffle. Cash bar.

Sponsored by Conch Republic CIA, 82<sup>nd</sup> Auborne and The Gardens Hotel, 526 Angela St. **GEN ADM: \$15. Military in Uniform: \$10. Diplomatic Immunity: \$50** (includes early entry, Diplomatic sash, reserved seating and other Consular perks.) Cash bar. **Info: [Cuties InAction@gmail.com](mailto:CutiesInAction@gmail.com).**



### **CONCH REPUBLIC HASH HOUSE HARRIES "FUN WALK & BAR STROLL"**

**6-8PM**



The Conch Republic Hash House Harriers invites one and all to don their pirate tutus for this FUN WALK (also known as Exercise for Beer!)

Onsite registration begins at 5:30pm at The Gardens Hotel, 526 Angela St. **COST: \$10 (FREE for 1st timers!)** For more info, please contact: [Deliveries@SailShare.com](mailto:Deliveries@SailShare.com).

## WED, DEC 2

### **TALL SHIP SUNSET SAIL ABOARD CR FLAGSHIP WOLF**

**6:30-8:30 PM**

Take a step back in time and relive the glorious age of sail and seafaring adventure CR First Sea Lord, ADM Finbar. WOLF docked at Safe Harbour Marina. Board 6:15pm. BYO food and drink.

**COST: \$65 Adults, \$30 Kids under 12. Tickets and details at [ConchRepublic.com](http://ConchRepublic.com). 305 296 9653 or [SailAway@SchoonerWOLF.com](mailto:SailAway@SchoonerWOLF.com). [www.SchoonerWOLF.com](http://www.SchoonerWOLF.com)**



### **801 BOURBON WHISKEY LAUNCH PARTY AT 801 BOURBON BAR**

**8:30PM**

Join CR Secretary of State, Capt. James Gilleran and the folks at 801 Bourbon Bar for the Launch Party for Smuggler's Whiskey's 801 Bourbon Whiskey.

Enjoy FREE bourbon samples and appetizers...and take home a FREE mini Conch Republic flag! 801 Bourbon Bar, 801 Duval. FREE to attend. Cash Bar



## **THUR, DEC 3rd**

### **CRIC 2020 SWAG & COMMAND CENTER**

**5 - 7:30 PM**

Sign up to join the parade, pick up your CRIC schedule of events and load up on Conch Republic, Festival and Military Swag.

Get your Conch Republic Passport, CRIC Parade and Battle Bond and sign up for Conch Crawl at Southernmost House Hotel "Pre-Parade Party," 1400 Duval St. [www.ConchRepublic.com](http://www.ConchRepublic.com).

### **3rd ANNUAL "WORLD'S LOOOONGEST PARADE" PRE-PARTY**

**5 - 7:30 PM**



The "World's Longest Parade" festivities kick-off at the Southernmost House Hotel, "Pre-Parade Party.". Show your patriotism and recite the CR Pledge of Allegiance at the Raising of the Colors Flag Ceremony. Conch Shell-Horn Salute, live entertainment and celebratory libations with a spectacular ocean view.

Hosted and sponsored by Southernmost House, Key West First Legal Rum Distillery, 1400 Duval St., FREE. Cash bar. [www.ConchRepublic.com](http://www.ConchRepublic.com).

### **'THE 8<sup>th</sup> ANNUAL DUVAL ST MILE'**

**7 PM**

Stride Paradise from the Atlantic Ocean to the Gulf of Mexico by running the length of the most famous street in Key West ...and the Florida Keys – Duval Street! Presented by Local Awards & Engraving.



**RACE DAY REGISTRATION:** 5-7 PM at Southernmost House, 1400 Duval **COST: \$25 Adult, \$18 HS Student (14-18) and \$12 for 13 & Under.** Info, sign-up at [www.DuvalStreetMile.com](http://www.DuvalStreetMile.com).

Questions, email: [DuvalStreetMile@aol.com](mailto:DuvalStreetMile@aol.com).

### **37<sup>th</sup> ANUAL CONCH REPUBLIC "WORLD'S LOOOOOONGEST PARADE"**

**8 PM**

Presented by Florida Keys Media's WEOW, this world-famous quirky and colorful parade celebrates Conch Republic Independence and runs from the Atlantic Ocean to the Gulf of Mexico.



Route travels down Duval St. from United St., turns right on Greene St. Best viewing on Duval & Greene streets. FREE.



**Join the parade and march with pirates!**

**Build a float, ride your bike or drive your classic decorated car!  
March (or walk!) with friends in costume. FREE SIGN UP TODAY.  
[www.ConchRepublic.com](http://www.ConchRepublic.com).**



## “WORLD’S LONGEST PARADE” AFTER-PARTY & AWARDS CEREMONY

9 PM – LATE

Grab yer mate for in the “World’s Longest Parade” After-Party, immediately following the parade.

Parade prizes will be awarded for Best “Conch-cept”, Most Original, and Most Creative parade entries.

Dance to great live music under the stars, mingle with Conch Republic High Command and VIPs.

\*\*Don yer pirate garb or favorite Schooner Wharf Bar shirt and meet us on the corner of South and at 7:45 PM and join our float! Schooner Wharf Bar and Galley, CRIC 2020 Party HQs, 202 William St. **For more info, visit [www.SchoonerWharf.com](http://www.SchoonerWharf.com).**



## FRI, DEC 2nd

### “CR BATTLE BREAKFAST” AT SCHOONER WHARF BAR\*LOCATION NOT CONFIRMED

9:30-11 AM



Join the Conch Republic Privateers and Pirate Radio hosts Jack Smith and Kim Works for a Battle Breakfast like no other! Mingle with Pirates and the Conch Republic Military Forces and enjoy a scrumptious breakfast at Schooner Wharf Bar.

**\*MORE COPY TO COME**

**XX**

## “GREAT BATTLE OF THE CONCH REPUBLIC” NON-COMBAT SHORE PARTY

6 - 8 PM **\*THIS MAY BECOME A GREAT PIRATE SEA BATTLE**

Mallory Square is Command Central for CR Military Land Forces and you’re invited to join the Non-Combative Shore Party for an ‘only in Key West & the Conch Republic’ tradition.

Witness the spectacle of our island nation’s most famous “Great Sea Battle of the Conch Republic”, re-enacted each year in Key West Harbor to commemorate the secession & founding of the Conch Republic.

THE Signature event of CRIC 2020, this large scale, hilarious harbor battle pits the CR’s Air Force, Army and Navy, along with CR Privateer of all shapes and sizes against none other than a U.S. Coast Guard Cutter, representing the USCG Cutter Diligence, attacked April 23, 1982 by the Schooner Western Union.



Even civilians in a southernmost state of mind, join this zany, sometimes soggy, but always hilarious, re-enactment – a beloved Conch Republic tradition. For ‘non-combatives’ and landlubbers, there’s great viewing all along KW Harbor, from Margaritaville Resort to Mallory Square. Sponsored by Margaritaville Resort and Marina. **FREE. [www.ConchRepublic.com](http://www.ConchRepublic.com)**

## CRIC 2020 SWAG POP UP STORE & MILITARY COMMAND

6 - 8 PM MALLORY SQUARE

8 - 10 PM SCHOONER WHARF BAR

Pick up your CRIC 2020 Program Guide and load up on Festival and Military Swag. Purchase a Conch Republic Passport. Sign up for the April 25<sup>th</sup> Conch Crawl. [www.ConchRepublic.com](http://www.ConchRepublic.com)

## CR NAVAL PARADE IN KEY WEST HARBOR

7 PM Watch the majestic schooners and other privateers of the Conch Republic Navy sail past Mallory Square. Cheer them on, as they ready themselves for the Re-enactment of the Conch Republic Great Sea Battle. Best viewing at Mallory Square “Non-Combative” Shore Party and Margaritaville Resort & Marina.



## 37<sup>th</sup> ANNUAL “GREAT HARBOR BATTLE OF THE CONCH REPUBLIC”

7:10 PM **\*THIS MAY BECOME A PIRATE SEA BATTLE**

Cheer on the First Sea Lord, Supreme Commander, ADM Finbar and his High Command aboard the CR Flagship WOLF, GEN Raymond & the CR Air Force, GEN Scarlett Jai, CR Army and... Privateers of all shapes and sizes, for this breathtaking “battle” against the “Evil Border Patrol” – portrayed by a USCG Cutter, held in, above and alongside the waters of Key West Harbor.



Recreating the infamous sneak attack made by the Western Union on an unsuspecting USCG cutter in Key West harbor the day of the secession, the spectacular battle is orchestrated in collaboration between the CR Military and U. S. Coast Guard. The re-enactment is preceded by the CR Naval Parade. [www.ConchRepublic.com](http://www.ConchRepublic.com)

## “GREAT SEA BATTLE SURRENDER CEREMONY & VICTORY PARTY”

9 PM SCHOONER WHARF BAR

The post “Great Sea Battle of the Conch Republic” Surrender Ceremony & Victory Party kicks-off at 7pm at Schooner Wharf, CRIC 2020 “Official Party Headquarters.”



A Tongue-in-Cheek Surrender Ceremony of the United States Coast Guard to the CR Armed Forces – “A Farce to be Reckoned With, Who Defend the Republic from Key to Shining Key” – takes place at 9 p.m.

Dance to live music from 7 p.m. until Midnight.

Schooner Wharf Bar & Galley, ‘Official CRIC 2020 Party HQs!’  
202 William St. [www.SchoonerWharf.com](http://www.SchoonerWharf.com)

## **SAT, DEC 3<sup>rd</sup>**

### **CRIC 2020 SWAG & MILITARY COMMAND CENTER**

**11 – 3PM CR ART & CRAFT DUVAL STREET FAIR (at Greene St.)**  
**6 – 10 PM PIRATE BALL AT SCHOONER WHARF BAR, KW HISTORIC SEAPORT**

Stop by our “Pop Up” CRIC Swag Store & Command Center and get your CRIC schedule of events, load up on Conch Republic Festival and Military Swag. Get your Conch Republic Passport, CRIC Parade & Battle Bond and sign up for Conch Crawl, Duval & Greene streets. [www.ConchRepublic.com](http://www.ConchRepublic.com)



### **CONCH CRAWL II, RUM SALUTE, BAR & DISTILLERY STROLL**

**11 AM - 3 PM**

Sip and stroll your way through Old Town Key West. Visit historic and storied saloons. Learn how rum and whiskey are made with local distillers. Conch Crawl II kicks off at the Key West Legal Rum Distillery’s tasting room, 105 Simonton St. (check in at 10 AM until 1 PM day of Crawl.)

Includes stops at Key West Smuggler Whiskey Co., Tiki House Key West, Smokin’ Tuna Saloon, Tattoos and Scars Saloon, Mary Ellen’s, General Horseplay, Irish Kevin’s, Old Town Tavern, Willie T’s, Hanks Hair of the Dog Salon, 801 Bourbon Bar, Bourbon St. Pub & The Oriole Club. Sponsored by the Key West Legal Rum Distillery and Key West Smugglers Company, ticket includes Conch Crawl tee-shirt (while the supply lasts) and a drink at each stop. Limited space available.

**COST: \$30 ADVANCE, \$35 AT DOOR. For more info, visit [www.ConchRepublic.com](http://www.ConchRepublic.com) or register in person at at Key West Legal Rum Distillery, 105 Simonton St. To make reservations and more info, visit [ConchRepublic.com](http://ConchRepublic.com)**

### **TALL SHIP SAILS ABOARD CR FLAGSHIP WOLF**

**2-4 PM & 6:30 - 8:30 PM**

Step back in time and relive the glorious age of sail & seafaring adventure aboard the CR’s Flagship WOLF. BYO food & drink. Tickets: online at [ConchRepublic.com](http://ConchRepublic.com). **COST: \$65, \$30 Kids under 12. Tickets online at [ConchRepublic.com](http://ConchRepublic.com).**



**Info, 305 296 9653 or [SailAway@SchoonerWOLF.com](mailto:SailAway@SchoonerWOLF.com).**

### **37<sup>th</sup> ANNUAL “GREAT CONCH REPUBLIC DRAG RACES ON DUVAL”**

**2 – 5:30 PM**

Don your high heels and best frock and enter... or witness this “Only in Key West’ event! Sanctioned by the CR NHRA (or Natural Hot Rod Association), the 700 block of Duval heat up as the hottest drag queens go heel to heel for a series of races and obstacle course.

Races start at 3 p.m., registration at 1 p.m. and Awards Ceremony at 5p.m. Hosted and sponsored by Bourbon St. Pub and WEOW 92.7FM Florida Keys “Today’s Hit Music.” **FREE**

**ENTRY. \*SIGN UP AT EVENT ONLY\* Info and details, visit [www.ConchRepublic.com](http://www.ConchRepublic.com).**

### **“SCHOONER WHARF WRECKERS CUP RACE SERIES” CAPTAINS’ MEETING**

**7 PM \*MAYBE MOVE TO ANOTHER TIME**

Captains' meeting for the final race on April 26 in the 2020 Schooner Wharf Bar Wrecker's Cup Race Series. Captains meet in Sail Loft and enjoy complimentary Pusser's Rum Punch and hors d'oeuvres from the Schooner Wharf Bar Bar, CRIC 2020 Party HQ's, 202 William St.



[www.SchoonerWharf.com](http://www.SchoonerWharf.com)

### CITY OF KEY WEST HOLIDAY STREET PARADE

7PM

This family friendly parade starts at Truman & White streets and follows Truman to Duval and ends at Caroline St. Best viewing on Truman and Duval streets. Join the parade...or enjoy watching this colorful holiday tradition.

**MORE COPY TO COME**

**XXXXXXXXXXXXXXXXXXXXXXXXXXXX**

### PIRATE'S BALL & COSTUME CONTEST

7 PM

Yo Ho Ho and a bottle of rum ---It's a pirate's life for you at Schooner Wharf Bar and Galley! Witness the swashbuckling sword play and sea shanties of Key West's own Conch Republic Privateers.



Compete in our Piratical Costume Competition, with great grog, grub and booty for Best Buccaneer, Best Wench, Best Bustier and Cutthroat Surprise. Live Music, food & drink, 202 William. [www.SchoonerWharf.com](http://www.SchoonerWharf.com).

### SUN, APR 26th

### "SCHOONER WHARF WRECKERS CUP RACE SERIES" TO SAND KEY

1 PM START TIME **\*NOT CONFIRMED**



Race to Sand Key Lighthouse with the Schooner Wharf Wreckers Fleet...or enter your own vessel in the final race of the 2020 season! Enjoy a delightful afternoon at sea on the waters off Key West. This "all-in-fun race series" recalls the tradition of the wreckers during the 1800's. Best viewing for Race Start is at Mallory Square.

### WRECKERS RACE SERIES CUP "AFTER PARTY" **\*NOT CONFIRMED**

7 PM

View video of the race while enjoying a BBQ dinner and live music. Prizes given to the first-place finishers in each of six classes: Schooner, Classic, Multihull, Mono-hull (29' and Under, 30'-40' and 40' and Over.) Schooner Wharf Bar. Official CRIC 2020 Party HQs, 202 William. [www.SchoonerWharf.com](http://www.SchoonerWharf.com).

**Follow Conch Republic Independence Celebration (CRIC 2020) on Facebook & Instagram! Visit [www.ConchRepublic.com](http://www.ConchRepublic.com) or [CRIC@ConchRepublic.com](mailto:CRIC@ConchRepublic.com) for tickets and more info.**

## MARK YOUR CALENDAR FOR CRIC 2021!

39<sup>th</sup> Annual Conch Republic Independence Celebration -- April 16-25, 2021



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**DATE:** May 1, 2020  
**To:** District I Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Consideration and Action re: Date Change for Key West Songwriters Festival**

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The District I Advisory Committee at your meeting of August 7, 2019 moved approval to fund Bauer Restaurant, Inc. an amount not to exceed \$150,000 for the Key West Songwriters Festival in May 2020.

Attached is a request from Bauer Restaurant, Inc. to change the date of the event to October 7-11, 2020 due to impacts related to Coronavirus. Bauer Restaurant, Inc. would also like approval of a back up set of dates for the event of December 9-13, 2020.

TDC Event Funding Policies state that a revision to the event date requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

Approval is requested to change the event date to October 7-11, 2020 with a backup date of December 9-13, 2020.



April 24<sup>th</sup>, 2020

To: TDC Office  
From: Charlie Bauer  
Re: Changing dates for 25<sup>th</sup> Key West Songwriters Festival 2020

Ammie, per our conversation, we would like to secure Oct 7th - 11th 2020 as our first choice for the new dates for KW Songwriters 25th Festival and have backup dates of Dec 9th - 13th 2020. I saw nothing on the Fla-Keys calendar that conflicts with those date.

As usual, thank you for all of your help and support!

Charlie Bauer  
President/Founder  
Key West Songwriters Festival  
1723 Jamaica Drive  
Key West, Florida 33040  
305.304.0814

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**DATE:** May 1, 2020  
**To:** District I Advisory Committee Members  
**FROM:** Ammie Machan, Administrative Assistant  
**RE:** **Consideration and Action re: Event Date Change for Key West Pride**

---

The District I Advisory Committee at your meeting of August 7, 2019 moved approval to fund the Key West Business Guild, Inc. in an amount not to exceed \$50,000 for Key West Pride in June 2020.

Attached is a request from the Key West Business Guild to change the dates of the event to November 18-22, 2020 due to effects related to the coronavirus.

TDC Event Funding Policies state that a revision to the event date requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

Approval is requested to amend the event date to November 18-22, 2020.

**ammie@fla-keys.com**

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**From:** kevin@gaykeywestfl.com  
**Sent:** Monday, April 13, 2020 9:33 AM  
**To:** 'Ammie Machan'; stacey@fla-keys.com  
**Subject:** Key West Pride

Good Morning Ammie,

At our board meeting last week, the board members, as well as myself had to make the decision to move Key West Pride to later in the year.

Could you please add to the DAC 1 agenda for their consideration, to move Key West Pride to November 18-22<sup>nd</sup> 2020? We are hoping that the

DAC 1 board will allow us to move Pride to this date, as tentatively, we are going to also have the Stoli Key West Cocktail Classic during this time as well.

Thank you,

**Kevin Theriault**  
**Executive Director**  
**Key West Business Guild / Gay Key West Visitor Center**  
**808 Duval Street, Key West FL 33040**  
**305-294-4603**  
[www.GayKeyWestFL.com](http://www.GayKeyWestFL.com)



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**DATE:** May 1, 2020

**To:** District I Advisory Committee Members

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Amendment to Scope of Service for Hemingway 5K and Paddleboard Race Event**

---

The District I Advisory Committee at your meeting of August 7, 2019 moved approval to fund Hemingway Sunset Run and Paddle Board Race, LLC an amount not to exceed \$17,000 for the Hemingway Sunset 5K and Paddle Board Race in July 2020.

Attached is a request from Hemingway Sunset Run and Paddle Board Race, LLC to revise the scope of service (schedule of events) for the event. Below you will find the proposed revised schedule and the original schedule.

TDC Event Funding Policies state that a revision to the events schedule of events requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

- Original: A five (5) day event to include paddle board clinic; participant and volunteer mixer; early bird registration event; guest speaker; “beer mile” run; paddle board race; 5K race; Sunset Ultra 12 hour race; post-race celebration; paddle board yoga; paddle board tours; and awards party
- Proposed: A 5 day event to include a 5K run, paddleboard race and a “beer mile” in a “run your own” format in Key West; Paddleboard tours, clinics and paddleboard yoga activities.

Approval of the proposed revised schedule of events is requested.

**From:** EVAN SNITKOFF <esnitkoff@prodigy.net>  
**Sent:** Thursday, April 30, 2020 3:31 PM  
**To:** maxine@fla-keys.com  
**Cc:** Machan-Ammie  
**Subject:** Re: Hemingway 5K

Hi Maxine,

As per our conversation today, we would like to see if the DAC board would allow us to change our scope of services for the Hemingway Sunset Run and Paddleboard race. In a nutshell, we'd like to have all the organized parts of the event be done in Key West but such a way that has all participants do the events on their own while in town. So, no organized registration, everything would be drop shipped to the participants (bib, shirt, medal) Awards would also be drop shipped. All the sporting events will have maps with options of routes to run or paddle. They pick their route and have no set time to start. The race would be advertised in the same way as we normally do. We will make it clear that we want people to come back to Key West and enjoy all the town has to offer.

We know that our numbers may be way down (though we may be surprised ). This shouldn't be confused as a virtual event that people can do on their own in their own town! We want to bring them down and have a great time! In unprecedented times, we have to change and set a precedent. The oldest race in Key West will go on, Though a bit different than usual. I'd be happy to be available to answer any questions. Evan Snitkoff 305-240-0978

Sent from my iPhone

On Apr 30, 2020, at 2:48 PM, <[maxine@fla-keys.com](mailto:maxine@fla-keys.com)> <[maxine@fla-keys.com](mailto:maxine@fla-keys.com)> wrote:

Please send your request to both Ammie and I.

**Maxine Pacini**  
**Office Manager**  
**(305)296-1552**  
[Maxine@fla-keys.com](mailto:Maxine@fla-keys.com)