

**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 V ADVISORY COMMITTEE**

**REGULAR SESSION, TUESDAY, MAY 12, 2020, 10:00 A.M.**

<https://us04web.zoom.us/j/813050965> Meeting ID: 813 050 965

**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,,813050965# US (New York)

+13126266799,,813050965# 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: 813 050 965

\*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 25, 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 V 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. Vacation Rental Occupancy & Rate Report – FYI
3. Presentation: COVID-19 Research Data

**I. VIS REPORTS:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

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

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

- 1.** Operations Manual Update – FYI
- 2.** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the Coral Restoration Foundation, Inc. CRF- Coral Restoration – Key Largo Project
- 3.** Consideration and Action re: Event Date Change for Key Largo Original Music Festival
- 4.** Review of Recent Events Funded by DAC
- 5.** 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 V Advisory Committee**

The February 4, 2020 Regular Meeting of the District V Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Laron at 10:00 a.m. at the Murray Nelson Government Center, Key Largo

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

BOCC Member in Attendance: Commissioner Sylvia Murphy

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

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

Approval of the Bulk Agenda Items: Ms. Barth pulled items L.3 Consideration and Action re: Extension to Agreement with MCBOCC for Rowell’s Waterfront Park Parking lot Project and L.4. Consideration and Action re: Extension to Agreement with MCBOCC for Rowell’s Waterfront Park Restrooms Phase II Project for discussion.

Ms. Barth moved approval of the agenda as amended and 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
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report- FYI
- J.1. Two Oceans Digital Report
- J.2. District Google Analytics
- L.1. Government in the Sunshine/Ethics and Public Records – FYI
- L.2. TDC Annual Report – FYI

Mr. Yagel seconded. Motion passed unanimously.

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

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.

Consideration and Action re: Extension to Agreement with MCBOCC for Rowell’s Waterfront Park Parking Lot Project and Consideration and Action re: MCBOCC for Rowell’s Waterfront Park Restrooms Phase II Project: Ms. Barth asked if the funds for these projects would continually be rolled into future Fiscal Years. Ms. Pacini responded that the request was to only roll the funds to FY 2021 and that a request would have to be submitted to the DAC for any other revisions to the completion date of the projects. She briefly reviewed timeline of the project that was provided in the extension requests.

Ms. Barth moved approval to extend the Agreements with Monroe County BOCC for the Rowell’s Waterfront Park Parking Lot project and Rowell’s Waterfront Park Restroom Phase II Project to September 30, 2021, Ms. Acker seconded. Motion passed unanimously.

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

Uncorked – Key Largo & Islamorada Food and Wine Festival: Key Largo Merchants Association, Inc. was allocated \$20,000 for Uncorked – Key Largo & Islamorada Food and Wine Festival in January 2020. A written report was provided in the meeting packet.

Orange Bowl Swim Classic and Winter Training: Upper Keys Community Pool, Inc. was allocated \$40,000 for the Orange Bowl Swim Classic and Winter Training in December 2019 – January 2020. Dr. Bolini was in attendance and provided a review of the event. A written review was also provided in the meeting packet. Ms. Barth stated that the surveys provided within the written review provided the DAC good information about the impact that the event has on the District.

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: Mr. Yagel asked why occupancy percentage for Key Largo showed a decrease in late fall as compared to past years. Ms. Mitchell stated that many lodging facilities are managing their revenue and staffing needs with a lesser occupancy rate, but higher nightly room rate.

There being no further business the meeting was adjourned at 11:26 a.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.

**DAC V**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**

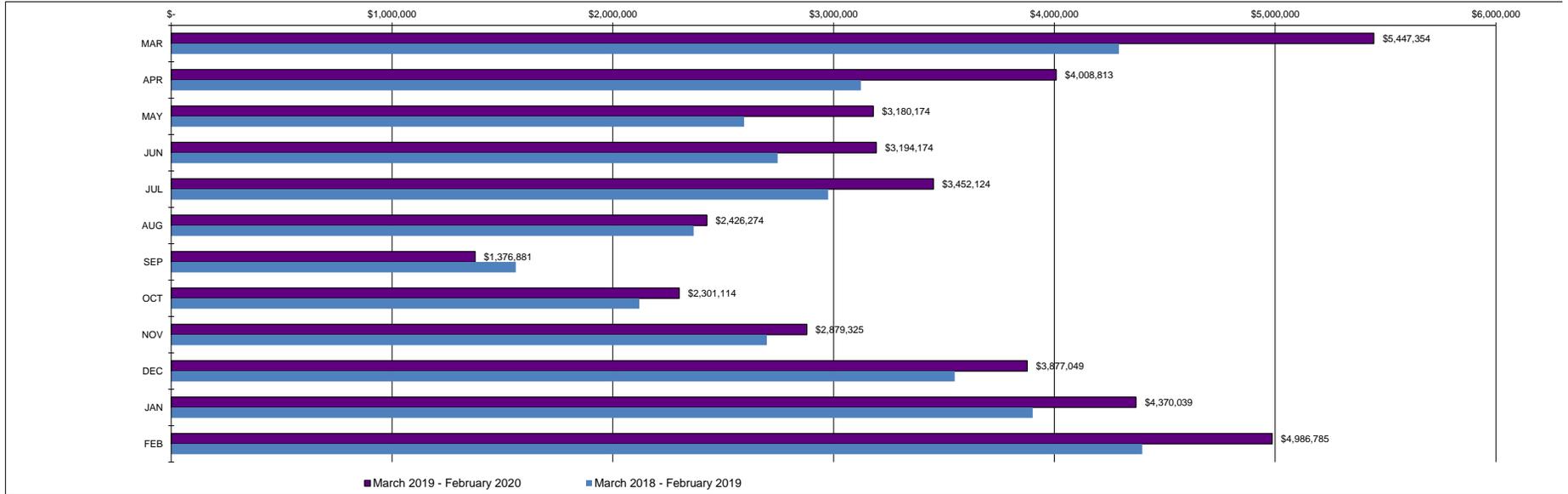
**E.1**

**FISCAL YEAR 2020  
April 24, 2020**

Revenue		2,396,100			
5% Reserve State Statute 129.01		(119,805)			
		2,276,295			
Fund Balance Forward Revenue Variance		379,358			
Fund Balance Forward Contracted Commitments (EVENTS/CAPITAL)		297,830			
Fund Balance Forward Expense Variance		330,552			
Capital Resources Brought Forward		499,977			
Fund Balance Forward-Promotional Resources		100,000			
Fund Balance Forward-Capital Economic Disaster		<u>245,424</u>			
		4,129,436			
		<b>Appropriations</b>	<b>Expenses</b>	<b>Encumbrances</b>	<b>Balance</b>
T201M34X COMMISSIONS & FEES (FINANCE)		4,564	(3,214)	0	1,350
T201A73X UTILITIES		1,200	(122)	0	1,078
T201A23X ADMINISTRATION RESOURCES		6,801	0	0	6,801
T201A63X ADMINISTRATIVE SERVICES		<u>85,000</u>	<u>0</u>	<u>0</u>	<u>85,000</u>
	<b>(ADMIN) SUBTOTAL</b>	<b>97,565</b>	<b>(3,336)</b>	<b>0</b>	<b>94,229</b>
T201V14X DISTRICT TELEMARKETING (VIS)		<u>156,555</u>	<u>(78,278)</u>	<u>0</u>	<u>78,277</u>
	<b>(VIS) SUBTOTAL</b>	<b>156,555</b>	<b>(78,278)</b>	<b>0</b>	<b>78,277</b>
T201S84X SPECIAL EVENTS RESOURCES		5,000	0	0	5,000
TM91490Y ORANGE BOWL		40,000	(40,000)	0	0
T201M25X PHIL PETERSONS 20		10,000	0	0	10,000
T201M79X REEF FEST 20		1,640	0	0	1,640
T201S46X UNCORKED 20		<u>20,000</u>	<u>(20,000)</u>	<u>0</u>	<u>0</u>
	<b>(EVENTS) SUBTOTAL</b>	<b>76,640</b>	<b>(60,000)</b>	<b>0</b>	<b>16,640</b>
T201B04X DAC V CAPITAL PROJECTS RESOURCES		437,953	0	0	437,953
T201M99X H. HARRIS PARK - CLEANING		19,534	(9,000)	0	10,534
T201M02X H. HARRIS PARK - UTILITIES		45,000	(29,103)	0	15,897
T201M97X H. HARRIS PARK - SAND		20,000	(4,756)	0	15,244
T201M98X H. HARRIS PARK - REPAIRS/MAINTENANCE		15,000	(648)	0	14,352
T201M96X SETTLER'S PARK - SALARY (CAPOTE-ABREU)		22,025	(1,563)	0	20,462
T201M96X SETTLERS PARK - RESERVE		3,000	(87)	0	2,913
T201M96X SETTLERS PARK - FICA		1,692	(109)	0	1,583
T201M96X SETTLERS PARK - RETIREMENT		1,892	(140)	0	1,752
T201M96X SETTLERS PARK - GROUP INSURANCE		6,614	0	0	6,614
T201M96X SETTLERS PARK - WORKERS COMP		969	0	0	969
T201M95X HARRY HARRIS PARK - SALARY (RETTING)		44,993	(5,151)	0	39,842
T201M95X HARRY HARRIS PARK - RESERVE		8,000	(569)	0	7,431
T201M95X HARRY HARRIS PARK - FICA		3,455	(426)	0	3,029
T201M95X HARRY HARRIS PARK - RETIREMENT		3,864	(484)	0	3,380
T201M95X HARRY HARRIS PARK - GROUP INS		16,535	0	0	16,535
T201M95X HARRY HARRIS PARK - WORKERS COMP		4,031	0	0	4,031
TM91998Y ROWELLS WATERFRONT PARK PARKING LOT PHASE 2		257,830	0	0	257,830
T201M94X ROWELLS BATHROOM PHASE 2		246,406	0	0	246,406
T201N02X INFRASTRUCTURE ENHANCED COMMUNICATIONS OUTREACH AND SECURITY		2,248	0	0	2,248
T201B01X JACOBS AQUATIC CENTER SPALLING, PLASTER, RAILING SAFETY AND PAINT		36,675	0	0	36,675
T201B25X CORAL RESTORATION		224,925	0	0	224,925
T201B97X ECONOMIC NATURAL DISASTER RESOURCE		<u>500,000</u>	<u>0</u>	<u>0</u>	<u>500,000</u>
	<b>(CAPITAL) SUBTOTAL</b>	<b>1,922,641</b>	<b>(52,036)</b>	<b>0</b>	<b>1,870,605</b>
T201P24X PROMO & ADV RESOURCES		170,000	0	0	170,000
T201P93X DISTRICT #5 AD CAMPAIGN		1,655,717	(559,687)	(1,096,030)	0
T201P65X DAC V WEBCAM		<u>24,000</u>	<u>(12,000)</u>	<u>0</u>	<u>12,000</u>
	<b>(PROMOTIONAL) SUBTOTAL</b>	<b>1,849,717</b>	<b>(571,687)</b>	<b>(1,096,030)</b>	<b>182,000</b>
T201M01X COUNTY COST ALLOCATION		<u>26,318</u>	<u>0</u>	<u>0</u>	<u>26,318</u>
	<b>SUBTOTAL</b>	<b>26,318</b>	<b>0</b>	<b>0</b>	<b>26,318</b>
	<b>FUND TOTAL</b>	<b>4,129,436</b>	<b>(765,337)</b>	<b>(1,096,030)</b>	<b>2,268,069</b>
<b>TWO PENNY</b>					
TM95879Y REEF FEST FY19		15,000	(14,118)	0	882
TS95647Y KEY LARGO BRIDGE RUN FY19		10,000	(9,655)	0	345
T205M83X JIMMY JOHNSONS FY20		20,000	0	0	20,000
T205S47X KEY LARGO BRIDGE RUN FY20		10,000	0	0	10,000
T205M72X KEY LARGOS ORIGINAL MUSIC FESTIVAL FY20		30,000	0	0	30,000
T205M90X ORANGE BOWL FY20		40,000	0	0	40,000
T205M79X REEF FEST FY20		13,360	0	0	13,360

# 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										DISTRICT III											
										FY 2020 VS FY 2019											
										\$ INC/DEC											
										% INC/DEC											
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020															
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,344.31	\$	55,810.77													OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$	84,701.63													NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,273.14	\$	122,402.95													DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 672,946.36	\$	101,401.82													JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 791,740.79	\$	142,169.19													FEBRUARY
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55																MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,103.94	\$ 647,498.60																APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 288,980.65	\$ 462,015.42																MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 429,783.62	\$ 661,771.68																JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 475,877.05	\$ 728,385.52																JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,160.10	\$ 483,174.85																AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53																SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,220,179.30	\$ 6,318,656.13	\$ 2,777,102.34	\$	506,486.36													
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%																

Priceline settlement reflected

DISTRICT IV										DISTRICT IV											
										FY 2020 VS FY 2019											
										\$ INC/DEC											
										% INC/DEC											
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020															
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$	21,262.92													OCTOBER
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$	50,286.58													NOVEMBER
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$	46,665.42													DECEMBER
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,968.62	\$	65,760.64													JANUARY
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 504,815.26	\$	79,739.87													FEBRUARY
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,052.86																MARCH
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,388.19																APRIL
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50																MAY
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01																JUNE
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,537.41																JULY
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,471.75																AUGUST
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,427.52																SEPTEMBER
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,165.90	\$ 1,739,985.09	\$	263,715.43													
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%																

Priceline settlement reflected

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V										DISTRICT V																																																											
										FY 2020 VS FY 2019																																																											
										\$ INC/DEC										% INC/DEC																																																	
										FY 2015										FY 2016										FY 2017										FY 2018										FY 2019										FY 2020									
OCTOBER	\$	206,240.82	\$	220,231.68	\$	236,389.88	\$	218,149.15	\$	238,251.24	\$	276,790.31	\$	38,539.07	16.2%	OCTOBER	OCTOBER	\$	206,240.82	\$	220,231.68	\$	236,389.88	\$	218,149.15	\$	238,251.24	\$	276,790.31	\$	38,539.07	16.2%	OCTOBER																																				
NOVEMBER	\$	254,739.61	\$	284,943.29	\$	312,909.50	\$	278,034.96	\$	325,647.66	\$	393,389.54	\$	67,741.88	20.8%	NOVEMBER	NOVEMBER	\$	254,739.61	\$	284,943.29	\$	312,909.50	\$	278,034.96	\$	325,647.66	\$	393,389.54	\$	67,741.88	20.8%	NOVEMBER																																				
DECEMBER	\$	374,948.24	\$	399,406.63	\$	429,751.50	\$	393,723.40	\$	472,942.55	\$	573,347.93	\$	100,405.38	21.2%	DECEMBER	DECEMBER	\$	374,948.24	\$	399,406.63	\$	429,751.50	\$	393,723.40	\$	472,942.55	\$	573,347.93	\$	100,405.38	21.2%	DECEMBER																																				
JANUARY	\$	425,843.06	\$	436,057.11	\$	449,863.72	\$	435,876.93	\$	513,990.64	\$	613,282.67	\$	99,292.03	19.3%	JANUARY	JANUARY	\$	425,843.06	\$	436,057.11	\$	449,863.72	\$	435,876.93	\$	513,990.64	\$	613,282.67	\$	99,292.03	19.3%	JANUARY																																				
<b>FEBRUARY</b>	\$	490,236.29	\$	511,208.23	\$	529,718.11	\$	508,469.84	\$	619,279.74	\$	732,024.64	\$	112,744.90	18.2%	<b>FEBRUARY</b>	<b>FEBRUARY</b>	\$	490,236.29	\$	511,208.23	\$	529,718.11	\$	508,469.84	\$	619,279.74	\$	732,024.64	\$	112,744.90	18.2%	<b>FEBRUARY</b>																																				
MARCH	\$	618,001.92	\$	667,238.71	\$	710,276.58	\$	699,931.49	\$	881,673.79				0.0%	MARCH	MARCH	\$	618,001.92	\$	667,238.71	\$	710,276.58	\$	699,931.49	\$	881,673.79				0.0%	MARCH																																						
APRIL	\$	412,941.93	\$	398,779.78	\$	523,052.67	\$	440,658.17	\$	599,041.27				0.0%	APRIL	APRIL	\$	412,941.93	\$	398,779.78	\$	523,052.67	\$	440,658.17	\$	599,041.27				0.0%	APRIL																																						
MAY	\$	302,489.69	\$	335,263.97	\$	375,946.34	\$	334,646.33	\$	420,653.58				0.0%	MAY	MAY	\$	302,489.69	\$	335,263.97	\$	375,946.34	\$	334,646.33	\$	420,653.58				0.0%	MAY																																						
JUNE	\$	327,971.43	\$	333,286.58	\$	377,749.07	\$	387,121.12	\$	475,077.49				0.0%	JUNE	JUNE	\$	327,971.43	\$	333,286.58	\$	377,749.07	\$	387,121.12	\$	475,077.49				0.0%	JUNE																																						
JULY	\$	369,655.29	\$	395,641.75	\$	426,607.86	\$	429,228.58	\$	472,837.68				0.0%	JULY	JULY	\$	369,655.29	\$	395,641.75	\$	426,607.86	\$	429,228.58	\$	472,837.68				0.0%	JULY																																						
AUGUST	\$	257,126.92	\$	258,869.65	\$	295,116.94	\$	324,776.92	\$	304,243.71				0.0%	AUGUST	AUGUST	\$	257,126.92	\$	258,869.65	\$	295,116.94	\$	324,776.92	\$	304,243.71				0.0%	AUGUST																																						
SEPTEMBER	\$	198,677.04	\$	228,656.93	\$	147,065.33	\$	203,500.96	\$	182,587.06				0.0%	SEPTEMBER	SEPTEMBER	\$	198,677.04	\$	228,656.93	\$	147,065.33	\$	203,500.96	\$	182,587.06				0.0%	SEPTEMBER																																						
TOTAL	\$	4,238,872.24	\$	4,469,584.31	\$	4,814,447.50	\$	4,654,117.85	\$	5,506,226.41	\$	2,588,835.09	\$	418,723.26	19.3%	TOTAL	TOTAL	\$	4,238,872.24	\$	4,469,584.31	\$	4,814,447.50	\$	4,654,117.85	\$	5,506,226.41	\$	2,588,835.09	\$	418,723.26	19.3%	TOTAL																																				
% INC/DEC PREVIOUS YEAR		14.8%		5.4%		7.7%		-3.3%		18.3%							% INC/DEC PREVIOUS YEAR		14.8%		5.4%		7.7%		-3.3%		18.3%																																										

Priceline settlement reflected

MONROE COUNTY										MONROE COUNTY																																																											
										FY 2020 VS FY 2019																																																											
										\$ INC/DEC										% INC/DEC																																																	
										FY 2015										FY 2016										FY 2017										FY 2018										FY 2019										FY 2020									
OCTOBER	\$	1,964,673.21	\$	2,141,012.23	\$	2,157,600.24	\$	1,655,727.30	\$	2,120,142.42	\$	2,301,113.57	\$	180,971.15	8.5%	OCTOBER	OCTOBER	\$	1,964,673.21	\$	2,141,012.23	\$	2,157,600.24	\$	1,655,727.30	\$	2,120,142.42	\$	2,301,113.57	\$	180,971.15	8.5%	OCTOBER																																				
NOVEMBER	\$	2,147,785.80	\$	2,477,795.15	\$	2,538,743.45	\$	2,000,856.24	\$	2,697,762.84	\$	2,879,324.80	\$	181,561.96	6.7%	NOVEMBER	NOVEMBER	\$	2,147,785.80	\$	2,477,795.15	\$	2,538,743.45	\$	2,000,856.24	\$	2,697,762.84	\$	2,879,324.80	\$	181,561.96	6.7%	NOVEMBER																																				
DECEMBER	\$	2,955,920.97	\$	3,219,801.88	\$	3,280,510.25	\$	2,643,318.72	\$	3,548,867.81	\$	3,877,049.26	\$	328,181.45	9.2%	DECEMBER	DECEMBER	\$	2,955,920.97	\$	3,219,801.88	\$	3,280,510.25	\$	2,643,318.72	\$	3,548,867.81	\$	3,877,049.26	\$	328,181.45	9.2%	DECEMBER																																				
JANUARY	\$	3,460,703.32	\$	3,614,008.95	\$	3,609,048.09	\$	2,998,885.25	\$	3,901,675.81	\$	4,370,038.83	\$	468,363.02	12.0%	JANUARY	JANUARY	\$	3,460,703.32	\$	3,614,008.95	\$	3,609,048.09	\$	2,998,885.25	\$	3,901,675.81	\$	4,370,038.83	\$	468,363.02	12.0%	JANUARY																																				
<b>FEBRUARY</b>	\$	3,799,460.12	\$	4,067,282.38	\$	4,036,233.59	\$	3,565,315.84	\$	4,398,376.58	\$	4,986,785.48	\$	588,408.90	13.4%	<b>FEBRUARY</b>	<b>FEBRUARY</b>	\$	3,799,460.12	\$	4,067,282.38	\$	4,036,233.59	\$	3,565,315.84	\$	4,398,376.58	\$	4,986,785.48	\$	588,408.90	13.4%	<b>FEBRUARY</b>																																				
MARCH	\$	4,454,229.54	\$	4,861,875.80	\$	4,769,344.18	\$	4,292,310.43	\$	5,447,354.15				0.0%	MARCH	MARCH	\$	4,454,229.54	\$	4,861,875.80	\$	4,769,344.18	\$	4,292,310.43	\$	5,447,354.15				0.0%	MARCH																																						
APRIL	\$	3,287,614.72	\$	3,320,007.02	\$	3,837,020.41	\$	3,123,850.87	\$	4,008,813.45				0.0%	APRIL	APRIL	\$	3,287,614.72	\$	3,320,007.02	\$	3,837,020.41	\$	3,123,850.87	\$	4,008,813.45				0.0%	APRIL																																						
MAY	\$	2,711,547.54	\$	2,875,882.02	\$	2,989,296.98	\$	2,594,923.96	\$	3,180,173.72				0.0%	MAY	MAY	\$	2,711,547.54	\$	2,875,882.02	\$	2,989,296.98	\$	2,594,923.96	\$	3,180,173.72				0.0%	MAY																																						
JUNE	\$	2,558,627.43	\$	2,712,369.84	\$	2,852,619.76	\$	2,746,424.59	\$	3,194,173.82				0.0%	JUNE	JUNE	\$	2,558,627.43	\$	2,712,369.84	\$	2,852,619.76	\$	2,746,424.59	\$	3,194,173.82				0.0%	JUNE																																						
JULY	\$	2,924,747.92	\$	3,237,270.36	\$	3,391,260.31	\$	2,975,454.45	\$	3,452,124.10				0.0%	JULY	JULY	\$	2,924,747.92	\$	3,237,270.36	\$	3,391,260.31	\$	2,975,454.45	\$	3,452,124.10				0.0%	JULY																																						
AUGUST	\$	2,344,701.05	\$	2,331,658.59	\$	2,468,796.65	\$	2,366,234.61	\$	2,426,273.85				0.0%	AUGUST	AUGUST	\$	2,344,701.05	\$	2,331,658.59	\$	2,468,796.65	\$	2,366,234.61	\$	2,426,273.85				0.0%	AUGUST																																						
SEPTEMBER	\$	1,686,603.58	\$	1,806,769.84	\$	761,740.13	\$	1,560,346.52	\$	1,376,881.16				0.0%	SEPTEMBER	SEPTEMBER	\$	1,686,603.58	\$	1,806,769.84	\$	761,740.13	\$	1,560,346.52	\$	1,376,881.16				0.0%	SEPTEMBER																																						
TOTAL	\$	34,296,615.20	\$	36,665,734.06	\$	36,692,214.04	\$	32,523,648.78	\$	39,752,619.71	\$	18,414,311.94	\$	1,747,486.48	10.5%	TOTAL	TOTAL	\$	34,296,615.20	\$	36,665,734.06	\$	36,692,214.04	\$	32,523,648.78	\$	39,752,619.71	\$	18,414,311.94	\$	1,747,486.48	10.5%	TOTAL																																				
% INC/DEC PREVIOUS YEAR		11.9%		6.9%		0.1%		-11.4%		22.2%							% INC/DEC PREVIOUS YEAR		11.9%		6.9%		0.1%		-11.4%		22.2%																																										

Total Priceline settlement reflected

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through February 29, 2020  
 04/22/2020

DATE: May 1, 2020  
 TO: District V 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 V. 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.

<b>Projected Annual Two Penny Revenue FY 2021</b>	<b>\$2,110,600</b>
Less state reserves (FS 129.01)	<u>\$ (105,530)</u>
	\$2,005,070
<b>Balance Brought Forward based on FY 2020</b>	
Revenue/Expenditure Variances	\$ 590,451
Estimated unexpended event/capital contracts	\$ 740,801
Unexpended Capital and Event Resources	\$ 442,917
PLUS Capital Economic Disaster Fund	\$ 500,000
PLUS Promotional Resources	<u>\$ 170,000</u>
	<b>\$4,449,239</b>

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

<b>Advertising Campaign Resources</b>	\$1,539,060
Less VIS/Webcam	<u>\$ (180,555)</u>
<b>Available</b>	<b>\$1,358,505</b>
(Based on the current 94% after capital & administrative)	
(FY20 = \$1,769,077 after moving funds around)	

**Promotional/Storm Resources** **\$170,000**

<b>FROZEN Capital Resources BBF FY 20</b>	<b>\$437,917</b>
<b>New Capital Resources</b>	\$ 824,746
Less County Ongoing Beach Cleaning Commitments	<u>\$ (307,215)</u>
<b>FY 21 Available Capital Resources</b>	<b>\$ 517,531</b>

Economic/Natural Disaster Capital Resource BBF **\$500,000**  
 (DAC may move funds from FY 21 Capital Resources into this line item)

**Event Resources** **\$215,878**  
 (Based on current 6% after capital and administrative)  
 (FY20 = \$150,000 allocated after moving funds around and spent \$145,000)

\*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.



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

**F1**

April 28, 2020

**TO:** District V 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 V from March 30, 2020, through April 25, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- DAC V 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 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” and films and television programs that transport viewers around the world. 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.
- 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. To maintain Keys awareness after that, LMA distributed releases and media advisories on 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 including Key Largo's status as a TripAdvisor "top trending location." GIA reported that the Keys' German Facebook page has grown to 16,536 fans, while the Florida Keys & Key West "group" sits at 2,512 members.
- 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. 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.
- 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, a 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**

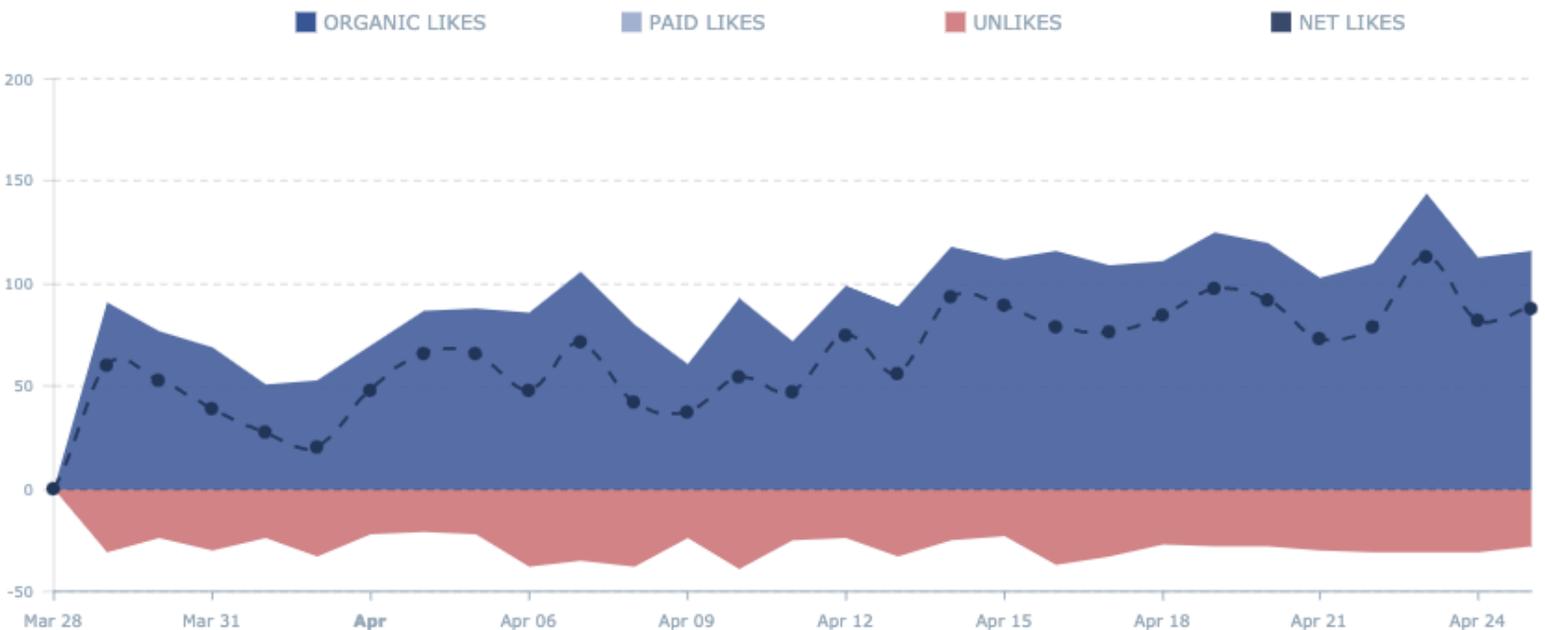


PAGE CONSUMPTIONS  
**109,446**



## 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



## 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

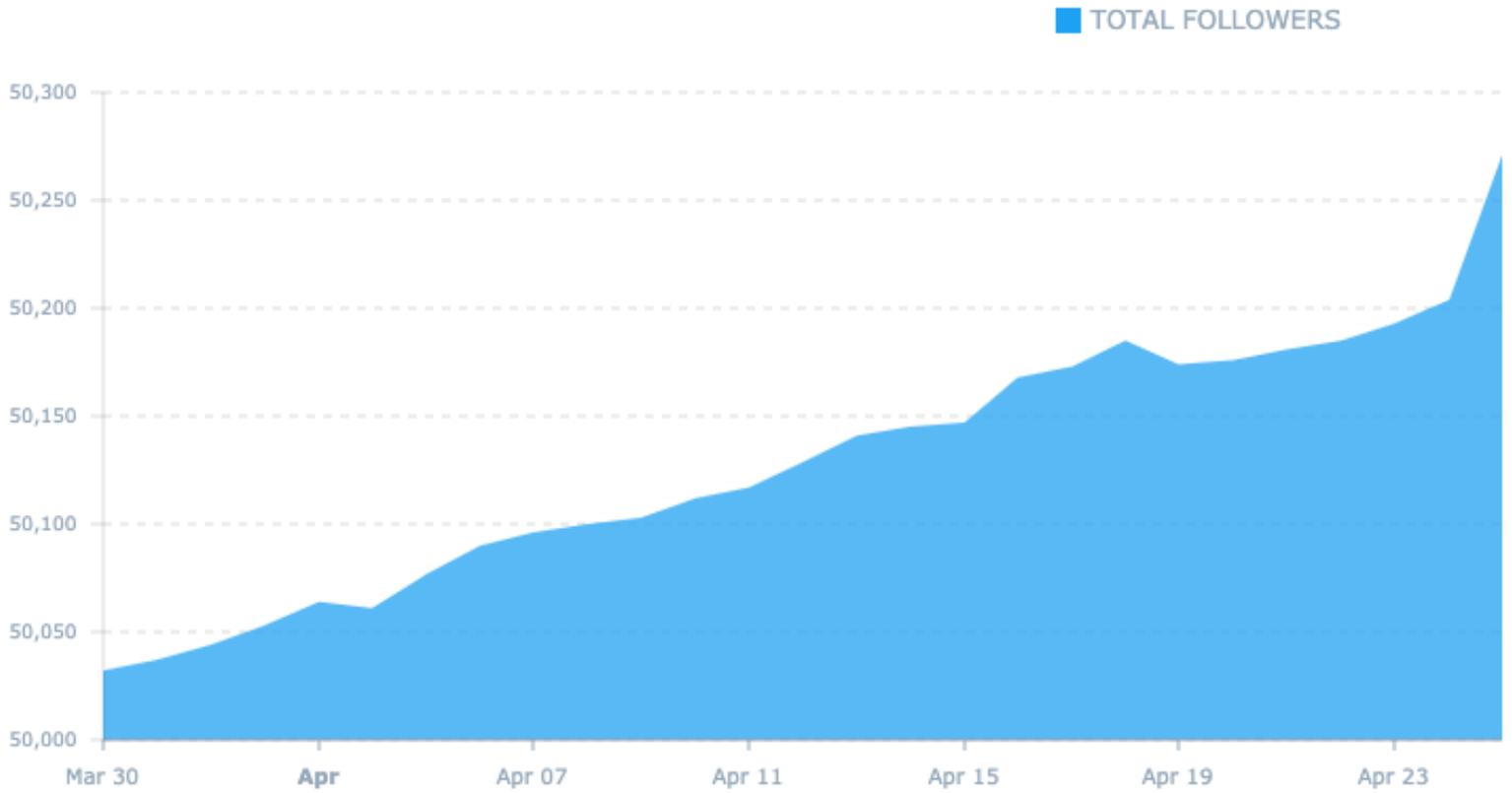


REACH

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

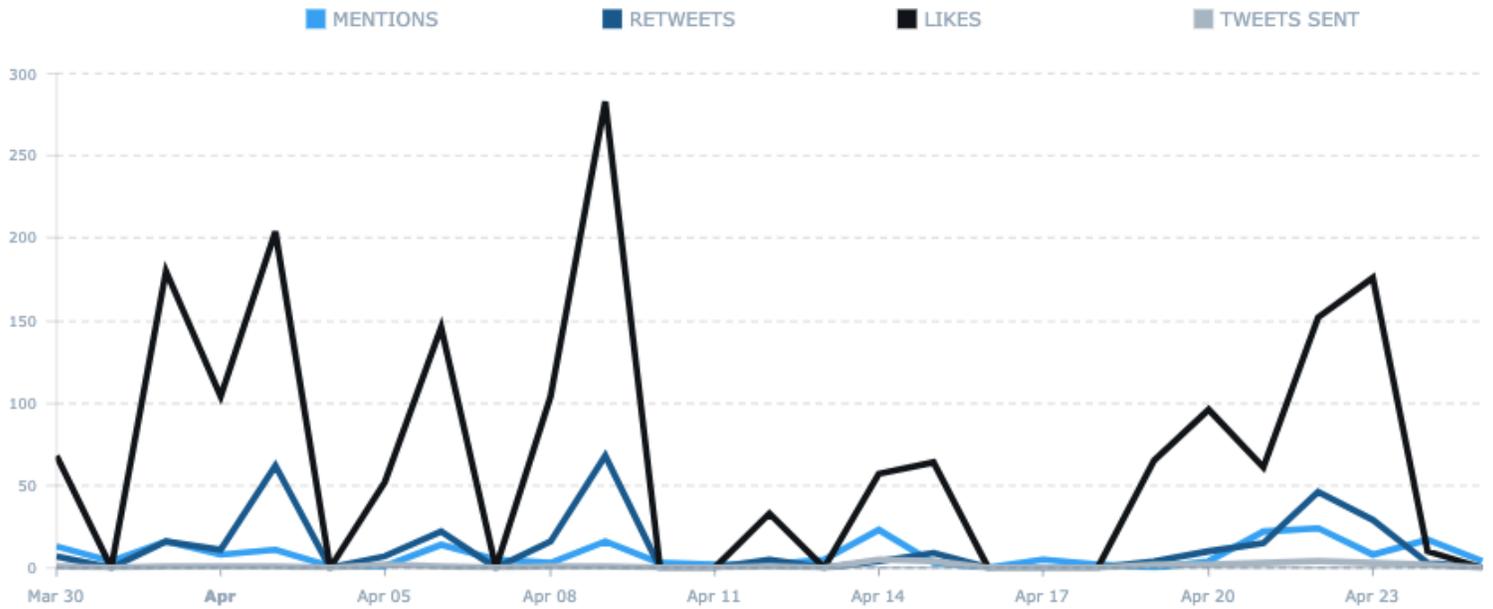
↑ **0.48%**

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
<b>Total Sent Tweets</b>	<b>11</b>

## 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**

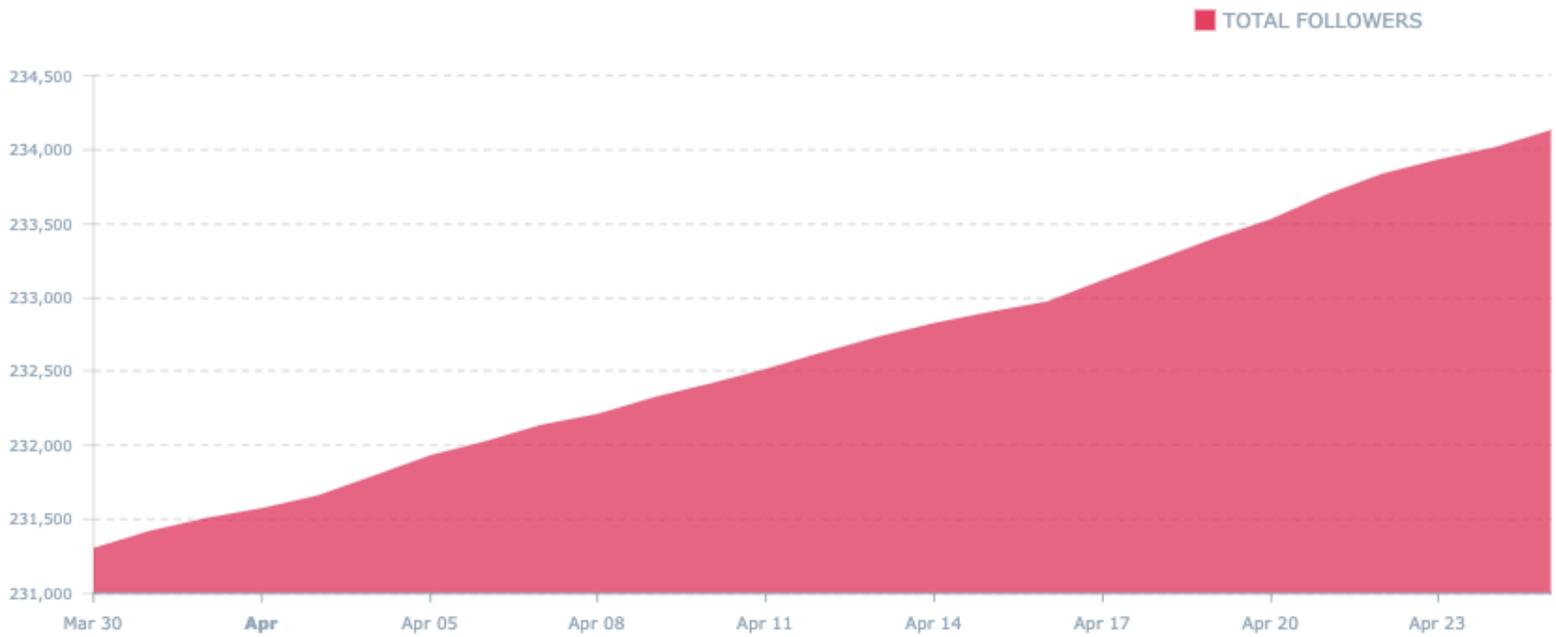


POSTS  
**1,519**



## 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

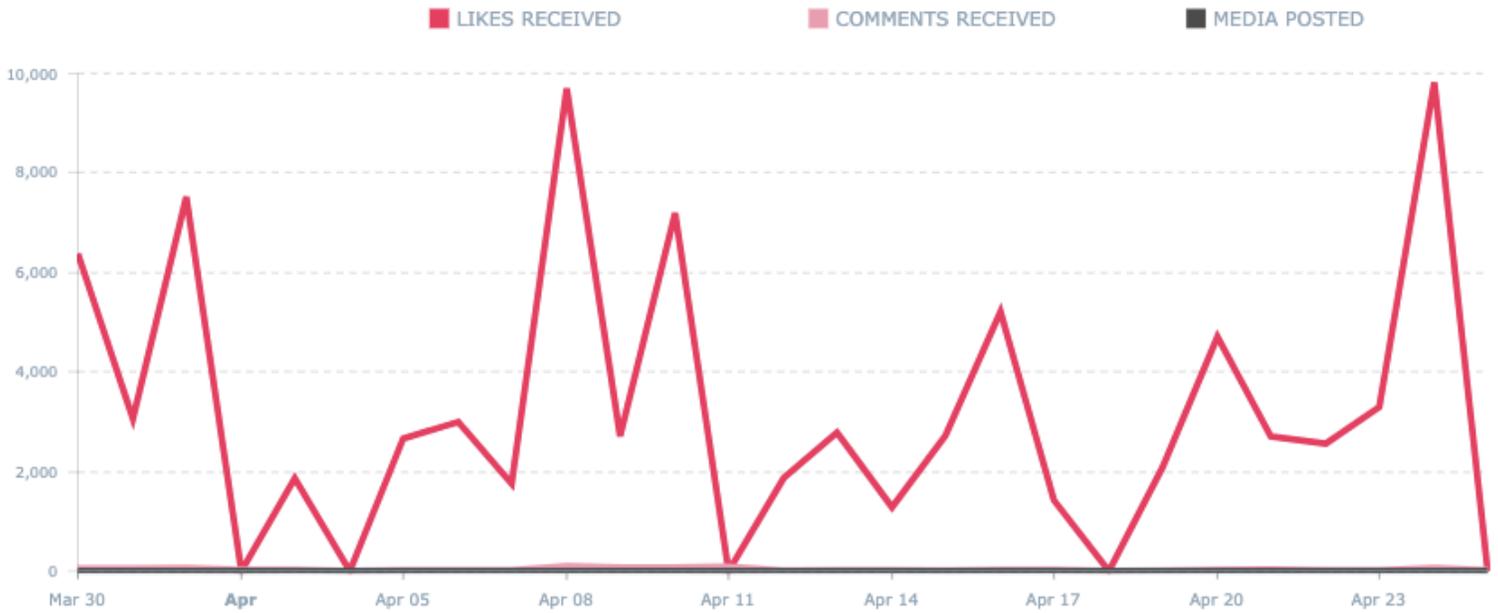
↑ **1.22%**

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

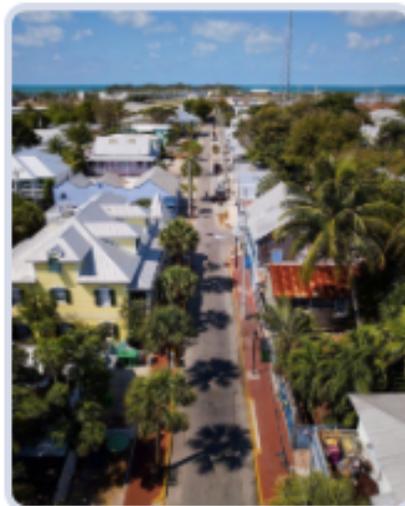
Total Media Sent	21
Total Comments Received	961
Total Comments Received Last Period	412

## TOP INSTAGRAM POSTS



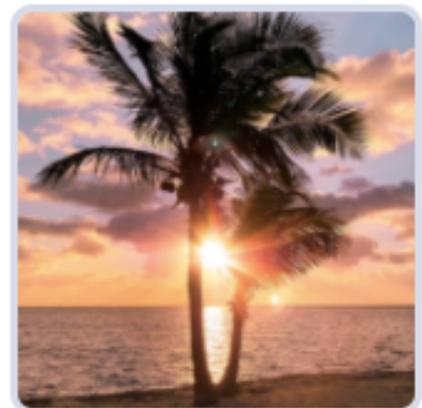
Likes 9,822

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 5 Members  
FROM: Danielle Salmán-Villasuso  
DATE: May 1, 2020  
RE: May 12, 2020 DAC 5 Meeting  
CC: John Underwood

**G.1**

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## **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**

- Dallas-Ft. Worth DMA
- Atlanta 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
- Jacksonville DMA
- Ft. Myers-Naples DMA

### **Digital:**

- Facebook/Instagram – 6/15-7/31
- TheKnot.com – 6/15-7/31
- OutsideOnline.com – 6/15-7/31
- SportDiver.com/ScubaDiving.com – 6/15-7/31
- SportFishing.com/SaltwaterSportsman.com – 6/15-7/31
- Samba TV – 6/15-7/31
- Adara – 6/15-7/31
- Tremor Video – 6/15-7/31
- SpotX – 6/15-7/31
- DestinationIDoMag.com – Annual

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

- Google.com AdWords
- Yahoo/Bing SEM

## **Key Largo Co-Op Programs (Digital & Print):**

- **Spring Digital**
  - AJC.com – 7/16
  - DallasNews.com – 7/22
  - CharlotteObserver.com – 7/22
- **Summer Digital**
  - CNN.com – 6/15-7/31
  - Adara – 6/15-7/31

## **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 5 FY 19/20 media plans and response report are attached.

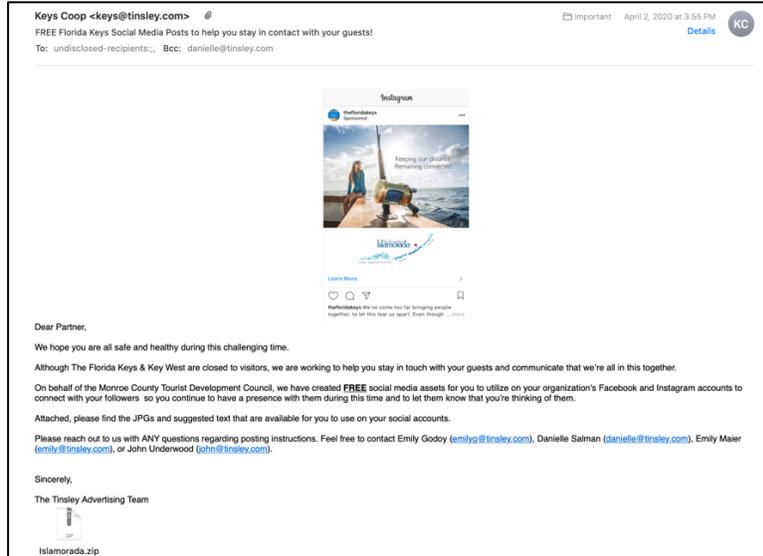
**G.2 Consideration & Action: Media Recommendation**

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.

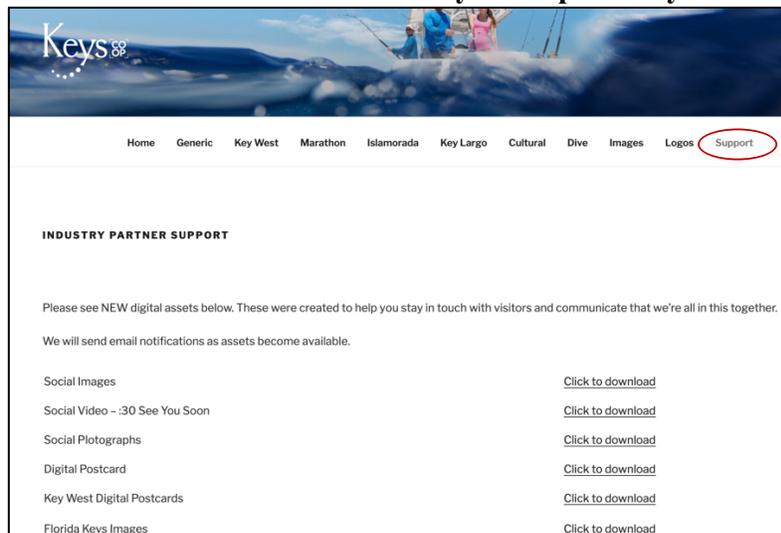
## Industry Partner Support:

- 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). 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



## All Files Available for Download at KeysCo-Op.Tinsley.com/Support



## Social Images



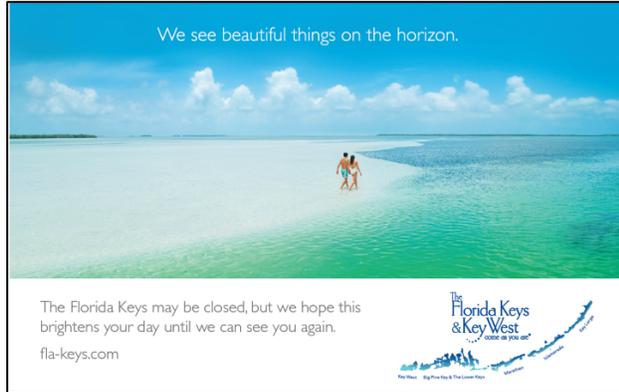
## Social Video



## Photographs



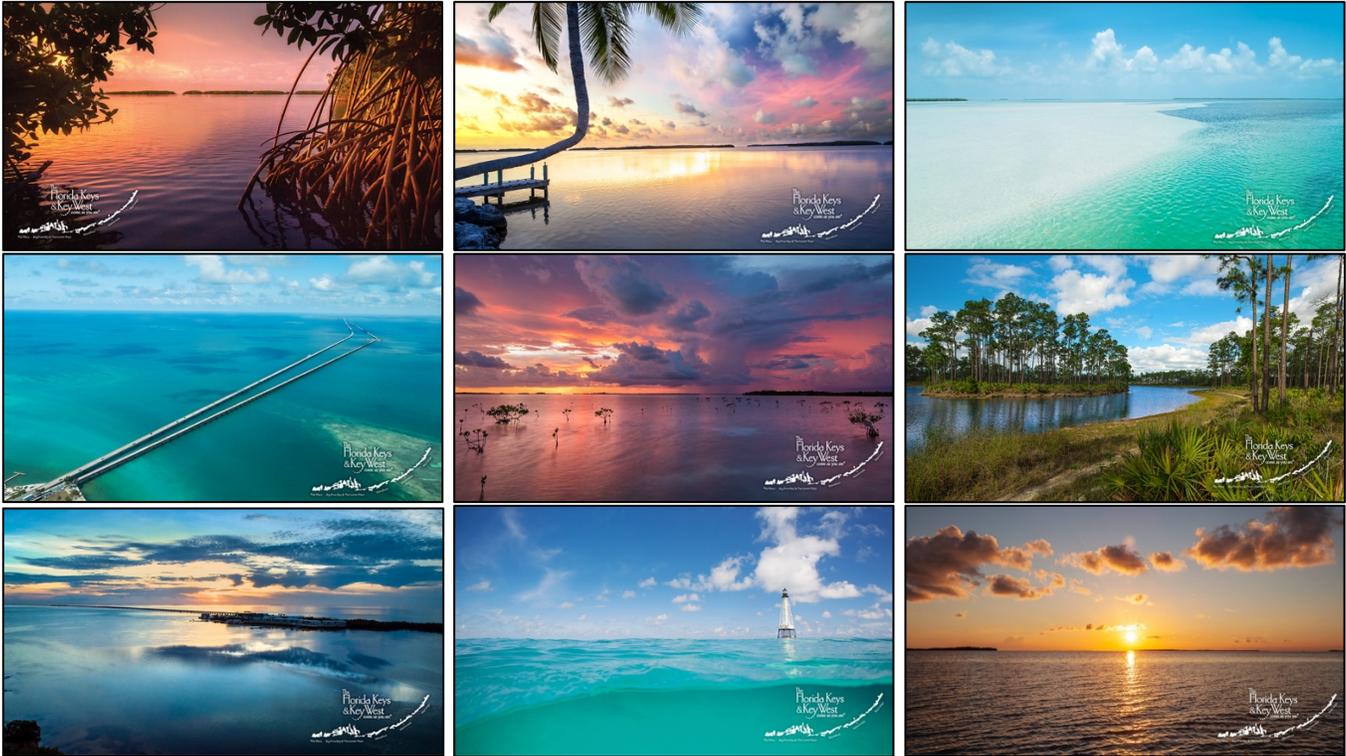
## Digital Postcards



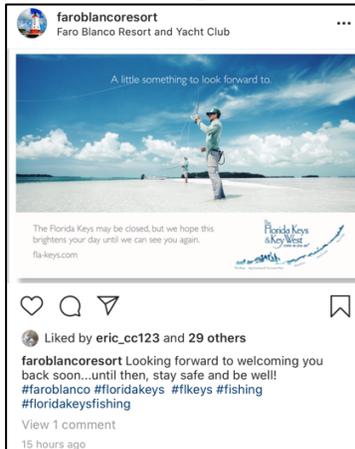
## Image Gallery



## Zoom Backgrounds



## Examples of Industry Partner Support



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



KEY LARGO				
OCTOBER 2019				
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %
10/16/19	ChicagoTribune.com - Co-Op	400,000	8,459	2.11%
10/21-10/31	CNN.com Pre-Roll (Geo-Targeted to NY,PHL,CHI,BOS,DC) - Co-Op	144,796	2,762	1.91%
10/21-10/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	1,004,061	1,971	0.20%
10/21-10/31	CNTraveler.com (Native Content)	244,022	178	0.07%
10/21-10/31	Tremor Video (Mobile/Tablet/Desktop)	275,657	170	0.06%
10/4/19	The Knot (Instagram Story)	25,375	118	0.50%
10/28-10/31	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	43,685	35	0.08%
10/1-10/31	WeddingWire.com/TheKnot.com (XO Group)	17,258	11	0.06%
10/28-10/31	Orange Bowl - Orangebowl.com Banner	5,989	8	0.13%
MOBILE		Impressions	Clicks/Engagements	Click-through %
10/1-10/31	Facebook/Instagram Sponsored Ad	409,340	13,164	3.22%
Google Ad Words		Impressions	Clicks/Engagements	Click-through %
10/1-10/31	[underwater hotel]	1,698	131	7.71%
	everglades national park	908	97	10.68%
	weekend getaways	1,235	54	4.37%
	couples getaway packages florida	169	27	15.98%
	[underwater hotel in florida]	101	16	15.84%
	florida getaways	173	14	8.09%
	visit everglades	99	12	12.12%
	best florida getaways for couples	50	10	20.00%
	florida getaway	148	9	6.08%
	everglades tour	131	8	6.11%
	good snorkeling	144	6	4.17%
	everglades national park fl	112	6	5.36%
	florida national parks	66	6	9.09%
	national parks in florida	20	6	30.00%
	snorkeling sites	135	5	3.70%
	couple getaways in florida	93	5	5.38%
	florida hotels	84	4	4.76%
	+weekend +getaways	106	3	2.83%
	hotels everglades national park	85	3	3.53%
	florida weddings	36	3	8.33%
	[swim with dolphins florida]	35	3	8.57%
	[diving in florida]	15	3	20.00%
Bing, Yahoo and AOL Search		Impressions	Clicks/Engagements	Click-through %
10/1-10/31	+florida vacation	20,018	425	2.13%
	+vacations destinations +florida	1,659	71	4.28%
	+weekend+getaway	2,207	40	1.81%
	fl +weekend +getaway	443	16	3.72%
	+getaway places	702	7	1.00%
	+florida+getaway	174	6	3.45%
	+florida girls +weekend	103	2	1.94%
	+florida +vacation destinations kids	24	2	8.33%
NOVEMBER 2019				
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %
11/1-11/30	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	3,063,342	8,806	0.29%
11/1-11/30	DestinationDoMag.com	212,920	7,683	3.61%
11/1-11/17	CNN.com Pre-Roll (Geo-Targeted to NY,PHL,CHI,BOS,DC) - Co-Op	138,624	2,029	1.46%
11/1-11/30	CNTraveler.com (Native Content)	726,975	1,614	0.22%
11/12/20	NYTimes Great Getaways E-Blast - Co-Op	221,975	1,514	0.68%
11/13/19	Philly.com Travel POD E-Blast Co-Op	49,990	824	1.65%
11/1-11/30	Tremor Video (Mobile/Tablet/Desktop)	710,944	458	0.06%
11/6/19	Boston.com Travel E-Blast - Co-Op	44,199	96	0.20%
11/1-11/30	Samba TV Re-Targeting (Digital Devices Connected to TV/OTT)	294,866	70	0.02%
11/1-11/30	Orange Bowl - Orangebowl.com Banner	39,447	20	0.05%
MOBILE		Impressions	Clicks/Engagements	Click-through %
11/1-11/30	Facebook/Instagram Sponsored Ad	354,067	5,458	1.54%
Google Ad Words		Impressions	Clicks/Engagements	Click-through %
11/1-11/30	everglades national park	1,887	194	10.28%
	everglades national park fl	599	59	9.85%
	everglades tour	285	19	6.67%
	visit everglades	150	16	10.67%
	everglades national park activities	75	14	18.67%
	national park florida	71	13	18.31%
	everglades national park lodging	64	13	20.31%
	florida national parks	79	10	12.66%
	national parks in florida	58	10	17.24%
	weekend getaways	149	7	4.70%
	underwater hotel	66	5	7.58%
	hotels near everglades	45	5	11.11%
	florida getaways	32	3	9.38%
	snorkeling sites	28	3	10.71%
	couples getaway packages florida	54	2	3.70%
	hotels everglades national park	29	2	6.90%
	swim with dolphins in florida	27	2	7.41%
	florida getaway	26	2	7.69%

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



	good snorkeling	19	2	10.53%
	kayak everglades national park	16	2	12.50%
	couple getaways in florida	15	2	13.33%
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
11/1-11/30	+florida vacation	18772	357	1.93%
	+vacations destinations +florida	1715	95	5.54%
	+weekend+getaway	1244	12	0.96%
	fl +weekend +getaway	360	10	2.78%
	+getaway places	897	9	1.00%
	+florida girls +weekend	144	7	4.86%
	+florida+getaway	101	3	2.97%
	plan +vacation +florida	27	2	7.41%
	+weekend +getaway couples +florida	15	2	13.33%
<b>DECEMBER 2019</b>				
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
12/1-12/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	1,132,286	2,917	0.26%
12/1-12/8	Tremor Video (Mobile/Tablet/Desktop)	1,423,357	793	0.06%
12/19-12/22	CNN.com Pre-Roll Video - Co-Op	12,994	275	2.12%
12/1-12/8	CNTraveler.com (Native Content via Social Media)	182,131	90	0.05%
12/1-12/31	Orange Bowl - Orangebowl.com Banner	66,318	55	0.08%
	<b>MOBILE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
12/1-12/15	Facebook/Instagram Sponsored Ad	317,293	9,664	3.05%
12/1-12/31	DestinationDoMag.com	217,546	8,158	3.75%
12/19/19	The Knot Instagram Story	16,125	128	0.83%
	<b>Google Ad Words</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
12/1-12/31	everglades national park	7,728	757	9.80%
	everglades national park fl	2,311	242	10.47%
	everglades tour	1,313	90	6.85%
	visit everglades	671	79	11.77%
	weekend getaways	1,143	71	6.21%
	[underwater hotel]	669	61	9.12%
	national park florida	509	60	11.79%
	everglades national park activities	369	58	15.72%
	national parks in florida	453	56	12.36%
	florida national parks	497	54	10.87%
	florida getaways	549	43	7.83%
	everglades national park lodging	325	40	12.31%
	florida getaway	469	36	7.68%
	[swim with dolphins florida]	397	28	7.05%
	[swim with dolphins in florida]	354	24	6.78%
	snorkeling sites	276	18	6.52%
	good snorkeling	225	18	8.00%
	couples getaway packages florida	204	11	5.39%
	[diving in florida]	126	9	7.14%
	hotels everglades national park	113	8	7.08%
	couple getaways in florida	57	7	12.28%
	hotel everglades national park	157	6	3.82%
	[dolphin swim florida]	88	6	6.82%
	hotels near everglades	62	5	8.06%
	kayak everglades national park	43	4	9.30%
	florida weddings	36	4	11.11%
	florida getaways for couples	24	4	16.67%
	+weekend +getaways	49	3	6.12%
	hotels near everglades national park	41	3	7.32%
	florida best hotel	23	3	13.04%
	florida hotels	125	2	1.60%
	best florida getaways for couples	42	2	4.76%
	cabins everglades national park	33	2	6.06%
	kayaking everglades national park	30	2	6.67%
	florida places to stay	13	2	15.38%
	hotels in florida usa	76	1	1.32%
	island snorkeling	45	1	2.22%
	family weekend getaways in florida	32	1	3.13%
	[florida dolphin swim]	15	1	6.67%
	florida everglades fishing	11	1	9.09%
	fl wedding	7	1	14.29%
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
12/1-12/31	+florida vacation	19,658	393	2.0%
	+vacations destinations +florida	1,489	80	5.4%
	+weekend+getaway	1,064	14	1.3%
	+getaway places	698	13	1.9%
	+florida+getaway	129	7	5.4%
	fl +weekend +getaway	184	6	3.3%
	+florida girls +weekend	109	6	5.5%
	+florida+scuba+diving	137	5	3.7%
	+florida +vacation destinations kids	27	4	14.8%
<b>JANUARY 2020</b>				

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 %
1/1-1/31	DestinatonIDoMag.com	218,520	8,569	3.92%
1/20-1/31	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	199,673	3,910	1.96%
1/6-1/31	Samsung TV Ads (Digital Devices Connected to TV/OTT)	688,218	2,232	0.32%
1/1-1/31	Adara Media Network (Mobile/Tablet/Desktop/Cross-Device)	696,385	1,086	0.16%
1/1-1/31	Adara Re-Targeting - Superbowl	696,385	1,086	0.16%
1/6-1/31	Conversant (Interactive Pre-Roll w/ Weather Feed)	670,147	838	0.13%
1/6-1/31	Tremor Video (Mobile/Tablet/Desktop)	634,214	605	0.10%
1/1-1/31	Orange Bowl - Orangebowl.com Banner	42,155	26	0.06%
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
1/1-1/31	Facebook/Instagram Sponsored Ad	574,916	8,470	1.47%
1/6-1/31	SpotX (Mobile/Tablet)	804,024	2,023	0.25%
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	
1/1-1/31	florida getaways	4,119	259	6.29%
	florida getaway	3,698	216	5.84%
	[swim with dolphins florida]	1,923	171	8.89%
	[swim with dolphins in florida]	1,071	103	9.62%
	weekend getaways	2,979	85	2.85%
	[underwater hotel]	631	50	7.92%
	couples getaway packages florida	777	44	5.66%
	couple getaways in florida	446	28	6.28%
	everglades national park	365	25	6.85%
	snorkeling sites	325	24	7.38%
	[dolphin swim florida]	361	23	6.37%
	best florida getaways for couples	232	18	7.76%
	everglades national park fl	203	18	8.87%
	florida beach getaways for couples	265	14	5.28%
	good snorkeling	290	12	4.14%
	national park florida	37	12	32.43%
	family weekend getaways in florida	193	11	5.70%
	[diving in florida]	127	11	8.66%
	florida getaways for couples	141	9	6.38%
	visit everglades	49	9	18.37%
	+weekend +getaways	247	8	3.24%
	[florida dolphin swim]	102	8	7.84%
	island snorkeling	95	7	7.37%
	everglades national park lodging	78	7	8.97%
	everglades tour	79	5	6.33%
	florida national parks	52	5	9.62%
	florida hotels	112	4	3.57%
	florida weddings	47	4	8.51%
	national parks in florida	42	4	9.52%
	hotel everglades national park	32	4	12.50%
	hotels everglades national park	33	3	9.09%
	everglades national park activities	19	3	15.79%
	florida getaway for couples	33	2	6.06%
	florida wedding	19	2	10.53%
	florida places to stay	14	2	14.29%
	florida best hotel	43	1	2.33%
	[snorkeling vacations]	10	1	10.00%
	hotels near everglades national park	5	1	20.00%
<b>Bing, Yahoo and AOL Search</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
1/1-1/31	+florida vacation	17,837	375	2.10%
	+vacations destinations +florida	1,596	90	5.64%
	+weekend+getaway	1,158	21	1.81%
	+getaway places	537	14	2.61%
	fl +weekend +getaway	257	11	4.28%
	+florida+getaway	139	5	3.60%
	plan +vacation +florida	61	3	4.92%
	+florida +vacation destinations kids	75	3	4.00%
	+florida +vacation +trips	77	3	3.90%
	+florida girls +weekend	92	2	2.17%
	+weekend +florida +getaways	35	2	5.71%
	fl +weekend +getaways	31	2	6.45%
	+florida +getaway romantic	55	2	3.64%
<b>FEBRUARY 2020</b>				
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %
2/1-2/29	Nativo (Native Article)	935,497	8,813	0.94%
2/1-2/29	DestinationDo.com	223,347	8,332	3.73%
2/1-2/29	Samsung TV Ads (Digital Devices Connected to TV/OTT)	782,677	2,691	0.34%
2/1-2/9	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	95,036	1,788	1.88%
2/1-2/29	Conversant (Interactive Pre-Roll w/ Weather Feed)	797,477	1,693	0.21%
2/12/20	ChicagoTribune.com (Admail) - Co-Op	40,000	982	2.46%
2/1-2/29	Tremor Video (Mobile/Tablet/Desktop)	598,442	431	0.07%
2/3-2/29	OutsideOnline.com (Native Content Story)	120,481	189	0.16%
2/12/20	Boston.com Traveler E-Blast - Co-Op	5,742	101	1.60%

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 %
2/1-2/29	WeddingWire.com/TheKnot.com (XO Group)	198,960	100	0.05%
3/1-3/15	NationalGeographic.com	71,401	22	0.03%
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
2/1-2/29	Facebook/Instagram Sponsored Video	587,034	12,131	2.07%
2/1-2/29	SpotX (Mobile/Tablet)	896,902	1,837	0.20%
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
2/1-2/29	florida getaways	4,119	259	6.29%
	florida getaway	3,698	216	5.84%
	[swim with dolphins florida]	1,923	171	8.89%
	[swim with dolphins in florida]	1,071	103	9.62%
	weekend getaways	2,979	85	2.85%
	[underwater hotel]	631	50	7.92%
	couples getaway packages florida	777	44	5.66%
	couple getaways in florida	446	28	6.28%
	everglades national park	365	25	6.85%
	snorkeling sites	325	24	7.38%
	[dolphin swim florida]	361	23	6.37%
	best florida getaways for couples	232	18	7.76%
	everglades national park fl	203	18	8.87%
	florida beach getaways for couples	265	14	5.28%
	good snorkeling	290	12	4.14%
	national park florida	37	12	32.43%
	family weekend getaways in florida	193	11	5.70%
	[diving in florida]	127	11	8.66%
	florida getaways for couples	141	9	6.38%
	visit everglades	49	9	18.37%
	+weekend +getaways	247	8	3.24%
	[florida dolphin swim]	102	8	7.84%
	everglades national park lodging	78	7	8.97%
	everglades tour	79	5	6.33%
	florida national parks	52	5	9.62%
	florida hotels	112	4	3.57%
	florida weddings	47	4	8.51%
	national parks in florida	42	4	9.52%
	hotel everglades national park	32	4	12.50%
	hotels everglades national park	33	3	9.09%
	everglades national park activities	19	3	15.79%
	florida getaway for couples	33	2	6.06%
	florida wedding	19	2	10.53%
	florida places to stay	14	2	14.29%
	florida best hotel	43	1	2.33%
	[snorkeling vacations]	10	1	10.00%
	hotels near everglades national park	5	1	20.00%
<b>Bing, Yahoo and AOL Search</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
2/1-2/29	+florida vacation	11995	266	2.2%
	+vacations destinations +florida	1253	53	4.2%
	+getaway places	392	10	2.6%
	+weekend+getaway	590	9	1.5%
	+florida+getaway	65	3	4.6%
	+florida +vacation +trips	44	3	6.8%
	fl +weekend +getaway	125	2	1.6%
	+florida girls +weekend	63	2	3.2%
<b>MARCH 2020</b>				
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
3/1-3/31	DestinationDoMag.com	210,473	8158	3.9%
3/1-3/16	WeddingWire.com/TheKnot.com	157,278	4,560	2.90%
3/1-3/15	Nativo (Native Content)	932,688	3709	0.4%
3/1-3/15	Samsung TV Ads (Digital Devices Connected to TV/OTT)	390,200	1,456	0.37%
3/1-3/16	Tremor Video (Mobile/Tablet/Desktop)	182,604	1,279	0.70%
3/1-3/15	Conversant (Interactive Pre-Roll w/ Weather Feed)	344,084	298	0.09%
3/1-3/16	CNN.com Pre-Roll (Geo: NY,PHL,CHI,BOS,DC) - Co-Op	22,654	189	157.00%
3/16-3/16	Samba TV (Digital Devices Connected to TV/OTT)	4,707	20	0.4%
3/1-3/16	OutsideOnline.com - Native Content Story	6,999	13	0.19%
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
3/1-3/16	Facebook/Instagram Sponsored Ad	220,689	5,826	2.64%
3/1-3/16	SpotX (Mobile/Tablet)	457,457	905	0.20%
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
3/1-3/25	everglades national park	1,468	235	16.01%
	florida getaway	2,895	132	4.56%
	national parks in florida	609	118	19.4%
	everglades national park fl	562	86	15.3%
	florida national parks	607	82	13.5%
	florida vacations	1206	57	4.7%
	national park florida	367	56	15.3%
	weekend getaways	2573	56	2.2%
	florida getaways	1180	56	4.8%
	visit everglades	263	45	17.1%
	couples getaway packages florida	445	38	8.5%
	everglades national park lodging	144	36	25.0%
	florida hotels	1013	35	3.5%
	scuba diving	603	33	5.5%

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



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

	florida best hotel	478	26	5.4%
	everglades tour	318	25	7.9%
	hotel everglades national park	105	24	22.9%
	florida getaways for couples	526	24	4.6%
	hotels in florida usa	425	19	4.5%
	florida places to stay	383	12	3.1%
	florida wedding	312	12	3.9%
	florida weddings	184	10	5.4%
	[swim with dolphins florida]	70	9	12.9%
	couple getaways in florida	308	9	2.9%
	hotels everglades national park	80	9	11.3%
	family weekend getaways in florida	196	8	4.1%
	everglades national park activities	42	8	19.1%
	best florida getaways for couples	109	8	7.3%
	snorkeling	101	6	5.9%
	+weekend +getaways	151	5	3.3%
	hotels near everglades	42	5	11.9%
	[underwater hotel]	12	4	33.3%
	florida getaway for couples	81	4	4.9%
	fl wedding	137	4	2.9%
	kayaking everglades national park	18	3	16.7%
	[diving in florida]	26	3	11.5%
	[swim with dolphins in florida]	39	2	5.1%
	weeekend getaway	41	2	4.9%
	fl weddings	31	2	6.5%
	kayak everglades national park	11	2	18.2%
	everglades national park fishing	57	1	1.8%
	hotels near everglades national park	6	1	16.7%
	florida beach getaways for couples	7	1	14.3%
	florida everglades fishing	4	1	25.0%
	best hotel to stay in florida	28	1	3.6%
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>
3/1-3/25	+florida vacation	10859	150	1.4%
	+vacations destinations +florida	641	29	4.5%
	+weekend+getaway	316	8	2.5%
	+florida+getaway	26	1	3.9%
	+florida girls +weekend	37	1	2.7%
	+weekend +florida +getaways	7	1	14.3%
	fl +weekend +getaways	2	1	50.0%

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









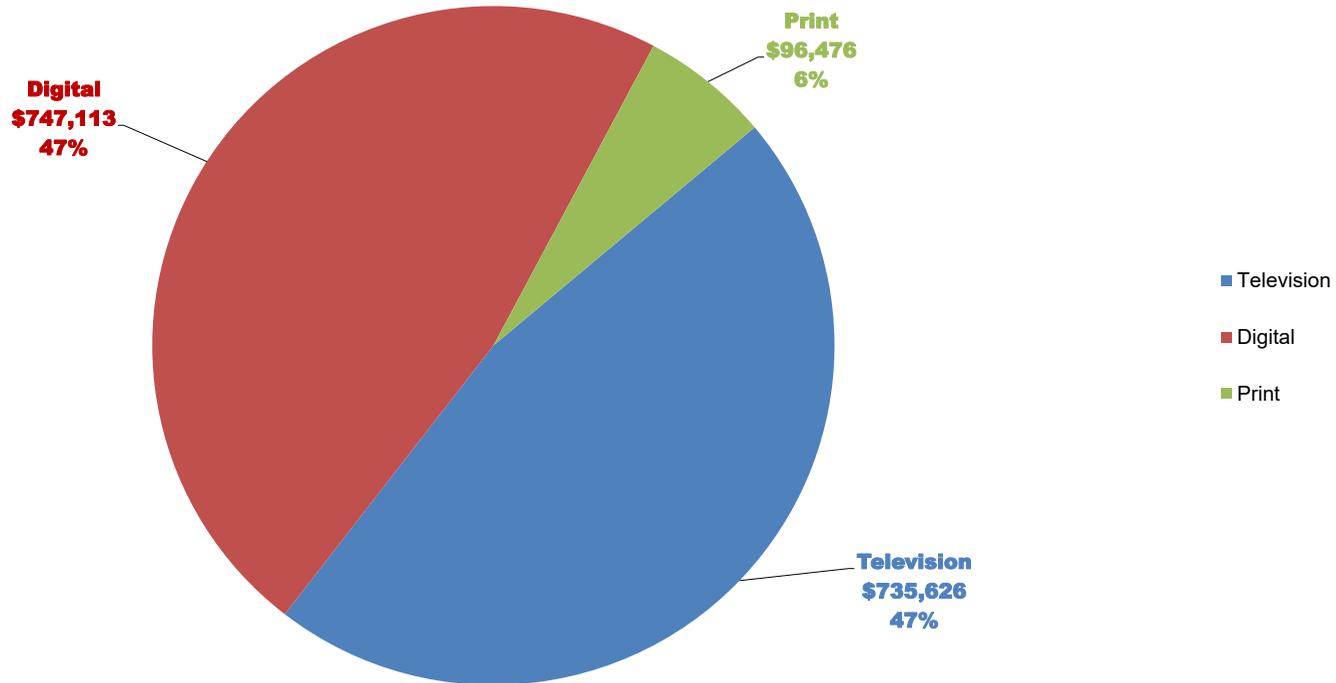
**Key Largo**  
The Florida Keys

Key West Big Pine Key & The Lower Keys Marathon Islamorada

**FY 2020 MEDIA PLAN**

Holidays /Events	Media to be ordered = [ ]		Media Ordered = [ ]											
	*Halloween (10/31) *Columbus Day (10/14) *Thanksgiving Day (11/28) *Art Basel (12/5-12/8) *Winter Break: 12/23-1/5 *MLK Day (1/20) *New Year's Day (1/1) *Pres Day (2/17) *Spring Break: 3/23-3/29 *Easter (4/12) *Memorial Day (5/28) *Summer Break: 6/4-8/16 *Ind Day (7/4) *Lobster Season (8/6-3/31) *Labor Day (9/7)													
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	12/23-1/6	Spring Break: 3/23-3/29	Summer Break: 6/4-8/16										
	Broward County Public Schools:	12/23-1/6	3/20-3/29	6/3-8/12										
	Palm Beach County Public Schools:	12/23-1/6	3/23-3/30	6/1-8/11										
	Martin County Public Schools:	12/23-1/5	3/14-3/22	5/29-8/11										
	Hillsborough County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11										
	Pinellas County Public Schools:	12/23-1/6	3/14-3/22	6/2-8/12										
	Orange County Public Schools:	12/23-1/6	3/13-3/22	5/28-8/11										
	Osceola County Public Schools:	12/23-1/6	3/14-3/22	5/29-8/11										
	Seminole County Public Schools:	12/23-1/5	3/14-3/22	5/28-8/11										
	Duval County Public Schools:	12/23-1/6	3/14-3/22	5/30-8/11										
Weeks Begin on Mondays:	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			#	GROSS TOTAL
	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MAR '20	APR '20	MAY '20	JUN '20	JUL '20	AUG '20	SEP '20		

**DAC V / KEY LARGO  
FY 2020 PLAN DISTRIBUTION BY MEDIA**



**TOTAL MEDIA EXPENDITURE TO DATE: \$1,579,214**



## MEDIA MEMORANDUM

To: John Underwood  
From: Scott Sussman  
Subject: Key Largo (DAC V) Reopening  
Date: April 29, 2020  
CC: Eric Gitlin, Danielle Salman, Emily Maier, Emily Godoy

The following provides you with a recommendation for Key Largo 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 Largo will have a strong presence. The four phases are detailed below:

Phase I - The Florid 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 Largo 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 \$155,000 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 Largo 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 Largo 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 Key Largo 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 Largo. Television activity will air in the following markets:

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

A total of \$45,000 will be allocated to television during this period. This will yield more than 60 spots.

Digital/Social

A digital 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	Tampa/St. Pete	Orlando	West Palm Beach
Ft. Myers	Jacksonville	Atlanta	Dallas
Charlotte	Nashville		

A total of \$30,000 is recommended for this phase of the digital campaign. This campaign will deliver 1,200,000 impressions.

A total \$75,000 will be budgeted for Phase III.

**Phase IV** - Key Largo has 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 Key Largo's 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 the Marathon. Television in this phase is budgeted for \$50,000,000. It is estimated that this will buy 65 spots.

Digital/Social Media

Digital advertising along with social media will be placed to continue messaging the target audience and drive business through the end of the fiscal year. The budget for digital/social is \$30,000, which will yield 1,500,000 impressions.

The total budget for Phase IV is \$80,000

**Budget Summary**

Phase I	\$0
Phase II	\$ 0
Phase III	\$ 75,000
Phase IV	\$ 80,000
Total	\$155,000



H.1

Monthly District & Tier Overview Report

For the month of: March 2020

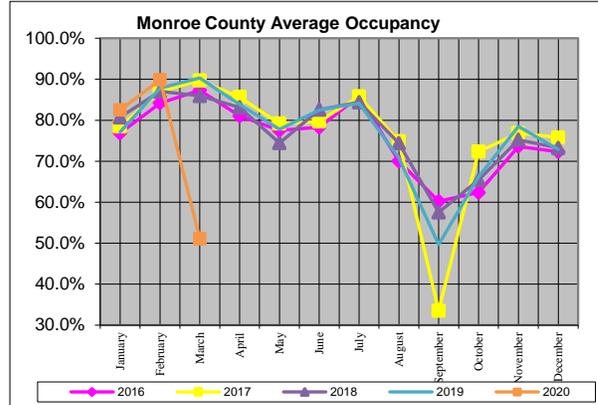
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida 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.

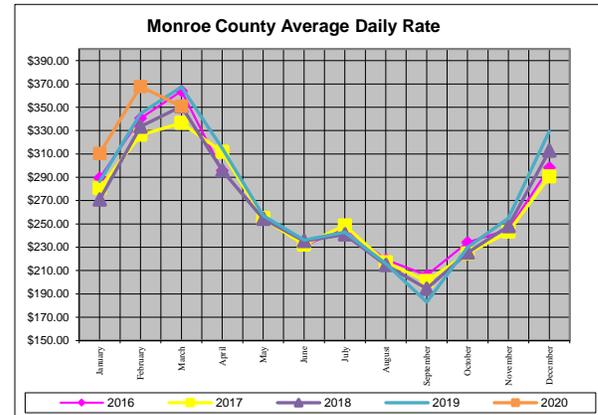
**OCCUPANCY RATE**

	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>



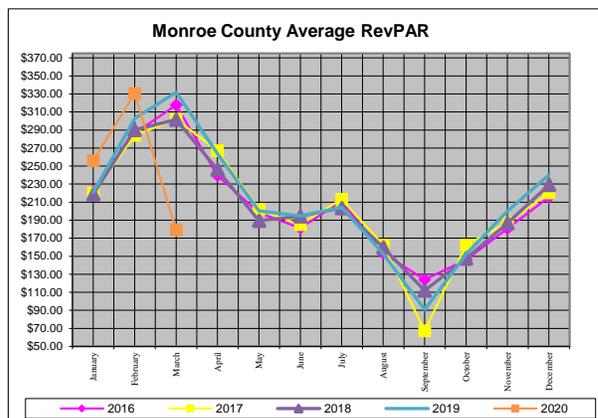
**AVERAGE DAILY RATE**

	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**

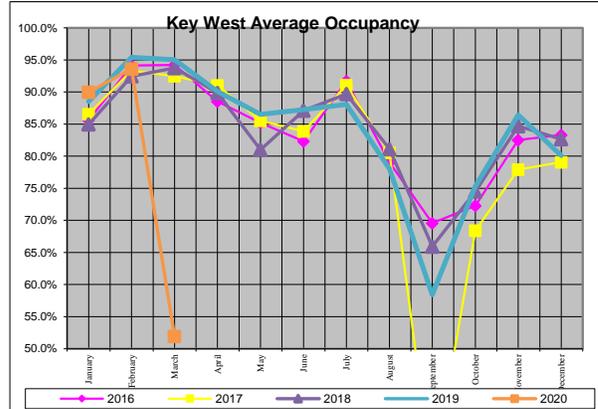
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36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

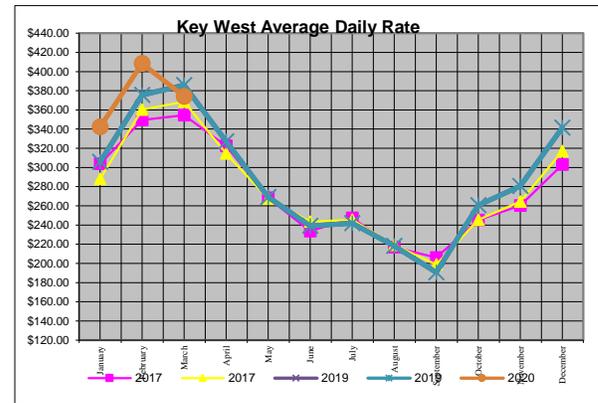
**OCCUPANCY RATE**

	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>



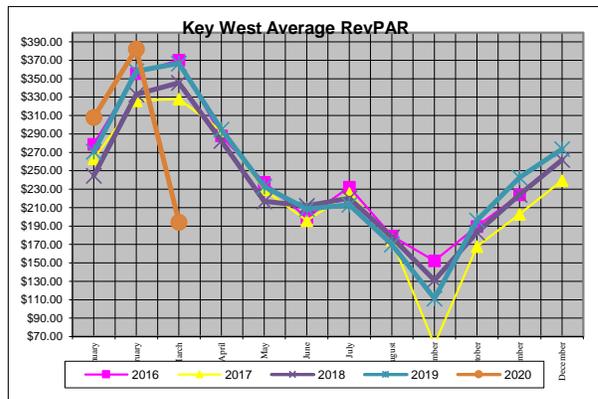
**AVERAGE DAILY RATE**

	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**

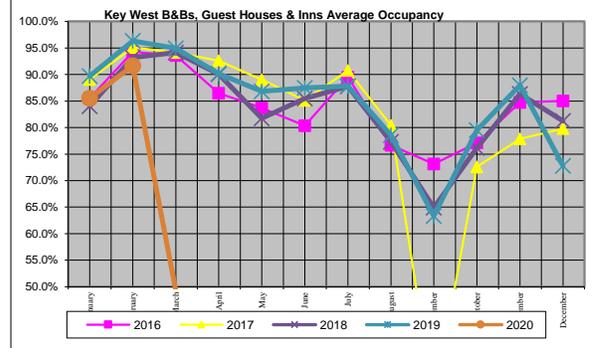
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32	\$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.

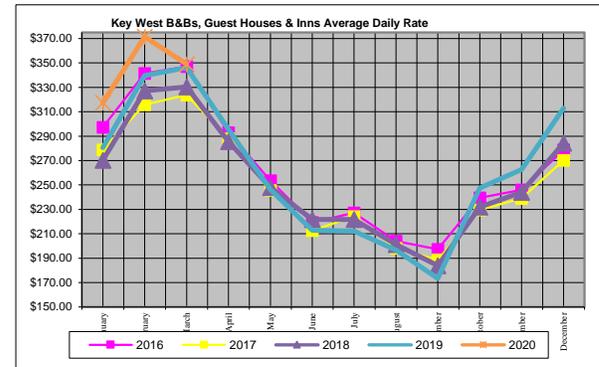
**OCCUPANCY RATE**

	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>



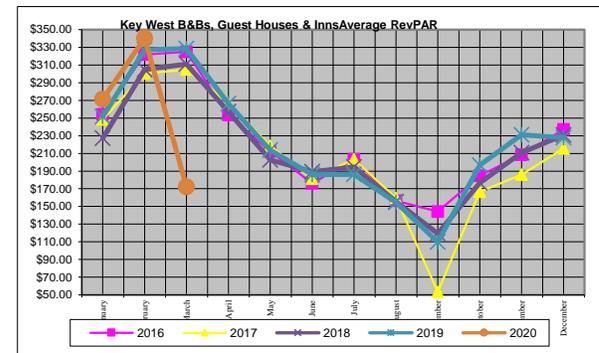
**AVERAGE DAILY RATE**

	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**

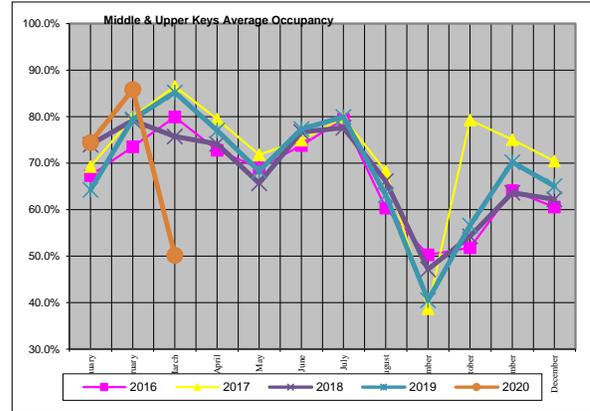
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20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



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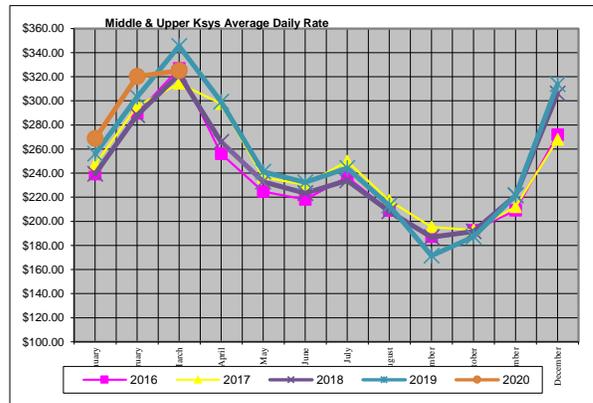
**OCCUPANCY RATE**

	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>



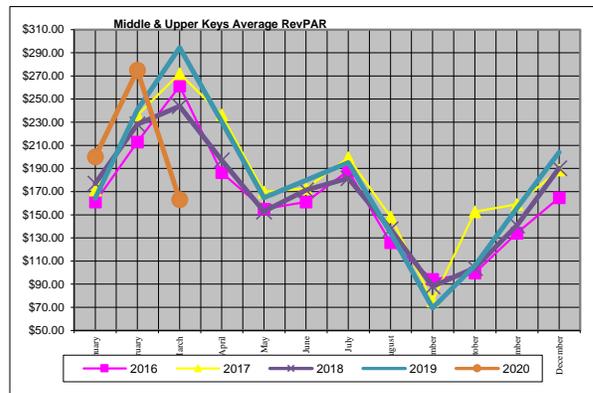
**AVERAGE DAILY RATE**

	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**

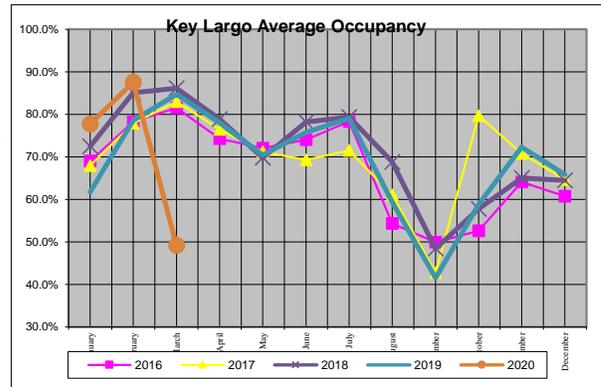
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90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



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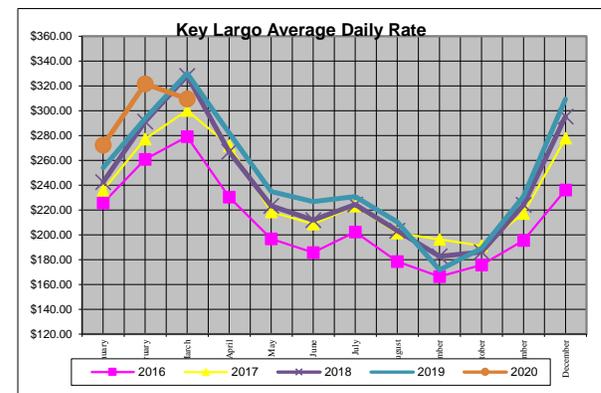
**OCCUPANCY RATE**

	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>



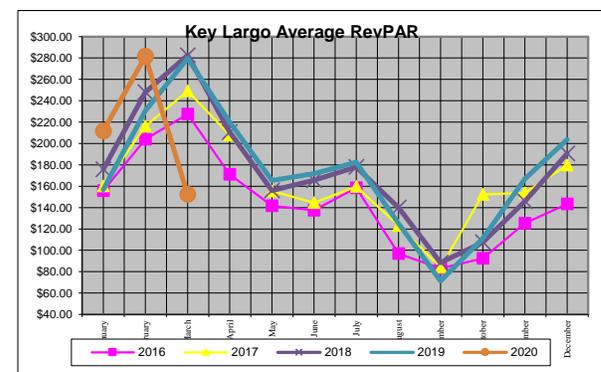
**AVERAGE DAILY RATE**

	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**

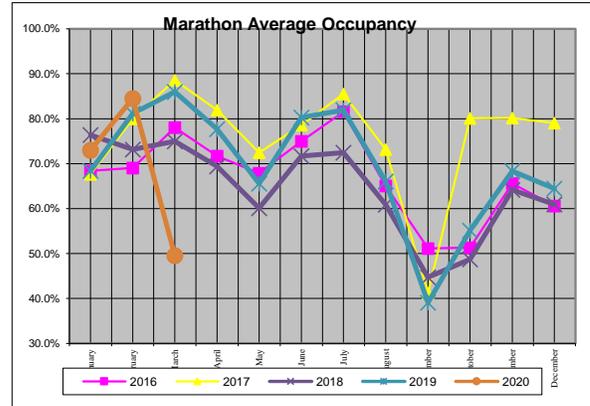
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90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

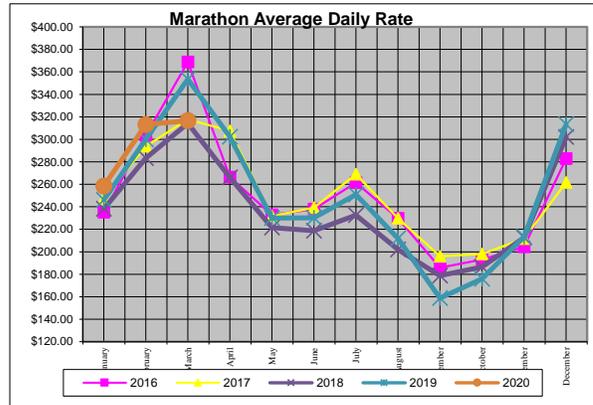
**OCCUPANCY RATE**

	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>



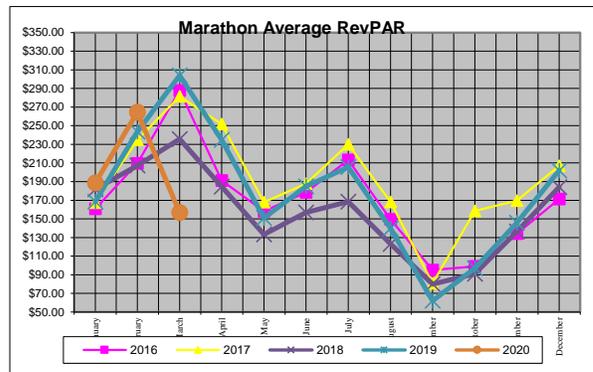
**AVERAGE DAILY RATE**

	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**

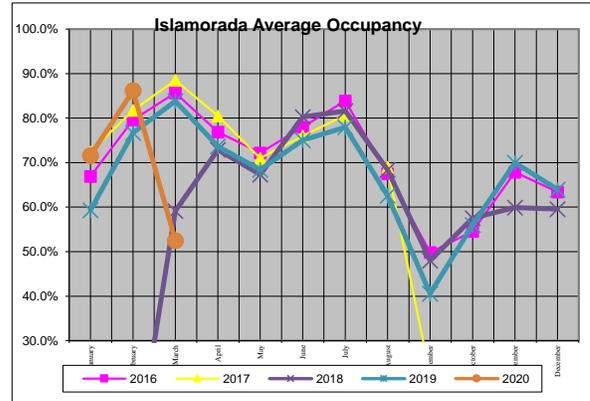
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18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

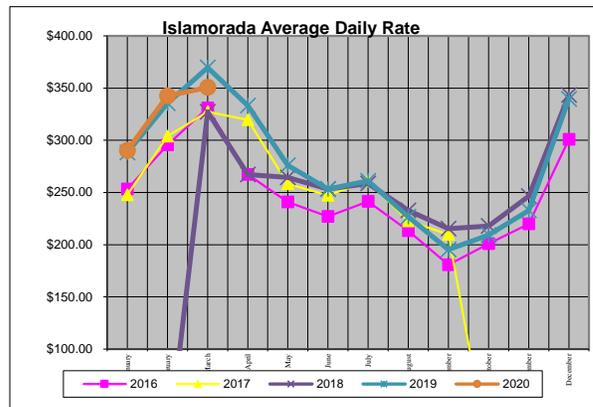
**OCCUPANCY RATE**

	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>



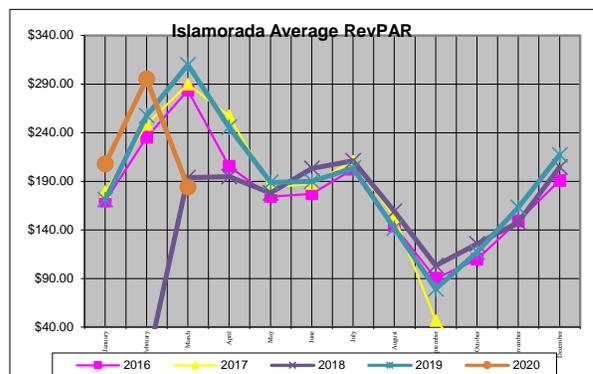
**AVERAGE DAILY RATE**

	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**

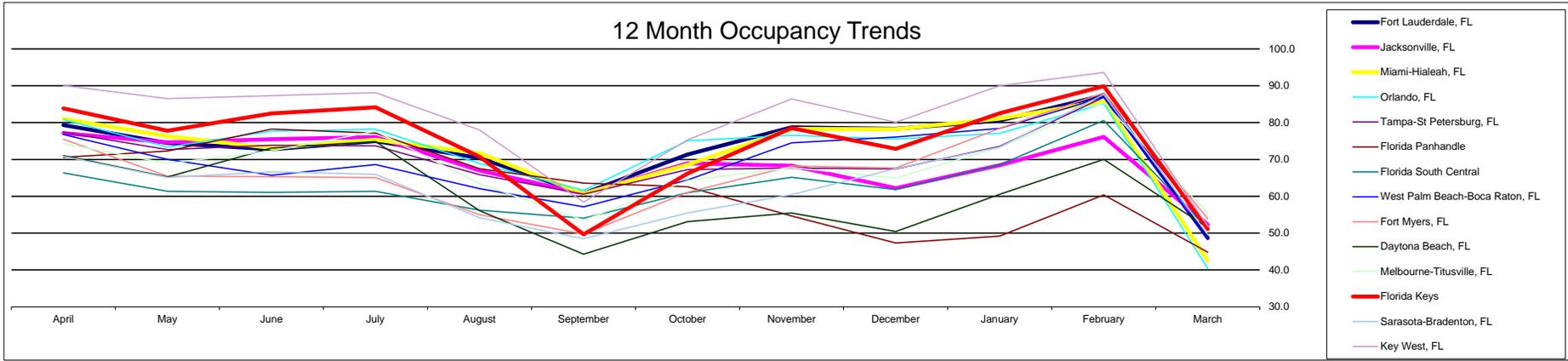
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		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

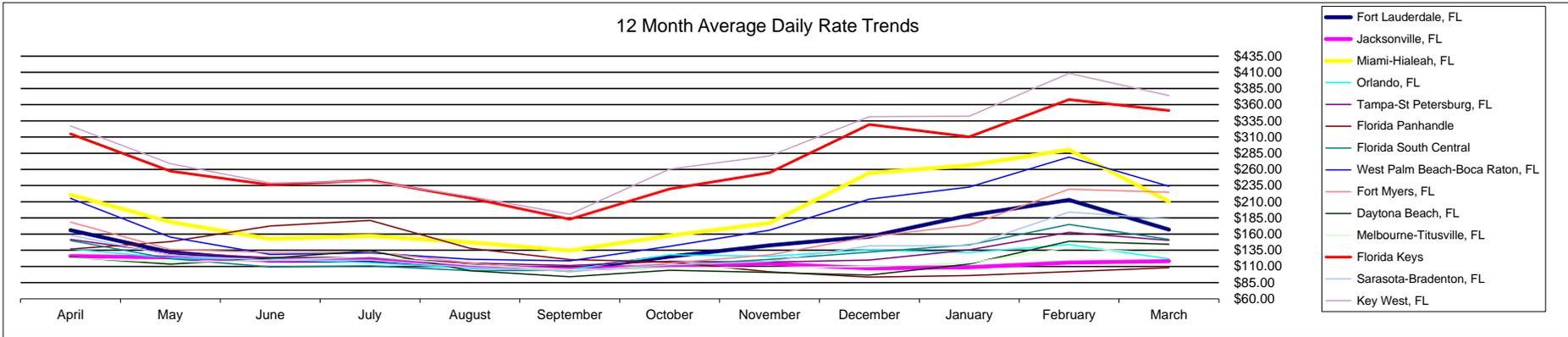
# Florida Markets Comparison



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**

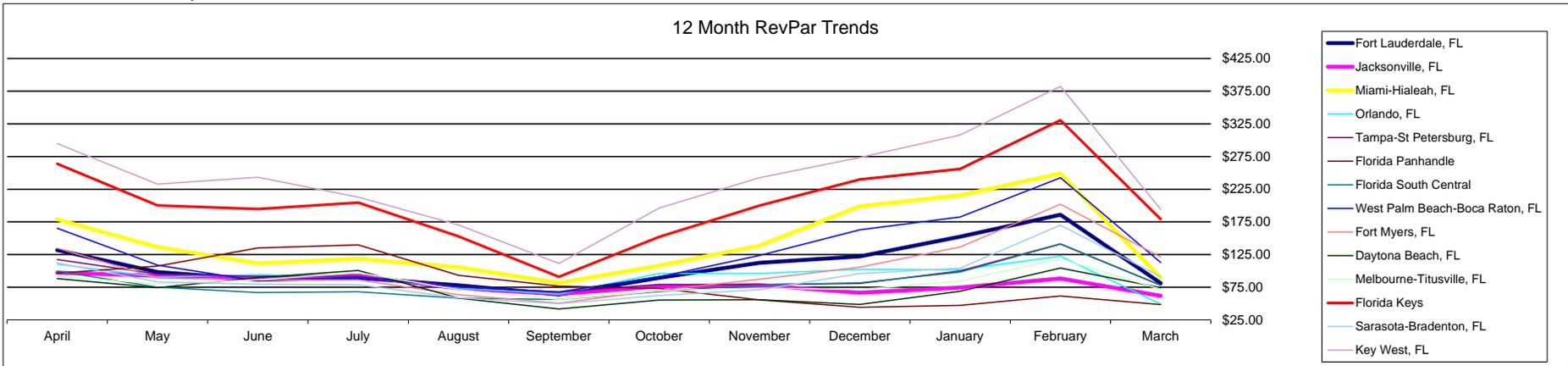
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 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



## Memorandum

TO: Tourist Development Council  
FROM: Kelli Fountain, TDC Research Dept.  
DATE: 4/30/2020  
RE: **H.2** 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

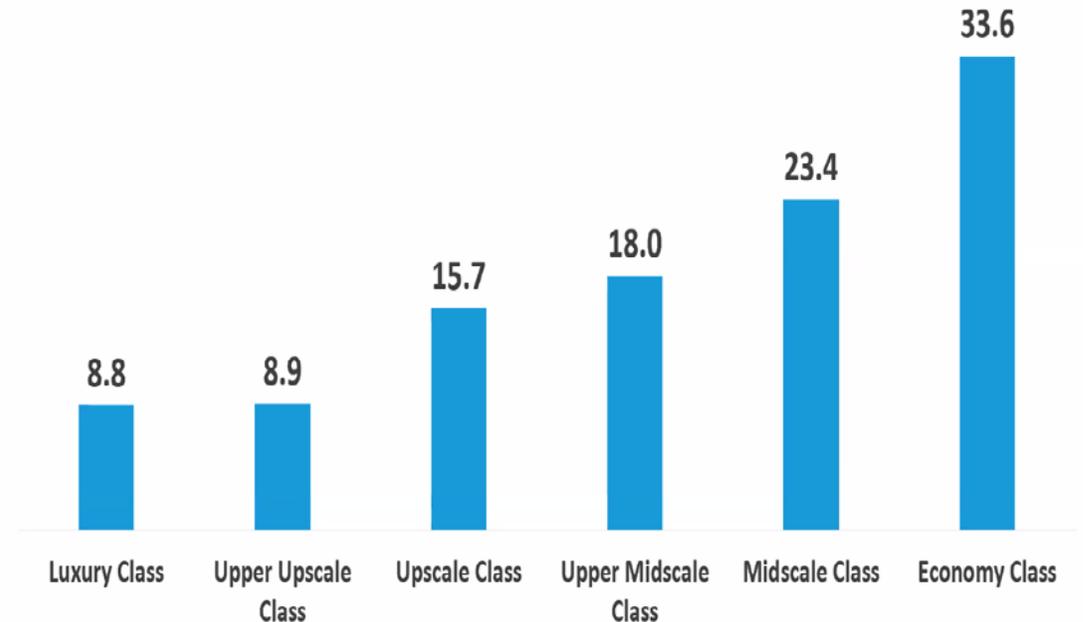
## Coronavirus' Impact on American Travel

- 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

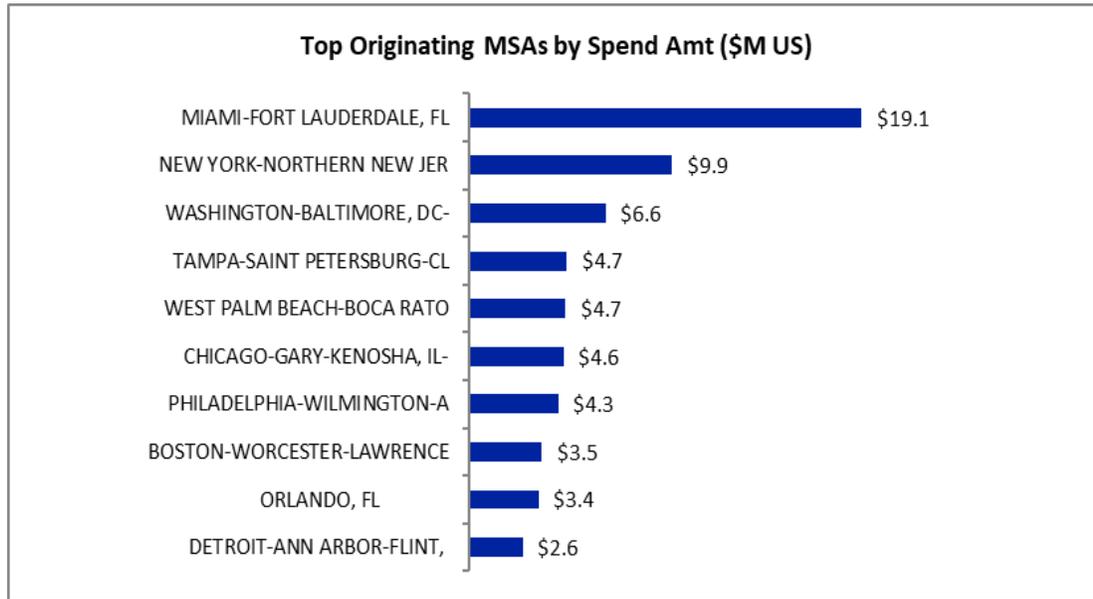
Top Originating MSAs by Spend Amt (\$M US)



2019 KEY WEST FL Top Booking Source Locations nSight

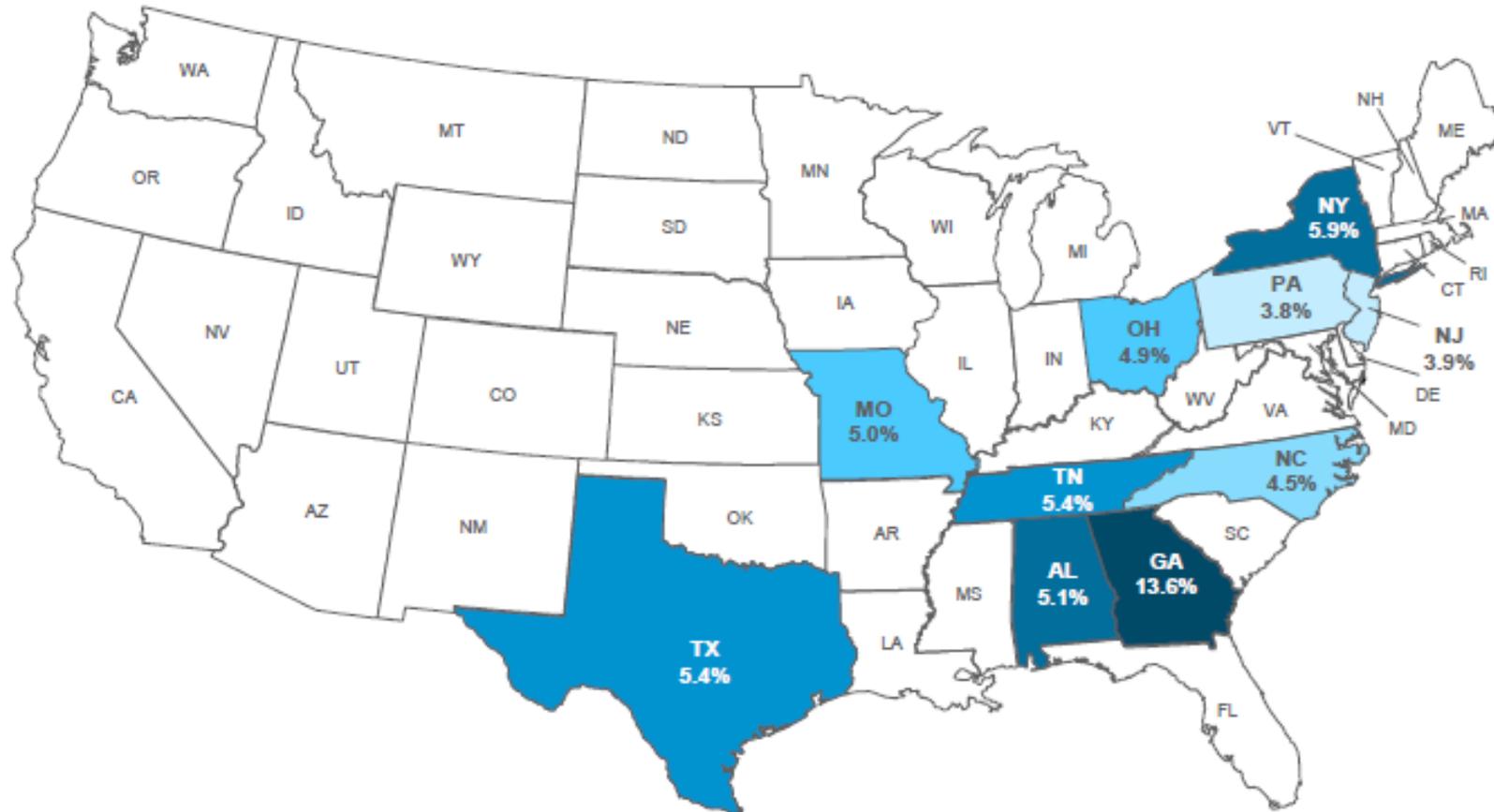
Q3	Rank	Persona
	1	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA
	2	MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL
	3	TAMPA-ST. PETERSBURG-CLEARWATER FL
	4	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	5	ORLANDO-KISSIMMEE-SANFORD FL
	6	ATLANTA-SANDY SPRINGS-ROSWELL GA
	7	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV
	8	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 LARGO**  
**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 LARGO  
March 2020**

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	10	15	1	5	31	100.0%	198	99.0%
B&B/Guest House	0	0	0	0	0	0.0%	0	0.0%
Campground/RV	0	0	0	0	0	0.0%	2	1.0%
Vacation Rental	0	0	0	0	0	0.0%	0	0.0%
None	0	0	0	0	0	0.0%	0	0.0%
	<b>10</b>	<b>15</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>200</b>	
	<b>32.3%</b>	<b>48.4%</b>	<b>3.2%</b>	<b>16.1%</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 LARGO  
March 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Internet	5	2	0	2	9	29.0%	100	50.5%
Do Not Know	0	5	0	1	6	19.4%	17	8.6%
Friends/Return Visitor	2	3	0	0	5	16.1%	27	13.6%
TDC Website	0	0	1	2	3	9.7%	30	15.2%
Tourist Directory or Guide	1	2	0	0	3	9.7%	8	4.0%
TV Ad	0	2	0	0	2	6.5%	9	4.5%
Newspaper Ad	1	0	0	0	1	3.2%	1	0.5%
Keys Chamber of Commerce	1	0	0	0	1	3.2%	1	0.5%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	0	0.0%
Magazine Article	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%
Keys Business	0	0	0	0	0	0.0%	0	0.0%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	1	0.5%
Other	0	0	0	0	0	0.0%	2	1.0%
	<b>10</b>	<b>14</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>198</b>	
	<b>32.3%</b>	<b>45.2%</b>	<b>3.2%</b>	<b>16.1%</b>				

**INTERESTS****KEY LARGO  
March 2020**

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	10	15	1	5	31	41.9%	195	42.9%
Fishing Deep Sea	0	2	0	1	3	4.1%	10	2.2%
Fishing Backcountry	0	2	0	1	3	4.1%	9	2.0%
Guided Nature Tour	2	0	0	0	2	2.7%	8	1.8%
Dining/Entertainment	0	2	0	0	2	2.7%	11	2.4%
Snorkeling	0	1	0	0	1	1.4%	10	2.2%
Water Sports	0	1	0	0	1	1.4%	8	1.8%
Fishing Tournament	0	0	0	0	0	0.0%	1	0.2%
Diving	0	0	0	0	0	0.0%	3	0.7%
Marinas	0	0	0	0	0	0.0%	0	0.0%
Sailing	0	0	0	0	0	0.0%	0	0.0%
Boat Rentals	0	0	0	0	0	0.0%	2	0.4%
Wedding	0	0	0	0	0	0.0%	0	0.0%
Honeymoon	0	0	0	0	0	0.0%	0	0.0%
Kids/Family Vacations	0	0	0	0	0	0.0%	0	0.0%
Relocation/Real Estate	0	0	0	0	0	0.0%	2	0.4%
Coupon Book	0	0	0	0	0	0.0%	1	0.2%
Cultural Events/Theatre/Music	0	0	0	0	0	0.0%	1	0.2%
Weather	0	0	0	0	0	0.0%	0	0.0%
None	0	0	0	0	0	0.0%	0	0.0%
	<b>12</b>	<b>23</b>	<b>1</b>	<b>7</b>	<b>74</b>		<b>455</b>	
	<b>16.2%</b>	<b>31.1%</b>	<b>1.4%</b>	<b>9.5%</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 LARGO  
March 2020**

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**MONTH**

**FISCAL YEAR-TO-DATE**

**LENGTH OF STAY:**

**LENGTH OF STAY:**

Minimum: 1  
Maximum: 30  
Average: 9

Minimum: 1  
Maximum: 42  
Average: 9

**NUMBER OF ADULTS:**

**NUMBER OF ADULTS:**

Minimum: 1  
Maximum: 50  
Average: 5

Minimum: 1  
Maximum: 50  
Average: 2

**NUMBER OF CHILDREN:**

**NUMBER OF CHILDREN:**

Minimum: 1  
Maximum: 2  
Average: 1

Minimum: 1  
Maximum: 2  
Average: 1

**STATE****KEY LARGO  
March 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	3	3	0	1	7	22.6%	22	11.1%
WI	1	2	0	1	4	12.9%	9	4.5%
IL	1	2	0	0	3	9.7%	16	8.1%
CO	1	1	0	0	2	6.5%	5	2.5%
GA	0	2	0	0	2	6.5%	5	2.5%
NY	1	1	0	0	2	6.5%	16	8.1%
OH	1	0	1	0	2	6.5%	8	4.0%
MN	0	1	0	0	1	3.2%	8	4.0%
NC	1	0	0	0	1	3.2%	3	1.5%
NV	0	0	0	1	1	3.2%	1	0.5%
PA	0	1	0	0	1	3.2%	9	4.5%
RI	0	1	0	0	1	3.2%	1	0.5%
SC	0	0	0	1	1	3.2%	7	3.5%
TN	1	0	0	0	1	3.2%	5	2.5%
TX	0	0	0	1	1	3.2%	4	2.0%
VA	0	1	0	0	1	3.2%	6	3.0%
	<b>10</b>	<b>15</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>198</b>	
	<b>32.3%</b>	<b>48.4%</b>	<b>3.2%</b>	<b>16.1%</b>				

## How do you plan to travel to the Keys?

**KEY LARGO**  
**March 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Automobile	4	7	1	1	13	41.9%	64	32.3%
Fly/Drive	4	4	0	1	9	29.0%	73	36.9%
Undecided	0	3	0	3	6	19.4%	56	28.3%
Tour Bus	2	0	0	0	2	6.5%	3	1.5%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	0	0.0%
Train	0	0	0	0	0	0.0%	0	0.0%
	<b>10</b>	<b>14</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>198</b>	
	<b>32.3%</b>	<b>45.2%</b>	<b>3.2%</b>	<b>16.1%</b>				

## What month do you plan to travel?

**KEY LARGO**  
**March 2020**

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	2	3	0	3	8	25.8%	54	27.3%
April	5	1	0	0	6	19.4%	23	11.6%
May	0	4	0	1	5	16.1%	20	10.1%
June	1	2	0	0	3	9.7%	8	4.0%
September	0	2	1	0	3	9.7%	6	3.0%
July	0	2	0	0	2	6.5%	7	3.5%
January	1	0	0	0	1	3.2%	16	8.1%
March	1	0	0	0	1	3.2%	19	9.6%
August	0	0	0	1	1	3.2%	1	0.5%
December	0	1	0	0	1	3.2%	10	5.1%
February	0	0	0	0	0	0.0%	29	14.6%
October	0	0	0	0	0	0.0%	2	1.0%
November	0	0	0	0	0	0.0%	3	1.5%
	<b>10</b>	<b>15</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>198</b>	
	<b>32.3%</b>	<b>48.4%</b>	<b>3.2%</b>	<b>16.1%</b>				

**TYPE OF CALLER****KEY LARGO  
March 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	9	12	1	1	23	74.2%	142	71.7%
Voice Mail	0	3	0	0	3	9.7%	9	4.5%
Email	0	0	0	3	3	9.7%	41	20.7%
Travel Agent	1	0	0	0	1	3.2%	2	1.0%
Postal Inquiry	0	0	0	1	1	3.2%	3	1.5%
Unknown	0	0	0	0	0	0.0%	1	0.5%
Other	0	0	0	0	0	0.0%	0	0.0%
	<b>10</b>	<b>15</b>	<b>1</b>	<b>5</b>	<b>31</b>		<b>198</b>	
	<b>32.3%</b>	<b>48.4%</b>	<b>3.2%</b>	<b>16.1%</b>				

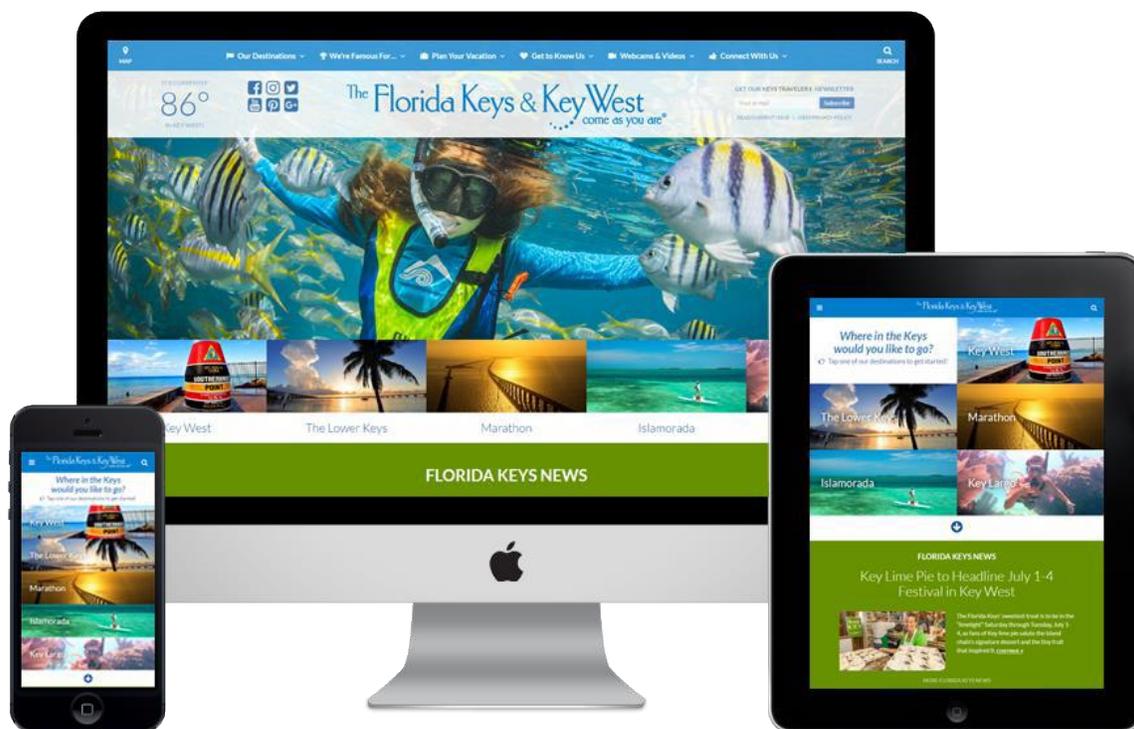
**Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.**

# The Florida Keys & Key West

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## 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

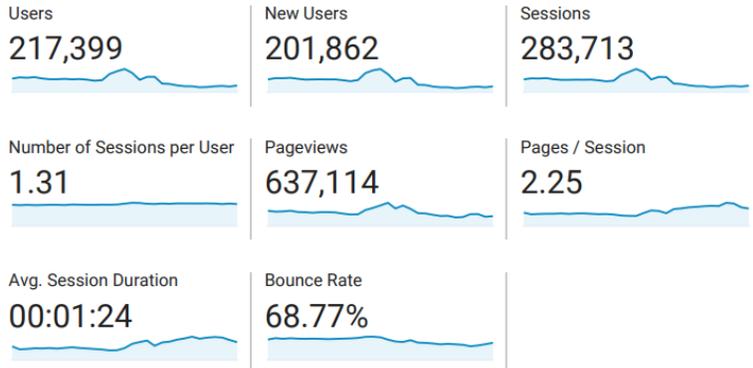
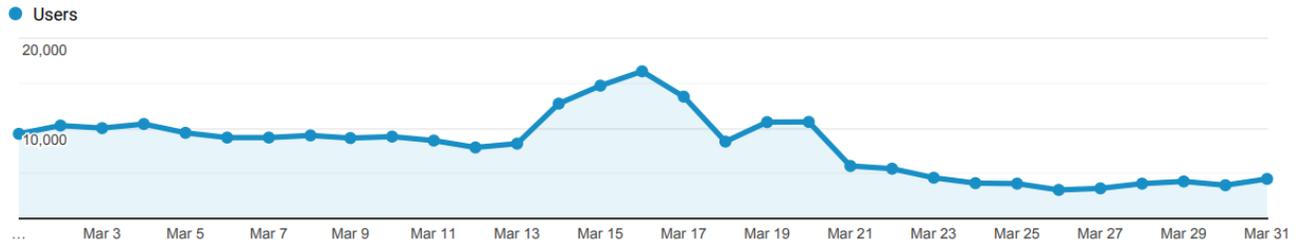
## Section 1: Website Traffic Report Website Traffic Overview

### Audience Overview

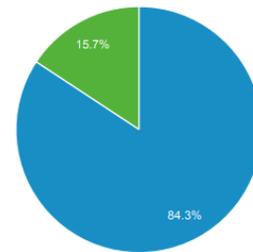
**All Users**  
100.00% Users

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%

## Website Traffic Sources

### All Traffic

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

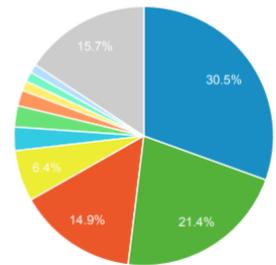
Explorer

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

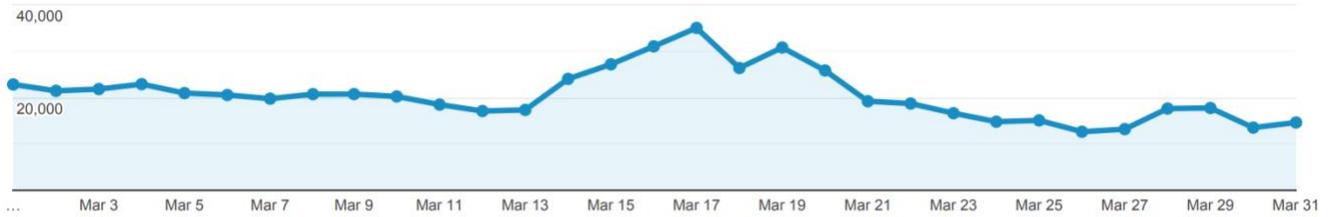
### Content Drilldown

All Users  
100.00% Pageviews

Mar 1, 2020 - Mar 31, 2020

Explorer

Pageviews



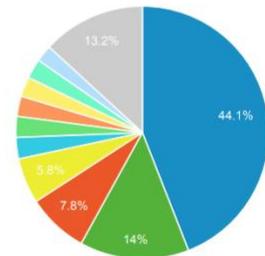
Page path level 1

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

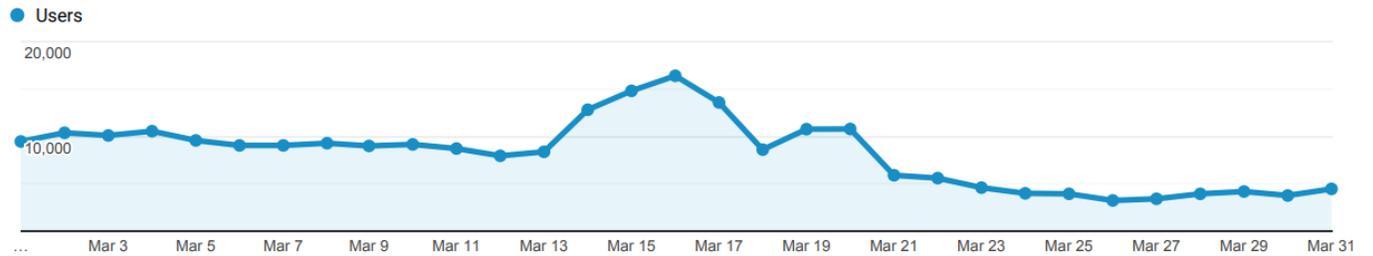
### Overview

**All Users**  
100.00% Users

Mar 1, 2020 - Mar 31, 2020

Explorer

Summary



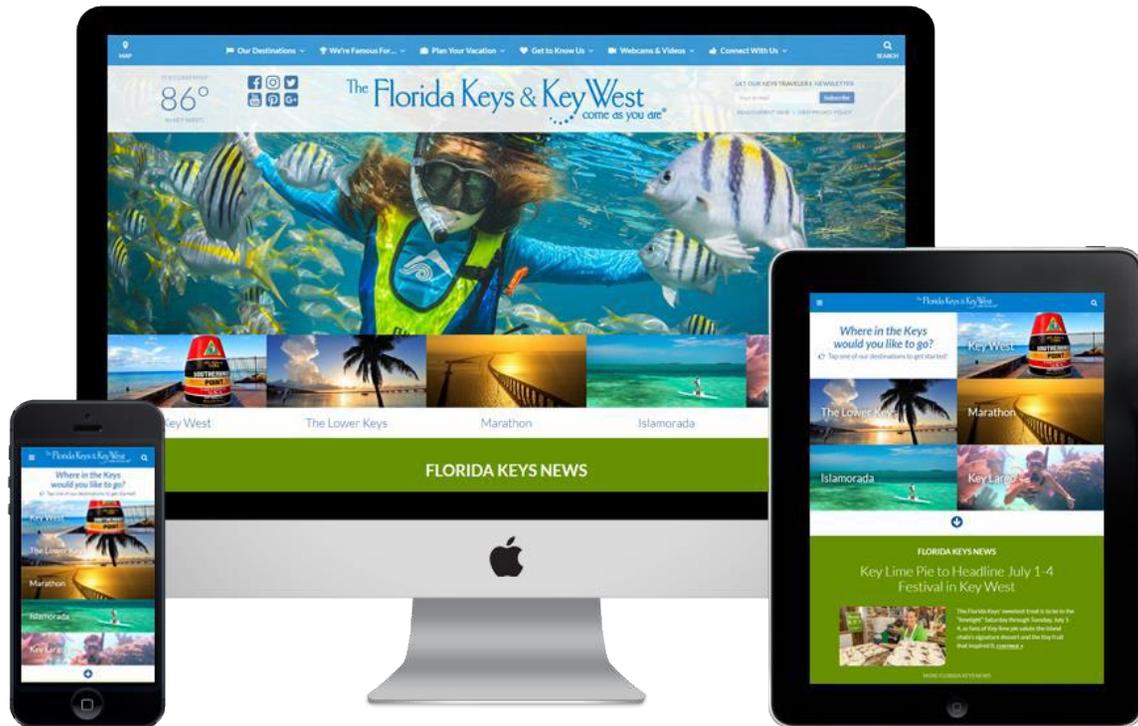
Device Category	Users	Users	Contribution to total:
	<b>217,399</b> % of Total: 100.00% (217,399)	<b>217,399</b> % of Total: 100.00% (217,399)	
1. <span style="color: blue;">■</span> mobile	<b>148,429</b>	<b>68.05%</b>	
2. <span style="color: green;">■</span> desktop	<b>56,784</b>	<b>26.04%</b>	
3. <span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

# The Florida Keys & Key West

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## 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

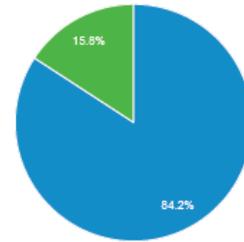
Feb 1, 2020 - Feb 29, 2020

#### Overview



<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®

## Website Traffic Sources

### All Traffic

**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

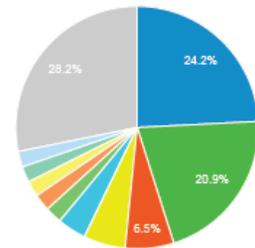
Explorer  
Summary

● Users



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

Contribution to total:  
Users



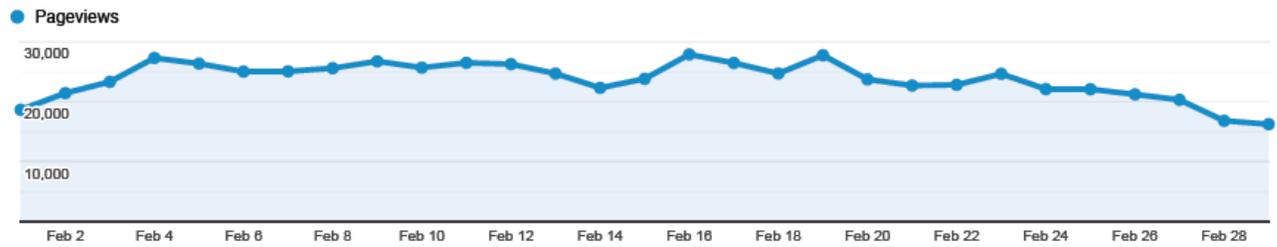
## Most Visited Sections of Website

### Content Drilldown

All Users  
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

Explorer



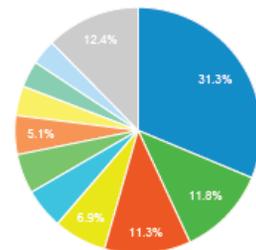
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	687,725 % of Total: 100.00% (887,725)	687,725 % of Total: 100.00% (887,725)
1. <a href="#">/webcams/</a>	215,155	31.29%
2. <a href="#">/key-west/</a>	81,122	11.80%
3. <a href="#">/</a>	77,786	11.31%
4. <a href="#">/key-largo/</a>	47,689	6.93%
5. <a href="#">/how-to-get-here/</a>	36,532	5.31%
6. <a href="#">/islamorada/</a>	35,739	5.20%
7. <a href="#">/marathon/</a>	35,142	5.11%
8. <a href="#">/calendar/</a>	26,763	3.89%
9. <a href="#">/lower-keys/</a>	23,897	3.47%
10. <a href="#">/news/</a>	22,743	3.31%



## Device Usage

### Overview

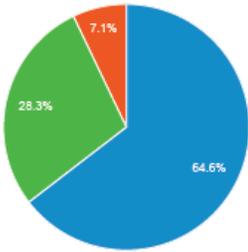
 **All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

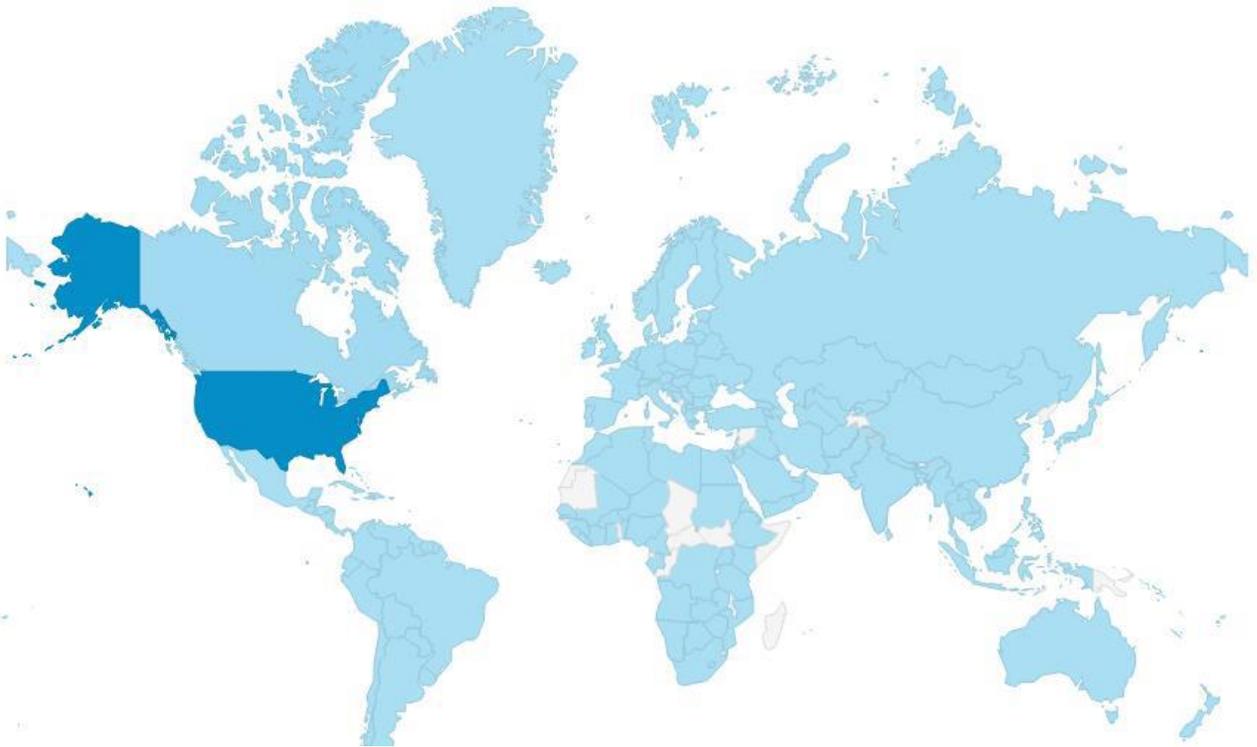


Device Category	Users	Users	Contribution to total:
	219,015 % of Total: 100.00% (219,015)	219,015 % of Total: 100.00% (219,015)	
1.  mobile	141,993	64.56%	
2.  desktop	62,347	28.35%	
3.  tablet	15,599	7.09%	

Section 2: Geographic Data on Website Visitors



Google Analytics



06\_DAC5\_KL\_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>9,792</b> % of Total: 100.00% (9,792)	<b>11,687</b> % of Total: 100.00% (11,687)	<b>1.81</b> Avg for View: 1.81 (0.00%)	<b>00:01:26</b> Avg for View: 00:01:26 (0.00%)	<b>73.60%</b> Avg for View: 73.59% (0.02%)	<b>65.89%</b> Avg for View: 65.89% (0.00%)
1. United States	<b>9,047</b> (92.27%)	<b>10,816</b> (92.55%)	1.81	00:01:27	73.46%	66.00%
2. Canada	<b>256</b> (2.61%)	<b>280</b> (2.40%)	1.92	00:01:21	79.29%	63.93%
3. United Kingdom	<b>159</b> (1.62%)	<b>180</b> (1.54%)	1.64	00:01:04	77.78%	66.67%
4. Germany	<b>57</b> (0.58%)	<b>60</b> (0.51%)	1.60	00:00:49	71.67%	63.33%
5. France	<b>42</b> (0.43%)	<b>47</b> (0.40%)	2.17	00:02:05	74.47%	53.19%
6. Denmark	<b>17</b> (0.17%)	<b>30</b> (0.26%)	1.77	00:01:28	43.33%	53.33%
7. Australia	<b>16</b> (0.16%)	<b>17</b> (0.15%)	1.53	00:00:27	88.24%	70.59%
8. Brazil	<b>15</b> (0.15%)	<b>16</b> (0.14%)	2.38	00:01:11	87.50%	75.00%
9. Sweden	<b>15</b> (0.15%)	<b>26</b> (0.22%)	1.38	00:00:38	57.69%	69.23%
10. Austria	<b>12</b> (0.12%)	<b>12</b> (0.10%)	1.67	00:00:44	83.33%	66.67%
11. India	<b>12</b> (0.12%)	<b>12</b> (0.10%)	1.42	00:00:13	100.00%	58.33%
12. Netherlands	<b>11</b> (0.11%)	<b>13</b> (0.11%)	2.23	00:01:27	84.62%	53.85%
13. Ireland	<b>9</b> (0.09%)	<b>10</b> (0.09%)	2.40	00:02:32	80.00%	40.00%
14. Italy	<b>9</b> (0.09%)	<b>13</b> (0.11%)	2.38	00:02:26	46.15%	46.15%
15. Belgium	<b>7</b> (0.07%)	<b>9</b> (0.08%)	2.00	00:03:30	66.67%	22.22%
16. Switzerland	<b>7</b> (0.07%)	<b>13</b> (0.11%)	1.38	00:00:22	53.85%	76.92%
17. Norway	<b>7</b> (0.07%)	<b>7</b> (0.06%)	2.14	00:01:19	100.00%	57.14%
18. Russia	<b>7</b> (0.07%)	<b>13</b> (0.11%)	1.31	00:00:31	30.77%	76.92%
19. Argentina	<b>5</b> (0.05%)	<b>6</b> (0.05%)	1.50	00:00:22	83.33%	50.00%
20. Czechia	<b>5</b> (0.05%)	<b>5</b> (0.04%)	1.00	00:00:00	60.00%	100.00%
21. Finland	<b>5</b> (0.05%)	<b>6</b> (0.05%)	1.67	00:00:49	66.67%	66.67%
22. Mexico	<b>5</b> (0.05%)	<b>5</b> (0.04%)	2.60	00:01:07	100.00%	40.00%
23. Poland	<b>5</b> (0.05%)	<b>5</b> (0.04%)	1.80	00:00:23	100.00%	80.00%
24. Spain	<b>4</b> (0.04%)	<b>5</b> (0.04%)	1.80	00:00:11	60.00%	80.00%

25.	Turkey	4 (0.04%)	5 (0.04%)	1.20	00:00:07	80.00%	80.00%
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06\_DAC5\_KL\_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>9,047</b> % of Total: 92.39% (9,792)	<b>10,816</b> % of Total: 92.55% (11,687)	<b>1.81</b> Avg for View: 1.81 (0.14%)	<b>00:01:27</b> Avg for View: 00:01:26 (1.53%)	<b>73.46%</b> Avg for View: 73.59% (-0.18%)	<b>66.00%</b> Avg for View: 65.89% (0.18%)
1. Florida	<b>2,538</b> (27.66%)	2,988 (27.63%)	1.76	00:01:08	74.20%	67.44%
2. New York	<b>673</b> (7.33%)	899 (8.31%)	1.71	00:02:05	65.85%	64.07%
3. Illinois	<b>579</b> (6.31%)	685 (6.33%)	1.67	00:00:57	74.01%	71.39%
4. Pennsylvania	<b>432</b> (4.71%)	508 (4.70%)	1.87	00:01:04	71.85%	62.40%
5. New Jersey	<b>380</b> (4.14%)	523 (4.84%)	2.20	00:04:53	61.95%	55.26%
6. Texas	<b>380</b> (4.14%)	426 (3.94%)	1.75	00:00:55	79.11%	71.36%
7. Georgia	<b>366</b> (3.99%)	404 (3.74%)	1.77	00:01:05	78.22%	64.85%
8. Ohio	<b>304</b> (3.31%)	337 (3.12%)	2.08	00:01:50	78.04%	62.61%
9. California	<b>296</b> (3.23%)	309 (2.86%)	1.50	00:00:45	87.70%	77.99%
10. Massachusetts	<b>294</b> (3.20%)	354 (3.27%)	1.58	00:01:04	69.77%	70.06%
11. Michigan	<b>294</b> (3.20%)	388 (3.59%)	1.92	00:01:42	60.31%	67.53%
12. North Carolina	<b>287</b> (3.13%)	344 (3.18%)	1.80	00:01:14	71.51%	66.57%
13. Virginia	<b>240</b> (2.62%)	276 (2.55%)	1.76	00:00:54	72.10%	69.20%
14. Minnesota	<b>232</b> (2.53%)	254 (2.35%)	2.13	00:01:11	77.17%	59.45%
15. Wisconsin	<b>149</b> (1.62%)	199 (1.84%)	2.01	00:02:12	61.81%	58.29%
16. Tennessee	<b>143</b> (1.56%)	148 (1.37%)	1.84	00:01:07	84.46%	65.54%
17. Maryland	<b>135</b> (1.47%)	142 (1.31%)	1.56	00:00:44	79.58%	71.13%
18. Indiana	<b>132</b> (1.44%)	153 (1.41%)	2.08	00:01:51	75.82%	58.17%
19. South Carolina	<b>101</b> (1.10%)	115 (1.06%)	1.54	00:00:54	72.17%	73.91%
20. Alabama	<b>97</b> (1.06%)	101 (0.93%)	1.79	00:00:56	84.16%	65.35%
21. Connecticut	<b>96</b> (1.05%)	133 (1.23%)	1.95	00:02:13	57.89%	67.67%
22. District of Columbia	<b>94</b> (1.02%)	102 (0.94%)	1.84	00:00:53	77.45%	75.49%
23. Colorado	<b>88</b> (0.96%)	93 (0.86%)	1.80	00:02:03	87.10%	68.82%

24.	Missouri	<b>87</b> (0.95%)	91 (0.84%)	1.95	00:01:17	86.81%	65.93%
25.	Kentucky	<b>81</b> (0.88%)	86 (0.80%)	2.15	00:01:27	82.56%	53.49%
26.	New Hampshire	<b>65</b> (0.71%)	71 (0.66%)	2.17	00:01:30	85.92%	59.15%
27.	Iowa	<b>62</b> (0.68%)	70 (0.65%)	2.01	00:01:13	77.14%	60.00%
28.	Washington	<b>50</b> (0.54%)	53 (0.49%)	1.57	00:00:46	86.79%	69.81%
29.	Kansas	<b>46</b> (0.50%)	50 (0.46%)	2.06	00:01:30	80.00%	44.00%
30.	Arizona	<b>41</b> (0.45%)	44 (0.41%)	2.05	00:02:03	81.82%	59.09%
31.	Louisiana	<b>40</b> (0.44%)	45 (0.42%)	1.96	00:01:16	75.56%	64.44%
32.	Nebraska	<b>39</b> (0.42%)	54 (0.50%)	1.89	00:01:13	61.11%	64.81%
33.	Oklahoma	<b>38</b> (0.41%)	42 (0.39%)	1.98	00:01:07	78.57%	59.52%
34.	Delaware	<b>35</b> (0.38%)	44 (0.41%)	1.43	00:01:09	70.45%	72.73%
35.	Maine	<b>31</b> (0.34%)	33 (0.31%)	1.64	00:01:09	81.82%	60.61%
36.	North Dakota	<b>27</b> (0.29%)	31 (0.29%)	2.23	00:01:37	83.87%	61.29%
37.	Oregon	<b>26</b> (0.28%)	28 (0.26%)	1.64	00:00:29	82.14%	71.43%
38.	Nevada	<b>24</b> (0.26%)	24 (0.22%)	2.12	00:01:05	87.50%	54.17%
39.	West Virginia	<b>24</b> (0.26%)	27 (0.25%)	2.04	00:01:23	81.48%	62.96%
40.	Rhode Island	<b>23</b> (0.25%)	25 (0.23%)	1.92	00:01:03	80.00%	60.00%
41.	Arkansas	<b>19</b> (0.21%)	20 (0.18%)	1.60	00:00:30	75.00%	70.00%
42.	Utah	<b>15</b> (0.16%)	16 (0.15%)	1.62	00:00:35	93.75%	81.25%
43.	Mississippi	<b>12</b> (0.13%)	13 (0.12%)	1.85	00:01:19	76.92%	61.54%
44.	South Dakota	<b>12</b> (0.13%)	15 (0.14%)	3.33	00:06:22	73.33%	46.67%
45.	Vermont	<b>12</b> (0.13%)	12 (0.11%)	2.08	00:01:38	83.33%	41.67%
46.	New Mexico	<b>9</b> (0.10%)	9 (0.08%)	1.67	00:00:49	88.89%	66.67%
47.	Idaho	<b>7</b> (0.08%)	9 (0.08%)	2.11	00:01:59	33.33%	11.11%
48.	Montana	<b>7</b> (0.08%)	7 (0.06%)	1.43	00:00:42	85.71%	71.43%
49.	Wyoming	<b>5</b> (0.05%)	5 (0.05%)	1.60	00:00:11	80.00%	40.00%
50.	(not set)	<b>4</b> (0.04%)	4 (0.04%)	1.00	00:00:00	100.00%	100.00%

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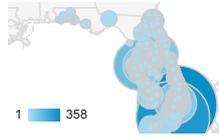
ALL » COUNTRY: United States » REGION: Florida

Mar 1, 2020 - Mar 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>2,538</b> % of Total: 25.92% (9,792)	<b>2,988</b> % of Total: 25.57% (11,687)	<b>1.76</b> Avg for View: 1.81 (-2.68%)	<b>00:01:08</b> Avg for View: 00:01:26 (-20.56%)	<b>74.20%</b> Avg for View: 73.59% (0.83%)	<b>67.44%</b> Avg for View: 65.89% (2.35%)
1. Miami	<b>358</b> (13.71%)	<b>395</b> (13.22%)	1.75	00:01:02	77.47%	69.37%
2. Key Largo	<b>305</b> (11.68%)	<b>423</b> (14.16%)	1.69	00:01:08	57.68%	73.52%
3. Tampa	<b>142</b> (5.44%)	<b>159</b> (5.32%)	1.79	00:01:17	76.73%	68.55%
4. Orlando	<b>97</b> (3.72%)	<b>102</b> (3.41%)	1.56	00:00:56	82.35%	71.57%
5. Hialeah	<b>93</b> (3.56%)	<b>110</b> (3.68%)	1.63	00:01:41	68.18%	70.00%
6. Brandon	<b>81</b> (3.10%)	<b>85</b> (2.84%)	1.96	00:01:00	82.35%	67.06%
7. (not set)	<b>42</b> (1.61%)	<b>56</b> (1.87%)	1.93	00:01:14	69.64%	64.29%
8. Miami Beach	<b>39</b> (1.49%)	<b>39</b> (1.31%)	1.59	00:01:15	89.74%	82.05%
9. Bay Lake	<b>34</b> (1.30%)	<b>35</b> (1.17%)	1.66	00:00:39	88.57%	62.86%
10. North Naples	<b>34</b> (1.30%)	<b>37</b> (1.24%)	1.81	00:02:24	70.27%	59.46%
11. Key West	<b>31</b> (1.19%)	<b>35</b> (1.17%)	1.80	00:00:42	65.71%	74.29%
12. Homestead	<b>30</b> (1.15%)	<b>31</b> (1.04%)	1.68	00:00:23	83.87%	70.97%
13. Hollywood	<b>25</b> (0.96%)	<b>26</b> (0.87%)	1.54	00:00:31	88.46%	73.08%
14. Islamorada	<b>25</b> (0.96%)	<b>27</b> (0.90%)	1.33	00:01:12	66.67%	70.37%
15. Marathon	<b>25</b> (0.96%)	<b>26</b> (0.87%)	1.69	00:00:38	50.00%	57.69%
16. Plantation	<b>25</b> (0.96%)	<b>27</b> (0.90%)	2.07	00:02:08	66.67%	44.44%
17. Jacksonville	<b>24</b> (0.92%)	<b>29</b> (0.97%)	1.97	00:01:17	75.86%	62.07%
18. Pompano Beach	<b>24</b> (0.92%)	<b>28</b> (0.94%)	2.00	00:00:51	60.71%	60.71%
19. Cape Coral	<b>22</b> (0.84%)	<b>24</b> (0.80%)	1.71	00:01:30	75.00%	66.67%
20. Fort Lauderdale	<b>22</b> (0.84%)	<b>26</b> (0.87%)	2.69	00:01:38	76.92%	50.00%
21. Coral Gables	<b>22</b> (0.84%)	<b>23</b> (0.77%)	2.52	00:01:01	86.96%	52.17%
22. Boca Raton	<b>21</b> (0.80%)	<b>22</b> (0.74%)	1.32	00:00:26	95.45%	86.36%
23. Kendall	<b>20</b> (0.77%)	<b>24</b> (0.80%)	1.67	00:01:40	41.67%	70.83%

24. Doral	19 (0.73%)	19 (0.64%)	1.74	00:01:46	94.74%	68.42%
25. Villas	18 (0.69%)	18 (0.60%)	1.78	00:01:50	88.89%	55.56%
26. Davie	16 (0.61%)	20 (0.67%)	1.90	00:00:55	65.00%	60.00%
27. Miramar	16 (0.61%)	16 (0.54%)	1.81	00:00:50	81.25%	50.00%
28. Port St. Lucie	15 (0.57%)	17 (0.57%)	2.24	00:02:08	82.35%	58.82%
29. Tavernier	15 (0.57%)	16 (0.54%)	1.81	00:00:42	87.50%	75.00%
30. West Palm Beach	15 (0.57%)	16 (0.54%)	1.88	00:02:07	68.75%	68.75%
31. Cutler Bay	15 (0.57%)	16 (0.54%)	1.50	00:00:38	87.50%	68.75%
32. Boynton Beach	14 (0.54%)	17 (0.57%)	1.94	00:00:43	76.47%	70.59%
33. Gainesville	14 (0.54%)	15 (0.50%)	1.80	00:00:58	86.67%	53.33%
34. Largo	14 (0.54%)	14 (0.47%)	1.71	00:00:17	85.71%	64.29%
35. Winter Park	14 (0.54%)	16 (0.54%)	1.50	00:00:24	75.00%	56.25%
36. Bradenton	13 (0.50%)	14 (0.47%)	1.29	00:00:11	78.57%	78.57%
37. Palm Beach Gardens	13 (0.50%)	14 (0.47%)	2.00	00:00:48	85.71%	50.00%
38. Clearwater	12 (0.46%)	34 (1.14%)	1.47	00:00:50	29.41%	73.53%
39. Kissimmee	12 (0.46%)	12 (0.40%)	1.75	00:00:55	91.67%	66.67%
40. Pinecrest	12 (0.46%)	12 (0.40%)	1.58	00:00:50	91.67%	66.67%
41. Princeton	12 (0.46%)	12 (0.40%)	1.33	00:00:05	100.00%	66.67%
42. Richmond West	12 (0.46%)	12 (0.40%)	1.67	00:00:51	91.67%	50.00%
43. The Villages	12 (0.46%)	12 (0.40%)	1.75	00:00:43	91.67%	58.33%
44. St. Petersburg	11 (0.42%)	13 (0.44%)	1.85	00:00:34	61.54%	69.23%
45. Tallahassee	11 (0.42%)	11 (0.37%)	2.27	00:01:49	72.73%	45.45%
46. Florida City	11 (0.42%)	14 (0.47%)	1.43	00:00:39	57.14%	85.71%
47. Lakeland	10 (0.38%)	10 (0.33%)	1.60	00:00:22	90.00%	60.00%
48. Ocala	10 (0.38%)	10 (0.33%)	1.70	00:02:33	90.00%	50.00%
49. Vero Beach	10 (0.38%)	10 (0.33%)	2.10	00:01:26	100.00%	60.00%
50. Fontainebleau	10 (0.38%)	12 (0.40%)	2.08	00:01:59	83.33%	66.67%

## 06\_DAC5\_KL\_04\_CAN

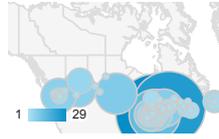
ALL » COUNTRY: Canada

Mar 1, 2020 - Mar 31, 2020

**All Users**  
2.61% Users

**Map Overlay**

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>256</b> % of Total: 2.61% (9,792)	<b>280</b> % of Total: 2.40% (11,687)	<b>1.92</b> Avg for View: 1.81 (6.02%)	<b>00:01:21</b> Avg for View: 00:01:26 (-5.08%)	<b>79.29%</b> Avg for View: 73.59% (7.75%)	<b>63.93%</b> Avg for View: 65.89% (-2.97%)
1. Toronto	<b>29</b> (11.20%)	<b>30</b> (10.71%)	2.00	00:00:37	86.67%	56.67%
2. (not set)	<b>24</b> (9.27%)	<b>25</b> (8.93%)	1.60	00:00:38	76.00%	76.00%
3. Montreal	<b>24</b> (9.27%)	<b>28</b> (10.00%)	1.86	00:01:06	71.43%	75.00%
4. Hamilton	<b>13</b> (5.02%)	<b>19</b> (6.79%)	3.05	00:03:19	52.63%	68.42%
5. Winnipeg	<b>8</b> (3.09%)	<b>8</b> (2.86%)	1.88	00:00:26	87.50%	50.00%
6. Ottawa	<b>7</b> (2.70%)	<b>7</b> (2.50%)	1.43	00:03:49	85.71%	85.71%
7. Calgary	<b>6</b> (2.32%)	<b>6</b> (2.14%)	1.33	00:00:28	100.00%	66.67%
8. Vancouver	<b>6</b> (2.32%)	<b>6</b> (2.14%)	1.50	00:04:27	83.33%	66.67%
9. London	<b>5</b> (1.93%)	<b>5</b> (1.79%)	1.40	00:00:50	80.00%	80.00%
10. St. Catharines	<b>5</b> (1.93%)	<b>5</b> (1.79%)	1.40	00:03:15	80.00%	60.00%
11. Lambton Shores	<b>5</b> (1.93%)	<b>6</b> (2.14%)	1.00	00:00:00	33.33%	100.00%
12. Edmonton	<b>4</b> (1.54%)	<b>4</b> (1.43%)	1.25	00:00:29	100.00%	75.00%
13. Mississauga	<b>4</b> (1.54%)	<b>4</b> (1.43%)	2.50	00:05:56	75.00%	25.00%
14. Burlington	<b>3</b> (1.16%)	<b>3</b> (1.07%)	1.67	00:01:34	66.67%	66.67%
15. Kitchener	<b>3</b> (1.16%)	<b>3</b> (1.07%)	2.00	00:02:34	100.00%	66.67%
16. Markham	<b>3</b> (1.16%)	<b>3</b> (1.07%)	1.33	00:00:23	66.67%	66.67%
17. Sarnia	<b>3</b> (1.16%)	<b>3</b> (1.07%)	2.33	00:03:44	66.67%	33.33%
18. Waterloo	<b>3</b> (1.16%)	<b>4</b> (1.43%)	1.50	00:00:04	50.00%	75.00%
19. Conception Bay South	<b>3</b> (1.16%)	<b>3</b> (1.07%)	1.67	00:00:27	66.67%	33.33%
20. Coquitlam	<b>2</b> (0.77%)	<b>2</b> (0.71%)	2.50	00:00:52	100.00%	0.00%
21. Saint John	<b>2</b> (0.77%)	<b>2</b> (0.71%)	1.00	00:00:00	100.00%	100.00%
22. St. John's	<b>2</b> (0.77%)	<b>2</b> (0.71%)	3.50	00:00:59	100.00%	0.00%
23. Dartmouth	<b>2</b> (0.77%)	<b>2</b> (0.71%)	2.00	00:00:15	100.00%	50.00%

24. <a href="#">Barrie</a>	<b>2</b> (0.77%)	<b>2</b> (0.71%)	3.00	00:01:15	100.00%	0.00%
25. <a href="#">Brampton</a>	<b>2</b> (0.77%)	<b>2</b> (0.71%)	1.50	00:00:03	100.00%	50.00%

Rows 1 - 25 of 105

06\_DAC5\_KL\_05\_UK

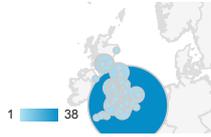
ALL » COUNTRY: United Kingdom

Mar 1, 2020 - Mar 31, 2020

All Users  
1.62% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>159</b> % of Total: 1.62% (9,792)	<b>180</b> % of Total: 1.54% (11,687)	<b>1.64</b> Avg for View: 1.81 (-9.57%)	<b>00:01:04</b> Avg for View: 00:01:26 (-25.41%)	<b>77.78%</b> Avg for View: 73.59% (5.70%)	<b>66.67%</b> Avg for View: 65.89% (1.19%)
1. London	<b>38</b> (23.46%)	<b>48</b> (26.67%)	1.60	00:00:47	64.58%	75.00%
2. (not set)	<b>21</b> (12.96%)	<b>23</b> (12.78%)	1.78	00:00:50	78.26%	60.87%
3. Birmingham	<b>4</b> (2.47%)	<b>4</b> (2.22%)	1.00	00:00:00	100.00%	100.00%
4. Barnsley	<b>3</b> (1.85%)	<b>3</b> (1.67%)	2.67	00:01:51	100.00%	0.00%
5. Bristol	<b>3</b> (1.85%)	<b>3</b> (1.67%)	1.33	00:00:20	100.00%	66.67%
6. Newcastle upon Tyne	<b>3</b> (1.85%)	<b>4</b> (2.22%)	0.75	00:00:08	75.00%	50.00%
7. Sheffield	<b>3</b> (1.85%)	<b>4</b> (2.22%)	1.25	00:00:20	50.00%	75.00%
8. Widnes	<b>3</b> (1.85%)	<b>3</b> (1.67%)	1.67	00:10:46	100.00%	66.67%
9. Glasgow	<b>3</b> (1.85%)	<b>3</b> (1.67%)	1.00	00:00:00	66.67%	100.00%
10. Altrincham	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	100.00%	100.00%
11. Coventry	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	100.00%	100.00%
12. Hemel Hempstead	<b>2</b> (1.23%)	<b>2</b> (1.11%)	2.00	00:02:41	100.00%	50.00%
13. Hinckley	<b>2</b> (1.23%)	<b>2</b> (1.11%)	3.00	00:00:36	100.00%	0.00%
14. Loughborough	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	50.00%	100.00%
15. Norwich	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	100.00%	100.00%
16. Nottingham	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	100.00%	100.00%
17. Peterborough	<b>2</b> (1.23%)	<b>2</b> (1.11%)	3.00	00:02:04	100.00%	50.00%
18. Portsmouth	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.00	00:00:00	100.00%	100.00%
19. Watford	<b>2</b> (1.23%)	<b>2</b> (1.11%)	2.00	00:00:17	100.00%	50.00%
20. Cumbernauld	<b>2</b> (1.23%)	<b>2</b> (1.11%)	1.50	00:00:17	50.00%	50.00%
21. Alnwick	<b>1</b> (0.62%)	<b>1</b> (0.56%)	1.00	00:00:00	100.00%	100.00%
22. Atherton	<b>1</b> (0.62%)	<b>1</b> (0.56%)	2.00	00:00:13	100.00%	0.00%
23. Beeston	<b>1</b> (0.62%)	<b>1</b> (0.56%)	1.00	00:00:00	100.00%	100.00%

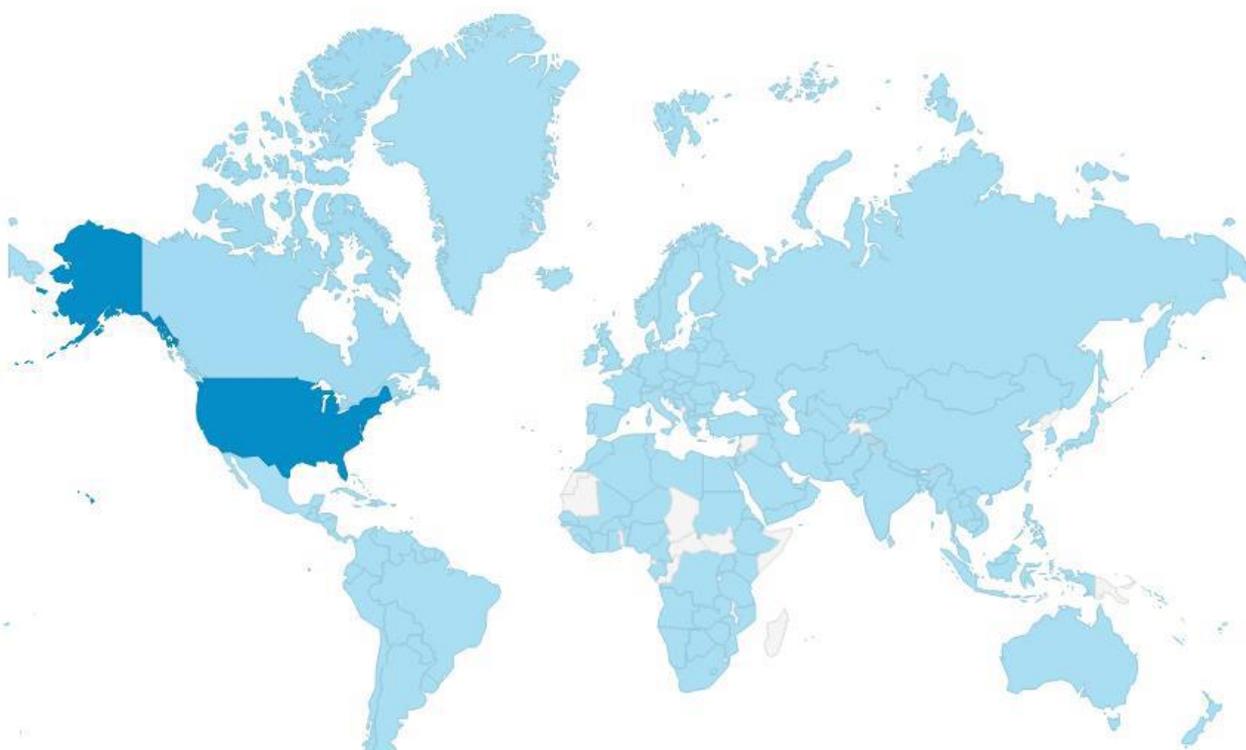
24. Bishop Auckland	1 (0.62%)	1 (0.56%)	1.00	00:00:00	100.00%	100.00%
25. Blackburn	1 (0.62%)	1 (0.56%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 79

Section 2: Geographic Data on Website Visitors



Google Analytics



06\_DAC5\_KL\_01\_World

**All Users**  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>24,947</b> % of Total: 100.00% (24,947)	<b>28,502</b> % of Total: 100.00% (28,502)	<b>1.97</b> Avg for View: 1.97 (0.00%)	<b>00:01:21</b> Avg for View: 00:01:21 (0.00%)	<b>76.89%</b> Avg for View: 76.86% (0.05%)	<b>63.77%</b> Avg for View: 63.77% (0.00%)
1. <a href="#">United States</a>	<b>23,386</b> (93.57%)	<b>26,707</b> (93.70%)	1.97	00:01:21	76.64%	64.01%
2. <a href="#">Canada</a>	<b>577</b> (2.31%)	<b>636</b> (2.23%)	2.06	00:01:34	82.23%	57.70%
3. <a href="#">United Kingdom</a>	<b>361</b> (1.44%)	<b>395</b> (1.39%)	1.93	00:01:12	81.77%	61.27%
4. <a href="#">France</a>	<b>122</b> (0.49%)	<b>133</b> (0.47%)	2.00	00:01:22	81.20%	53.38%
5. <a href="#">Germany</a>	<b>79</b> (0.32%)	<b>104</b> (0.36%)	2.01	00:01:40	62.50%	55.77%
6. <a href="#">Denmark</a>	<b>44</b> (0.18%)	<b>50</b> (0.18%)	1.84	00:01:25	80.00%	58.00%
7. <a href="#">Netherlands</a>	<b>42</b> (0.17%)	<b>51</b> (0.18%)	2.59	00:01:08	82.35%	58.82%
8. <a href="#">Switzerland</a>	<b>27</b> (0.11%)	<b>32</b> (0.11%)	2.00	00:01:09	75.00%	59.38%
9. <a href="#">Italy</a>	<b>23</b> (0.09%)	<b>23</b> (0.08%)	2.52	00:01:04	86.96%	52.17%
10. <a href="#">India</a>	<b>22</b> (0.09%)	<b>24</b> (0.08%)	1.08	00:00:10	83.33%	91.67%
11. <a href="#">Mexico</a>	<b>21</b> (0.08%)	<b>23</b> (0.08%)	1.30	00:02:06	82.61%	86.96%
12. <a href="#">Sweden</a>	<b>21</b> (0.08%)	<b>21</b> (0.07%)	2.24	00:02:02	95.24%	38.10%
13. <a href="#">Norway</a>	<b>17</b> (0.07%)	<b>17</b> (0.06%)	1.76	00:00:36	94.12%	58.82%
14. <a href="#">Brazil</a>	<b>16</b> (0.06%)	<b>20</b> (0.07%)	2.15	00:01:02	60.00%	60.00%
15. <a href="#">(not set)</a>	<b>15</b> (0.06%)	<b>19</b> (0.07%)	1.68	00:00:35	63.16%	63.16%
16. <a href="#">Australia</a>	<b>14</b> (0.06%)	<b>15</b> (0.05%)	1.73	00:00:37	93.33%	66.67%
17. <a href="#">Poland</a>	<b>13</b> (0.05%)	<b>14</b> (0.05%)	1.57	00:00:26	85.71%	85.71%
18. <a href="#">Belgium</a>	<b>12</b> (0.05%)	<b>13</b> (0.05%)	2.62	00:02:06	92.31%	69.23%
19. <a href="#">Puerto Rico</a>	<b>11</b> (0.04%)	<b>15</b> (0.05%)	1.20	00:00:10	60.00%	86.67%
20. <a href="#">Spain</a>	<b>8</b> (0.03%)	<b>9</b> (0.03%)	1.78	00:00:41	88.89%	66.67%
21. <a href="#">Finland</a>	<b>8</b> (0.03%)	<b>8</b> (0.03%)	2.38	00:01:43	87.50%	37.50%
22. <a href="#">Ireland</a>	<b>8</b> (0.03%)	<b>9</b> (0.03%)	2.11	00:00:43	88.89%	44.44%
23. <a href="#">South Africa</a>	<b>8</b> (0.03%)	<b>8</b> (0.03%)	2.00	00:01:38	87.50%	50.00%
24. <a href="#">South Korea</a>	<b>7</b> (0.03%)	<b>7</b> (0.02%)	1.71	00:00:27	100.00%	57.14%

25.	Philippines	7 (0.03%)	7 (0.02%)	1.00	00:00:00	85.71%	100.00%
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06\_DAC5\_KL\_02\_USA

ALL » COUNTRY: United States

Feb 1, 2020 - Feb 29, 2020

All Users  
93.74% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>23,386</b> % of Total: 93.74% (24,947)	<b>26,707</b> % of Total: 93.70% (28,502)	<b>1.97</b> Avg for View: 1.97 (-0.03%)	<b>00:01:21</b> Avg for View: 00:01:21 (-0.04%)	<b>76.64%</b> Avg for View: 76.86% (-0.28%)	<b>64.01%</b> Avg for View: 63.77% (0.38%)
1. Florida	<b>3,097</b> (12.97%)	<b>3,549</b> (13.29%)	1.99	00:01:22	77.77%	61.71%
2. New York	<b>2,301</b> (9.64%)	<b>2,621</b> (9.81%)	2.40	00:02:32	76.12%	64.10%
3. Illinois	<b>1,624</b> (6.80%)	<b>1,828</b> (6.84%)	1.73	00:01:00	76.15%	71.06%
4. Pennsylvania	<b>1,572</b> (6.58%)	<b>1,731</b> (6.48%)	1.89	00:01:03	75.16%	64.59%
5. Michigan	<b>1,249</b> (5.23%)	<b>1,415</b> (5.30%)	2.02	00:01:19	71.17%	61.98%
6. Ohio	<b>1,244</b> (5.21%)	<b>1,333</b> (4.99%)	1.98	00:01:11	78.02%	59.86%
7. New Jersey	<b>1,208</b> (5.06%)	<b>1,351</b> (5.06%)	1.86	00:01:01	74.54%	61.21%
8. Texas	<b>1,137</b> (4.76%)	<b>1,237</b> (4.63%)	1.86	00:01:01	80.19%	68.96%
9. Massachusetts	<b>1,047</b> (4.38%)	<b>1,180</b> (4.42%)	1.78	00:01:02	73.47%	66.44%
10. California	<b>1,010</b> (4.23%)	<b>1,079</b> (4.04%)	1.45	00:00:37	86.01%	82.58%
11. Georgia	<b>825</b> (3.45%)	<b>915</b> (3.43%)	1.97	00:01:23	76.61%	60.87%
12. North Carolina	<b>810</b> (3.39%)	<b>918</b> (3.44%)	1.88	00:01:12	73.64%	63.62%
13. Minnesota	<b>692</b> (2.90%)	<b>774</b> (2.90%)	2.15	00:01:30	74.68%	56.46%
14. Virginia	<b>657</b> (2.75%)	<b>738</b> (2.76%)	1.96	00:01:06	73.44%	66.40%
15. Indiana	<b>465</b> (1.95%)	<b>502</b> (1.88%)	2.00	00:01:20	78.09%	58.37%
16. Maryland	<b>449</b> (1.88%)	<b>501</b> (1.88%)	1.82	00:01:15	75.45%	65.87%
17. Wisconsin	<b>445</b> (1.86%)	<b>553</b> (2.07%)	2.30	00:02:11	67.99%	54.97%
18. Tennessee	<b>439</b> (1.84%)	<b>480</b> (1.80%)	2.16	00:01:18	76.88%	57.50%
19. Connecticut	<b>431</b> (1.80%)	<b>471</b> (1.76%)	1.88	00:01:04	76.86%	62.85%
20. District of Columbia	<b>341</b> (1.43%)	<b>361</b> (1.35%)	1.66	00:00:48	83.93%	75.62%
21. Colorado	<b>288</b> (1.21%)	<b>319</b> (1.19%)	2.03	00:01:24	77.74%	61.44%
22. Missouri	<b>238</b> (1.00%)	<b>261</b> (0.98%)	2.27	00:01:29	79.69%	57.85%
23. Washington	<b>231</b> (0.97%)	<b>252</b> (0.94%)	1.67	00:00:39	75.79%	72.62%

24.	<a href="#">Kentucky</a>	<b>195</b> (0.82%)	213 (0.80%)	2.30	00:01:16	84.04%	51.64%
25.	<a href="#">South Carolina</a>	<b>166</b> (0.70%)	225 (0.84%)	1.73	00:00:55	66.67%	68.44%
26.	<a href="#">New Hampshire</a>	<b>165</b> (0.69%)	181 (0.68%)	2.02	00:01:53	81.22%	53.59%
27.	<a href="#">Maine</a>	<b>150</b> (0.63%)	174 (0.65%)	2.01	00:01:18	74.14%	59.77%
28.	<a href="#">Alabama</a>	<b>136</b> (0.57%)	147 (0.55%)	2.13	00:01:56	84.35%	57.82%
29.	<a href="#">Iowa</a>	<b>129</b> (0.54%)	147 (0.55%)	2.48	00:02:09	78.91%	49.66%
30.	<a href="#">Delaware</a>	<b>99</b> (0.41%)	109 (0.41%)	1.86	00:01:06	66.97%	65.14%
31.	<a href="#">Rhode Island</a>	<b>93</b> (0.39%)	97 (0.36%)	1.85	00:00:52	88.66%	62.89%
32.	<a href="#">Oklahoma</a>	<b>92</b> (0.39%)	94 (0.35%)	1.87	00:01:42	84.04%	65.96%
33.	<a href="#">(not set)</a>	<b>85</b> (0.36%)	86 (0.32%)	1.17	00:00:06	97.67%	95.35%
34.	<a href="#">Arizona</a>	<b>79</b> (0.33%)	83 (0.31%)	2.57	00:01:52	84.34%	56.63%
35.	<a href="#">Nebraska</a>	<b>79</b> (0.33%)	103 (0.39%)	1.91	00:01:02	67.96%	63.11%
36.	<a href="#">Kansas</a>	<b>77</b> (0.32%)	85 (0.32%)	2.75	00:02:32	80.00%	49.41%
37.	<a href="#">Louisiana</a>	<b>70</b> (0.29%)	77 (0.29%)	2.13	00:01:50	87.01%	57.14%
38.	<a href="#">West Virginia</a>	<b>61</b> (0.26%)	65 (0.24%)	1.78	00:01:31	86.15%	63.08%
39.	<a href="#">Oregon</a>	<b>55</b> (0.23%)	58 (0.22%)	1.88	00:00:50	81.03%	68.97%
40.	<a href="#">Vermont</a>	<b>46</b> (0.19%)	46 (0.17%)	1.65	00:01:25	91.30%	60.87%
41.	<a href="#">Nevada</a>	<b>35</b> (0.15%)	37 (0.14%)	1.81	00:01:23	78.38%	62.16%
42.	<a href="#">Mississippi</a>	<b>34</b> (0.14%)	39 (0.15%)	2.41	00:04:06	79.49%	46.15%
43.	<a href="#">Arkansas</a>	<b>31</b> (0.13%)	37 (0.14%)	3.05	00:02:10	81.08%	40.54%
44.	<a href="#">North Dakota</a>	<b>29</b> (0.12%)	35 (0.13%)	1.91	00:01:00	65.71%	62.86%
45.	<a href="#">New Mexico</a>	<b>29</b> (0.12%)	34 (0.13%)	2.03	00:01:35	76.47%	55.88%
46.	<a href="#">Idaho</a>	<b>28</b> (0.12%)	32 (0.12%)	1.78	00:01:32	75.00%	56.25%
47.	<a href="#">South Dakota</a>	<b>28</b> (0.12%)	30 (0.11%)	1.83	00:00:29	83.33%	70.00%
48.	<a href="#">Utah</a>	<b>28</b> (0.12%)	31 (0.12%)	2.52	00:01:51	83.87%	61.29%
49.	<a href="#">Wyoming</a>	<b>26</b> (0.11%)	27 (0.10%)	1.81	00:01:12	88.89%	66.67%
50.	<a href="#">Montana</a>	<b>16</b> (0.07%)	22 (0.08%)	2.45	00:01:28	72.73%	59.09%

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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>3,097</b> % of Total: 12.41% (24,947)	<b>3,549</b> % of Total: 12.45% (28,502)	<b>1.99</b> Avg for View: 1.97 (1.20%)	<b>00:01:22</b> Avg for View: 00:01:21 (2.15%)	<b>77.77%</b> Avg for View: 76.86% (1.18%)	<b>61.71%</b> Avg for View: 63.77% (-3.24%)
1. Miami	<b>554</b> (17.55%)	<b>609</b> (17.16%)	1.82	00:01:20	80.79%	66.34%
2. Key Largo	<b>396</b> (12.55%)	<b>477</b> (13.44%)	1.73	00:01:00	70.23%	71.07%
3. Tampa	<b>376</b> (11.91%)	<b>418</b> (11.78%)	1.98	00:01:35	77.03%	62.44%
4. Orlando	<b>197</b> (6.24%)	<b>218</b> (6.14%)	1.94	00:00:59	79.36%	62.39%
5. Miami Beach	<b>55</b> (1.74%)	<b>59</b> (1.66%)	2.27	00:00:59	88.14%	71.19%
6. Fort Lauderdale	<b>51</b> (1.62%)	<b>55</b> (1.55%)	2.13	00:01:07	80.00%	61.82%
7. Jacksonville	<b>46</b> (1.46%)	<b>56</b> (1.58%)	1.80	00:01:29	75.00%	66.07%
8. Homestead	<b>40</b> (1.27%)	<b>41</b> (1.16%)	2.37	00:01:19	90.24%	56.10%
9. (not set)	<b>39</b> (1.24%)	<b>46</b> (1.30%)	1.76	00:01:28	82.61%	67.39%
10. Key West	<b>37</b> (1.17%)	<b>40</b> (1.13%)	1.85	00:01:20	57.50%	62.50%
11. Cape Coral	<b>36</b> (1.14%)	<b>37</b> (1.04%)	2.51	00:01:49	94.59%	40.54%
12. Islamorada	<b>34</b> (1.08%)	<b>37</b> (1.04%)	2.03	00:02:17	67.57%	59.46%
13. Marathon	<b>34</b> (1.08%)	<b>41</b> (1.16%)	2.02	00:01:35	63.41%	56.10%
14. West Palm Beach	<b>29</b> (0.92%)	<b>34</b> (0.96%)	2.76	00:03:00	61.76%	47.06%
15. Coral Gables	<b>29</b> (0.92%)	<b>30</b> (0.85%)	2.87	00:01:56	93.33%	60.00%
16. Hollywood	<b>27</b> (0.86%)	<b>29</b> (0.82%)	1.97	00:01:33	82.76%	51.72%
17. Davie	<b>25</b> (0.79%)	<b>28</b> (0.79%)	2.21	00:01:44	82.14%	42.86%
18. Pompano Beach	<b>21</b> (0.67%)	<b>23</b> (0.65%)	2.35	00:02:18	78.26%	52.17%
19. Tavernier	<b>20</b> (0.63%)	<b>23</b> (0.65%)	2.87	00:02:11	82.61%	47.83%
20. Port St. Lucie	<b>19</b> (0.60%)	<b>20</b> (0.56%)	2.25	00:01:18	95.00%	60.00%
21. Boca Raton	<b>18</b> (0.57%)	<b>18</b> (0.51%)	2.22	00:00:29	88.89%	33.33%
22. Weston	<b>18</b> (0.57%)	<b>22</b> (0.62%)	1.77	00:00:54	81.82%	50.00%
23. Doral	<b>18</b> (0.57%)	<b>18</b> (0.51%)	2.06	00:02:00	83.33%	72.22%

24.	Plantation	17 (0.54%)	21 (0.59%)	1.76	00:00:41	61.90%	71.43%
25.	Pembroke Pines	16 (0.51%)	17 (0.48%)	2.06	00:00:38	70.59%	70.59%
26.	Hialeah	15 (0.48%)	15 (0.42%)	1.87	00:00:34	93.33%	60.00%
27.	Cutler Bay	15 (0.48%)	15 (0.42%)	1.53	00:00:30	80.00%	53.33%
28.	Clearwater	14 (0.44%)	37 (1.04%)	1.57	00:00:45	24.32%	75.68%
29.	Wellington	14 (0.44%)	21 (0.59%)	2.76	00:03:13	52.38%	19.05%
30.	Kendall	13 (0.41%)	13 (0.37%)	1.23	00:00:03	84.62%	84.62%
31.	Estero	12 (0.38%)	13 (0.37%)	2.38	00:02:48	69.23%	53.85%
32.	Palm Bay	12 (0.38%)	14 (0.39%)	2.50	00:02:13	78.57%	42.86%
33.	Tallahassee	12 (0.38%)	14 (0.39%)	2.71	00:02:23	71.43%	57.14%
34.	Boca Del Mar	12 (0.38%)	13 (0.37%)	1.23	00:01:26	76.92%	76.92%
35.	Coral Springs	12 (0.38%)	13 (0.37%)	2.00	00:01:36	69.23%	38.46%
36.	Kings Point	12 (0.38%)	13 (0.37%)	4.15	00:05:11	84.62%	23.08%
37.	Palmetto Bay	12 (0.38%)	13 (0.37%)	1.92	00:03:29	84.62%	46.15%
38.	North Key Largo	12 (0.38%)	12 (0.34%)	1.42	00:00:13	91.67%	75.00%
39.	Brandon	11 (0.35%)	12 (0.34%)	2.67	00:02:23	91.67%	25.00%
40.	Fort Myers	11 (0.35%)	12 (0.34%)	1.08	00:00:01	75.00%	91.67%
41.	St. Petersburg	11 (0.35%)	13 (0.37%)	1.54	00:00:28	61.54%	76.92%
42.	Greenacres	11 (0.35%)	12 (0.34%)	1.75	00:00:38	91.67%	50.00%
43.	North Miami	11 (0.35%)	13 (0.37%)	1.85	00:01:04	84.62%	69.23%
44.	Delray Beach	10 (0.32%)	10 (0.28%)	2.10	00:00:44	80.00%	40.00%
45.	Gainesville	10 (0.32%)	11 (0.31%)	3.73	00:03:10	90.91%	18.18%
46.	Naples	10 (0.32%)	10 (0.28%)	1.40	00:00:13	100.00%	70.00%
47.	Spring Hill	10 (0.32%)	14 (0.39%)	1.57	00:00:39	64.29%	78.57%
48.	Florida City	10 (0.32%)	12 (0.34%)	3.42	00:01:55	75.00%	50.00%
49.	North Naples	10 (0.32%)	12 (0.34%)	1.17	00:01:56	58.33%	83.33%
50.	The Hammocks	10 (0.32%)	10 (0.28%)	1.70	00:00:42	80.00%	50.00%

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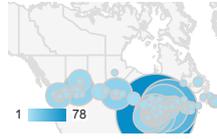
ALL » COUNTRY: Canada

Feb 1, 2020 - Feb 29, 2020

All Users  
2.31% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>577</b> % of Total: 2.31% (24,947)	<b>636</b> % of Total: 2.23% (28,502)	<b>2.06</b> Avg for View: 1.97 (4.67%)	<b>00:01:34</b> Avg for View: 00:01:21 (16.75%)	<b>82.23%</b> Avg for View: 76.86% (6.99%)	<b>57.70%</b> Avg for View: 63.77% (-9.51%)
1. Toronto	<b>78</b> (13.43%)	<b>87</b> (13.68%)	2.17	00:01:02	78.16%	58.62%
2. Montreal	<b>41</b> (7.06%)	<b>45</b> (7.08%)	1.98	00:02:26	82.22%	53.33%
3. (not set)	<b>30</b> (5.16%)	<b>34</b> (5.35%)	2.26	00:02:00	76.47%	64.71%
4. Ottawa	<b>27</b> (4.65%)	<b>28</b> (4.40%)	2.00	00:00:55	89.29%	60.71%
5. Hamilton	<b>21</b> (3.61%)	<b>22</b> (3.46%)	2.23	00:04:47	81.82%	40.91%
6. London	<b>15</b> (2.58%)	<b>16</b> (2.52%)	1.75	00:02:18	93.75%	50.00%
7. Winnipeg	<b>14</b> (2.41%)	<b>14</b> (2.20%)	2.50	00:02:35	92.86%	57.14%
8. Calgary	<b>13</b> (2.24%)	<b>14</b> (2.20%)	2.07	00:02:07	71.43%	57.14%
9. Mississauga	<b>12</b> (2.07%)	<b>13</b> (2.04%)	2.46	00:01:29	76.92%	53.85%
10. Windsor	<b>10</b> (1.72%)	<b>14</b> (2.20%)	2.00	00:01:15	71.43%	64.29%
11. Vancouver	<b>8</b> (1.38%)	<b>9</b> (1.42%)	2.00	00:03:28	77.78%	66.67%
12. Brampton	<b>8</b> (1.38%)	<b>8</b> (1.26%)	1.62	00:01:34	87.50%	50.00%
13. Oshawa	<b>8</b> (1.38%)	<b>8</b> (1.26%)	1.50	00:01:24	100.00%	62.50%
14. Waterloo	<b>8</b> (1.38%)	<b>9</b> (1.42%)	1.78	00:03:59	77.78%	55.56%
15. Edmonton	<b>7</b> (1.20%)	<b>7</b> (1.10%)	2.86	00:01:44	100.00%	28.57%
16. Burlington	<b>7</b> (1.20%)	<b>7</b> (1.10%)	1.43	00:01:05	85.71%	57.14%
17. Laval	<b>7</b> (1.20%)	<b>7</b> (1.10%)	1.71	00:00:13	100.00%	57.14%
18. Oakville	<b>6</b> (1.03%)	<b>6</b> (0.94%)	1.50	00:00:09	100.00%	66.67%
19. Vaughan	<b>6</b> (1.03%)	<b>7</b> (1.10%)	1.71	00:00:22	71.43%	71.43%
20. Barrie	<b>5</b> (0.86%)	<b>5</b> (0.79%)	1.20	00:00:03	80.00%	80.00%
21. Cambridge	<b>5</b> (0.86%)	<b>5</b> (0.79%)	1.80	00:00:48	80.00%	60.00%
22. Cobourg	<b>5</b> (0.86%)	<b>6</b> (0.94%)	4.00	00:01:55	50.00%	33.33%
23. St. Catharines	<b>5</b> (0.86%)	<b>5</b> (0.79%)	2.00	00:01:03	100.00%	20.00%

24. Saint Marys	5 (0.86%)	7 (1.10%)	1.71	00:00:37	42.86%	71.43%
25. Halton Hills	5 (0.86%)	5 (0.79%)	1.60	00:00:18	100.00%	40.00%

Rows 1 - 25 of 162

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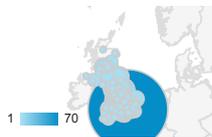
ALL » COUNTRY: United Kingdom

Feb 1, 2020 - Feb 29, 2020

All Users  
1.45% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>361</b> % of Total: 1.45% (24,947)	<b>395</b> % of Total: 1.39% (28,502)	<b>1.93</b> Avg for View: 1.97 (-2.10%)	<b>00:01:12</b> Avg for View: 00:01:21 (-10.28%)	<b>81.77%</b> Avg for View: 76.86% (6.39%)	<b>61.27%</b> Avg for View: 63.77% (-3.93%)
1. London	<b>70</b> (19.23%)	<b>81</b> (20.51%)	1.69	00:00:54	79.01%	65.43%
2. (not set)	<b>40</b> (10.99%)	<b>40</b> (10.13%)	2.20	00:01:26	92.50%	52.50%
3. Birmingham	<b>8</b> (2.20%)	<b>9</b> (2.28%)	2.33	00:01:34	88.89%	55.56%
4. Doncaster	<b>7</b> (1.92%)	<b>8</b> (2.03%)	1.62	00:00:43	50.00%	75.00%
5. Manchester	<b>6</b> (1.65%)	<b>7</b> (1.77%)	1.14	00:00:01	71.43%	85.71%
6. Leeds	<b>5</b> (1.37%)	<b>5</b> (1.27%)	2.00	00:00:38	80.00%	60.00%
7. Northampton	<b>5</b> (1.37%)	<b>5</b> (1.27%)	2.00	00:02:14	80.00%	40.00%
8. Nottingham	<b>5</b> (1.37%)	<b>6</b> (1.52%)	2.00	00:00:29	83.33%	50.00%
9. Watford	<b>5</b> (1.37%)	<b>5</b> (1.27%)	1.40	00:00:07	100.00%	80.00%
10. Newcastle upon Tyne	<b>4</b> (1.10%)	<b>4</b> (1.01%)	1.50	00:00:06	100.00%	75.00%
11. Wigan	<b>4</b> (1.10%)	<b>4</b> (1.01%)	2.25	00:00:20	75.00%	50.00%
12. Glasgow	<b>4</b> (1.10%)	<b>4</b> (1.01%)	1.25	00:04:34	75.00%	50.00%
13. Cardiff	<b>4</b> (1.10%)	<b>4</b> (1.01%)	1.00	00:00:00	100.00%	100.00%
14. Cambourne	<b>4</b> (1.10%)	<b>4</b> (1.01%)	4.50	00:02:27	100.00%	0.00%
15. Blackpool	<b>3</b> (0.82%)	<b>3</b> (0.76%)	1.00	00:00:00	33.33%	100.00%
16. Bristol	<b>3</b> (0.82%)	<b>3</b> (0.76%)	2.00	00:00:58	66.67%	33.33%
17. Coventry	<b>3</b> (0.82%)	<b>3</b> (0.76%)	1.67	00:00:24	100.00%	66.67%
18. Croydon	<b>3</b> (0.82%)	<b>5</b> (1.27%)	1.00	00:00:00	60.00%	100.00%
19. Hemel Hempstead	<b>3</b> (0.82%)	<b>3</b> (0.76%)	2.00	00:01:24	100.00%	66.67%
20. Mansfield	<b>3</b> (0.82%)	<b>3</b> (0.76%)	2.33	00:01:22	66.67%	33.33%
21. Norwich	<b>3</b> (0.82%)	<b>3</b> (0.76%)	1.33	00:00:06	100.00%	66.67%
22. Windsor	<b>3</b> (0.82%)	<b>3</b> (0.76%)	2.00	00:00:10	100.00%	33.33%
23. Edinburgh	<b>3</b> (0.82%)	<b>3</b> (0.76%)	1.33	00:00:15	100.00%	66.67%

24. <a href="#">Barnsley</a>	<b>2</b> (0.55%)	<b>2</b> (0.51%)	2.00	00:01:49	100.00%	50.00%
25. <a href="#">Basingstoke</a>	<b>2</b> (0.55%)	<b>2</b> (0.51%)	1.50	00:00:05	100.00%	50.00%

Rows 1 - 25 of 156



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**

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

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

- o 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**

- o Updated Table of Contents to reflect correct page numbers

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

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

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

- o Updated Cultural Event Application

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

- o Updated Fishing Event Application

**7. Section V – Capital**

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

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**DATE:** May 1, 2020

**To:** District V 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 Largo Project**

---

The District V Advisory Committee at your meeting of June 25, 2019 moved approval to fund the Coral Restoration Foundation, Inc. in an amount not to exceed \$224,925 for the CRF – Coral Restoration – Key Largo 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 agendas 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 V  
**Date:** Monday, March 23, 2020 1:22:56 PM

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Maxine and Ammie,

Contract ID: 2315; Line Item Number: 121 71040 530340 T201B25X 530340

Due to the impacts of COVID-19, the Coral Restoration Foundation would like to request an extension of our contract in DAC V - Key Largo. 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 Largo

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 3,300 nursery grown staghorn coral and 2,300 nursery grown elkhorn corals for the purpose of planting on the coral reefs in State and Federal waters off Key Largo</li> </ul> <p>1,000 staghorn, 1,000 elkhorn – carysfort reef – N25.221838°, -80.211594°            300 staghorn, 300 elkhorn – north dry rocks – 25.130270°, -81.293662°            2,000 staghorn, 1,000 elkhorn – pickles reef – 24.986291°, -80.415446°</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: \$299,900</u></p> <p><b>In-Kind:</b> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$224,925</u></p>
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**DATE:** May 1, 2020

**To:** District V Advisory Committee

**FROM:** Ammie Machan, Administrative Assistant

**RE:** **Consideration and Action re: Date Change Request for Key Largo's Original Music Festival**

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The District V Advisory Committee at your meeting of August 6, 2019 moved approval to fund Key Largo Merchants Association, Inc. in an amount not to exceed \$30,000 for the Key Largo Original Music Festival (Turnkey Event) to be held in May 2020.

Attached is a request from the Key Largo Merchants Association, Inc. requesting to change the dates of the event to October 15-18, 2020 due to effects related to the Coronavirus situation.

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 dates of the event to October 15-18, 2020.

**ammie@fla-keys.com**

---

**Subject:** FW: TDC Final Contract & Reimbursement Packet

**From:** Robert Stoky <bob@fkrm.com>  
**Sent:** Wednesday, April 8, 2020 3:37 PM  
**To:** ammie@fla-keys.com <adminasst@fla-keys.com>  
**Cc:** FKRM Events <events@fkrm.com>  
**Subject:** RE: TDC Final Contract & Reimbursement Packet

Dear DAC V members, members of the Monroe County TDC, and the Monroe County BOCC:

The Key Largo Merchants Association respectfully requests a change of date for our 2020 Key Largo Original Music Festival due to the coronavirus/COVID-19 situation. We would like to request that the monies allocated to our event be rolled over to FY2021 with a new event date of October 15-18, 2020.

Thank you for your consideration of this request.

Stay healthy and safe.

Sincerely,

**Robert Stoky**  
305.998.4933 Office  
305.522.1300 cellular

Please note new office address:  
14 Rainbow Drive, Key Largo, FL 33037  
305.998.4933

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

---

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

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

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

<b>Jimmy Johnson's "Quest for the Ring" Championship Fishing Week</b> CI Management Group Inc. <i>Report attached</i>	3/3/2020– 3/7/2020	Destination	\$20,000
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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>No events scheduled</b>			
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EVENT NAME: Jimmy Johnson Championship Fishing Week  
EVENT WEBSITE ADDRESS: www.jfishweek.com  
DATE(S) OF EVENT: March 3-7, 2020

1. What was the primary purpose of your event?
- To draw out-of-county visitors to the destination and put "Heads in Beds".
  - To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 2750

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

a. How many out of County visitors to this district?	a. <u>1300</u>
b. How many visitors to a room?	b. <u>3.00</u>
c. How many nights will the visitors stay?	c. <u>4</u>
d. Calculate: <b>Room Nights = (a/b) x c</b> Divide line a by line b. Then multiple by line c	*Room Nights: <u>1733</u>

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

Check all that apply.

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

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

Length of Event and surveys

6. Did the Coronavirus/COVID-19 effect the number of out-of- county visitor to your event. If yes, explain:

No.

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

Yes.

Continued on next page....

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

A large, empty rectangular box with a thin black border, intended for handwritten or typed comments.

## 2019-2020 Social Media Target Audience



Your ad reached men, ages 25 - 65+ who live in 19 locations, and have 20 interests.

**Location** United States: Big Pine Key (+14 mi), Boca Raton (+10 mi), Boynton Beach (+10 mi), Bradenton (+10 mi), Cape Coral (+25 mi), Clearwater (+17 mi), Englewood (+10 mi), Fort Lauderdale (+10 mi), Islamorada (+10 mi), Jupiter (+10 mi), Key Largo (+10 mi), Key West (+14 mi), Miami (+20 mi), Naples (+10 mi), Palm City (+10 mi), Port Saint Lucie (+10 mi), Sarasota (+10 mi), Venice Beach (+10 mi), West Palm Beach (+10 mi) Florida; Hatteras (+25 mi) North Carolina; North (+25 mi) South Carolina; Dallas (+25 mi), Houston (+25 mi) Texas

**Age** 25 - 65+

**Gender** Male

**People Who Match Interests:** Fishing, Total Sea Fishing Magazine, Boating, Marlin Magazine, The Big Rock Blue Marlin Tournament, Florida Sportsman magazine, Recreational fishing, Sailfish, Coastal Angler Magazine, Fishing tournament, Billfish, Boat show, Sport Fishing Magazine, Jimmy Johnson (American football coach), Pole Fishing Magazine, salt water sportsman, Boats, Sport fishing boat, Florida Sport Fishing or Modern Fishing Magazine

