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AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT IV ADVISORY COMMITTEE
REGULAR SESSION, TUESDAY, JUNE 23, 2020 2:00 p.m.
Join Zoom Meeting <https://us02web.zoom.us/j/83397623853>**

If the Governor issues a subsequent order changing directives for Local Government Public Meetings, the Monroe County Tourist Development Council will provide updates on the County Website at MonroeCounty-FL.Gov.

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:

Meeting ID: 833 9762 3853

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*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. May 12, 2020 Regular Meeting Minutes
2. April 28, 2020 TDC Meeting Minutes – FYI

E. Budget:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. District IV Public Relations

1. Monthly Report from NewmanPR – FYI

G. ADVERTISING:

1. Advertising Recap – FYI
2. Consideration and Action re: FY 2021 Media Plan

H. MARKET RESEARCH:

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

I. VIS REPORTS:

- 1.** Visitor Information Services Report – FYI

J. WEBSITE:

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

K. OLD BUSINESS:

L. NEW BUSINESS:

- 1.** Review of Recent Events Funded by DAC
- 2.** Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Historical Station Project
- 3.** Update Re: June 10, 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 IV Advisory Committee

The May 12, 2020 regular meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Patti Stanley at 2:02 p.m. via Zoom.

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

TDC Representative Present: Mr. Jim Bernardin

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

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

Approval of Agenda and Bulk Items: Ms. Pacini moved item L.6 Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget and item H.3. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation.

Ms. Gillis moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. February 25, 2020 Regular Meeting Minutes
- D.2. February 4, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report - FYI
- I.1. Visitor Information Service Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update- FYI
- L.2. Review of Recent Events Funded by DAC
- L.3. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CFR – Coral Restoration – Islamorada Project
- L.4. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2nd Round Project
- L.5. Consideration and Action re: Extension to Agreement with History of Dive Museum for the Dive Museum Cachalot Dive Chamber Project

Ms. Scuderi seconded. Motion passed unanimously.

Update re: April 28, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the April 28, 2020, TDC Meeting and provided an update on the status of the FY 2020 budget and looking forward to the FY 2021 budget. Ms. Mitchell stated the negative impact to the current fiscal year budget was estimated to be at least \$13M and all departments had been asked to freeze spending beginning in early March to preserve any revenue for use in the recovery period. She stated that next year's budget amounts reflect an aggressive approach in order to provide each

District a fighting chance to reestablish their brand and identity in a crowded marketing field. She stated that now is the time for the industry to communicate the needs of their businesses, workforce and any concerns so that as we move into the recovery period the industry is prepared to balance the health and safety of our residents with the need of economic stimulus that tourism provides Monroe County.

Consideration and Action re: FY 2021 Budget: Ms. Pacini informed the Committee that the FY 2021 budget strategy was approved by the TDC at their April 28, 2020 meeting. Ms. Pacini provided a summary of the DAC IV budget and reviewed the annual projected revenue, BBF, Advertising, Promotional/Storm Resources, Event, Capital and Economic/Natural Disaster Resources. Ms. Pacini stated that the BBF FY 2020 Capital Resources were being frozen and that the DAC would not be allocating their FY 2021 Capital Resources until their December meeting, in order to ensure that there was a positive revenue stream before allocating funds.

Ms. Gillis moved approval to move \$100,000 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Mr. Harrison seconded. Motion passed unanimously.

Ms. Pacini commented that the DAC must leave \$83,470 in Event Resources, due to where the funds in the budget were allocated from. Ms. Gillis asked if any unallocated Event Resources could be moved to Advertising Resources later. Ms. Pacini replied that due to this year's allocation schedule, the funds would not be able to be moved after the Event funds meetings, which are scheduled for October. Ms. Mitchell stated it was unknown how attractive events and gathering would be to visitors in the future.

Ms. Stanley asked each DAC member how much they would like to leave in FY 2021 Event Resources. Mr. Baste, Ms. Gillis, Mr. Harrison, Mr. Johnson, Ms. Scuderi, and Ms. Stanley replied that they would like to leave \$85,000 in FY 2021 Event Resources. Ms. Gustinger, Mr. Stober and Mr. Walsh replied \$95,000.

Ms. Scuderi moved approval to leave \$85,000 in FY 2021 Event Resources, Ms. Gillis seconded. Motion passed unanimously.

Ms. Stanley asked each DAC member how they wanted to allocate remaining \$75,381 from Event Resources, which was left after voting to leave \$85,000 in FY 2021 Event Resources. All the Committee members responded that they would recommend \$20,000 be moved to Promotional/Storm Resources and \$55,381 to FY 2021 Advertising Resources.

Ms. Scuderi moved approval to leave \$85,000 in FY 2021 Event Resources, Ms. Gillis seconded. Motion passed unanimously.

Mr. Walsh moved approval to move the remaining \$75,381 FY 2021 Event Resources to the following accounts: \$20,000 to Promotional/Storm Resources and \$55,381 to FY 2021 Advertising Resources. Mr. Baste seconded.

A roll call vote was taken with the following results:

Mr. Scott Baste	Yes
Mr. Deborah Gillis	Yes
Ms. Kris Gustinger	Yes

Mr. John Harrison	Yes
Mr. Michael Johnson	Yes
Ms. Stephanie Scuderi	Yes
Mr. Robert Stober	Yes
Mr. Michael Walsh	Yes
Ms. Patti Stanley	Yes

Motion passed.

Ms. Pacini provided the resulting balances for the FY 2021 Budget: \$890,818 Advertising Resources; \$50,000 Promotional/Storm Resources; \$485,336 FY 2021 Capital Resources; \$398,575 Economic/Natural Disaster Capital Resources; and \$85,000 Event Resources.

Mr. Harrison moved approval of the FY 2021 budget as amended, Ms. Gillis seconded. Motion passed unanimously.

Presentation: COVID-19 Research Data: Ms. Kelli Fountain presented data from various sources to help understand the sentiment of post COVID-19 travelers. Ms. Fountain reported that nearly 7 in 10 Americans state that they miss vacations a lot and over half say they miss the very act of planning travel. Official State tourism office and local tourism offices along with friends and family top the list of trusted resources when planning future travel. When asked where they most likely will take their first post-pandemic trip, beach/resort destinations are at the top of the list, followed by small towns/rural areas, and then cities. Nearly half of American traveler's state that they will avoid crowded destinations after the pandemic. Those planning staycations and road trips are on the rise. Ms. Fountain stated Smith Travel Research data shows that there likely will be pent up demand and overnight and "one tank" trip visitors are likely to be the first visitors to the destination. Economy and mid-scale properties will likely see recovery first. Data from a Harris Poll shows that there has been an increase in those who are planning to "go on vacation/travel when things return to normal". The survey also showed that Americans are concerned about air and cruise travel with Americans stating that they won't return to flying for 4-6 months and a year or more for cruises. MMGY data shows that 68% of consumers feel safe in cars, and that 49% of travelers 50-64 years old show the least concern for their safety of any other group. Ms. Fountain reported that data shows that travel agents will be increasingly important for travelers, both as a source of information and as a guide on rates and booking in an increasingly competitive market. Travel Pulse study shows that 75% of respondents will keep traveling in 2020 with 44% changing their international destination to a domestic one. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging. When asked what the first thing people plan to do once shelter in place restrictions are lifted, 22.5% responded "go on a trip". Ms. Fountain reviewed the destinations typical drive market and the 3rd and 4th quarter markets.

Consideration and Action re: Media Recommendation: Mr. John Underwood stated that all current media was paused or cancelled as of March 16, 2020 and that the upcoming summer campaign, running in April and May was delayed. He stated that the agency had created an outreach program with a "Closed for Business but Keep Us in Mind" message. He stated that in addition to this message the agency also began to prepare a campaign for once the destination was open and beyond. Mr. Underwood presented content that was shared, and will continued to be shared, with partners including free social media messaging that they can use to stay connected with their guests. Mr. Underwood stated that, using data provided by the Research Department, a target audience was developed for the upcoming campaign.

Mr. Eric Gitlin presented the media strategy. He stated that on March 30th a "Closed for Business but Keep Us in Mind" campaign was launched to keep the destination in the minds of travelers. Media

included :15 second sponsored ads on social media platforms and e-newsletters. He stated that a media campaign will be implemented approximately 3-4 weeks prior to the opening of the destination which would include television, social media, digital, billboards, radio, and print to engage a broader audience. These advertisements will be placed throughout Florida, Atlanta, Dallas, Nashville and Charlotte markets. Once the destination is open the messaging will continue with an “open for business” message in the same outlets for approximately two weeks. The next phase will continue to promote to the drive down market. Mr. Dorn Martell presented creative contact for each of the phases of the advertising campaign.

Mr. Underwood presented a proposal to utilize \$85,000 DAC IV FY 2020 Advertising Resources for television and digital/social media advertising during phase IV and V of the recovery advertising plan.

Mr. Harrison moved approval of the media recommendation in an amount not to exceed \$85,000 District IV FY 2020 Advertising Resources as presented, Ms. Gillis seconded. Motion passed unanimously.

Public/Industry Input: Ms. Jodi Weinhofer stated that Ms. Fountain and Ms. Mitchell would be presenting to the Lodging Association virtually and invited anyone who wanted to attend to email her. Ms. Judy Hull stated that the Chamber has been receiving many phone calls in regard to reopening.

There being no further business the meeting was adjourned at 4:03 p.m.

Monroe County Tourist Development Council Meeting

The April 28, 2020 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., via a Zoom meeting platform.

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

District Advisory Committee Chairpersons/Representatives Present Were: Mr. Steve Robbins (DAC I), Mr. Henry Hamilton (DAC II), Ms. Vicki Tashjian (DAC III), Ms. Patti Stanley (DAC IV) and Ms. Peg Laron (DAC V)

Agencies Present Were: Mr. John Underwood, Mr. Dorn Martel and Mr. Eric Gitlin - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman - NewmanPR

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

Approval of the Agenda: Ms. Irwin moved item N.5. Discussion: Mr. Bob Eadie, Director of Monroe County Health Department after approval of the Bulk Items, and item K.4. Discussion: COVID-19 Research Data before item G.5. Presentation: COVID-19 Response Strategy.

Mayor Johnston moved approval of the agenda as amended, Ms. Tippett seconded. Motion passed unanimously.

Approval of the Minutes: **Mr. Bernardin moved approval of the February 4, 2020 TDC meeting minutes as presented, Ms. Tippett seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: **Mayor Carruthers moved approval of the following bulk items:**

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

N. TDC Items

- 1.** Consideration and Action re: Selection/Contract Negotiation Committee for Website and Digital Service Provider Request for Proposals (RFP)
- 2.** Consideration and Action re: TDC Community Outreach Action Plan
- 3.** Consideration and Action re: Revised Schedule for Capital Project Funding Applications
- 4.** Consideration and Action re: Revised Schedule for Event Funding Applications

O. District Advisory Committee Items

1. District I

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

2. District II

- a).** DAC II January 7, 2020 Regular Meeting Minutes – FYI

3. District III

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

4. District IV

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

5. District V

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

P. Cultural Umbrella

- 1.** Minutes of Cultural Umbrella Meeting – FYI

Q. Fishing Umbrella

- 1.** Minutes of Fishing Umbrella Meeting – FYI

R. Dive Umbrella

- 1.** Minutes of Dive Umbrella Meeting – FYI
- 2.** Consideration and Action re: Mr. Dan Dawson District V Representative

Mayor Johnston seconded. Motion passed unanimously.

Discussion: Mr. Bob Eadie, Director of Monroe County Health Department: Mr. Bob Eadie presented information on COVID-19. Mr. Eadie stated that he did not have a date for when business and the destination could open up for visitors but stated that if the downwards trend of new COVID-19 cases continued, that a phased approach could be considered in the near future. He stated that this would also be dependent on the trend in cases in Miami-Dade, Broward and Palm Beach counties, as some of the first visitors to the Keys would most likely be from these counties. Mr. Eadie stated that the phases for reopening would be done in two-week increments, as the incubation period for the virus is approximately two weeks. Mr. Eadie cautioned that social distancing and the requirements for face coverings would most likely remain for some time.

Ms. Irwin asked about coordination and the factors that the county and municipalities are using when deciding when to ease restrictions. Mayor Johnston replied that the City of Key West is using the two-week period as a guideline, but as information changes very frequently, that their benchmarks for phases of reopening are flexible. Mayor Carruthers replied that in addition to the number of new COVID-19 cases, that the county is monitoring what our neighboring counties are doing regarding reopening. She stated that while the City of Key West had reopened their beaches on a limited basis, some of the communities in the Upper Keys were wary of opening their beaches due to worry that residents from neighboring counties would try to visit, despite the check point.

Mr. Bernardin asked how the balance between health concerns and the economy is decided. Mr. Eadie replied that from the health department perspective, that since so little was known about this virus, the first goal was to prevent the spread of the disease. He stated that he believed that steps could be taken to slowly lift restrictions. Mayor Carruthers stated that it is all about balance and at first the focus was on stopping the spread and not overwhelming the medical system and now the focus can start to shift to the economic factors. Both Mayor Carruthers and Mayor Johnston stated that both the County and the City had developed task forces to get input from different industries on how to proceed with a phased reopening. Ms. Mitchell stated that it would be detrimental for the destination to open and then have to close again due to another COVID-19 outbreak.

Ms. Irwin asked for an update on testing. Mr. Eadie replied that there are two types of testing, the first type is the nasal swab test to determine if a person has the virus and the other test is an antibody test, that up until recently had not proven to be accurate. He stated that more tests are coming online, but that the test must still be prescribed by a doctor. Mr. Newman expressed his thanks to Mr. Eadie on his attention and work on this matter. Ms. Irwin echoed Mr. Newman's comments.

Mr. Shipley asked during which phase tourists would be allowed to come back to the destination. Mr. Eadie responded that most likely during phase three, and that there was no time frame for entering that phase. Mr. Shipley asked what the criteria would be to "go back a step" or not move forward in the phases. Mr. Eadie responded that, in his opinion, it would be an overall upwards or downwards trend. Mr. Shipley stated that he did not want to open in a way that would affect public health, but commented that for many businesses, the Pay Check Protection Program was set to expire in late May/early June. Mr. Eadie stated that there would need to be a balance between public health and the economy. Mr. Shipley asked if there was any direction on what protective measures businesses should be put in place once the destination opens up. Mr. Eadie stated that it would be different based on the type of business, but that main things would be to figure out how to social distance by limiting capacity, cleaning protocols in lodging facilities, and requiring protective equipment such as masks. Mayor Carruthers stated that these recommendations would be discussed in the task forces for each type of business. Mr. Eadie also directed everyone to visit the CDC website for additional advice and information on how to deal with COVID-19

Consideration and Action re: FY 2021 Strategic Budget Plan: Ms. Mitchell reviewed the proposed Fiscal Year 2021 strategic budget plan. She explained that the line item budget would be brought back to the TDC during the June meeting for approval, and then would be presented to the BOCC in September for final approval.

Projected Annual Four Penny Revenue	\$30,500,000
Less State Reserves (F.S.129.01*)	\$ (1,525,000)
Balance Brought Forward Based on End of FY 2020 Projections	
Revenue Variance	\$ 3,429,572
Expenditure Variance	\$ 1,713,298
Estimated unexpended capital/event contracts & unallocated resources	
Unallocated Capital Resources	\$ 2,125,969
Administrative Resources	\$ 101,987
Event Resources	\$ 125,000
District Promotional Advertising	\$ 551,905
District Economic/Natural Disaster Capital Fund	\$ 1,504,475
Capital Agreements Brought Forward From FY 20	\$ 9,113,948
Event Agreements Brought Forward From FY 20	\$ 1,283,956
Total Estimated unexpended capital/event contracts & unallocated resources	
\$14,807,240	
Two Penny Generic Emergency Funds BBF from FY 2020	
Events Promotion	\$ 1,827,833
Advertising and Promotion	\$ 1,200,000
Administration	\$ 426,982
Total Emergency Resources BBF	\$ 3,454,815
Total FY 2021 Budget	<u>\$52,379,925</u>
Capital Projects	
Capital Projects funding (agreements – BBF) from FY 2020 (\$7,659,515 of this total is City/County/municipalities projects)	\$ 9,113,948
NEW Capital Projects Resources for FY 2021	\$ 5,959,100
Unallocated FY 2020 Capital Resources Rolled into FY 2021 (FROZEN Until we see revenue in FY 2021 coming in)	\$ 2,125,969
Total Capital Resources Available in FY 2021	\$ 8,085,069

UMBRELLAS

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

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

CAPITAL PROJECT FUNDING

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

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

GOVERNMENT COST ALLOCATION

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

BUDGET AMENDMENTS

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

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

Mr. Bernardin moved approval of the FY 2021 Strategic Budget Plan as presented, Ms. Tippet seconded.

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes
Mayor Heather Carruthers	Yes
Mayor Teri Johnson	Yes
Mr. George Fernandez	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Yes
Mr. Michael Shipley	Yes

Ms. Gayle Tippett
Ms. Rita Irwin

Yes
Yes Motion passed.

Discussion: COVID-19 Research Data: Ms. Kelli Fountain presented data from various sources to help understand the sentiment of travelers. She shared data shows Americans are feeling somewhat better about the COVID-19 situation. When asked where they most likely will take their first post-pandemic trip, beach/resort destinations are at the top of the list, followed by small towns/rural areas, and then cities. Nearly half of American traveler's state that they will avoid crowded destinations after the pandemic. Those planning staycations and road trips are on the rise. Ms. Fountain stated Smith Travel Research data shows that there likely will be pent up demand and overnight and "one tank" trip visitors are likely to be the first visitors to the destination. Economy and mid-scale properties will likely see recovery first. Data from a Harris Poll shows that there has been an increase in those who are planning to "go on vacation/travel when things return to normal". The survey also showed that Americans are concerned about air and cruise travel with Americans stating that they won't return to flying for 4-6 months and a year or more for cruises. MMGY data shows that 68% of consumers feel safe in cars, and that 49% of travelers 50-64 years old show the least concern for their safety of any other group. Travel Pulse study shows that 75% of respondents will keep traveling in 2020 with 44% changing their international destination to a domestic one. Visit Florida Webinar predicted that travelers will choose destinations that are 2-4 hours away from home. Visit Florida also reported that October will be good for bookings. The state marketing agency suggested that destinations research where guests typically come from in August and September, and market to those demographics. Ms. Fountain reviewed the destinations typical drive market and the 3rd and 4th quarter markets. Ms. Mitchell stated that the drive market might expand due to record low gas prices and the fact the visitors feel safer in their cars than in other modes of transportation. Ms. Fountain stated that it is important for destinations and tourism businesses to stay in touch with their visitors with engaging, immersive and inspirational messaging.

Mayor Carruthers asked why the luxury/upper end markets would be the last to rebound. Ms. Fountain replied that it is expected that those who will travel are likely to be more budget conscious. Ms. Irwin asked if there were any concerns with travelers staying in vacation rentals vs. a traditional hotel. Ms. Fountain stated that some consumers may feel more comfortable staying in a vacation rental as they feel as if it gives them more control over their environment. She also stated that many of the large hotel chains are developing a campaign to promote new cleaning/sanitation procedures. Mayor Carruthers stated that Air BnB has instated more stringent policies regarding cleaning. Ms. Tashjian stated that demand for vacation rentals has been remaining strong for those that she manages. Mayor Carruthers stated that the County is getting some pressure to allow vacation rentals to reopen prior to hotels, and the County's position was that this would not be fair to the hoteliers. Ms. Patti Stanley stated that her office is receiving a lot of calls asking why vacation rentals are not reopening. She asked if there was any talk of implementing a minimum stay requirement. Ms. Mitchell replied that is unlikely that the destination will return to record occupancy for some time. She asked Mayor Carruthers if it would be possible to limit visitors to those with overnight accommodations booked before allowing the free flow of non-residents or day trippers. Mayor Carruthers stated that it may be a possible option if the check point was still in operation, but that this would need to be legally vetted.

Presentation: COVID-19 Response Strategy: Mr. John Underwood stated that all current media was paused or cancelled as of March 16, 2020 and that the upcoming summer campaign, running in April and May was delayed. Mr. Underwood stated that the Generic Media budget was reduced by \$1M for FY 2020. He stated that the agency had created an outreach program with a "Closed for Business but

Keep Us in Mind” message. He stated that in addition to this message the agency also began to prepare a campaign for once the destination was open and beyond. Mr. Underwood presented content that was shared, and will continued to be shared, with partners including free social media messaging that they can use to stay connected with their guests. Mr. Underwood stated that, using data provided by the Research Department, a target audience was developed for the upcoming campaign.

Mr. Eric Gitlin presented the media strategy. He stated that on March 30th a “Closed for Business but Keep Us in Mind” campaign was launched to keep the destination in the minds of travelers. Media included :15 second sponsored ads on social media platforms and e-newsletters. He stated that a media campaign will be implemented approximately 3-4 weeks prior to the opening of the destination which would include television, social media, digital, billboards, radio, and print to engage a broader audience. These advertisements will be placed throughout Florida, Atlanta, Dallas and Charlotte markets. Once the destination is open the messaging will continue with an “open for business” message in the same outlets for approximately two weeks. The next phase will continue to market to the drive down market. Mr. Dorn Martell presented creative contact for each of the phases of the advertising campaign.

Presentation: Current PR: Mr. Andy Newman presented recent public relations efforts performed by the agency including a series of tourism advisories issued regarding COVID-19, implementation of a COVID-19 section on the destination’s website, and a “Safer at Home” campaign. The campaign included social media content with the chance for visitors to win a Florida Keys related prize. Mr. Newman also showed some highlights from the recently aired “Places to Love with Samantha Brown” program on the destination.

There being no further business, the meeting was adjourned at 1:08 p.m.

Visit Florida Keys Meeting

The April 28, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 1:08 p.m. at the

TDC Members Present Were: Mr. James Bernardin, Mayor Heather Carruthers, Mr. George Fernandez, Mayor Teri Johnston, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippet

Consideration and Action re: Visit Florida Keys Portion of the February 4, 2020 meeting minutes: Ms. Tippet moved approval of the Visit Florida Keys Portion of the February 4, 2020 meeting minutes as presented, Ms. Schmidt seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 1:10 p.m.

FISCAL YEAR 2020

June 3, 2020

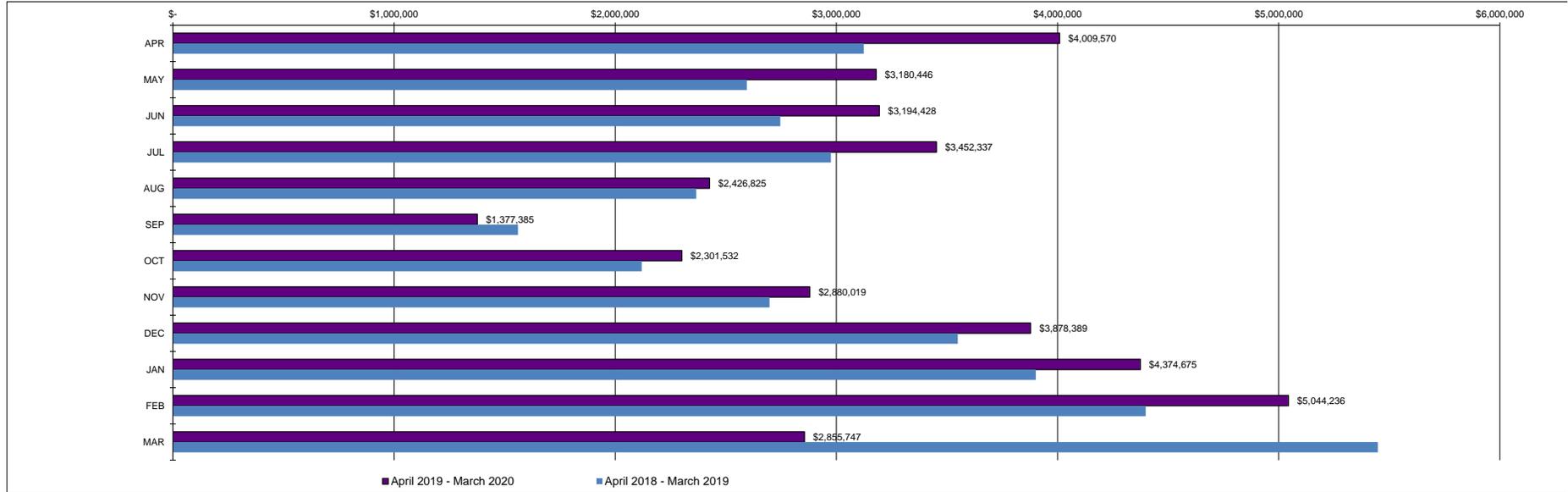
Revenue	1,929,375
5% Reserve State Statute 129.01	<u>(96,469)</u>
	1,832,906
Fund Balance Forward Revenue Variance	(433,743)
Fund Balance Forward Contracted Commitments (EVENTS/CAPITAL)	34,500
Fund Balance Forward Expense Variance	294,895
Capital Resources Brought Forward	380,889
Fund Balance Forward-Promotional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

		Appropriations	Expenses	Encumbrances	Balance
T200M34X	COMMISSIONERS & FEES (FINANCE)	3,675	(2,588)	0	1,087
T200A73X	UTILITIES	5,000	(496)	0	4,504
T200A23X	ADMINISTRATION RESOURCES	3,330	0	0	3,330
T200A63X	ADMINISTRATIVE SERVICES	43,618	(6,632)	0	36,986
T200M01X	COUNTY COST ALLOCATION	<u>13,002</u>	<u>0</u>	<u>0</u>	<u>13,002</u>
	(ADMIN) SUBTOTAL	68,625	(9,716)	0	58,909
T200V14X	DISTRICT TELEMARKETING (VIS)	<u>165,375</u>	<u>(96,469)</u>	<u>0</u>	<u>68,906</u>
	(VIS) SUBTOTAL	165,375	(96,469)	0	68,906
T200B04X	DAC IV CAPITAL PROJECTS RESOURCES	307,360	0	0	307,360
TB90372Y	FLORIDA KEYS HISTORICAL STATION FY 19	34,500	(30,810)	0	3,690
T200I62X	ISLAMORADA BEACH CLEANING	45,000	(17,095)	0	27,905
T200N09X	HISTORY AND DISCOVERY INTERACTIVE MUSEUM EXHIBIT	9,210	0	0	9,210
T200B44X	FOUNDERS PARK PICKLEBALL COMPLEX	96,000	0	0	96,000
T200B45X	FOUNDERS PARK TENNIS COMPLEX	30,000	0	0	30,000
T200B37X	FLORIDA KEYS STATION PHASE II	14,999	0	0	14,999
T200N25X	CORAL RESTORATION	15,000	0	0	15,000
T200B26X	CRF - CORAL RESTORATION - ISLAMORADA - 2020 2ND ROUND	22,425	0	0	22,425
T200B73X	DIVE MUSEUM CACHAKOT DIVE CHAMBER	94,875	0	0	94,875
T200B00X	INDIAN KEY EXHIBIT EXPANSION REMODEL IMPROVEMENT	27,000	0	0	27,000
T200B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>348,000</u>	<u>0</u>	<u>0</u>	<u>348,000</u>
	(CAPITAL) SUBTOTAL	1,044,369	(47,905)	0	996,464
T200S83X	DAC IV EVENT RESOURCES	0	0	0	0
T200M26X	SWIM FOR ALLIGATOR LIGHTHOUSE 20	30,000	0	0	30,000
T200S00X	LIONFISH DERBY 20	<u>5,719</u>	<u>0</u>	<u>0</u>	<u>5,719</u>
	(EVENTS) SUBTOTAL	35,719	0	0	35,719
T200P24X	PROMO & ADV RESOURCES	30,000	0	0	30,000
T200P93X	DISTRICT AD CAMPAIGN	922,359	(468,523)	(453,836)	0
T200P65X	DAC IV WEBCAM	<u>21,000</u>	<u>(12,133)</u>	<u>0</u>	<u>8,867</u>
	(PROMOTIONAL) SUBTOTAL	973,359	(480,656)	(453,836)	38,867
	FUND TOTAL	2,287,447	(634,746)	(453,836)	1,198,865
TWO PENNY					
TS95939Y	FLORIDA KEYS POKER PADDLE FY19	10,000	(7,539)	0	2,461
TM95878Y	BEACH TRIP WEEKEND FY19	15,000	0	0	15,000
TM95884Y	ISLAMORADA HALF MARATHON & 10K FY19	15,000	(15,000)	0	0
TM95826Y	SWIM FOR ALLIGATOR LIGHTHOUSE FY19	30,000	0	0	30,000
T205S00X	UPPER KEYS LIONFISH FY20	4,281	0	0	4,281
T205S86X	FLORIDA KEYS ISLAND FEST FY20	15,000	0	0	15,000
T205S88X	ISLAMORADA HALF MARATHON & 10K FY20	20,000	0	0	20,000
T205S46X	UNCORKED FY20	20,000	0	0	20,000

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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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%	54.10%	54.48%
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%	6.74%
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%	15.16%
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%	9.61%
DISTRICT V	15.56%	14.30%	14.08%	13.93%	14.20%	13.60%	14.22%	14.05%	13.40%	12.32%	11.75%	11.68%	11.81%	12.05%	12.36%	12.19%	13.12%	14.31%	13.86%	14.00%
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	\$ 1,422,757.16	\$ 59,861.49	4.4%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,003.33	\$ (19,804.96)	-1.2%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,736.24	\$ 2,046,312.05	\$ 45,575.81	2.3%	DECEMBER
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,891.17	\$ 2,371,544.57	\$ 176,653.40	8.0%	JANUARY
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,362.94	\$ 2,647,070.02	\$ 220,707.08	9.1%	FEBRUARY
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,969.56	\$ 2,781,251.80	\$ 1,482,399.13	\$ (1,298,852.67)	-46.7%	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	\$ 1,211,166.58			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,912.34			0.0%	SEPTEMBER
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,196.68	\$ 21,510,017.73	\$ 11,623,086.26	\$ (815,859.85)	-6.6%	
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%				
Priceline settlement reflected									

DISTRICT II	FY 2020 VS FY 2019								DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 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	\$ 247,084.27	\$ 13,758.49	5.9%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 315,803.51	\$ 26,762.03	9.3%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 324,710.63	\$ 46,623.72	16.8%	FEBRUARY
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,591.01	\$ 338,570.41	\$ 254,388.72	\$ (84,181.69)	-24.9%	MARCH
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21			0.0%	APRIL
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 187,984.08			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	\$ 2,512,163.33	\$ 1,438,478.50	\$ 7,774.41	0.5%	
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.7%				
Priceline settlement reflected									

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through March 31, 2020
 05/20/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III		FY 2020 VS FY 2019								DISTRICT III	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,869.07	\$ 214,533.54	\$ 270,184.35	\$ 55,650.81	25.9%	OCTOBER		
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,145.63	\$ 315,096.11	\$ 399,797.74	\$ 84,701.63	26.9%	NOVEMBER		
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,260.73	\$ 519,870.19	\$ 642,532.30	\$ 122,662.11	23.6%	DECEMBER		
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 378,877.82	\$ 571,544.54	\$ 674,081.94	\$ 102,537.40	17.9%	JANUARY		
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 433,176.24	\$ 649,571.60	\$ 824,643.14	\$ 175,071.54	27.0%	FEBRUARY		
MARCH	\$ 709,114.15	\$ 821,986.57	\$ 761,396.01	\$ 574,107.50	\$ 875,996.55	\$ 423,483.64	\$ (452,512.91)	-51.7%	MARCH		
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 616,987.80	\$ 354,103.94	\$ 647,498.60			0.0%	APRIL		
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,590.80	\$ 288,980.65	\$ 462,015.42			0.0%	MAY		
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,017.78	\$ 429,783.62	\$ 661,771.68			0.0%	JUNE		
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,407.90	\$ 475,877.05	\$ 728,385.52			0.0%	JULY		
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 424,862.74	\$ 354,160.10	\$ 483,174.85			0.0%	AUGUST		
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,156.50	\$ 211,836.95	\$ 189,197.53			0.0%	SEPTEMBER		
TOTAL	\$ 5,144,716.49	\$ 5,805,529.56	\$ 5,722,781.37	\$ 4,220,179.30	\$ 6,318,656.13	\$ 3,234,723.11	\$ 88,110.58	2.8%			
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.3%	49.7%						

Priceline settlement reflected

DISTRICT IV		FY 2020 VS FY 2019								DISTRICT IV	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,399.64	\$ 21,262.92	12.0%	OCTOBER		
NOVEMBER	\$ 215,240.80	\$ 238,203.29	\$ 255,420.09	\$ 78,972.73	\$ 219,856.52	\$ 270,143.10	\$ 50,286.58	22.9%	NOVEMBER		
DECEMBER	\$ 306,732.33	\$ 332,254.49	\$ 325,665.79	\$ 129,291.76	\$ 321,993.05	\$ 368,658.47	\$ 46,665.42	14.5%	DECEMBER		
JANUARY	\$ 326,450.78	\$ 342,320.70	\$ 335,344.27	\$ 167,829.51	\$ 332,207.98	\$ 397,731.92	\$ 65,523.94	19.7%	JANUARY		
FEBRUARY	\$ 384,856.46	\$ 411,236.34	\$ 402,238.17	\$ 214,323.08	\$ 425,075.39	\$ 506,507.00	\$ 81,431.61	19.2%	FEBRUARY		
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,052.86	\$ 309,439.47	\$ (260,613.39)	-45.7%	MARCH		
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,388.19			0.0%	APRIL		
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50			0.0%	MAY		
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01			0.0%	JUNE		
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,537.41			0.0%	JULY		
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,471.75			0.0%	AUGUST		
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,423.37			0.0%	SEPTEMBER		
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,161.75	\$ 2,050,879.60	\$ 4,557.08	0.2%			
% INC/DEC PREVIOUS YEAR	8.7%	5.9%	-1.1%	-37.5%	62.5%						

Priceline settlement reflected

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through March 31, 2020
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FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V	FY 2020 VS FY 2019								DISTRICT V
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,240.82	\$ 220,231.68	\$ 236,389.88	\$ 218,149.15	\$ 238,251.24	\$ 277,064.86	\$ 38,813.62	16.3%	OCTOBER
NOVEMBER	\$ 254,739.61	\$ 284,943.29	\$ 312,909.50	\$ 278,034.96	\$ 325,647.66	\$ 393,709.11	\$ 68,061.45	20.9%	NOVEMBER
DECEMBER	\$ 374,948.24	\$ 399,406.63	\$ 429,751.50	\$ 393,723.40	\$ 473,069.02	\$ 573,802.37	\$ 100,733.35	21.3%	DECEMBER
JANUARY	\$ 425,843.06	\$ 436,057.11	\$ 449,863.72	\$ 435,876.93	\$ 514,143.48	\$ 615,512.60	\$ 101,369.12	19.7%	JANUARY
FEBRUARY	\$ 490,236.29	\$ 511,208.23	\$ 529,718.11	\$ 508,469.84	\$ 619,583.37	\$ 741,305.63	\$ 121,722.26	19.6%	FEBRUARY
MARCH	\$ 618,001.92	\$ 667,238.71	\$ 710,276.58	\$ 699,931.49	\$ 881,979.32	\$ 386,036.30	\$ (495,943.02)	-56.2%	MARCH
APRIL	\$ 412,941.93	\$ 398,779.78	\$ 523,052.67	\$ 440,658.17	\$ 599,215.50			0.0%	APRIL
MAY	\$ 302,489.69	\$ 335,263.97	\$ 375,946.34	\$ 334,948.45	\$ 420,782.73			0.0%	MAY
JUNE	\$ 327,971.43	\$ 333,286.58	\$ 377,749.07	\$ 387,248.20	\$ 475,331.30			0.0%	JUNE
JULY	\$ 369,655.29	\$ 395,641.75	\$ 426,607.86	\$ 429,228.58	\$ 473,050.68			0.0%	JULY
AUGUST	\$ 257,126.92	\$ 258,869.65	\$ 295,116.94	\$ 324,776.92	\$ 304,435.76			0.0%	AUGUST
SEPTEMBER	\$ 198,677.04	\$ 228,656.93	\$ 147,065.33	\$ 203,500.96	\$ 182,761.38				SEPTEMBER
TOTAL	\$ 4,238,872.24	\$ 4,469,584.31	\$ 4,814,447.50	\$ 4,654,547.05	\$ 5,508,251.44	\$ 2,987,430.87	\$ (65,243.22)	-2.1%	
% INC/DEC PREVIOUS YEAR	14.8%	5.4%	7.7%	-3.3%	18.3%				

Priceline settlement reflected

MONROE COUNTY	FY 2020 VS FY 2019								MONROE COUNTY
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,964,673.21	\$ 2,141,012.23	\$ 2,157,600.24	\$ 1,655,727.30	\$ 2,120,142.42	\$ 2,301,531.61	\$ 181,389.19	8.6%	OCTOBER
NOVEMBER	\$ 2,147,785.80	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,000,856.24	\$ 2,697,762.84	\$ 2,880,019.05	\$ 182,256.21	6.8%	NOVEMBER
DECEMBER	\$ 2,955,920.97	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,318.72	\$ 3,548,994.28	\$ 3,878,389.46	\$ 329,395.18	9.3%	DECEMBER
JANUARY	\$ 3,460,703.32	\$ 3,614,008.95	\$ 3,609,048.09	\$ 2,998,885.25	\$ 3,901,828.65	\$ 4,374,674.54	\$ 472,845.89	12.1%	JANUARY
FEBRUARY	\$ 3,799,460.12	\$ 4,067,282.38	\$ 4,036,233.59	\$ 3,565,315.84	\$ 4,398,680.21	\$ 5,044,236.42	\$ 645,556.21	14.7%	FEBRUARY
MARCH	\$ 4,454,229.54	\$ 4,861,875.80	\$ 4,769,344.18	\$ 4,292,310.43	\$ 5,447,850.94	\$ 2,855,747.26	\$ (2,592,103.68)	-47.6%	MARCH
APRIL	\$ 3,287,614.72	\$ 3,320,007.02	\$ 3,837,020.41	\$ 3,123,850.87	\$ 4,009,569.52			0.0%	APRIL
MAY	\$ 2,711,547.54	\$ 2,875,882.02	\$ 2,989,296.98	\$ 2,595,226.08	\$ 3,180,446.19			0.0%	MAY
JUNE	\$ 2,558,627.43	\$ 2,712,369.84	\$ 2,852,619.76	\$ 2,746,551.67	\$ 3,194,427.63			0.0%	JUNE
JULY	\$ 2,924,747.92	\$ 3,237,270.36	\$ 3,391,260.31	\$ 2,975,454.45	\$ 3,452,337.10			0.0%	JULY
AUGUST	\$ 2,344,701.05	\$ 2,331,658.59	\$ 2,468,796.65	\$ 2,366,234.61	\$ 2,426,825.46			0.0%	AUGUST
SEPTEMBER	\$ 1,686,603.58	\$ 1,806,769.84	\$ 761,740.13	\$ 1,560,346.52	\$ 1,377,385.14			0.0%	SEPTEMBER
TOTAL	\$ 34,296,615.20	\$ 36,665,734.06	\$ 36,692,214.04	\$ 32,524,077.98	\$ 39,756,250.38	\$ 21,334,598.34	\$ (780,661.00)	-3.5%	
% 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 March 31, 2020
05/20/2020



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

F1

June 6, 2020

TO: District IV Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities April 29, 2020, through June 6, 2020

The following report highlights ongoing public relations activities on behalf of District IV from April 29, 2020, through June 6, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended the DAC IV meeting via Zoom.
- 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 18 webinar events with leading travel editors and industry representatives including media from the Daily Mail, National Geographic Traveller, the Irish Independent, OutThere, the Financial Times, the Guardian, the Telegraph, TTB, House of Coco, the Times, the Sun, the Sunday Times, Delicious, the I Paper, Red and the Sunday Times Travel Magazine.
- In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with media from Attitude Luxe, La République du Centre, Maisons Côté Ouest, France Télévisions and National Geographic Traveler to keep the Keys top-of-mind with them.
- In the U.K., the outstanding TravelMole paid partnership is on hold with plans to distribute the second e-newsletter to travel agents postponed until a more suitable time. It will focus on “10 Ways Your Clients Can ‘Connect and Protect’ the Florida Keys.” KBC will work with TravelMole to ensure content is sensitive and relevant in the post-COVID-19 circumstances and is requesting a September live date. 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’s German affiliate GIA worked to get rental car and flight costs reimbursed for the postponed dive campaign press trip with Tauchen. The media members due to travel on the trip, Michael Krüger and Bettina Bormann, are eager to re-establish plans to visit once conditions make it feasible.
- KBC crafted more than 35 bespoke media pitches during the reporting period. Content themes included virtual tours, make-at-home food and drink recipes inspired by the Keys, and 2021 travel suggestions to include luxury focused pitches for Keys

properties. Media pitches were issued to outlets including the Sun, the Sunday Mirror, the Sunday Telegraph, Metro, PA Media, Selling Travel, independent.co.uk, theculturetrip.com, House of Coco, thearcadiaonline.com and roughguides.com. Successful results were achieved across consumer and travel trade publications. In Germany, GIA has been similarly proactive and crafted bespoke pitches for outlets including America Journal, Blu Media and Abenteuer & Reisen.

- KBC shared six Keys-focused social media posts on its Facebook and Twitter channels during the reporting period. They included content on “Safer@Home” messaging and press coverage from thearcadiaonline.com.
- Through its recently launched campaign on the German Florida Keys Facebook page, GIA has been working to keep potential Keys visitors inspired via content showing the beauty and diversity of the destination, branded by the hashtags #wishyouwerehere and #dreamnowtravellater. Messaging is centered around the concept that while people can't be in the Keys right now, they can still enjoy the island chain from home and dream about future visits. GIA reported the Keys' German Facebook page has 16,523 fans, while the Florida Keys & Key West “group” has grown to 2,586 members.
- After Canadian affiliate LMA postponed the spring group media trip, originally planned for April 26-30, the planned trip participants continued to show interest in visiting once travel is possible again. The media confirmed for the original trip represent the Toronto Star, the Calgary Sun and Calgary Herald, West of the City Magazine, Cruise and Travel Lifestyle Magazine, FAZE Media Video and FAZE Media Magazine. When conditions allow, LMA will discuss rescheduling visits.
- 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 2020 conference has now been canceled.
- LMA representatives promoted the Keys at a monthly virtual media event hosted by the Travel Media Association of Canada. The agency will represent the Keys at additional virtual events throughout the summer until physical events resume in the fall.
- LMA held phone conferences with representatives of various media outlets, social media influencers and freelancers to maintain top-of-mind awareness of the Florida Keys. These included 99.1 CKXS-FM Travel Radio Show, Fact Up with Travel Mammal Podcast and Mose's World Travel Radio Show.
- LMA reached out to media during the reporting period to pitch positive stories about the Florida Keys, as Canadian media is still featuring travel articles towards future travel. LMA confirmed stories from outlets including Travel Industry Today, Drift Magazine and travel influencer Justin Plus Lauren.
- 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 the Irish Travel Trade News website and social media channels, and the release also appeared in Selling Travel's e-newsletter and website among others. The initiative was specifically pitched to outlets running their own social media campaigns

for possible inclusion: Wanderlust's "#WishIWasHere," National Geographic Traveller's "#StayInspired" and OutThere's "#KeepYourMindTravelling" campaigns. In the German-speaking markets, press releases were distributed on topics including the launch of the "Safer@Home" initiative. Release content also was uploaded to the Keys website and Mediadress portal, and releases were shared with industry partners including Brand USA, Visit USA and Visit Florida to ensure synergy of messaging.

- LMA distributed media advisories and releases to targeted Canadian media on topics that included the "Safer@Home" initiative, the rescue of an orphaned infant manatee in oceanside waters off Islamorada and the launch of the Keys' "Safer@Home" video challenge.
- During the coronavirus crisis, and as plans for the Keys' reopening were announced and implemented, NewmanPR continued proactively communicating accurate information to Keys tourism interests and travel consumers. 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 evolves and the Keys reopen and resume business operations.
- Agency's Julie Botteri updated the dedicated coronavirus information page on the TDC website at least once daily, and more often when important news was announced. The original page featured information on plans for the Keys' reopening to visitors, protective actions taken and maintained throughout the island chain, the evolving status of lodging and other entities, and coronavirus facts, resources and information about state and local directives. Just before the Keys reopened, the agency revised the original page to focus on protective health guidelines and information for Keys visitors, including an informational video featuring Dr. Mark Whiteside, the medical director of the Florida Department of Health in Monroe County. Botteri updated the page daily or more frequently as state and local reopening phases evolved and guidelines or mandates changed. The section remains linked to a banner on the website's homepage that was changed to green when the destination reopened.
- When plans and a date for reopening the Keys to visitors were announced, agency produced a video offering expert COVID-19 health guidelines and tips for travelers from Dr. Mark Whiteside. As well as his commentary, the video spotlighted Keys scenes of health guidelines on signage, businesses cleaning and sanitizing their premises, and people wearing masks and practicing social distancing. The video was posted on the Keys' YouTube channel and website, featured in a "Keys Voices" blog and posted on social media. A second shorter version was edited for additional uses.

- When county officials announced June 1 as the target date for the Keys' reopening to visitors, agency produced and distributed to media a video news release featuring an interview with Key West hotelier Diane Schmidt and footage of tourism-related businesses preparing for the reopening. Agency also produced a news story, including new guidelines to be enforced to protect visitors, and distributed it to widespread consumer and travel trade media as well as posting it on the Keys' tourism website. The story and images appeared in outlets including Forbes.com and Insider Travel Report.
- Just before the Keys reopened to visitors, agency produced and distributed to media video and photography packages on local businesses' final preparations for reopening and the TDC's messaging stressing personal health responsibility. The video featured TDC director Stacey Mitchell and county medical director Dr. Mark Whiteside.
- To publicize the Keys' reopening to visitors, agency's Andy Newman produced a photography package that included images of the roadway checkpoints being dismantled, drivers proceeding down the Overseas Highway, owners reopening their businesses and visitors enjoying Keys activities. Nine images were moved to media points around the U.S. via the Associated Press and other wire services. The agency also produced and distribute a video package on the reopening that included road checkpoints being taken down, charter fishing boats leaving the dock, accommodations and dining facilities reopening, the Keys' messaging encouraging visitors to take personal health responsibility and comments from Mike Shipley, owner of Island Bay Resort in Tavernier. Two releases on the reopening were written as well and distributed to widespread national and international consumer and trade media. In addition, agency arranged an interview for Stacey Mitchell with TravelPulse.com that resulted in an article in the publication's U.S. edition. Coverage of the reopening generated 1,534 documented clips and 1 billion total impressions, for a media value of \$2.1 million. This does not include TDC social media platforms' impressions.
- During the reporting period, agency issued more than 10 tourism advisories to the industry on issues relating to COVID-19 and the Keys' reopening to visitors. Specific topics included the county following the governor's executive order on the opening of bars and strongly recommending rather than mandating masks, the Keys' revised web page featuring protective health practices for visitors to adopt, the county directive on reopening and limiting lodging occupancy, the county's submitting vacation rental reopening plans to the Florida Department of Business and Professional Regulation and the plans' subsequent approval, NewmanPR's creation of a door hanger card for lodging facilities outlining enhanced sanitation practices, officials' announcement of the Keys' planned June 1 reopening and planned removal of roadway checkpoints, the announcement that lodging properties could begin taking reservations and the governor's directive that relaxed restrictions on restaurants and most non-essential retail businesses.
- Agency concluded the Friday trivia quizzes that were a component of the "Safer@Home" social media-based initiative to promote "stay-at-home" directives while maintaining awareness of the Florida Keys & Key West. The contests ran weekly from April 24 through May 17 and the weekly winners, chosen at random from

respondents, received one or more Keys-related or locally crafted items. The four trivia quizzes collectively drew 1,842 entries. Social media posts for the overall “Safer@Home” initiative had a reach of well over 6.5 million across the Keys’ Facebook, Instagram and Twitter social media platforms.

- Agency carried out the second part of the “Safer Home” promotion, an Instagram-based consumer video challenge that was hash tagged #KeysAtHomeChallenge. Entrants were required to post a video up to 60 seconds long that recreated their favourite moments or activities in the Keys. The contest began May 11 and continued for two weeks. The contest received nearly 200 entries, and entrant Whitney DE Mattia was chosen at random to receive a complimentary trip to the Keys.
- Agency posted Keys reopening information and status updates on the destination’s social media outlets, in addition to environmental messaging including Sustainable Sunday posts, and videos and photographs of tranquil Keys nature and sunset scenes. Posts about the Keys’ reopening achieved the greatest reach and engagement particularly on Facebook, with photos featuring the dismantling of the roadway checkpoints reaching more than 117,500 people and drawing more than 9,000 engagements, photos of people enjoying the Keys on the day of reopening reaching nearly 109,000 people and generating nearly 23,000 engagements, Florida Keys coronavirus tips for visitors from Dr. Mark Whiteside reaching more than 96,000 people and generating nearly 8,500 engagements, and an announcement of the Keys’ planned reopening reaching nearly 346,000 people and drawing nearly 44,000 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 crafting a contest that will award a Keys vacation to a healthcare or “front line” worker helping others during the COVID-19 pandemic. June 15 is the target date for the contest’s launch.
- 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.
- Working with TwoOceansDigital.com, agency produced, distributed and posted an abbreviated May issue of the “Keys Traveler” e-newsletter and a regular June issue highlighting the Keys’ reopening. Given the coronavirus situation and the Keys’ closure to visitors, the May issue was designed to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. In June, as in all regular issues, content included stories on Keys cultural, fishing, diving, cuisine and event highlights as well as a Q&A profile of a designated “Steward of the Keys.”
- Agency wrote and posted weekly insider columns for the “Keys Voices” online feature blog and promoted them via social media outlets. Typical blog posts offer insights into

attractions, events and Keys characteristics as a way of encouraging visits. However, given the COVID-19 crisis, recent features focused on the Keys' reopening to visitors as well as nature-based, heritage/memory, cultural and relaxation-inducing subjects. Posts are expected to return to visit-inducing topics now that the Keys have reopened.

- Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, choosing topics that were sensitive to readers' coronavirus concerns. Recent blogs discussed ways to get a "virtual Florida Keys fix" while safely sequestered at home and, when the Keys' reopening was announced, LGBTQ-focused properties' preparations to welcome visitors again. 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.
- During the Keys' closure to visitors, agency's Laura Myers compiled and regularly updated an overview of more than 80 virtual or "armchair" offerings by Keys museums, wildlife centers, attractions and other visitor-oriented facilities to be featured in social media, used in various promotions and communicated to media.
- Agency continued working with event coordinators throughout the Keys regarding postponements, cancellations and revisions to event schedules or content because of the coronavirus crisis. Agency continues updating 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 continued participating in webinars on the changing state of travel and media trends resulting from the coronavirus crisis for use in upcoming message creation and media interactions.
- Agency conducted media pitches and scheduled phone interviews with TDC executives for media outlets including Travel Weekly, Northstar Meetings Group, TravelPulse and others to discuss marketing initiatives prior to the destination's June 1 reopening to visitors.
- Agency wrote and distributed to tourism interests an advisory on the TDC's creation, in collaboration with Two Oceans Digital, of the Florida Keys Recovery Lodging Database to be used by first responders, utility workers and others requiring accommodations after a storm or other disaster.
- Agency's Andy Newman designed and made available to tourism interests a graphic encouraging responsible health practices for visitors, as well as a door hanger card for lodging facilities outlining their enhanced sanitation practices.
- Agency wrote, posted on the website and featured in the e-newsletter an overview of the Keys' reopening plans and guidelines for visitors.
- Agency wrote, posted on the website and featured in the e-newsletter a story on virtual cultural offerings around the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a roundup of June fishing tournaments in the Keys.

- Agency wrote, posted on the website and featured in the e-newsletter a story on the local fish and seafood that feature on Keys restaurant menus.
- Agency wrote and distributed to targeted media a release on the “Connect & Protect” initiative being named one of four Global Travel Communicator finalists in the inaugural Global Travel Media Alliance competition.
- Agency produced two releases and a tourism advisory on the Hurricane Preparedness Workshop and its expert presenters, and distributed the pieces to media and tourism interests respectively.
- Agency produced video and still photography packages and distributed them to the media when two manatees rescued last fall and winter by Florida Keys-based marine mammal rescue volunteers were returned to Keys waters. The piece provided a platform to communicate that the destination’s nature and wildlife rehabilitation centers are still caring for rescued wildlife and helping animals in need during the coronavirus crisis. Three photos were distributed to media points around the nation via the Associated Press wire service, and other coverage included Florida television affiliates.
- Agency produced and distributed to media video and photography packages on the yearbook-photo banners along the Overseas Highway spearheaded by Islamorada residents to commemorate 177 graduating seniors at the Upper Keys’ Coral Shores High School. Agency also provide material to the Associated Press for a story, and wrote and distributed a media story on the commemoration. Coverage was featured on CNBC and on CBS Miami among others. A Facebook video reached more than 40,000 followers.
- Agency produced and distributed to media video and photography packages when an orphaned infant manatee was rescued by Keys-based marine mammal rescue volunteers in oceanside waters off Islamorada. Two contributed photos were distributed to media points around the nation via the Associated Press wire service.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including stories about the destination’s reopening marketing campaign in Travel Weekly and Travel Pulse, Best Secluded Beaches in the U.S. in Travel + Leisure, 10 Best Hotels in Key West in Conde Nast Traveler, a prominent section within a Florida story about Florida Keys offerings for meeting planners in Association Convention & Facilities, a destination guide in NorthStar Meetings Group, a piece on the reopening on Forbes.com, an online feature on the Florida Keys in Germany’s Reisen Exclusive, a feature on “How to Protect Coral Reefs When Traveling” on TripSavvy.com resulting from the Connect & Protect press trip, a 12 Best Weekend Getaways write up for Conde Nast Traveler including the Florida Keys, a Key West destination feature in American Way Magazine, and “King of the Keys” in Trail Blazer Magazine.
- 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

29 Apr 2020 - 06 Jun 2020

Social Media Report June 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
7,750,641



TOTAL REACH
2,877,002



POST ENGAGEMENTS
237,140

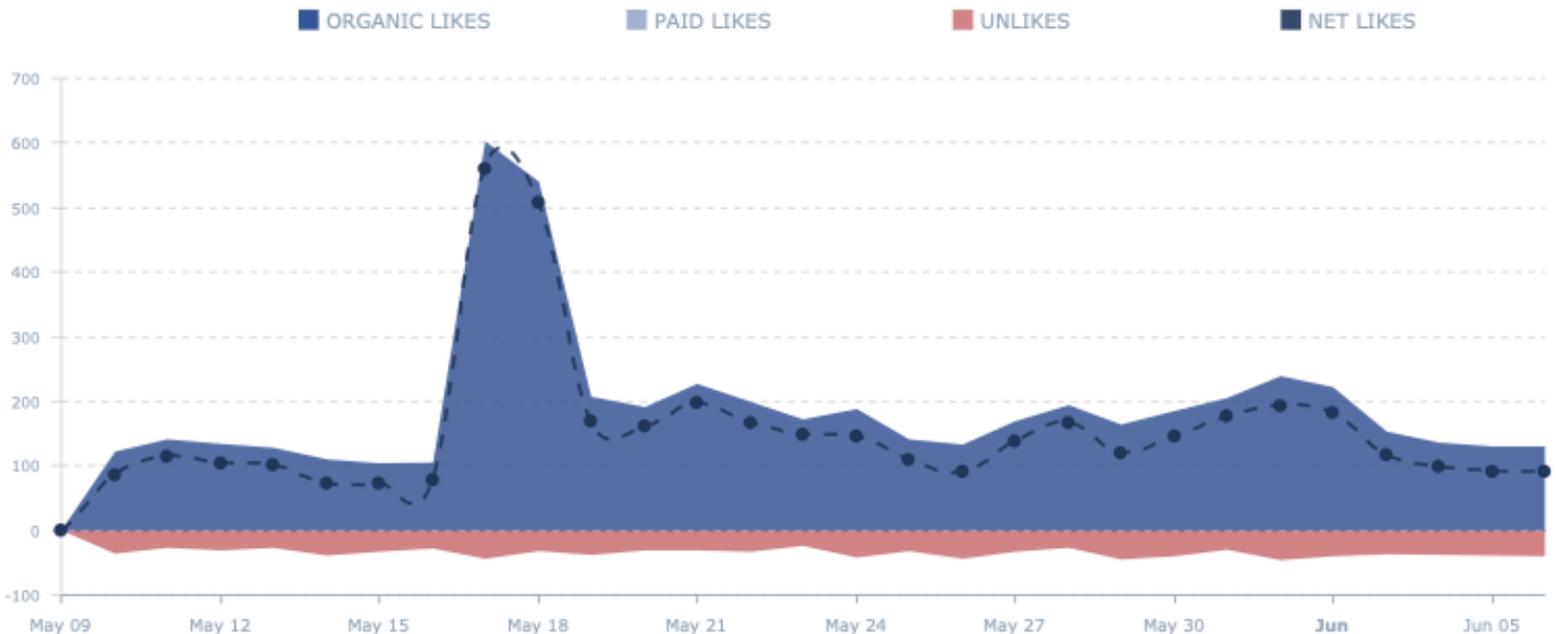


PAGE CONSUMPTIONS
233,315



Audience Growth

LIKES BREAKDOWN BY DAY



AUDIENCE GROWTH METRICS

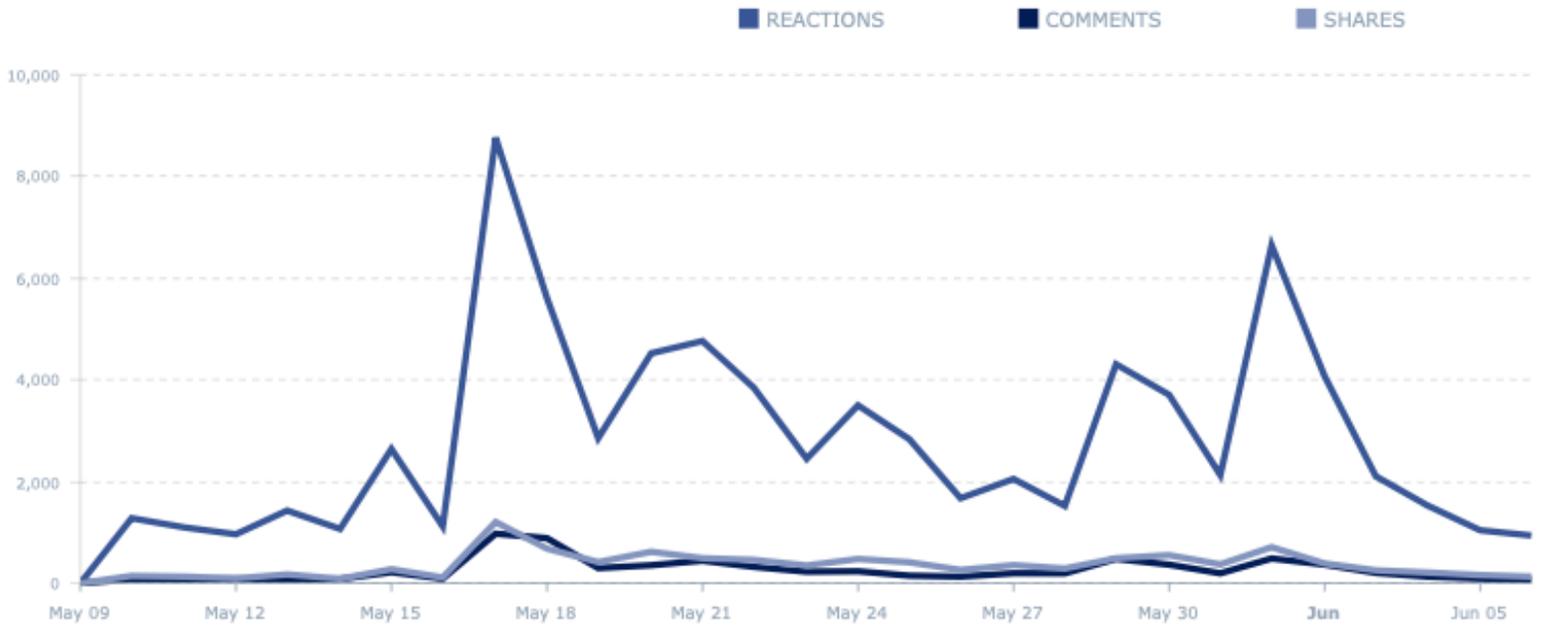
Total Fans	473,808
Organic Likes	5,372
Net likes	4,386

NUMBER OF NET LIKES INCREASED BY

↑ **0.93%**



Audience Engagement



IMPRESSION METRICS

Organic Impressions	2,346,566
Paid Impressions	4,484,990
Viral Impressions	919,085
Total Impressions	7,750,641
Users Reached	6,132,805

ACTION METRICS

Reactions	80,483
Comments	7,517
Shares	10,320
Other Engagements	138,820
Total Engagements	237,140

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

01 JUN 9:49 PM



Some highlights in the #FloridaKeys Monday, June 1, as the Keys have reopened again to visitors after several weeks of being closed due to the coronavirus threat. We welcome you back! We want everyone who vacations in the Keys to enjoy their stay, please find some important COVID-19 travel guidelines for social distancing, masks, and other precautions: <https://fla-keys.com/news/article/10775/>

3113

326

205

19474

16.44%

109,802



The Florida Keys & Key West

01 JUN 1:10 PM



Good morning from the #FloridaKeys, this Monday, June 1, we have reopened to leisure visitors to include motorists along the Overseas Highway, after the Monroe County Sheriff's Office removed the two health checkpoints. Please visit our website for Keys travel information, so as travelers are welcomed back they can be aware of what guidelines are in place. <https://fla-keys.com/news/article/10775/>

3545

324

359

4882

6.33%

120,988



The Florida Keys & Key West

29 MAY 11:47 PM



This is our final Friday night sunset together-but-separate from the #FloridaKeys, on the water in Florida Bay, as we prepare to reopen to visitors Monday, June 1. See you all soon!

3075

244

230

6400

10.91%

78,160

Twitter Activity Overview



DAILY EXPOSURE
108,651



POST ENGAGEMENTS
3,421



REACH
1,991,023



Audience Growth



FOLLOWER METRICS

Total Followers	50,285
Followers Gained	0
Total You Follow	3,187

YOUR FOLLOWERS
CHANGED BY

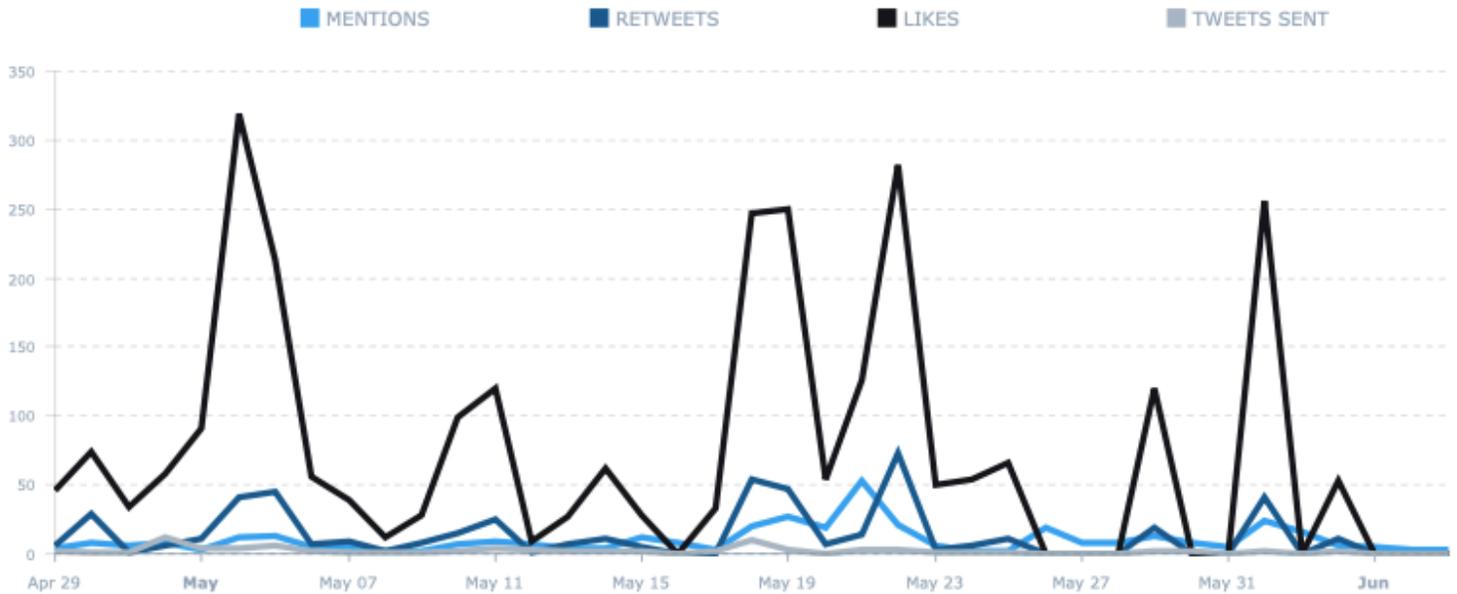
0.0%

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Mentions	390
Retweets	515
Likes	2,906
Tweets Sent	79
Total Engagements	3,811

CONTENT HABITS METRICS

Plain Text	16
Photos	7
Videos	2
Total Sent Tweets	25

TOP TWEETS

 Retweets
  Likes
  Reach



The Florida Keys @thefloridakeys 22 May 6:04 PM

Weekend vibes in the #FloridaKeys! RT if you're ready for our June 1 reopening. <https://t.co/lb5KfKeCaz>

46 144 50,376



The Florida Keys @thefloridakeys 19 May 2:01 PM

Who's ready? #FloridaKeys <https://t.co/wXgYqup9u6>

35 188 50,485



The Florida Keys @thefloridakeys 18 May 1:23 AM

UPDATE FOR FLORIDA KEYS VISITORS, per county officials: Monroe County plans to reopen to visitors Monday, June 1, by suspending the checkpoints on U.S. 1 and State Road 905 and allowing lodging establishments to take guests at 50 percent occupancy. <https://t.co/feTLpaqcPq>

44 168 50,695

Instagram Activity Overview



FOLLOWERS
240,649



FOLLOWING
478

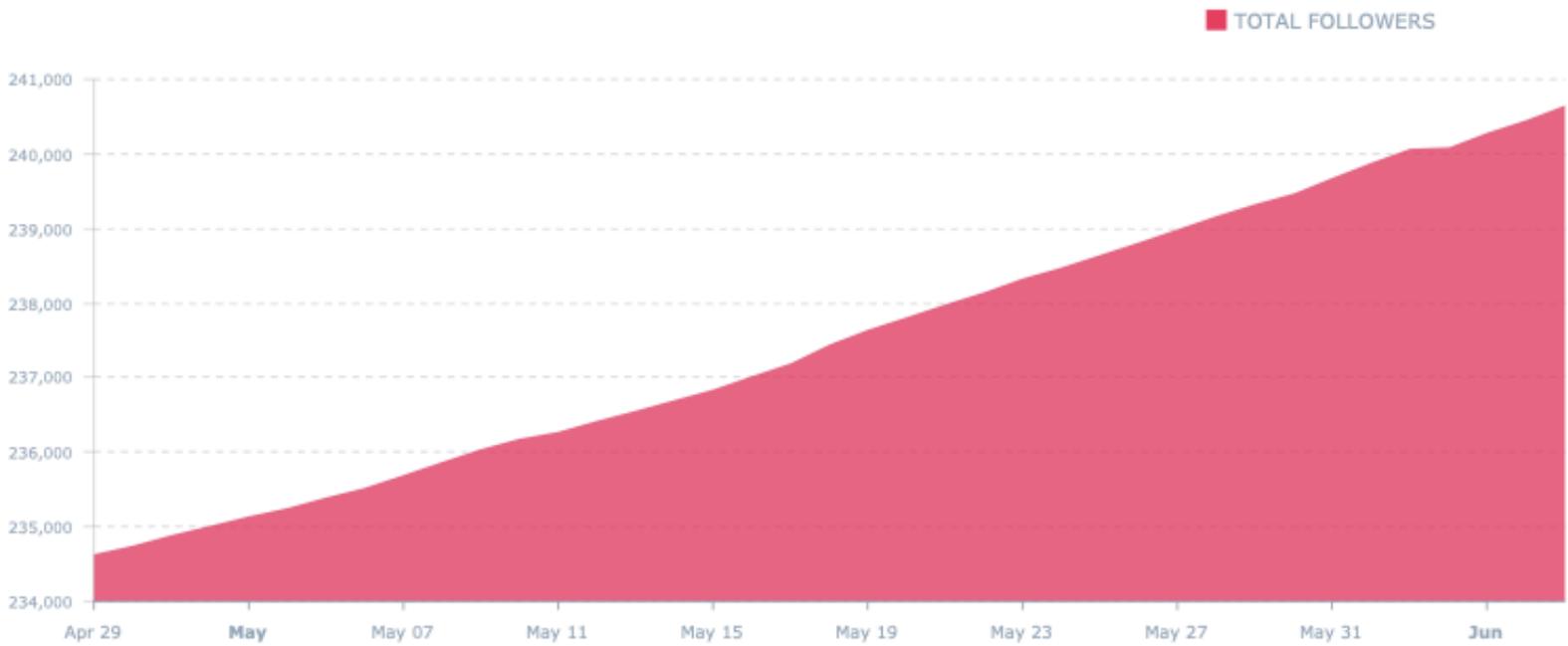


POSTS
1,556



Audience Growth

AUDIENCE GROWTH BY DAY



FOLLOWER METRICS

Total Followers	240,649
Followers Gained	6,018
Total You Follow	478

YOUR FOLLOWERS
INCREASED BY

↑ **2.56%**

SINCE PREVIOUS PERIOD



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	145,015
Comments Received (All Posts)	1,479
Comments Received (Posts This Period)	2,044
Posts Sent	33

PUBLISHING METRICS

Total Media Sent	33
Total Comments Received	1,479
Total Comments Received Last Period	1,138

TOP INSTAGRAM POSTS



Likes 11,105
Comments 244



Likes 9,171
Comments 106



Likes 8,381
Comments 213



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

TO: DAC 4 Members
FROM: Danielle Salmán-Villasuso
DATE: June 12, 2020
RE: June 23, 2020 DAC 4 Meeting
CC: John Underwood

G.1 - G.2

G.1 Advertising Re-cap:

Media

The Agency has planned the following media for the months of **July & August:**

In-State Spot Television: 7/1-8/31

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

National Cable (Fishing TV):

- Silver Kings TV – Discovery Channel and Fox Sports Sun Network – July-August

Digital:

- Facebook/Instagram – 7/1-8/31
- WeddingWire.com/TheKnot.com – 7/1-7/31
- OutsideMagazine.com – 7/1-8/2
- Adara – 7/1-8/31
- Tremor Video – 7/1-7/12 & 7/1-7/26
- SportFishing.com/SaltwaterSportsman.com – 7/1-8/31

Search Engine Marketing: July & August

- Google AdWords

Islamorada Co-Op Programs (Digital & Print)

- [Winter Digital](#)
 - [AJC.com](#) – 7/9
- [Summer Digital](#)
 - [CNN.com](#) – 7/1-8/16

- Conversant – 7/1-8/16

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

Specific Projects:

- Coordinated the Florida Keys & Key West Visit Florida 2020 Flagler Award entries. Awards will be presented during the Florida Governor’s Conference on Tourism (Sept. 9-11, 2020)
- Phase 1, Positive Outlook Campaign – ran 3/30-5/17
 - Developed a media plan to run during Phase 1, promoting positive outlook creative
 - Plan included social, e-blasts and video
 - Ordered and trafficked all creative materials for Phase 1
- Phase 2 “Opening Soon” Campaign – ran 5/18-5/31
 - Developed a media plan to run during Phase 2, promoting opening soon creative
 - Plan included social, banners, print, outdoor, video and digital radio
 - Ordered and trafficked all creative materials for Phase 2
- Phase 3 “Now Open” – running 6/1-6/15
 - Developed a media plan to run during Phase 3, promoting being open to visitors
 - Plan included social, banners, print, outdoor, video and digital radio
 - Ordered and trafficked all creative materials for Phase 3
- Phase 4 “Drive Down” – running 6/15 and beyond
 - Developed a media plan to run during Phase 4, promoting drive down creative
 - Plan included outdoor, print, video and social
 - Ordered and trafficked all creative materials for Phase 4
- Relunched all paused media across all campaigns (Generic, District and Umbrellas)
- Coordinating the relaunch of all spring and summer co-op programs
- Planned and shared weekly content with industry partners to stay connected with visitors during COVID-19
- Assets provided to industry partners consisted of the following:
 - Social Images - Sent 3/30
 - :30 Second - Sent 4/6
 - Photographs - Sent 4/14
 - Digital Postcards - Sent 4/21
 - Image Gallery - Sent 4/28
 - Zoom Backgrounds - Sent 5/5
 - Social Images - Sent 5/12
 - Re-Opening E-Blast – Sent 5/19
 - Re-Opening Digital Postcards – Sent 5/26
- Monitoring FL Keys Co-Op website for site traffic and industry partner content downloads
 - 348 views to date
 - 436 downloads to date
- Strategic planning for FY 2020/2021

- Reviewing and approving Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets
- Designing the 2021 issue of the Culture Magazine
- Coordinating native article with Flamingo Magazine's July and August issues to provide content and images
- Coordinated native article with Recommend Magazine to provide content and images
- Coordinated direction for NYTimes Family Travel Advertorial
- Native Content - The Agency supplied input and coordinated native content stories with the following online and print publications:
 - Travel + Leisure
 - Food & Wine
 - Explore Florida Magazine
 - Flamingo Magazine
 - 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 created 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

The DAC 4 FY 19/20 media plans and response report are attached.

G.2 Consideration & Action: 2021 Media Plan

The Agency will be reviewing and seeking approval of the 2021 Islamorada media plan



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

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



12/1-12/31	swim with dolphins florida	1,943	157	8.08%	N/A
	pet friendly resorts in florida	1,601	150	9.37%	N/A
	florida vacation	2,355	94	3.99%	N/A
	florida destinations	2,176	92	4.23%	N/A
	florida fishing	1,708	91	5.33%	N/A
	best saltwater fishing spots in florida	845	78	9.23%	N/A
	florida hotels	1,473	67	4.55%	N/A
	best fishing spots in florida	779	62	7.96%	N/A
	scuba diving	1,603	49	3.06%	N/A
	pet friendly beaches in florida	573	48	8.38%	N/A
	florida pet friendly hotels	729	42	5.76%	N/A
	pet friendly in florida	649	42	6.47%	N/A
	best florida vacations	1,065	40	3.76%	N/A
	pet friendly florida beaches	510	37	7.25%	N/A
	snorkeling	1,105	30	2.71%	N/A
	pet friendly beaches florida	356	30	8.43%	N/A
	saltwater fishing	706	28	3.97%	N/A
	florida resorts	943	27	2.86%	N/A
	[swim with dolphins in florida]	224	26	11.61%	N/A
	offshore fishing	562	21	3.74%	N/A
	florida pet friendly resorts	284	20	7.04%	N/A
	pet friendly resorts florida	167	17	10.18%	N/A
	tarpon fish	465	16	3.44%	N/A
	tarpon fishing	270	16	5.93%	N/A
	[swim with dolphins florida]	281	14	4.98%	N/A
	pet friendly hotels florida	263	14	5.32%	N/A
	florida scuba diving	210	14	6.67%	N/A
	best fishing spots in south florida	159	14	8.81%	N/A
	pet friendly campgrounds in florida	91	13	14.29%	N/A
	florida fishing hot spots	87	11	12.64%	N/A
	florida inshore fishing	208	10	4.81%	N/A
	pet friendly hotels in florida	276	9	3.26%	N/A
	[Getting Married In Florida]	128	8	6.25%	N/A
	snorkeling in florida	116	7	6.03%	N/A
	[swimming with dolphins in florida]	91	7	7.69%	N/A
	best places to stay in florida	342	6	1.75%	N/A
	good fishing spots in florida	120	6	5.00%	N/A
	beach wedding venues	82	6	7.32%	N/A
	florida pet friendly beaches	53	6	11.32%	N/A
	pet friendly hotels in south florida	41	6	14.63%	N/A
	pet friendly hotel florida	81	5	6.17%	N/A
	pet friendly florida resorts	23	5	21.74%	N/A
	fishing spots in florida	164	4	2.44%	N/A
	florida wedding venues	99	4	4.04%	N/A
	south florida fishing spots	92	4	4.35%	N/A
	[dolphin swim florida]	37	4	10.81%	N/A
	[Where can you swim with dolphins in florida]	72	3	4.17%	N/A
	pet friendly campgrounds florida	23	3	13.04%	N/A
	best destination weddings	127	2	1.57%	N/A
	pet friendly florida hotels	29	2	6.90%	N/A
	florida vacation ideas	117	1	0.85%	N/A
	destination wedding	105	1	0.95%	N/A
	destination wedding locations	58	1	1.72%	N/A
	florida beach wedding	52	1	1.92%	N/A
	pet friendly hotels south florida	43	1	2.33%	N/A
	destination wedding planner	22	1	4.55%	N/A
	pet friendly beach resorts in florida	13	1	7.69%	N/A

JANUARY 2020

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	379,864	1,778	0.47%	N/A
1/15/20	ChicagoTribune.com - Co-Op	40,000	1,001	2.50%	N/A
1/6-1/31	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	460,923	477	0.10%	77.53%
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Facebook/Instagram Sponsored Ad	330,641	2,880	0.87%	N/A
DATE	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Google Ad Words	8,626	317	3.67%	N/A
	florida vacation	5,300	191	3.60%	N/A
	best florida vacations	1,848	185	10.01%	N/A
	pet friendly resorts in florida	4,162	151	3.63%	N/A
	florida destinations	1,627	138	8.48%	N/A
	swim with dolphins florida	2,781	86	3.09%	N/A
	florida hotels	1,581	58	3.67%	N/A
	best places to stay in florida	1,977	55	2.78%	N/A
	florida resorts	387	39	10.08%	N/A
	pet friendly beaches in florida	448	34	7.59%	N/A
	best saltwater fishing spots in florida	531	29	5.46%	N/A
	pet friendly florida beaches				

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



florida pet friendly resorts	358	29	8.10%	N/A
[swim with dolphins florida]	355	25	7.04%	N/A
pet friendly resorts florida	285	21	7.37%	N/A
florida pet friendly hotels	370	20	5.41%	N/A
pet friendly beach resorts in florida	152	20	13.16%	N/A
florida vacation ideas	647	17	2.63%	N/A
pet friendly in florida	278	17	6.12%	N/A
pet friendly hotels florida	226	17	7.52%	N/A
[swimming with dolphins in florida]	185	17	9.19%	N/A
pet friendly beach hotels florida	98	14	14.29%	N/A
pet friendly hotels in florida	196	13	6.63%	N/A
best fishing spots in florida	260	12	4.62%	N/A
[Where can you swim with dolphins in florida]	116	12	10.34%	N/A
florida fishing	314	10	3.18%	N/A
[swim with dolphins in florida]	134	8	5.97%	N/A
[dolphin swim florida]	51	7	13.73%	N/A
pet friendly campgrounds in florida	40	7	17.50%	N/A
pet friendly hotel florida	79	6	7.59%	N/A
pet friendly hotels in south florida	56	6	10.71%	N/A
pet friendly florida resorts	44	5	11.36%	N/A
tarpon fish	74	4	5.41%	N/A
florida scuba diving	69	4	5.80%	N/A
pet friendly hotels south florida	64	4	6.25%	N/A
tarpon fishing	52	4	7.69%	N/A
offshore fishing	163	3	1.84%	N/A
best fishing spots in south florida	84	3	3.57%	N/A
good fishing spots in florida	21	3	14.29%	N/A
fishing spots in florida	35	2	5.71%	N/A
pet friendly campgrounds florida	17	2	11.76%	N/A
south florida fishing spots	53	1	1.89%	N/A
snorkeling	27	1	3.70%	N/A
florida beach wedding	21	1	4.76%	N/A
[florida dolphin swim]	19	1	5.26%	N/A
snorkeling in florida	7	1	14.29%	N/A
destination wedding planner	2	1	50.00%	N/A

FEBRUARY 2020

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/3-2/29	CNN.com Pre-Roll Video - Co-Op (Geo: NY,CHI,PHL,BOS,DC)	165,014	2,158	1.31%	88.00%
2/1-2/29	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	379,864	1,778	0.47%	N/A
2/12/20	SaltwaterSportsman E-Newsletter	11,442	931	8.14%	N/A
2/1-2/29	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	434,878	321	0.07%	79.01%
2/1-2/29	NationalGeographic.com (Banners)	266,049	247	0.09%	N/A
2/3-2/29	OutsideOnline.com	120,463	239	0.20%	N/A
2/19/20	Boston.com - Co-Op	5,252	92	1.40%	N/A
2/1-2/29	NationalGeographic.com (Pre-Roll)	71,262	44	0.06%	99.72%
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook/Instagram Sponsored Ad	294,482	4,260	1.45%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/28	pet friendly resorts in florida	1,848	185	10.01%	N/A
	swim with dolphins florida	1,627	138	8.48%	N/A
	best places to stay in florida	1,581	58	3.67%	N/A
	pet friendly beaches in florida	387	39	10.08%	N/A
	best saltwater fishing spots in florida	448	34	7.59%	N/A
	pet friendly florida beaches	531	29	5.46%	N/A
	florida pet friendly resorts	358	29	8.10%	N/A
	[swim with dolphins florida]	355	25	7.04%	N/A
	pet friendly resorts florida	285	21	7.37%	N/A
	florida pet friendly hotels	370	20	5.41%	N/A
	pet friendly beach resorts in florida	152	20	13.16%	N/A
	pet friendly in florida	278	17	6.12%	N/A
	pet friendly hotels florida	226	17	7.52%	N/A
	[swimming with dolphins in florida]	185	17	9.19%	N/A
	pet friendly beach hotels florida	98	14	14.29%	N/A
	pet friendly hotels in florida	196	13	6.63%	N/A
	best fishing spots in florida	260	12	4.62%	N/A
	[Where can you swim with dolphins in florida]	116	12	10.34%	N/A
	florida fishing	314	10	3.18%	N/A
	[swim with dolphins in florida]	134	8	5.97%	N/A
	[dolphin swim florida]	51	7	13.73%	N/A
	pet friendly campgrounds in florida	40	7	17.50%	N/A
	pet friendly hotel florida	79	6	7.59%	N/A
	pet friendly hotels in south florida	56	6	10.71%	N/A
	pet friendly florida resorts	44	5	11.36%	N/A
	tarpon fish	74	4	5.41%	N/A
	florida scuba diving	69	4	5.80%	N/A
	pet friendly hotels south florida	64	4	6.25%	N/A
	tarpon fishing	52	4	7.69%	N/A
	offshore fishing	163	3	1.84%	N/A

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

	best fishing spots in south florida	84	3	3.57%	N/A
	good fishing spots in florida	21	3	14.29%	N/A
	fishing spots in florida	35	2	5.71%	N/A
	pet friendly campgrounds florida	17	2	11.76%	N/A
	south florida fishing spots	53	1	1.89%	N/A
	snorkeling	27	1	3.70%	N/A
	florida beach wedding	21	1	4.76%	N/A
	[florida dolphin swim]	19	1	5.26%	N/A
	snorkeling in florida	7	1	14.29%	N/A
MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com	83,267	1,428	1.71%	N/A
3/1-3/16	Tremor Video Pre-Roll (Mobile/Tablet/Desktop/Cross-Device)	133,248	1,084	0.81%	81.29%
3/1-3/16	Adara Media Network Re-Targeting (Mobile/Tablet/Desktop/Cross-Device)	187,429	709	0.38%	N/A
3/1-3/16	SportFishing.com/SaltwaterSportsman.com	5,627	41	0.73%	N/A
3/1-3/16	OutsideMagazine.com (Native Content via Social Media)	7,201	21	0.29%	N/A
	MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook/Instagram Sponsored Ad	228,982	3,965	1.73%	N/A
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	florida fishing	3,623	313	8.64%	N/A
	trips to florida	1,445	134	9.27%	N/A
	pet friendly beaches in florida	710	113	15.92%	N/A
	swim with dolphins florida	819	96	11.72%	N/A
	best fishing spots in florida	1,064	75	7.05%	N/A
	good fishing spots in florida	804	70	8.71%	N/A
	best saltwater fishing spots in florida	615	61	9.92%	N/A
	florida resorts	1,471	52	3.54%	N/A
	florida vacations	1,069	43	4.02%	N/A
	best places to stay in florida	783	39	4.98%	N/A
	pet friendly florida beaches	440	39	8.86%	N/A
	florida vacation	1,169	37	3.17%	N/A
	best fishing spots in south florida	230	32	13.91%	N/A
	fishing spots in florida	357	25	7.00%	N/A
	pet friendly in florida	276	24	8.70%	N/A
	scuba diving	393	20	5.09%	N/A
	offshore fishing	706	17	2.41%	N/A
	florida pet friendly resorts	164	16	9.76%	N/A
	south florida fishing spots	175	15	8.57%	N/A
	pet friendly resorts in florida	238	14	5.88%	N/A
	pet friendly campgrounds in florida	72	13	18.06%	N/A
	snorkeling	178	8	4.49%	N/A
	[swim with dolphins in florida]	128	7	5.47%	N/A
	[swim with dolphins florida]	126	7	5.56%	N/A
	tarpon fish	159	7	4.40%	N/A
	pet friendly hotels in florida	93	6	6.45%	N/A
	florida beach wedding	160	6	3.75%	N/A
	tarpon fishing	99	5	5.05%	N/A
	florida pet friendly hotels	143	5	3.50%	N/A
	[swimming with dolphins in florida]	55	5	9.09%	N/A
	beachfront hotels in florida	137	5	3.65%	N/A
	florida scuba diving	70	4	5.71%	N/A
	"florida vacation"	186	4	2.15%	N/A
	destination wedding packages	108	3	2.78%	N/A
	[Where can you swim with dolphins in florida]	47	3	6.38%	N/A
	pet friendly beach resorts in florida	64	3	4.69%	N/A
	beach wedding destinations	53	2	3.77%	N/A
	florida wedding venues	42	2	4.76%	N/A
	florida family vacations	23	1	4.35%	N/A
	florida weddings	107	1	0.93%	N/A
	pet friendly florida resorts	4	1	25.00%	N/A
	pet friendly hotels florida	51	1	1.96%	N/A
	pet friendly hotels south florida	20	1	5.00%	N/A
	florida scuba	28	1	3.57%	N/A
	pet friendly hotel florida	17	1	5.88%	N/A
APRIL 2020					
	Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	"florida fishing"	4,071	233	5.72%	N/A
	"florida wedding venues"	1,374	83	6.04%	N/A
	"florida weddings"	1,007	41	4.07%	N/A
	[florida wedding venues]	342	22	6.43%	N/A
	[destination wedding]	441	21	4.76%	N/A
	"best honeymoon places"	210	20	9.52%	N/A
	"destination wedding packages"	278	19	6.83%	N/A
	"best fishing in florida"	173	16	9.25%	N/A
	[swim with dolphins in florida]	70	7	10.00%	N/A
	[swim with dolphins florida]	57	7	12.28%	N/A
	[swimming with dolphins in florida]	54	7	12.96%	N/A
	"florida fishing trips"	87	6	6.90%	N/A
	"florida resorts on the beach"	80	6	7.50%	N/A
	"beach wedding resorts in florida"	56	6	10.71%	N/A

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

Source: 2019 IAB (Internet Advertising Bureau)

Updated by Tinsley Advertising on 6/11/20



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

"pet friendly hotels florida"	48	4	8.33%	N/A
"florida scuba diving"	41	4	9.76%	N/A
"pet friendly resorts in florida"	40	4	10.00%	N/A
"pet friendly campgrounds in florida"	31	4	12.90%	N/A
"pet friendly hotels in florida"	31	4	12.90%	N/A
"florida fishing vacations"	24	4	16.67%	N/A
"florida snorkeling"	96	3	3.13%	N/A
"best saltwater fishing spots in florida"	46	3	6.52%	N/A
"florida staycation"	61	2	3.28%	N/A
[Where can you swim with dolphins in florida]	17	2	11.76%	N/A
[dolphin swim florida]	8	2	25.00%	N/A
[florida wedding]	39	1	2.56%	N/A
"best places to stay in florida"	9	1	11.11%	N/A
[florida wedding ideas]	3	1	33.33%	N/A

MAY 2020

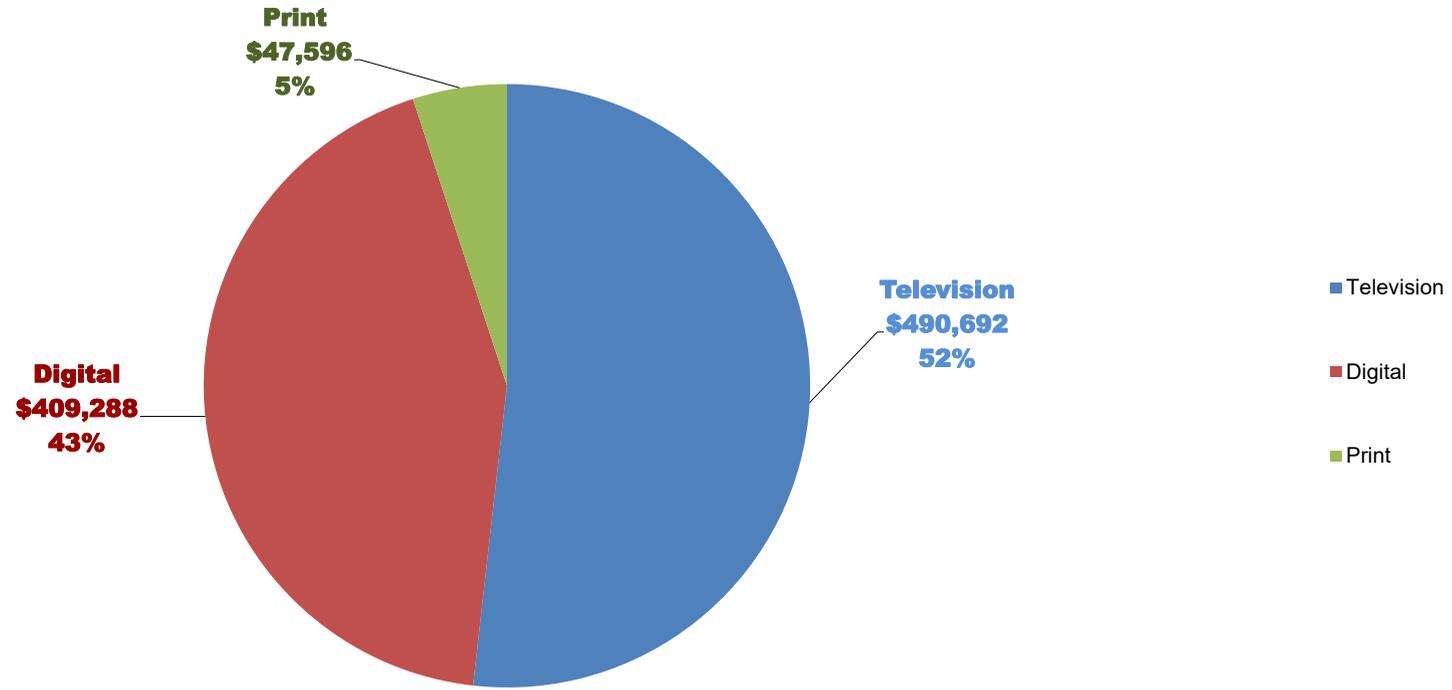
Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR
5/1-5/31 [florida vacation rentals on the beach]	4,129	245	5.93%	N/A
[best honeymoon places]	567	72	12.70%	N/A
[florida resorts]	589	42	7.13%	N/A
"florida resorts on the beach"	968	38	3.93%	N/A
[swim with dolphins florida]	212	26	12.26%	N/A
[pet friendly resorts in florida]	211	24	11.37%	N/A
"best fishing in florida"	237	19	8.02%	N/A
[florida wedding venues]	455	18	3.96%	N/A
[swimming with dolphins in florida]	115	17	14.78%	N/A
[swim with dolphins in florida]	139	16	11.51%	N/A
[florida dog friendly hotels]	133	16	12.03%	N/A
[florida vacation]	285	15	5.26%	N/A
[destination wedding]	462	14	3.03%	N/A
"best saltwater fishing spots in florida"	75	13	17.33%	N/A
[pet friendly hotels florida]	162	12	7.41%	N/A
"florida fishing vacations"	103	12	11.65%	N/A
[beach wedding]	441	11	2.49%	N/A
[florida honeymoons]	88	11	12.50%	N/A
[beach wedding resorts in florida]	143	9	6.29%	N/A
[florida dog friendly resorts]	90	9	10.00%	N/A
"florida staycation"	170	8	4.71%	N/A
[florida vacation packages]	75	8	10.67%	N/A
[pet friendly camping florida]	53	7	13.21%	N/A
[destination wedding packages]	90	6	6.67%	N/A
"best places to stay in florida"	121	5	4.13%	N/A
[beach wedding destinations]	116	5	4.31%	N/A
[dolphin swim florida]	36	5	13.89%	N/A
[best wedding destinations]	98	4	4.08%	N/A
[best pet friendly hotels in florida]	36	4	11.11%	N/A
"florida fishing trips"	71	3	4.23%	N/A
[florida wedding]	56	3	5.36%	N/A
[florida vacation deals]	44	3	6.82%	N/A
[Where can you swim with dolphins in florida]	30	3	10.00%	N/A
[beach wedding resorts]	13	1	7.69%	N/A
[campgrounds in florida pet friendly]	5	1	20.00%	N/A
[florida dolphin swim]	4	1	25.00%	N/A

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

FY 2020 MEDIA PLAN

		Media Ordered=		Media To Be Ordered=																																																
Holidays /Events	*Halloween (10/31)	* X-Mas (12/25)			* Mini-Lobster Season (7/29-7/30)																																															
	* Columbus Day (10/14)	* New Year's Day (1/1)			* Lobster Season (8/6-3/31)																																															
	* Art Basel (12/5-12/8)	* MLK Day (1/20)	* Pres Day (2/17)	* Easter (4/12)	* Memorial Day (5/25)	* Ind Day (7/4)	* Labor Day (9/7)																																													
	*Thanksgiving Day (11/28)																																																			
Public Schools Vacation Calendars	Miami-Dade County Public Schools:	Winter Break: 12/23-1/5		Spring Break: 3/23-3/29	Summer Break: 6/4-8/16																																															
	Broward County Public Schools:	12/23-1/6		3/20-3/29	6/3-8/12																																															
	Palm Beach County Public Schools:	12/23-1/6				6/1-8/11																																														
	Martin County Public Schools:	12/23-1/5				5/29-8/11																																														
	Hillsborough County Public Schools:	12/23-1/6		3/23-3/30		5/30-8/11																																														
	Pinellas County Public Schools:	12/23-1/6		3/14-3/22		6/2-8/12																																														
	Orange County Public Schools:	12/23-1/6		3/13-3/22		5/28-8/11																																														
	Osceola County Public Schools:	12/23-1/6		3/14-3/22		5/29-8/11																																														
	Seminole County Public Schools:	12/23-1/5		3/14-3/22		5/28-8/11																																														
	Duval County Public Schools:	12/23-1/6		3/14-3/22		5/30-8/11																																														
	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			GROSS TOTAL																																							
	OCT '19	NOV '19	DEC '19	JAN '20	FEB '20	MAR '20	APR '20	MAY '20	JUN '20	JUL '20	AUG '20	SEP '20																																								
Weeks Begin on Mondays:	30-Sep	7-Oct	14-Oct	21-Oct	28-Oct	4-Nov	11-Nov	18-Nov	25-Nov	2-Dec	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	27-Jan	3-Feb	10-Feb	17-Feb	24-Feb	2-Mar	9-Mar	16-Mar	23-Mar	30-Mar	6-Apr	13-Apr	20-Apr	27-Apr	4-May	11-May	18-May	25-May	1-Jun	8-Jun	15-Jun	22-Jun	29-Jun	6-Jul	13-Jul	20-Jul	27-Jul	3-Aug	10-Aug	17-Aug	24-Aug	31-Aug	7-Sep	14-Sep	21-Sep

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

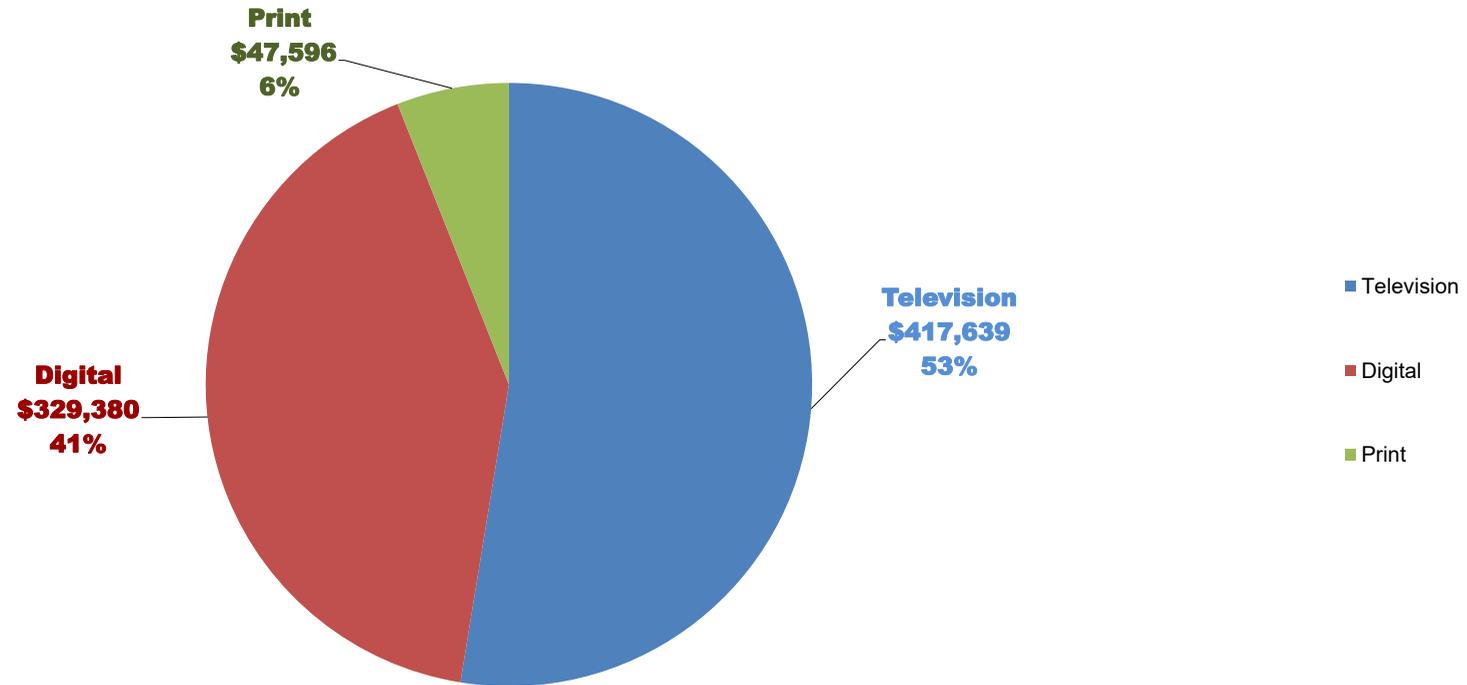


TOTAL MEDIA EXPENDITURE TO DATE: \$947,576

FY 2021 MEDIA PLAN

		Media Ordered= ██████████ Media To Be Ordered= ██████████																																																		
Holidays /Events	*Halloween (10/31) *X-Mas (12/25) *Mini-Lobster Season (7/28-7/29) *Election Day (11/3) *Columbus Day (10/12) *Art Basel (12/3-12/6) * MLK Day (1/18) * Pres Day (2/15) *Easter (4/4) * Memorial Day (5/31) * Ind Day (7/4) *Lobster Season (8/6-3/31) *Thanksgiving Day (11/26) * Labor Day (9/6)																																																			
	Public Schools Vacation Calendars	Winter Break:				Spring Break:				Summer Break:																																										
Miami-Dade County Public Schools:		11/25-29	12/19-1/3			3/27-4/4			6/10-8/22																																											
Broward County Public Schools:		11/21-29	12/19-1/3			3/19-3/28			6/10-8/18																																											
Palm Beach County Public Schools:		11/21-29	12/19-1/4					5/29-8/9																																												
Martin County Public Schools:		11/21-29	12/19-1/4			3/13-3/21			5/29-8/10																																											
Hillsborough County Public Schools:		11/21-29	12/19-1/4			3/13-3/22			5/29-8/8																																											
Pinellas County Public Schools:		11/21-29	12/19-1/4			3/13-3/22			5/28-8/11																																											
Orange County Public Schools:		11/21-29	12/19-1/4			3/13-3/21			5/26-8/8																																											
Osceola County Public Schools:		11/21-29	12/19-1/4			3/13-3/21			5/27-8/8																																											
Seminole County Public Schools:		11/21-29	12/19-1/4			3/13-3/22			5/26-8/8																																											
Duval County Public Schools:	11/25-29	12/18-1/4			3/6-3/14			5/28-8/8																																												
Weeks Begin on Mondays:	4th Quarter				1st Quarter				2nd Quarter				3rd Quarter				GROSS TOTAL																																			
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21																																								
28-Sep	5-Oct	12-Oct	19-Oct	26-Oct	2-Nov	9-Nov	16-Nov	23-Nov	30-Nov	7-Dec	14-Dec	21-Dec	28-Dec	4-Jan	11-Jan	18-Jan	25-Jan	1-Feb	8-Feb	15-Feb	22-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May	10-May	17-May	24-May	31-May	7-Jun	14-Jun	21-Jun	28-Jun	5-Jul	12-Jul	19-Jul	26-Jul	2-Aug	9-Aug	16-Aug	23-Aug	30-Aug	6-Sep	13-Sep	20-Sep	27-Sep

**DAC IV ISLAMORADA
FY 2021 PLAN DISTRIBUTION BY MEDIA**



TOTAL PROPOSED MEDIA EXPENDITURE: \$794,615



Monthly District & Tier Overview Report

For the month of: March 2020

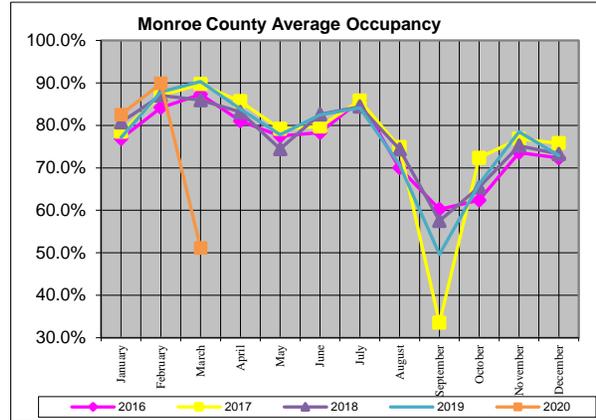
	Current Month - March 2020 vs March 2019									Year to Date - March 2020 vs March 2019								
	Occ %		ADR		RevPAR		Percent Change from March 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida Keys	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
Key West	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
Middle-Upper Florida Keys	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
Key Largo	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
Marathon	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
Islamorada	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.

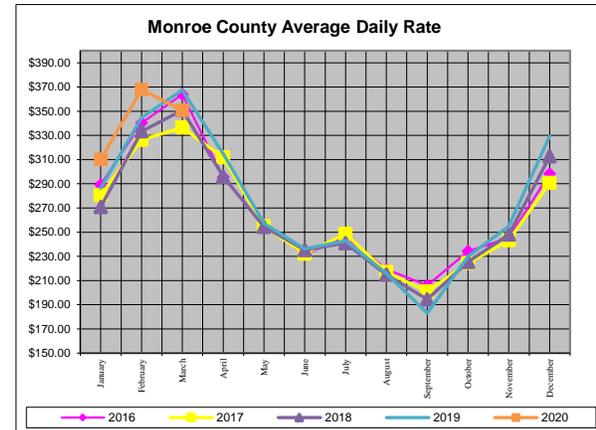
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	7.0%
February	84.2%	87.0%	87.0%	87.9%	89.9%	2.3%
March	87.3%	89.7%	86.0%	90.3%	51.1%	-43.4%
April	81.0%	85.6%	83.1%	83.8%		
May	77.5%	79.2%	74.4%	77.8%		
June	78.3%	79.7%	82.6%	82.5%		
July	85.8%	85.8%	84.4%	84.1%		
August	70.0%	74.8%	74.4%	70.7%		
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
Total	75.5%	76.8%	76.7%	76.6%	73.7%	-13.3%



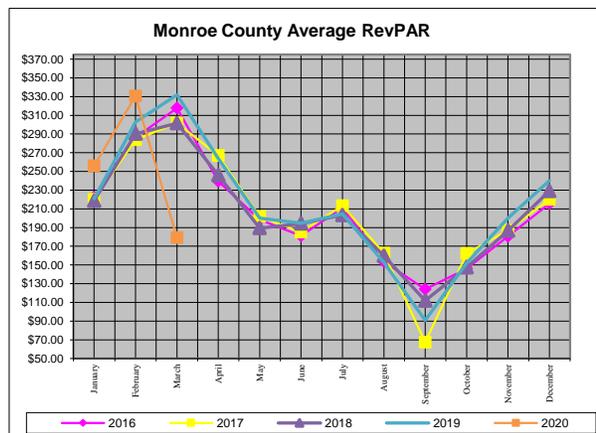
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	8.4%
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	6.7%
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	-4.5%
April	\$295.63	\$311.70	\$295.89	\$314.82		
May	\$255.89	\$254.83	\$254.42	\$257.29		
June	\$231.36	\$232.15	\$235.27	\$236.04		
July	\$246.13	\$248.53	\$240.92	\$242.98		
August	\$219.35	\$216.99	\$214.80	\$215.90		
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
Total	\$270.46	\$269.75	\$266.93	\$277.32	\$341.74	2.0%



RevPAR

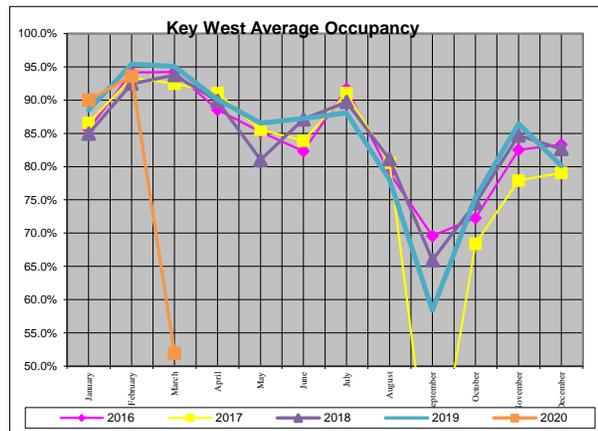
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$263.95		
May	\$198.30	\$201.72	\$189.36	\$200.15		
June	\$181.12	\$185.04	\$194.26	\$194.71		
July	\$211.29	\$213.24	\$203.36	\$204.44		
August	\$153.51	\$162.38	\$159.74	\$152.71		
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
Total	\$207.28	\$204.73	\$212.53	\$212.53	\$252.00	-11.6%



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

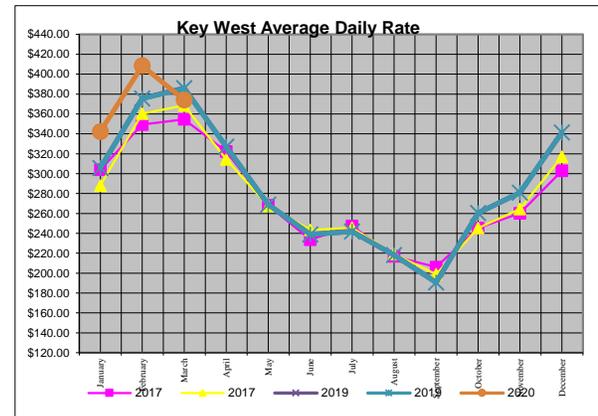
OCCUPANCY RATE

	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%		
Total	83.6%	79.9%	83.9%	84.2%	91.7%	-0.1%



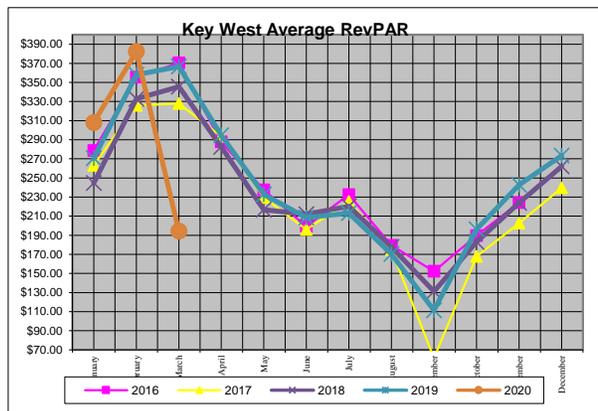
AVERAGE DAILY RATE

	2017	2018	2019	2019	2020	% Chg
January	\$303.93	\$288.05	\$305.62	\$305.87	\$342.23	11.9%
February	\$349.38	\$360.11	\$375.63	\$375.33	\$408.44	8.8%
March	\$354.54	\$368.54	\$385.96	\$385.73	\$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		
Total	\$291.03	\$281.38	\$280.23	\$291.52	\$374.31	5.1%



RevPAR

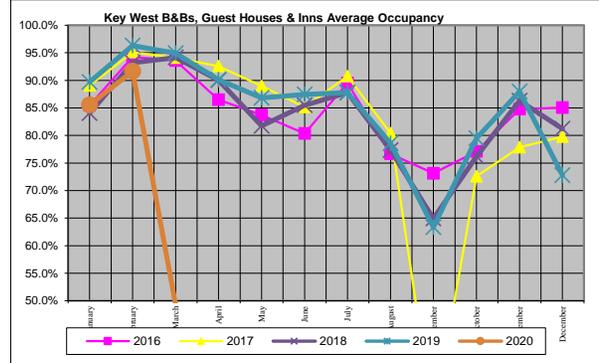
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.80		
May	\$237.58	\$229.47	\$216.71	\$232.76		
June	\$199.32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



Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

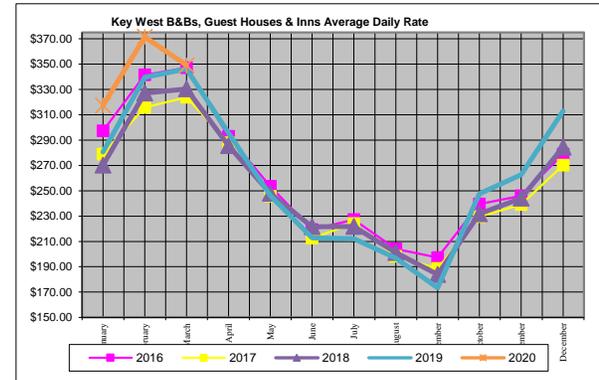
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	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%		
Total	83.1%	80.8%	83.4%	84.7%	74.2%	-20.6%



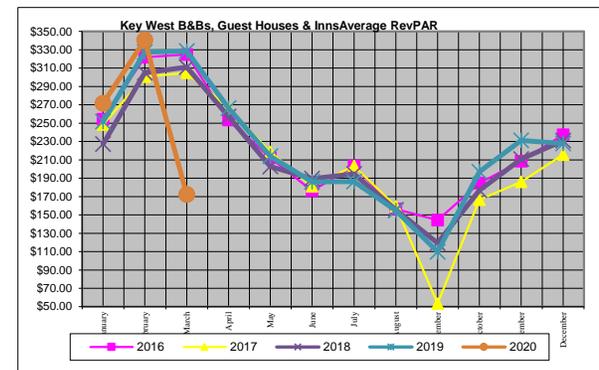
AVERAGE DAILY RATE

	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		
Total	\$256.13	\$256.74	\$257.15	\$264.79	\$345.13	7.0%



RevPAR

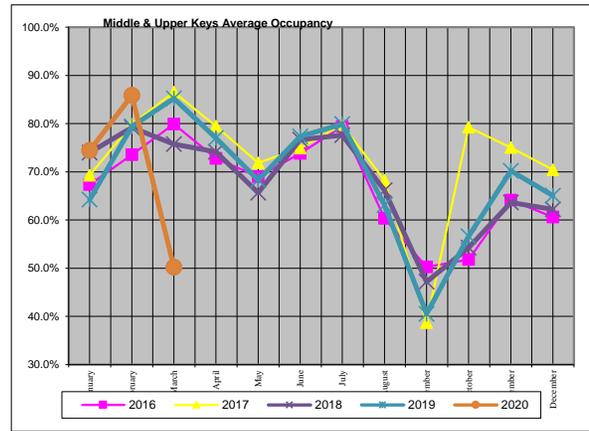
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.34		
May	\$212.12	\$218.44	\$202.64	\$213.82		
June	\$176.20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



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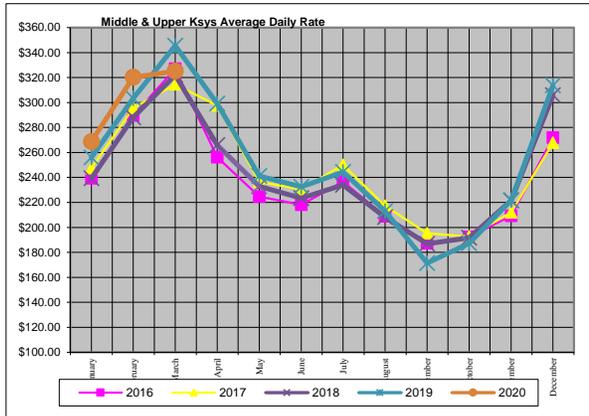
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	15.9%
February	73.5%	79.9%	79.2%	79.4%	85.8%	8.1%
March	79.9%	86.5%	75.7%	85.2%	50.2%	-41.1%
April	72.8%	79.4%	74.1%	77.0%		
May	69.0%	71.8%	65.7%	68.3%		
June	73.8%	74.9%	76.7%	77.3%		
July	79.4%	79.8%	77.6%	79.9%		
August	60.3%	68.2%	66.1%	63.1%		
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
Total	66.8%	72.9%	67.5%	68.6%	69.3%	-9.2%



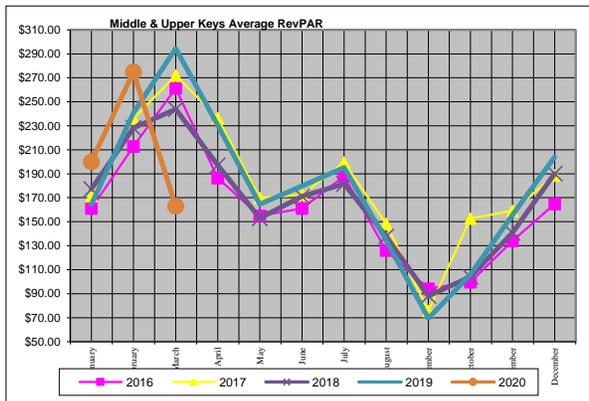
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	5.0%
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	5.6%
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	-5.9%
April	\$256.12	\$297.65	\$265.96	\$299.13		
May	\$224.70	\$236.49	\$232.88	\$241.17		
June	\$218.19	\$230.44	\$223.33	\$232.46		
July	\$236.78	\$249.98	\$233.99	\$244.29		
August	\$208.86	\$217.31	\$208.22	\$213.03		
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
Total	\$242.65	\$253.52	\$245.61	\$258.70	\$302.48	-1.3%



RevPAR

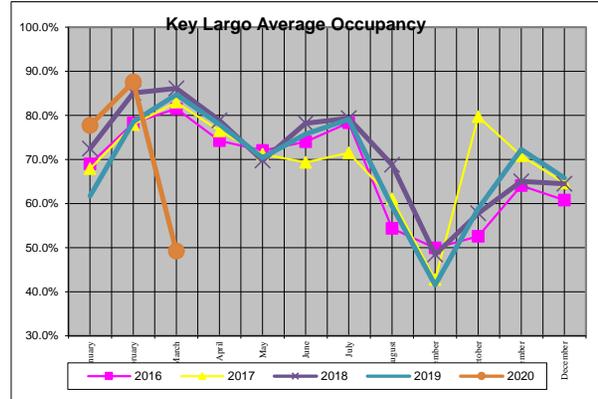
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$230.39		
May	\$154.99	\$169.87	\$152.90	\$164.70		
June	\$161.05	\$172.62	\$171.26	\$179.79		
July	\$188.01	\$199.39	\$181.52	\$195.20		
August	\$126.04	\$148.29	\$137.70	\$134.42		
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
Total	\$162.08	\$184.90	\$165.71	\$177.42	\$209.69	-10.4%



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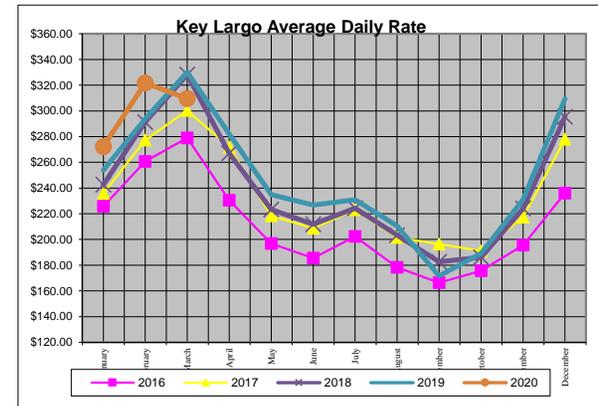
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	25.9%
February	78.3%	77.9%	85.1%	78.5%	87.6%	11.5%
March	81.5%	83.0%	86.1%	84.7%	49.2%	-41.9%
April	74.3%	76.5%	78.9%	78.0%		
May	72.0%	71.2%	69.8%	70.4%		
June	74.0%	69.3%	78.2%	75.8%		
July	78.3%	71.5%	79.4%	79.1%		
August	54.4%	61.1%	68.8%	59.4%		
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
Total	66.9%	69.7%	71.1%	68.4%	70.1%	-6.3%



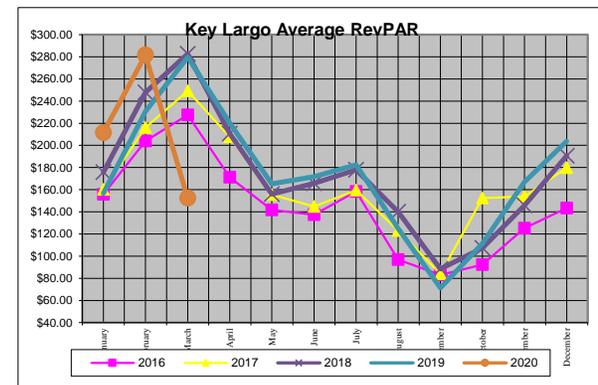
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	7.2%
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	9.5%
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	-6.2%
April	\$230.49	\$271.81	\$267.06	\$282.12		
May	\$196.73	\$218.39	\$223.40	\$234.78		
June	\$185.61	\$208.73	\$211.83	\$226.76		
July	\$202.34	\$223.18	\$224.37	\$230.81		
August	\$178.38	\$201.50	\$203.40	\$210.48		
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
Total	\$215.77	\$238.51	\$244.19	\$252.18	\$300.05	1.1%



RevPAR

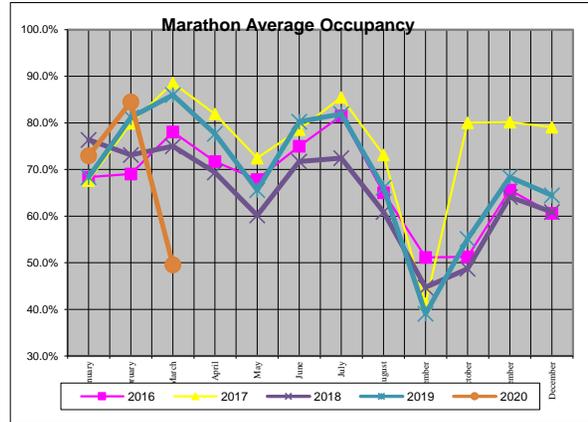
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$220.03		
May	\$141.67	\$155.47	\$155.90	\$165.38		
June	\$137.38	\$144.69	\$165.69	\$171.81		
July	\$158.48	\$159.57	\$178.04	\$182.53		
August	\$96.97	\$123.07	\$139.98	\$124.99		
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
Total	\$144.30	\$166.28	\$173.68	\$172.45	\$210.45	-5.3%



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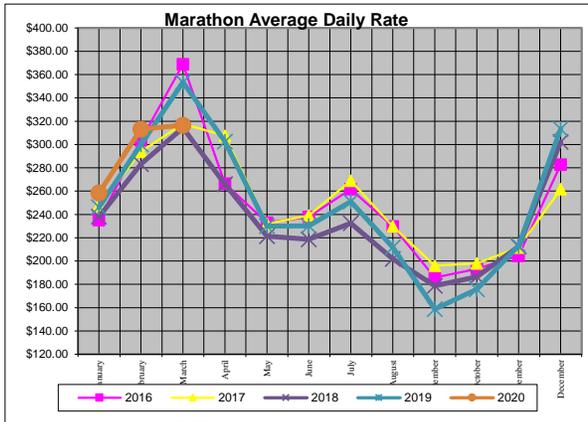
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	6.7%
February	69.1%	80.0%	73.2%	81.2%	84.5%	4.1%
March	78.0%	88.6%	75.0%	86.0%	49.5%	-42.4%
April	71.7%	81.9%	69.4%	77.7%		
May	67.9%	72.4%	60.1%	65.6%		
June	75.0%	78.6%	71.7%	80.2%		
July	81.5%	85.5%	72.5%	81.9%		
August	65.0%	73.2%	60.9%	66.1%		
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
Total	67.2%	75.9%	64.0%	69.0%	68.5%	-13.1%



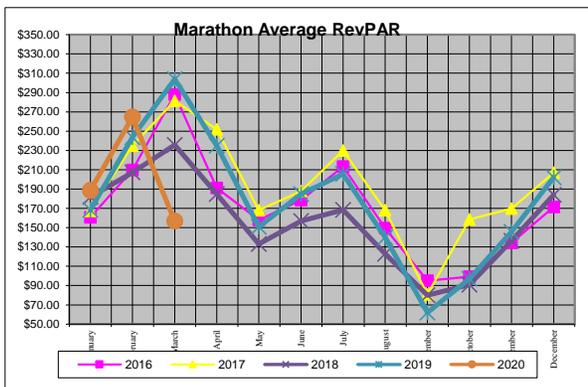
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	5.0%
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	4.3%
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	-10.4%
April	\$266.39	\$307.53	\$266.02	\$302.34		
May	\$232.89	\$231.91	\$221.42	\$230.02		
June	\$237.94	\$239.05	\$218.67	\$230.24		
July	\$261.54	\$268.91	\$232.43	\$250.93		
August	\$229.69	\$229.76	\$201.89	\$211.77		
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
Total	\$254.19	\$258.75	\$240.55	\$257.02	\$293.90	-4.1%



RevPAR

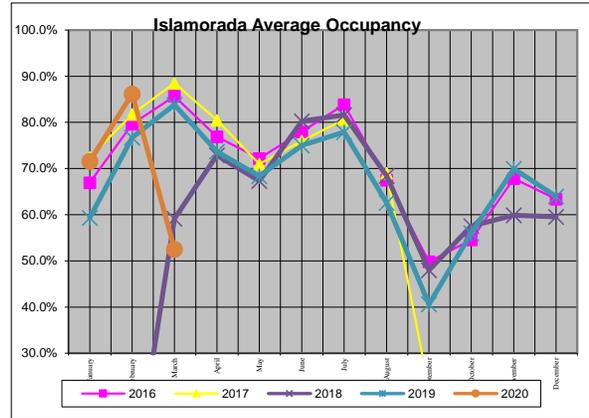
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$234.79		
May	\$158.10	\$167.98	\$133.18	\$150.86		
June	\$178.47	\$187.78	\$156.84	\$184.76		
July	\$213.25	\$229.94	\$168.45	\$205.52		
August	\$149.41	\$168.09	\$122.95	\$139.94		
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
Total	\$179.34	\$170.90	\$153.94	\$177.40	\$201.31	-16.7%



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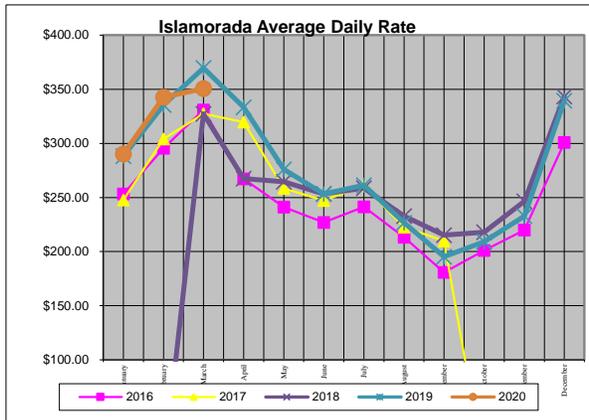
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	20.6%
February	79.6%	81.8%	*	76.7%	86.2%	12.3%
March	85.7%	88.5%	59.2%	83.8%	52.5%	-37.4%
April	76.9%	80.5%	72.9%	73.7%		
May	72.2%	71.0%	67.3%	68.4%		
June	78.0%	76.0%	80.2%	75.0%		
July	83.9%	80.7%	81.6%	77.9%		
August	67.5%	69.0%	68.4%	62.6%		
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
Total	70.9%	71.4%	*	67.3%	69.5%	-5.0%



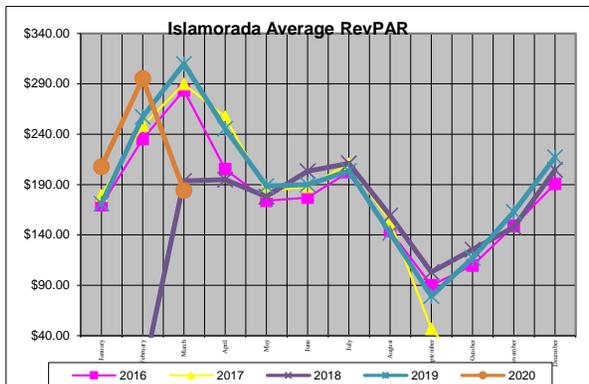
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	0.7%
February	\$295.59	\$303.97	*	\$335.56	\$342.62	2.1%
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	-5.1%
April	\$267.15	\$319.59	\$267.33	\$333.25		
May	\$241.00	\$258.39	\$264.50	\$275.94		
June	\$226.98	\$247.13	\$253.21	\$253.20		
July	\$241.29	\$260.97	\$258.59	\$261.23		
August	\$213.29	\$222.59	\$232.75	\$226.71		
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
Total	\$252.83	\$241.78		\$281.92	\$326.15	-2.9%



RevPAR

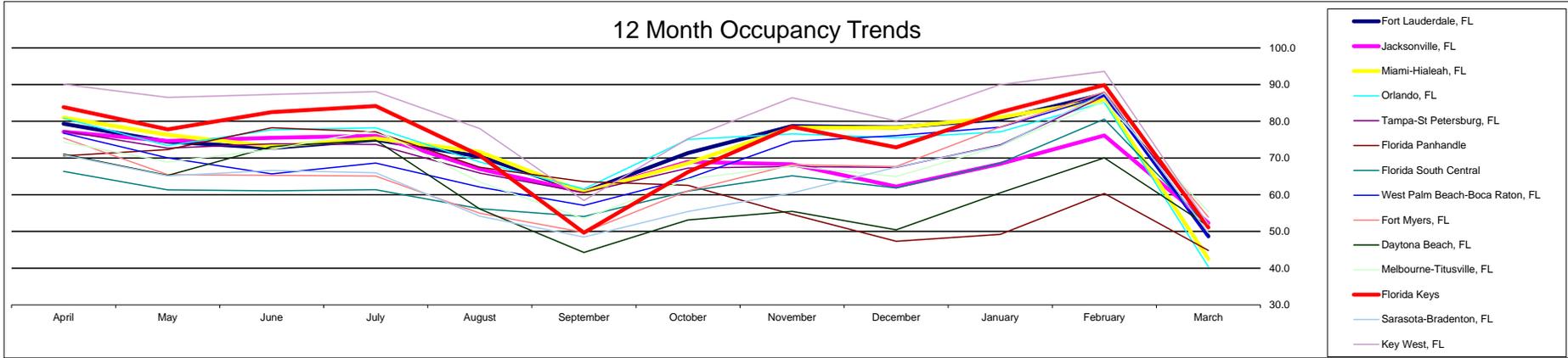
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$245.54		
May	\$173.99	\$183.44	\$178.02	\$188.69		
June	\$177.01	\$187.76	\$203.19	\$189.94		
July	\$202.42	\$210.55	\$211.05	\$203.58		
August	\$143.99	\$153.56	\$159.24	\$141.82		
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
Total	\$179.22	\$172.56		\$189.73	\$226.66	-7.8%



*** Islamorada did not have enough properties submit for STR to have sufficient data to report on**

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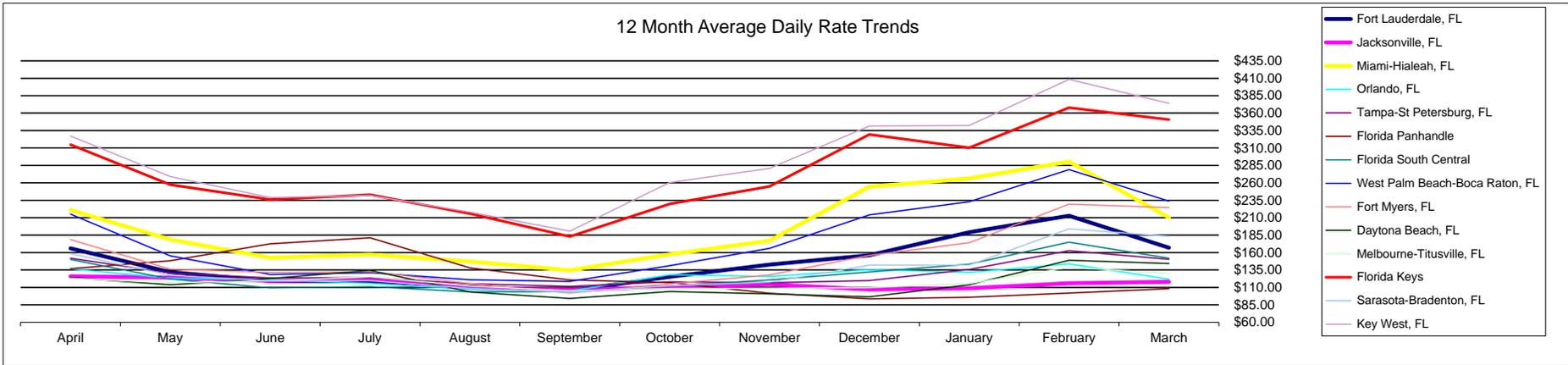
Florida Markets Comparison



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

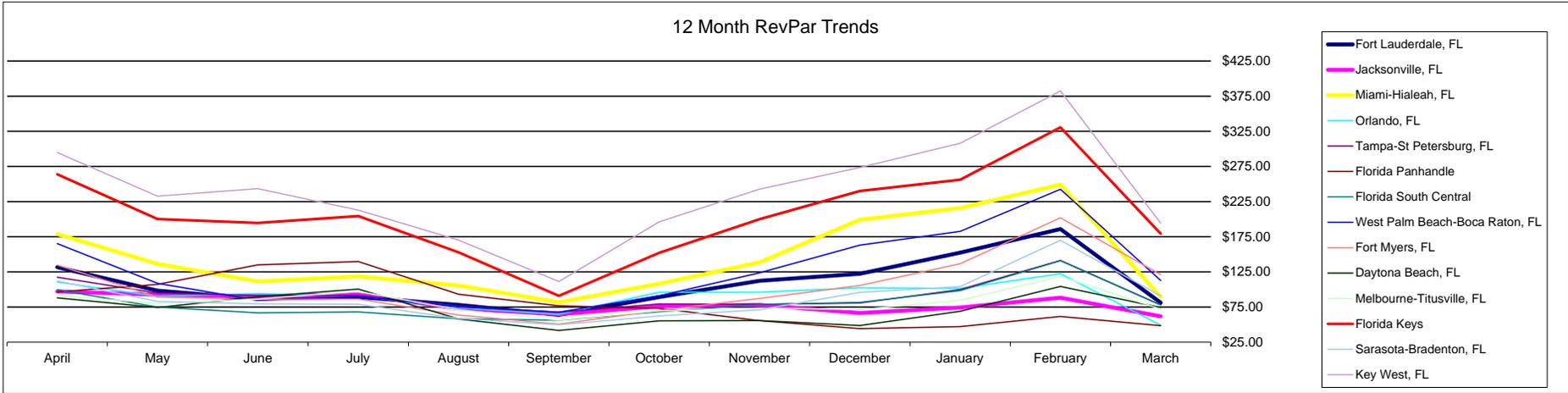
	March	February	January	December	November	October	September	August	July	June	May	April
Fort Lauderdale, FL	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21	\$ 131.93	\$ 166.02
Jacksonville, FL	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 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	\$66.74	\$66.74	\$74.89	\$99.57
West Palm Beach-Boca Raton	\$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	\$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	\$88.68	\$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: Thursday, June 11, 2020
RE: **H.2** AirBNB Reporting

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, we are seeking reporting from alternate sources. For this reason, the AirDNA reports will not be included in the DAC packets moving forward.

Monroe County
Apr 19-May 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	27	10	37
Lower Keys	16	48	64
Marathon	20	14	34
Islamorada	10	37	47
Key Largo	25	13	38

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

ISLAMORADA
May 2020

**CALLS RECORDED & OTHER
INQUIRIES**

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	96	10	12	299	20	437	66.5%	4,165	69.9%
ISLAMORADA	20	1	0	0	94	115	17.5%	581	9.7%
MARATHON	4	48	0	7	8	67	10.2%	881	14.8%
LOWER KEYS	8	8	2	4	2	24	3.7%	101	1.7%
KEY LARGO	4	5	4	1	0	14	2.1%	232	3.9%
	132	72	18	311	124	657		5,960	
	20.1%	11.0%	2.7%	47.3%	18.9%				

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.

MONTH

LENGTH OF STAY:

Minimum: 4
Maximum: 10
Average: 6

NUMBER OF ADULTS:

Minimum: 2
Maximum: 6
Average: 2

NUMBER OF CHILDREN:

Minimum: 1
Maximum: 4
Average: 2

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 1
Maximum: 14
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 10
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 4
Average: 1

ACCOMMODATIONS

ISLAMORADA
May 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	18	1	0	83	102	88.7%	533	91.7%
None	1	0	0	10	11	9.6%	30	5.2%
Vacation Rental	1	0	0	1	2	1.7%	10	1.7%
B&B/Guest House	0	0	0	0	0	0.0%	3	0.5%
Campground/RV	0	0	0	0	0	0.0%	5	0.9%
	20	1	0	94	115		581	
	17.4%	0.9%	0.0%	81.7%				

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

ADVERTISING SOURCE**ISLAMORADA
May 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	12	0	0	7	19	16.5%	171	29.4%
Do Not Know	0	0	0	3	3	2.6%	50	8.6%
TV Ad	0	0	0	0	0	0.0%	6	1.0%
TV Show/Story	0	0	0	0	0	0.0%	10	1.7%
Magazine Ad	0	0	0	0	0	0.0%	4	0.7%
Magazine Article	0	0	0	0	0	0.0%	2	0.3%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
Internet	0	0	0	0	0	0.0%	40	6.9%
TDC Website	0	0	0	0	0	0.0%	2	0.3%
Tourist Directory or Guide	0	0	0	0	0	0.0%	8	1.4%
Keys Business	0	0	0	0	0	0.0%	8	1.4%
Keys Chamber of Commerce	0	0	0	0	0	0.0%	3	0.5%
Travel Agent	0	0	0	0	0	0.0%	2	0.3%
Directory Assistance	0	0	0	0	0	0.0%	2	0.3%
Billboard	0	0	0	0	0	0.0%	1	0.2%
Other	0	0	0	0	0	0.0%	1	0.2%
	12	0	0	10	115		581	
	10.4%	0.0%	0.0%	8.7%				

INTERESTS

ISLAMORADA
May 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	14	0	0	83	97	78.9%	397	63.0%
None	2	0	0	4	6	4.9%	14	2.2%
Dining/Entertainment	1	0	0	3	4	3.3%	11	1.7%
Water Sports	0	0	0	2	2	1.6%	7	1.1%
Relocation/Real Estate	1	0	0	1	2	1.6%	2	0.3%
Fishing Deep Sea	0	0	0	1	1	0.8%	11	1.7%
Snorkeling	0	0	0	1	1	0.8%	5	0.8%
Marinas	0	0	0	1	1	0.8%	10	1.6%
Kids/Family Vacations	0	0	0	1	1	0.8%	5	0.8%
Guided Nature Tour	1	0	0	0	1	0.8%	1	0.2%
Cultural Events/Theatre/Music	1	0	0	0	1	0.8%	6	1.0%
Fishing Backcountry	0	0	0	0	0	0.0%	10	1.6%
Fishing Tournament	0	0	0	0	0	0.0%	1	0.2%
Diving	0	0	0	0	0	0.0%	3	0.5%
Sailing	0	0	0	0	0	0.0%	2	0.3%
Boat Rentals	0	0	0	0	0	0.0%	4	0.6%
Wedding	0	0	0	0	0	0.0%	1	0.2%
Honeymoon	0	0	0	0	0	0.0%	0	0.0%
Coupon Book	0	0	0	0	0	0.0%	1	0.2%
Weather	0	0	0	0	0	0.0%	2	0.3%
	20	0	0	97	123		630	
	16.3%	0.0%	0.0%	78.9%				

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

How do you plan to travel to the Keys?

**ISLAMORADA
May 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	19	1	0	39	59	51.3%	331	57.0%
Automobile	0	0	0	6	6	5.2%	26	4.5%
Commercial Airline	0	0	0	1	1	0.9%	10	1.7%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	7	1.2%
Motorcycle	0	0	0	0	0	0.0%	1	0.2%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	1	0.2%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.2%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	0	0.0%
	19	1	0	46	115		581	
	16.5%	0.9%	0.0%	40.0%				

STATE

ISLAMORADA May 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	6	0	0	37	43	49.4%	100	27.3%
NY	1	1	0	5	7	8.0%	24	6.6%
TN	0	0	0	7	7	8.0%	12	3.3%
GA	0	0	0	5	5	5.7%	21	5.7%
NC	0	0	0	5	5	5.7%	17	4.6%
NJ	0	0	0	4	4	4.6%	30	8.2%
IL	1	0	0	2	3	3.4%	11	3.0%
IN	0	0	0	2	2	2.3%	13	3.6%
AL	0	0	0	1	1	1.1%	3	0.8%
AR	0	0	0	1	1	1.1%	1	0.3%
CA	0	0	0	1	1	1.1%	6	1.6%
CO	1	0	0	0	1	1.1%	5	1.4%
CT	0	0	0	1	1	1.1%	4	1.1%
KY	0	0	0	1	1	1.1%	3	0.8%
NE	0	0	0	1	1	1.1%	1	0.3%
NV	0	0	0	1	1	1.1%	3	0.8%
OH	0	0	0	1	1	1.1%	13	3.6%
SC	0	0	0	1	1	1.1%	9	2.5%
VT	0	0	0	1	1	1.1%	1	0.3%
	9	1	0	77	87		366	
	10.3%	1.1%	0.0%	88.5%				

What month do you plan to travel?

**ISLAMORADA
May 2020**

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	10	1	0	84	95	82.6%	365	62.8%
June	5	0	0	9	14	12.2%	26	4.5%
July	4	0	0	0	4	3.5%	7	1.2%
May	1	0	0	0	1	0.9%	18	3.1%
August	0	0	0	1	1	0.9%	1	0.2%
January	0	0	0	0	0	0.0%	15	2.6%
February	0	0	0	0	0	0.0%	38	6.5%
March	0	0	0	0	0	0.0%	53	9.1%
April	0	0	0	0	0	0.0%	37	6.4%
September	0	0	0	0	0	0.0%	3	0.5%
October	0	0	0	0	0	0.0%	5	0.9%
November	0	0	0	0	0	0.0%	7	1.2%
December	0	0	0	0	0	0.0%	6	1.0%
	20	1	0	94	115		581	
	17.4%	0.9%	0.0%	81.7%				

TYPE OF CALLER**ISLAMORADA
May 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	20	1	0	90	111	96.5%	510	87.8%
Unknown	0	0	0	4	4	3.5%	26	4.5%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Voice Mail	0	0	0	0	0	0.0%	2	0.3%
Email	0	0	0	0	0	0.0%	40	6.9%
Postal Inquiry	0	0	0	0	0	0.0%	3	0.5%
Other	0	0	0	0	0	0.0%	0	0.0%
	20	1	0	94	115		581	
	17.4%	0.9%	0.0%	81.7%				

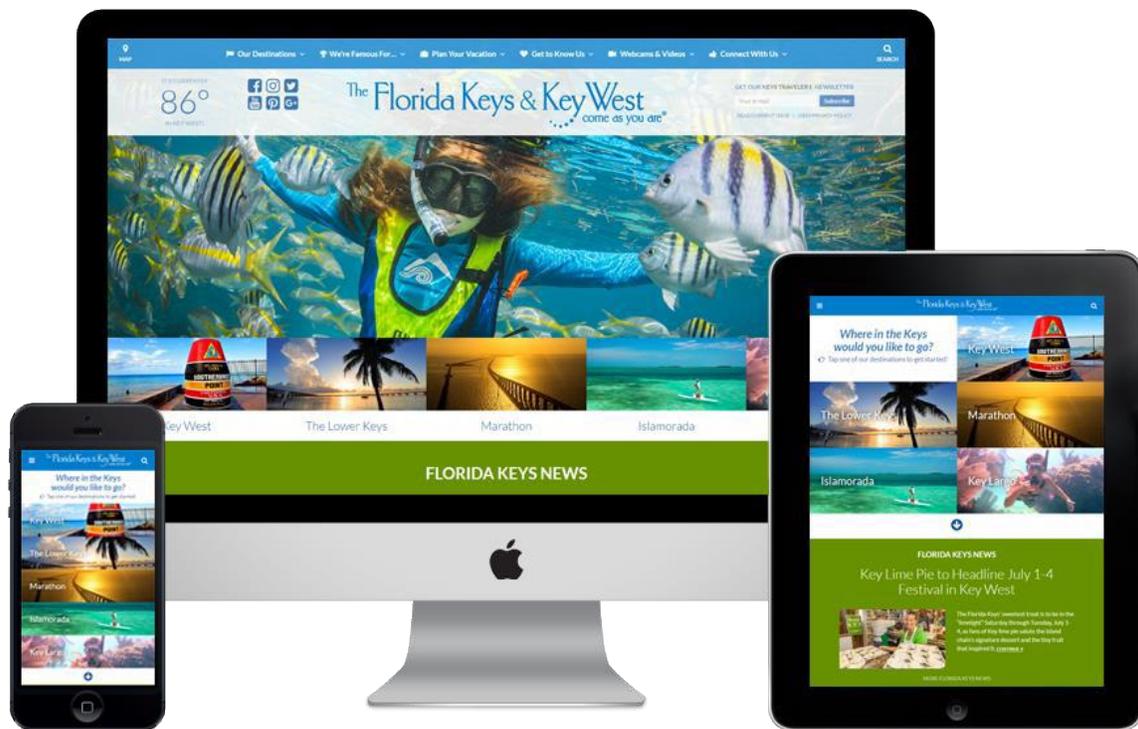
Note: If type of caller is "Consumer" and phone line is "Unknown", either staff did not collect this information or caller did not provide it. If type of caller is "Unknown", the type of caller field was not completed by staff.

The Florida Keys & Key West

... come as you are[®]

Website Status Report Fla-Keys.com

May 2020 Data for the
June 23 & 24, 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

May 1, 2020 - May 31, 2020

All Users
100.00% Users

Overview

Users



Users
152,110

New Users
143,871

Sessions
201,178

Number of Sessions per User
1.32

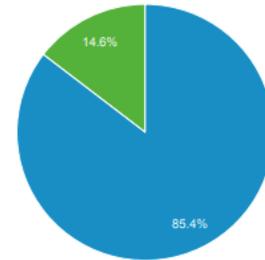
Pageviews
582,328

Pages / Session
2.89

Avg. Session Duration
00:01:54

Bounce Rate
49.69%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	105,122	68.80%
2. en	38,466	25.18%
3. en-gb	2,376	1.56%
4. es-us	1,199	0.78%
5. en-ca	612	0.40%
6. de-de	534	0.35%
7. de	418	0.27%
8. es-419	394	0.26%
9. fr-fr	341	0.22%
10. es-es	267	0.17%

Website Traffic Sources

All Traffic

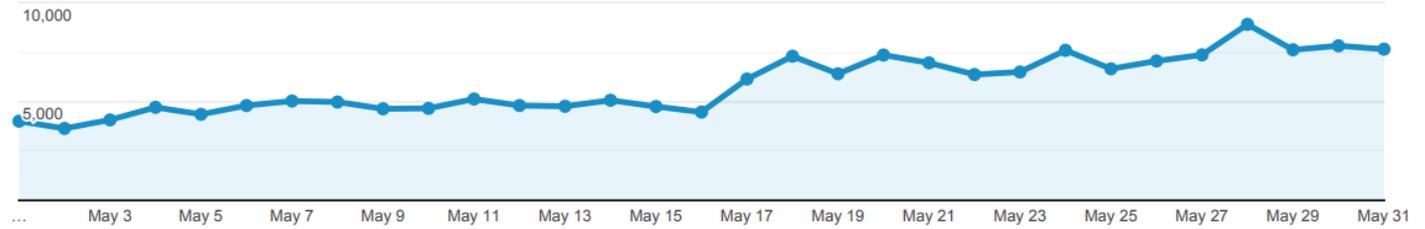
All Users
100.00% Users

May 1, 2020 - May 31, 2020

Explorer

Summary

Users



Source / Medium

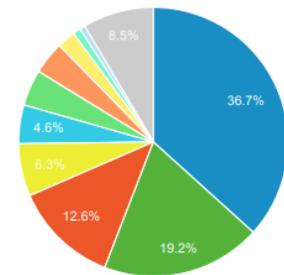
Users

Users

Contribution to total:

Users

Source / Medium	Users	Users
	152,110 % of Total: 100.00% (152,110)	152,110 % of Total: 100.00% (152,110)
1. google / organic	57,393	36.71%
2. (direct) / (none)	29,963	19.17%
3. Facebook/Instagram / Feed/Stories	19,686	12.59%
4. google / cpc	9,892	6.33%
5. m.facebook.com / referral	7,248	4.64%
6. bing / organic	6,780	4.34%
7. visitflorida.com / referral	6,129	3.92%
8. yahoo / organic	3,450	2.21%
9. floridakeyswebcams.tv / referral	1,436	0.92%
10. imasdk.googleapis.com / referral	1,030	0.66%



Most Visited Sections of Website

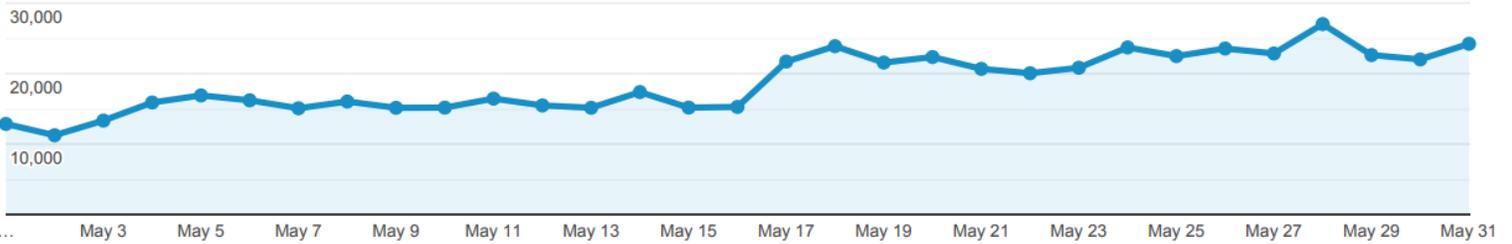
Content Drilldown

All Users
100.00% Pageviews

May 1, 2020 - May 31, 2020

Explorer

Pageviews



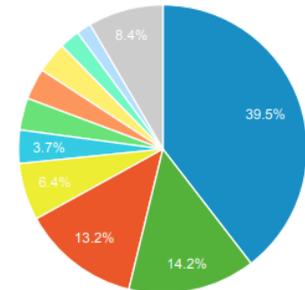
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

	582,328 % of Total: 100.00% (582,328)	582,328 % of Total: 100.00% (582,328)
1. /webcams/	230,309	39.55%
2. /	82,947	14.24%
3. /news/	76,772	13.18%
4. /key-west/	37,323	6.41%
5. /islamorada/	21,803	3.74%
6. /key-largo/	20,866	3.58%
7. /keylimeacademy/	20,361	3.50%
8. /marathon/	20,199	3.47%
9. /lower-keys/	13,159	2.26%
10. /calendar/	9,550	1.64%



The Florida Keys & Key West

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Device Usage

Overview

All Users
100.00% Users

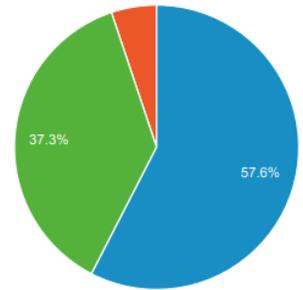
May 1, 2020 - May 31, 2020

Explorer

Summary



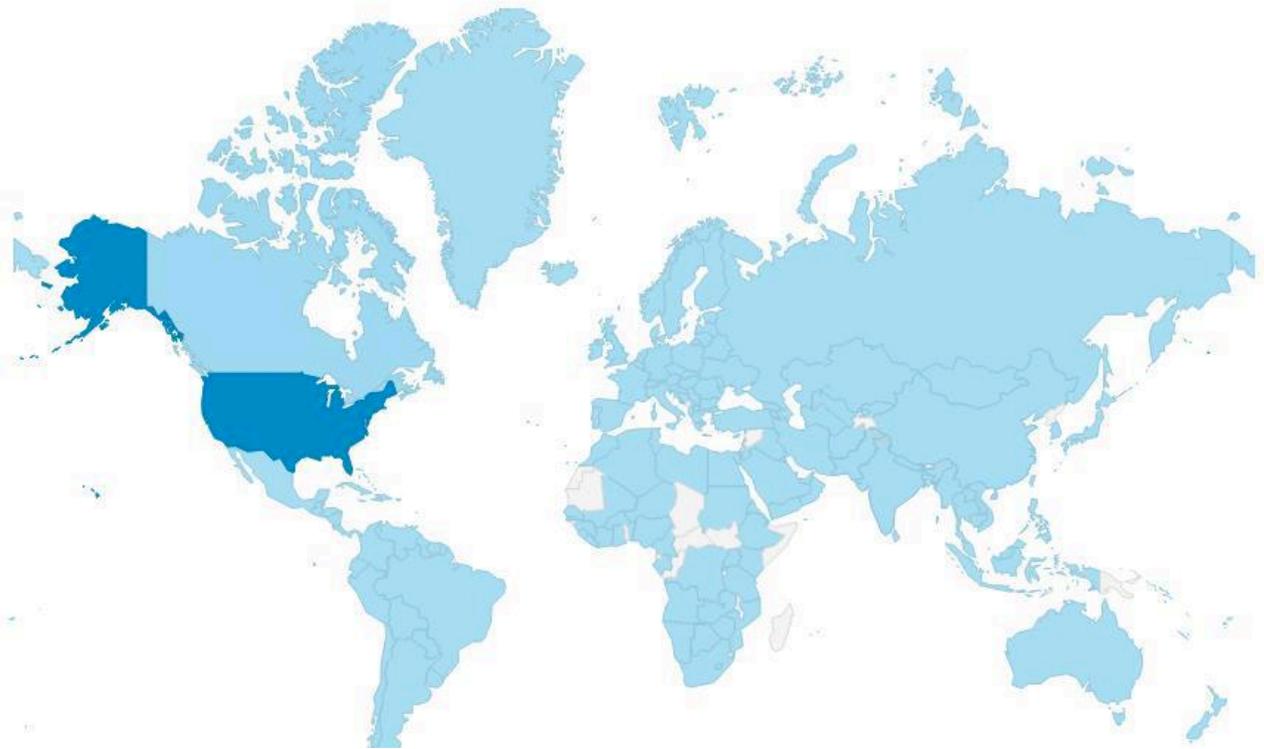
Device Category	Users	Users	Contribution to total:
	152,110 % of Total: 100.00% (152,110)	152,110 % of Total: 100.00% (152,110)	
1. ■ mobile	87,670	57.56%	
2. ■ desktop	56,789	37.29%	
3. ■ tablet	7,840	5.15%	



Section 2: Geographic Data on Website Visitors



Google Analytics



05_DAC4_ISL_01_World

May 1, 2020 - May 31, 2020

All Users
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,719 % of Total: 100.00% (10,719)	12,172 % of Total: 100.00% (12,172)	2.06 Avg for View: 2.06 (0.00%)	00:01:36 Avg for View: 00:01:36 (0.00%)	79.15% Avg for View: 79.08% (0.08%)	54.21% Avg for View: 54.21% (0.00%)
1. United States	10,348 (96.42%)	11,753 (96.56%)	2.08	00:01:36	79.12%	53.84%
2. United Kingdom	111 (1.03%)	126 (1.04%)	1.72	00:01:21	75.40%	58.73%
3. Canada	79 (0.74%)	86 (0.71%)	1.94	00:01:05	84.88%	56.98%
4. Germany	27 (0.25%)	31 (0.25%)	1.65	00:03:33	70.97%	58.06%
5. Italy	17 (0.16%)	19 (0.16%)	1.84	00:02:10	78.95%	63.16%
6. France	14 (0.13%)	14 (0.12%)	1.43	00:00:41	85.71%	64.29%
7. Netherlands	9 (0.08%)	9 (0.07%)	1.56	00:00:25	100.00%	66.67%
8. (not set)	8 (0.07%)	11 (0.09%)	1.09	00:00:27	54.55%	90.91%
9. Brazil	7 (0.07%)	7 (0.06%)	1.57	00:00:17	85.71%	85.71%
10. Czechia	7 (0.07%)	7 (0.06%)	2.00	00:01:07	85.71%	57.14%
11. Switzerland	6 (0.06%)	6 (0.05%)	1.83	00:00:14	83.33%	50.00%
12. Spain	5 (0.05%)	5 (0.04%)	1.60	00:01:28	100.00%	60.00%
13. India	5 (0.05%)	5 (0.04%)	1.00	00:00:00	80.00%	100.00%
14. Norway	5 (0.05%)	6 (0.05%)	2.33	00:01:12	83.33%	33.33%
15. Sweden	4 (0.04%)	4 (0.03%)	1.25	00:00:02	100.00%	75.00%
16. Argentina	3 (0.03%)	3 (0.02%)	1.67	00:00:13	66.67%	66.67%
17. Australia	3 (0.03%)	3 (0.02%)	2.00	00:00:44	100.00%	33.33%
18. Belgium	3 (0.03%)	4 (0.03%)	1.50	00:00:54	75.00%	50.00%
19. Egypt	3 (0.03%)	5 (0.04%)	1.00	00:00:00	60.00%	100.00%
20. Croatia	3 (0.03%)	3 (0.02%)	1.00	00:00:00	66.67%	100.00%
21. Japan	3 (0.03%)	3 (0.02%)	1.00	00:00:00	100.00%	100.00%
22. Poland	3 (0.03%)	3 (0.02%)	2.33	00:01:39	66.67%	66.67%
23. Puerto Rico	3 (0.03%)	3 (0.02%)	7.33	00:02:57	100.00%	33.33%
24. United Arab Emirates	2 (0.02%)	2 (0.02%)	1.50	00:13:12	50.00%	50.00%

25.	Austria	2 (0.02%)	2 (0.02%)	1.50	00:00:30	50.00%	50.00%
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Rows 1 - 25 of 61

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05_DAC4_ISL_02_USA

ALL » COUNTRY: United States

May 1, 2020 - May 31, 2020

All Users
96.54% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	10,348 % of Total: 96.54% (10,719)	11,753 % of Total: 96.56% (12,172)	2.08 Avg for View: 2.06 (0.62%)	00:01:36 Avg for View: 00:01:36 (0.77%)	79.12% Avg for View: 79.08% (0.05%)	53.84% Avg for View: 54.21% (-0.67%)
1. Florida	4,189 (40.46%)	4,771 (40.59%)	2.08	00:01:34	80.09%	53.97%
2. Texas	792 (7.65%)	857 (7.29%)	2.11	00:01:19	84.95%	54.03%
3. Georgia	705 (6.81%)	756 (6.43%)	2.12	00:01:32	84.13%	51.98%
4. North Carolina	515 (4.97%)	566 (4.82%)	1.99	00:01:13	80.04%	56.18%
5. Pennsylvania	309 (2.98%)	430 (3.66%)	2.04	00:01:52	62.56%	53.02%
6. Tennessee	295 (2.85%)	333 (2.83%)	2.20	00:01:59	79.28%	49.55%
7. Ohio	277 (2.68%)	352 (2.99%)	2.05	00:01:50	69.03%	53.41%
8. Illinois	262 (2.53%)	321 (2.73%)	2.05	00:01:48	69.16%	52.96%
9. New York	253 (2.44%)	269 (2.29%)	1.91	00:01:34	79.55%	52.42%
10. South Carolina	253 (2.44%)	281 (2.39%)	2.26	00:01:43	81.14%	48.04%
11. New Jersey	252 (2.43%)	295 (2.51%)	2.11	00:01:52	75.25%	56.27%
12. Virginia	225 (2.17%)	234 (1.99%)	2.01	00:01:47	89.32%	55.13%
13. Alabama	169 (1.63%)	180 (1.53%)	2.19	00:01:20	87.22%	53.33%
14. California	160 (1.55%)	173 (1.47%)	1.94	00:01:37	80.92%	54.34%
15. Michigan	157 (1.52%)	181 (1.54%)	2.00	00:01:34	74.59%	56.35%
16. Massachusetts	135 (1.30%)	149 (1.27%)	1.69	00:00:56	80.54%	64.43%
17. Maryland	124 (1.20%)	153 (1.30%)	2.11	00:01:37	71.90%	50.33%
18. Colorado	103 (0.99%)	120 (1.02%)	2.12	00:01:52	80.00%	54.17%
19. Louisiana	100 (0.97%)	110 (0.94%)	1.90	00:01:11	82.73%	56.36%
20. Indiana	99 (0.96%)	117 (1.00%)	2.10	00:01:26	70.94%	57.26%
21. Missouri	97 (0.94%)	104 (0.88%)	2.35	00:01:42	83.65%	55.77%
22. Kentucky	95 (0.92%)	104 (0.88%)	2.36	00:02:01	82.69%	44.23%
23. Minnesota	84 (0.81%)	84 (0.71%)	2.21	00:01:28	84.52%	48.81%

24.	Wisconsin	71 (0.69%)	88 (0.75%)	2.03	00:02:50	70.45%	50.00%
25.	Connecticut	58 (0.56%)	62 (0.53%)	1.97	00:01:25	82.26%	51.61%
26.	Washington	55 (0.53%)	61 (0.52%)	2.02	00:02:08	80.33%	52.46%
27.	Arizona	54 (0.52%)	56 (0.48%)	2.21	00:02:59	85.71%	55.36%
28.	Oklahoma	48 (0.46%)	54 (0.46%)	2.20	00:02:37	79.63%	44.44%
29.	Mississippi	46 (0.44%)	79 (0.67%)	2.01	00:03:42	51.90%	56.96%
30.	Arkansas	45 (0.43%)	50 (0.43%)	2.36	00:01:21	84.00%	56.00%
31.	Kansas	32 (0.31%)	40 (0.34%)	1.95	00:01:10	77.50%	62.50%
32.	Oregon	30 (0.29%)	33 (0.28%)	1.88	00:00:52	75.76%	60.61%
33.	Iowa	29 (0.28%)	31 (0.26%)	2.29	00:00:51	70.97%	58.06%
34.	Delaware	27 (0.26%)	33 (0.28%)	2.00	00:01:27	63.64%	60.61%
35.	New Hampshire	27 (0.26%)	30 (0.26%)	1.80	00:00:36	76.67%	73.33%
36.	West Virginia	26 (0.25%)	28 (0.24%)	1.86	00:00:59	82.14%	60.71%
37.	Nebraska	23 (0.22%)	28 (0.24%)	1.89	00:01:10	82.14%	42.86%
38.	Utah	20 (0.19%)	20 (0.17%)	1.75	00:00:30	75.00%	65.00%
39.	Nevada	17 (0.16%)	19 (0.16%)	2.05	00:03:43	73.68%	63.16%
40.	Idaho	14 (0.14%)	14 (0.12%)	2.14	00:01:37	85.71%	42.86%
41.	Rhode Island	13 (0.13%)	13 (0.11%)	1.54	00:00:19	76.92%	69.23%
42.	(not set)	12 (0.12%)	12 (0.10%)	1.42	00:00:20	91.67%	83.33%
43.	North Dakota	11 (0.11%)	14 (0.12%)	1.29	00:00:12	71.43%	71.43%
44.	Maine	10 (0.10%)	11 (0.09%)	3.00	00:04:00	72.73%	36.36%
45.	New Mexico	10 (0.10%)	11 (0.09%)	1.73	00:03:43	72.73%	63.64%
46.	Wyoming	7 (0.07%)	8 (0.07%)	2.50	00:01:51	87.50%	50.00%
47.	Montana	6 (0.06%)	6 (0.05%)	2.17	00:07:01	83.33%	33.33%
48.	Vermont	4 (0.04%)	4 (0.03%)	1.25	00:00:04	75.00%	75.00%
49.	South Dakota	3 (0.03%)	3 (0.03%)	2.00	00:00:21	66.67%	33.33%
50.	District of Columbia	2 (0.02%)	2 (0.02%)	5.00	00:02:07	100.00%	50.00%

Rows 1 - 50 of 52

05_DAC4_ISL_03_FL

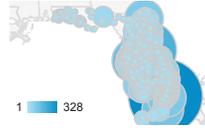
ALL » COUNTRY: United States » REGION: Florida

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	4,189 % of Total: 39.08% (10,719)	4,771 % of Total: 39.20% (12,172)	2.08 Avg for View: 2.06 (0.92%)	00:01:34 Avg for View: 00:01:36 (-1.27%)	80.09% Avg for View: 79.08% (1.27%)	53.97% Avg for View: 54.21% (-0.43%)
1. Hialeah	328 (7.67%)	370 (7.76%)	2.04	00:01:20	78.11%	59.46%
2. Orlando	185 (4.33%)	201 (4.21%)	2.04	00:01:08	82.09%	58.71%
3. (not set)	121 (2.83%)	167 (3.50%)	2.06	00:02:00	65.87%	58.68%
4. Brandon	120 (2.81%)	129 (2.70%)	2.12	00:01:32	86.05%	52.71%
5. Key Largo	104 (2.43%)	128 (2.68%)	1.65	00:00:49	63.28%	61.72%
6. Miami	88 (2.06%)	98 (2.05%)	1.95	00:01:22	81.63%	58.16%
7. Jacksonville	86 (2.01%)	91 (1.91%)	2.05	00:01:08	82.42%	57.14%
8. Cape Coral	63 (1.47%)	66 (1.38%)	2.23	00:01:13	86.36%	54.55%
9. Tampa	54 (1.26%)	55 (1.15%)	1.80	00:01:43	90.91%	56.36%
10. Kissimmee	48 (1.12%)	51 (1.07%)	2.06	00:01:54	72.55%	60.78%
11. Port St. Lucie	47 (1.10%)	54 (1.13%)	2.57	00:01:41	74.07%	38.89%
12. Ocala	44 (1.03%)	50 (1.05%)	2.34	00:01:44	74.00%	42.00%
13. Bay Lake	43 (1.01%)	43 (0.90%)	1.98	00:00:48	88.37%	58.14%
14. North Naples	43 (1.01%)	47 (0.99%)	1.98	00:01:01	82.98%	51.06%
15. St. Petersburg	40 (0.94%)	45 (0.94%)	2.29	00:01:29	77.78%	46.67%
16. Davie	40 (0.94%)	45 (0.94%)	2.04	00:02:04	80.00%	48.89%
17. Melbourne	35 (0.82%)	41 (0.86%)	2.22	00:02:39	78.05%	58.54%
18. Palm Beach Gardens	35 (0.82%)	36 (0.75%)	2.81	00:02:05	88.89%	33.33%
19. Boca Raton	33 (0.77%)	34 (0.71%)	2.62	00:02:56	85.29%	50.00%
20. Bradenton	33 (0.77%)	39 (0.82%)	2.28	00:02:15	79.49%	56.41%
21. Hollywood	33 (0.77%)	34 (0.71%)	1.82	00:00:45	94.12%	58.82%
22. Palm Coast	33 (0.77%)	35 (0.73%)	2.37	00:01:58	85.71%	51.43%
23. Pompano Beach	31 (0.73%)	34 (0.71%)	2.18	00:02:05	79.41%	50.00%

24. Apopka	30 (0.70%)	33 (0.69%)	3.55	00:06:13	75.76%	27.27%
25. Plantation	30 (0.70%)	35 (0.73%)	2.37	00:01:11	71.43%	45.71%
26. Bellair-Meadowbrook Terrace	29 (0.68%)	29 (0.61%)	1.69	00:00:36	93.10%	62.07%
27. Wellington	29 (0.68%)	32 (0.67%)	2.38	00:02:10	75.00%	56.25%
28. Boynton Beach	28 (0.66%)	31 (0.65%)	2.39	00:01:57	77.42%	38.71%
29. Palm Harbor	28 (0.66%)	32 (0.67%)	1.62	00:01:15	75.00%	56.25%
30. Doral	28 (0.66%)	28 (0.59%)	1.82	00:01:51	85.71%	64.29%
31. Miramar	28 (0.66%)	35 (0.73%)	1.37	00:00:44	71.43%	74.29%
32. Jupiter	25 (0.58%)	25 (0.52%)	2.24	00:01:58	88.00%	56.00%
33. Oviedo	25 (0.58%)	25 (0.52%)	2.60	00:01:11	92.00%	48.00%
34. Spring Hill	25 (0.58%)	26 (0.54%)	1.62	00:00:35	84.62%	65.38%
35. Four Corners	25 (0.58%)	29 (0.61%)	2.31	00:01:04	82.76%	41.38%
36. Lake Butler	25 (0.58%)	31 (0.65%)	1.74	00:00:33	61.29%	58.06%
37. Fort Myers	24 (0.56%)	24 (0.50%)	2.25	00:01:48	87.50%	41.67%
38. Gainesville	24 (0.56%)	30 (0.63%)	1.87	00:02:18	63.33%	56.67%
39. Tallahassee	24 (0.56%)	30 (0.63%)	2.13	00:01:01	76.67%	60.00%
40. Jacksonville Beach	23 (0.54%)	29 (0.61%)	2.10	00:02:52	72.41%	44.83%
41. Lakeland	23 (0.54%)	28 (0.59%)	1.39	00:00:17	71.43%	71.43%
42. West Palm Beach	22 (0.51%)	26 (0.54%)	2.35	00:01:08	50.00%	38.46%
43. Winter Park	22 (0.51%)	27 (0.57%)	2.22	00:01:43	74.07%	44.44%
44. Kendall	22 (0.51%)	42 (0.88%)	1.95	00:01:39	42.86%	52.38%
45. Altamonte Springs	21 (0.49%)	21 (0.44%)	2.76	00:03:07	90.48%	47.62%
46. Islamorada	21 (0.49%)	22 (0.46%)	2.00	00:01:26	59.09%	50.00%
47. Palm Bay	21 (0.49%)	27 (0.57%)	2.81	00:01:27	77.78%	40.74%
48. Pinellas Park	21 (0.49%)	24 (0.50%)	2.42	00:02:42	75.00%	50.00%
49. Riverview	21 (0.49%)	21 (0.44%)	3.52	00:03:45	100.00%	33.33%
50. Sanford	21 (0.49%)	23 (0.48%)	1.61	00:01:24	86.96%	65.22%

Rows 1 - 50 of 369

05_DAC4_ISL_04_can

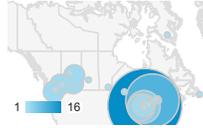
ALL » COUNTRY: Canada

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	79 % of Total: 0.74% (10,719)	86 % of Total: 0.71% (12,172)	1.94 Avg for View: 2.06 (-5.88%)	00:01:05 Avg for View: 00:01:36 (-31.93%)	84.88% Avg for View: 79.08% (7.33%)	56.98% Avg for View: 54.21% (5.11%)
1. Toronto	16 (20.25%)	17 (19.77%)	1.88	00:01:16	88.24%	64.71%
2. Ottawa	9 (11.39%)	12 (13.95%)	2.42	00:00:43	66.67%	66.67%
3. Hamilton	4 (5.06%)	4 (4.65%)	1.00	00:00:00	50.00%	100.00%
4. (not set)	3 (3.80%)	3 (3.49%)	3.00	00:03:55	100.00%	33.33%
5. London	3 (3.80%)	5 (5.81%)	1.40	00:00:31	40.00%	60.00%
6. Calgary	2 (2.53%)	2 (2.33%)	2.50	00:00:59	100.00%	0.00%
7. Edmonton	2 (2.53%)	2 (2.33%)	2.00	00:00:07	100.00%	50.00%
8. Kamloops	2 (2.53%)	2 (2.33%)	2.00	00:00:15	100.00%	50.00%
9. Guelph	2 (2.53%)	2 (2.33%)	4.50	00:09:13	100.00%	0.00%
10. Markham	2 (2.53%)	2 (2.33%)	2.50	00:00:59	100.00%	0.00%
11. Mississauga	2 (2.53%)	2 (2.33%)	2.00	00:06:53	100.00%	0.00%
12. Oakville	2 (2.53%)	2 (2.33%)	3.00	00:01:03	100.00%	0.00%
13. Colwood	2 (2.53%)	2 (2.33%)	1.50	00:00:24	100.00%	50.00%
14. Whitecourt	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
15. Abbotsford	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
16. Maple Ridge	1 (1.27%)	1 (1.16%)	2.00	00:00:09	100.00%	0.00%
17. Salmon Arm	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
18. Surrey	1 (1.27%)	1 (1.16%)	2.00	00:00:26	100.00%	0.00%
19. Winnipeg	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
20. Iqaluit	1 (1.27%)	2 (2.33%)	2.00	00:00:51	50.00%	50.00%
21. Ajax	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
22. Belleville	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%
23. Brantford	1 (1.27%)	1 (1.16%)	1.00	00:00:00	100.00%	100.00%

24. Brockville	1 (1.27%)	1 (1.16%)	2.00	00:00:29	100.00%	0.00%
25. Burlington	1 (1.27%)	1 (1.16%)	2.00	00:01:20	100.00%	0.00%

Rows 1 - 25 of 41

05_DAC4_ISL_05_UK

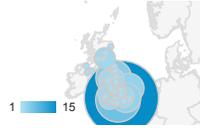
ALL » COUNTRY: United Kingdom

May 1, 2020 - May 31, 2020

 All Users
1.04% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	111 % of Total: 1.04% (10,719)	126 % of Total: 1.04% (12,172)	1.72 Avg for View: 2.06 (-16.53%)	00:01:21 Avg for View: 00:01:36 (-15.13%)	75.40% Avg for View: 79.08% (-4.66%)	58.73% Avg for View: 54.21% (8.35%)
1. London	15 (13.27%)	18 (14.29%)	1.56	00:00:52	61.11%	55.56%
2. (not set)	14 (12.39%)	15 (11.90%)	1.47	00:00:35	80.00%	66.67%
3. Farnborough	6 (5.31%)	8 (6.35%)	1.50	00:00:19	75.00%	62.50%
4. Leeds	4 (3.54%)	5 (3.97%)	1.00	00:00:00	80.00%	100.00%
5. Norwich	3 (2.65%)	3 (2.38%)	1.33	00:02:31	100.00%	66.67%
6. Southend-on-Sea	3 (2.65%)	4 (3.17%)	2.25	00:01:18	75.00%	25.00%
7. Bath	2 (1.77%)	2 (1.59%)	3.50	00:01:25	50.00%	0.00%
8. Birmingham	2 (1.77%)	2 (1.59%)	1.00	00:00:00	100.00%	100.00%
9. Bolton	2 (1.77%)	2 (1.59%)	1.50	00:00:48	100.00%	50.00%
10. Bradford	2 (1.77%)	2 (1.59%)	2.00	00:01:54	0.00%	50.00%
11. Brentwood	2 (1.77%)	2 (1.59%)	2.00	00:00:15	0.00%	0.00%
12. Manchester	2 (1.77%)	2 (1.59%)	1.00	00:00:00	100.00%	100.00%
13. Matlock	2 (1.77%)	2 (1.59%)	2.00	00:00:58	100.00%	0.00%
14. Ross-on-Wye	2 (1.77%)	5 (3.97%)	2.60	00:01:58	20.00%	20.00%
15. Stoke-on-Trent	2 (1.77%)	3 (2.38%)	1.33	00:00:08	66.67%	66.67%
16. Wakefield	2 (1.77%)	2 (1.59%)	1.00	00:00:00	100.00%	100.00%
17. Edinburgh	2 (1.77%)	2 (1.59%)	1.50	00:06:12	50.00%	50.00%
18. Altrincham	1 (0.88%)	1 (0.79%)	1.00	00:00:00	100.00%	100.00%
19. Basildon	1 (0.88%)	1 (0.79%)	2.00	00:00:20	100.00%	0.00%
20. Birkenhead	1 (0.88%)	1 (0.79%)	6.00	00:09:27	100.00%	0.00%
21. Bracknell	1 (0.88%)	1 (0.79%)	1.00	00:00:00	0.00%	100.00%
22. Cambridge	1 (0.88%)	1 (0.79%)	2.00	00:31:32	100.00%	0.00%
23. Congleton	1 (0.88%)	1 (0.79%)	9.00	00:05:39	100.00%	0.00%

24. Darlington	1 (0.88%)	1 (0.79%)	1.00	00:00:00	100.00%	100.00%
25. Doncaster	1 (0.88%)	1 (0.79%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 63

DATE: June 12, 2020
TO: District IV Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

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

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

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

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

Swim for Alligator Lighthouse Friends of the Pool, Inc.	9/10/2020 – 9/12/2020	Turnkey	\$30,000
2020 Upper Keys Lionfish Derby and Festival Reef Environmental Education Foundation Incorporated	9/11/2020 – 9/13/2020	Destination	\$10,000

DATE: June 12, 2020

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Historical Station Project**

The District IV Advisory Committee at your meeting of December 4, 2018 moved approval to fund the Matecumbe Historical Trust, Inc. in an amount not to exceed \$34,500 for the Florida Keys Historical Station project to be completed by December 31, 2019.

Attached is a request from the Matecumbe Historical Trust, Inc. requesting to remove the "Replace Existing interpretive plaques with new interpretive plaques (approx. 4)" from the scope of work for the project. The remaining items of the scope has been completed, and required more extensive work that originally anticipated, so the TDC portion of the cost of the project is requested to remain \$34,500. To allow processing of the amendment, the expiration date will need to be revised to September 30, 2020. A copy of the revised scope of service is attached.

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

From: [Barbara Edgar](#)
To: ammie@fla-keys.com
Subject: TDC Grant
Date: Monday, May 18, 2020 3:58:03 PM

Ammie,

I'm sending this email to request to remove the plaque section from this scope of service but keep the total cost of the project the same as in contract 2272.

Thank you,

Barbara Edgar
305-393-0940
Matecumbe Historical Trust



Virus-free. www.avast.com

REVISED EXHIBIT A

NAME OF ENTITY: Matecumbe Historical Trust Corporation

NAME OF PROJECT: Florida Keys Historical Station

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"> • Removal and disposal of invasive vegetation and trimming of trees/shrubs on property • Remove and replace wood on interior and exterior walls of caboose • Remove and replace flooring in caboose • Remove and replace exterior doors of caboose • Install approx. 2 picture frame windows in caboose <p style="color: red; font-size: small;">(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 style="text-align: center;"><u>Total Cost: \$46,000</u></p> <p style="color: red; font-size: small;"><u>In-Kind:</u> In an amount not to exceed \$5,750 (50% of the organizations allowable out of pocket cost) to be utilized as in kind for vegetation removal/disposal</p>	<p style="text-align: center;"><u>TDC portion: \$34,500</u></p>
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