

# **AGENDA**

## **MONROE COUNTY TOURIST DEVELOPMENT COUNCIL TUESDAY, JULY 21, 2020**

**Join Zoom Meeting <https://us02web.zoom.us/j/89931997988> 10:00 A.M.**

**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](http://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: 899 3199 7988

One tap mobile

+13126266799,,89931997988# US (Chicago)

+19292056099,,89931997988# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 899 3199 7988

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

**A. Call to Order**

**B. Roll Call**

**C. Mission Statement**

**D. 1. Additions to and Approval of the Agenda**

**E. Approval of the Minutes**

1. June 10, 2020 Regular Meeting Minutes

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

**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 Marketing Report – FYI

- 5. English and Spanish PSA - FYI
- 6. COVID-19 Messaging - FYI

H. **Film Commission**

- 1. Status Report

I. **Public Relations**

- 1. Status Report
- 2. Ameurop Report
- 3. Consideration and Action re: Syndicated Television Crawford Productions
- 4. Update re: Social Media Reporting Changes

J. **Sales and Marketing**

- 1. Status Report

K. **Research**

- 1. Status Report
- 2. Review of VIS Call Reports
- 3. Monitoring Economic Status Update
- 4. Presentation: Destination Analytics/Traveler Sentiment

L. **Administrative**

- 1. Status Report
- 2. Director's Report

M. **Website**

- 1. Website Status Report

N. **TDC Related Items**

- 1. Consideration and Action re: Agreement with Two Oceans Digital
- 2. Consideration and Action re: Excused Absence for Mr. Tim Root
- 3. Consideration and Action re: FY 2021 Marketing Plan

O. **District Advisory Committee Items**

- 1. **District I**
  - a). DAC I May 13, 2020 Regular Meeting Minutes – FYI
- 2. **District II**
  - a). DAC II May 12, 2020 Regular Meeting Minutes – FYI
- 3. **District III**
  - a). DAC III May 13, 2020 Regular Meeting Minutes – FYI
- 4. **District IV**
  - a). DAC IV May 12, 2020 Regular Meeting Minutes – FYI
  - b). Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Station project
  - c). Consideration and Action re: Eddie Sipple/Lodging Representative
- 5. **District V**
  - a). DAC V May 12, 2020 Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

- 1. Minutes of Cultural Umbrella Meeting – FYI
- 2. Consideration and Action re: FY 2021 Cultural Event Funding Allocations totaling \$361,900

Q. **Fishing Umbrella**

1. Minutes of Fishing Umbrella Meeting – FYI

2. Consideration and Action re: FY 2021 Fishing Event Funding Allocations totaling \$297,500

R. **Dive Umbrella**

1. Minutes of Dive Umbrella Meeting – FYI

S. **Public/Industry Input**

T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council

Convene meeting as Visit Florida Keys

U. **Visit Florida Keys**

1. Consideration and Action re: Visit Florida Keys portion of the June 10, 2020 meeting minutes

Adjourn the meeting of Visit Florida Keys

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: June 10, 2020 Regular Meeting Minutes

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

## **Monroe County Tourist Development Council Meeting**

The June 10, 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 Tippet

TDC Members Absent Were: Mr. Timothy Root (3<sup>rd</sup> absence in Fiscal Year)

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. Eric Gitlin and Mr. Dorn Martel - Tinsley Advertising, Mr. Clinton Barras - Floridakeys.com, Mr. Andy Newman, Mr. Julie Botteri, Ms. Carol Shaughnessy - NewmanPR

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

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

Approval of the Minutes: **Ms. Schmidt moved approval of the April 28, 2020 TDC meeting minutes as presented, Ms. Tippet seconded. Motion passed unanimously.**

Approval of the Agenda Bulk Items: Items O.1.e Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repairs project and O.1.f Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Improvement Project were pulled from the bulk items due to Ms. Schmidt having to abstain from voting on these items.

**Mr. Berdardin 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: Extension to Agreement with NewmanPR
  - 2.** Consideration and Action re: Extension to Agreement with Axis Travel Marketing, Ltd.
- O. **District Advisory Committee Items**
  - 1. **District I**
    - a).** DAC I February 26, 2020 Regular Meeting Minutes – FYI
    - b).** Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Repairs Phase II Project
    - c).** Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Improvements Project
    - d).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key West Project
    - g).** Consideration and Action re: Extension to Agreement with National Marine Sanctuary Foundation, Inc. for the Eco-Discovery Center Interior Exhibits Project
    - h).** Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project
    - i).** Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc for the Botanical Garden Playground Installation Project
    - j).** Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project
  - 2. **District II**
    - a).** DAC II February 25, 2020 Regular Meeting Minutes – FYI
    - b).** Consideration and Action re: Extension to Agreement with MCBOCC for the Lower Keys Scenic Highway Viewing Area Project
    - c).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2<sup>nd</sup> Round Project
  - 3. **District III**
    - a).** DAC III February 26, 2020 Regular Meeting Minutes – FYI
    - b).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon Project
    - c).** Consideration and Action re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration Project
  - 4. **District IV**
    - a).** DAC IV February 25, 2020 Regular Meeting Minutes – FYI
    - b).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada Project
    - c).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2<sup>nd</sup> Round Project
  - 5. **District V**
    - a).** DAC V February 25, 2020 Regular Meeting Minutes – FYI
    - b).** Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo 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

**Ms. Tippett seconded. Motion passed unanimously.**

\*Mr. Shipley joined the meeting

Consideration and Action re: FY 2021 Line Item Budget: Ms. Stacey Mitchell reviewed the FY 2021 Line Item Budget in an amount of \$52,379,925. She stated that the FY 2021 Four Penny Revenue is estimated to be \$30,500,000. The District Advisory Committees reviewed and approved their line item budgets at their May meetings. Ms. Mitchell stated that due to the decrease in anticipated Four Penny Revenue, each umbrella was recommended to be funded at \$650,000. Following approval of the Line Item Budget by the TDC, staff will present the budget to the BOCC at a July workshop meeting. There will then be three public hearings with final approval of the budget in September.

**Mr. Fernandez moved approval of the FY 2021 Line Item Budget as submitted, Ms. Tippet seconded.**

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes	
Mayor Heather Carruthers	Yes	
Mr. George Fernandez	Yes	
Ms. Diane Schmidt	Yes	
Mr. Michael Shipley	Yes	
Ms. Gayle Tippet	Yes	
Ms. Rita Irwin	Yes	Motion passed.

Presentation Current PR: Mr. Andy Newman presented recent public relations efforts including coverage of a release of rehabilitated manatees in the Upper Keys, follow up coverage on a turtle released from the Turtle Hospital last year, Capt. Mike Weinhofer providing fish to those in need in the Keys, and Keys graduates being recognized with banners on the Overseas Highway in Islamorada.

Mr. Newman also presented messaging that the agency produced and distributed to communicate COVID-19 guidelines for the destination to visitors, including a short video posted on the destination's website. Mr. Newman presented media coverage of the destination's June 1<sup>st</sup> reopening.

Ms. Julie Botteri presented the agency's "Safer at Home" social media campaign, which ran for 6 weeks starting in mid-April. The goal was to maintain the Florida Keys at the top of the mind of visitors, communicate safer/stay at home messaging and increase engagement with social media users. The campaign included native Florida Keys posts, interactive games, and themed quizzes with Florida Keys related prizes.

Ms. Botteri also presented the #FIKeysAtHomeChallenge on Instagram, where Instagram users were asked to upload a 1-minute video showcasing their favorite things to do in the Florida Keys, with the opportunity to win a Florida Keys vacation. The winning video was shown.

**\*\*Mayor Johnston joined the meeting prior to the Website presentation**

Presentation and Consideration and Action of Website and Digital Services Provider: Mr. Clint Barras presented an overview and brief history of Two Oceans Digital. Mr. Barras reviewed the services that the agency offers including custom website design and development, custom database driven web applications (apps), ADA compliance solutions, search engine marketing, marketing automation services, local search management, and email marketing management. Mr. Barras introduced Two Oceans Digital staff members.

Mr. Barras showed a short video of the evolution of the Fla-Keys.com website throughout the years and reviewed the features of the current website. Mr. Barras presented ideas for additions to the site in the future including reducing the number of links within the website, the addition of reservation capabilities to the site, short message service (SMS), and the inclusion of a Google translate API into the site, this would allow items that are not translated on the destinations foreign language websites to be available in native language.

Mayor Carruthers asked if Two Oceans Digital owned the Floridakeys.com and Key West.com domains and commented that they seemed to be more intuitive to the consumer than Fla-keys.com. Mr. Barras responded that Two Oceans Digital did own those domains and that the way people search and use the web now, domain names are not quite as important as they were in the past. Mayor Carruthers asked if the statistics that stated that a large number of the website visitors go directly to the destinations website meant that those visitors entered Fla-keys.com into their browser or if it included those who clicked through from website or advertisement. Mr. Barras responded that data only included those who entered Fla-Keys.com into their web browser.

Mayor Carruthers asked the lodging members on the Board their opinion on the possible addition of a booking engine to the destination's website. Ms. Schmidt stated that she felt that there would be a great interest in the addition of an booking engine. Mr. Barras stated that he could bring back a proposal at a later date. Mr. Bernardin felt as if it was "the last piece of the puzzle" for the destination's website.

**Mayor Carruthers moved approval to select Two Oceans Digital as the Website and Digital Services Agency and for the Contract Negotiation Committee to enter into contract negotiations with the agency, Mr. Fernandez seconded. Motion passed unanimously.**

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

**Mayor Carruthers moved approval Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repairs project and Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Improvement Project, Mr. Fernandez seconded.**

A roll call vote was taken with the following results:

Mr. James Bernardin	Yes
Mayor Heather Carruthers	Yes
Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Diane Schmidt	Abstain*
Mr. Michael Shipley	Yes
Ms. Gayle Tippett	Yes
Ms. Rita Irwin	Yes Motion passed.

\*Ms. Schmidt abstained due to sitting on the Board of Trustees for the Mel Fisher Maritime Heritage Society, Inc.

General Discussion: Mayor Carruthers thanked Tinsley Advertising and NewmanPR for continuing to get the message out on the COVID-19 guidelines and asked that going forward that there be a

process to review ads to avoid any unintentional controversy. Mr. Underwood responded that the Agency had and would continue to monitor the messaging.

Mr. Newman asked Mayor Johnston the status of upcoming events in the City of Key West. Mayor Johnston replied that the 4<sup>th</sup> of July celebration will be the first large event with social distancing and that this event will be a test to see if social distancing will be possible.

There being no further business, the meeting was adjourned at 12:14 p.m.

### **Visit Florida Keys Meeting**

The June 10, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:14 p.m. via a Zoom meeting platform.

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

TDC Members Absent Were: Mr. Timothy Root

Consideration and Action re: Visit Florida Keys Portion of the April 28, 2020 meeting minutes: Mr. Bernardin moved approval of the Visit Florida Keys Portion of the April 28, 2020 meeting minutes, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Marketing Director Agreement Extension: Ms. Irwin thanked Ms. Mitchell for all of her hard work and complimented her handling of a challenging couple of years for the destination.

Ms. Tippett moved approval to extend the Marketing Director Agreement for an additional two (2) year period to August 27, 2022, Ms. Schmidt seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:17 p.m.

Agenda Item #

**F.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Four Penny Revenue Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

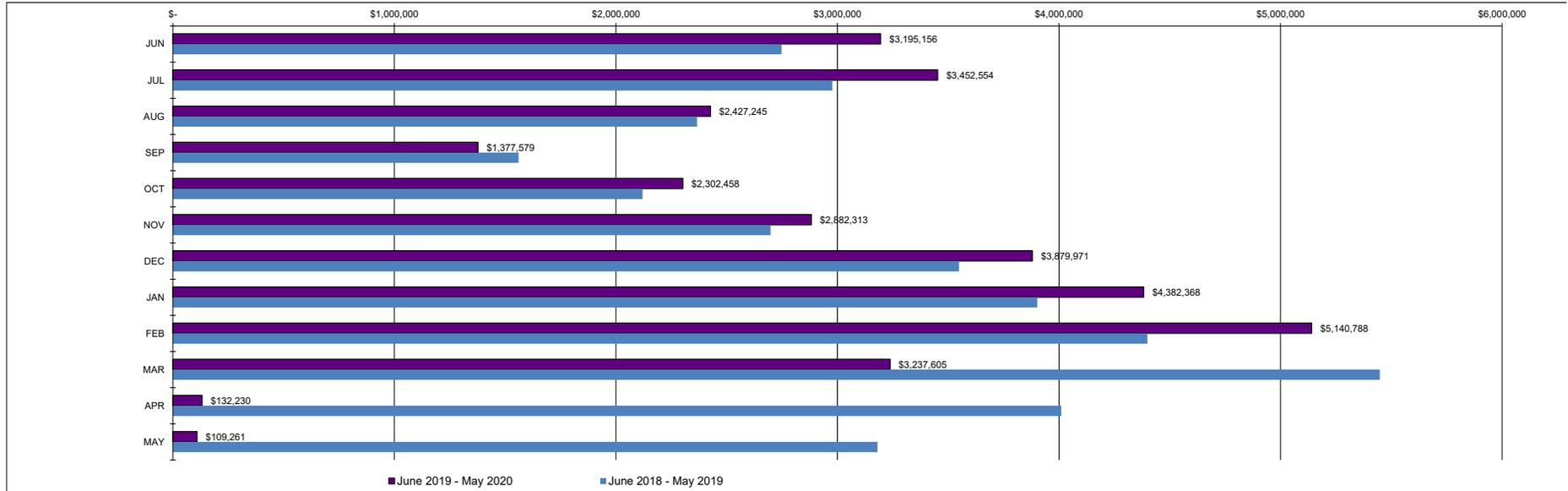
**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020



MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.88%	56.67%	55.90%	55.93%	54.23%	59.16%	54.10%	53.54%
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%	6.84%
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%	15.67%
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%	9.59%
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%	14.36%
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.

Monroe County Tourist Development Council

Administrative Office

Bed Tax Revenue Through May 31, 2020

07/10/2020

# 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	\$ 1,422,834.76	\$ 59,939.09	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,189.39	\$ (19,618.90)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,218.36	\$ 45,401.64	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,754.74	\$ 176,824.77	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,195.84	\$ 275,794.10	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,234.52	\$ 1,541,265.11	\$ (1,239,969.41)	-44.6%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,257.82	\$ 43,989.09	\$ (2,088,268.73)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,478.15	\$ 33,601.66	\$ (1,741,876.49)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,014.29			0.0%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,287.45			0.0%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,295.03			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 768,989.94			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,409.59	\$ 11,815,048.95	\$ (4,531,773.93)	-27.7%		
% 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	\$ 133,480.93	\$ 6,155.68	4.8%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 163,875.94	\$ (478.32)	-0.3%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 247,691.51	\$ 14,365.73	6.2%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,840.19	\$ 28,798.71	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,344.36	\$ 48,257.45	17.4%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,436.19	\$ (79,438.42)	-23.4%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 33,932.28	\$ (195,315.93)	-85.2%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 188,309.87	\$ 27,209.04	\$ (161,100.83)	-85.6%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,074.50			0.0%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,153.64			0.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 167,805.27			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,168.12			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,513,767.90	\$ 1,509,810.44	\$ (338,755.93)	-18.3%		
% 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 May 31, 2020  
 07/10/2020

# FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III										DISTRICT III									
										FY 2020 VS FY 2019									
		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	\$	400,282.01	\$	85,185.90	27.0%	NOVEMBER			
DECEMBER	\$	437,829.39	\$	500,556.19	\$	491,045.96	\$	313,260.73	\$	519,870.19	\$	642,571.10	\$	122,700.91	23.6%	DECEMBER			
JANUARY	\$	514,898.57	\$	577,463.89	\$	536,441.18	\$	379,184.48	\$	571,544.54	\$	675,464.87	\$	103,920.33	18.2%	JANUARY			
FEBRUARY	\$	552,209.37	\$	616,201.24	\$	612,164.74	\$	434,191.04	\$	649,571.60	\$	846,991.01	\$	197,419.41	30.4%	FEBRUARY			
MARCH	\$	709,114.15	\$	821,986.57	\$	761,396.01	\$	574,910.71	\$	875,996.55	\$	570,116.47	\$	(305,880.08)	-34.9%	MARCH			
APRIL	\$	490,810.39	\$	493,491.53	\$	616,987.80	\$	354,142.74	\$	647,498.60	\$	24,323.61	\$	(623,174.99)	-96.2%	APRIL			
MAY	\$	379,017.06	\$	410,244.76	\$	411,590.80	\$	289,455.32	\$	462,015.42	\$	27,513.09	\$	(434,502.33)	-94.0%	MAY			
JUNE	\$	458,055.21	\$	521,540.61	\$	531,017.78	\$	430,390.28	\$	661,771.68				0.0%	JUNE				
JULY	\$	514,967.14	\$	655,572.62	\$	674,407.90	\$	476,709.89	\$	728,385.52				0.0%	JULY				
AUGUST	\$	424,874.40	\$	431,148.60	\$	424,862.74	\$	354,171.35	\$	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	\$	4,224,268.19	\$	6,318,656.13	\$	3,457,446.51	\$	(798,680.04)	-18.8%				
% INC/DEC PREVIOUS YEAR		17.0%		12.8%		-1.4%		-26.2%		49.6%									
Priceline settlement reflected																			

DISTRICT IV										DISTRICT IV									
										FY 2020 VS FY 2019									
		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	\$	399,250.74	\$	67,042.76	20.2%	JANUARY			
FEBRUARY	\$	384,856.46	\$	411,236.34	\$	402,238.17	\$	214,323.08	\$	425,075.39	\$	514,035.83	\$	88,960.44	20.9%	FEBRUARY			
MARCH	\$	491,475.35	\$	529,337.20	\$	513,626.62	\$	307,710.87	\$	570,213.60	\$	354,305.02	\$	(215,908.58)	-37.9%	MARCH			
APRIL	\$	365,373.93	\$	360,061.46	\$	422,724.47	\$	257,728.38	\$	401,426.99	\$	6,785.64	\$	(394,641.35)	-98.3%	APRIL			
MAY	\$	307,553.44	\$	312,691.40	\$	320,270.73	\$	239,012.54	\$	334,170.50	\$	5,044.00	\$	(329,126.50)	-98.5%	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	\$	3,907,361.29	\$	2,116,622.44	\$	(665,458.31)	-23.9%				
% INC/DEC PREVIOUS YEAR		8.7%		5.9%		-1.1%		-37.5%		62.5%									
Priceline settlement reflected																			

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through May 31, 2020  
 07/10/2020

# 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	\$ 218,187.95	\$ 238,328.84	\$ 277,557.90	\$ 39,229.06	16.5%	OCTOBER
NOVEMBER	\$ 254,739.61	\$ 284,943.29	\$ 312,909.50	\$ 278,120.71	\$ 325,725.26	\$ 394,822.61	\$ 69,097.35	21.2%	NOVEMBER
DECEMBER	\$ 374,948.24	\$ 399,406.63	\$ 429,751.50	\$ 393,830.64	\$ 473,146.62	\$ 574,831.17	\$ 101,684.55	21.5%	DECEMBER
JANUARY	\$ 425,843.06	\$ 436,057.11	\$ 450,316.76	\$ 436,097.53	\$ 514,221.08	\$ 618,057.78	\$ 103,836.70	20.2%	JANUARY
FEBRUARY	\$ 490,236.29	\$ 511,208.23	\$ 529,718.11	\$ 508,756.12	\$ 619,892.86	\$ 751,221.24	\$ 131,328.38	21.2%	FEBRUARY
MARCH	\$ 618,001.92	\$ 667,238.71	\$ 710,625.30	\$ 700,078.26	\$ 882,095.72	\$ 512,481.94	\$ (369,613.78)	-41.9%	MARCH
APRIL	\$ 412,941.93	\$ 398,779.78	\$ 523,145.07	\$ 440,742.70	\$ 599,402.46	\$ 23,199.05	\$ (576,203.41)	-96.1%	APRIL
MAY	\$ 302,489.69	\$ 335,263.97	\$ 376,033.64	\$ 334,987.25	\$ 420,899.13	\$ 15,893.56	\$ (405,005.57)	-96.2%	MAY
JUNE	\$ 327,971.43	\$ 333,286.58	\$ 377,849.92	\$ 387,414.66	\$ 475,447.70			0.0%	JUNE
JULY	\$ 369,655.29	\$ 395,641.75	\$ 426,738.19	\$ 429,493.68	\$ 473,189.84			0.0%	JULY
AUGUST	\$ 257,126.92	\$ 258,869.65	\$ 295,208.24	\$ 324,854.52	\$ 304,497.86			0.0%	AUGUST
SEPTEMBER	\$ 198,677.04	\$ 228,656.93	\$ 147,104.13	\$ 203,578.56	\$ 182,800.18				SEPTEMBER
TOTAL	\$ 4,238,872.24	\$ 4,469,584.31	\$ 4,815,790.24	\$ 4,656,142.58	\$ 5,509,647.55	\$ 3,168,065.25	\$ (905,646.72)	-22.2%	
% 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	\$ 1,655,766.10	\$ 2,120,220.02	\$ 2,302,457.58	\$ 182,237.56	8.6%	OCTOBER
NOVEMBER	\$ 2,147,785.80	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,000,941.99	\$ 2,697,840.44	\$ 2,882,313.05	\$ 184,472.61	6.8%	NOVEMBER
DECEMBER	\$ 2,955,920.97	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,425.96	\$ 3,549,152.36	\$ 3,879,970.61	\$ 330,818.25	9.3%	DECEMBER
JANUARY	\$ 3,460,703.32	\$ 3,614,008.95	\$ 3,609,501.13	\$ 2,999,412.51	\$ 3,901,945.05	\$ 4,382,368.32	\$ 480,423.27	12.3%	JANUARY
FEBRUARY	\$ 3,799,460.12	\$ 4,067,282.38	\$ 4,036,233.59	\$ 3,566,616.92	\$ 4,399,028.50	\$ 5,140,788.28	\$ 741,759.78	16.9%	FEBRUARY
MARCH	\$ 4,454,229.54	\$ 4,861,875.80	\$ 4,769,692.90	\$ 4,293,366.11	\$ 5,448,415.00	\$ 3,237,604.73	\$ (2,210,810.27)	-40.6%	MARCH
APRIL	\$ 3,287,614.72	\$ 3,320,007.02	\$ 3,837,112.81	\$ 3,123,974.20	\$ 4,009,834.08	\$ 132,229.67	\$ (3,877,604.41)	-96.7%	APRIL
MAY	\$ 2,711,547.54	\$ 2,875,882.02	\$ 2,989,384.28	\$ 2,595,700.55	\$ 3,180,873.07	\$ 109,261.35	\$ (3,071,611.72)	-96.6%	MAY
JUNE	\$ 2,558,627.43	\$ 2,712,369.84	\$ 2,852,720.61	\$ 2,747,285.45	\$ 3,195,156.18			0.0%	JUNE
JULY	\$ 2,924,747.92	\$ 3,237,270.36	\$ 3,391,390.64	\$ 2,976,938.74	\$ 3,452,553.86			0.0%	JULY
AUGUST	\$ 2,344,701.05	\$ 2,331,658.59	\$ 2,468,887.95	\$ 2,366,323.46	\$ 2,427,244.76			0.0%	AUGUST
SEPTEMBER	\$ 1,686,603.58	\$ 1,806,769.84	\$ 761,778.93	\$ 1,560,424.12	\$ 1,377,579.14			0.0%	SEPTEMBER
TOTAL	\$ 34,296,615.20	\$ 36,665,734.06	\$ 36,693,556.78	\$ 32,530,176.11	\$ 39,759,842.46	\$ 22,066,993.59	\$ (7,240,314.93)	-24.7%	
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.3%	22.2%				

Total Priceline settlement reflected

Monroe County Tourist Development Council  
 Administrative Office  
 Bed Tax Revenue Through May 31, 2020  
 07/10/2020

Agenda Item #

**G.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

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

---

**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020



**FY 19/20 BUDGET RECAPS**

<b>CO-OP THRU</b>		<b>7/9/2020</b>
DISTRICT	CO-OP MEDIA COSTS	TOTAL COLLECTED CO-OP PAYMENTS
GENERIC	\$952,844	\$118,750
KEY WEST	\$486,512	\$74,800
MARATHON	\$132,888	\$8,775
ISLAMORADA	\$87,991	\$5,200
KEY LARGO	\$569,162	\$6,850
Cultural Umbrella	\$193,092	\$8,800
Dive Umbrella	\$183,008	\$14,700
<b>TOTAL</b>	<b>\$2,605,497</b>	<b>\$237,875</b>

**Tinsley Advertising  
Monroe County Tourism**



FINANCIAL RECAP TO DATE			7/9/2020	
DISTRICT	BUDGET	MEDIA BILLED TO DATE	PRODUCTION ESTIMATES TO DATE	BALANCE
GEN.- Media Mat.	\$ 206,722	\$ -	\$ 195,344	\$ 11,378
GEN. - Adv. Exp.	\$ 53,000	\$ -	\$ 40,438	\$ 12,562
GEN. - Collateral	\$ 55,376	\$ -	\$ 53,669	\$ 1,707
GEN.- Promo Adv.	\$ 7,335,000	\$ 7,291,883	\$ -	\$ 43,117
KEY WEST	\$ 5,097,369	\$ 5,001,648	\$ 66,110	\$ 29,611
LOWER KEYS	\$ 845,818	\$ 794,554	\$ 39,933	\$ 11,331
MARATHON	\$ 1,270,172	\$ 1,235,227	\$ 15,034	\$ 19,911
ISLAMORADA	\$ 981,639	\$ 947,576	\$ 22,951	\$ 11,112
KEY LARGO	\$ 1,769,077	\$ 1,733,814	\$ 17,318	\$ 17,945
Cultural Umbrella	\$ 362,182	\$ 347,182	\$ 8,091	\$ 6,909
Diving Umbrella	\$ 700,000	\$ 669,997	\$ 27,999	\$ 2,004
Fishing Umbrella	\$ 399,000	\$ 393,692	\$ 2,685	\$ 2,623
<b>TOTAL</b>	<b>\$ 19,075,355</b>			<b>\$ 170,210</b>

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

Agenda Item #

**G.2.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Response Report – FYI

---

**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020



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

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



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

+florida+honeymoon	62	12	19.35%	N/A
florida honeymoon	112	10	8.93%	N/A
honeymoon places	163	7	4.29%	N/A
best honeymoon destinations	81	6	7.41%	N/A
girls weekend getaway	42	4	9.52%	N/A
honeymoon destinations	86	3	3.49%	N/A
honeymoon ideas	107	2	1.87%	N/A
florida honeymoons	21	2	9.52%	N/A
south florida vacation spots	8	2	25.00%	N/A

**DECEMBER 2019**

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
12/1-12/31	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	1,755,565	12,418	0.71%	N/A
12/1-12/16	SpotX Pre-Roll (Canada)	579,279	3,871	0.67%	82.31%
12/1-12/31	Madden Media - Re-Targeting Co-Op	1,944,647	2,565	0.13%	N/A
12/1-12/8	NYTimes.com (Flex Frame Cross-Platform)	1,271,707	1,928	0.15%	N/A
12/1-12/31	Conversant (Desktop,Smartphone,Tablet)	1,112,655	1,582	0.14%	73.99%
12/1-12/15	TravelandLeisure.com/FoodandWine.com	46,951	1,314	2.80%	N/A
12/1-12/8	CNN.com - Co-Op	77,321	1,255	1.62%	87.00%
12/4/19	Philly.com - Co-Op	50,000	1,032	2.06%	N/A
12/4/19	ChicagoTribune.com - Co-Op	40,000	1,024	2.56%	N/A
12/1-12/31	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	322,331	768	0.24%	N/A
12/1-12/8	SpotX (Desktop,Mobile,Tablet)	354,856	640	0.18%	78.45%
12/1-12/31	WeddingWire.com/TheKnot.com (XO Group)	172,855	206	0.12%	N/A
2/17/20	Meetings and Conventions (E-Mail) - Co-Op	21,399	46	0.21%	N/A
12/1-12/15	SpotX Pre-Roll (Germany)	556,097	N/A	N/A	49.08%
12/1-12/15	SpotX Pre-Roll (UK)	854,344	N/A	N/A	67.45%

MOBILE	Impressions	Clicks/Engagements	Click-through %	VCR	
12/1-12/31	Facebook.com/Instagram Video (Social)	1,358,202	43,629	3.21%	N/A
12/1-12/31	Facebook.com/Instagram Video (Weddings/Honeymoons)	211,501	4,347	2.06%	N/A
12/1-12/8	GroundTruth(xAd) (Mobile/Tablet)	658,625	1,215	0.18%	N/A
12/1-12/9	Mobile Fuse - Co-Op	1,396,831	849	0.06%	N/A
12/1-12/8	SpotX - Co-Op	352,946	686	0.19%	79.17%

Google Ad Words	Impressions	Clicks/Engagements	Click-through %	VCR	
12/1-12/31	top ten vacation spots in florida	25,206	5,346	21.21%	N/A
	vacation packages to florida	10,748	1,114	10.36%	N/A
	things to do in florida	6,217	572	9.20%	N/A
	florida vacations	3,987	326	8.18%	N/A
	florida vacation	3,834	285	7.43%	N/A
	places to visit in florida	2,330	282	12.10%	N/A
	places to vacation in florida	2,287	244	10.67%	N/A
	+florida +vacations	1,769	173	9.78%	N/A
	vacation places in florida	1,888	141	7.47%	N/A
	best vacation places in florida	1,350	111	8.22%	N/A
	florida vacation places	326	30	9.20%	N/A
	honeymoon packages	490	29	5.92%	N/A
	florida honeymoon	243	23	9.47%	N/A
	+florida+honeymoon	138	23	16.67%	N/A
	best honeymoon destinations	192	13	6.77%	N/A
	girls weekend getaway	173	11	6.36%	N/A
	good vacation spots in florida	166	10	6.02%	N/A
	south florida vacation spots	73	10	13.70%	N/A
	honeymoon ideas	228	8	3.51%	N/A
	honeymoon destinations	152	8	5.26%	N/A
	nice vacation spots in florida	20	7	35.00%	N/A
	girls trip ideas	135	6	4.44%	N/A
	"florida honeymoons"	43	4	9.30%	N/A
	girlfriends getaway	46	1	2.17%	N/A
	girls getaways	22	1	4.55%	N/A

**JANUARY 2020**

DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
1/1-1/31	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	5,052,194	24,927	0.49%	N/A
1/1-1/31	Huson Intl Media (France)	531,396	9,741	1.83%	86.73%
1/28/20	LonelyPlanet.com (E-Newsletter)	515,784	6,699	1.30%	N/A
1/6-1/31	CNN.com - Co-Op	327,289	5,616	1.72%	85.00%
1/13-1/31	LonelyPlanet.com (Native Content Article)	489,088	4,200	0.86%	N/A
1/6-1/31	SpotX (Desktop,Mobile,Tablet)	1,778,041	4,062	0.23%	N/A

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



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

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



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DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Huson Intl Media (France)	485,869	16,440	3.38%	N/A
2/1-2/29	SpotX (Desktop,Mobile,Tablet)	1,932,139	4,034	0.21%	78.83%
2/1-2/23	CNN.com - Co-Op	188,941	2,420	1.28%	N/A
2/1-2/29	GumGum (Branding)	670,301	2,379	0.35%	66.51%
2/1-2/29	Madden Media - Re-Targeting Co-Op	952,360	1,788	0.19%	N/A
2/1-2/29	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	1,704,842	1,670	2.89%	N/A
2/1-2/29	NYTimes.com ( Great Getaways Email)	253,418	1,622	0.64%	N/A
2/1-2/9	Telegraph.co.uk Pre-Roll	373,025	1,283	0.34%	85.65%
2/1-2/23	NYTimes.com Flex Frame - Co-Op	1,497,637	1,107	0.07%	N/A
2/5/20	Philly.com - Co-Op	50,000	1,024	2.05%	N/A
2/1-2/29	Samba	922,415	999	0.11%	86.00%
2/1-2/24	SpotX Pre-Roll (Canada)	647,908	544	0.08%	76.12%
2/4/20	TheStar.com Dedicated Email (Canada)	23,182	519	2.24%	N/A
2/1-2/29	SpotX Pre-Roll (UK)	579,018	422	0.07%	88.75%
2/1-2/29	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedd	273,487	368	0.13%	N/A
2/1-2/29	BridalGuide.com	68,167	268	0.39%	N/A
2/22/20	Canadian Traveller Digital (Canadian Traveller Bundle)	14,342	251	1.75%	N/A
2/1-2/29	German Out-Stream Travel Channel/Network (Huson Media)	4,567	225	4.93%	N/A
2/1-2/13	TheStar.com Banners (Canada)	206,142	214	0.10%	N/A
2/1-2/29	Afar.com Email	12,615	180	1.43%	N/A
2/1-2/29	SpotX Pre-Roll (Germany)	416,124	164	0.04%	69.93%
2/1-2/29	Afar.com Banners	283,271	163	0.06%	N/A
2/8/20	Canadian Traveller Digital (Canadian Traveller Bundle)	14,329	139	0.97%	N/A
2/1-2/23	LonelyPlanet.com(Display Banners) - Co-Op	160,716	93	0.06%	N/A
2/1-2/29	LonelyPlanet.com (Native Content Article)	64,944	82	0.13%	N/A
2/11/20	LonleyPlanet.com(E-Newsletter) - Co-Op	494,129	78	0.06%	N/A
2/1-2/29	NationalGeographic.com (Custom Passport Content)	44,768	58	0.13%	N/A
2/5/20	Successful Meetings (E-Mail) - Co-Op	18,080	53	0.29%	N/A
MOBILE		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	Facebook.com/Instagram Video (Social)	2,035,254	46,392	2.28%	N/A
2/1-2/29	Mobile Fuse (Mobile/Tablet)	4,801,927	14,073	0.29%	N/A
2/1-2/29	Facebook/Instagram (France)	544,095	13,268	2.44%	N/A
2/1-2/29	Facebook/Instagram Video (Germany)	547,732	11,165	2.04%	N/A
2/1-2/29	Facebook/Instagram Video (UK)	398,086	6,015	1.51%	N/A
2/1-2/29	GroundTruth(xAd) (Mobile/Tablet)	1,550,130	5,745	0.37%	N/A
2/1-2/24	Mobile Fuse - Co-Op	4,656,007	5,220	0.11%	N/A
2/1-2/29	Facebook.com/Instagram Diversity Ads (Social)	452,636	4,078	0.90%	N/A
2/1-2/29	FOXNews.com	3,075,896	3,654	0.12%	89.56%
2/1-2/29	Facebook.com/Instagram Video (Weddings/Honeymoons)	259,763	3,272	1.26%	N/A
2/1-2/23	SpotX - Co-Op	903,940	1,675	0.19%	79.04%
2/1-2/29	Conversant Banners (Scandanavia)	1,906,009	1,562	0.08%	N/A
2/5/20	The Knot Instagram Story	14,258	332	2.33%	N/A
2/5/20	Afar.com (Instagram Story)	17,988	84	0.47%	N/A
Google Ad Words		Impressions	Clicks/Engagements	Click-through %	VCR
2/1-2/29	top ten vacation spots in florida	33,359	6,833	20.48%	N/A
	vacation packages to florida	9,533	901	9.45%	N/A
	best vacation places in florida	6,084	532	8.74%	N/A
	things to do in florida	2,990	248	8.29%	N/A
	florida vacation places	2,431	233	9.58%	N/A
	florida vacations	2,903	230	7.92%	N/A
	vacation places in florida	2,260	207	9.16%	N/A
	places to vacation in florida	2,135	198	9.27%	N/A
	florida vacation	2,135	171	8.01%	N/A
	+florida +vacations	1,542	155	10.05%	N/A
	places to visit in florida	1,205	122	10.12%	N/A
	florida honeymoon	402	57	14.18%	N/A
	good vacation spots in florida	677	55	8.12%	N/A
	+florida+honeymoon	156	30	19.23%	N/A
	honeymoon packages	254	17	6.69%	N/A
	"florida honeymoons"	90	17	18.89%	N/A
	honeymoon ideas	196	13	6.63%	N/A
	south florida vacation spots	80	12	15.00%	N/A
	best honeymoon destinations	119	10	8.40%	N/A
	honeymoon destinations	178	4	2.25%	N/A
	nice vacation spots in florida	27	3	11.11%	N/A
	girls weekend getaway	67	2	2.99%	N/A
	girls trip ideas	23	1	4.35%	N/A
	+girls+trip	4	1	25.00%	N/A

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



MARCH 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	WeddingWire.com/TheKnot.com (XO Group)	542,727	12,294	2.27%	N/A
3/1-3/16	Madden Media - Re-Targeting Co-Op	2,139,395	3,657	0.17%	N/A
3/1-3/16	Conversant Ethnicity	2,635,378	2,645	0.10%	N/A
3/1-3/8	German Out-Stream Travel Channel/Network	3,180	2,097	65.95%	55.30%
3/2-3/16	CNN.com - Co-Op	228,598	2,003	128.00%	90.00%
3/11/20	NYTimes.com Great Getaways	250,682	1,276	0.51%	N/A
3/1-3/16	NationalGeographic.com (Custom Passport Content)	808,291	1,118	0.14%	N/A
3/1-3/8	SpotX (Desktop,Mobile,Tablet)	605,397	1,085	0.18%	77.15%
3/1-3/16	GumGum (Branding)	413,502	932	0.23%	71.57%
3/1-3/16	Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	855,438	783	0.09%	N/A
3/1-3/16	Momtastic.com (Family Target)	556,750	699	0.13%	N/A
3/1-3/16	Conversant (Desktop,Smartphone,Tablet)	727,517	653	0.09%	N/A
3/1-3/16	Meredith Weddings Group - MarthaStewartWeddings.com and MyWedding.com	257,043	314	0.12%	N/A
3/1-3/16	Afar.com (Channel Sponsorship, Desktop, Mobile)	271,776	204	0.08%	69.77%
3/1-3/8	Samba	231,635	203	0.09%	84.00%
3/5/20	Meetings and Conventions (E-Mail) - Co-Op	17,116	62	0.36%	N/A
MOBILE					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/16	Facebook.com/Instagram Video (Social)	1,076,288	37,966	3.53%	N/A
3/1-3/16	Facebook/Instagram Video (Germany)	253,669	4,935	1.95%	N/A
3/1-3/16	Facebook/Instagram (France)	220,196	4,550	2.07%	N/A
3/1-3/16	Facebook.com/Instagram Video (Weddings/Honeymoons)	271,745	4,539	1.67%	N/A
3/1-3/31	Mobile Fuse (Mobile/Tablet)	1,560,954	4,352	0.28%	N/A
3/1-3/16	Facebook.com/Instagram Diversity Ads (Social)	305,940	2,701	0.88%	N/A
3/1-3/16	Facebook/Instagram Video (UK)	157,438	2,377	1.51%	N/A
3/1-3/8	GroundTruth(xAd) (Mobile/Tablet)	515,551	1,373	0.27%	N/A
3/2-3/16	SpotX - Co-Op	714,286	433	0.20%	91.62%
3/1-3/10	FOXNews.com	214,918	98	0.05%	N/A
3/1-3/10	Conversant Banners (Scandanavia)	64,783	51	0.08%	N/A
Google Ad Words					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
3/1-3/25	top ten vacation spots in florida	8,248	1,424	17.26%	N/A
	florida honeymoon	3,524	328	9.31%	N/A
	vacation packages to florida	2,791	279	10.00%	N/A
	honeymoon packages	4,381	230	5.25%	N/A
	vacation places in florida	2,833	227	8.01%	N/A
	florida vacation places	2,255	201	8.91%	N/A
	florida vacations	2,663	193	7.25%	N/A
	florida vacation	2,706	190	7.02%	N/A
	honeymoon ideas	2,908	173	5.95%	N/A
	things to do in florida	1,964	167	8.50%	N/A
	honeymoon destinations	3,262	149	4.57%	N/A
	best vacation places in florida	1,892	120	6.34%	N/A
	best honeymoon destinations	2,603	116	4.46%	N/A
	places to vacation in florida	1,446	108	7.47%	N/A
	+florida+honeymoon	827	98	11.85%	N/A
	"florida honeymoons"	356	61	17.13%	N/A
	places to visit in florida	601	50	8.32%	N/A
	+florida +vacations	578	49	8.48%	N/A
	good vacation spots in florida	562	40	7.12%	N/A
	south florida vacation spots	43	1	2.33%	N/A
	nice vacation spots in florida	14	1	7.14%	N/A
APRIL 2020					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
4/1/20	CharlotteObserver.com Dedicated E-Newsletter	265,000	4,741	1.79%	N/A
4/2/20	DallasNews.com Dedicated E-Newsletter	100,000	2,150	2.15%	N/A
4/2/20	AJC.com Dedicated E-Newsletter	12,495	92	0.74%	N/A
4/23/20	AJC.com Dedicated E-Newsletter	13,325	43	0.32%	N/A
MOBILE					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	Facebook.com/Instagram Video (See you Soon)	841,705	6,669	0.79%	N/A
4/1-4/12	Facebook.com/Instagram Post (Keeping Our Distance)	760,758	4,620	0.61%	N/A
4/13-4/30	Facebook.com/Instagram Photograph (Better Days)	523,882	3,664	0.70%	N/A
Google Ad Words					
DATE	WEBSITE	Impressions	Clicks/Engagements	Click-through %	VCR
4/1-4/30	"florida resorts"	4,250	178	4.19%	N/A
	"florida vacation"	2,122	126	5.94%	N/A
	[best beaches in florida]	896	96	10.71%	N/A
	"florida vacations"	1,327	92	6.93%	N/A
	girls weekend getaway	1,259	84	6.67%	N/A

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



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"best vacation places in florida"	549	62	11.29%	N/A	
"best honeymoon destinations"	1,896	57	3.01%	N/A	
"vacation places in florida"	491	51	10.39%	N/A	
[things to do in florida]	381	49	12.86%	N/A	
"florida honeymoons"	336	44	13.10%	N/A	
"florida vacation places"	345	42	12.17%	N/A	
[best places to visit in florida]	286	42	14.69%	N/A	
"best florida vacation spots"	270	39	14.44%	N/A	
[honeymoon ideas]	667	35	5.25%	N/A	
"honeymoon destinations"	1,206	31	2.57%	N/A	
[honeymoon destinations]	927	30	3.24%	N/A	
"Florida beach vacations"	244	26	10.66%	N/A	
[best florida beaches]	239	26	10.88%	N/A	
girls getaways	309	22	7.12%	N/A	
"florida honeymoon packages"	70	21	30.00%	N/A	
girls trip ideas	280	18	6.43%	N/A	
"florida vacation package"	114	16	14.04%	N/A	
[vacation spots in florida]	108	13	12.04%	N/A	
[florida resorts]	106	13	12.26%	N/A	
girlfriend getaways	145	10	6.90%	N/A	
[resorts in florida]	101	10	9.90%	N/A	
"best places to stay in florida"	91	10	10.99%	N/A	
"florida honeymoon resorts"	64	10	15.63%	N/A	
[best places to go in florida]	59	10	16.95%	N/A	
[best florida vacation spots]	57	10	17.54%	N/A	
[florida beaches]	322	9	2.80%	N/A	
[florida vacations]	82	9	10.98%	N/A	
[beach resorts in florida]	86	8	9.30%	N/A	
[best places in florida to vacation]	34	8	23.53%	N/A	
girls trip	116	7	6.03%	N/A	
[florida beach vacations]	50	6	12.00%	N/A	
[best places to stay in florida]	37	4	10.81%	N/A	
[florida vacation spots]	35	4	11.43%	N/A	
"top ten vacation spots in florida"	32	4	12.50%	N/A	
[best family vacation spots in florida]	31	4	12.90%	N/A	
[florida vacation ideas]	29	4	13.79%	N/A	
+girls+trip	26	4	15.38%	N/A	
[florida vacation packages]	25	4	16.00%	N/A	
[family vacations in florida]	22	4	18.18%	N/A	
[florida beach resorts]	65	3	4.62%	N/A	
girlfriends getaway	32	3	9.38%	N/A	
[best florida vacations]	19	3	15.79%	N/A	
[best place to vacation in florida]	15	3	20.00%	N/A	
[florida vacation package]	7	2	28.57%	N/A	
<b>MAY 2020</b>					
<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
5/6/20	DallasNews.com Dedicated E-Newsletter	100,000	2,027	2.03%	N/A
5/13/20	CharlotteObserver.com Dedicated E-Newsletter	125,000	1,922	1.54%	N/A
5/6/20	CharlotteObserver.com Dedicated E-Newsletter	15,000	375	2.50%	N/A
5/7/20	AJC.com Dedicated E-Newsletter	13,289	57	1.83%	N/A
<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
5/19-5/31	Facebook.com/Instagram Post (:30 Phase 2 Welcome Back)	1,767,826	66,205	3.74%	N/A
5/1-5/19	Facebook.com/Instagram Positive Outlook Post	1,163,364	13,977	1.20%	N/A
5/1-5/19	Facebook.com/Instagram Photograph (Better Days)	1,164,207	8,910	0.77%	N/A
5/1-5/18	Facebook.com/Instagram Video (:30 See You Soon)	1,223,881	8,644	0.71%	N/A
<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
5/1-5/31	[Things To Do In Florida]	50	12	0	N/A
	[Florida Vacation Spots]	35	11	0	N/A
	[Best Places To Visit In Florida]	57	10	0	N/A
	[Best Family Vacation Spots In Florida]	20	8	0	N/A
	[Beach Resorts In Florida]	68	5	0	N/A
	[romantic honeymoon ideas]	32	4	0	N/A
	[Best Florida Vacation Spots]	21	4	0	N/A
	[Resorts In Florida]	52	3	0	N/A
	[Best Places To Vacation In Florida]	10	3	0	N/A
	[Florida Vacations]	9	3	0	N/A

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



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

	[Florida Beach Resorts]	55	2	0	N/A	
	[Florida Resorts]	20	2	0	N/A	
	[Vacation Spots In Florida]	19	2	0	N/A	
	[Florida Beach Vacations]	11	2	0	N/A	
	[Florida Vacation Package]	5	2	0	N/A	
	[romantic honeymoon getaways]	46	1	0	N/A	
	[romantic honeymoon destinations]	28	1	0	N/A	
	Girls Weekend Getaway	12	1	0	N/A	
	[Florida Destinations]	10	1	0	N/A	
	[Family Vacations In Florida]	8	1	0	N/A	
	[Florida Vacation Ideas]	7	1	0	N/A	
	[Best Place To Vacation In Florida]	5	1	0	N/A	
	[Honeymoon Resorts]	5	1	0	N/A	
	[Best Places To Go In Florida]	4	1	0	N/A	
	[Florida Family Vacations]	4	1	0	N/A	
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>	
5/1-5/31	+florida +vacation +vacation	9,842	331	3.36%	N/A	
	+florida +travel	6,358	206	3.24%	N/A	
	+florida +vacation	7,253	202	2.79%	N/A	
	florida snorkeling	4,316	101	2.34%	N/A	
	+florida com +vacation	2,423	76	3.14%	N/A	
	florida diving	1,239	52	4.20%	N/A	
	florida scuba	1,295	27	2.08%	N/A	
	florida snorkeling	371	10	2.70%	N/A	
	+florida +vacation	276	6	2.17%	N/A	
<b>JUNE 2020</b>						
	<b>DATE</b>	<b>WEBSITE</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
6/2/20		ShermansTravel.com - Co-Op (Early Summer In-State)	250,000	68,499	27.40%	N/A
6/4/20		CharlotteObserver.com - Co-Op (Spring Digital)	125,000	18,447	14.76%	N/A
6/5/20		TravelWeekly.com E-newsletter	50,607	14,957	29.56%	N/A
6/10/20		DallasNews.com Dedicated E-newsletter	100,000	12,909	12.91%	N/A
6/10/20		TravelAgent.com E-newsletter	31,094	5,962	19.17%	N/A
6/10/20		Momtastic Native Content (Totally Her)	2,125,945	4,466	0.21%	N/A
6/11/20		Conversant (Diversity)	5,012,801	4,240	0.08%	N/A
6/11/20		Successful Meetings E-newsletter	9,980	3,730	37.37%	N/A
6/17/20		Quantcast	1,073,624	3,630	0.34%	73.54%
6/1-6/14		AJC.com Dedicated E-newsletter	13,240	3,293	24.87%	N/A
6/1-6/30		CharlotteObserver.com - (Re-targeting)	15,000	2,674	17.83%	N/A
6/1-6/30		CNN.com - Co-Op (Southeast + Texas)	647,878	2,390	0.37%	88.83%
6/1-6/30		GumGum Pre-roll	185,336	1,396	0.75%	23.66%
6/1-6/30		CNN.com - Co-Op (Early Summer In-State)	324,131	1,029	0.32%	90.50%
6/1-6/30		Adara - Annual Re-Targeting (Desktop,Mobile,Tablet)	2,170,338	993	0.05%	N/A
6/1-6/30		CNN.com - Co-Op (Spring)	298,500	895	0.30%	90.31%
6/15-6/30		NewYorkTimes.com E-newsletter	265,593	867	0.33%	N/A
6/15-6/30		WeddingWire.com/TheKnot.com (XO Group)	59,339	805	1.36%	N/A
6/15-6/30		Conversant (Desktop,Smartphone,Tablet)	1,408,076	773	0.05%	69.00%
6/15-6/30		Meredith Weddings Group - MarthaStewartWeddings.com and MyWedd	425,051	689	0.16%	N/A
6/15-6/30		SpotX (Desktop,Mobile,Tablet)	1,886,244	542	0.03%	77.42%
6/15-6/30		Audiology (Audio Campaign)	956,294	70	0.01%	N/A
6/15-6/30		NewMobility.com Sky & Large Button	8,238	8	0.10%	N/A
	<b>MOBILE</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
6/1-6/30		Facebook.com/Instagram Beauty Video (Social)	1,133,971	23,003	2.03%	N/A
6/1-6/30		Facebook.com/Instagram Welcome Back Video (Social)	973,459	20,961	2.15%	N/A
6/1-6/30		Facebook.com/Instagram Grateful Now Open Video (Social)	1,097,982	18,610	1.69%	N/A
6/1-6/30		Facebook.com/Instagram Video (Weddings/Honeymoons)	621,851	10,432	1.68%	N/A
6/1-6/30		GroundTruth(xAd) (Mobile/Tablet)	1,781,208	3,747	0.21%	N/A
6/1-6/15		SpotX - Southeast Spring Co-op	1,394,179	1,783	0.13%	67.46%
6/1-6/15		MobileFuse Spring Mobile Co-op	4,668,169	1,418	0.03%	N/A
6/15-6/30		SpotX - Spring Co-op	1,153,513	1,195	0.10%	69.07%
6/15-6/30		SpotX - Early Summer Co-op	1,016,931	1,104	0.11%	71.13%
	<b>Google Ad Words</b>		<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
6/1-6/30		[Things To Do In Florida]	4,361	661	15.16%	N/A
		[Resorts In Florida]	3,887	427	10.99%	N/A
		[Best Places To Visit In Florida]	3,514	423	12.04%	N/A
		[Beach Resorts In Florida]	3,622	336	9.28%	N/A
		[Vacation Spots In Florida]	2,025	281	13.88%	N/A

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



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

[Florida Vacation Spots]	1,799	238	13.23%	N/A	
[Florida Vacations]	1,916	219	11.43%	N/A	
[Best Florida Vacation Spots]	1,457	219	15.03%	N/A	
[Florida Resorts]	1,799	210	11.67%	N/A	
[Best Family Vacation Spots In Florida]	1,104	195	17.66%	N/A	
[Florida Beach Resorts]	2,251	175	7.77%	N/A	
[Best Places To Vacation In Florida]	1,033	148	14.33%	N/A	
[Florida Beach Vacations]	1,183	113	9.55%	N/A	
[Honeymoon Ideas]	1,319	110	8.34%	N/A	
[Honeymoon Trips]	1,037	108	10.41%	N/A	
[Florida Vacation Package]	570	100	17.54%	N/A	
[Honeymoon Destinations]	1,170	94	8.03%	N/A	
[Best Places To Stay In Florida]	600	92	15.33%	N/A	
[Florida Honeymoon Resorts]	423	90	21.28%	N/A	
[Family Vacations In Florida]	882	85	9.64%	N/A	
[Florida Honeymoons]	363	69	19.01%	N/A	
[Honeymoon Resorts]	583	62	10.63%	N/A	
Girls Weekend Getaway	1,560	57	3.65%	N/A	
[Best Honeymoon Destinations]	645	51	7.91%	N/A	
[Honeymoon Getaways]	344	50	14.53%	N/A	
[Best Place To Vacation In Florida]	277	49	17.69%	N/A	
[Florida Vacation Ideas]	342	47	13.74%	N/A	
[Florida Destinations]	307	47	15.31%	N/A	
[Best Florida Vacations]	375	46	12.27%	N/A	
[Florida Trips]	274	42	15.33%	N/A	
[Honeymoon Places]	384	41	10.68%	N/A	
[Florida Honeymoon Packages]	244	37	15.16%	N/A	
[Best Places To Go In Florida]	337	35	10.39%	N/A	
[Florida Honeymoon Ideas]	191	31	16.23%	N/A	
[Florida Vacation Deals]	197	30	15.23%	N/A	
[Florida Family Vacations]	236	26	11.02%	N/A	
[Honeymoon Spots]	173	18	10.40%	N/A	
[Best Honeymoons]	165	11	6.67%	N/A	
[romantic honeymoon getaways]	82	7	8.54%	N/A	
girlfriend getaways	166	6	3.61%	N/A	
Girls Trip Ideas	158	4	2.53%	N/A	
[romantic honeymoon destinations]	78	2	2.56%	N/A	
[Girls Trip In Florida]	30	1	3.33%	N/A	
	<b>Bing, Yahoo and AOL Search</b>	<b>Impressions</b>	<b>Clicks/Engagements</b>	<b>Click-through %</b>	<b>VCR</b>
6/1-6/30	+florida +vacation	31,068	708	2.44%	N/A
	beach vacation rentals	6,748	312	6.19%	N/A
	vacation rentals florida	4,528	153	3.86%	N/A
	florida scuba	5,401	97	1.74%	N/A
	vacation destinations	2,570	85	3.23%	N/A
	florida snorkeling	2,056	66	4.09%	N/A
	florida vacations	801	60	7.49%	N/A
	last minute vacations	1,328	55	3.99%	N/A
	beach vacations	1,764	52	2.95%	N/A
	florida diving	2,419	49	1.69%	N/A
	florida travel	3,098	45	1.32%	N/A
	florida vacation	653	33	5.05%	N/A
	florida vacation packages	376	32	8.51%	N/A
	best family vacations	872	25	2.64%	N/A
	family vacation packages	622	21	3.38%	N/A
	vacation florida	333	20	6.01%	N/A

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

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Advertising Recap – FYI

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020



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

G.3

To: The Monroe County Tourist Development Council  
From: Danielle Salmán-Villasuso  
Date: July 10, 2020  
RE: July 21, 2020 TDC Meeting  
CC: John Underwood

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

**Specific Projects:**

- Developed the advertising portion of the FY20/21 Marketing Plan
- Paused media on 6/29 across all campaigns (Generic, District and Umbrellas)
- Paused the relaunch of all spring and summer co-op programs
- Developed and executed a media plan and creative for the destination event, Heroes Salute Weekend at Hawks Cay Resort
- Coordinating the instructions and materials for the possible media relaunch on 7/16
- Designing the 2021 issue of the Culture Magazine
- Strategic planning for FY 2020/2021
- Edited the following thirty-second videos by removing crowded footage and replacing with open spaces as well as added COVID compliant supers (Masks Required Indoors, Maintain Social Distance, Wash Your Hands) to play throughout the spots:
  - Generic – “Personal Space” & “Beauty”
  - Key West – “Story of your life”
  - Lower Keys – “Get More”
  - Marathon – “Great Experiences”
  - Islamorada – “Colors of Islamorada”
  - Key Largo – “Look Deep”
  - Culture – “Another Masterpiece”
  - Dive – “Learn to Dive”
  - Fishing – “Hide & Seek”
- Coordinated the Florida Keys & Key West Visit Florida 2020 Flagler Award entries. Awards will be presented during the Florida Governor’s Conference on Tourism (Oct. 14-16, 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” – began running 6/15 and was paused on 6/29
  - 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
- 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
  - 492 views to date
  - 521 downloads to date
- Reviewed and approved Cultural Umbrella budgets
- Reviewed and approved Fishing Umbrella budgets
- Coordinated 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

**Generic Media Campaign**

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

**Out-of-State Spot Market Television: 8/1-9/13**

- Dallas-Ft. Worth
- Atlanta
- Charlotte

**Co-Op Programs (Digital/Print):**

- [Re-Targeting](#)

- Madden Media – 8/1-9/6
- **Florida Summer In-State Print/Digital**
  - Flamingo Digital Program – August
  - Indulge Magazine (Miami Herald) – 8/16
  - Miami Herald Digital – August
  - Indulge Magazine (Miami Herald) Native Content – August
  - The Villages Magazine – August

**Digital/Mobile:**

- Facebook.com/Instagram Video – 8/1-9/30
- Adara – 8/1-9/30
- Madden Media Retargeting – 8/1-9/20
- SpotX – 8/1-8/16
- Conversant – 8/1-9/30
- GroundTruth – 8/1-8/23
- NewMobility.com – 8/1-9/30
- Momtastic.com – 8/1-9/6
- GumGum (Family Travel) – 8/1-8/23
- Facebook.com/Instagram Video (newly engaged couples) – 8/1-9/30
- WeddingWire.com/TheKnot.com – 8/1-9/30
- Meredith Weddings Group – 8/1-9/30
- Virtuoso 2020 Adventure Community- Running Annual Contract

**Digital/Paid Search Engine Marketing: August & September**

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

**Print (Dedicated):**

- Virtuoso Life Magazine – August
- Destination Southeast 2020/ Successful Meetings - August
- Camp Florida Annual Guide – Annual
- Travel Guide to Florida – Annual

**International:**

**UK**

- Sherbet UK Taxi Promotion – Annual

**Scandinavia**

- Discover America Nordic Region 2020 – Annual

➤ **Meetings:**

- **TDC** – The Agency attended the June 10<sup>th</sup> TDC meeting.
- **DAC** – The Agency attended the June 23<sup>rd</sup> and 24<sup>th</sup> meetings and received approval of the FY 20/21 media plans. The Agency also received approval to move Miami/Ft. Lauderdale Spot Market TV to Atlanta, Charlotte and Dallas.
- **Diving Umbrella** – The Agency attended May 7<sup>th</sup> Dive Umbrella meeting and received approval of the FY 20/21 media plan and the television and digital media recommendation that was presented.
- **Fishing Umbrella** – The Agency attended the June 24<sup>th</sup> Fishing Umbrella meeting and received approval of the FY 20/21 media plan and the Sportsman’s Adventures and Sea Hunter fishing show proposals.
- **Cultural Umbrella** – The Agency attended the June 19<sup>th</sup> Cultural Umbrella meeting and received approval of the 2021 Culture Magazine cover.

Agenda Item #

**G.4.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Search Engine Marketing Report - FYI

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020



## PAID SEARCH ENGINE MARKETING REPORT MAY 2020

Google

YAHOO!

bing

**Aol.**





# Paid Search Engine Marketing Report Fla-keys.com

5/1/2020 - 5/31/2020

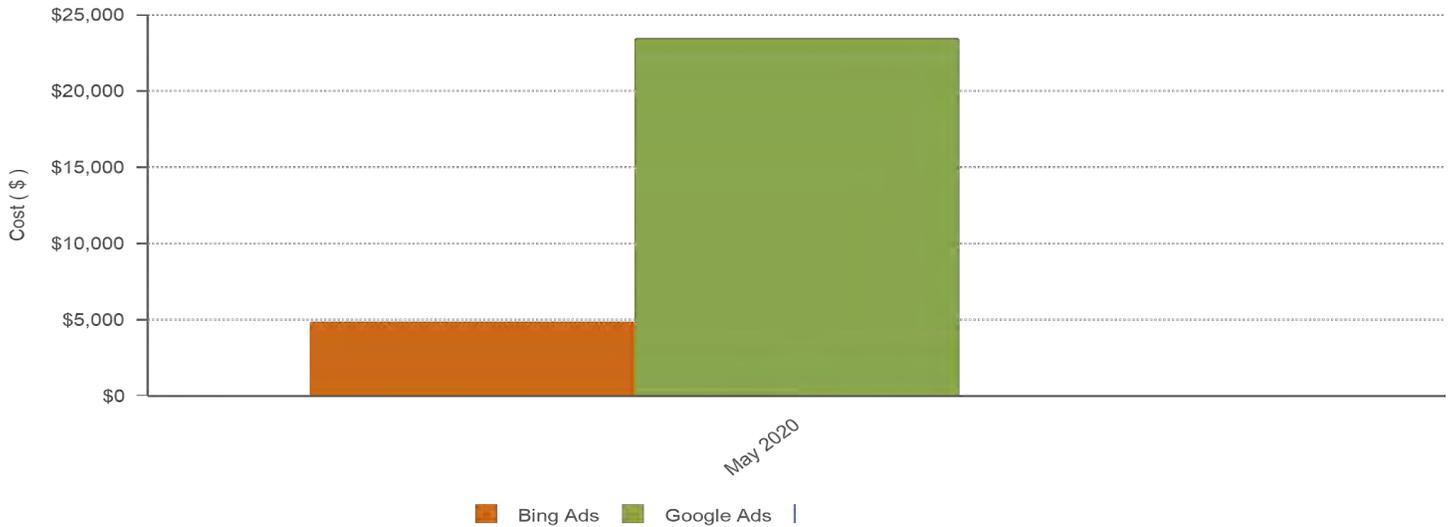


## Performance Overview By Search Engine

Group	Impressions	Clicks	CTR	Cost	CPC
Bing Ads (Bing/Yahoo/AOL Search)	136,609	2,411	1.76%	\$4,874.42	\$2.02
Google Ads	135,036	12,170	9.01%	\$23,464.34	\$1.93
<b>Total</b>	<b>271,645</b>	<b>14,581</b>	<b>5.37%</b>	<b>\$28,338.76</b>	<b>\$1.94</b>

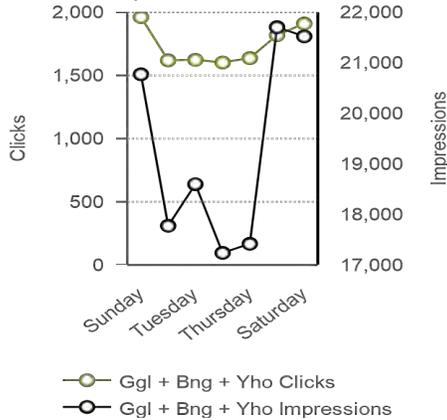
## Cost Comparison

5/1/2020 to 5/31/2020



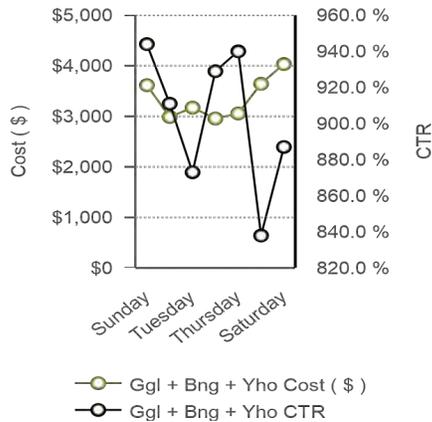
## Day of the Week

### Clicks vs. Impressions



## Day of the Week

### Cost vs. CTR





# Paid Search Engine Marketing Report

## Fla-keys.com

5/1/2020 - 5/31/2020



### Top 5 Ads

#### Bing Ads (Bing/Yahoo/AOL Search)

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
Florida Keys Vacations Opening On June 1st fla-keys.com	Generic	17,507	531	3.03%	\$1,053.13	\$1.98
Key West Florida Hotels Opening on June 1st fla-keys.com/key-west	Key West	18,576	242	1.30%	\$875.53	\$3.62
Florida Vacation Resorts Key West Opening On June 1st fla-keys.com/key-west	Key West	12,456	231	1.85%	\$465.48	\$2.02
Florida Keys Vacations Opening on June 1st fla-keys.com	Generic	5,152	180	3.49%	\$334.60	\$1.86
Florida Vacations Play in the Uppermost Key fla-keys.com/key-largo Plan your vacation in Key Largo.	Key Largo	13,092	136	1.04%	\$218.66	\$1.61
<b>Total</b>		<b>136,609</b>	<b>2,411</b>	<b>1.76%</b>	<b>\$4,874.42</b>	<b>\$2.02</b>

### Top 5 Ads

#### Google Ads

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
{Keyword:FL Keys Vacation Rentals} Official Tourism Planning Site fla-keys.com/marathon	DAC 3 - Marathon	11,940	1,236	10.35%	\$1,261.28	\$1.02
{Keyword:Florida Keys Vacations} The Florida Keys Open June 1st fla-keys.com Welcome to our Islands! View the latest Florida Keys & Key West travel information.	Generic	5,588	712	12.74%	\$946.06	\$1.33
{Keyword:Florida Keys Vacations} Key Largo in The Florida Keys fla-keys.com/keylargo	DAC 5 - Key Largo	6,473	538	8.31%	\$700.68	\$1.30
{Keyword:Vacation In The Florida Keys} The Florida Keys Open June 1st fla-keys.com	Generic	3,497	527	15.07%	\$745.28	\$1.41
Key West Opens June 1st View Latest Travel Information fla-keys.com	DAC 1 - Key West	7,359	409	5.56%	\$1,586.13	\$3.88
<b>Total</b>		<b>98,212</b>	<b>7,940</b>	<b>8.08%</b>	<b>\$16,107.24</b>	<b>\$2.03</b>

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

Campaign	Impressions	Clicks	CTR	Cost	CPC
Generic	32,888	980	2.98%	\$1,901.66	\$1.94
Key West	55,412	776	1.40%	\$1,979.98	\$2.55
Marathon	26,957	371	1.38%	\$544.17	\$1.47
Key Largo	21,352	284	1.33%	\$448.61	\$1.58
<b>Total</b>	<b>136,609</b>	<b>2,411</b>	<b>1.76%</b>	<b>\$4,874.42</b>	<b>\$2.02</b>

### Performance By Campaign - Google Ads

Campaign	Impressions	Clicks	CTR	Cost	CPC
Generic	37,273	4,542	12.19%	\$7,564.51	\$1.67
DAC 1 - Key West	36,701	2,006	5.47%	\$7,586.13	\$3.78
DAC 3 - Marathon	19,246	1,652	8.58%	\$2,048.44	\$1.24
DAC 2 - Big Pine Key & Lower Keys	9,791	1,534	15.67%	\$1,514.26	\$0.99
DAC 5 - Key Largo	14,918	1,311	8.79%	\$1,714.31	\$1.31
DAC 4 - Islamorada	12,433	815	6.56%	\$1,871.64	\$2.30
DAC 1-Key West LGBT	4,674	310	6.63%	\$1,165.05	\$3.76
<b>Total</b>	<b>135,036</b>	<b>12,170</b>	<b>9.01%</b>	<b>\$23,464.34</b>	<b>\$1.93</b>



# Paid Search Engine Marketing Report

## Fla-keys.com

5/1/2020 - 5/31/2020



### Performance By Day of the Month

5/1/2020 to 5/31/2020

Date	Impressions	Clicks	CTR	Cost	CPC
5/1/2020	4,580	319	6.97%	\$739.03	\$2.32
5/2/2020	4,625	328	7.09%	\$762.84	\$2.33
5/3/2020	4,831	418	8.65%	\$776.10	\$1.86
5/4/2020	4,811	381	7.92%	\$697.67	\$1.83
5/5/2020	4,333	356	8.22%	\$728.35	\$2.05
5/6/2020	4,377	403	9.21%	\$729.29	\$1.81
5/7/2020	4,065	382	9.40%	\$712.52	\$1.87
5/8/2020	4,293	381	8.87%	\$751.64	\$1.97
5/9/2020	3,979	399	10.03%	\$874.37	\$2.19
5/10/2020	4,274	424	9.92%	\$810.21	\$1.91
5/11/2020	4,468	441	9.87%	\$770.05	\$1.75
5/12/2020	4,601	398	8.65%	\$755.75	\$1.90
5/13/2020	4,428	415	9.37%	\$828.78	\$2.00
5/14/2020	4,315	423	9.80%	\$817.35	\$1.93
5/15/2020	3,810	341	8.95%	\$754.67	\$2.21
5/16/2020	3,239	331	10.22%	\$761.74	\$2.30
5/17/2020	3,934	372	9.46%	\$724.50	\$1.95
5/18/2020	3,785	359	9.48%	\$779.14	\$2.17
5/19/2020	4,818	423	8.78%	\$870.75	\$2.06
5/20/2020	3,964	377	9.51%	\$716.84	\$1.90
5/21/2020	4,477	414	9.25%	\$810.30	\$1.96
5/22/2020	4,842	420	8.67%	\$768.46	\$1.83
5/23/2020	4,609	405	8.79%	\$761.69	\$1.88
5/24/2020	4,541	447	9.84%	\$781.88	\$1.75
5/25/2020	4,713	438	9.29%	\$740.94	\$1.69
5/26/2020	4,846	446	9.20%	\$815.94	\$1.83
5/27/2020	4,472	407	9.10%	\$680.72	\$1.67
5/28/2020	4,564	418	9.16%	\$716.20	\$1.71
5/29/2020	4,180	357	8.54%	\$630.67	\$1.77
5/30/2020	5,070	447	8.82%	\$873.47	\$1.95
5/31/2020	3,192	300	9.40%	\$522.48	\$1.74
<b>Total</b>	<b>135,036</b>	<b>12,170</b>	<b>9.01%</b>	<b>\$23,464.34</b>	<b>\$1.93</b>



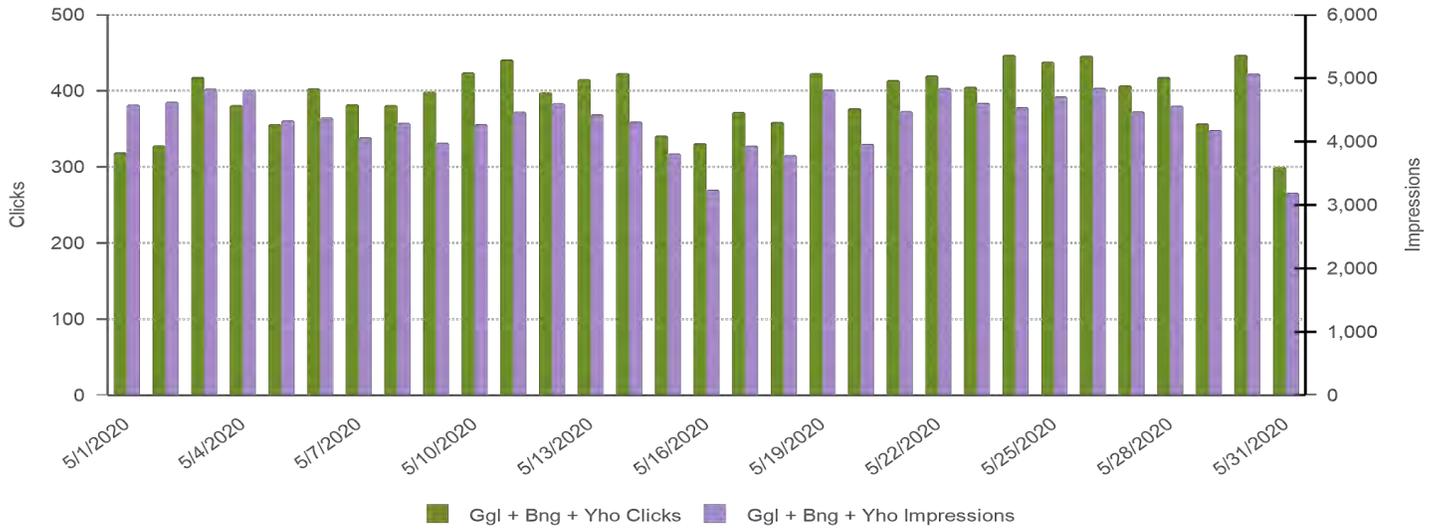
# Paid Search Engine Marketing Report

## Fla-keys.com

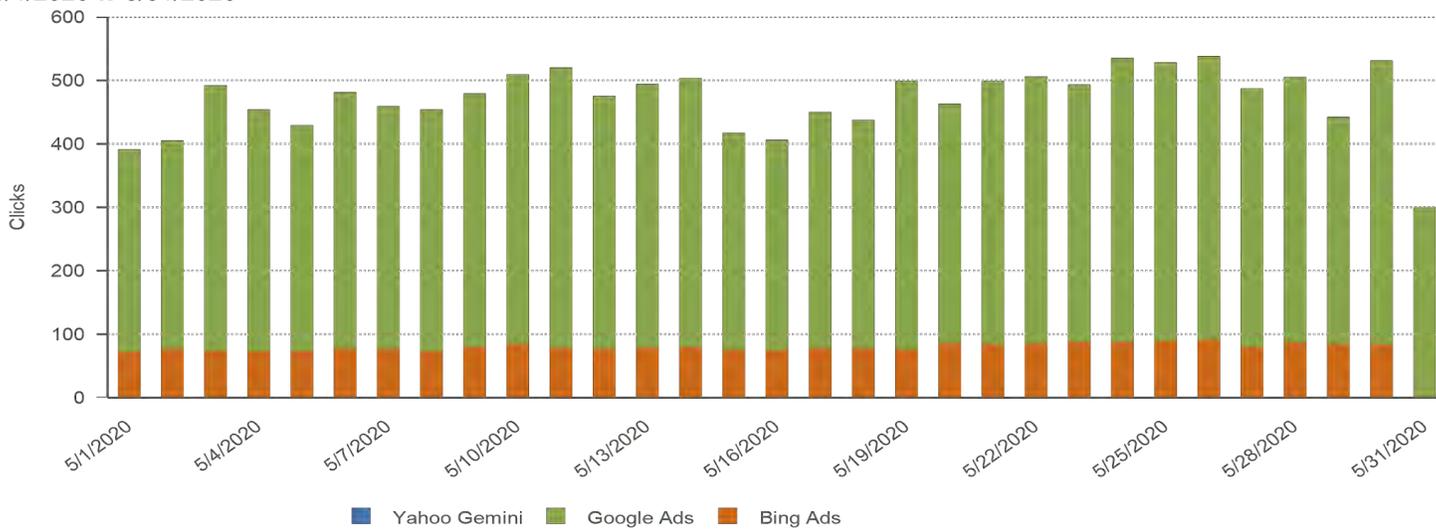
5/1/2020 - 5/31/2020



Clicks, Impressions  
5/1/2020 to 5/31/2020



Clicks  
5/1/2020 to 5/31/2020





# Paid Search Engine Marketing Report

## Fla-keys.com

5/1/2020 - 5/31/2020



### Top 5 Keywords

#### Bing Ads (Bing/Yahoo/AOL Search)

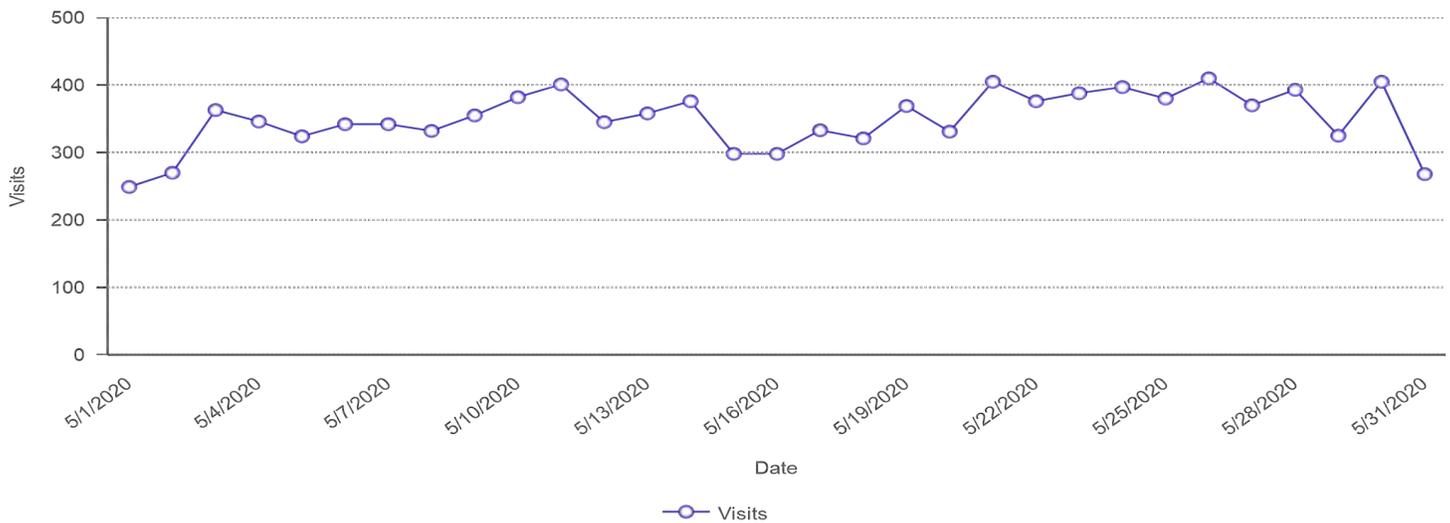
Keyword	Impressions	Clicks	CTR	Cost	CPC	Avg. Pos.
+florida +vacations	9,680	320	3.31%	\$625.50	\$1.95	2.09
+florida vacation	19,816	238	1.20%	\$374.22	\$1.57	2.19
+hotel fl	15,857	208	1.31%	\$738.36	\$3.55	2.08
+florida +vacation	7,445	205	2.75%	\$387.48	\$1.89	2.00
+florida +travel	6,235	195	3.13%	\$385.28	\$1.98	1.40
<b>Total</b>	<b>136,609</b>	<b>2,411</b>	<b>1.76%</b>	<b>\$4,874.42</b>	<b>\$2.02</b>	<b>1.93</b>

### Top 5 keywords

#### Google Ads

Keyword	Impressions	Clicks	CTR	Cost	CPC	Avg. Pos.
best beaches in florida	4,469	628	14.05%	\$852.51	\$1.36	1.00
things to do in florida	3,445	602	17.47%	\$572.65	\$0.95	1.00
best places to visit in florida	2,926	466	15.93%	\$486.50	\$1.04	1.00
camping in florida	2,179	424	19.46%	\$404.16	\$0.95	1.00
couples getaway packages florida	4,714	387	8.21%	\$536.78	\$1.39	1.00
<b>Total</b>	<b>135,036</b>	<b>12,170</b>	<b>9.01%</b>	<b>\$23,464.34</b>	<b>\$1.93</b>	<b>1.00</b>

### Visit Trends to fla-keys.com from Paid Search





## Paid Search Engine Marketing Report Fla-keys.com 5/1/2020 - 5/31/2020



Date	Visits	Pageviews Per Visit	Avg Time On Page	Percent New Visits	Visit Bounce Rate
5/1/2020	249	1.88	45.58	90.36%	67.87%
5/2/2020	270	1.92	41.83	92.59%	61.85%
5/3/2020	363	2.02	30.46	90.91%	61.98%
5/4/2020	346	1.88	35.41	92.77%	68.79%
5/5/2020	324	2.00	36.70	89.81%	62.35%
5/6/2020	342	2.06	39.81	91.23%	61.99%
5/7/2020	342	2.00	46.26	92.11%	62.28%
5/8/2020	332	1.88	32.73	92.77%	66.87%
5/9/2020	355	1.84	41.66	88.45%	66.20%
5/10/2020	382	1.79	51.25	91.36%	67.54%
5/11/2020	401	2.04	41.80	91.02%	60.35%
5/12/2020	345	2.01	37.30	90.43%	62.61%
5/13/2020	358	2.09	55.03	87.15%	59.78%
5/14/2020	376	2.08	49.54	89.10%	60.11%
5/15/2020	298	2.07	55.71	92.28%	56.04%
5/16/2020	298	1.83	30.04	91.61%	66.11%
5/17/2020	333	2.03	39.66	90.09%	57.06%
5/18/2020	321	2.19	38.68	91.28%	53.27%
5/19/2020	369	2.12	41.62	90.51%	55.56%
5/20/2020	331	2.14	41.20	88.82%	53.47%
5/21/2020	405	2.28	49.45	87.65%	52.10%
5/22/2020	376	2.08	47.92	88.03%	58.78%
5/23/2020	388	2.35	46.73	87.63%	53.87%
5/24/2020	397	2.15	34.42	90.93%	52.39%
5/25/2020	380	2.12	57.88	90.53%	52.63%
5/26/2020	410	2.52	58.86	89.27%	51.71%
5/27/2020	370	2.36	56.81	88.92%	48.92%
5/28/2020	393	2.39	49.46	88.04%	49.87%
5/29/2020	325	2.42	48.33	88.31%	51.38%
5/30/2020	405	2.43	40.40	89.38%	48.40%
5/31/2020	268	2.43	52.96	85.82%	46.27%

### CPC Visit Totals

Medium	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
cpc	10,852	2.12	50.53	89.93%	57.79%



# Paid Search Engine Marketing Report

## Fla-keys.com

5/1/2020 - 5/31/2020



### Top Paid Keywords Visit Trend to Fla-Keys.com

Keyword	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
best beaches in florida	499	2.18	40.73	92.99%	57.31%
camping in florida	416	1.48	22.65	89.18%	75.48%
best places to visit in florida	370	2.20	46.87	95.14%	54.05%
couples getaway packages florida	362	2.45	63.23	88.12%	53.04%
campgrounds in florida	303	1.51	25.68	85.48%	73.93%
best florida beaches	250	1.85	21.80	94.40%	59.20%
beach houses for rent	210	1.50	35.74	90.00%	73.33%
beach resorts in florida	165	3.05	84.06	87.27%	42.42%
best florida vacation spots	152	2.94	68.45	86.18%	47.37%
beach vacation home rentals	94	1.69	28.41	94.68%	65.96%
best family vacation spots in florida	82	2.30	45.13	90.24%	48.78%
couple getaways in florida	81	1.95	35.48	91.36%	60.49%
best places to go in florida	80	2.31	65.25	87.50%	47.50%
campground in florida	78	1.33	5.40	83.33%	78.21%
everglades national park lodging	72	1.32	10.93	93.06%	77.78%
best honeymoon places	70	2.14	55.39	98.57%	48.57%
best places to kayak in florida	68	1.10	0.82	98.53%	92.65%
best resorts in florida	66	1.98	57.05	89.39%	53.03%
best florida getaways for couples	66	1.48	19.52	89.39%	77.27%
beach vacations	57	1.72	35.09	92.98%	57.89%
best places in florida to vacation	51	2.10	18.47	94.12%	60.78%
couples retreat florida	44	1.61	47.02	88.64%	72.73%
best place to fish in florida	44	1.75	23.07	93.18%	65.91%
best places to stay in florida	44	2.23	101.20	90.91%	47.73%
best florida vacations	44	2.07	30.20	90.91%	56.82%
destination wedding	43	2.12	66.21	86.05%	46.51%
best florida beach resorts	43	1.70	41.12	88.37%	65.12%
best place to vacation in florida	39	2.92	80.77	89.74%	35.90%
best snorkeling in florida	36	2.00	59.83	86.11%	63.89%
campgrounds in southern florida	34	1.24	2.44	88.24%	82.35%
deep sea fishing florida	28	2.57	171.79	85.71%	42.86%
best honeymoon destinations	28	2.32	88.36	92.86%	57.14%
best florida hotels	26	1.81	12.73	92.31%	53.85%
best florida resorts	21	2.10	41.19	90.48%	52.38%
Best Honeymoons	19	1.58	30.58	100.00%	68.42%
best saltwater fishing spots in florida	19	1.21	0.89	100.00%	89.47%
best hotel to stay in florida	18	1.56	8.78	94.44%	77.78%
best kayaking in florida	17	1.24	2.29	100.00%	82.35%



# Paid Search Engine Marketing Report

## Fla-keys.com

5/1/2020 - 5/31/2020



family vacation	17	2.00	40.00	82.35%	70.59%
best fishing in florida	16	1.81	20.38	87.50%	56.25%
best florida diving	15	2.07	106.20	86.67%	60.00%
destination wedding packages	14	1.57	127.64	92.86%	85.71%
best hotels in southern florida	12	2.17	53.83	100.00%	83.33%
best place to kayak in florida	12	1.08	0.50	100.00%	91.67%
best places to canoe in florida	11	1.18	1.36	100.00%	81.82%
adventure kayaking	11	1.09	0.64	90.91%	90.91%
diving in florida	11	1.18	11.45	100.00%	72.73%
best campgrounds in florida	11	1.55	44.18	100.00%	81.82%
beach wedding resorts in florida	10	3.20	87.80	100.00%	40.00%
beachfront hotels in florida	10	2.30	52.50	100.00%	40.00%
Best Places To Visit In Florida	9	1.56	3.56	100.00%	66.67%
beach honeymoons	8	1.50	22.75	87.50%	50.00%
camping on the beach	8	1.38	6.75	100.00%	75.00%
everglades national park fishing	8	1.25	7.62	87.50%	75.00%
Best Family Vacation Spots In Florida	7	2.43	8.86	100.00%	28.57%
beach wedding destinations	6	3.33	92.50	100.00%	33.33%
family resorts in florida	6	1.33	2.33	100.00%	83.33%
best wedding destinations	6	2.00	10.17	100.00%	50.00%
best rv campground in florida	5	2.20	19.20	60.00%	40.00%
dolphin swim florida	5	1.40	9.80	100.00%	80.00%
canoe camping florida	5	1.20	0.80	100.00%	80.00%
canoeing in florida	5	1.60	10.60	100.00%	60.00%
diving license	4	1.00	0.00	100.00%	100.00%
best honeymoons	4	5.00	245.75	75.00%	25.00%
best hotels in florida	4	2.00	8.25	100.00%	50.00%
Beach Resorts In Florida	4	3.25	116.50	75.00%	50.00%
canoeing in south florida	3	1.00	0.00	100.00%	100.00%
best florida camping	3	1.33	3.67	100.00%	66.67%
Best Florida Vacation Spots	3	2.00	19.00	100.00%	0.00%
best pet friendly hotels in florida	3	1.33	8.67	100.00%	66.67%
beach getaways in florida	3	1.67	31.33	100.00%	66.67%
beach resorts florida	3	1.67	46.00	66.67%	66.67%
beach themed wedding	2	1.50	7.50	100.00%	50.00%
beach wedding packages	2	2.00	13.00	100.00%	50.00%
best florida scuba diving	2	1.00	0.00	100.00%	100.00%
best florida snorkeling	2	1.00	0.00	100.00%	100.00%
cabin rentals in florida state parks	2	1.50	10.50	100.00%	50.00%
'florida rv campgrounds'	2	1.00	0.00	100.00%	100.00%
canoe trips in florida	2	1.00	0.00	100.00%	100.00%



## PAID SEARCH ENGINE MARKETING REPORT JUNE 2020

Google

YAHOO!

bing

**Aol.**





# Paid Search Engine Marketing Report Fla-keys.com

6/1/2020 - 6/30/2020

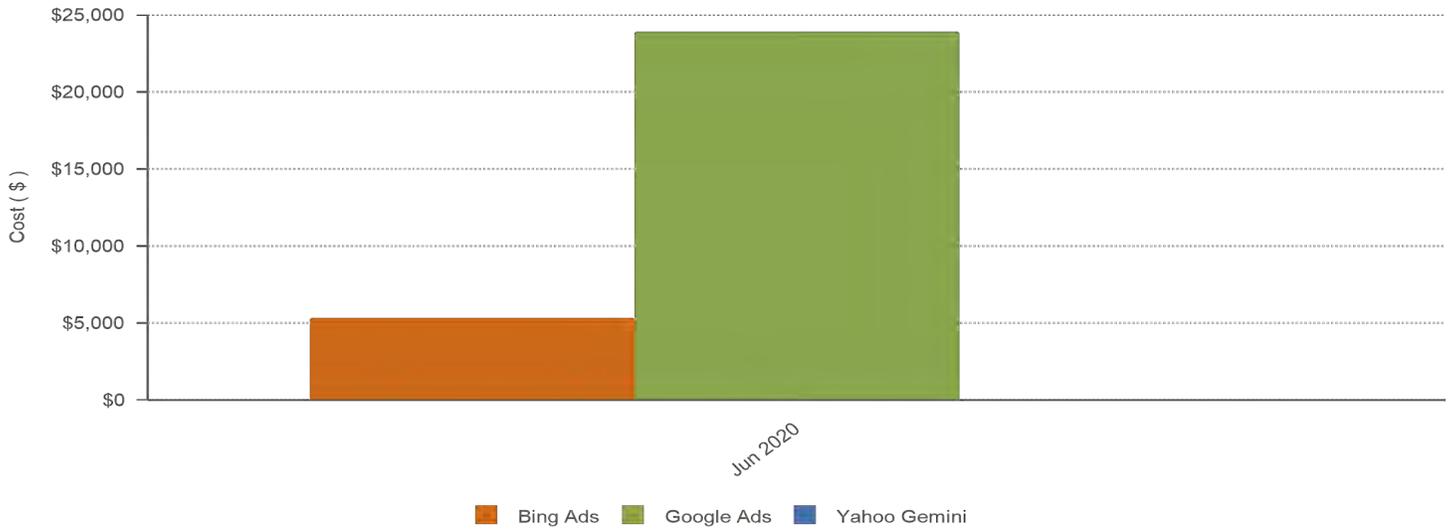


## Performance Overview By Search Engine

Group	Impressions	Clicks	CTR	Cost	CPC
Bing Ads (Bing/Yahoo & AOL Search)	219,846	4,139	1.88%	\$5,320.15	\$1.29
Google Ads	161,009	12,767	7.93%	\$23,903.06	\$1.87
Total	380,855	16,906	4.44%	\$29,223.21	\$1.73

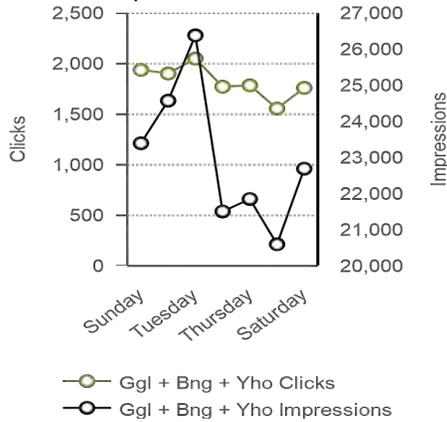
## Cost Comparison

6/1/2020 to 6/30/2020



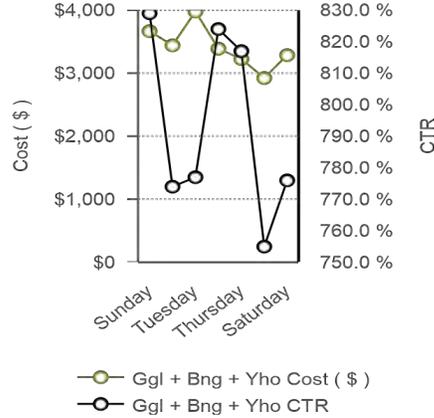
## Day of the Week

Clicks vs. Impressions



## Day of the Week

Cost vs. CTR





# Paid Search Engine Marketing Report Fla-keys.com

6/1/2020 - 6/30/2020



## Top 5 Ads

### Bing Ads (Bing, Yahoo & AOL Search)

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
Florida Keys Vacations Florida Keys Now Open fla-keys.com	Generic	37,900	972	2.56%	\$1,007.22	\$1.04
Florida Keys Vacations Now Open fla-keys.com	Generic	11,357	477	4.20%	\$557.57	\$1.17
Florida Vacation Resorts Key West Now Open fla-keys.com/key-west	Key West	22,860	461	2.02%	\$1,031.41	\$2.24
Get updated travel information and news. Visit Florida's most southernmost paradise. Marathon, Florida Keys The Boating Destination fla-keys.com/marathon	Marathon	25,354	413	1.63%	\$242.73	\$0.59
Marathon, Florida Keys Plan A Trip. Now Open. www.fl-keys.com/marathon Marathon is a 10-mile-long family-oriented area situated in the middle of the Keys.	Marathon	34,212	370	1.08%	\$271.73	\$0.73
<b>Total</b>		<b>219,846</b>	<b>4,139</b>	<b>1.88%</b>	<b>\$5,320.15</b>	<b>\$1.29</b>

## Top 5 Ads

### Google Ads

Ads	Campaign	Impressions	Clicks	CTR	Cost	CPC
{Keyword:Florida Keys Vacations} Key Largo in The Florida Keys fla-keys.com/keylargo Key Largo Now Open. Plan your trip & play in the highest key!	DAC 5 - Key Largo	16,247	1,202	7.40%	\$1,405.38	\$1.17
{Keyword:Florida Keys Vacations} Explore Wide Open Spaces fla-keys.com Welcome to our drive-to islands! The Florida Keys & Key West are open to visitors.	Generic	7,083	841	11.87%	\$1,065.92	\$1.27
{Keyword:Vacation In The Florida Keys} Welcome To Our Islands fla-keys.com The Florida Keys are now open to visitors. View the latest traveler info & guidelines	Generic	6,136	724	11.80%	\$1,003.20	\$1.39
Key West Honeymoons {KeyWord:Official Tourism Planning Site} fla-keys.com Romantic sunsets & warm breezes. Lush tropical settings & more!	DAC 1 - Key West	8,841	629	7.11%	\$1,843.87	\$2.93
{Keyword:FL Keys Vacation Rentals} Official Tourism Planning Site fla-keys.com/marathon Discover Marathon in the middle FL Keys. Now Open. Relax, swim w/dolphins+more!	DAC 3 - Marathon	7,118	543	7.63%	\$527.06	\$0.97
<b>Total</b>		<b>128,574</b>	<b>9,390</b>	<b>7.30%</b>	<b>\$18,222.20</b>	<b>\$1.94</b>



# Paid Search Engine Marketing Report

## Fla-keys.com

6/1/2020 - 6/30/2020



### Performance By Campaign

#### Bing Ads (Bing, Yahoo & AOL Search)

Campaign	Impressions	Clicks	CTR	Cost	CPC
Generic	62,041	1,750	2.82%	\$1,986.87	\$1.14
Marathon	88,576	1,138	1.28%	\$746.17	\$0.66
Key West	47,785	868	1.82%	\$1,876.68	\$2.16
Key Largo	21,444	383	1.79%	\$710.43	\$1.85
<b>Total</b>	<b>219,846</b>	<b>4,139</b>	<b>1.88%</b>	<b>\$5,320.15</b>	<b>\$1.29</b>

### Performance By Campaign

#### Google Ads

Campaign	Impressions	Clicks	CTR	Cost	CPC
Generic	43,532	5,093	11.70%	\$7,510.15	\$1.47
DAC 1 - Key West	40,361	2,275	5.64%	\$7,640.24	\$3.36
DAC 5 - Key Largo	19,469	1,555	7.99%	\$1,787.96	\$1.15
DAC 2 - Big Pine Key & Lower Keys	19,400	1,486	7.66%	\$1,519.95	\$1.02
DAC 3 - Marathon	22,611	1,233	5.45%	\$2,310.37	\$1.87
DAC 4 - Islamorada	11,095	812	7.32%	\$1,878.10	\$2.31
DAC 1-Key West LGBT	4,541	313	6.89%	\$1,256.29	\$4.01
<b>Total</b>	<b>161,009</b>	<b>12,767</b>	<b>7.93%</b>	<b>\$23,903.06</b>	<b>\$1.87</b>

### Performance By Day of the Month

#### 6/1/2020 to 6/30/2020

Date	Impressions	Clicks	CTR	Cost	CPC
6/1/2020	3,120	216	6.92%	\$529.37	\$2.45
6/2/2020	3,592	234	6.51%	\$583.99	\$2.50
6/3/2020	4,762	411	8.63%	\$829.78	\$2.02
6/4/2020	5,130	424	8.27%	\$858.58	\$2.02
6/5/2020	5,213	388	7.44%	\$698.29	\$1.80
6/6/2020	5,640	422	7.48%	\$747.23	\$1.77
6/7/2020	5,703	474	8.31%	\$877.86	\$1.85
6/8/2020	5,704	432	7.57%	\$724.89	\$1.68
6/9/2020	6,196	475	7.67%	\$890.64	\$1.88
6/10/2020	5,612	451	8.04%	\$932.79	\$2.07
6/11/2020	5,927	471	7.95%	\$859.27	\$1.82
6/12/2020	5,504	436	7.92%	\$873.11	\$2.00
6/13/2020	5,767	481	8.34%	\$857.61	\$1.78
6/14/2020	5,616	486	8.65%	\$883.25	\$1.82
6/15/2020	5,543	455	8.21%	\$721.60	\$1.59
6/16/2020	5,562	483	8.68%	\$870.20	\$1.80
6/17/2020	5,466	458	8.38%	\$787.87	\$1.72
6/18/2020	5,148	451	8.76%	\$698.20	\$1.55
6/19/2020	4,729	357	7.55%	\$641.99	\$1.80
6/20/2020	5,884	431	7.32%	\$795.54	\$1.85
6/21/2020	6,522	513	7.87%	\$970.54	\$1.89
6/22/2020	5,868	458	7.81%	\$911.33	\$1.99
6/23/2020	6,062	439	7.24%	\$851.00	\$1.94
6/24/2020	5,666	452	7.98%	\$837.08	\$1.85
6/25/2020	5,647	440	7.79%	\$807.27	\$1.83
6/26/2020	5,155	375	7.27%	\$709.62	\$1.89
6/27/2020	5,401	427	7.91%	\$884.90	\$2.07
6/28/2020	5,555	466	8.39%	\$934.17	\$2.00
6/29/2020	4,341	342	7.88%	\$553.47	\$1.62
6/30/2020	4,974	419	8.42%	\$781.62	\$1.87
<b>Total</b>	<b>161,009</b>	<b>12,767</b>	<b>7.93%</b>	<b>\$23,903.06</b>	<b>\$1.87</b>

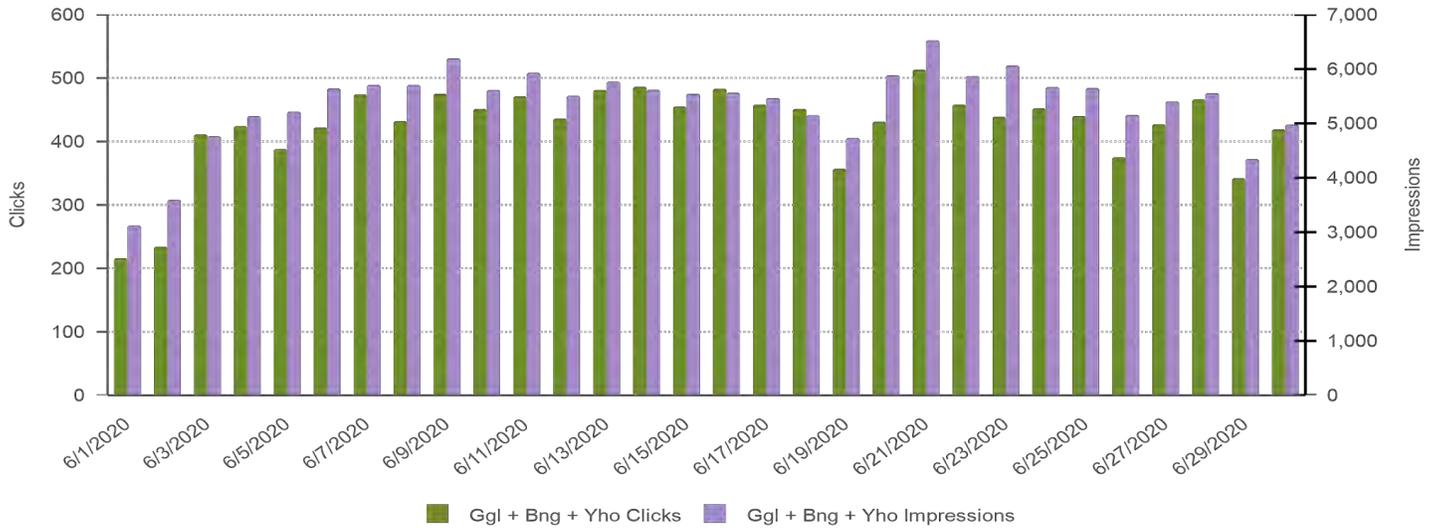


# Paid Search Engine Marketing Report Fla-keys.com

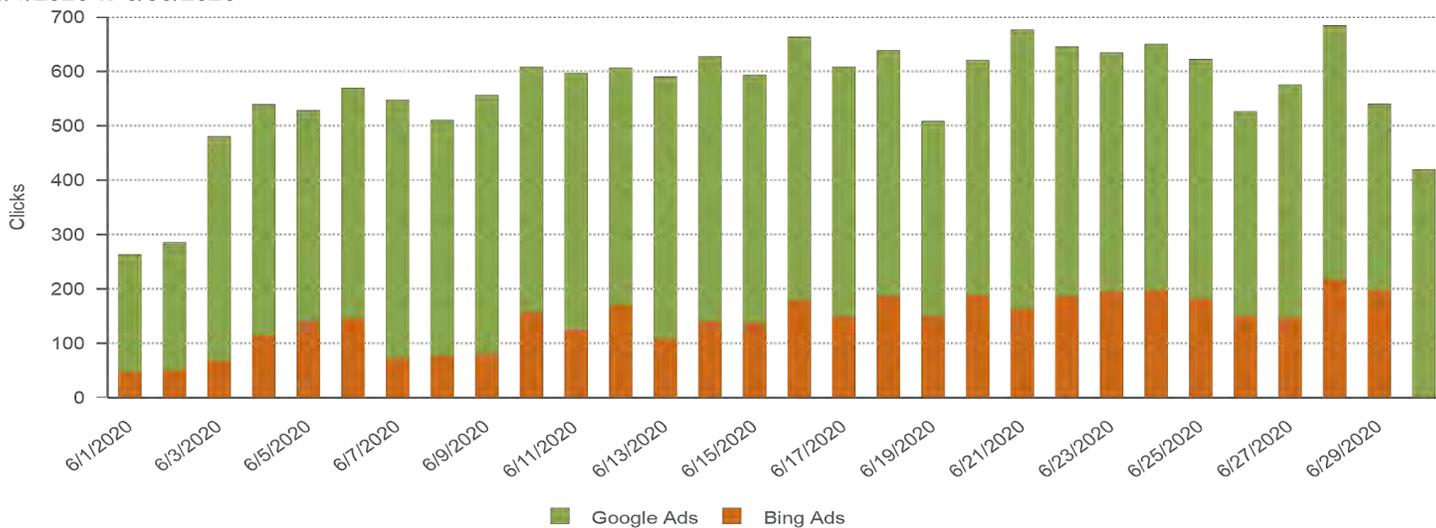


6/1/2020 - 6/30/2020

Clicks, Impressions  
6/1/2020 to 6/30/2020



Clicks  
6/1/2020 to 6/30/2020





# Paid Search Engine Marketing Report

## Fla-keys.com

6/1/2020 - 6/30/2020



### Top 5 Keywords

#### Bing Ads (Bing, Yahoo & AOL Search)

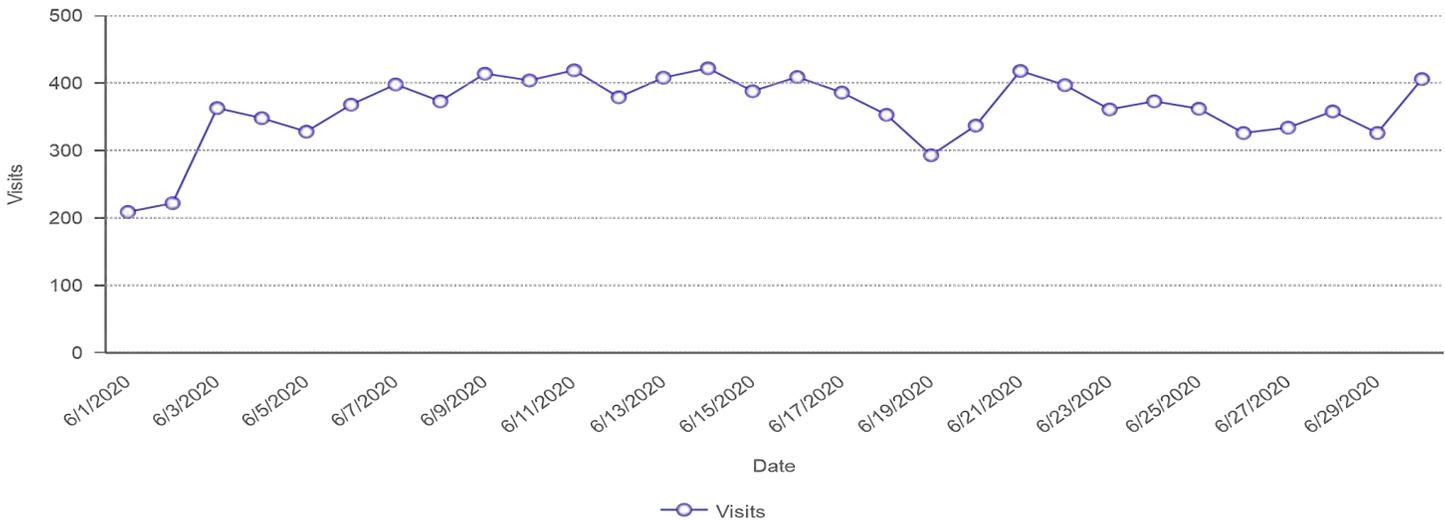
Keyword	Impressions	Clicks	CTR	Cost	CPC
+florida +vacation	29,536	685	2.32%	\$759.20	\$1.11
florida vacations	17,198	418	2.43%	\$238.77	\$0.57
beach vacation rentals	6,376	306	4.80%	\$284.35	\$0.93
family vacations	28,955	227	0.78%	\$164.14	\$0.72
+florida+vacation	6,604	184	2.79%	\$422.52	\$2.30
<b>Total</b>	<b>219,846</b>	<b>4,139</b>	<b>1.88%</b>	<b>\$5,320.15</b>	<b>\$1.29</b>

### Top 5 keywords

#### Google Ads

Keyword	Impressions	Clicks	CTR	Cost	CPC
couples getaway packages florida	11,143	880	7.90%	\$1,038.22	\$1.18
Things To Do In Florida	4,361	661	15.16%	\$454.99	\$0.69
romantic getaways in florida	5,804	434	7.48%	\$1,270.35	\$2.93
Resorts In Florida	3,887	427	10.99%	\$978.24	\$2.29
Best Places To Visit In Florida	3,514	423	12.04%	\$294.63	\$0.70
<b>Total</b>	<b>161,009</b>	<b>12,767</b>	<b>7.93%</b>	<b>\$23,903.06</b>	<b>\$1.87</b>

### Visit Trends to fla-keys.com from Paid Search



Date	Visits	Pageviews Per Visit	Avg Time On Page	Percent New Visits	Visit Bounce Rate
6/1/2020	209	2.13	63.44	87.56%	55.02%
6/2/2020	222	2.10	60.02	89.19%	56.31%
6/3/2020	363	2.27	35.45	90.36%	50.69%
6/4/2020	348	2.36	37.29	89.37%	44.25%
6/5/2020	328	2.39	42.00	91.16%	52.13%
6/6/2020	368	2.56	40.89	89.40%	44.84%
6/7/2020	398	2.41	36.88	90.70%	45.48%
6/8/2020	373	2.35	49.98	89.28%	47.99%
6/9/2020	414	2.33	49.96	88.16%	50.24%
6/10/2020	404	2.33	47.88	87.38%	50.25%
6/11/2020	419	2.30	37.43	89.50%	46.78%
6/12/2020	379	2.44	40.49	90.24%	44.85%
6/13/2020	408	2.41	44.17	90.93%	44.61%



# Paid Search Engine Marketing Report

Fla-keys.com

6/1/2020 - 6/30/2020



6/14/2020	422	2.25	41.59	88.39%	47.63%
6/15/2020	388	2.55	39.51	92.01%	45.10%
6/16/2020	409	2.30	51.40	85.09%	48.90%
6/17/2020	386	2.53	53.23	90.67%	51.81%
6/18/2020	353	2.12	40.92	90.37%	51.84%
6/19/2020	293	2.23	42.07	90.10%	53.92%
6/20/2020	337	2.15	44.24	89.91%	51.93%
6/21/2020	418	2.32	56.63	91.15%	50.72%
6/22/2020	397	2.21	59.23	86.90%	55.67%
6/23/2020	361	2.35	51.98	87.81%	51.80%
6/24/2020	373	2.40	44.49	90.88%	46.38%
6/25/2020	362	2.35	43.94	89.23%	49.45%
6/26/2020	326	2.30	47.39	86.81%	52.45%
6/27/2020	334	2.19	38.95	89.52%	53.59%
6/28/2020	358	2.22	37.81	91.62%	49.44%
6/29/2020	326	2.19	60.35	88.04%	51.53%
6/30/2020	406	2.19	44.08	84.73%	54.93%

## CPC Visit Totals

Medium	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
cpc	10,882	2.32	59.99	89.21%	49.76%

## Top Paid Keywords Visit Trend to Fla-Keys.com

Keyword	Visits	Pageviews Per Visit	Avg. Time On Site	Percent New Visits	Visit Bounce Rate
couples getaway packages florida	987	2.38	59.20	88.86%	49.75%
Best Places To Visit In Florida	309	2.60	59.83	92.88%	42.72%
Beach Resorts In Florida	288	3.08	79.65	90.63%	36.46%
fl resorts	226	1.91	63.82	86.73%	57.08%
florida campgrounds	215	1.72	40.58	90.70%	68.84%
Florida Beach Resorts	208	2.72	82.95	90.87%	38.94%
camping in florida	198	1.80	22.16	87.88%	65.15%
Best Family Vacation Spots In Florida	177	2.64	52.18	90.96%	48.02%
Best Florida Vacation Spots	159	3.06	62.08	91.82%	40.25%
florida beach vacation rentals	153	1.88	71.66	94.12%	64.71%
Florida Beach Vacations	118	2.72	54.19	93.22%	30.51%
Best Places To Vacation In Florida	117	2.94	112.81	94.02%	38.46%
campgrounds in florida	109	1.63	11.79	91.74%	69.72%
beach vacations	109	2.34	67.69	89.91%	44.95%
best florida getaways for couples	83	1.89	48.57	92.77%	59.04%
best places to kayak in florida	80	1.10	0.45	98.75%	90.00%
couple getaways in florida	78	2.15	67.62	84.62%	52.56%
family resorts in florida	73	2.25	58.99	84.93%	49.32%
Family Vacations In Florida	66	2.89	86.53	92.42%	37.88%
florida beach getaways for couples	65	1.86	35.57	87.69%	63.08%
Best Places To Stay In Florida	65	2.83	108.62	89.23%	44.62%
Best Honeymoons	64	1.86	33.34	92.19%	54.69%
couples retreat florida	62	2.48	77.81	93.55%	33.87%
beach vacation home rentals	61	1.43	14.51	96.72%	77.05%
Best Florida Hotels	57	2.53	75.81	85.96%	38.60%
Best Honeymoon Destinations	54	3.31	65.31	87.04%	33.33%
deep sea fishing florida	53	2.13	58.64	75.47%	45.28%
Best Florida Resorts	53	2.40	35.92	92.45%	39.62%
best resorts in florida	52	1.87	39.48	96.15%	63.46%
best honeymoon places	51	1.90	16.61	94.12%	58.82%
beachfront rv parks florida	49	2.10	64.55	87.76%	57.14%



# Paid Search Engine Marketing Report Fla-keys.com

6/1/2020 - 6/30/2020



Best Florida Vacations	45	2.22	72.47	82.22%	44.44%
Best Place To Vacation In Florida	41	3.02	52.46	87.80%	26.83%
florida campgrounds on beach	40	1.40	10.95	90.00%	75.00%
beach houses for rent	39	2.15	36.90	97.44%	56.41%
best rv campground in florida	33	1.79	66.70	84.85%	69.70%
best kayaking in florida	32	1.66	8.91	87.50%	68.75%
everglades national park lodging	29	1.72	9.28	93.10%	65.52%
Best Places To Go In Florida	27	4.22	105.22	92.59%	18.52%
florida campgrounds near beach	25	1.64	17.32	92.00%	76.00%
family vacation	23	1.78	33.70	91.30%	69.57%
best campgrounds in florida	21	2.14	39.76	90.48%	61.90%
fishing charters florida	22	2.36	48.05	72.73%	40.91%
family vacation packages	20	1.80	28.40	95.00%	50.00%
family vacation ideas	19	1.95	39.68	78.95%	52.63%
best florida vacations	19	2.26	30.53	94.74%	52.63%
best place to kayak in florida	19	1.26	4.79	89.47%	84.21%
campgrounds in southern florida	18	2.00	22.17	88.89%	61.11%
camping on the beach	17	2.82	72.82	94.12%	52.94%
Best Florida Beach Resorts	17	2.41	217.94	94.12%	29.41%
florida beach vacation	17	2.24	138.41	88.24%	52.94%
florida beach vacation packages	15	1.87	82.80	93.33%	60.00%
best places to stay in florida	13	1.92	18.54	84.62%	38.46%
diving in florida	13	3.00	48.23	100.00%	38.46%
dolphin swim florida	13	2.92	34.54	100.00%	53.85%
fishing trips in florida	13	1.31	29.69	69.23%	84.62%
fishing vacations	11	2.45	53.82	81.82%	36.36%
florida beach resorts	11	1.82	29.36	90.91%	54.55%
best place to fish in florida	11	1.45	7.09	100.00%	63.64%
beach wedding	9	2.78	91.56	66.67%	33.33%
best florida resorts	8	1.88	84.25	100.00%	50.00%
best family vacation spots	8	1.62	5.00	100.00%	62.50%
best fishing in florida	7	2.14	248.71	71.43%	57.14%
best places to snorkel in florida	7	3.57	131.43	85.71%	42.86%
destination wedding packages	6	3.33	58.50	100.00%	0.00%
Best Resorts In Florida	6	1.83	10.67	66.67%	50.00%
best places to canoe in florida	6	1.33	73.00	100.00%	66.67%
best places to dive in florida	5	2.00	56.80	80.00%	40.00%
best camping in florida	5	1.80	10.80	100.00%	60.00%
family friendly vacations	4	1.50	19.50	100.00%	50.00%
family resort	4	2.50	224.00	100.00%	25.00%
best snorkeling in florida	3	1.33	23.33	100.00%	66.67%
best beaches in florida	3	2.00	51.67	0.00%	33.33%
cabin rentals in florida state parks	3	1.33	7.00	66.67%	66.67%
best pet friendly hotels in florida	3	1.67	8.33	100.00%	66.67%
florida beach wedding	3	1.00	0.00	100.00%	100.00%
Beach Resorts Florida	3	2.00	73.67	100.00%	0.00%
beach wedding locations	3	1.67	8.00	100.00%	66.67%
best canoeing in florida	2	1.00	0.00	100.00%	100.00%
best gay resorts	2	2.00	19.00	100.00%	0.00%
canoe camping florida	2	1.00	0.00	100.00%	100.00%
best destination weddings	2	3.00	27.00	100.00%	0.00%
beach wedding packages	2	1.50	16.00	100.00%	50.00%
beach resorts in florida	2	3.50	62.00	0.00%	50.00%
adventure kayaking	2	2.00	6.50	100.00%	50.00%
canoe trips in florida	4	1.25	1.25	75.00%	75.00%
canoeing in south florida	2	1.50	40.00	100.00%	50.00%

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

English and Spanish PSA - FYI

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**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020

**G.5 FYI – English & Spanish PSA**

**ENGLISH LANGUAGE (Television):**

July 15-September 27

Broadcast Television (Miami/Ft. Lauderdale DMA): \$60,000

Cable Television (Monroe County only): \$7,000

**TOTAL: \$67,000**

**SPANISH LANGUAGE (Television & Radio):**

July 15-September 27

Miami/Ft. Lauderdale DMA

Spanish Language Television: \$50,000

Spanish Language Radio: \$40,000

**TOTAL: \$90,000**

**GRAND TOTAL: \$157,000**



Agenda Item #

**G.6.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

COVID-19 Messaging - FYI

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**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

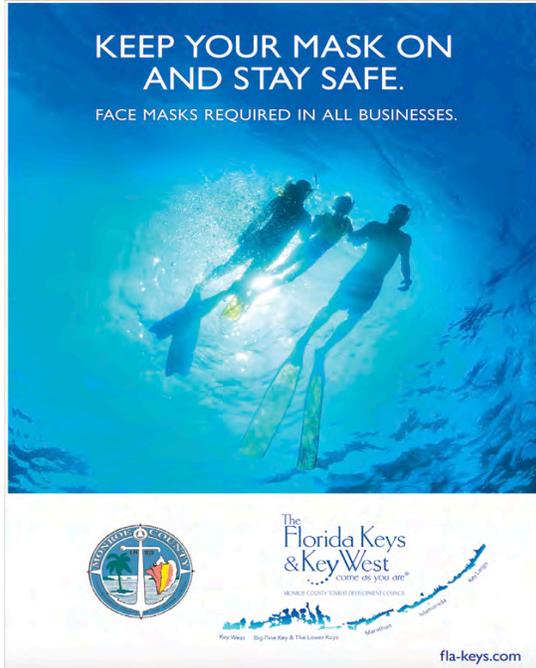
**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Tinsley Advertising

**DEADLINE DATE:** July 10, 2020

## G.6 FYI – COVID-19 County Messaging

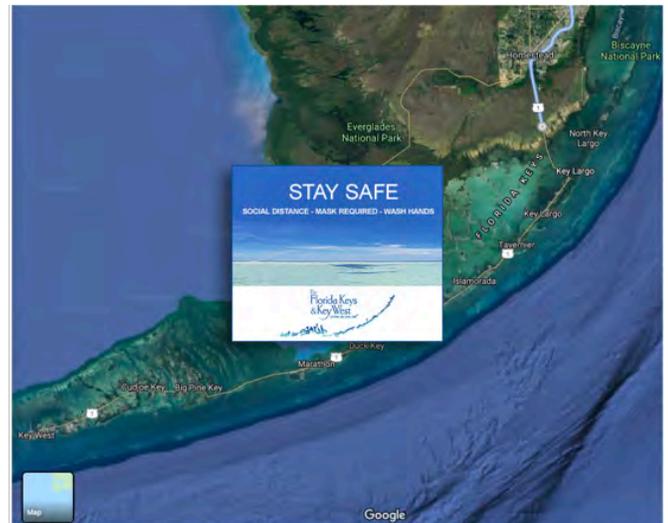
### Out-of-Home Monroe County Bus Shelters



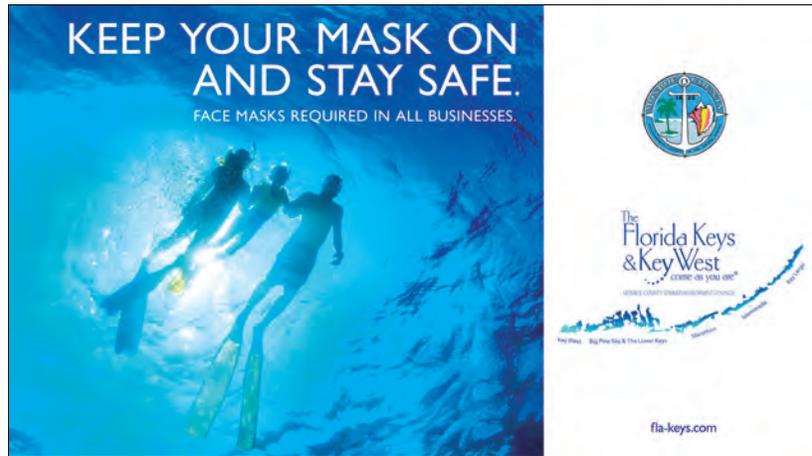
### Collateral Hotelier Signage



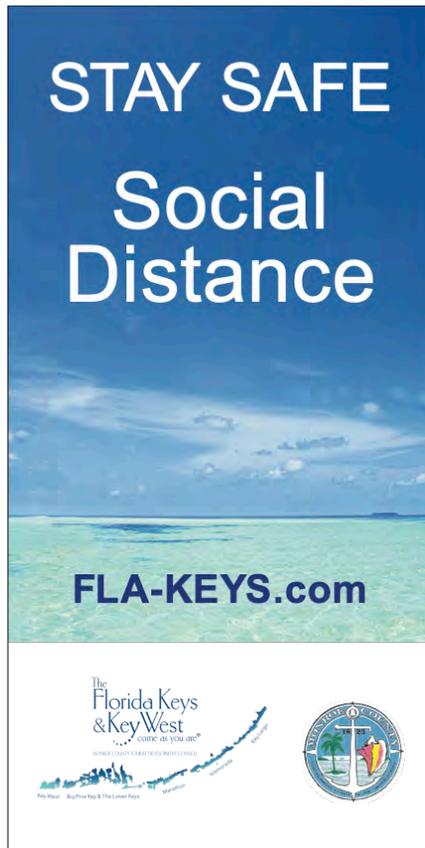
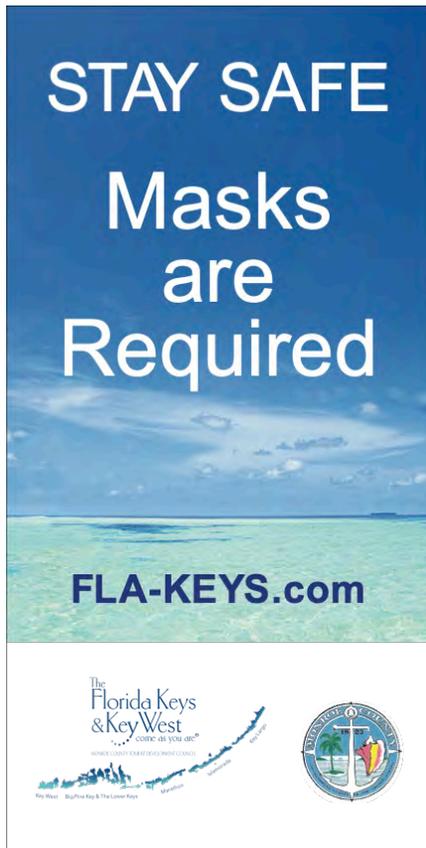
### In-Market Mobile Banners GroundTruth Media



**Collateral**  
Key West Airport Signage



**Power Pole Banners**  
Islamorada & Lower Keys Signage



**Out-of-Home**  
Clear Channel (Florida City)



Keep your mask on  
and stay safe.

The Florida Keys  
& Key West  
come as you are®

Key West Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

fla-keys.com

WELCOME BACK  
MASKS REQUIRED



The Florida Keys  
& Key West  
come as you are®

Key West Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

fla-keys.com

**Out-of-Home**  
Clear Channel (Florida City) - PSA

STAY SAFE  
MASKS REQUIRED - SOCIAL DISTANCE - WASH HANDS

For more information visit [FLA-KEYS.COM](http://FLA-KEYS.COM)



The Florida Keys  
& Key West  
come as you are®

Key West Big Pine Key & The Lower Keys Marathon Islamorada Key Largo

**Cable Television**

Comcast – Channel 5 & Key TV – Channel 24

“COVID-19 PSA”



**Visit Link to View Video**

**<https://www.dropbox.com/sh/3t923khq4bxn02v/AAAYzTz4WNHV7IepyIZoQ3jsa?dl=0>**

Agenda Item #

**H.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Film Commission Status Report

---

**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Film Commission

**DEADLINE DATE:** July 10, 2020

**TO:** Monroe County Tourist Development Council

**FROM:** Chad Newman

**RE: Report on Film Commission Activities June 1<sup>st</sup> – July 10<sup>th</sup>, 2020**

## **COVID-19 Update**

Given the uncertainty Florida is facing with increasing virus numbers in the state, it is a challenging situation when it comes to bringing film and television production to the Florida Keys.

Since it's reopening in April, there have been a number of smaller productions (mainly limited to crews of 10 persons or less) filming around the State of Florida. Mostly commercials and a couple of music videos in the bigger media markets like Orlando, Tampa and Miami.

Our State Film rep in Los Angeles has reported that the current perception of studio heads and executives on the west coast is that locations in Florida, Texas and Arizona are on hold until the rate of COVID-19 spread starts to come down.

Two notable Florida productions are still on track. OWN Networks David Makes Man Season 2 is set to begin filming in the Orlando area later this year and a feature film called the Highwaymen about a group of 26 African American artists that sold paintings of lush Florida landscapes out of the trunks of their cars during segregation is set to start filming in December.

My current message to production companies that I've been reaching out to is centered around empathy and safety. Here in the Florida Keys, we are ready when you are ready. And, we have plenty of safe, wide open outdoor locations to shoot.

## **Nat Geo Project**

While I have received a number of inquiries about permitting and filming in the Florida Keys, the first project to schedule a shoot is a new television series for Nat Geo that focuses on beautiful natural locations around the world.

They will be filming an episode next week (July 14<sup>th</sup> -16<sup>th</sup>) in the lower Keys. The show will be focused on the mangrove islands of the Florida Keys backcountry.

## **Video Projects**

In my life prior to accepting the position of Film Commissioner, I worked in production as a producer and a video editor. During the COVID slowdown, I have been able to utilize these skills to help produce video content for both the sales team and NewmanPR.

I assisted the Sales Team in creating a video for the canceled IPW show that they sent out to the travel agents they missed connecting with during the show. I am currently working on similar video for the Sales Team for Virtuoso.

I also worked on several videos for NewmanPR including a safety video featuring Dr. Mark Whiteside from the Monroe County Department of Health which is on the [fla-keys.com](http://fla-keys.com) site.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Public Relations Status Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** NewmanPR

**DEADLINE DATE:** July 10, 2020



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

July 8, 2020

TO: Monroe County Tourist Development Council  
FROM: Andy Newman and Carol Shaughnessy, NewmanPR  
RE: Report on public relations activities from May 24, 2020, through July 5, 2020.

The following report highlights ongoing public relations activities from May 24, 2020, through July 5, 2020, in addition to fulfillment of media requests, coordinating individual media itineraries and writing various news releases, as performed on a regular basis for general and umbrella promotions.

### **PR Plan Activities**

Attend TDC meeting

Attend DAC meetings

### **Status of Activities**

Agency representatives attended the TDC meeting via Zoom.

Agency representative Carol Shaughnessy attended DAC I and II meetings via Zoom; agency representative Julie Botteri attended DAC I, II, III, IV and V meetings via Zoom.

### ***International:***

U.K. Media Meetings

In the U.K., no physical media meetings were held due to the impact of COVID-19. However, U.K. affiliate KBC took part in 18 webinar events with leading travel editors and industry representatives including media from the Sun, Metro, loveexploring.com, Conde Nast Traveller, OutThere, National Geographic Traveller, 101 Holidays, BBC World, the Times, the Sunday Times, City A.M., the Financial Times, Evening Standard, PA Media, the Guardian, TravelMole and the Mail on Sunday.

French Media Meetings

In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with media from Sport & Tourisme, La Charente Libre, Madame Figaro, Prima, L'Obs, Forbes, 7 de Table.com and Les Voyages de Bérengère.

KBC/GIA Media Pitches

KBC crafted more than 30 bespoke media pitches during the reporting period to keep the Florida Keys top-of-mind with media in the U.K. and Irish market. Activity included liaison with titles including Reach plc newspapers, Selling Travel, citizen-femme.com, hellomagazine.com, TravelMole.com, omotgtravel.com, the Sunday Times, OutThere, travelbiz.ie and travelbeginsat40.com. Successful results were achieved

across consumer and travel trade publications. In Germany, German affiliate GIA was similarly proactive and crafted bespoke pitches for outlets including Semseosalesolution, Reisen Exclusiv, BLU Media, apalis, Raufeld Media and dpa.

#### U.K. Social Media

KBC shared 11 Keys-focused social media posts on its Facebook, Instagram and Twitter channels during the reporting period. They included content on James Clark's sustainable Keys feature, Coralpalooza going digital, the Keys' reopening, Pride Day and World Oceans Day.

#### German Social Media

Through its ongoing social campaign on the German Florida Keys Facebook page, GIA continued working to keep potential Keys visitors inspired by featuring 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 16,507 fans, while the Florida Keys & Key West "group" has grown to 2,693 members.

#### Canadian Media Calls

Canadian affiliate 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 Elemnt FM regarding a radio interview. In addition, LMA reached out to media to pitch positive stories about the Keys. LMA confirmed an interview with Captain Mike Weinhofer for an upcoming article in Travel and Taste Magazine, and confirmed stories with Jim Byers Travel and travel influencer Justin Plus Lauren.

#### TMAC Events

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.

#### Media Releases

Three press releases were distributed in the U.K. and Ireland on topics including the Florida Keys reopening to visitors and Coralpalooza going digital. In France, two pieces were distributed on the same topics. Positive press coverage resulted in the U.K. from the various releases issued, including digital content on [travelmole.com](http://travelmole.com), [omotgtravel.com](http://omotgtravel.com), [sellingtravel.co.uk](http://sellingtravel.co.uk) and [travelbiz.ie](http://travelbiz.ie). In the German-speaking markets, four press releases were distributed by GIA. Topics included the satellite-tracked journey of sea turtle Mr. T, the Florida Keys' reopening and Coralpalooza going digital. Positive coverage was achieved digitally on sites including [tourexp.com](http://tourexp.com), [travelnews.ch](http://travelnews.ch) and [presfrom.info](http://presfrom.info). Release content was uploaded to the Keys website and Mediadress portal, and releases shared with key 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 focused on topics that included the Florida Keys reopening to visitors, the release of rescued manatees in the Keys, the Overseas Highway becoming a gallery for graduates, COVID-19 protective measures embraced in the Keys, the removal of the highway checkpoints, Silver Airways resuming air service from multiple Florida cities, Key West installing new permanent rainbow crosswalks, the mandatory facial covering requirements and the release of a sea turtle to join the Tour de Turtles. In addition, LMA distributed the latest edition of What's New in the Florida Keys & Key West.

**Domestic:**

Coronavirus Communications	Before and during the Keys' reopening to visitors, and as infection numbers subsequently rose, NewmanPR continued proactively communicating accurate information to Keys tourism interests and travel consumers. Agency's Andy Newman and Julie Botteri continue to 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.
Coronavirus Zoom Forum	Agency conceived the concept and coordinated a Zoom forum for tourism industry members and county officials, before the July 4 weekend, that stressed COVID-19 protocols and the need to urge visitors to enforce them. Presenters included Monroe County Mayor Heather Carruthers, Monroe County Administrator Roman Gastesi, Monroe County Health Administrator Bob Eadie, Monroe County Emergency Management Director Shannon Weiner and a representative of the Monroe County Sheriff's Office. Following their presentations, agency's Andy Newman moderated a Q&A session with questions from forum attendees. Approximately 200 people logged into the forum.
Coronavirus Web Section	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 mandates for Keys visitors, including an informational video featuring Dr. Mark Whiteside, the medical director of the Florida Department of Health in Monroe County. When state or local officials issued new guidelines including masking mandates, restrictions on bar service and temporary facility closures for the July 4 holiday weekend, Botteri updated the page as frequently as necessary to communicate the new information. The section remains linked to a banner on the website's homepage that was changed to green when the destination reopened.

#### Health Protection Video

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 "Keys Traveler" e-newsletter, and posted on social media. A second shorter version was edited for additional uses.

#### Keys' Reopening Promotion

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 distributed 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 interviews with Stacey Mitchell for trade publications TravelPulse.com, resulting in an article in the publication's U.S. edition, and Travel Weekly, resulting in an article in the Florida section. 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.

#### COVID-19 Banner Project

Agency produced and video, photography and story packages and distributed them to media when more than 100 banners with messages about mandatory facial coverings and other coronavirus safety directives were hung on electrical transmission poles along the Overseas Highway and in Key West. Conceived by Stacey Mitchell with support from Monroe County Mayor Heather Carruthers, the banners were designed and partially funded by the TDC. The video package, featuring quotes in English and Spanish from Monroe County Administrator Roman Gastesi, was carried by local and regional broadcast outlets while two photos of the banner installation were moved to media points around the U.S. via the Associated Press wire service.

#### COVID-19 Tourism Advisories

During the reporting period, agency issued more than a dozen tourism advisories to the industry on issues relating to COVID-19. Specific topics included the Keys' reopening to visitors, temporary closures of public beaches and parks for the July 4 weekend, the cancellation of Keys fireworks displays, the need for enforcement of protective mandates, banners messaging protective actions along the Overseas Highway and in Key West, the TDC's temporary advertising pause based on rising case numbers, county officials making facial coverings mandatory including outdoors when social distancing is not possible, the statewide order restricting bars' alcohol sales, the TDC's COVID-19 protective messaging tools for the tourism industry, 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 governor's directive that relaxed restrictions on restaurants and most non-essential retail businesses, and the reopening of Key West recreational facilities to residents. Agency also wrote, distributed to the media and posted on the website releases on county officials making facial coverings mandatory and other important points as needed.

#### Social Media

Agency posted Keys status updates and information about mandatory masking and other required protective measures 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. Recent posts with the most notable Facebook reach and engagement included one on Keys masking requirements and updated visitor guidelines that reached more than 75,000 people and drew nearly 4,700 engagements, one on Duval Street closing to vehicles for the July 4 weekend that reached nearly 110,000 people and

attracted more than 9,600 engagements, an Islamorada sunset video that reached nearly 76,000 people with more than 9,300 engagements, a video public service announcement reminding people of masking and other protective actions that reached more than 97,000 people with more than 5,300 engagements, and a World Sea Turtle Day post that reached more than 109,000 people and drew more than 6,200 engagements. Posts about the Keys' reopening were popular as well, 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, and Florida Keys coronavirus tips for visitors from Dr. Mark Whiteside reaching more than 96,000 people and generating nearly 8,500 engagements. NewmanPR continues to manage regular contributions to social media content on the TDC's Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document.

#### Front Line Workers Project

Agency began crafting a contest that would award a Keys vacation to a healthcare or "front line" worker helping others during the COVID-19 pandemic. However, when infection numbers surged in mainland Florida and the Keys as well as many other states, the contest's launch was put on hold until a more appropriate time.

#### 'Stewards of the Keys' Videos

Agency completed a series of mini videos spotlighting "Stewards of the Keys" for social media and distribution via the Keys' YouTube channel and other outlets. Each video features a local resident talking about aspects of the Keys' environment that relate to his or her work and lifestyle, and the importance of protecting that environment.

#### 'Art Loft' Program

In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the "Art Loft" website.

#### 'Keys Traveler' E-news

Working with TwoOceansDigital.com, agency produced, distributed and posted a "Keys Traveler" June issue highlighting the Keys' reopening and a July issue highlighting health requirements for visitors to follow and new offerings in the Keys. Given the coronavirus situation, issue content is designed to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. Content typically includes stories on Keys cultural,

fishing, diving, cuisine and event highlights as well as a Q&A profile of a designated “Steward of the Keys.”

‘Keys Voices’ Feature Blog

Agency wrote and posted weekly insider columns for the “Keys Voices” online feature blog and promoted them via social media outlets. Typical blog posts offer insights into attractions, events and intriguing local people and places. Given the COVID-19 crisis, recent features have focused on the Keys’ reopening to visitors as well as nature-based, heritage, cultural or relaxation-inducing subjects, small events where health practices can be observed and profiles of “Stewards of the Keys.”

LGBTQ Blog

Agency wrote and posted twice-monthly entries to the LGBTQ-focused blog, with subjects that are well-considered and positive in the era of COVID-19 concerns. Recent topics included Key West’s new rainbow crosswalks, featuring an interview with Mayor Teri Johnston about their importance to the community. 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.

FADMO Publications

Agency created submissions about safety measures promoted to visitors for a cover story, with cover image, about the Keys reopening in the July issues of Tourism Marketing Today and Destination Florida, publications of the Florida Association of Destination Marketing Organizations. Also featured in the same issue was a story on the Safer@Home video challenge and its winner.

2020-21 PR Plan

Agency conceived programs and wrote content for the 2020-21 domestic and international public relations plan and PR calendar, and submitted them for inclusion in the 2020-21 TDC marketing plan.

“What’s New”

Agency compiled, wrote and distributed to widespread media a spring/summer 2020 issue of “What’s New in the Florida Keys & Key West.” While issues are usually produced quarterly, the Keys’ springtime closure to visitors made a combined issue more appropriate.

**Events:**

Event Updating

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.

PADI Women Dive Day

Agency wrote, distributed to the media and posted on the website and featured in the e-newsletter a release on the History of Diving Museum’s weekend of events to commemorate PADI Women Dive Day.

Underwater Music Festival	Agency is finalizing plans to provide video, photography and story packages on the Lower Keys Underwater Music Festival when it takes place. All coverage is to highlight the event's reef protection focus as well as coronavirus protective mandates for participants and other visitors to the Keys. Agency's Julie Botteri is coordinating elements for the shoot and plans to offer onsite direction and assistance.
KW Songwriters Festival	Agency provided website and social media promotion when the coordinator of the Key West Songwriters Festival developed a mid-June streaming concert that featured 18 performing songwriters including Toby Keith. Agency used the online event to raise awareness of the festival's rescheduled dates after its coronavirus-induced postponement.
Hemingway Days	Agency wrote, distributed to the media and posted on the website a release on the Hemingway Days virtual literary events and the museum exhibition. Agency also coordinated with organizers of other traditional festival events regarding the status of their events. In addition, agency's Carol Shaughnessy did an interview with the South Florida Sun-Sentinel on changes to the 2020 festival because of the coronavirus.
Hemingway Days 5k/Paddle	Agency wrote, distributed to the media and posted on the website a release on the Hemingway 5k Sunset Run/Walk and Paddleboard Race and its new individual format, developed to enable participants to practice social distancing and other health protocols.
<b>Fishing Tournaments</b>	Agency wrote, distributed to the media and posted on the website releases on the Lower Keys Chamber of Commerce Dolphin Tournament and Stock Island Marina Village Key West Marlin Tournament.

### **Public Relations Activities Not Included in the Current PR Plan**

- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio's Morning Magazine.
- Agency worked with the Lodging Association of the Florida Keys and Key West to organize the annual Hurricane Preparedness Workshop for the Tourism Industry — this year held via Zoom. Andy Newman arranged for the appearance of presenters including National Hurricane Center Director Ken Graham; Monroe County Emergency Director Shannon Weiner; Jon Rizzo, warning coordination meteorologist for the National Weather Service Office in Key West; and Dr. Summer DeBastiani. Topics included mental health challenges during hurricane season and new National Weather Service forecasting tools. Agency also wrote and disseminated news releases and advisories on the conference.
- 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 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 was interviewed for a WFOR news segment on the TDC's temporarily pausing its advertising in response to rising Keys and South Florida coronavirus cases.
- Agency wrote and distributed to tourism interests an advisory when the Florida Department of Health in Monroe County issued an alert after confirming multiple cases of dengue fever in the Upper Keys.
- 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 produced video and photography packages and distributed them to the media when a rare hybrid hawksbill-green sea turtle rehabilitated at the Turtle Hospital was released off Sombrero Beach to participate in the Tour de Turtles educational "race." Four photos were distributed to the media via the Associated Press wire service, and the agency also provided information to the AP for a story on the turtle release. Coverage was extensive, appearing in outlets ranging from Smithsonian Magazine and the San Francisco chronicle online to Telegraf.rs for audiences in Serbia and Kosovo.
- Agency wrote, featured in the e-newsletter and posted on the website an overview of offerings at Marathon's Shady Palm Art Gallery & Photography and The Art Studio.
- Agency wrote, featured in the e-newsletter and posted on the website a "Stewards of the Keys" profile on Kristie Killam, park ranger for the Florida Keys' four national wildlife refuges, who oversees the Florida Keys National Wildlife Refuges Nature Center on Big Pine.
- Agency wrote, distributed to the media and posted on the website a release on Silver Airways announcing the resumption of its nonstop service to Key West from Fort Lauderdale-Hollywood, Orlando and Tampa international airports.
- Agency wrote, distributed to the media and posted on the website a release on Bob Dylan's song "Key West (Philosopher Pirate)," a highlight of his new studio album, and Dylan's connection to the island.
- Agency produced video and still photography packages when Key West city workers installed new permanent rainbow crosswalks at the intersection of Duval and Petronia streets as the final step in the city's project to repave Duval. The video featured quotes from Key West Mayor Teri Johnston on the crosswalks' significance symbolizing Key West's atmosphere of inclusion. Two photos were moved to media points around the U.S. via the Associated Press wire service, and overall coverage was extensive. The video package aired 111 times, appearing on outlets including ABC World News Now and msn.com. Agency also wrote a release on the crosswalks' installation and distributed it to targeted media.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on new and established tours offered by Key West Food Tours.
- Agency assisted with information and VIP passes to support media visits for individual journalists including Tracey Teo with the Atlanta Journal-Constitution, freelancer Terry Ward, Rachel Covello of [Outcoast.com](http://Outcoast.com), Will McGough of [Forbes.com](http://Forbes.com), Julia Aronov of

[Prettyzen.co](http://Prettyzen.co) and [TheHealthyBartender.com](http://TheHealthyBartender.com), Lizzie Wilcox of Coral Gables Magazine and Liz Amore with Happiest Travels.

- 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 TravelPulse and Travel Weekly, the Keys' resilience and current vacation opportunities in Forbes.com, 5 Popular LGBTQ+ Travel Destinations Poised for Recovery in Travel Age West, a TravelPulse story featuring the 10 Must-See Sites to See for Animal and Nature-Lovers in the Florida Keys and resulting from the "Brand New Keys" press trip; 12 Best Places to Travel With Your Dog in the U.S. in Trips to Discover, 13 of the Best Beaches in Florida in The Points Guy, 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 12 Best Weekend Getaways roundup for Conde Nast Traveler, a story highlighting the destination's reopening and several large resorts for the South Florida SunSentinel's travel section, a drive-market destination segment featuring the Florida Keys on NBC 6's "Six in the Mix: show and a Florida Keys road trip story, The Bridge Through Paradise, in AAA Traveler 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: 478,510 followers increased from 473,038  
Twitter: 50,382 followers increased from 50,340  
Instagram: 246,494 followers increased from 239,676

01 Jun 2020 - 30 Jun 2020

# TDC Social Media Report June 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

## Facebook Activity Overview



IMPRESSIONS  
**13,337,311**



TOTAL REACH  
**4,490,596**



POST ENGAGEMENTS  
**303,493**



PAGE CONSUMPTIONS  
**271,354**

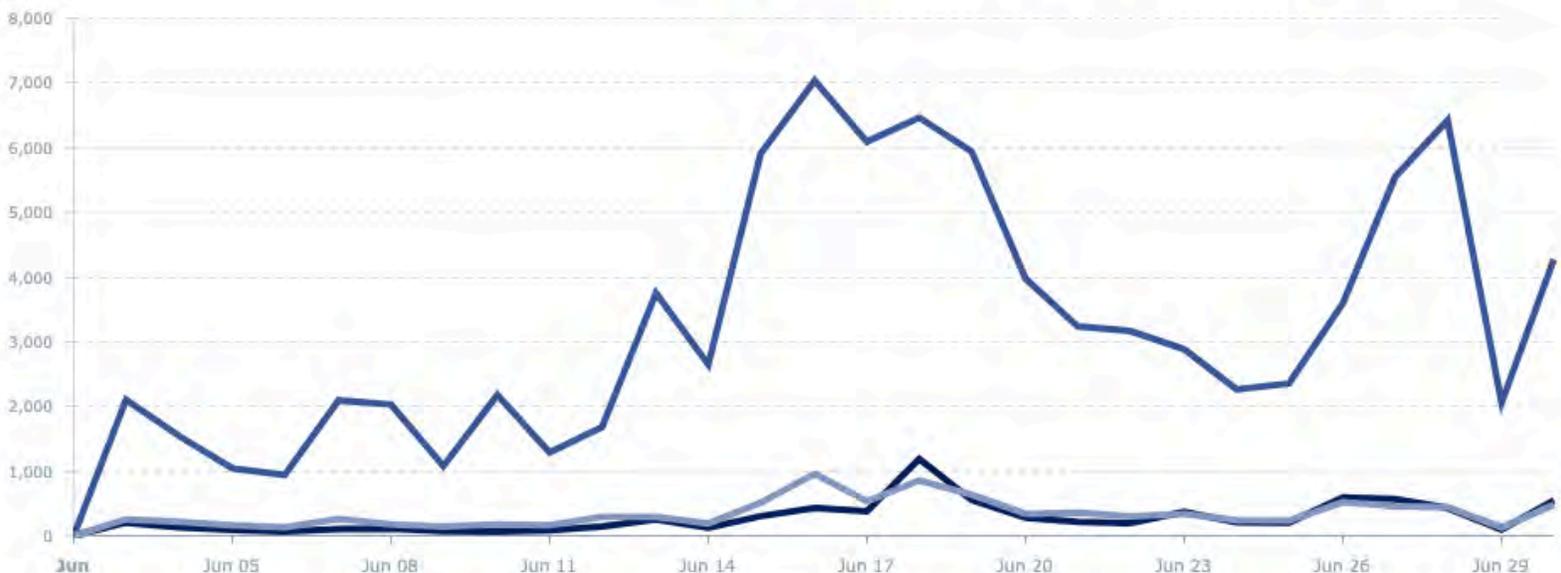


## Audience Engagement

REACTIONS

COMMENTS

SHARES



### ACTION METRICS

Reactions	93,581
Comments	8,007
Shares	9,781
Other Engagements	192,124
<b>Total Engagements</b>	<b>303,493</b>

TOTAL ENGAGEMENTS INCREASED BY  
**↑ 22.05%**  
SINCE PREVIOUS PERIOD



### Page Impressions



### IMPRESSION METRICS

Organic Impressions	2,322,415
Paid Impressions	10,288,722
Viral Impressions	726,174
<b>Total Impressions</b>	<b>13,337,311</b>
<b>Users Reached</b>	<b>11,182,427</b>

TOTAL IMPRESSIONS INCREASED BY  
**↑ 62.33%**  
SINCE PREVIOUS PERIOD



# Top Performing Posts

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

POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
 <p><b>The Florida Keys &amp; Key West</b> 30 JUN 2:00 PM</p>  <p><b>TRAVELER UPDATE:</b> The City of Key West will be temporarily closing Duval Street to vehicular traffic to help enhance the ability of social distancing over the Fourth of July weekend. On Friday, Saturday and Sunday, from noon until 5 a.m., the street will be pedestrian only between Truman Avenue and Front Street. This precaution will allow people to spread out as they visit downtown businesses. City officials want to remind everyone that masks are required inside establishments, though they can be removed - once you're seated - to eat in a complying restaurant. Masks are also required outdoors when you are unable to remain six feet from others, such as walking down a crowded sidewalk. In addition, you are required to carry a mask when you leave your house, in case you find yourself in a situation in which social distancing is impossible. City of Key West -- Government</p>	3074	543	351	8297	9.88%	104,363
 <p><b>The Florida Keys &amp; Key West</b> 19 JUN 2:59 PM</p>  <p><b>UPDATE:</b> Florida Keys officials have passed an ordinance making face masks/facial coverings mandatory for residents and visitors throughout the Keys, from Key Largo through Key West. Please read our updated COVID-19 Visitor Guidelines at <a href="http://fla-keys.com/news/article/10775/">http://fla-keys.com/news/article/10775/</a></p>	4596	2123	726	19596	10.05%	200,494
 <p><b>The Florida Keys &amp; Key West</b> 19 JUN 4:38 PM</p>  <p>Great beach day Saturday in #KeyWest at Ft. Zachary Taylor State Park.</p>	3603	271	170	2790	8.4%	73,139

# Twitter Activity Overview



DAILY EXPOSURE

54,881

POST ENGAGEMENTS

3,102

REACH

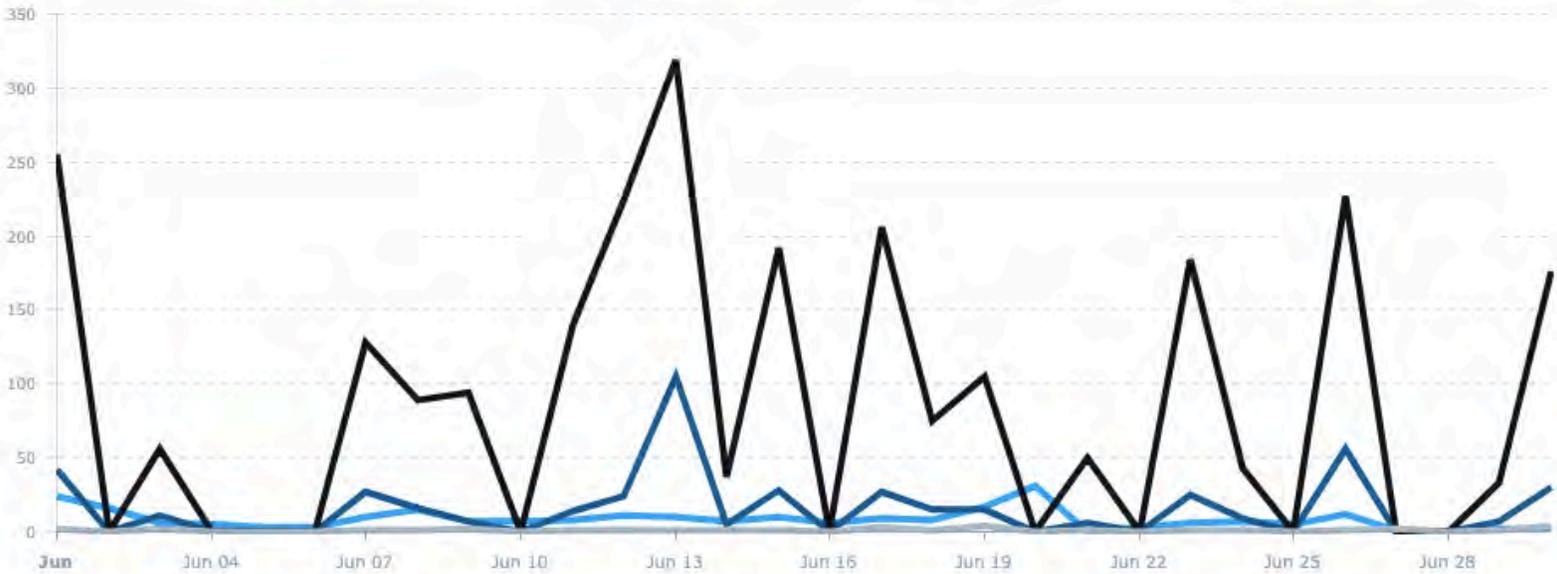
1,536,859



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY

MENTIONS RETWEETS LIKES TWEETS SENT



### ENGAGEMENT METRICS

Mentions	251
Retweets	469
Likes	2,633
Tweets Sent	29
<b>Total Engagements</b>	<b>3,353</b>

TOTAL ENGAGEMENTS  
DECREASED BY

↓ 2.56%

SINCE PREVIOUS PERIOD



## TOP TWEETS

  
Retweets  
Likes  
Reach**The Florida Keys** @thefloridakeys 26 Jun 5:44 PMFriendly reminder for those making their way to the #FloridaKeys! <https://t.co/5XsfycnWAs>

40

186

52,134

**The Florida Keys** @thefloridakeys 13 Jun 8:40 PMLovely beach day at Fort Zachary Taylor State Park in #KeyWest. RT if you wish you were here! <https://t.co/tulbnYYtN>  
R

105

319

50,392

**The Florida Keys** @thefloridakeys 01 Jun 1:41 PMThe #FloridaKeys have reopened to leisure visitors to 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 you can be aware of what guidelines are in place. <https://t.co/UZG93s4PU>  
J

30

166

50,397

# Instagram Activity Overview



FOLLOWERS  
**246,494**

FOLLOWING  
**477**

POSTS  
**1,577**



## Audience Engagement

### AUDIENCE ENGAGEMENT BY DAY

■ LIKES RECEIVED ■ COMMENTS RECEIVED ■ MEDIA POSTED



### ENGAGEMENT METRICS

Likes Received	119,302
Comments Received (All Posts)	1,320
Comments Received (Posts This Period)	1,980.0
Posts Sent	24

TOTAL ENGAGEMENTS  
DECREASED BY  
**↓ 2.76%**  
SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 12,967

Comments 525



Likes 8,550

Comments 84



Likes 8,291

Comments 110

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Ameurop Report

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**ITEM BACKGROUND:**

Due to COVID-19 travel restrictions on International travel, Ameurop received an insignificant number of phone calls to report. An updated report will be provided in the next TDC packet.

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Ameurop Group

**DEADLINE DATE:** July 10, 2020

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: Syndicated Television Crawford Productions

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**ITEM BACKGROUND:**

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:** \$50,000 FY 2020

**ALLOCATED FROM:** Public Relations Resources

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** NewmanPR

**DEADLINE DATE:** July 10, 2020

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**DATE:** July 10, 2020

**To:** TDC Board Members

**FROM:** Andy Newman, NewmanPR

**RE: Consideration and Action re: Syndicated Television Crawford Productions**

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NewmanPR has been diligently managing TDC public relations expenses for the past four months and has reserves it would like to use to begin a broadcast project for fiscal year 2020-'21.

The project, to be produced by Crawford Entertainment (CE), is to develop, cast, write and produce an all-new one-hour special focused on island-hopping in the Florida Keys. CE is to cast a local steward from each region to showcase the best activities and flavors of each district. The special is to feature adventures based on island hopping via car, boat and even seaplane.

CE has produced a number of successful specials for the Keys, the latest being "Florida Keys: Protecting Paradise," which received rave reviews and besides airing on Discovery, Destination America and Sun Sports; has been edited to a 30-minute show, has already been broadcast on South Florida PBS and is being presented for national PBS distribution.

The island-hopping show is to be syndicated nationally for the first quarter of 2021 and planning is in the works for additional distribution. NewmanPR is asking for approval of an expenditure of \$50,000 that represents half of the dollars that will be required for the production and distribution. The balance will be paid for from 2020-'21 PR resources. To be clear, we are not requesting additional financial investment. The money is to come from existing PR promotional funds.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Update re: Social Media Reporting Changes

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**ITEM BACKGROUND:**

In reviewing past social media reports, the team at NewmanPR has come up with a revised reporting system that will better reflect the overall success of the content created for the TDC's official social media channels. The reports will now be drafted on a monthly basis and will place an emphasis on the engagement of the posts while also showcasing the top performing posts across Facebook, Instagram and Twitter. NewmanPR's Julie Botteri will provide some additional information to the TDC that explains this change to the reporting.

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** NewmanPR

**DEADLINE DATE:** July 10, 2020

Agenda Item #

**J.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Sales and Marketing Status Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Sales Department

**DEADLINE DATE:** July 10, 2020

**PROJECT: PLEASANT HOLIDAYS PRESENTATION - WEBINAR**

DATE: May 27, 2020

ASSIGNED: Markham McGill/Yves Vrielynck

STATUS: Summary Attached

**PROJECT: LEARN THE WHO, WHEN AND WHERE OF THE AMERICAN TRAVELER - WEBINAR**

DATE: May 27, 2020

ASSIGNED: Sabine Chilton/Yves Vrielynck

STATUS: Summary Attached

**PROJECT: CONNECT – VIRTUAL ROUNDTABLE**

DATE: May 28, 2020

ASSIGNED: Sabine Chilton

STATUS: Summary Attached

**PROJECT: SCUBA SHOW VIRTUAL BOOTH**

DATE: May 30-31, 2020

ASSIGNED: Yves Vrielynck

STATUS: Summary Attached

**PROJECT: IPW ONLINE MARKETPLACE/VIDEO DISTRIBUTION**

DATE: June1, 2020

ASSIGNED: Yves Vrielynck/Sabine Chilton

STATUS: Summary Attached

**PROJECT: VIRTUOSO PRESENTATION - WEBINAR**

DATE: June 17, 2020

ASSIGNED: Markham McGill/Yves Vrielynck

STATUS: Summary Attached

**PROJECT: DELTA VACATIONS PRESENTATION – WEBINAR**

DATE: June 23, 2020

ASSIGNED: Markham McGill/Yves Vrielynck

STATUS: Summary Attached

**PROJECT: VISIT USA COMMITTEE GERMANY – VIRTUAL MEMBERS MEETING**

DATE: June 25, 2020

ASSIGNED: Yves Vrielynck

STATUS: Summary Attached

**PROJECT: Community Marketing Insights (CMI)**

DATE: June 25

ASSIGNED: Guy Ross

STATUS: Summary Attached

**PROJECT: VISIT FLORIDA INTERNATIONAL STRATEGY PRSENTATION**

DATE: June 29, 2020

ASSIGNED: Sabine Chilton/Yves Vrielynck

STATUS: Summary Attached

**PROJECT: VIRTUOSO ADVENTURE TRAVEL COMMUNITY Q3 2020  
UPDATE**

DATE: July 9, 2020

ASSIGNED: Markham McGill/Yves Vrielynck

STATUS: Registration Complete

**PROJECT: BRAND USA COVID-19 RESEARCH UPDATE – WEBINAR**

DATE: July 21, 2020

ASSIGNED: Yves Vrielynck/Sabine Chilton

STATUS: Registration Complete

**PROJECT: VIRTUOSO TRAVEL WEEK – THE VIRTUAL EXPERIENCE**

DATE: August 10-13, 2020

ASSIGNED: Markham McGill/Yves Vrielynck

STATUS: Registration Complete

## **Sales Team Project Reports – May – July 2020**

### **Pleasant Holidays Presentation – May 27**

We presented our new 30-minute slide deck showcasing the destination to the 15 Pleasant Holidays business development managers (BDMs) — each with about 75-110 independent travel advisors working under them. The presentation was very well received by the attendees, whose questions during the webinar indicated a high level of intent to promote the destination to their sales staff. Additionally, we received dozens of follow-up emails for further information after the webinar.

### **Who, When and Where of the American Traveler – May 27**

Organized and hosted by Unicomm. Their Travel & Adventure Show series has established itself as the premier consumer marketing platform in the travel industry. Taking place in 8 top gateway cities across the United States and attracting over 135,000 pre-qualified travelers, most already in process of buying travel. The Florida Keys and Key West has been attending these shows for several years as they have proven to be among the best ways to quickly reach and interact with consumers from all our primary domestic markets. As the shows have been postponed until 2021, Unicomm is utilizing virtual forums to keep all DMOs informed on the state of the American consumer traveler.

### **CONNECT WITH INTERNATIONAL TOUR OPERATORS – May 28**

This was a virtual roundtable organized by Connect Travel. Every year, The Florida Keys & Key West attends several of their events. In the currently unpredictable travel climate, all travel-related trade shows have been cancelled or postponed. This has forced Connect Travel to shift their focus and offer a series of webinars and virtual roundtables to their suppliers and buyers. We learned from several International Tour Operators in our primary markets (Canada, Scandinavia, Germany, Europe) on how they are coping with current events, and their predictions on international tourism for the remainder of 2020 and for 2021.

### **Scuba Show Virtual Booth – May 30-31**

We represented the Florida Keys and Key West at this virtual version of the Scuba Show, normally held at the Long Beach, CA, Convention Center, May 30-31, 2020. As a registered 'exhibitor' we were able to upload all our collateral to the Scuba Show website and post videos as well. Attendees were invited to browse offerings from the exhibitors who chose to participate in this version of the show.

### **IPW Online Marketplace – June 1**

Because of the cancellation of the IPW show in Las Vegas, May 31 - June 3, the Florida Keys and Key West were offered an opportunity to showcase the destination at the IPW Online Marketplace. A unique IPW video was created by Chad Newman and posted and shared on the IPW online portal. This one-of-a-kind video had an introduction by TDC staff Sabine Chilton and Yves Vrielynck as well as on-camera messages from

## **Sales Team Project Reports – May – July 2020**

several sales and marketing directors, representing hotels from all districts. The video was also distributed to our international key contacts by TDC staff and through our overseas agencies. The video was picked up by several European online travel outlets as well, thus further boosting our profile and helping keep the Keys top of mind overseas.

### **Pride and Other LGBTQ Events Post Covid-19 – June 10**

Webinar hosted by Visit Philly. Guy Ross was a featured panelist. Discussions and insights on how will LGBTQ large gatherings and events evolve going forward? What will Pride events look like for the remainder of 2020 until normal travel can resume? More local/regional events vs. large international events? We discussed Key West Pride and Fantasy Fest, as well as the state of the LGBTQ lodging options that opened back to visitors on June 1.

### **Virtuoso Presentation – June 17**

We presented the destination to 227 Virtuoso advisers (and broke an attendance record as well for their webinars in the process). There was overwhelming interest in the Florida Keys & Key West region by US-based professionals looking to book domestic travel for their clients. In addition, Virtuoso appeals to higher-end travelers who tend to stay longer in more upscale properties. We fielded well over 100 inquiries from the attendants in the days following the presentation. It was very well received according to the Virtuoso coordinator who moderated the event, and we fielded well over 100 inquiries from travel planners in the follow up.

### **The Rainbow Lining in Travel – June 17**

Shared research and info from event producers and organizations on LGBTQ perspectives regarding large group gatherings and re-positioning brands during the pandemic; a majority of LGBTQ consumers show willingness to travel for large group gatherings and events.

### **Delta Vacations Presentation – June 23**

Delta Vacations is one of the largest providers of vacation packages in the U.S. and is a wholly owned subsidiary of Delta Air Lines. Delta Vacations is one-stop shop for travel advisors and customers to book memorable getaways with stays at 5,000+ hotels and resorts. Our presentation to the 685 registered travel advisors on the call was a huge success, with an overwhelming amount of follow-up via phone and email after the webinar. The key takeaway is that domestic travel will dominate for the foreseeable future, and the destination is very popular with Delta Vacations advisors when recommending travel to their clients.

### **Visit USA Committee - Germany - June 25**

## **Sales Team Project Reports – May – July 2020**

Normally held in person in Germany – these meetings are usually attended by staff from our overseas agency Get It Across (GIA). This virtual meeting made it possible for the US member delegates to participate as well. This allowed for the German Visit USA office to receive feedback from their US partners ‘straight from the horse’s mouth’. This important information will be used for future marketing plans once international travel resumes.

### **Community Marketing Insights (CMI) – June 25**

Key takeaways from this meeting were LGBTQ consumers are much more open to traveling this summer than mainstream consumers by a significant margin; LGBTQ travelers could very well be the leading edge to travel recovery later in 2020.

### **Visit Florida International Strategy Presentation - June 29**

We represented the Florida Keys and Key West at this virtual members meeting at the Visit Florida International Marketing team meeting. In attendance were most registered Florida destination partners. This Strategy Presentation Deck highlighted the international marketing plans of Visit Florida for the remainder of 2020 and into 2021. The goal is to maintain a presence for Florida in key markets with one cohesive message. Since the Canadian, UK and German markets are a priority for the Florida Keys we took note of their upcoming plans in more detail. Some of these will be taken into consideration for our own marketing purposes for our fiscal 2021 plan.

### **How To Host Online Experiences for Prospective LGBTQ Travelers – July 9**

Developing the next generation of outreach and virtual experiences for the LGBTQ market. Presented by IGLTA.

*The Sales Team has multiple, high-profile projects scheduled for July and August, including several multi-day, high-profile conferences including Virtuoso Travel Week (Aug. 10-13) and AdventureELEVATE in early September.*

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**SALES CALLS / TRAVEL TRADE ASSISTANCE**

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**1. Jeanette Ratcliffe – Publisher – Travel Bulletin**

Axis has been in communication with Janette at Travel Bulletin re the joint marketing. Janette has passed on various entrants that have completed the online training who we have gone on to send out goody bags to. Axis will be collecting the final results of the joint marketing in due course and creating a wrap up report.

**2. Maggi Smit – Managing Director – America As You Like It**

Axis reached out to Maggi with video footage of The Florida Keys reopening and the offer to host a training webinar. This webinar was then scheduled for the 30<sup>th</sup> June.

- Axis has since trained the team and will be following up with itinerary suggestions in due course.

**3. Paul Bird – Managing Director – Cotton Candy Travel**

Paul was brought to the Key Lime Academy page via the Travel Bulletin advert and web banner and has since gone on to complete the online training. He gained a certificate and Axis arranged for a goody bag to be sent to his home address.

**4. Matt Roclawski – Sales and Marketing – TTG**

Axis reached out to Matt to secure The Florida Keys inclusion in their 'Little Black Book'. Here The Florida Keys' key contacts and online training links can be accessed by TTG's large database of travel agents and industry partners.

**5. Mairead Keegan – Product Development Manager – Click & Go**

Axis reached out to Mairead with footage from The Florida Keys reopening and enquired about the current business development.

- Click & Go are seeing a return to booking by consumers. They have had a few bookings for the US, however with restrictions still in place for non US citizens the consumer will be waiting to see how this evolves as a Florida vacation would be a much higher spend.

**6. Tim Greathead – Product Manager – Premier Holidays**

Axis reached out to Tim to get an update on their bookings coming out of Coronavirus.

- They are still really working through re-booking and refunding clients travelling in June/July.

### 11. Melissa Tilling – Managing Director – Charitable Travel

Axis discussed with Melissa some marketing opportunities, and consequently got a Florida Keys video uploaded to their new Youtube channel 'One Amazing Minute'  
<https://www.youtube.com/watch?v=vajCHqD6Q6g>

### 12. Travel Marketing Events

Axis reached out to various travel events and shows that were supposed to be going ahead this year to ascertain what their future plans were, with the aim of pin pointing potential marketing opportunities.

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## TRAINING

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### America as you like it:

Zoom training took place on 30<sup>th</sup> June. Great success. The Training was hosted by Fenella and she trained five members of the team. New itineraries are in discussion.

### TTG Luxury festival

On the 30th June 2020, Axis, on behalf of the Florida Keys and Key West attended the TTG Luxury Restart Virtual Event.

The event kicked off with a panel discussion on the state of the luxury segment and trends that are being seen and moving forward, followed by a series of 8 networking sessions with the travel agents, allowing us to present our luxury product.

- There were 115 attendees for the panel discussion, who were exposed to our Florida Keys branding.
- In the networking sessions there were 94 travel agents who attended to learn on the luxury destinations.
- The networking sessions allowed us to share our screen and present the Florida Keys product. This was invaluable as it gave us a platform where we could show exactly why the Florida Keys is a luxury destination. We were able to educate the agents that luxury does not just mean the Indian Ocean and give them an alternative destination to sell to their end clients. We presented to 94 agents.
- Following the event, we get all contact details of all attendees who signed up so we can tailor our own follow up and start engagement to encourage them to push and sell us when flights resume. We have a total of 168 agent contacts.

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**TDC INTERNAL**

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1. Axis continue to push the online training programme as well as personal outreach to various tour operators, with the aim to organise more virtual training sessions.
2. Axis has finished working on the UK Inventory, successfully identifying all the product development changes over the past year. Axis is now moving on to the Scandinavia inventory, and will keep the team updated on its progress.
3. Axis is working on the marketing plan updates for next fiscal year. Axis will complete the UK and Scandinavia travel trend updates for deadline of 19<sup>th</sup> June.
4. Conference call with KBC PR team to discuss ways in which the PR division can collaborate on some of the travel trade and marketing activities.

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**OVERVIEW OF FULFILMENT REQUESTS**

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Trade Fulfillment in June 2020:	0
Consumer Fulfillment in June 2020:	14
Fulfillment via VUSA Website in June 2020:	0

Month	Consumer	Trade
October 19	15	0
November 19	21	0
December 19	12	55
January 20	27	0
February 20	33	0
March 20	11	0
April 20	9	0
May 20	12	0
June 20	14	0
<b>Total:</b>	<b>154</b>	<b>55</b>
Total FY 12/13	334	435
Total FY 13/14	367	408
Total FY 14/15	495	301
Total FY 15/16	554	614
Total FY 16/17	404	358
Total FY 17/18	499	217

## Jet2 delays resumption of flights and holidays

- Jet2 and Jet2holidays have delayed the resumption of flights and holidays until July 15.
- Operations had previously been suspended until July 1. Jet2 said it would continue to monitor the situation very closely.
- "We are working closely with all relevant authorities to ensure the safety and well-being of everyone enjoying our flights and holidays, and we will be introducing a range of safety measures on our aircraft and transfer vehicles. We are also working closely with airport, hotel and tourist board partners to ensure that appropriate health and safety measures are implemented. Further details will be announced in due course."

## Heathrow cuts more jobs as quarantine compounds downturn

- Heathrow is to make further jobs cuts as the government's quarantine compounds a virtual aviation standstill.
- Passenger numbers in May continued at a historic low at 228,000 – down 97% compared to the same time last year.
- "Heathrow is urging the government to establish air bridges to low risk countries that will enable the country to restart its economy in earnest, protecting livelihoods in aviation and the sectors that rely on it."
- The aviation industry is also calling for a 12-months waiver in business rates for all airports in England and Wales, matching the support given to airports in Scotland and Northern Ireland and the UK's hospitality and leisure sector

## Fly Now Pay Later secures £35m in Series A funding as the alternative payments provider ramps up to support the travel industry

- Specialising entirely on the travel sector, Fly Now Pay Later allows customers to stagger the cost of their trip over a period up to 12 months, via leading travel brands, including: lastminute.com, TravelUp and the Moresand Group
- Fly Now Pay Later can be used to book flights, hotels, car hire and insurance and offers frictionless payment options to support businesses and the end consumer once borders reopen
- New funding will be used to support the travel industry as it reboots and is earmarked to grow UK operations, expand into Continental Europe and launch their dedicated consumer Fly Now Pay Later app

and Travel 2 functions merged under the single brand entity of Gold Medal, with the sub-brands Pure Luxury, Cruise Plus and Incredible Journeys retained.

- The move would result in the closure of the Glasgow office, although the company said a number of homeworking roles would be created in Glasgow as a result of the changes.

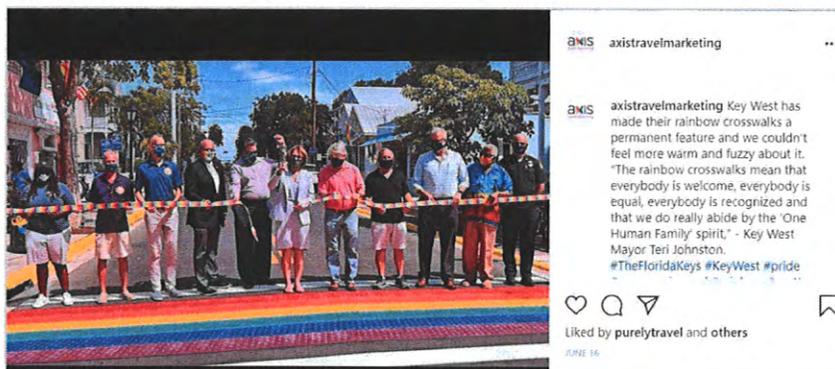
### Hays Travel launches post-pandemic recruitment drive

- Hays Travel has launched a recruitment drive as it continues to reopen its shops and reports a growing demand for travel bookings.
- During lockdown, the UK's largest high street travel agency has had 3,000 retail staff working from home managing cancellations, refunds and re-booking after half of the workforce was originally furloughed.
- It is now looking to recruit experienced travel agents to help the bounce back from the coronavirus crisis, as well as relaunch a pre-pandemic drive to recruit 700 apprentices.
- The firm has begun reopening its 650 branches

### The Travel Network Group to acquire Global Travel Group

- The Travel Network Group is set to acquire rival travel agency consortium Global Travel Group from Dnata Travel group.
- Global will remain as a separate proposition within the Travel Network Group, alongside its other brands Travel Trust Association (TTA), Worldchoice and Independent Travel Experts (ITE).
- More than 200 Global members will become part of TTNG in addition to the existing network of more than 1,000 members including retail and homeworking travel agencies

Posts Samples



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

**MEETING DATE:** July 24, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Research Status Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Research Department

**DEADLINE DATE:** July 10, 2020

**Market Research Status Report**  
**July, 2020**

**ONGOING PROJECTS:**

<b>Project</b>	<b>Status</b>
Visitor Profile Survey	Interviewing reinstated throughout the Keys as of July 1. The most recent report is posted to the County website at: <a href="http://www.monroecounty-fl.gov/index.aspx?nid=328">http://www.monroecounty-fl.gov/index.aspx?nid=328</a>
Visitor Information Services (VIS)	June 2020 report included in packet.
Smith Travel Research Occupancy, Average Daily Rate and RevPAR reports	Included in packet: May report for Monroe County, Middle & Upper Keys Combined, Key West, Key West B&B, Guest Houses and Inns, Key Largo, Marathon and top Florida Markets. Also included are weekly reports for Monroe County, Monroe County excluding Key West and Key West.
Travel Click Demand 360	Included in the packet are forward looking Demand360 snapshot reports as of June 28, 2020.

\*\*Visitor Use and Economic Impact of Scuba Diving and Snorkeling in the Florida Keys is ongoing.

Survey revision to online versus in person.

\*\*Airport Visitation Analysis study is in process.

\*\*Sargassum Impact Study contracted; visitor Intercept survey questions halted until August 1.

\*\*Ongoing collection of data and statistics regarding Covid-19 and the Travel & Tourism Industry.

Agenda Item #

**K.2.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Review of VIS Call Reports

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Research Department

**DEADLINE DATE:** June 10, 2020

## K.2

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### Monroe County

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#### AT&T Call Report\*

May 19-June 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	49	60	109
Lower Keys	13	62	75
Marathon	35	24	59
Islamorada	20	30	50
Key Largo	39	35	74

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

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Agenda Item #

**K.3.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Monitoring Economic Status Update

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Research Department

**DEADLINE DATE:** July 10, 2020

# Smith Travel Research

## Monthly District & Tier Overview Report

For the month of: May 2020



K.3

	Current Month - May 2020 vs May 2019									Year to Date - May 2020 vs May 2019								
	Occ %		ADR		RevPAR		Percent Change from May 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
<b>Florida Keys</b>	10.0	77.6	165.63	257.66	16.62	199.83	-87.1	-35.7	-91.7	60.8	83.1	337.07	316.20	205.09	262.85	-26.8	6.6	-22.0
Florida Keys Luxury										65.9	79.7	512.63	484.94	337.96	386.47	-17.3	5.7	-12.6
Florida Keys Upscale										63.4	85.2	440.37	410.96	279.14	350.24	-25.6	7.2	-20.3
Florida Keys Midprice										58.2	77.4	329.77	309.58	191.92	239.64	-24.8	6.5	-19.9
Florida Keys Economy	11.6	87.7	142.06	200.84	16.41	176.23	-86.8	-29.3	-90.7	60.6	91.6	279.12	253.81	169.10	232.50	-33.9	10.0	-27.3
Florida Keys Budget	10.5	78.1	128.62	208.24	13.47	162.69	-86.6	-38.2	-91.7	60.0	83.1	273.21	254.08	163.87	211.21	-27.8	7.5	-22.4
<b>Key West</b>	14.7	86.5	186.62	268.85	27.46	232.66	-83.0	-30.6	-88.2	73.3	91.0	371.60	333.47	272.23	303.62	-19.5	11.4	-10.3
Key West Luxury *		85.1		412.70		351.26				78.9	90.0	545.93	488.55	430.75	439.74	-12.3	11.7	-2.0
Key West Upscale *		84.2		332.81		280.17				70.1	88.4	451.58	415.23	316.55	366.90	-20.7	8.8	-13.7
Key West Midprice *		80.4		249.43		200.47				69.2	88.5	338.04	304.37	234.01	269.47	-21.8	11.1	-13.2
Key West Economy *		91.8		196.73		180.66				65.9	94.4	282.18	252.16	185.94	238.14	-30.2	11.9	-21.9
Key West Small Properties	0%	87%	0.00	246.35	0.00	213.80	-101.0	-101.0	-100.0	80.8%	91.5%	346.08	302.36	279.51	276.60	-11.7	14.5	1.1
<b>Middle-Upper Florida Keys</b>	8.9	67.9	156.81	242.31	13.89	164.50	-87.0	-35.3	-91.6	50.6	74.5	295.82	293.08	149.68	218.22	-32.0	0.9	-31.4
Middle-Upper Florida Keys Luxury *		59.5		397.13		236.23				54.0	68.5	467.82	479.78	252.55	328.60	-21.2	-2.5	-23.1
Middle-Upper Florida Keys Upscale *																		
Middle-Upper Florida Keys Midprice *		59.7		263.42		157.33				48.9	65.8	319.90	316.89	156.41	208.53	-25.7	0.9	-25.0
Middle-Upper Florida Keys Economy *																		
Middle-Upper Florida Keys Budget	10.5	71.7	128.62	195.36	13.47	140.05	-85.4	-34.2	-90.4	51.2	77.5	241.75	233.26	123.74	180.85	-34.0	3.6	-31.6
<b>Key Largo</b>	10.1%	70.4%	154.09	234.80	15.62	165.31	-85.6	-34.4	-90.6	49.6%	74.2%	291.04	282.28	144.42	209.36	-33.1	3.1	-31.0
<b>Marathon</b>	0.0%	64.6%	0.00	233.69	0.00	150.97	-100.0	-100.0	-100.0	55.2%	75.3%	287.29	292.61	158.71	220.19	-26.6	-1.8	-27.9
<b>Islamorada</b>	0.0%	68.3%	0.00	275.13	0.00	187.87	-100.0	-100.0	-100.0	47.6%	72.2%	323.59	323.18	154.16	233.46	-34.0	0.1	-34.0

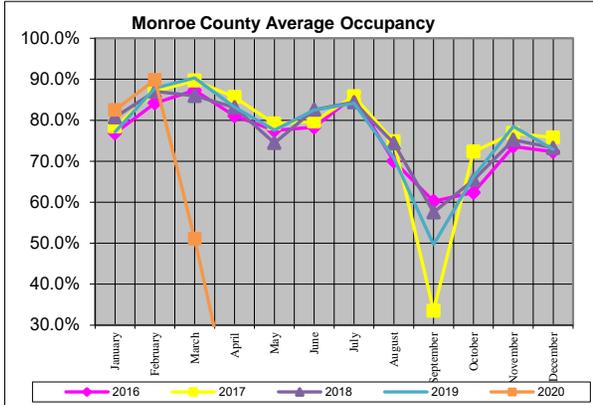
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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.

\* Some data missing due to closures as a result of Covid-19

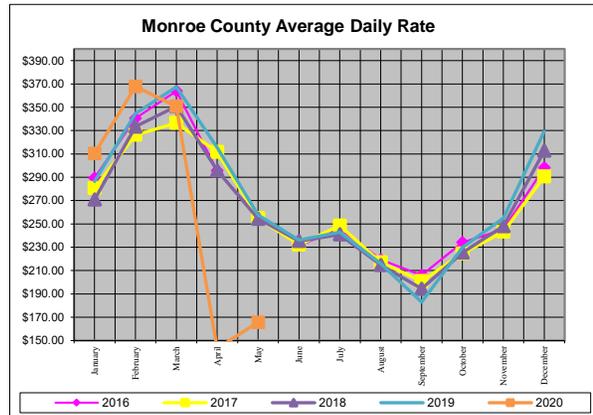
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	<b>7.0%</b>
February	84.2%	87.0%	87.0%	87.9%	89.9%	<b>2.3%</b>
March	87.3%	89.7%	86.0%	90.3%	51.1%	<b>-43.4%</b>
April	81.0%	85.6%	83.1%	83.2%	7.0%	<b>-91.6%</b>
May	77.5%	79.2%	74.4%	77.6%	10.0%	<b>-87.1%</b>
June	78.3%	79.7%	82.6%	82.5%		
July	85.8%	85.8%	84.4%	84.1%		
August	70.0%	74.8%	74.4%	70.7%		
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
<b>Total</b>	<b>75.5%</b>	<b>76.8%</b>	<b>76.7%</b>	<b>76.6%</b>	<b>60.8%</b>	<b>-26.8%</b>



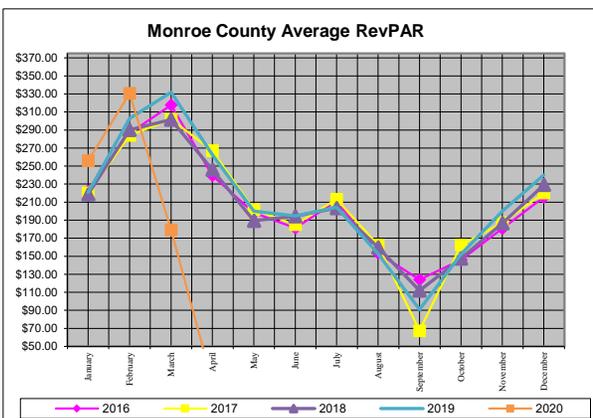
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	<b>8.4%</b>
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	<b>6.7%</b>
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	<b>-4.5%</b>
April	\$295.63	\$311.70	\$295.89	\$315.58	\$143.16	<b>-54.6%</b>
May	\$255.89	\$254.83	\$254.42	\$257.66	\$165.63	<b>-35.7%</b>
June	\$231.36	\$232.15	\$235.27	\$236.04		
July	\$246.13	\$248.53	\$240.92	\$242.98		
August	\$219.35	\$216.99	\$214.80	\$215.90		
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
<b>Total</b>	<b>\$270.46</b>	<b>\$269.75</b>	<b>\$266.93</b>	<b>\$277.32</b>	<b>\$337.07</b>	<b>6.6%</b>



**RevPAR**

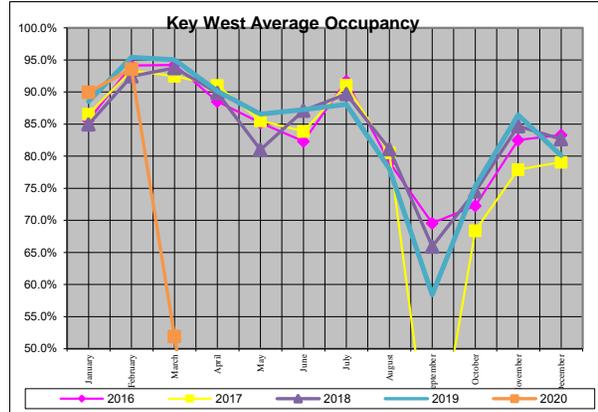
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	<b>16.0%</b>
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	<b>9.2%</b>
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	<b>-46.0%</b>
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	<b>-96.2%</b>
May	\$198.30	\$201.72	\$189.36	\$199.83	\$16.62	<b>-91.7%</b>
June	\$181.12	\$185.04	\$194.26	\$194.71		
July	\$211.29	\$213.24	\$203.36	\$204.44		
August	\$153.51	\$162.38	\$159.74	\$152.71		
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
<b>Total</b>	<b>\$207.28</b>	<b>\$204.73</b>	<b>\$212.53</b>	<b>\$212.53</b>	<b>\$205.09</b>	<b>-22.0%</b>



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

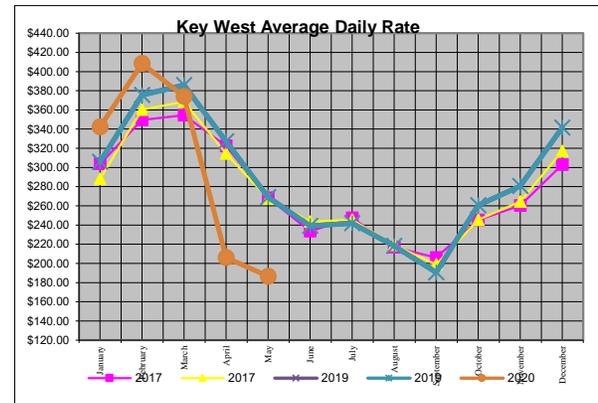
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	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%	9.6%	-89.3%
May	85.2%	85.5%	81.0%	86.5%	14.7%	-83.0%
June	82.3%	83.9%	87.1%	87.3%		
July	91.7%	91.1%	89.7%	88.1%		
August	79.0%	80.6%	81.1%	78.0%		
September	69.6%	29.8%	65.9%	58.4%		
October	72.3%	68.4%	74.5%	75.3%		
November	82.5%	77.9%	84.7%	86.4%		
December	83.3%	79.1%	82.7%	80.1%		
<b>Total</b>	<b>83.6%</b>	<b>79.9%</b>	<b>83.9%</b>	<b>84.2%</b>	<b>73.3%</b>	<b>-19.5%</b>



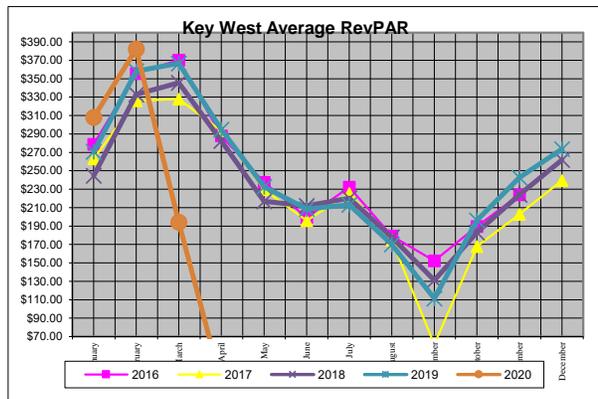
**AVERAGE DAILY RATE**

	2017	2018	2019	2019	2020	% Chg
January	\$303.93	\$288.05	\$305.62	\$305.87	\$342.23	11.9%
February	\$349.38	\$360.11	\$375.63	\$375.33	\$408.44	8.8%
March	\$354.54	\$368.54	\$385.96	\$385.73	\$374.02	-3.0%
April	\$322.40	\$314.41	\$327.16	\$327.29	\$206.10	-37.0%
May	\$268.25	\$267.51	\$268.99	\$268.85	\$186.62	-30.6%
June	\$233.48	\$243.38	\$238.99	\$238.99		
July	\$247.41	\$245.56	\$241.88	\$241.88		
August	\$216.76	\$219.18	\$218.13	\$218.13		
September	\$206.08	\$198.82	\$190.67	\$190.67		
October	\$245.22	\$245.37	\$260.44	\$260.44		
November	\$260.20	\$264.41	\$280.78	\$280.78		
December	\$303.02	\$316.94	\$341.38	\$341.38		
<b>Total</b>	<b>\$291.03</b>	<b>\$281.38</b>	<b>\$280.23</b>	<b>\$291.52</b>	<b>\$371.60</b>	<b>11.4%</b>



**RevPAR**

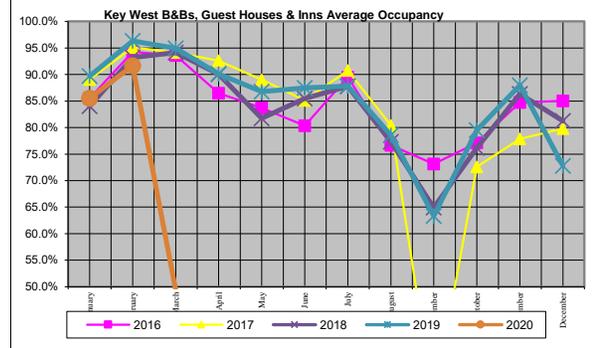
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$27.46	-88.2%
June	\$199.32	\$195.87	\$212.01	\$208.53		
July	\$232.40	\$225.31	\$220.28	\$213.02		
August	\$179.31	\$174.64	\$177.77	\$170.19		
September	\$152.20	\$61.42	\$131.09	\$111.36		
October	\$189.60	\$167.81	\$182.85	\$196.20		
November	\$224.08	\$202.72	\$223.97	\$242.72		
December	\$263.18	\$239.63	\$261.96	\$273.50		
<b>Total</b>	<b>\$243.32</b>	<b>\$224.85</b>	<b>\$234.99</b>	<b>\$245.40</b>	<b>\$272.23</b>	<b>-10.3%</b>



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

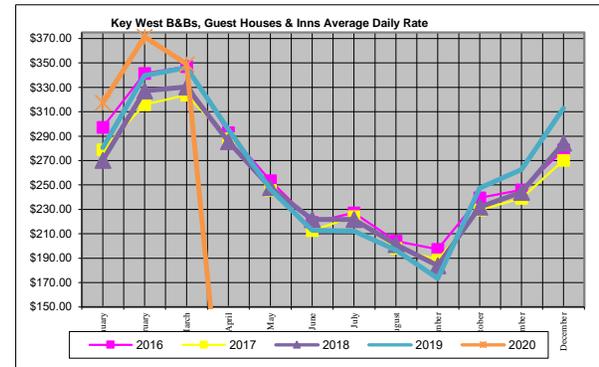
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	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%	0.0%	-100.0%
May	83.7%	89.0%	81.7%	86.8%	0.0%	-100.0%
June	80.3%	85.1%	85.5%	87.4%		
July	89.5%	90.7%	87.8%	87.8%		
August	76.7%	80.4%	77.3%	78.6%		
September	73.1%	28.3%	64.9%	63.4%		
October	77.1%	72.6%	76.2%	79.5%		
November	84.7%	77.9%	86.3%	88.0%		
December	85.0%	79.8%	81.2%	72.8%		
<b>Total</b>	<b>83.1%</b>	<b>80.8%</b>	<b>83.4%</b>	<b>84.7%</b>	<b>80.8%</b>	<b>-11.7%</b>



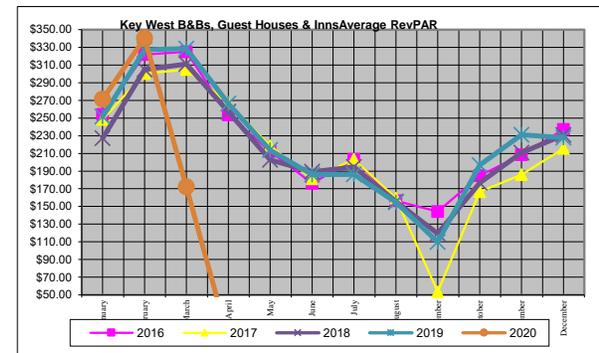
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$297.28	\$278.88	\$270.12	\$280.63	\$317.33	13.1%
February	\$341.53	\$315.91	\$327.13	\$339.68	\$371.47	9.4%
March	\$347.07	\$323.75	\$330.36	\$346.13	\$349.01	0.8%
April	\$292.90	\$287.87	\$285.56	\$295.60	\$0.00	-100.0%
May	\$253.47	\$245.47	\$247.89	\$246.35	\$0.00	-100.0%
June	\$219.34	\$212.64	\$221.63	\$212.76		
July	\$227.22	\$224.00	\$221.73	\$212.22		
August	\$204.02	\$198.17	\$201.15	\$196.69		
September	\$197.27	\$188.62	\$183.87	\$173.37		
October	\$239.49	\$229.49	\$231.88	\$247.54		
November	\$246.00	\$239.00	\$244.07	\$262.65		
December	\$278.82	\$270.22	\$284.28	\$312.85		
<b>Total</b>	<b>\$256.13</b>	<b>\$256.74</b>	<b>\$257.15</b>	<b>\$264.79</b>	<b>\$346.08</b>	<b>14.5%</b>



**RevPAR**

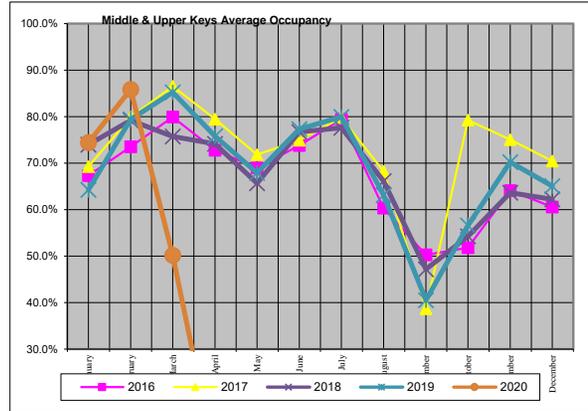
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$0.00	-100.0%
June	\$176.20	\$181.05	\$189.40	\$186.06		
July	\$203.32	\$203.26	\$194.60	\$186.32		
August	\$156.41	\$159.32	\$155.51	\$154.55		
September	\$144.27	\$53.40	\$119.34	\$109.84		
October	\$184.64	\$166.53	\$176.68	\$196.81		
November	\$208.48	\$186.07	\$210.67	\$231.08		
December	\$237.13	\$215.62	\$230.91	\$227.72		
<b>Total</b>	<b>\$212.85</b>	<b>\$207.48</b>	<b>\$214.48</b>	<b>\$224.41</b>	<b>\$279.51</b>	<b>1.1%</b>



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

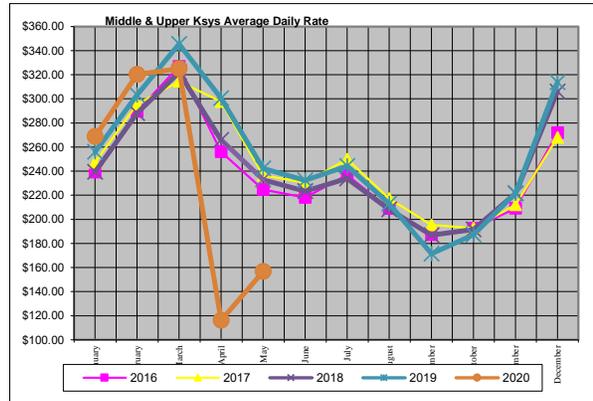
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	<b>15.9%</b>
February	73.5%	79.9%	79.2%	79.4%	85.8%	<b>8.1%</b>
March	79.9%	86.5%	75.7%	85.2%	50.2%	<b>-41.1%</b>
April	72.8%	79.4%	74.1%	75.8%	6.2%	<b>-91.8%</b>
May	69.0%	71.8%	65.7%	67.9%	8.9%	<b>-87.0%</b>
June	73.8%	74.9%	76.7%	77.3%		
July	79.4%	79.8%	77.6%	79.9%		
August	60.3%	68.2%	66.1%	63.1%		
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
<b>Total</b>	<b>66.8%</b>	<b>72.9%</b>	<b>67.5%</b>	<b>68.6%</b>	<b>50.6%</b>	<b>-32.0%</b>



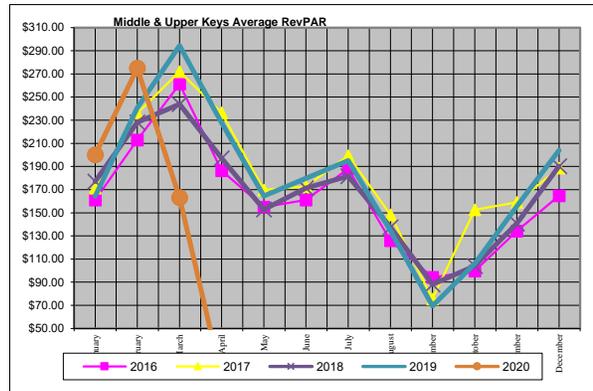
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	<b>5.0%</b>
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	<b>5.6%</b>
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	<b>-5.9%</b>
April	\$256.12	\$297.65	\$265.96	\$300.58	\$116.13	<b>-61.4%</b>
May	\$224.70	\$236.49	\$232.88	\$242.31	\$156.81	<b>-35.3%</b>
June	\$218.19	\$230.44	\$223.33	\$232.46		
July	\$236.78	\$249.98	\$233.99	\$244.29		
August	\$208.86	\$217.31	\$208.22	\$213.03		
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
<b>Total</b>	<b>\$242.65</b>	<b>\$253.52</b>	<b>\$245.61</b>	<b>\$258.70</b>	<b>\$295.82</b>	<b>0.9%</b>



**RevPAR**

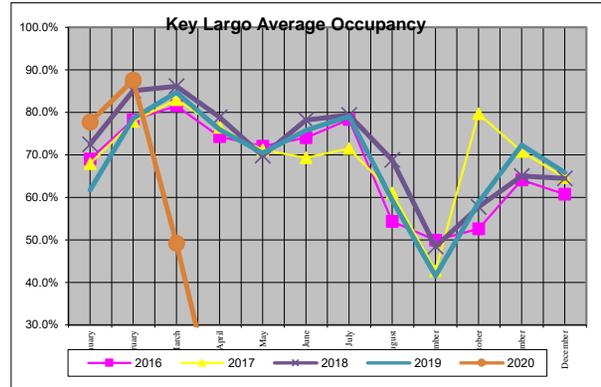
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	<b>21.7%</b>
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	<b>14.2%</b>
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	<b>-44.6%</b>
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	<b>-96.8%</b>
May	\$154.99	\$169.87	\$152.90	\$164.50	\$13.89	<b>-91.6%</b>
June	\$161.05	\$172.62	\$171.26	\$179.79		
July	\$188.01	\$199.39	\$181.52	\$195.20		
August	\$126.04	\$148.29	\$137.70	\$134.42		
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
<b>Total</b>	<b>\$162.08</b>	<b>\$184.90</b>	<b>\$165.71</b>	<b>\$177.42</b>	<b>\$149.68</b>	<b>-31.4%</b>



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

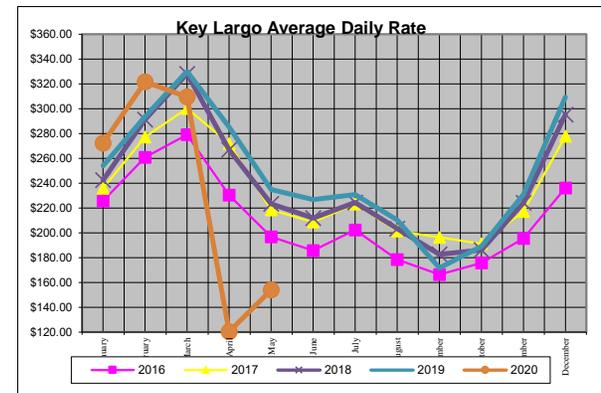
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	<b>25.9%</b>
February	78.3%	77.9%	85.1%	78.5%	87.6%	<b>11.5%</b>
March	81.5%	83.0%	86.1%	84.7%	49.2%	<b>-41.9%</b>
April	74.3%	76.5%	78.9%	75.9%	6.7%	<b>-91.2%</b>
May	72.0%	71.2%	69.8%	70.4%	10.1%	<b>-85.6%</b>
June	74.0%	69.3%	78.2%	75.8%		
July	78.3%	71.5%	79.4%	79.1%		
August	54.4%	61.1%	68.8%	59.4%		
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
<b>Total</b>	<b>66.9%</b>	<b>69.7%</b>	<b>71.1%</b>	<b>68.4%</b>	<b>49.6%</b>	<b>-33.1%</b>



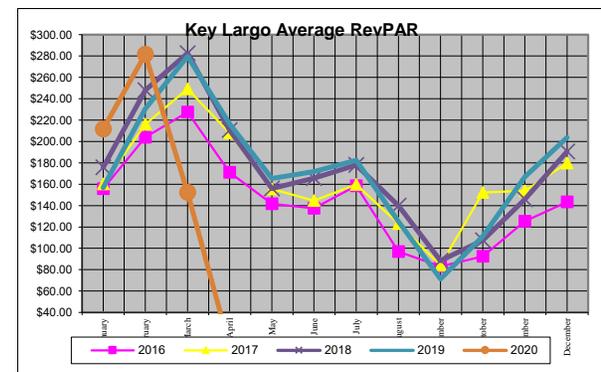
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	<b>7.2%</b>
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	<b>9.5%</b>
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	<b>-6.2%</b>
April	\$230.49	\$271.81	\$267.06	\$285.23	\$120.30	<b>-57.8%</b>
May	\$196.73	\$218.39	\$223.40	\$234.80	\$154.09	<b>-34.4%</b>
June	\$185.61	\$208.73	\$211.83	\$226.76		
July	\$202.34	\$223.18	\$224.37	\$230.81		
August	\$178.38	\$201.50	\$203.40	\$210.48		
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
<b>Total</b>	<b>\$215.77</b>	<b>\$238.51</b>	<b>\$244.19</b>	<b>\$252.18</b>	<b>\$291.04</b>	<b>3.1%</b>



**RevPAR**

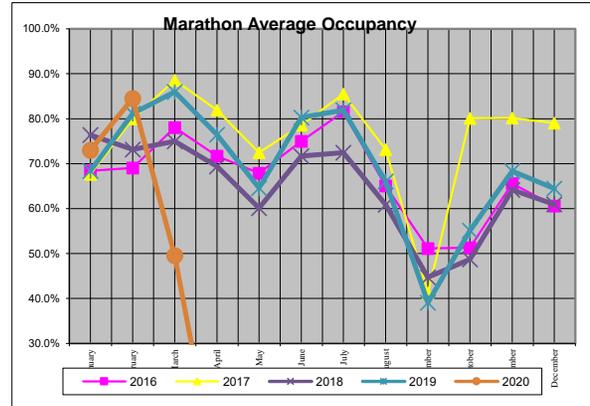
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	<b>35.0%</b>
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	<b>22.1%</b>
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	<b>-45.5%</b>
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	<b>-96.3%</b>
May	\$141.67	\$155.47	\$155.90	\$165.31	\$15.62	<b>-90.6%</b>
June	\$137.38	\$144.69	\$165.69	\$171.81		
July	\$158.48	\$159.57	\$178.04	\$182.53		
August	\$96.97	\$123.07	\$139.98	\$124.99		
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
<b>Total</b>	<b>\$144.30</b>	<b>\$166.28</b>	<b>\$173.68</b>	<b>\$172.45</b>	<b>\$144.42</b>	<b>-31.0%</b>



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

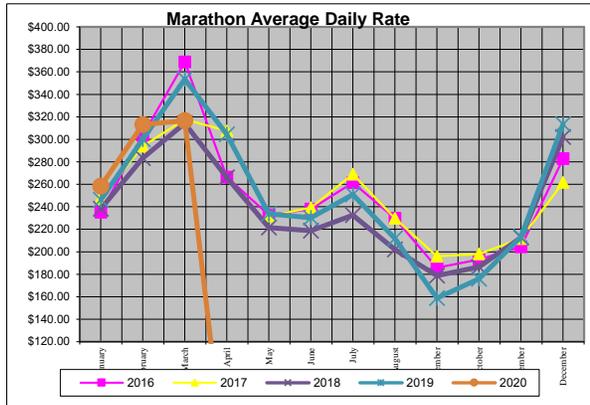
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	<b>6.7%</b>
February	69.1%	80.0%	73.2%	81.2%	84.5%	<b>4.1%</b>
March	78.0%	88.6%	75.0%	86.0%	49.5%	<b>-42.4%</b>
April	71.7%	81.9%	69.4%	76.5%	0.0%	<b>-100.0%</b>
May	67.9%	72.4%	60.1%	64.6%	0.0%	<b>-100.0%</b>
June	75.0%	78.6%	71.7%	80.2%		
July	81.5%	85.5%	72.5%	81.9%		
August	65.0%	73.2%	60.9%	66.1%		
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
<b>Total</b>	<b>67.2%</b>	<b>75.9%</b>	<b>64.0%</b>	<b>69.0%</b>	<b>55.2%</b>	<b>-26.6%</b>



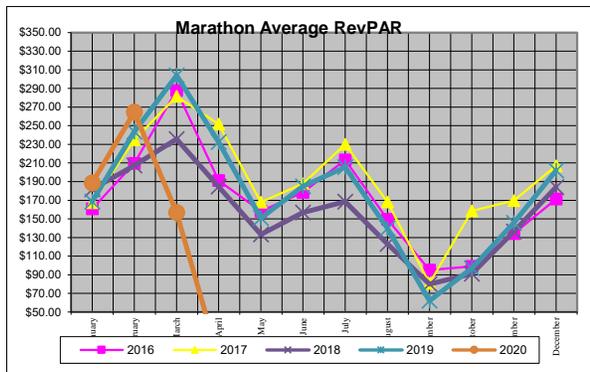
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	<b>5.0%</b>
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	<b>4.3%</b>
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	<b>-10.4%</b>
April	\$266.39	\$307.53	\$266.02	\$304.34	\$0.00	<b>-100.0%</b>
May	\$232.89	\$231.91	\$221.42	\$233.69	\$0.00	<b>-100.0%</b>
June	\$237.94	\$239.05	\$218.67	\$230.24		
July	\$261.54	\$268.91	\$232.43	\$250.93		
August	\$229.69	\$229.76	\$201.89	\$211.77		
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
<b>Total</b>	<b>\$254.19</b>	<b>\$258.75</b>	<b>\$240.55</b>	<b>\$257.02</b>	<b>\$287.29</b>	<b>-1.8%</b>



**RevPAR**

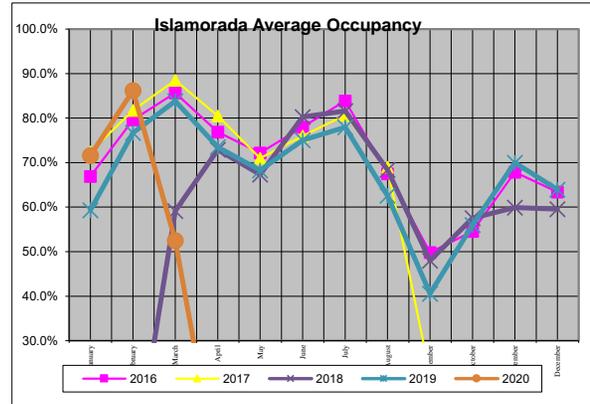
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	<b>12.0%</b>
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	<b>8.7%</b>
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	<b>-48.4%</b>
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	<b>-100.0%</b>
May	\$158.10	\$167.98	\$133.18	\$150.97	\$0.00	<b>-100.0%</b>
June	\$178.47	\$187.78	\$156.84	\$184.76		
July	\$213.25	\$229.94	\$168.45	\$205.52		
August	\$149.41	\$168.09	\$122.95	\$139.94		
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
<b>Total</b>	<b>\$179.34</b>	<b>\$170.90</b>	<b>\$153.94</b>	<b>\$177.40</b>	<b>\$158.71</b>	<b>\$158.71</b>



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

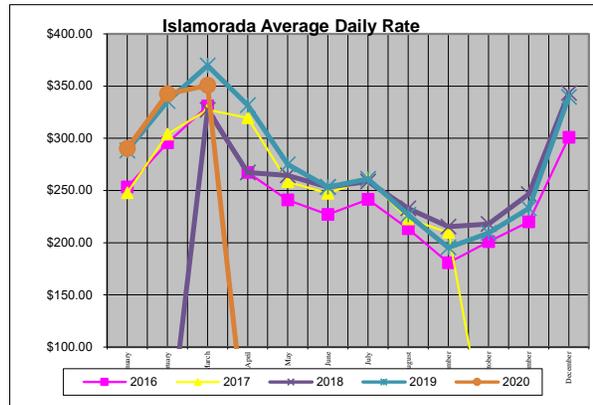
**OCCUPANCY RATE**

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	<b>20.6%</b>
February	79.6%	81.8%	*	76.7%	86.2%	<b>12.3%</b>
March	85.7%	88.5%	59.2%	83.8%	52.5%	<b>-37.4%</b>
April	76.9%	80.5%	72.9%	73.5%	0.0%	<b>-100.0%</b>
May	72.2%	71.0%	67.3%	68.3%	0.0%	<b>-100.0%</b>
June	78.0%	76.0%	80.2%	75.0%		
July	83.9%	80.7%	81.6%	77.9%		
August	67.5%	69.0%	68.4%	62.6%		
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
<b>Total</b>	<b>70.9%</b>	<b>71.4%</b>	<b>*</b>	<b>67.3%</b>	<b>47.6%</b>	<b>-34.1%</b>



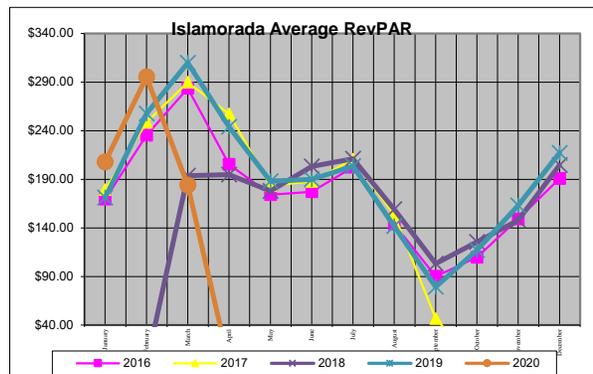
**AVERAGE DAILY RATE**

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	<b>0.7%</b>
February	\$295.59	\$303.97	*	\$335.56	\$342.62	<b>2.1%</b>
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	<b>-5.1%</b>
April	\$267.15	\$319.59	\$267.33	\$331.71	\$ -	<b>-100.0%</b>
May	\$241.00	\$258.39	\$264.50	\$275.13	\$ -	<b>-100.0%</b>
June	\$226.98	\$247.13	\$253.21	\$253.20		
July	\$241.29	\$260.97	\$258.59	\$261.23		
August	\$213.29	\$222.59	\$232.75	\$226.71		
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
<b>Total</b>	<b>\$252.83</b>	<b>\$241.78</b>		<b>\$281.92</b>	<b>\$323.59</b>	<b>0.1%</b>



**RevPAR**

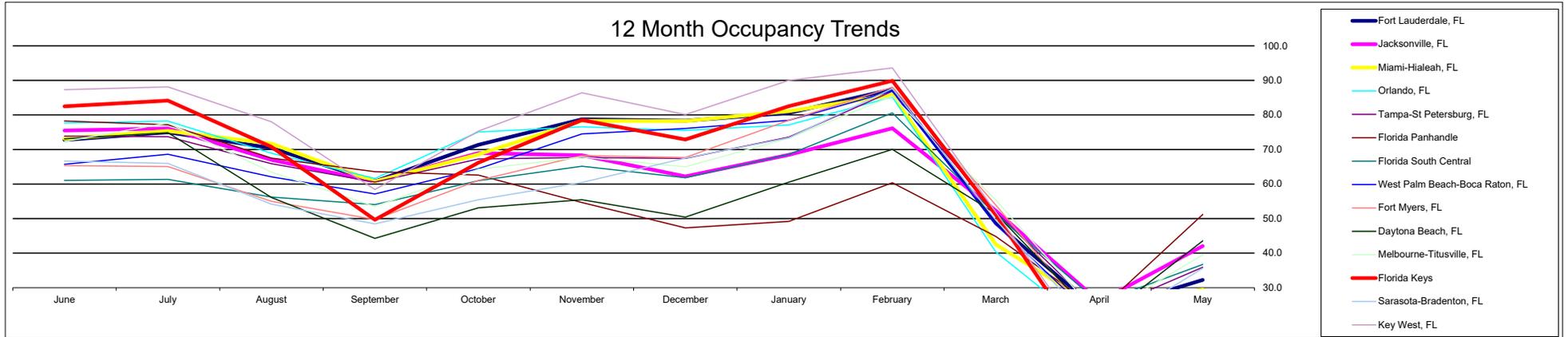
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	<b>21.4%</b>
February	\$235.29	\$248.55	*	\$257.41	\$295.23	<b>14.7%</b>
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	<b>-40.6%</b>
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	<b>-100.0%</b>
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	<b>-100.0%</b>
June	\$177.01	\$187.76	\$203.19	\$189.94		
July	\$202.42	\$210.55	\$211.05	\$203.58		
August	\$143.99	\$153.56	\$159.24	\$141.82		
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
<b>Total</b>	<b>\$179.22</b>	<b>\$172.56</b>		<b>\$189.73</b>	<b>\$154.16</b>	<b>-34.0%</b>



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

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

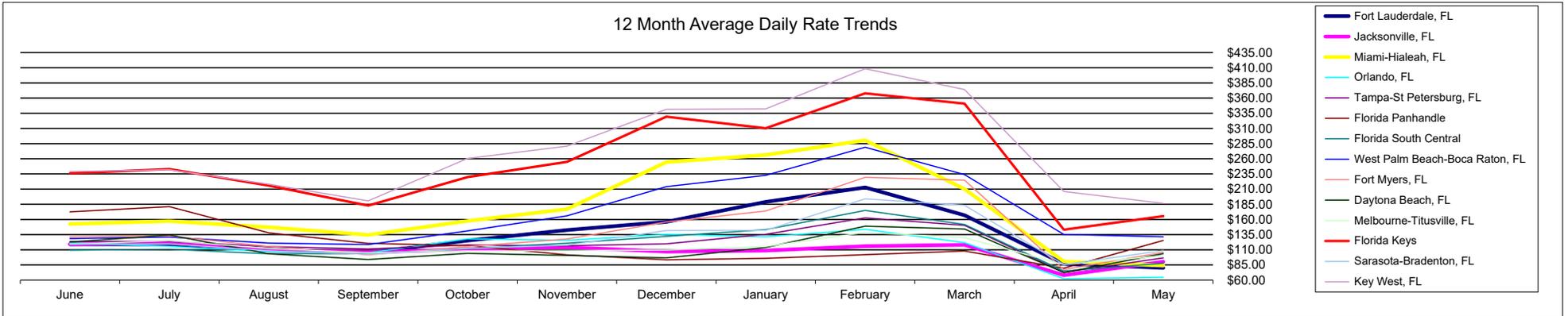
# Florida Markets Comparison



Occupancy	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8	70.4	75.0	72.7
Jacksonville, FL	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7	67.0	76.1	75.5
Miami-Hialeah, FL	29.4	23.9	42.5	85.8	81.1	78.2	78.3	68.6	60.7	71.7	75.4	73.1
Orlando, FL	22.8	16.4	40.4	85.2	77.1	75.5	76.5	75.1	61.6	68.9	78.2	77.7
Tampa-St Petersburg, FL	35.9	23.0	51.9	86.9	73.6	67.4	67.7	67.3	60.6	65.9	73.7	73.9
Florida Panhandle	51.2	23.5	44.8	60.4	49.2	47.3	54.7	62.6	63.6	67.5	77.1	78.2
Florida South Central	36.8	25.7	51.2	80.6	68.6	61.8	65.2	61.0	54.1	56.2	61.4	61.1
West Palm Beach-Boca Raton, FL	27.0	20.1	48.3	86.9	78.4	76.1	74.5	64.4	57.1	62.1	68.6	65.7
Fort Myers, FL	27.7	18.1	53.9	88.0	78.4	67.7	68.2	61.1	49.7	55.0	65.1	65.3
Daytona Beach, FL	43.5	20.3	51.4	70.0	60.5	50.4	55.5	53.1	44.3	56.1	74.9	73.1
Melbourne-Titusville, FL	39.5	21.7	55.4	85.4	73.3	65.0	67.8	64.2	53.5	63.5	77.6	72.3
Florida Keys	10.0	7.0	51.1	89.9	82.5	72.9	78.5	66.2	49.7	70.7	84.1	82.5
Sarasota-Bradenton, FL	35.6	17.4	49.6	87.6	73.4	67.5	60.5	55.5	48.5	54.2	66.0	66.6
Key West, FL	14.7	9.6	51.9	93.6	90.0	80.1	86.4	75.3	58.4	78.0	88.1	87.3

Year to Date Occupancy	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	55.7	61.3	71.6	83.8	80.6	76.0	75.8	75.5	75.9	77.8	78.8	79.5
Jacksonville, FL	53.1	55.8	65.1	71.9	68.4	71.3	72.2	72.5	73.0	74.5	75.6	75.4
Miami-Hialeah, FL	59.2	63.5	69.1	83.0	81.1	75.9	75.7	75.4	76.2	78.2	79.2	79.8
Orlando, FL	54.4	59.5	66.9	81.0	77.1	76.1	76.1	76.1	76.2	78.1	79.4	79.6
Tampa-St Petersburg, FL	54.5	59.4	70.2	79.9	73.6	72.3	72.8	73.3	74.0	75.7	77.2	77.9
Florida Panhandle	45.8	44.4	51.1	54.5	49.2	66.0	67.8	69.2	70.0	70.8	71.3	70.3
Florida South Central	52.4	56.6	66.3	74.3	68.6	64.1	64.4	64.4	64.7	66.1	67.5	68.6
West Palm Beach-Boca Raton, FL	52.4	59.9	71.0	83.0	78.4	72.0	71.6	71.3	72.1	74.0	75.7	76.5
Fort Myers, FL	53.8	60.5	73.0	83.0	78.4	68.5	68.6	68.6	69.5	71.9	74.3	75.9
Daytona Beach, FL	49.7	51.3	60.3	65.0	60.5	62.3	63.4	64.2	65.5	68.2	70.0	69.1
Melbourne-Titusville, FL	54.6	58.6	70.9	79.0	73.3	69.3	69.7	69.9	70.5	72.6	73.9	73.3
Florida Keys	60.8	67.3	73.7	85.9	82.5	76.6	77.0	76.9	78.1	81.6	83.3	83.2
Sarasota-Bradenton, FL	52.6	57.0	69.6	80.1	73.4	65.4	65.2	65.7	67.1	69.5	71.7	72.7
Key West, FL	73.3	76.4	77.9	91.7	90.0	84.2	84.5	84.3	85.3	88.6	90.1	90.4

**Florida Markets Comparison**



**Average Daily Rate**

	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89	\$ 110.72	\$ 119.07	\$ 119.21
Jacksonville, FL	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38	\$ 108.99	\$ 121.98	\$ 119.40
Miami-Hialeah, FL	\$ 83.96	\$ 90.83	\$ 210.13	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59	\$ 147.25	\$ 157.32	\$ 152.48
Orlando, FL	\$ 64.68	\$ 62.35	\$ 121.76	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78	\$ 107.04	\$ 115.82	\$ 121.25
Tampa-St Petersburg, FL	\$ 96.60	\$ 72.65	\$ 150.28	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46	\$ 115.38	\$ 124.07	\$ 123.72
Florida Panhandle	\$ 125.46	\$ 79.70	\$ 108.07	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63	\$ 138.07	\$ 181.18	\$ 172.53
Florida South Central	\$ 87.62	\$ 74.99	\$ 151.86	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98	\$ 103.48	\$ 111.03	\$ 109.27
West Palm Beach-Boca Raton, FL	\$ 131.55	\$ 135.24	\$ 233.79	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63	\$ 120.99	\$ 131.09	\$ 128.51
Fort Myers, FL	\$ 105.91	\$ 77.35	\$ 224.61	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72	\$ 115.45	\$ 132.65	\$ 131.54
Daytona Beach, FL	\$ 103.79	\$ 72.44	\$ 144.30	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10	\$ 103.52	\$ 134.41	\$ 122.75
Melbourne-Titusville, FL	\$ 100.17	\$ 85.73	\$ 129.91	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07	\$ 112.01	\$ 125.17	\$ 119.33
Florida Keys	\$ 165.63	\$ 143.16	\$ 350.76	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99	\$ 215.90	\$ 242.98	\$ 236.04
Sarasota-Bradenton, FL	\$ 108.64	\$ 85.64	\$ 183.41	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68	\$ 108.52	\$ 119.50	\$ 119.33
Key West, FL	\$ 186.62	\$ 206.10	\$ 374.02	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67	\$ 218.13	\$ 241.88	\$ 238.99

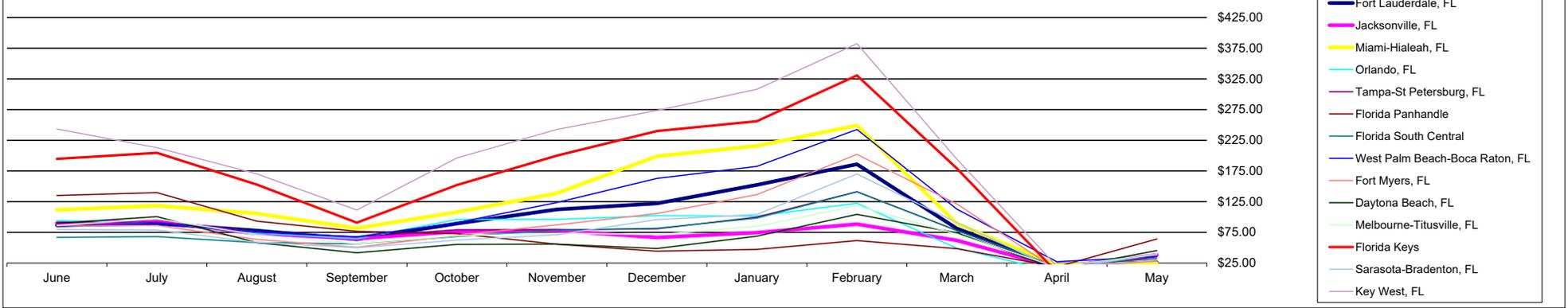
**Year to Date Average Daily Rate**

	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	\$ 173.13	\$ 184.44	\$ 192.89	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74	\$ 152.91	\$ 158.37	\$ 164.61
Jacksonville, FL	\$ 106.07	\$ 109.09	\$ 114.21	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92	\$ 120.18	\$ 121.63	\$ 121.58
Miami-Hialeah, FL	\$ 243.44	\$ 254.17	\$ 262.73	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01	\$ 202.34	\$ 209.76	\$ 218.26
Orlando, FL	\$ 127.78	\$ 131.55	\$ 134.39	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01	\$ 128.13	\$ 130.81	\$ 133.41
Tampa-St Petersburg, FL	\$ 136.81	\$ 143.00	\$ 149.80	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71	\$ 139.24	\$ 142.30	\$ 145.28
Florida Panhandle	\$ 105.03	\$ 98.91	\$ 101.80	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69	\$ 141.86	\$ 142.39	\$ 135.00
Florida South Central	\$ 140.34	\$ 148.74	\$ 157.63	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31	\$ 138.50	\$ 142.78	\$ 147.67
West Palm Beach-Boca Raton, FL	\$ 231.82	\$ 243.59	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56	\$ 195.22	\$ 204.13	\$ 214.61
Fort Myers, FL	\$ 189.48	\$ 199.23	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82	\$ 170.14	\$ 175.85	\$ 182.12
Daytona Beach, FL	\$ 125.08	\$ 129.85	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12	\$ 126.53	\$ 129.25	\$ 128.28
Melbourne-Titusville, FL	\$ 120.19	\$ 124.19	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16	\$ 122.63	\$ 123.96	\$ 123.74
Florida Keys	\$ 337.07	\$ 340.19	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50	\$ 285.42	\$ 293.93	\$ 302.65
Sarasota-Bradenton, FL	\$ 158.23	\$ 166.26	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49	\$ 147.00	\$ 151.24	\$ 156.22
Key West, FL	\$ 371.60	\$ 373.48	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88	\$ 297.75	\$ 307.54	\$ 318.49

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

**Florida Markets Comparison**

12 Month RevPar Trends



RevPAR	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	\$25.86	\$20.06	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72	\$77.95	\$89.28	\$86.70
Jacksonville, FL	\$38.02	\$17.71	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60	\$73.03	\$92.79	\$90.15
Miami-Hialeah, FL	\$24.72	\$21.69	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73	\$105.54	\$118.56	\$111.54
Orlando, FL	\$14.77	\$10.20	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55	\$73.78	\$90.60	\$94.18
Tampa-St Petersburg, FL	\$34.71	\$16.72	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55	\$76.02	\$91.43	\$91.39
Florida Panhandle	\$64.23	\$18.70	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72	\$93.19	\$139.76	\$134.98
Florida South Central	\$32.20	\$19.28	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21	\$58.18	\$88.12	\$86.74
West Palm Beach-Boca Raton, FL	\$35.46	\$27.14	\$112.88	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76	\$75.12	\$89.97	\$84.43
Fort Myers, FL	\$29.35	\$14.04	\$121.10	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60	\$63.49	\$86.32	\$85.91
Daytona Beach, FL	\$45.20	\$14.70	\$74.23	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67	\$58.10	\$100.62	\$89.71
Melbourne-Titusville, FL	\$39.58	\$18.59	\$71.96	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24	\$71.07	\$97.19	\$86.32
Florida Keys	\$16.62	\$9.99	\$179.22	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87	\$152.71	\$204.44	\$194.71
Sarasota-Bradenton, FL	\$38.72	\$14.86	\$90.94	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78	\$58.80	\$78.84	\$79.52
Key West, FL	\$27.46	\$19.79	\$194.30	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36	\$170.19	\$213.02	\$243.38

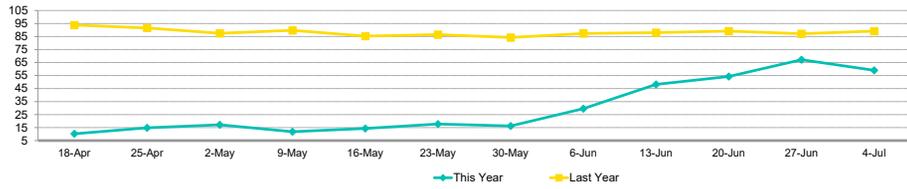
Year to date RevPAR	May	April	March	February	January	December	November	October	September	August	July	June
Fort Lauderdale, FL	\$96.45	\$113.12	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90	\$118.92	\$124.87	\$130.87
Jacksonville, FL	\$56.30	\$60.91	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76	\$89.49	\$91.89	\$91.73
Miami-Hialeah, FL	\$144.15	\$161.40	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29	\$158.32	\$166.16	\$174.27
Orlando, FL	\$69.53	\$78.22	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06	\$100.03	\$103.91	\$106.24
Tampa-St Petersburg, FL	\$74.59	\$84.99	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20	\$105.43	\$109.92	\$113.14
Florida Panhandle	\$48.06	\$43.89	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77	\$100.44	\$101.53	\$94.90
Florida South Central	\$73.54	\$84.23	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59	\$91.50	\$96.40	\$101.27
West Palm Beach-Boca Raton, FL	\$121.52	\$145.82	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97	\$144.39	\$154.53	\$164.25
Fort Myers, FL	\$101.92	\$120.61	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51	\$122.35	\$130.74	\$138.26
Daytona Beach, FL	\$62.13	\$66.56	\$81.74	\$85.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35	\$86.27	\$90.41	\$88.65
Melbourne-Titusville, FL	\$65.65	\$72.83	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41	\$89.01	\$91.64	\$90.68
Florida Keys	\$205.09	\$228.89	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44	\$232.93	\$244.72	\$251.68
Sarasota-Bradenton, FL	\$83.25	\$94.79	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34	\$102.09	\$108.42	\$113.53
Key West, FL	\$272.23	\$285.16	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38	\$263.75	\$277.07	\$288.04

Tab 3 - Day Trend Key West

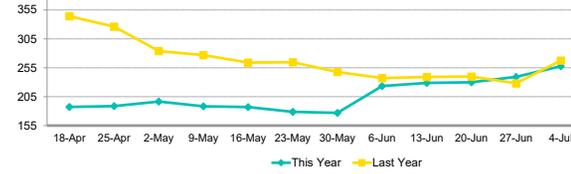
Monroe County TDC  
For the Week of June 28, 2020 to July 04, 2020

Currency: USD - US Dollar

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



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



																	Current Week																														
																	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	Jul	Th	Fr	Sa	Current Week	Run	Run							
																	Jun							Jul				Current Week	Run	Run																	
																	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Week	28	MTD
Occupancy (%)	This Year	39.2	38.1	39.8	40.7	46.9	61.2	71.6	48.5	44.8	45.4	52.1	65.9	76.8	57.2	55.2	58.1	62.7	68.7	80.0	88.1	82.2	53.7	52.8	51.3	54.5	66.9	71.7	59.0	57.2	51.2																
	Last Year	89.5	83.7	85.8	85.2	89.9	90.2	92.7	89.2	83.6	89.8	89.4	91.1	95.0	96.3	83.6	94.2	85.5	86.9	88.6	89.5	92.0	81.3	82.6	83.7	88.6	97.7	97.5	92.9	89.2	88.4	97.9															
	Percent Change	-55.8	-54.4	-53.6	-52.3	-47.8	-32.2	-22.8	-39.6	-46.4	-48.9	-48.0	-42.8	-30.6	-20.3	-31.6	-34.4	-32.0	-27.9	-22.4	-10.6	-4.2	-23.5	-35.0	-37.0	-42.1	-44.2	-31.3	-22.8	-33.8	-35.3	-41.7															
ADR	This Year	207.23	200.19	204.67	198.34	209.60	281.67	271.97	213.45	205.85	206.82	203.40	211.18	261.00	270.11	211.66	210.81	207.84	212.52	225.77	276.61	291.40	219.72	211.69	208.28	227.30	263.89	319.69	320.60	257.69	239.59	230.02															
	Last Year	216.35	210.70	210.18	214.44	234.36	286.54	294.17	216.72	215.83	216.88	220.44	232.29	283.38	283.26	207.98	206.68	205.45	209.57	220.47	265.26	275.91	215.55	215.77	216.63	244.15	327.58	326.15	303.16	267.62	243.77	236.92															
	Percent Change	-4.2	-5.0	-2.6	-8.4	-10.6	-8.7	-7.5	-1.5	-4.6	-4.6	-7.7	-9.1	-7.9	-4.6	1.8	2.0	1.2	1.4	2.4	4.3	5.6	1.9	-1.9	-3.9	-6.9	-19.4	-2.0	5.8	-3.7	-1.7	-2.9															
RevPAR	This Year	81.16	76.34	81.41	79.82	98.34	160.09	194.60	103.49	92.15	93.80	94.58	109.98	171.94	207.47	121.05	116.39	120.85	133.24	155.19	221.26	256.83	136.63	113.72	109.90	116.65	143.89	213.96	229.86	152.09	136.95	117.82															
	Last Year	191.50	176.33	180.32	182.75	210.58	286.56	272.60	173.91	180.43	192.51	197.02	211.57	269.11	272.85	173.90	174.00	175.68	182.17	195.36	237.33	253.94	175.15	178.22	181.34	216.30	320.05	317.84	281.69	238.66	215.47	208.20															
	Percent Change	-57.6	-56.7	-54.9	-55.3	-53.3	-36.1	-28.6	-40.5	-48.9	-51.3	-52.0	-48.0	-36.1	-24.0	-30.4	-33.1	-31.2	-26.9	-20.6	-6.8	1.1	-22.0	-36.2	-39.4	-46.1	-55.0	-32.7	-18.4	-36.3	-36.4	-43.4															
Supply	This Year	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	4,088	28,516	114,464	122,640															
	Last Year	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	5,224	36,968	146,272	156,700															
	Percent Change	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7	-21.7															
Demand	This Year	1,601	1,559	1,626	1,662	1,918	2,501	2,925	1,982	1,830	1,854	1,901	2,129	2,693	3,140	2,338	2,257	2,377	2,563	2,810	3,270	3,603	2,542	2,198	2,157	2,098	2,229	2,736	2,931	16,889	65,428	62,918															
	Last Year	4,624	4,372	4,482	4,452	4,694	4,714	4,841	4,192	4,367	4,637	4,669	4,758	4,961	5,032	4,368	4,398	4,467	4,541	4,629	4,674	4,908	4,245	4,315	4,373	4,628	5,104	5,091	4,854	32,610	129,290	137,721															
	Percent Change	-65.4	-64.3	-63.7	-62.7	-59.1	-46.9	-39.6	-52.7	-58.1	-60.0	-59.3	-55.3	-45.7	-37.6	-46.5	-48.7	-46.8	-43.6	-39.3	-30.0	-25.1	-40.1	-49.1	-50.7	-54.7	-56.3	-46.3	-39.6	-48.2	-49.4	-54.4															
Revenue	This Year	331,769	312,097	332,798	326,321	402,021	654,447	795,520	423,065	376,700	383,438	386,663	449,594	702,882	848,143	494,865	475,793	494,037	544,684	634,426	904,513	1,049,927	558,529	464,874	449,258	476,877	588,222	874,677	939,683	4,352,120	15,675,820	14,449,655															
	Last Year	1,000,408	921,163	942,014	954,694	1,100,064	1,350,730	1,424,085	908,493	942,547	1,005,686	1,029,220	1,105,237	1,405,855	1,425,350	908,447	908,973	917,730	951,656	1,020,565	1,239,810	1,326,575	915,009	931,042	947,305	1,129,928	1,671,966	1,660,416	1,471,538	8,727,202	31,516,504	32,628,837															
	Percent Change	-66.8	-66.1	-64.7	-65.8	-63.5	-51.5	-44.1	-53.4	-60.0	-61.9	-62.4	-59.3	-50.0	-40.5	-45.5	-47.7	-46.2	-42.8	-37.8	-27.0	-20.9	-39.0	-50.1	-52.6	-57.8	-64.8	-47.3	-36.1	-50.1	-50.3	-55.7															
Census %	This Year	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41															
	Last Year	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41															
	Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0															

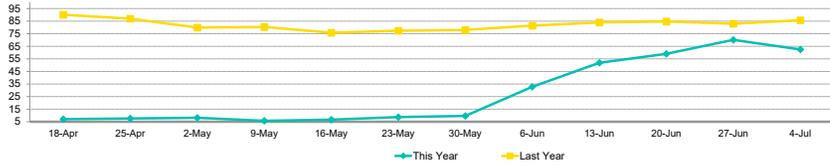
A blank row indicates insufficient data.  
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Tab 5 - Day Trend Florida Keys

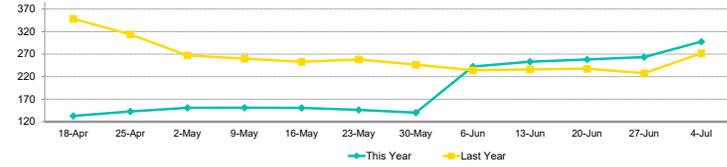
Monroe County TDC  
For the Week of June 28, 2020 to July 04, 2020

Currency: USD - US Dollar

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



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



	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week								
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Jul	1	2	3	4	
<b>Occupancy (%)</b>	40.9	39.9	42.2	44.7	50.9	67.5	77.1	52.8	48.1	48.2	50.6	57.9	72.5	83.1	62.8	59.2	62.3	65.8	70.7	82.0	87.9	64.0	55.7	53.8	52.1	2	3	4		
This Year	81.0	79.9	80.5	80.8	84.7	88.4	92.4	73.8	78.2	81.4	84.1	88.5	93.8	95.3	79.2	80.5	80.4	81.2	84.6	85.4	89.1	75.9	76.6	78.1	86.8	86.8	89.2	86.1	90.6	
Last Year	-49.6	-49.4	-47.8	-44.7	-40.0	-24.4	-16.6	-28.7	-36.8	-40.9	-39.9	-34.6	-22.6	-12.8	-20.7	-28.4	-22.5	-19.0	-16.6	-3.9	-1.4	-15.4	-27.3	-31.0	-40.0	-38.5	-22.8	-13.5		
Percent Change																														
<b>ADR</b>	223.78	222.84	224.25	222.46	235.20	288.64	289.25	237.11	225.90	227.04	231.77	236.58	297.69	305.27	242.90	238.66	236.94	235.26	245.54	300.29	314.87	287.46	240.87	243.26	252.91	294.50	365.59	376.21		
This Year	216.25	209.89	211.01	211.89	221.42	278.31	293.72	218.78	214.38	213.20	215.79	225.15	277.91	283.88	211.24	206.04	203.49	207.06	216.28	266.68	274.89	220.43	218.82	219.59	253.48	329.04	329.33	305.80		
Last Year	3.5	6.1	6.3	5.0	6.2	3.7	2.9	8.4	5.4	6.5	7.4	5.1	7.1	7.5	15.0	15.8	16.4	13.8	13.5	12.6	14.5	16.8	11.1	10.8	-0.2	-9.7	11.0	23.1		
Percent Change																														
<b>RevPAR</b>	91.44	88.78	94.53	99.38	119.60	194.94	230.60	124.78	108.77	109.37	117.21	137.07	215.74	253.69	152.58	141.30	147.64	154.77	173.54	246.38	276.60	164.70	134.15	130.96	131.73	174.33	271.06	294.83		
This Year	175.16	165.51	169.85	171.11	187.52	248.74	268.51	161.41	163.40	173.65	181.49	199.35	280.20	270.54	167.27	165.77	163.54	168.15	183.30	227.79	245.00	166.72	166.09	171.44	219.96	313.71	316.32	276.98		
Last Year	-47.8	-46.4	-44.3	-41.9	-36.2	-21.6	-14.1	-22.7	-33.4	-37.0	-35.4	-31.2	-17.1	-6.2	-8.8	-14.8	-9.7	-8.0	-5.3	8.2	12.9	-1.2	-19.2	-23.6	-40.1	-44.4	-14.3	6.4		
Percent Change																														
<b>Supply</b>	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918		
This Year	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079	10,079		
Last Year	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5	-11.5		
Percent Change																														
<b>Demand</b>	3,644	3,556	3,759	3,984	4,535	6,023	6,872	4,693	4,294	4,296	4,510	5,167	6,463	7,411	5,602	5,280	5,557	5,867	6,303	7,317	7,839	5,705	4,967	4,801	4,645	5,279	6,612	6,969		
This Year	8,164	7,948	8,113	8,139	8,536	9,008	9,309	7,683	8,209	8,477	8,524	9,437	9,606	7,881	8,109	8,100	8,185	8,542	8,609	8,983	7,823	7,721	7,869	8,746	9,698	9,881	9,135			
Last Year	-55.4	-55.3	-53.7	-51.1	-46.9	-33.1	-28.2	-38.9	-44.1	-47.7	-46.8	-42.1	-31.5	-22.9	-29.8	-34.9	-31.4	-28.3	-26.2	-15.0	-12.7	-25.2	-36.7	-39.0	-46.9	-45.6	-31.7	-23.5		
Percent Change																														
<b>Revenue</b>	815,452	791,711	842,974	886,287	1,066,627	1,738,488	2,056,477	1,112,754	969,968	975,362	1,045,296	1,222,422	1,523,969	2,262,389	1,360,725	1,260,120	1,316,659	1,380,282	1,547,631	2,197,238	2,466,730	1,468,830	1,196,391	1,167,908	1,174,776	1,554,670	2,417,295	2,629,297		
This Year	1,765,426	1,668,214	1,711,943	1,724,613	1,860,037	2,507,026	2,706,330	1,628,864	1,646,940	1,750,170	1,829,269	2,009,207	2,622,595	2,726,771	1,685,900	1,670,804	1,648,270	1,694,752	1,847,441	2,295,886	2,469,307	1,680,350	1,674,042	1,727,889	2,218,950	3,161,890	3,188,199	2,791,684		
Last Year	-53.8	-52.5	-50.8	-48.6	-43.6	-30.7	-24.0	-31.6	-41.1	-44.3	-42.9	-39.2	-26.6	-17.0	-19.3	-24.6	-20.1	-18.6	-16.2	-4.3	-0.1	-12.6	-28.5	-32.4	-47.0	-50.8	-24.2	-5.8		
Percent Change																														
<b>Census %</b>	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.1	79.6	79.6	79.6	79.6	79.8	79.8	79.8		
This Year	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122	122		
Last Year	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918		
Percent Change																														
Census Progs																														
Census Rooms																														
% Rooms Participants																														

Current	Run	Run
Week	28	MTD
62.5	60.9	55.0
85.7	84.3	83.3
-27.1	-27.8	-34.0

Current	Run	Run
Week	28	MTD
297.89	268.79	255.78
271.88	243.47	234.80
9.5	10.4	8.9

Current	Run	Run
Week	28	MTD
185.97	163.59	140.56
233.03	205.30	195.55
-20.2	-20.3	-28.1

Current	Run	Run
Week	28	MTD
62,426	249,704	207,540
70,553	282,212	302,370
-11.5	-11.5	-11.5

Current	Run	Run
Week	28	MTD
38,998	151,970	147,022
60,473	237,971	251,615
-35.5	-36.1	-41.6

Current	Run	Run
Week	28	MTD
11,609,108	40,848,758	37,605,115
16,441,104	57,938,872	59,127,005
-29.4	-29.5	-36.4

A blank row indicates insufficient data.  
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# Occupancy vs STLY

Market	Monroe County					
Year	Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
<b>2020</b>	<b>22.8%</b>	<b>-25.4%</b>	<b>-44.3%</b>	<b>-20.9%</b>		
<b>Qtr 3</b>	<b>30.8%</b>	<b>-23.5%</b>	<b>-43.9%</b>	<b>-20.2%</b>		
July	49.3%	-26.0%	-58.6%	-23.7%		
August	25.7%	-25.2%	-41.4%	-21.2%		
September	17.0%	-11.3%	-34.8%	-1.8%		
<b>Qtr 4</b>	<b>14.8%</b>	<b>-29.1%</b>	<b>-44.8%</b>	<b>-22.6%</b>		
October	19.8%	-24.1%	-53.4%	-9.9%		
November	14.3%	-26.1%	-32.3%	-23.4%		
December	10.2%	-40.1%	-44.4%	-38.8%		
<b>2021</b>	<b>3.7%</b>	<b>-42.7%</b>	<b>-44.3%</b>	<b>-40.8%</b>		
<b>Qtr 1</b>	<b>5.1%</b>	<b>-45.8%</b>	<b>-51.7%</b>	<b>-39.4%</b>		
January	7.7%	-44.1%	-48.9%	-38.5%		
February	5.3%	-46.0%	-51.4%	-40.1%		
March	2.4%	-50.6%	-61.7%	-40.4%		
<b>Qtr 2</b>	<b>2.2%</b>	<b>-33.5%</b>	<b>-26.2%</b>	<b>-45.9%</b>		
April	3.5%	-35.0%	-26.7%	-47.6%		
<b>Total</b>	<b>13.4%</b>	<b>-28.3%</b>	<b>-44.3%</b>	<b>-23.0%</b>		

**As-of date**  
June 28, 2020

**Stay dates**  
7/1/2020 - 6/30/2021

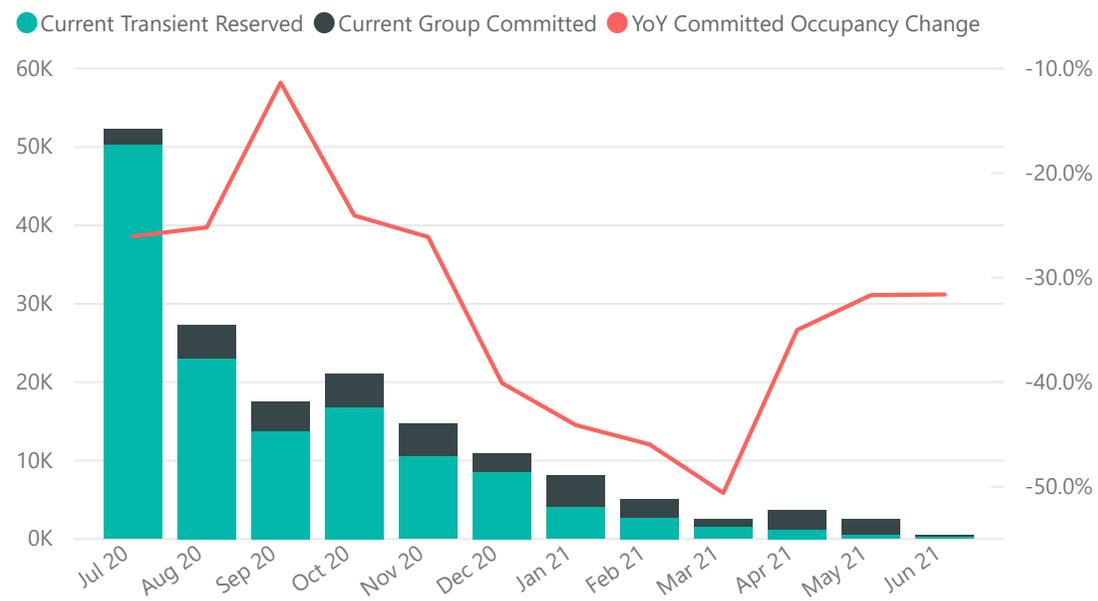
**Market**  
Monroe County

**Tier**  
ALL Tiers

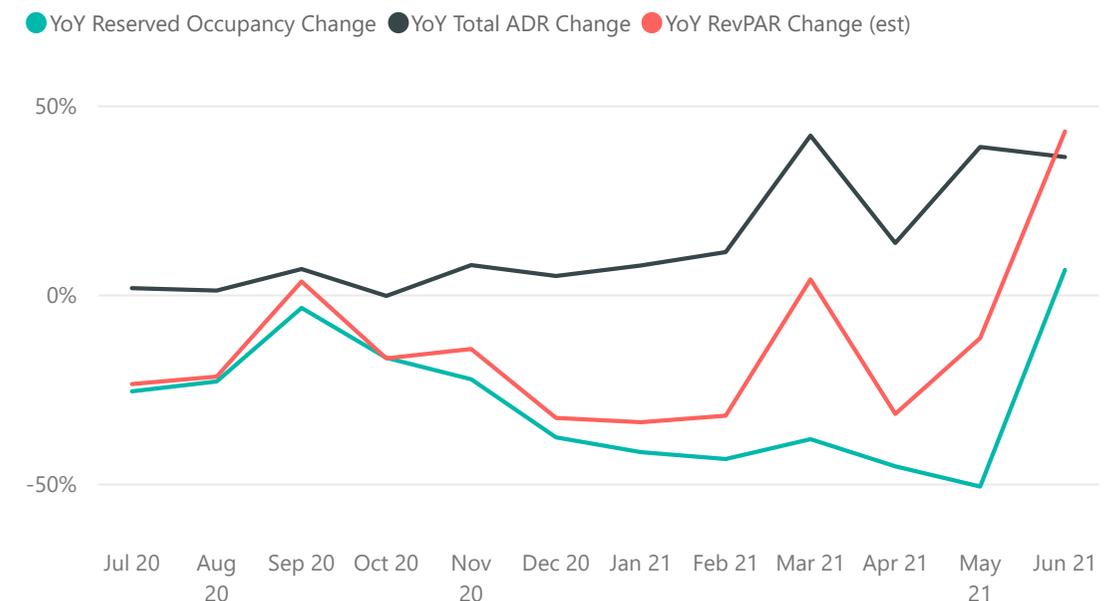
**Weekpart**  
 Weekday  
 Weekend

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

### Current Transient and Group Committed and YoY Committed Occupancy Change



### YoY Occupancy, ADR & RevPAR Change \*



Reserved Pickup

Week Starting	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Group Reserved Pickup
June 28, 2020	62%	-2%	-0%	51%
July 05, 2020	51%	4%	2%	26%
July 12, 2020	49%	1%	6%	13%
July 19, 2020	45%	-1%	7%	30%
July 26, 2020	43%	7%	7%	3%
August 02, 2020	33%	-3%	7%	13%
August 09, 2020	23%	5%	9%	4%
August 16, 2020	22%	7%	7%	4%
August 23, 2020	15%	1%	8%	-26%
August 30, 2020	13%	5%	6%	0%
September 06, 2020	14%	6%	4%	25%
September 13, 2020	15%	-1%	5%	8%
September 20, 2020	15%	10%	5%	15%
September 27, 2020	15%	4%	6%	7%
October 04, 2020	16%	2%	5%	1%
<b>Total</b>	<b>11%</b>	<b>18%</b>	<b>5%</b>	<b>11%</b>

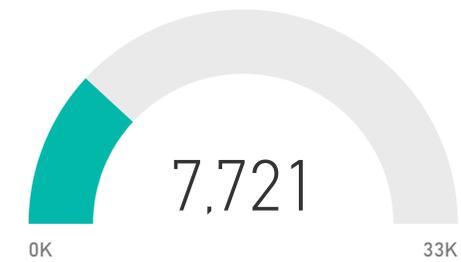
Reserved Pickup

Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Group Reserved Pickup
<b>2020</b>	<b>21%</b>	<b>5%</b>	<b>5%</b>	<b>11%</b>
<b>Qtr 3</b>	<b>29%</b>	<b>3%</b>	<b>5%</b>	<b>11%</b>
July	49%	2%	4%	20%
August	23%	2%	7%	2%
September	15%	6%	5%	12%
<b>Qtr 4</b>	<b>12%</b>	<b>6%</b>	<b>5%</b>	<b>9%</b>
October	17%	2%	4%	2%
November	11%	10%	6%	23%
December	9%	6%	5%	2%
<b>2021</b>	<b>2%</b>	<b>32%</b>	<b>8%</b>	<b>10%</b>
<b>Qtr 1</b>	<b>3%</b>	<b>21%</b>	<b>7%</b>	<b>15%</b>
January	4%	4%	6%	25%
February	3%	12%	8%	12%
March	2%	45%	7%	6%
<b>Qtr 2</b>	<b>1%</b>	<b>44%</b>	<b>11%</b>	<b>1%</b>
<b>Total</b>	<b>11%</b>	<b>18%</b>	<b>5%</b>	<b>11%</b>

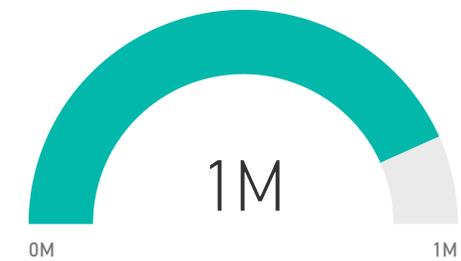
Group Block

Week Starting	YoY Group Committed Change	Current Group Committed	WoW Group Block Change	Current Group Reserved	WoW Group Reserved Pickup	Reserved Group ADR Change (avg)	Remaining Total RN	YoY Retail Change	YoY Negotiated Change
June 28, 2020	-19.0%	132	36%	109	51%	-29%	5,238		
July 05, 2020	-64.2%	295	24%	262	26%	7%	11,733		
July 12, 2020	-58.0%	449	14%	345	13%	-7%	12,194		
July 19, 2020	-37.8%	695	-9%	482	30%	3%	13,019		
July 26, 2020	-74.9%	471	5%	480	3%	38%	13,562		
August 02, 2020	-28.8%	1,192	3%	165	13%	-5%	15,040		
August 09, 2020	-9.6%	1,568	5%	372	4%	15%	17,208		
August 16, 2020	-36.4%	1,174	-0%	587	4%	26%	18,052		
August 23, 2020	-87.0%	189	-4%	76	-26%	9%	20,319		
August 30, 2020	-84.7%	160	-13%	19	0%	76%	20,626		
September 06, 2020	-73.9%	462	3%	147	25%	24%	20,202		
September 13, 2020	13.3%	1,353	-4%	467	8%	10%	19,435		
September 20, 2020	23.8%	1,331	4%	410	15%	24%	19,394		
September 27, 2020	-33.5%	991	4%	329	7%	17%	19,746		
October 04, 2020	-32.5%	1,520	2%	353	1%	11%	18,971		
October 11, 2020	-45.6%	961	6%	308	4%	-24%	19,445		
October 18, 2020	-70.9%	560	7%	178	-2%	-34%	17,843		
<b>Total</b>	<b>-44.3%</b>	<b>32,502</b>	<b>4%</b>	<b>7,721</b>	<b>11%</b>	<b>113%</b>	<b>1,072,299</b>		

Group Reserved vs Committed



Remaining RN vs Capacity



As-of date: June 28, 2020

Stay dates: 7/1/2020 to 6/30/2021

Market: Monroe County

Tier: ALL Tiers

Weekpart:  Weekday  Weekend

Agenda Item #

**K.4.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Presentation: Destination Analytics/Traveler Sentiment

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**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Research Department

**DEADLINE DATE:** July 10, 2020



## Memorandum

TO: Tourist Development Council  
FROM: Kelli Fountain, TDC Research Dept.  
DATE: July 10, 2019  
RE: Destination Analytics Special Report

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Destination Analytics has been conducting a weekly tracking survey of a representative sample of adult American travelers. This survey was designed to track traveler sentiment and generate insights into when tourism businesses can expect demand to return and from whom.

A short presentation of the latest survey will be provided at this week's TDC board meeting.

Agenda Item #

L.1.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Administrative Status Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

# ADMINISTRATIVE OFFICE STATUS REPORT JULY 2020

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

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

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

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

Project: **FY 2021 Budget**  
Completion Date: September 2020  
Status: Staff is working on the FY 2021 budget. The Strategic plan was approved by the TDC at their meeting of April 28, 2020. The line item budget was approved by the TDC at their meeting of June 10, 2020.

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

Project: **FY 2021 Capital Project Funding Application**  
Completion Date: January 2021  
Status: The TDC approved the FY 2021 Capital Project Funding Application at their February 4, 2020 meeting. The BOCC approved same at their February 19, 2020 meeting. The application became available on February 27, 2020 with a deadline for receipt of applications of April 29, 2020. The applications are being reviewed by staff and are seeking County Attorney opinions with questions that have arisen. The TDC and BOCC approved a revised allocation schedule and the DACs will review the applications at their December meetings with recommendations for funding allocations being brought forward to the TDC at their December meeting. Agreements will be placed on the January BOCC meeting agenda for final approval.

Project: **Website Provider RFP**  
Completion Date: October 2020  
Status: The current Agreement with Two Oceans Digital to provide website services expires on September 30, 2020. The TDC approved the Request for Proposals (RFP) at their February 4, 2020 meeting. The BOCC approved same at their February 19, 2020 meeting. The RFP was made available beginning March 2, 2020 with a deadline for receipt of responses of April 14, 2020. The Selection/Contract Negotiation Committee reviewed the responses received and moved approval to bring forward Two Oceans Digital to make presentations to the TDC at their meeting of June 10, 2020. The TDC moved approval to for the Selection/Contract Negotiation Committee to enter into contract negotiations with Two Oceans Digital at their meeting of June 10, 2020. The final contract will be brought forward to the TDC at their July 21, 2020 meeting. Upon approval of the contract by the TDC, the final contract is anticipated to be placed on the August 19, 2020 BOCC agenda for final approval.

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

Project: **FY 2021 Fishing Event Funding Agreements**  
Completion Date: October 2020  
Status: Recommendations for funding allocations will be placed on the July 21, 2020 TDC Agenda for approval. Staff will prepare the agreements and will place the completed agreements on the October 21, 2020 BOCC agenda for final approval.

Project: **FY 2021 Cultural Event Funding Agreements**  
Completion Date: October 2020  
Status: Recommendations for funding allocations will be placed on the July 21, 2020 TDC Agenda for approval. Staff will prepare the agreements and will place the completed agreements on the October 21, 2020 BOCC agenda for final approval.

Project: **FY 2021 Marketing Plan**  
Completion Date: October 2020  
Status: TDC Staff and Agencies of Record are working on the FY 2020 TDC Marketing Plan. The draft plan will be presented to the TDC at their meeting of July 21, 2020. After TDC approval, the Marketing Plan will be placed on the August 19, 2020 BOCC meeting agenda for final approval.

Agenda Item #

**L.2.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Director's Report

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Marketing Director

**DEADLINE DATE:** June 10, 2020

## Director's Report

Last year, Florida welcomed over 131 million visitors to the state, cementing tourism as a key driver in Florida's economy. With Covid shutting down the tourism industry and the resulting revenue deficit, it is no surprise that the Governor signed the State of Florida's FY 2021 budget providing \$50 million for VISIT FLORIDA. Additionally, legislation was passed providing a 3-year reauthorization of VISIT FLORIDA, therefore putting to rest the uneasiness regarding the organization's livelihood as well as providing the stability to start longer term marketing initiatives. Florida had been losing ground across several market segments, but most especially within the international market as other destinations used their robust marketing budgets to boost their presence across advertising, sales, and PR platforms. The approved budget will hopefully allow the state's tourism promotional arm to regain lost market share from its competitors as well as re-position Florida to the international sector once travel resumes.

As we attempt to look beyond the summer into our next fiscal year, a continuing level of uncertainty is the only statement that can be made with confidence. It is hard to know what tourism in the Florida Keys will look like in the fall, but I am certain that it will not resemble anything close to what has been our definition of 'normal'. Influencing factors in people's lives (i.e. work, school and social gatherings) continue to be directed by local, state, and federal guidelines therefore the predictability of late summer and fall travel will be difficult to forecast.

The marketing plan being presented for consideration reflects what we have been through, what we anticipate overcoming and what we hope to have behind us as we move forward into the fall season. Will we look the same as we did one year ago? No, and most likely we will remain in this state of flux until there is a vaccine. Thankfully, we have the flexibility to make necessary adjustments along the way. This is partly due to the longevity, depth of talent and crisis marketing experience within the organization to address the ever-changing situation.

### **Other Projects**

- Working on revised FY 2020 operational budget
- Working on the FY 2021 marketing plan
- Working on research projects
- Working on DAC appointments
- Working on DAC minutes
- Working on TDC Board meeting minutes
- Working on Advertising and PR Invoices

### **Advisory Committee Meetings**

- Attended DAC 5 Meeting in Key Largo 6/23
- Attended DAC 4 Meeting in Islamorada 6/23
- Attended DAC 2 Meeting in Big Pine Key 6/23
- Attended DAC 3 Meeting in Marathon 6/24
- Attended DAC 1 Meeting in Key West 6/24

### **Other Meetings**

- International Agencies of Record 6/15
- Cultural Umbrella 6/17
- Fishing Umbrella 6/17
- Visit FL Strategic Planning Meeting 6/29
- Panelist for American Traveler Trends Forum/Recovery Marketing 6/30
- TDC Staff Meetings
- TDC Agency of Record Meetings

Agenda Item #

**M.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Website Status Report

---

**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Two Oceans Digital

**DEADLINE DATE:** July 10, 2020

# The Florida Keys & Key West

... come as you are®

Website Status Report  
Fla-Keys.com

May 2020 Data for the  
July 21, 2020 TDC Meeting



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

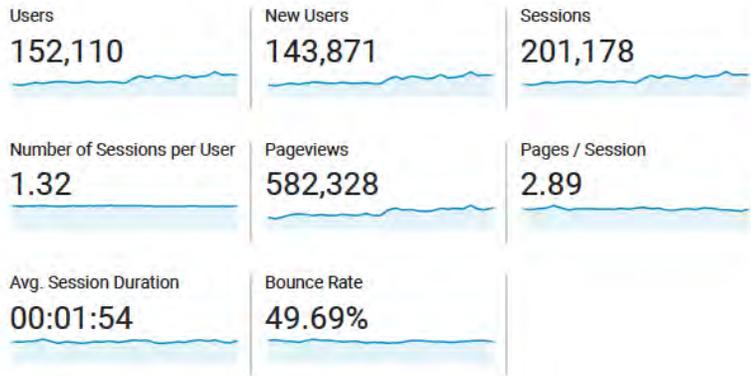
## Section 1: Website Traffic Report Website Traffic Overview

### Audience Overview

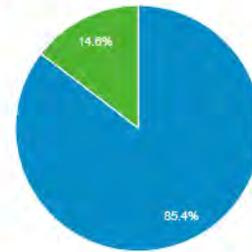
All Users  
100.00% Users

May 1, 2020 - May 31, 2020

#### Overview



■ 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%

# The Florida Keys & Key West

come as you are®

## Website Traffic Sources

### All Traffic

All Users  
100.00% Users

May 1, 2020 - May 31, 2020

#### Explorer

#### Summary



Source / Medium	Users	Users	Contribution to total:
	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

May 1, 2020 - May 31, 2020

All Users  
100.00% Pageviews

#### Explorer

#### Pageviews



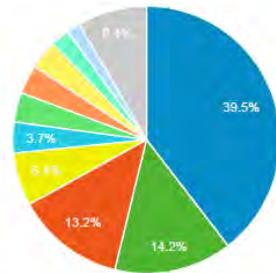
#### Page path level 1

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%



## Device Usage

### Overview

All Users  
100.00% Users

May 1, 2020 - May 31, 2020

#### Explorer

Summary



#### Device Category

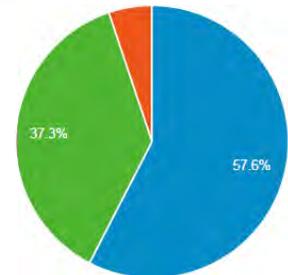
Users

Users

Contribution to total:

Users

Device Category	Users	% of Total	Users	% of Total
1. mobile	87,670	57.56%	87,670	57.56%
2. desktop	56,789	37.29%	56,789	37.29%
3. tablet	7,840	5.15%	7,840	5.15%



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

## Section 2: Geographic Data on Website Visitors



Google Analytics



01\_TDC\_01\_World

All Users  
100.00% Users

May 1, 2020 - May 31, 2020

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>152,110</b> % of Total: 100.00% (152,110)	<b>201,178</b> % of Total: 100.00% (201,178)	<b>2.89</b> Avg for View: 2.89 (0.00%)	<b>00:01:54</b> Avg for View: 00:01:54 (0.00%)	<b>71.56%</b> Avg for View: 71.51% (0.07%)	<b>49.69%</b> Avg for View: 49.69% (0.00%)
1. United States	<b>143,348</b> (94.26%)	<b>189,366</b> (94.13%)	2.88	00:01:53	71.75%	49.71%
2. United Kingdom	<b>1,962</b> (1.29%)	<b>2,600</b> (1.29%)	3.30	00:02:05	69.85%	45.54%
3. Canada	<b>1,816</b> (1.19%)	<b>2,558</b> (1.27%)	3.70	00:02:30	64.78%	44.14%
4. Germany	<b>904</b> (0.59%)	<b>1,336</b> (0.66%)	3.16	00:01:49	61.60%	43.41%
5. France	<b>369</b> (0.24%)	<b>445</b> (0.22%)	2.22	00:01:27	77.98%	63.37%
6. Netherlands	<b>241</b> (0.16%)	<b>650</b> (0.32%)	2.88	00:04:34	34.77%	38.92%
7. Italy	<b>223</b> (0.15%)	<b>256</b> (0.13%)	3.45	00:01:24	83.20%	52.73%
8. Australia	<b>185</b> (0.12%)	<b>213</b> (0.11%)	2.07	00:01:17	84.51%	59.62%
9. India	<b>161</b> (0.11%)	<b>190</b> (0.09%)	3.11	00:01:57	82.11%	59.47%
10. Poland	<b>142</b> (0.09%)	<b>169</b> (0.08%)	2.36	00:00:57	74.56%	61.54%
11. Brazil	<b>130</b> (0.09%)	<b>152</b> (0.08%)	2.11	00:00:57	78.95%	58.55%
12. Switzerland	<b>127</b> (0.08%)	<b>153</b> (0.08%)	4.25	00:02:17	77.78%	44.44%
13. Greece	<b>120</b> (0.08%)	<b>133</b> (0.07%)	2.80	00:01:06	88.72%	46.62%
14. Sweden	<b>97</b> (0.06%)	<b>130</b> (0.06%)	2.47	00:01:15	64.62%	38.46%
15. Belgium	<b>95</b> (0.06%)	<b>145</b> (0.07%)	4.22	00:02:56	60.69%	36.55%
16. Ireland	<b>88</b> (0.06%)	<b>96</b> (0.05%)	2.56	00:00:59	83.33%	58.33%
17. Russia	<b>86</b> (0.06%)	<b>108</b> (0.05%)	2.96	00:02:33	73.15%	57.41%
18. Spain	<b>84</b> (0.06%)	<b>91</b> (0.05%)	3.14	00:01:07	92.31%	59.34%
19. Philippines	<b>75</b> (0.05%)	<b>96</b> (0.05%)	2.18	00:00:51	75.00%	80.21%
20. Mexico	<b>74</b> (0.05%)	<b>77</b> (0.04%)	1.73	00:00:15	90.91%	76.62%
21. Austria	<b>73</b> (0.05%)	<b>99</b> (0.05%)	2.89	00:01:31	68.69%	50.51%
22. Norway	<b>71</b> (0.05%)	<b>84</b> (0.04%)	2.93	00:01:31	80.95%	47.62%
23. Japan	<b>69</b> (0.05%)	<b>80</b> (0.04%)	2.02	00:01:21	81.25%	66.25%
24. Argentina	<b>65</b> (0.04%)	<b>97</b> (0.05%)	3.42	00:03:13	61.86%	51.55%

25.	Czechia	64 (0.04%)	102 (0.05%)	4.51	00:02:56	53.92%	39.22%
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Rows 1 - 25 of 158

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01\_TDC\_02\_Usa

ALL » COUNTRY: United States

May 1, 2020 - May 31, 2020

**All Users**  
94.24% Users

Map Overlay

Site Usage



45 | 51,907

Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>143,348</b> % of Total: 94.24% (152,110)	<b>189,366</b> % of Total: 94.13% (201,178)	<b>2.88</b> Avg for View: 2.89 (-0.54%)	<b>00:01:53</b> Avg for View: 00:01:54 (-0.85%)	<b>71.75%</b> Avg for View: 71.51% (0.33%)	<b>49.71%</b> Avg for View: 49.69% (0.05%)
1. Florida	<b>51,907</b> (35.86%)	<b>64,799</b> (34.22%)	2.52	00:01:35	76.14%	52.63%
2. Texas	<b>11,847</b> (8.18%)	<b>13,569</b> (7.17%)	2.48	00:01:21	83.94%	57.03%
3. Georgia	<b>9,324</b> (6.44%)	<b>10,932</b> (5.77%)	2.53	00:01:29	80.24%	52.50%
4. North Carolina	<b>7,139</b> (4.93%)	<b>8,932</b> (4.72%)	2.54	00:01:32	75.17%	55.96%
5. New York	<b>4,792</b> (3.31%)	<b>6,856</b> (3.62%)	3.21	00:02:35	64.70%	47.01%
6. Pennsylvania	<b>4,660</b> (3.22%)	<b>7,178</b> (3.79%)	3.68	00:02:32	58.86%	39.70%
7. Tennessee	<b>4,247</b> (2.93%)	<b>5,418</b> (2.86%)	2.72	00:01:37	73.77%	50.63%
8. New Jersey	<b>4,079</b> (2.82%)	<b>6,276</b> (3.31%)	3.76	00:02:43	59.69%	43.48%
9. Ohio	<b>4,009</b> (2.77%)	<b>6,045</b> (3.19%)	3.70	00:02:36	60.17%	40.83%
10. Illinois	<b>3,921</b> (2.71%)	<b>5,916</b> (3.12%)	3.45	00:02:18	60.78%	41.73%
11. Virginia	<b>3,295</b> (2.28%)	<b>4,265</b> (2.25%)	2.90	00:01:57	71.98%	47.64%
12. South Carolina	<b>3,028</b> (2.09%)	<b>3,744</b> (1.98%)	2.77	00:01:47	75.77%	51.52%
13. California	<b>2,990</b> (2.07%)	<b>3,748</b> (1.98%)	2.73	00:02:09	76.79%	51.92%
14. Michigan	<b>2,646</b> (1.83%)	<b>4,232</b> (2.23%)	3.47	00:02:30	56.14%	43.05%
15. Massachusetts	<b>2,385</b> (1.65%)	<b>3,426</b> (1.81%)	3.61	00:02:28	63.66%	42.03%
16. Alabama	<b>2,074</b> (1.43%)	<b>2,571</b> (1.36%)	2.86	00:01:48	76.43%	48.35%
17. Maryland	<b>1,895</b> (1.31%)	<b>2,784</b> (1.47%)	3.41	00:02:14	61.93%	43.86%
18. Indiana	<b>1,794</b> (1.24%)	<b>2,593</b> (1.37%)	3.89	00:02:38	62.48%	40.92%
19. Missouri	<b>1,455</b> (1.01%)	<b>1,924</b> (1.02%)	3.17	00:02:09	70.43%	46.05%
20. Kentucky	<b>1,378</b> (0.95%)	<b>1,908</b> (1.01%)	3.21	00:02:06	66.46%	42.66%
21. Wisconsin	<b>1,292</b> (0.89%)	<b>1,885</b> (1.00%)	3.45	00:02:16	61.06%	46.58%
22. Colorado	<b>1,264</b> (0.87%)	<b>2,020</b> (1.07%)	3.00	00:02:05	58.51%	46.09%
23. Louisiana	<b>1,217</b> (0.84%)	<b>1,641</b> (0.87%)	3.02	00:02:14	70.26%	49.42%

24.	Minnesota	1,159 (0.80%)	1,754 (0.93%)	3.46	00:02:10	59.86%	44.36%
25.	Connecticut	1,113 (0.77%)	1,591 (0.84%)	3.14	00:01:53	63.67%	46.57%
26.	Washington	936 (0.65%)	1,272 (0.67%)	3.37	00:02:29	69.89%	50.00%
27.	Arizona	845 (0.58%)	1,092 (0.58%)	3.10	00:02:07	73.81%	47.44%
28.	Iowa	711 (0.49%)	987 (0.52%)	2.96	00:02:01	64.94%	44.28%
29.	Oklahoma	663 (0.46%)	819 (0.43%)	3.22	00:02:07	75.82%	44.08%
30.	Arkansas	604 (0.42%)	782 (0.41%)	2.98	00:02:12	72.63%	47.19%
31.	Mississippi	525 (0.36%)	709 (0.37%)	2.90	00:02:13	69.68%	47.67%
32.	(not set)	517 (0.36%)	530 (0.28%)	1.31	00:00:13	96.79%	93.02%
33.	Kansas	497 (0.34%)	671 (0.35%)	3.00	00:01:36	69.15%	50.82%
34.	Oregon	475 (0.33%)	534 (0.28%)	2.56	00:01:45	86.33%	61.24%
35.	New Hampshire	470 (0.32%)	741 (0.39%)	3.16	00:02:27	56.28%	49.80%
36.	Delaware	441 (0.30%)	606 (0.32%)	3.29	00:02:02	64.36%	38.78%
37.	West Virginia	416 (0.29%)	608 (0.32%)	3.75	00:02:52	62.17%	32.57%
38.	Rhode Island	365 (0.25%)	573 (0.30%)	3.23	00:02:47	58.29%	39.97%
39.	Nebraska	363 (0.25%)	479 (0.25%)	3.97	00:02:18	70.15%	42.59%
40.	Utah	359 (0.25%)	483 (0.26%)	2.85	00:01:51	68.53%	47.62%
41.	Nevada	324 (0.22%)	440 (0.23%)	2.45	00:01:45	69.09%	56.36%
42.	Maine	264 (0.18%)	458 (0.24%)	2.96	00:01:49	51.53%	46.72%
43.	Idaho	169 (0.12%)	219 (0.12%)	3.30	00:02:13	73.97%	40.64%
44.	New Mexico	165 (0.11%)	309 (0.16%)	2.27	00:01:58	49.51%	59.87%
45.	Wyoming	152 (0.10%)	215 (0.11%)	1.81	00:01:06	68.37%	64.65%
46.	South Dakota	111 (0.08%)	127 (0.07%)	5.42	00:04:15	80.31%	41.73%
47.	Vermont	100 (0.07%)	157 (0.08%)	4.77	00:04:03	52.87%	40.76%
48.	Montana	99 (0.07%)	131 (0.07%)	2.19	00:01:24	70.99%	57.25%
49.	North Dakota	99 (0.07%)	208 (0.11%)	3.52	00:03:45	43.75%	37.02%
50.	District of Columbia	91 (0.06%)	107 (0.06%)	2.21	00:01:13	81.31%	52.34%

01\_TDC\_03\_Fla

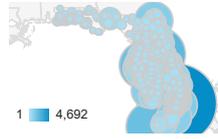
ALL » COUNTRY: United States » REGION: Florida

May 1, 2020 - May 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>51,907</b> % of Total: 34.12% (152,110)	<b>64,799</b> % of Total: 32.21% (201,178)	<b>2.52</b> Avg for View: 2.89 (-12.92%)	<b>00:01:35</b> Avg for View: 00:01:54 (-17.03%)	<b>76.14%</b> Avg for View: 71.51% (6.47%)	<b>52.63%</b> Avg for View: 49.69% (5.92%)
1. Hialeah	<b>4,692</b> (8.88%)	5,310 (8.19%)	2.09	00:00:57	81.54%	59.59%
2. Orlando	<b>2,180</b> (4.13%)	2,457 (3.79%)	2.27	00:01:10	82.17%	57.55%
3. Key West	<b>1,787</b> (3.38%)	2,924 (4.51%)	2.73	00:02:46	52.80%	48.67%
4. Brandon	<b>1,709</b> (3.24%)	1,940 (2.99%)	2.23	00:01:11	81.91%	57.32%
5. (not set)	<b>1,196</b> (2.26%)	1,475 (2.28%)	2.49	00:01:33	76.68%	52.07%
6. Miami	<b>1,111</b> (2.10%)	1,284 (1.98%)	2.24	00:01:15	79.60%	58.64%
7. Jacksonville	<b>1,014</b> (1.92%)	1,300 (2.01%)	2.48	00:01:40	73.85%	49.62%
8. Cape Coral	<b>945</b> (1.79%)	1,293 (2.00%)	2.57	00:01:29	67.75%	50.19%
9. Key Largo	<b>913</b> (1.73%)	1,353 (2.09%)	2.62	00:02:00	58.24%	46.49%
10. Kissimmee	<b>713</b> (1.35%)	783 (1.21%)	2.16	00:01:02	85.95%	59.51%
11. Tampa	<b>711</b> (1.35%)	823 (1.27%)	2.44	00:01:42	83.11%	52.86%
12. Port St. Lucie	<b>545</b> (1.03%)	692 (1.07%)	2.80	00:01:37	75.72%	46.24%
13. St. Petersburg	<b>543</b> (1.03%)	626 (0.97%)	2.44	00:01:22	81.63%	50.80%
14. Bay Lake	<b>534</b> (1.01%)	578 (0.89%)	2.33	00:01:15	84.60%	54.67%
15. Marathon	<b>512</b> (0.97%)	784 (1.21%)	3.47	00:03:54	54.97%	42.35%
16. North Naples	<b>504</b> (0.95%)	617 (0.95%)	2.61	00:01:37	72.77%	52.84%
17. Bradenton	<b>456</b> (0.86%)	549 (0.85%)	2.36	00:01:20	75.96%	53.19%
18. Hollywood	<b>448</b> (0.85%)	508 (0.78%)	2.30	00:01:25	84.25%	53.94%
19. Ocala	<b>436</b> (0.83%)	536 (0.83%)	2.62	00:01:38	75.93%	47.39%
20. Palm Beach Gardens	<b>420</b> (0.80%)	492 (0.76%)	2.68	00:01:25	82.93%	50.00%
21. Boca Raton	<b>366</b> (0.69%)	464 (0.72%)	2.79	00:01:44	71.98%	47.84%
22. Doral	<b>365</b> (0.69%)	417 (0.64%)	2.06	00:01:40	81.06%	60.19%
23. Pompano Beach	<b>357</b> (0.68%)	445 (0.69%)	2.72	00:01:36	73.48%	48.99%

24. Davie	<b>354</b> (0.67%)	<b>444</b> (0.69%)	3.04	00:01:43	74.10%	51.80%
25. Miramar	<b>340</b> (0.64%)	<b>389</b> (0.60%)	2.05	00:00:51	82.01%	59.64%
26. Plantation	<b>334</b> (0.63%)	<b>406</b> (0.63%)	2.38	00:01:08	75.86%	57.14%
27. Melbourne	<b>332</b> (0.63%)	<b>389</b> (0.60%)	3.28	00:01:54	80.21%	45.24%
28. Lakeland	<b>321</b> (0.61%)	<b>368</b> (0.57%)	2.12	00:01:03	82.61%	54.62%
29. Bellair-Meadowbrook Terrace	<b>317</b> (0.60%)	<b>348</b> (0.54%)	2.37	00:01:08	86.21%	58.62%
30. The Villages	<b>310</b> (0.59%)	<b>547</b> (0.84%)	2.45	00:02:19	54.48%	44.24%
31. Gainesville	<b>303</b> (0.57%)	<b>377</b> (0.58%)	2.59	00:01:45	74.54%	54.91%
32. Palm Coast	<b>297</b> (0.56%)	<b>344</b> (0.53%)	2.53	00:01:28	81.40%	47.67%
33. Spring Hill	<b>297</b> (0.56%)	<b>391</b> (0.60%)	3.79	00:04:18	71.61%	49.62%
34. Tallahassee	<b>292</b> (0.55%)	<b>366</b> (0.56%)	2.68	00:01:47	75.68%	54.64%
35. Homestead	<b>284</b> (0.54%)	<b>343</b> (0.53%)	2.43	00:01:38	78.43%	49.85%
36. Wellington	<b>282</b> (0.53%)	<b>340</b> (0.52%)	2.46	00:01:15	80.29%	50.00%
37. Boynton Beach	<b>281</b> (0.53%)	<b>317</b> (0.49%)	2.41	00:01:22	83.28%	50.16%
38. Palm Bay	<b>280</b> (0.53%)	<b>347</b> (0.54%)	2.87	00:01:39	75.79%	44.09%
39. Boca Del Mar	<b>278</b> (0.53%)	<b>316</b> (0.49%)	2.04	00:01:02	84.81%	62.03%
40. Greenacres	<b>270</b> (0.51%)	<b>329</b> (0.51%)	2.50	00:01:07	77.51%	57.75%
41. Four Corners	<b>268</b> (0.51%)	<b>419</b> (0.65%)	2.88	00:02:21	61.10%	42.96%
42. Altamonte Springs	<b>262</b> (0.50%)	<b>329</b> (0.51%)	2.99	00:02:25	75.99%	46.50%
43. Fontainebleau	<b>260</b> (0.49%)	<b>289</b> (0.45%)	1.95	00:00:38	83.74%	61.59%
44. Clearwater	<b>257</b> (0.49%)	<b>329</b> (0.51%)	2.86	00:01:23	73.25%	41.64%
45. Pinellas Park	<b>250</b> (0.47%)	<b>280</b> (0.43%)	2.61	00:01:38	83.93%	53.57%
46. Port Orange	<b>249</b> (0.47%)	<b>294</b> (0.45%)	2.39	00:01:14	80.95%	55.10%
47. Sanford	<b>245</b> (0.46%)	<b>270</b> (0.42%)	2.20	00:01:07	86.30%	54.44%
48. Winter Park	<b>245</b> (0.46%)	<b>323</b> (0.50%)	2.15	00:01:22	73.68%	56.04%
49. Cutler Bay	<b>243</b> (0.46%)	<b>309</b> (0.48%)	2.34	00:02:12	75.08%	45.95%
50. Kendall	<b>243</b> (0.46%)	<b>323</b> (0.50%)	2.26	00:01:22	70.59%	49.54%

# 01\_TDC\_04\_Can

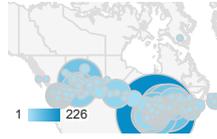
ALL » COUNTRY: Canada

May 1, 2020 - May 31, 2020

All Users  
1.19% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>1,816</b> % of Total: 1.19% (152,110)	<b>2,558</b> % of Total: 1.27% (201,178)	<b>3.70</b> Avg for View: 2.89 (27.90%)	<b>00:02:30</b> Avg for View: 00:01:54 (31.45%)	<b>64.78%</b> Avg for View: 71.51% (-9.42%)	<b>44.14%</b> Avg for View: 49.69% (-11.17%)
1. Toronto	<b>226</b> (12.26%)	273 (10.67%)	3.48	00:01:46	73.99%	47.25%
2. Ottawa	<b>79</b> (4.29%)	99 (3.87%)	3.01	00:02:38	72.73%	42.42%
3. Montreal	<b>77</b> (4.18%)	142 (5.55%)	2.02	00:01:00	50.70%	68.31%
4. Edmonton	<b>74</b> (4.02%)	82 (3.21%)	2.66	00:01:39	89.02%	67.07%
5. (not set)	<b>72</b> (3.91%)	97 (3.79%)	3.67	00:03:19	74.23%	39.18%
6. Hamilton	<b>70</b> (3.80%)	140 (5.47%)	4.28	00:04:20	38.57%	31.43%
7. Sarnia	<b>45</b> (2.44%)	58 (2.27%)	5.81	00:04:32	74.14%	15.52%
8. London	<b>43</b> (2.33%)	57 (2.23%)	2.60	00:00:51	66.67%	56.14%
9. Calgary	<b>41</b> (2.22%)	46 (1.80%)	2.74	00:00:41	84.78%	54.35%
10. Mississauga	<b>38</b> (2.06%)	48 (1.88%)	2.69	00:01:55	68.75%	45.83%
11. Quebec City	<b>37</b> (2.01%)	47 (1.84%)	3.70	00:01:39	70.21%	57.45%
12. Winnipeg	<b>32</b> (1.74%)	36 (1.41%)	2.42	00:01:42	83.33%	47.22%
13. Markham	<b>29</b> (1.57%)	44 (1.72%)	12.05	00:10:44	47.73%	15.91%
14. Burlington	<b>24</b> (1.30%)	40 (1.56%)	2.72	00:01:18	50.00%	42.50%
15. Kitchener	<b>24</b> (1.30%)	28 (1.09%)	6.11	00:02:19	67.86%	35.71%
16. Vancouver	<b>22</b> (1.19%)	26 (1.02%)	1.96	00:01:12	73.08%	53.85%
17. Vaughan	<b>22</b> (1.19%)	23 (0.90%)	3.04	00:02:30	95.65%	39.13%
18. Surrey	<b>21</b> (1.14%)	23 (0.90%)	2.43	00:00:55	86.96%	56.52%
19. Windsor	<b>21</b> (1.14%)	29 (1.13%)	3.38	00:02:05	65.52%	37.93%
20. Brampton	<b>20</b> (1.09%)	25 (0.98%)	1.96	00:00:33	48.00%	60.00%
21. Oakville	<b>20</b> (1.09%)	21 (0.82%)	3.05	00:01:51	95.24%	42.86%
22. Niagara Falls	<b>19</b> (1.03%)	23 (0.90%)	5.39	00:04:49	73.91%	17.39%
23. Laval	<b>19</b> (1.03%)	22 (0.86%)	3.05	00:01:16	86.36%	50.00%

24. Terrebonne	17 (0.92%)	24 (0.94%)	2.92	00:01:14	70.83%	45.83%
25. Burnaby	15 (0.81%)	20 (0.78%)	5.50	00:02:50	75.00%	35.00%

Rows 1 - 25 of 273

01\_TDC\_05\_UK

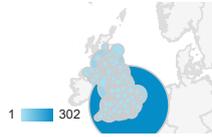
ALL » COUNTRY: United Kingdom

May 1, 2020 - May 31, 2020

All Users  
1.29% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>1,962</b> % of Total: 1.29% (152,110)	<b>2,600</b> % of Total: 1.29% (201,178)	<b>3.30</b> Avg for View: 2.89 (14.15%)	<b>00:02:05</b> Avg for View: 00:01:54 (9.25%)	<b>69.85%</b> Avg for View: 71.51% (-2.33%)	<b>45.54%</b> Avg for View: 49.69% (-8.35%)
1. London	<b>302</b> (15.13%)	<b>345</b> (13.27%)	2.45	00:01:17	80.87%	53.33%
2. (not set)	<b>256</b> (12.83%)	<b>343</b> (13.19%)	3.38	00:02:34	65.89%	45.77%
3. Birmingham	<b>39</b> (1.95%)	<b>53</b> (2.04%)	4.13	00:02:34	66.04%	47.17%
4. Glasgow	<b>37</b> (1.85%)	<b>46</b> (1.77%)	2.74	00:01:43	65.22%	56.52%
5. Liverpool	<b>35</b> (1.75%)	<b>39</b> (1.50%)	3.05	00:01:22	87.18%	43.59%
6. Edinburgh	<b>34</b> (1.70%)	<b>40</b> (1.54%)	2.65	00:02:56	82.50%	55.00%
7. Leeds	<b>30</b> (1.50%)	<b>34</b> (1.31%)	2.74	00:02:04	85.29%	47.06%
8. Bristol	<b>28</b> (1.40%)	<b>32</b> (1.23%)	2.56	00:00:45	84.38%	53.12%
9. Nottingham	<b>22</b> (1.10%)	<b>25</b> (0.96%)	3.20	00:03:07	68.00%	48.00%
10. Manchester	<b>21</b> (1.05%)	<b>24</b> (0.92%)	2.50	00:00:50	75.00%	58.33%
11. Bolton	<b>20</b> (1.00%)	<b>55</b> (2.12%)	6.11	00:02:35	32.73%	21.82%
12. Cardiff	<b>20</b> (1.00%)	<b>22</b> (0.85%)	2.82	00:01:41	86.36%	50.00%
13. Norwich	<b>17</b> (0.85%)	<b>17</b> (0.65%)	4.00	00:03:18	94.12%	23.53%
14. Newcastle upon Tyne	<b>16</b> (0.80%)	<b>21</b> (0.81%)	4.05	00:03:07	61.90%	33.33%
15. Sheffield	<b>15</b> (0.75%)	<b>20</b> (0.77%)	3.15	00:02:59	65.00%	65.00%
16. Slough	<b>15</b> (0.75%)	<b>18</b> (0.69%)	2.94	00:01:23	77.78%	33.33%
17. Stoke-on-Trent	<b>15</b> (0.75%)	<b>19</b> (0.73%)	3.47	00:01:42	68.42%	57.89%
18. Basingstoke	<b>14</b> (0.70%)	<b>15</b> (0.58%)	2.53	00:00:46	86.67%	53.33%
19. Exeter	<b>14</b> (0.70%)	<b>15</b> (0.58%)	2.33	00:01:04	86.67%	60.00%
20. Coventry	<b>12</b> (0.60%)	<b>13</b> (0.50%)	2.77	00:03:51	92.31%	53.85%
21. Watford	<b>12</b> (0.60%)	<b>15</b> (0.58%)	4.67	00:02:16	73.33%	26.67%
22. Bournemouth	<b>11</b> (0.55%)	<b>16</b> (0.62%)	2.00	00:02:19	68.75%	56.25%
23. Burton upon Trent	<b>11</b> (0.55%)	<b>23</b> (0.88%)	3.61	00:01:07	47.83%	39.13%

24. Chelmsford	11 (0.55%)	14 (0.54%)	2.07	00:01:17	64.29%	57.14%
25. Northampton	11 (0.55%)	12 (0.46%)	3.67	00:01:25	91.67%	25.00%

Rows 1 - 25 of 383

# The Florida Keys & Key West

... come as you are®

Website Status Report  
Fla-Keys.com

June 2020 Data for the  
July 21, 2020 TDC Meeting



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

## Section 1: Website Traffic Report Website Traffic Overview

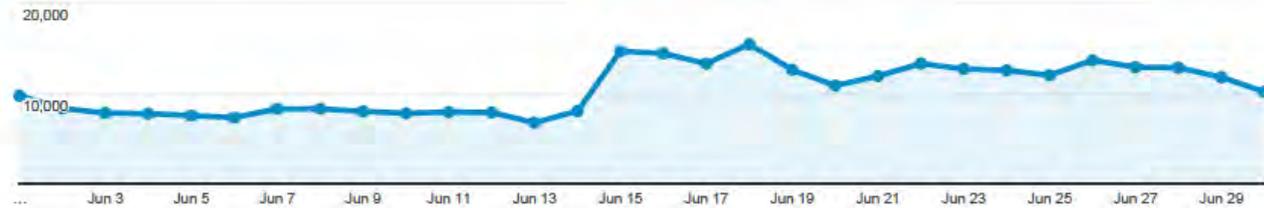
### Audience Overview

All Users  
100.00% Users

Jun 1, 2020 - Jun 30, 2020

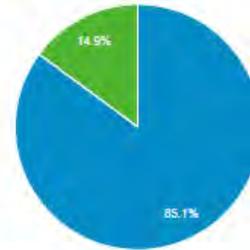
#### Overview

Users



Users <b>274,301</b>	New Users <b>258,241</b>	Sessions <b>351,326</b>
Number of Sessions per User <b>1.28</b>	Pageviews <b>885,519</b>	Pages / Session <b>2.52</b>
Avg. Session Duration <b>00:01:40</b>	Bounce Rate <b>55.44%</b>	

New Visitor Returning Visitor



Language	Users	% Users
1. en-us	136,802	50.26%
2. en	118,659	43.60%
3. es-419	3,719	1.37%
4. es-us	3,150	1.16%
5. en-gb	3,011	1.11%
6. es-xl	919	0.34%
7. de-de	481	0.18%
8. de	476	0.17%
9. es-es	440	0.16%
10. en-ca	438	0.16%

# The Florida Keys & Key West

come as you are®

## Website Traffic Sources

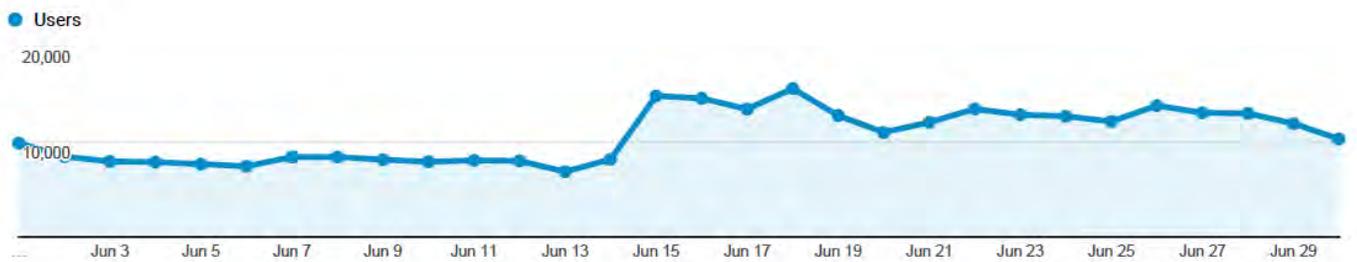
### All Traffic

All Users  
100.00% Users

Jun 1, 2020 - Jun 30, 2020

#### Explorer

#### Summary



Source / Medium	Users	Users	Contribution to total:
	274,301 % of Total: 100.00% (274,301)	274,301 % of Total: 100.00% (274,301)	
1. google / organic	78,883	27.95%	
2. (direct) / (none)	44,653	15.82%	
3. visitflorida.com / referral	20,215	7.16%	
4. Facebook_Instagram / Feeds_Stories	18,126	6.42%	
5. m.facebook.com / referral	17,269	6.12%	
6. FacebookInstagram / feedandstories	10,365	3.67%	
7. google / cpc	9,846	3.49%	
8. FacebookInstagram / FeedandStories	7,529	2.67%	
9. bing / organic	6,976	2.47%	
10. Facebook_Insatagram_Paid_Ad / Facebook_Feed Instagram_Feed_Instagram_Stories	6,942	2.46%	

# The Florida Keys & Key West

come as you are®

## Most Visited Sections of Website

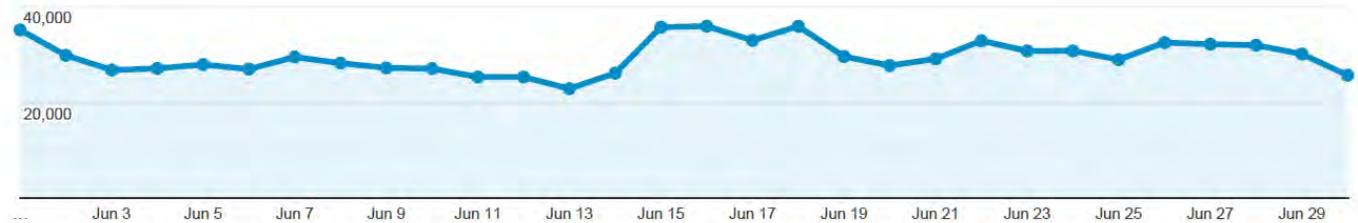
### Content Drilldown

Jun 1, 2020 - Jun 30, 2020

All Users  
100.00% Pageviews

Explorer

Pageviews



Page path level 1

Pageviews

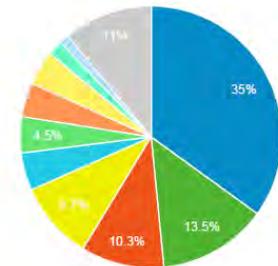
Pageviews

Contribution to total: Pageviews

885,519  
% of Total: 100.00% (885,519)

885,519  
% of Total: 100.00% (885,519)

Rank	Page Path	Pageviews	Contribution to Total (%)
1.	/webcams/	309,727	34.98%
2.	/news/	119,300	13.47%
3.	/	90,800	10.25%
4.	/key-west/	85,549	9.66%
5.	/islamorada/	41,307	4.66%
6.	/key-largo/	39,433	4.45%
7.	/lower-keys/	37,611	4.25%
8.	/marathon/	37,460	4.23%
9.	/calendar/	16,639	1.88%
10.	/arts-culture/	10,163	1.15%



## Device Usage

### Overview

Jun 1, 2020 - Jun 30, 2020

**All Users**  
100.00% Users

#### Explorer

#### Summary



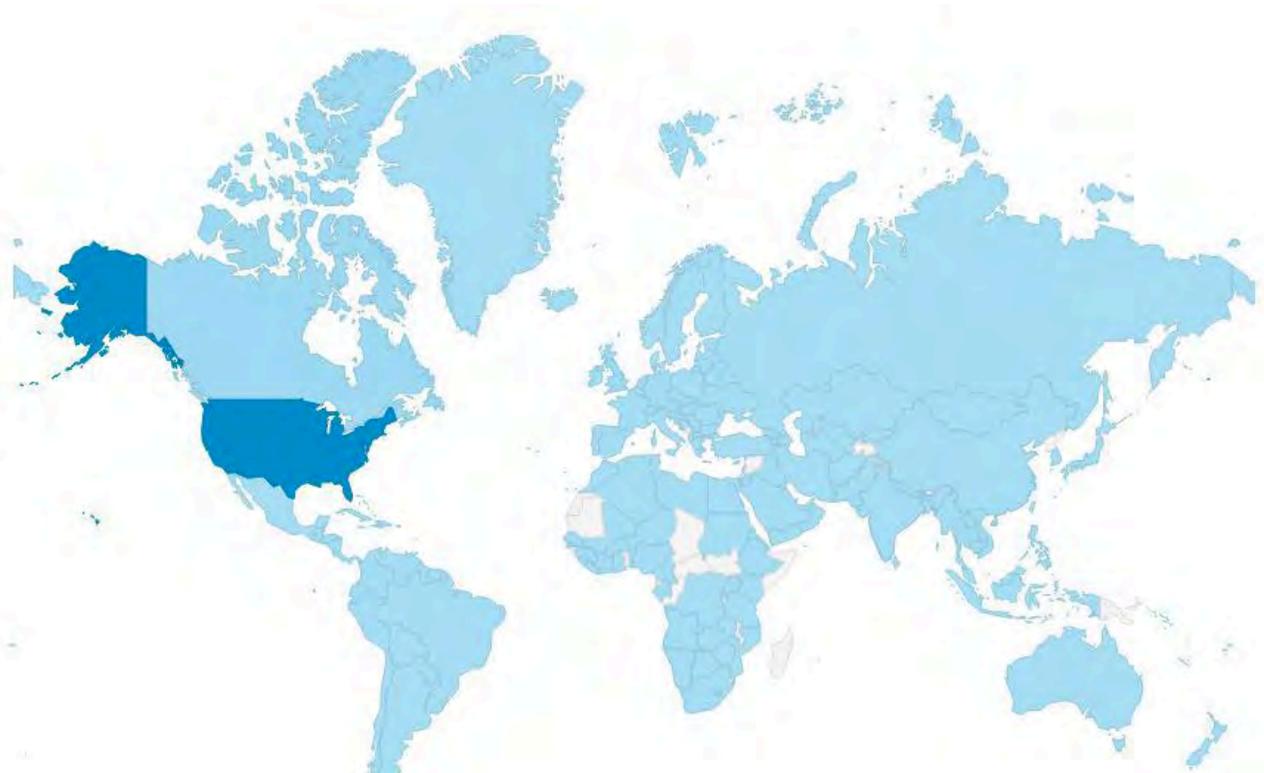
Device Category	Users	Users	Contribution to total:
	<b>274,301</b> % of Total: 100.00% (274,301)	<b>274,301</b> % of Total: 100.00% (274,301)	
1. <span style="color: blue;">■</span> mobile	<b>181,477</b>	66.33%	
2. <span style="color: green;">■</span> desktop	<b>78,297</b>	28.62%	
3. <span style="color: red;">■</span> tablet	<b>13,828</b>	5.05%	

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

## Section 2: Geographic Data on Website Visitors



Google Analytics



01\_TDC\_01\_World

All Users  
100.00% Users

Jun 1, 2020 - Jun 30, 2020

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>274,301</b> % of Total: 100.00% (274,301)	<b>351,326</b> % of Total: 100.00% (351,326)	<b>2.52</b> Avg for View: 2.52 (0.00%)	<b>00:01:40</b> Avg for View: 00:01:40 (0.00%)	<b>73.54%</b> Avg for View: 73.50% (0.05%)	<b>55.44%</b> Avg for View: 55.44% (0.00%)
1. United States	<b>264,542</b> (96.68%)	339,111 (96.52%)	2.51	00:01:39	73.69%	55.54%
2. United Kingdom	<b>2,117</b> (0.77%)	2,764 (0.79%)	3.13	00:01:59	70.95%	46.78%
3. Canada	<b>1,574</b> (0.58%)	2,280 (0.65%)	3.41	00:02:28	62.76%	47.24%
4. Germany	<b>861</b> (0.31%)	1,188 (0.34%)	3.18	00:02:01	65.74%	46.97%
5. India	<b>251</b> (0.09%)	298 (0.08%)	1.87	00:01:43	82.21%	70.47%
6. Netherlands	<b>249</b> (0.09%)	747 (0.21%)	2.90	00:05:22	30.12%	42.17%
7. France	<b>236</b> (0.09%)	320 (0.09%)	2.50	00:01:27	69.38%	55.31%
8. Australia	<b>208</b> (0.08%)	233 (0.07%)	1.89	00:00:51	86.70%	63.95%
9. Brazil	<b>171</b> (0.06%)	201 (0.06%)	3.32	00:02:55	80.10%	56.22%
10. Pakistan	<b>163</b> (0.06%)	183 (0.05%)	1.63	00:01:01	88.52%	65.57%
11. Italy	<b>150</b> (0.05%)	162 (0.05%)	3.31	00:01:17	83.33%	58.02%
12. Switzerland	<b>126</b> (0.05%)	158 (0.04%)	3.14	00:01:37	74.05%	51.90%
13. Mexico	<b>124</b> (0.05%)	135 (0.04%)	1.67	00:00:50	89.63%	70.37%
14. Puerto Rico	<b>115</b> (0.04%)	121 (0.03%)	1.50	00:00:20	93.39%	72.73%
15. Ireland	<b>108</b> (0.04%)	120 (0.03%)	3.08	00:01:55	86.67%	49.17%
16. Poland	<b>106</b> (0.04%)	125 (0.04%)	2.68	00:01:44	77.60%	52.00%
17. Spain	<b>96</b> (0.04%)	108 (0.03%)	2.19	00:01:24	87.04%	66.67%
18. Norway	<b>93</b> (0.03%)	101 (0.03%)	2.42	00:01:49	83.17%	59.41%
19. Russia	<b>92</b> (0.03%)	111 (0.03%)	3.06	00:02:33	73.87%	54.95%
20. Sweden	<b>91</b> (0.03%)	127 (0.04%)	2.43	00:01:30	66.93%	47.24%
21. Denmark	<b>79</b> (0.03%)	111 (0.03%)	1.92	00:00:59	67.57%	69.37%
22. Philippines	<b>79</b> (0.03%)	96 (0.03%)	1.74	00:01:45	80.21%	71.88%
23. Austria	<b>75</b> (0.03%)	102 (0.03%)	2.48	00:01:05	68.63%	54.90%
24. Japan	<b>75</b> (0.03%)	97 (0.03%)	2.55	00:01:06	74.23%	62.89%

25. (not set)	<b>75</b> (0.03%)	<b>79</b> (0.02%)	2.06	00:01:35	86.08%	59.49%
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Rows 1 - 25 of 167

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ALL » COUNTRY: United States

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>264,542</b> % of Total: 96.44% (274,301)	<b>339,111</b> % of Total: 96.52% (351,326)	<b>2.51</b> Avg for View: 2.52 (-0.49%)	<b>00:01:39</b> Avg for View: 00:01:40 (-1.04%)	<b>73.69%</b> Avg for View: 73.50% (0.25%)	<b>55.54%</b> Avg for View: 55.44% (0.18%)
1. Florida	<b>101,825</b> (38.37%)	127,721 (37.66%)	2.33	00:01:27	75.47%	57.15%
2. Texas	<b>22,264</b> (8.39%)	26,906 (7.93%)	2.15	00:01:14	79.97%	62.33%
3. Georgia	<b>21,994</b> (8.29%)	25,675 (7.57%)	2.05	00:01:03	81.64%	63.24%
4. North Carolina	<b>15,069</b> (5.68%)	18,067 (5.33%)	2.16	00:01:13	78.68%	63.51%
5. Tennessee	<b>9,108</b> (3.43%)	11,089 (3.27%)	2.15	00:01:07	78.13%	61.50%
6. New York	<b>7,858</b> (2.96%)	10,625 (3.13%)	2.64	00:02:09	69.21%	50.05%
7. South Carolina	<b>6,565</b> (2.47%)	7,879 (2.32%)	2.23	00:01:13	77.99%	59.12%
8. Pennsylvania	<b>6,438</b> (2.43%)	9,830 (2.90%)	3.43	00:02:31	59.33%	44.93%
9. New Jersey	<b>6,103</b> (2.30%)	8,912 (2.63%)	3.20	00:02:14	63.04%	47.77%
10. Illinois	<b>5,912</b> (2.23%)	8,417 (2.48%)	3.10	00:02:17	64.54%	46.73%
11. Ohio	<b>5,872</b> (2.21%)	8,614 (2.54%)	3.36	00:02:43	62.41%	43.89%
12. California	<b>4,930</b> (1.86%)	6,289 (1.85%)	2.53	00:01:56	75.04%	54.09%
13. Virginia	<b>4,692</b> (1.77%)	5,978 (1.76%)	2.81	00:01:54	72.93%	51.89%
14. Alabama	<b>4,043</b> (1.52%)	5,012 (1.48%)	2.51	00:01:41	75.84%	56.82%
15. Massachusetts	<b>3,503</b> (1.32%)	4,952 (1.46%)	3.39	00:02:24	64.03%	45.38%
16. Michigan	<b>3,152</b> (1.19%)	4,860 (1.43%)	3.12	00:02:27	58.46%	46.23%
17. Maryland	<b>2,734</b> (1.03%)	3,808 (1.12%)	3.21	00:02:24	65.41%	46.35%
18. Indiana	<b>2,697</b> (1.02%)	3,866 (1.14%)	3.29	00:02:27	64.20%	44.90%
19. Missouri	<b>2,629</b> (0.99%)	3,433 (1.01%)	2.73	00:01:54	70.96%	50.66%
20. Kentucky	<b>2,140</b> (0.81%)	2,854 (0.84%)	2.98	00:02:11	68.43%	46.53%
21. Colorado	<b>2,062</b> (0.78%)	3,010 (0.89%)	2.87	00:02:30	64.12%	48.41%
22. Louisiana	<b>1,907</b> (0.72%)	2,550 (0.75%)	2.87	00:02:11	69.29%	51.53%
23. Wisconsin	<b>1,870</b> (0.70%)	2,585 (0.76%)	3.28	00:02:10	65.45%	47.39%

24.	Connecticut	<b>1,725</b> (0.65%)	2,416 (0.71%)	2.82	00:01:48	66.89%	50.37%
25.	Minnesota	<b>1,613</b> (0.61%)	2,417 (0.71%)	3.03	00:02:12	61.40%	46.50%
26.	Arkansas	<b>1,604</b> (0.60%)	1,809 (0.53%)	2.73	00:01:27	85.41%	31.23%
27.	Washington	<b>1,465</b> (0.55%)	1,827 (0.54%)	2.96	00:02:08	76.35%	52.87%
28.	Arizona	<b>1,313</b> (0.49%)	1,648 (0.49%)	2.98	00:01:59	75.73%	50.61%
29.	(not set)	<b>1,224</b> (0.46%)	1,262 (0.37%)	1.35	00:00:18	95.56%	91.76%
30.	Oklahoma	<b>1,081</b> (0.41%)	1,311 (0.39%)	2.80	00:02:04	77.73%	50.34%
31.	Iowa	<b>1,010</b> (0.38%)	1,436 (0.42%)	2.79	00:01:58	64.55%	53.55%
32.	District of Columbia	<b>1,005</b> (0.38%)	1,183 (0.35%)	2.02	00:01:13	76.84%	62.47%
33.	Mississippi	<b>846</b> (0.32%)	1,081 (0.32%)	2.87	00:02:27	73.73%	47.83%
34.	Kansas	<b>794</b> (0.30%)	1,054 (0.31%)	2.84	00:01:59	70.02%	48.67%
35.	Nebraska	<b>632</b> (0.24%)	886 (0.26%)	3.15	00:02:21	65.91%	47.52%
36.	Oregon	<b>632</b> (0.24%)	764 (0.23%)	2.68	00:01:57	80.10%	52.75%
37.	Utah	<b>631</b> (0.24%)	853 (0.25%)	2.24	00:01:51	69.17%	57.44%
38.	West Virginia	<b>587</b> (0.22%)	831 (0.25%)	2.98	00:02:28	63.54%	45.73%
39.	New Hampshire	<b>583</b> (0.22%)	928 (0.27%)	3.09	00:02:29	56.90%	44.72%
40.	Delaware	<b>567</b> (0.21%)	794 (0.23%)	3.46	00:02:27	63.48%	39.80%
41.	Nevada	<b>528</b> (0.20%)	680 (0.20%)	2.80	00:02:02	72.06%	50.74%
42.	Rhode Island	<b>469</b> (0.18%)	668 (0.20%)	2.91	00:02:26	65.12%	46.41%
43.	Maine	<b>323</b> (0.12%)	532 (0.16%)	3.30	00:02:38	54.51%	47.18%
44.	New Mexico	<b>260</b> (0.10%)	350 (0.10%)	2.71	00:01:56	70.57%	51.71%
45.	Idaho	<b>243</b> (0.09%)	326 (0.10%)	2.88	00:02:02	69.33%	44.79%
46.	Vermont	<b>183</b> (0.07%)	249 (0.07%)	3.04	00:01:58	66.67%	46.99%
47.	Wyoming	<b>136</b> (0.05%)	183 (0.05%)	2.78	00:01:31	68.31%	50.27%
48.	South Dakota	<b>132</b> (0.05%)	152 (0.04%)	2.81	00:02:51	84.87%	49.34%
49.	Montana	<b>131</b> (0.05%)	159 (0.05%)	2.50	00:01:53	75.47%	49.69%
50.	North Dakota	<b>131</b> (0.05%)	180 (0.05%)	2.98	00:02:03	68.33%	36.11%

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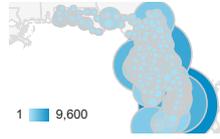
ALL » COUNTRY: United States » REGION: Florida

Jun 1, 2020 - Jun 30, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>101,825</b> % of Total: 37.12% (274,301)	<b>127,721</b> % of Total: 36.35% (351,326)	<b>2.33</b> Avg for View: 2.52 (-7.70%)	<b>00:01:27</b> Avg for View: 00:01:40 (-12.23%)	<b>75.47%</b> Avg for View: 73.50% (2.68%)	<b>57.15%</b> Avg for View: 55.44% (3.08%)
1. Miami	<b>9,600</b> (9.13%)	<b>11,043</b> (8.65%)	1.94	00:01:04	79.57%	62.31%
2. Orlando	<b>6,631</b> (6.30%)	<b>7,634</b> (5.98%)	2.03	00:01:11	78.05%	61.46%
3. Hialeah	<b>5,394</b> (5.13%)	<b>6,290</b> (4.92%)	2.19	00:01:18	77.19%	57.62%
4. Tampa	<b>4,499</b> (4.28%)	<b>5,288</b> (4.14%)	2.06	00:01:13	75.95%	61.52%
5. Jacksonville	<b>2,612</b> (2.48%)	<b>3,192</b> (2.50%)	2.14	00:01:22	77.54%	58.49%
6. Key West	<b>2,461</b> (2.34%)	<b>3,940</b> (3.08%)	2.80	00:02:20	50.36%	52.66%
7. (not set)	<b>2,116</b> (2.01%)	<b>2,617</b> (2.05%)	2.36	00:01:23	74.47%	57.13%
8. Brandon	<b>1,803</b> (1.71%)	<b>2,135</b> (1.67%)	2.31	00:01:15	75.41%	55.46%
9. Cape Coral	<b>1,491</b> (1.42%)	<b>1,986</b> (1.55%)	2.63	00:01:33	69.03%	54.43%
10. Key Largo	<b>1,418</b> (1.35%)	<b>2,042</b> (1.60%)	2.44	00:01:52	57.69%	51.52%
11. St. Petersburg	<b>1,099</b> (1.04%)	<b>1,291</b> (1.01%)	2.17	00:01:22	80.02%	59.88%
12. Port St. Lucie	<b>1,024</b> (0.97%)	<b>1,257</b> (0.98%)	2.40	00:01:30	75.42%	51.87%
13. Kissimmee	<b>1,014</b> (0.96%)	<b>1,179</b> (0.92%)	2.12	00:01:14	79.22%	61.07%
14. Fort Lauderdale	<b>995</b> (0.95%)	<b>1,140</b> (0.89%)	2.14	00:01:16	78.60%	56.14%
15. Hollywood	<b>949</b> (0.90%)	<b>1,113</b> (0.87%)	2.34	00:01:23	80.68%	56.24%
16. Marathon	<b>862</b> (0.82%)	<b>1,230</b> (0.96%)	2.73	00:02:24	56.50%	49.19%
17. Doral	<b>827</b> (0.79%)	<b>997</b> (0.78%)	2.66	00:01:46	77.73%	52.26%
18. Palm Beach Gardens	<b>757</b> (0.72%)	<b>905</b> (0.71%)	2.74	00:01:48	78.45%	52.04%
19. Bradenton	<b>745</b> (0.71%)	<b>896</b> (0.70%)	2.19	00:01:20	75.11%	57.92%
20. Boca Raton	<b>716</b> (0.68%)	<b>913</b> (0.71%)	2.87	00:02:22	71.19%	50.16%
21. West Palm Beach	<b>706</b> (0.67%)	<b>970</b> (0.76%)	2.69	00:02:41	65.57%	53.92%
22. Tallahassee	<b>704</b> (0.67%)	<b>836</b> (0.65%)	2.35	00:01:12	79.19%	59.57%
23. Davie	<b>693</b> (0.66%)	<b>880</b> (0.69%)	2.38	00:01:39	72.73%	54.20%

24.	Ocala	<b>665</b> (0.63%)	<b>804</b> (0.63%)	2.55	00:01:30	76.12%	54.98%
25.	Plantation	<b>645</b> (0.61%)	<b>748</b> (0.59%)	2.08	00:01:07	79.41%	58.42%
26.	Miramar	<b>642</b> (0.61%)	<b>739</b> (0.58%)	2.24	00:01:13	81.33%	56.83%
27.	Pompano Beach	<b>635</b> (0.60%)	<b>787</b> (0.62%)	2.46	00:01:34	74.08%	55.78%
28.	Miami Beach	<b>608</b> (0.58%)	<b>691</b> (0.54%)	2.12	00:01:26	83.65%	56.44%
29.	Greenacres	<b>603</b> (0.57%)	<b>716</b> (0.56%)	2.43	00:01:23	79.61%	59.22%
30.	Wellington	<b>577</b> (0.55%)	<b>698</b> (0.55%)	2.37	00:01:31	77.51%	54.87%
31.	Boynton Beach	<b>564</b> (0.54%)	<b>676</b> (0.53%)	2.43	00:01:36	76.33%	53.99%
32.	Pembroke Pines	<b>552</b> (0.52%)	<b>654</b> (0.51%)	3.10	00:01:41	77.68%	55.05%
33.	Kendall	<b>545</b> (0.52%)	<b>620</b> (0.49%)	2.13	00:01:21	80.81%	54.03%
34.	Homestead	<b>531</b> (0.50%)	<b>635</b> (0.50%)	2.37	00:01:29	78.58%	55.91%
35.	Lakeland	<b>531</b> (0.50%)	<b>631</b> (0.49%)	2.24	00:01:13	78.76%	61.49%
36.	North Naples	<b>530</b> (0.50%)	<b>714</b> (0.56%)	2.48	00:01:43	68.35%	52.10%
37.	Coral Gables	<b>529</b> (0.50%)	<b>639</b> (0.50%)	1.94	00:00:59	77.78%	60.56%
38.	Cutler Bay	<b>529</b> (0.50%)	<b>647</b> (0.51%)	2.26	00:01:37	76.97%	56.57%
39.	Gainesville	<b>516</b> (0.49%)	<b>584</b> (0.46%)	2.14	00:01:09	83.73%	60.10%
40.	The Hammocks	<b>502</b> (0.48%)	<b>549</b> (0.43%)	2.06	00:01:04	87.61%	58.29%
41.	Jupiter	<b>497</b> (0.47%)	<b>618</b> (0.48%)	2.52	00:01:46	74.60%	53.07%
42.	Palm Coast	<b>497</b> (0.47%)	<b>609</b> (0.48%)	2.23	00:01:27	75.37%	59.93%
43.	Clearwater	<b>495</b> (0.47%)	<b>589</b> (0.46%)	2.57	00:01:57	76.74%	54.84%
44.	Melbourne	<b>482</b> (0.46%)	<b>562</b> (0.44%)	2.52	00:01:31	77.94%	56.23%
45.	Coral Springs	<b>476</b> (0.45%)	<b>613</b> (0.48%)	2.55	00:01:21	71.62%	54.98%
46.	Palm Bay	<b>471</b> (0.45%)	<b>606</b> (0.47%)	2.71	00:02:06	71.95%	52.48%
47.	Spring Hill	<b>470</b> (0.45%)	<b>591</b> (0.46%)	3.01	00:02:57	74.45%	57.02%
48.	Pinellas Park	<b>443</b> (0.42%)	<b>567</b> (0.44%)	3.49	00:02:10	71.60%	52.20%
49.	Fort Myers	<b>440</b> (0.42%)	<b>541</b> (0.42%)	2.27	00:01:23	75.60%	56.93%
50.	Boca Del Mar	<b>440</b> (0.42%)	<b>536</b> (0.42%)	2.15	00:01:09	77.61%	58.96%

Rows 1 - 50 of 597

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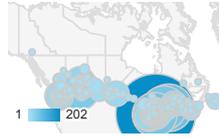
ALL » COUNTRY: Canada

Jun 1, 2020 - Jun 30, 2020

All Users  
0.57% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>1,574</b> % of Total: 0.57% (274,301)	<b>2,280</b> % of Total: 0.65% (351,326)	<b>3.41</b> Avg for View: 2.52 (35.10%)	<b>00:02:28</b> Avg for View: 00:01:40 (48.28%)	<b>62.76%</b> Avg for View: 73.50% (-14.61%)	<b>47.24%</b> Avg for View: 55.44% (-14.80%)
1. Toronto	<b>202</b> (12.55%)	<b>235</b> (10.31%)	2.81	00:01:46	74.89%	52.34%
2. (not set)	<b>86</b> (5.34%)	<b>103</b> (4.52%)	2.95	00:02:24	71.84%	42.72%
3. Montreal	<b>75</b> (4.66%)	<b>128</b> (5.61%)	2.34	00:01:28	53.12%	62.50%
4. Hamilton	<b>64</b> (3.98%)	<b>121</b> (5.31%)	5.64	00:06:32	42.15%	36.36%
5. Ottawa	<b>64</b> (3.98%)	<b>71</b> (3.11%)	1.76	00:01:29	85.92%	69.01%
6. Calgary	<b>53</b> (3.29%)	<b>63</b> (2.76%)	2.46	00:01:09	84.13%	49.21%
7. Mississauga	<b>34</b> (2.11%)	<b>42</b> (1.84%)	2.45	00:01:52	66.67%	52.38%
8. Sarnia	<b>34</b> (2.11%)	<b>48</b> (2.11%)	5.23	00:03:05	62.50%	27.08%
9. Edmonton	<b>28</b> (1.74%)	<b>28</b> (1.23%)	2.43	00:00:58	89.29%	50.00%
10. Brampton	<b>28</b> (1.74%)	<b>32</b> (1.40%)	1.97	00:01:14	78.12%	46.88%
11. London	<b>26</b> (1.61%)	<b>44</b> (1.93%)	3.77	00:02:23	54.55%	27.27%
12. Surrey	<b>25</b> (1.55%)	<b>27</b> (1.18%)	1.30	00:00:16	85.19%	77.78%
13. Quebec City	<b>23</b> (1.43%)	<b>27</b> (1.18%)	1.63	00:02:36	77.78%	66.67%
14. Burlington	<b>21</b> (1.30%)	<b>63</b> (2.76%)	2.59	00:01:26	26.98%	38.10%
15. Windsor	<b>21</b> (1.30%)	<b>32</b> (1.40%)	5.22	00:05:06	59.38%	31.25%
16. Kitchener	<b>20</b> (1.24%)	<b>28</b> (1.23%)	4.93	00:01:22	50.00%	50.00%
17. Vancouver	<b>19</b> (1.18%)	<b>19</b> (0.83%)	2.05	00:00:47	100.00%	63.16%
18. Winnipeg	<b>19</b> (1.18%)	<b>21</b> (0.92%)	1.86	00:00:25	71.43%	47.62%
19. St. Catharines	<b>19</b> (1.18%)	<b>24</b> (1.05%)	2.50	00:02:41	62.50%	54.17%
20. Lincoln	<b>19</b> (1.18%)	<b>19</b> (0.83%)	7.74	00:08:28	100.00%	26.32%
21. Markham	<b>17</b> (1.06%)	<b>20</b> (0.88%)	11.95	00:12:28	70.00%	30.00%
22. Cornwall	<b>14</b> (0.87%)	<b>18</b> (0.79%)	1.50	00:02:24	77.78%	83.33%
23. Kingston	<b>14</b> (0.87%)	<b>15</b> (0.66%)	2.33	00:00:45	93.33%	60.00%

24. Oakville	<b>14</b> (0.87%)	<b>19</b> (0.83%)	3.32	00:01:20	63.16%	68.42%
25. Halifax	<b>13</b> (0.81%)	<b>13</b> (0.57%)	2.69	00:02:08	100.00%	30.77%

Rows 1 - 25 of 272

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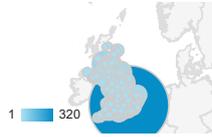
ALL » COUNTRY: United Kingdom

Jun 1, 2020 - Jun 30, 2020

All Users  
0.77% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	<b>2,117</b> % of Total: 0.77% (274,301)	<b>2,764</b> % of Total: 0.79% (351,326)	<b>3.13</b> Avg for View: 2.52 (24.13%)	<b>00:01:59</b> Avg for View: 00:01:40 (19.13%)	<b>70.95%</b> Avg for View: 73.50% (-3.48%)	<b>46.78%</b> Avg for View: 55.44% (-15.62%)
1. London	<b>320</b> (14.77%)	<b>371</b> (13.42%)	2.22	00:01:06	77.09%	57.68%
2. (not set)	<b>291</b> (13.43%)	<b>366</b> (13.24%)	2.86	00:01:44	70.49%	48.63%
3. Leeds	<b>39</b> (1.80%)	<b>55</b> (1.99%)	3.89	00:01:01	65.45%	38.18%
4. Glasgow	<b>36</b> (1.66%)	<b>42</b> (1.52%)	3.76	00:01:57	78.57%	47.62%
5. Bristol	<b>31</b> (1.43%)	<b>33</b> (1.19%)	2.18	00:00:40	78.79%	57.58%
6. Bolton	<b>30</b> (1.39%)	<b>53</b> (1.92%)	4.02	00:03:47	50.94%	16.98%
7. Manchester	<b>28</b> (1.29%)	<b>31</b> (1.12%)	3.16	00:02:18	74.19%	45.16%
8. Birmingham	<b>27</b> (1.25%)	<b>60</b> (2.17%)	4.67	00:03:23	40.00%	45.00%
9. Liverpool	<b>25</b> (1.15%)	<b>28</b> (1.01%)	4.29	00:02:56	78.57%	39.29%
10. Newcastle upon Tyne	<b>23</b> (1.06%)	<b>28</b> (1.01%)	2.46	00:02:07	75.00%	57.14%
11. Edinburgh	<b>20</b> (0.92%)	<b>26</b> (0.94%)	4.58	00:03:23	73.08%	30.77%
12. Sheffield	<b>19</b> (0.88%)	<b>25</b> (0.90%)	2.84	00:01:44	72.00%	52.00%
13. Sunderland	<b>19</b> (0.88%)	<b>34</b> (1.23%)	5.06	00:04:13	55.88%	23.53%
14. Nottingham	<b>17</b> (0.78%)	<b>17</b> (0.62%)	3.12	00:02:27	88.24%	47.06%
15. Cardiff	<b>17</b> (0.78%)	<b>35</b> (1.27%)	4.57	00:08:14	42.86%	34.29%
16. Bournemouth	<b>16</b> (0.74%)	<b>17</b> (0.62%)	2.65	00:02:53	88.24%	58.82%
17. Loughborough	<b>15</b> (0.69%)	<b>26</b> (0.94%)	2.96	00:02:34	50.00%	50.00%
18. Norwich	<b>15</b> (0.69%)	<b>18</b> (0.65%)	3.39	00:00:49	77.78%	61.11%
19. Exeter	<b>13</b> (0.60%)	<b>17</b> (0.62%)	2.29	00:01:32	76.47%	58.82%
20. Ipswich	<b>13</b> (0.60%)	<b>19</b> (0.69%)	2.58	00:01:23	68.42%	52.63%
21. Slough	<b>13</b> (0.60%)	<b>14</b> (0.51%)	4.14	00:02:48	85.71%	42.86%
22. Stockton-on-Tees	<b>13</b> (0.60%)	<b>16</b> (0.58%)	2.94	00:02:18	81.25%	37.50%
23. Barnsley	<b>12</b> (0.55%)	<b>15</b> (0.54%)	2.67	00:01:15	73.33%	60.00%

24. Reading	12 (0.55%)	14 (0.51%)	3.86	00:01:23	85.71%	35.71%
25. Southampton	12 (0.55%)	14 (0.51%)	2.36	00:01:34	78.57%	50.00%

Rows 1 - 25 of 400

Agenda Item #

**N.1.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: Agreement with Two Oceans Digital

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:** \$20,000 bandwidth and \$85,000 FY 2021 Special Projects

**ALLOCATED FROM:** Generic Resources

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

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**DATE:** July 10, 2020  
**TO:** Tourist Development Council  
**FROM:** Stacey Mitchell, TDC Marketing Director  
**RE:** Consideration and Action re: Approval of Agreement with Two Oceans Digital

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

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

The Website and Digital Services Selection Committee brought forward Two Oceans Digital to be considered for approval by the TDC at their June 10<sup>th</sup>, 2020 meeting. The TDC approved same and asked that contract negotiations be entered into with a final agreement to be brought to the TDC at the July 21<sup>st</sup> 2020 TDC meeting.

Attached is a copy of:

- Contract Negotiation Committee Meeting Minutes
- Final signed Contract with Two Oceans Digital

Upon approval of the contract by the TDC we will be placing the item on the August 19<sup>th</sup>, 2020 BOCC agenda.

**Monroe County Tourist Development Council**  
**Website and Digital Services Provider Contract Negotiation Committee Meeting**

The June 10, 2020 meeting of the Monroe County Tourist Development Council Website and Digital Services Provider Selection Committee Meeting was called to order by Chairperson Irwin at 1:30 p.m. via Zoom.

Contract Negotiation Committee Members Present Were: Mr. Jim Bernardin and Mr. George Fernandez

TDC Administrative Staff Present Were: Ms. Stacey Mitchell – TDC Marketing Director, Ms. Maxine Pacini and Ms. Ammie Machan

Two Oceans Digital Representatives Present were: Mr. Clint Barras and Mr. Thomas Cooke

Consideration and Action re: Approval of May 6, 2020 Website and Digital Services Provider Selection Committee Meeting Minutes: Mr. Bernardin moved approval of the May 6, 2020 Website and Digital Service Provider Meeting minutes as presented, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Two Oceans Digital Website and Digital Services Provider Agency Contract: The Website and Digital Services Provider Selection Committee met on May 6, 2020 and moved approval to bring forward Two Oceans Digital as the only agency to make a presentation to the TDC at their meeting of June 10, 2020. The TDC at their meeting of June 10, 2020 moved approval to enter into contract negotiations with Two Oceans Digital, and for a proposed contract to be brought back to the TDC for approval at their meeting of July 21, 2020.

Ms. Mitchell introduced Mr. Clint Barras the contract to the Committee.

Mr. Barras outlined proposed revisions to the current contract as follows: including the ability to sell enhanced listings to events, remove “tourist related” under advertising allowances and restrictions, clarify the ability for businesses to purchase banner ads in districts other than where they do business, and adding the ability for the agency to sell remarketing services.

During discussion Mr. Bernardin expressed concern that if “tourist related” was removed that the banner ads could be overrun with national brands. Mr. Barras commented that he did not see that the demand from national/non tourist related brands to advertise on the site was high enough to cause that issue. Ms. Mitchell commented that the Committee could look at only allowing or giving first priority to those national brands that align themselves with the mission statement of the TDC. Ms. Pacini recommended that the advertisers be approved by TDC Marketing Director. The Committee was in agreement that non tourist related business advertisements be allowed upon approval of the TDC Marketing Director, and limited to no more than one third of the allowable banner space.

Ms. Pacini asked for clarification on the Committees direction regarding banner ads being sold throughout the website, regardless of which district the business does operates in. Mr. Barras stated that previously the agency has allowed this, as there was nothing within the agreement to prohibit it. Ms. Irwin expressed concern over businesses being able to advertise outside of their districts. Mr. Barras stated that this would not be an addition to the contract, but just a clarification that this activity would be allowed.

Ms. Pacini asked for clarification that the Committee was in agreement to allow the addition of the ability for the agency to sell remarketing. The committee was in agreement to allow this.

Ms. Pacini reviewed the following revisions to the contract:

- Addition of the ability of agency to sell enhanced listing to events
- Agency may sell advertisements to non-tourist related businesses upon approval of TDC Marketing Director and may not exceed one third of the allowable banner space
- Banner ads may be sold throughout the site
- Addition of the ability to sell remarketing services

The Committee discussed the addition of a reservation service to the website and decided to keep the language that “There is no TDC website-related reservation service or booking mechanism on the TDC website. Only the TDC can approve such services if desired” and have Two Oceans Digital bring forward a proposal for the addition of a reservation service/system on the website to the TDC at a future meeting.

Mr. Bernardin moved approval the following revisions to the presented agreement:

- Addition of the ability of agency to sell enhanced listing to events
- Agency may sell advertisements to non-tourist related businesses upon approval of TDC Marketing Director and may not exceed one third of the allowable banner space
- Banner ads may be sold throughout the site
- Addition of the ability to sell remarketing services

Mr. Fernandez seconded. Motion passed unanimously.

The meeting was adjourned at 2:25 p.m.

## AGREEMENT

THIS AGREEMENT (Agreement), made and entered into this this \_\_\_\_\_ day of \_\_\_\_\_ 2020, A.D., by and between Monroe County, Florida, (hereinafter called the County), and **Cooke Communications Florida, LLC d/b/a Two Oceans Digital** (hereinafter called the Contractor).

### WITNESSETH:

WHEREAS, a Request for Competitive Solicitations for the TDC website was issued on March 2, 2020; and

WHEREAS, Contractor is recommended by the selection committee to be awarded the Agreement and is otherwise qualified to provide professional website and digital services which includes consulting and technological advice relating to the Tourist Development Council (TDC) website, and

WHEREAS, the TDC website is a vital component to the promotion of tourism in the Florida Keys, and

WHEREAS, the TDC, an advisory board to the County's Board of County Commissioners (BOCC) has recommended to County that an Agreement for website and digital provider services be entered into with Contractor, and

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

1. Term: The term of this Agreement is for a period of three (3) years beginning October 1, 2020 and expiring on September 30, 2023. The County shall have an option to extend the Agreement for one additional two (2) year period.
2. Scope of Services: The Contractor shall provide **Website and Digital Provider Services** for the Monroe County TDC as described below:
  - a) Key Personnel: This Agreement is a Professional Services Agreement with the expectation that principal personnel will be performing the services. A list of the principal personnel will be given to the TDC for their record, and the TDC shall be informed of any changes in TDC Senior Account Executive(s) position(s).
  - b) At least one Senior Account Executive shall meet with the Monroe County TDC at all regularly scheduled meetings of the TDC Board and at any other times as directed by the TDC.
  - c) The Contractor agrees to assign a Senior Account Executive who will devote such time and effort as necessary to the account on a priority basis, including full time and emergency situations when required. Duties of the Senior Account Executive or Contractor's assigned representative will include contact as required with the Chairman of the TDC and TDC Marketing Director or other designees. Other duties include

consultations with TDC staff, TDC Advisory Committees from the five districts and Umbrella Committees within the Florida Keys as directed by the TDC; and participation and coordination of other related areas of tourism development as it relates to the development of an effective website and digital services program to the TDC.

- d) Key Personnel will also include a Search Engine Optimization (SEO) Specialist to maintain current SEO standards, and a Search Engine Marketing (SEM) Specialist to maintain current paid search techniques and keep abreast of and implement opportunities as they arise.
3. The Contractor agrees to the following services:
- a) The Contractor shall design, develop, program, maintain and host the website for the County on behalf of the TDC, who retains all approvals.
- b) The site shall be comprehensive including a homepage, TDC district content, special Umbrella sections, places to stay, things to do and see, a calendar of events which can be sortable by date, location or event category, an accommodations search, transportation information, news stories, emergency/crisis management situation changes, electronic brochures, videos, live cams, social media connect functionality and other site categories which may require regular updating as deemed appropriate for marketing purposes by the TDC. The site must be created in responsive design or other best practices for those visitors on mobile and tablet devices.

Other website and digital service features and responsibilities include:

- Website adherence to WCAG 2.0 AA or greater accessibility standards to maintain ADA compliance, including regularly updating the website's Accessibility Statement
  - Interactive Maps
  - A search mechanism for the site
  - Integrated social media icons linked to the corresponding TDC social platforms
  - Website language translation capabilities
  - As TDC Marketing Plans evolve, collaboration with other agencies of record and the TDC Marketing Director to create new site sections or emphasis of themes
  - Maintaining versions of the website in foreign languages as directed by TDC Marketing Director and on each respective country's Top-level Domain (TLD).
  - In conjunction with the social media team, optimizing social platform graphics, creating custom Facebook tabs, and consulting as needed on social optimization observations
- c) The Contractor agrees to provide web hosting via a dedicated web server and database server not shared with any other entities.
- d) The Contractor agrees to provide an Integrated Content Delivery Network (CDN) for advanced security and performance.

- e) The Contractor agrees to provide a high-availability firewall with 24/7 monitoring.
- f) The Contractor shall guarantee service uptime at more than 99% except as excused by the conditions of the Uncontrollable Circumstances paragraph of this Agreement.
- g) The Contractor agrees to identify and furnish safeguards and backups located in different geographical areas to protect electronic data and programming from both natural and manmade disasters to provide continuous, uninterrupted service.
- h) The Contractor agrees to host e-mail for the TDC Staff and agencies of record as deemed necessary. The e-mail accounts should have a web-based component that can be accessed from anywhere. The e-mail should have premium virus and spam protection.
- i) The Contractor must be available to meet with District Advisory Committees, Umbrella Committees, marketing agencies of record, TDC Board, and TDC staff at regular set meetings or upon request.
- j) The Contractor agrees that the TDC will have editorial control and approval of the websites and all contents.
- k) The Contractor agrees that the TDC, along with its agencies of record, have the right to provide input on the design and creative content of the site. This shall be done by the Contractor upon approval and direction by the TDC Marketing Director.
- l) The Contractor shall maintain real-time, live webcams on the TDC website at different locations or events in Monroe County as mutually agreed by all parties.
- m) The Contractor shall furnish the setup and the capability to download any of the TDC promotional collateral products as online electronic fulfillment. These should be in Portable Document Format (PDF), and the Contractor shall provide a monthly report on the number of downloads of each category.
- n) The Contractor shall furnish the setup and capability to develop travel trade fulfillment, such as travel agent request forms and meeting planner's Request for Proposal (RFP) forms to be sent electronically.
- o) The Contractor shall furnish a list server service to capture e-mail addresses for Monroe County TDC promotional and communication needs. The TDC will own the e-mail addresses for their exclusive use only. In addition contractor will maintain an Alert e-mail subscription and management list, specifically for communicating to local area businesses and other tourism interested stakeholders regarding important, time-sensitive matters.
- p) The Contractor shall implement the latest search engine optimization (SEO) practices to ensure prominent organic search engine rankings.

- q) The Contractor shall furnish monthly reports to the TDC, which track site conversions and other Key Performance Indicators (KPIs) in addition to common analytical data including: the number of user sessions (new and returning), page views, average session duration, native languages, geographic origins, source and medium of traffic, most requested pages, top referring URLs, device types, and other requested TDC research assessment of services reports. The report numbers may be audited and verified by an independent entity.
- r) The Contractor shall have the right to create websites, internet ads or other forms of digital marketing for tourism industry partners and charge the industry for those services. The Contractor agrees to have dedicated sales staff to adequately cover all of Monroe County in equal marketing sales distribution efforts.
- s) The Contractor shall implement a custom, password-protected Content Management System (CMS) to be utilized by the Contractor, TDC Marketing Director, and TDC marketing agencies of record. This CMS will provide for administrative capabilities to independently update site content such as news, events calendar, videos-of-the-week, meeting agenda upload and linking functionality, special environmental content, or other dynamic pages as needed. The CMS must also provide Website Alerts functionality, with text and links for additional information and resources.
- t) The Contractor shall maintain a custom App in both iOS and Android versions with Push Notification capabilities.
- u) The TDC shall have the sole and exclusive right to the authorization of sales, merchandising, reservation system, or any mode of revenue-producing program, which authorization shall be established through guidelines approved by the TDC as shown in Exhibit A.
- v) The TDC agrees that the artwork, editorial, and photographic material, to be commonly known as 'data' collected or prepared by the TDC and/or its contracted agencies, will be released to the Contractor at no charge for use solely on the official website and other digital services, unless protected by copyrights or exclusive-use agreement.
- w) The TDC shall have the ability for the TDC Web Editor to manage free listings on the website in tourism categories approved by the TDC.

4. Compensation:

- a) The Contractor shall provide all services and support as listed in the Scope of Services at no charge to County or TDC in exchange for the exclusive right to retain all advertising revenues generated from the website. The TDC shall have the right to place sponsorship, partnership and TDC logo signature(s) on the site. The logo signature(s) will be in a mutually agreed upon format and location and will be at no cost to the TDC. In addition to the compensation for bandwidth service outlined in paragraph (b), below, the Contractor may also charge the County for special projects, approved by the TDC or TDC Marketing

Director, outside the Scope of Services, including but not limited to Contractor's attendance at educational or training programs in support of technology advances and enhancements, new site enhancements, technology, equipment, production, maintenance costs, webcam placement, and other enhancements. These special projects shall be paid for through purchase order procedures in amounts the total of which shall not to exceed the budgeted fiscal year line item.

- b) Bandwidth Service - The Contractor will be paid on an annual basis, a fee for the service providing electronic marketing collateral and downloading of videos from the website. These downloads are expected to average over 15 terabytes of bandwidth transfer per year with great spike fluctuations occurring with certain events or news. Contractor shall have enough bandwidth capacity to handle this average load in addition to having immediate access to additional bandwidth capacity as such peak times or events dictate. The annual cost for this service will be \$20,000 which shall be paid in eleven (11) monthly payments of \$1,666.66 and one (1) payment of \$1,666.74. Upon approval to exercise an option to extend this Agreement for an additional two (2) year period, the annual cost of service may be adjusted. Monroe County's performance and obligation to pay under this Agreement is contingent upon an annual appropriation by the BOCC.
- c) Advertising sales guidelines are established within Exhibit A.
- d) Reimbursable Expenditures: The County will reimburse the Contractor for all approved expenditures and payments made on the County's behalf for approved special projects as outlined in paragraph (a), subject to state and County rules and regulations. Packaging, shipping, express mail, postage, legal expenses on behalf of County, and travel expense for Contractor's personnel shall be considered reimbursable expenses, subject to County's approval. Travel expenses of approved personnel on behalf of the business of the TDC shall be compensated at the rates established by Florida law and County policy.

5. Contractor's Acceptance of Conditions: The Contractor hereby agrees to carefully examine the Scope of Services and assumes full responsibility therefore. Under no circumstances, conditions or situations shall this Agreement be more strongly construed against the County than against the Contractor.

- a) Any ambiguity or uncertainty in the Scope of Services shall be interpreted and construed by the County, and the County's decision shall be final and binding upon all parties.
- b) The passing, approval and/or acceptance by the County of any of the services furnished by the Contractor shall not operate as a waiver by the County of strict compliance with the terms of this Agreement. Failure on the part of the Contractor, immediately after Notice to Correct a default, shall entitle the County, if it sees fit, to correct the same and recover the reasonable cost of such replacement and/or repair from the Contractor, who in any event shall be jointly and severally liable to the County for all damage, loss and expense caused to the County by reason of the Contractor's breach of this Agreement and/or his failure to comply strictly and in all things with this Agreement and with the specifications.

- c) The Contractor agrees that the TDC may designate representatives to visit the Contractor's facility(ies) periodically to conduct random open file evaluations during the Contractor's normal business hours.
- d) The Contractor warrants that it has, and shall maintain throughout the term of this Agreement, appropriate licenses and permits required to conduct its business, and that it will at all times conduct its business activities in a reputable manner. Proof of such licenses and permits shall be submitted to the County upon request.

6. Contractor's Financial Records and Right to Audit: Contractor shall maintain all books, records and documents directly pertinent to performance under this Agreement in accordance with generally accepted accounting principles consistently applied. Each party to this Agreement or their authorized representatives shall have reasonable and timely access to such records of each other party to this Agreement for public records purposes during the term of the Agreement and for four years following the termination of this Agreement. If an auditor employed by the County or Clerk determines that monies paid to the Contractor pursuant to this Agreement were spent for purposes not authorized by this Agreement, the contractor shall repay the monies together with interest calculated pursuant to Sec. 55.03, Florida Statute, running from the date the monies were paid to Contractor.

**Right to Audit**

*Availability of Records.* The records of the parties to this Agreement relating to the Scope of Services/Project, which shall include but not be limited to accounting records (hard copy, as well as computer readable data if it can be made available; subcontract files (including proposals of successful and unsuccessful bidders, bid recaps, bidding instructions, bidders list, etc.); original estimates; estimating work sheets; correspondence; change order files (including documentation covering negotiated settlements); backcharge logs and supporting documentation; general ledger entries detailing cash and trade discounts earned, insurance rebates and dividends; any other supporting evidence deemed necessary by County or the Monroe County Office of the Clerk of Court and Comptroller (hereinafter referred to as "County Clerk") to substantiate charges related to this agreement, and all other agreements, sources of information and matters that may in County's or the County Clerk's reasonable judgment have any bearing on or pertain to any matters, rights, duties or obligations under or covered by any contract document (all foregoing hereinafter referred to as "Records") shall be open to inspection and subject to audit and/or reproduction by County's representative and/or agents or the County Clerk. County or County Clerk may also conduct verifications such as, but not limited to, counting employees at the job site, witnessing the distribution of payroll, verifying payroll computations, overhead computations, observing vendor and supplier payments, miscellaneous allocations, special charges, verifying information and amounts through interviews and written confirmations with employees, Subcontractors, suppliers, and contractors representatives. All records shall be kept for ten (10) years after Final Completion of the Scope of Services/Project. The County Clerk possesses the independent authority to conduct an audit of Records, assets, and activities relating to this Scope of Services/Project. If any auditor employed by the Monroe County or County Clerk determines that monies paid to Contractor pursuant to this Agreement were spent for purposes not authorized by this Agreement, the Contractor shall repay the monies together with interest calculated pursuant to Section 55.03, F.S., running form the date the monies were paid to Contractor. The *right to audit* provisions survives the termination of expiration of this Agreement.

7. Public Records Compliance: Contractor must comply with Florida public records laws, including but not limited to Chapter 119, Florida Statutes and Section 24 of article I of the Constitution of Florida. The County and Contractor shall allow and permit reasonable access to, and inspection of, all documents, records, papers, letters or other “public record” materials in its possession or under its control subject to the provisions of Chapter 119, Florida Statutes, and made or received by the County and Contractor in conjunction with this contract and related to contract performance. The County shall have the right to unilaterally cancel this contract upon violation of this provision by the Contractor. Failure of the Contractor to abide by the terms of this provision shall be deemed a material breach of this contract and the County may enforce the terms of this provision in the form of a court proceeding and shall, as a prevailing party, be entitled to reimbursement of all attorney’s fees and costs associated with that proceeding. This provision shall survive any termination or expiration of the contract.

The Contractor is encouraged to consult with its advisors about Florida Public Records Law in order to comply with this provision.

Pursuant to F.S. 119.0701 and the terms and conditions of this contract, the Contractor is required to:

- (1) Keep and maintain public records that would be required by the County to perform the service.
- (2) Upon receipt from the County’s custodian of records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the County.
- (4) Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the Contractor or keep and maintain public records that would be required by the County to perform the service. If the Contractor transfers all public records to the County upon completion of the contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the contract, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the County, upon request from the County’s custodian of records, in a format that is compatible with the information technology systems of the County.
- (5) A request to inspect or copy public records relating to a County contract must be made directly to the County, but if the County does not possess the requested records, the County shall immediately notify the Contractor of the request, and the Contractor must provide the records to the County or allow the records to be inspected or copied within a reasonable time.

If the Contractor does not comply with the County's request for records, the County shall enforce the public records contract provisions in accordance with the contract, notwithstanding the County's option and right to unilaterally cancel this contract upon violation of this provision by the Contractor. A Contractor who fails to provide the public records to the County or pursuant to a valid public records request within a reasonable time may be subject to penalties under section 19.10, Florida Statutes.

The Contractor shall not transfer custody, release, alter, destroy or otherwise dispose of any public records unless or otherwise provided in this provision or as otherwise provided by law.

**IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS, BRIAN BRADLEY AT PHONE# 305-292-3470 BRADLEY-BRIAN@MONROECOUNTY-FL.GOV, MONROE COUNTY ATTORNEY'S OFFICE 1111 12<sup>TH</sup> Street, SUITE 408, KEY WEST, FL 33040.**

8. **Hold Harmless:** The Contractor covenants and agrees to indemnify and hold harmless the County and the TDC from any and all claims for bodily injury (including death), personal injury and property damage (including property owned by Monroe County) and any other losses, damages and expenses (including attorney's fees) which arise out of, in connection with, or by reason of services provided by the Contractor or any of its subcontractors in any tier, occasioned by the negligence, errors or other wrongful act of omission of the Contractor or its subcontractors in any tier, their employees or agents.

9. **Independent Contractor:** At all times and for all purposes under this Agreement the Contractor is an Independent Contractor and not an employee of the County. No statement contained in this Agreement shall be construed so as to find the Contractor or any of his employees, contractors, servants or agents to be employees of the County.

10. **Nondiscrimination:** County and Contractor agree that there will be no discrimination against any person, and it is expressly understood that upon a determination by a court of competent jurisdiction that discrimination has occurred, this Agreement automatically terminates without any further action on the part of any party, effective the date of the court order. County or Contractor agree to comply with all Federal and Florida statutes, and all local ordinances, as applicable, relating to nondiscrimination. These include but are not limited to: 1) Title VII of the Civil Rights Act of 1964 (PL 88-352) which prohibits discrimination on the basis of race, color or national origin; 2) Title IX of the Education Amendment of 1972, as amended (20 USC ss. 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; 3) Section 504 of the Rehabilitation Act of 1973, as amended (20 USC s. 794), which prohibits discrimination on the basis of handicaps; 4) The Age Discrimination Act of 1975, as amended (42 USC ss. 6101-6107) which prohibits discrimination on the basis of age; 5) The Drug Abuse Office and Treatment Act of 1972 (PL 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; 6) The Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (PL 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or

alcoholism; 7) The Public Health Service Act of 1912, ss. 523 and 527 (42 USC ss. 690dd-3 and 290ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; 8) Title VIII of the Civil Rights Act of 1968 (42 USC ss. 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; 9) The Americans with Disabilities Act of 1990 (42 USC s. 12101 Note), as maybe amended from time to time, relating to nondiscrimination on the basis of disability; 10) Monroe County Code Chapter 14, Article II, which prohibits discrimination on the basis of race, color, sex, religion, national origin, ancestry, sexual orientation, gender identity or expression, familial status or age; 11) any other nondiscrimination provisions in any Federal or state statutes which may apply to the parties to, or the subject matter of, this Agreement.

11. Assignment/Subcontract: The Contractor shall not assign or subcontract its obligations under this Agreement, except in writing and with the prior written approval of the County and Contractor, which approval shall be subject to such conditions and provisions as the County may deem necessary. This paragraph shall be incorporated by reference into any assignment or subcontract and any assignee or subcontractor shall comply with all of the provisions of this Agreement.

12. Compliance with Law: In providing all services/goods pursuant to this Agreement, the Contractor shall abide by all statutes, ordinances, rules and regulations pertaining to, or regulating the provisions of, such services, including those now in effect and hereinafter adopted. Any violation of said statutes, ordinances, rules and regulations shall constitute a material breach of this Agreement and shall entitle the County to terminate this Agreement immediately upon delivery of written notice of termination to the Contractor. The Contractor shall possess proper licenses to perform work in accordance with these specifications throughout the term of this Agreement.

13. Disclosure and Conflict of Interest: The Contractor represents that it, its directors, principles and employees, presently have no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance of services required by this Agreement, as provided in Sect. 112.311, et seq., Florida Statutes. County agrees that officers and employees of the County recognize and will be required to comply with the standards of conduct for public officers and employees as delineated in Section 112.313, Florida Statutes, regarding, but not limited to, solicitation or acceptance of gifts; doing business with one's agency; unauthorized compensation; misuse of public position, conflicting employment or contractual relationship; and disclosure or use of certain information.

Upon execution of this Agreement, and thereafter as changes may require, the Contractor shall notify the County of any financial interest it may have in any and all programs in Monroe County which the Contractor sponsors, endorses, recommends, supervises or requires for counseling, assistance, evaluation or treatment. This provision shall apply whether or not such program is required by statute, as a condition of probation, or is provided on a voluntary basis.

The County and Contractor warrant that, in respect to itself, it has neither employed nor retained any company or person, other than a bona fide employee working solely for it, to solicit or secure this Agreement and that it has not paid or agreed to pay any person, company, corporation, individual or Contractor, other than a bona fide employee working solely for it, any fee,

commission, percentage, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For the breach or violation of the provision, the Contractor agrees that the County shall have the right to terminate this Agreement without liability and, at its discretion, to offset from monies owed, or otherwise recover the full amount of such fee, commission, percentage, gift or consideration.

14. Arrears: The Contractor shall not pledge the County's credit or make it a guarantor of payment or surety for any agreement, debt, obligation, judgment, lien or any form of indebtedness. The Contractor further warrants and represents that it has no obligation or indebtedness that would impair its ability to fulfill the terms of this Agreement.

15. Notice Requirement: Any notice required or permitted under this Agreement shall be in writing and hand delivered or mailed, postage prepaid, to the other party by certified mail, return receipt requested, to the following:

FOR TDC: Maxine Pacini  
Monroe County TDC  
1201 White Street #102  
Key West, FL 33040

FOR COUNTY: Christine Limbert-Barrows,  
Assistant County Attorney  
PO Box 1026  
Key West, FL 33041-1026

FOR CONTRACTOR: Clint Barras  
Two Oceans Digital  
701 Simonton Street  
Key West, FL 33040

16. Taxes: The County is exempt from payment of Florida State Sales and Use taxes. The Contractor shall not be exempted by virtue of the County's exemption from paying sales tax to its suppliers for materials used to fulfill its obligations under this Agreement, nor is the Contractor authorized to use the County's Tax Exemption Number in securing such materials. The Contractor shall be responsible for any and all taxes, or payments of withholding, related to services rendered under this Agreement.

17. Termination:

- a) The County may terminate this Agreement for cause with seven (7) days' notice to the Contractor. Cause shall constitute a breach of the obligations of the Contractor to perform the services enumerated as the Contractor's obligations under this Agreement.
- b) Either of the parties hereto may terminate this Agreement without cause by giving the other party ninety (90) days written notice of its intention to do so.
- c) For Contracts of any amount, if the County determines that the Contractor/Consultant has submitted a false certification under Section 287.135(5), Florida Statutes or has been

placed on the Scrutinized Companies that Boycott Israel List, or is engaged in a boycott of Israel, the County shall have the option of (1) terminating the Agreement after it has given the Contractor/Consultant written notice and an opportunity to demonstrate the agency's determination of false certification was in error pursuant to Section 287.135(5)(a), Florida Statutes, or (2) maintaining the Agreement if the conditions of Section 287.135(4), Florida Statutes, are met.

- d) For Contracts of \$1,000,000 or more, if the County determines that the Contractor/Consultant submitted a false certification under Section 287.135(5), Florida Statutes, or if the Contractor/Consultant has been placed on the Scrutinized Companies with Activities in the Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or been engaged in business operations in Cuba or Syria, the County shall have the option of (1) terminating the Agreement after it has given the Contractor/Consultant written notice and an opportunity to demonstrate the agency's determination of false certification was in error pursuant to Section 287.135(5)(a), Florida Statutes, or (2) maintaining the Agreement if the conditions of Section 287.135(4), Florida Statutes, are met.

18. Governing Law, Venue, Interpretation, Costs and Fees:

- a) This Agreement shall be governed by and construed in accordance with the laws of the State of Florida applicable to agreements made and to be performed entirely in the State.
- b) In the event that any cause of action or administrative proceeding is instituted for the enforcement or interpretation of this Agreement, the County and Contractor agree that venue will lie in the appropriate court or before the appropriate administrative body in Monroe County, Florida.
- c) The County and Contractor agree that, in the event of conflicting interpretations of the terms or a term of this Agreement by or between any of them, the issue shall be submitted to mediation prior to the institution of any other administrative or legal proceeding.
- d) Severability. If any term, covenant, condition or provision of this Agreement (or the application thereof to any circumstance or person) shall be declared invalid or unenforceable to any extent by a court of competent jurisdiction, the remaining terms, covenants, conditions and provisions of this Agreement, shall not be affected thereby; and each remaining term, covenant, condition and provision of this Agreement shall be valid and shall be enforceable to the fullest extent permitted by law unless the enforcement of the remaining terms, covenants, conditions and provisions of this Agreement would prevent the accomplishment of the original intent of this Agreement. The County and Contractor agree to reform the Agreement to replace any stricken provision with a valid provision that comes as close as possible to the intent of the stricken provision.
- e) Attorney's Fees and Costs. The County and Contractor agree that in the event any cause of action or administrative proceeding is initiated or defended by any party relative to the enforcement or interpretation of this Agreement, the prevailing party shall be entitled to reasonable attorney's fees, court costs, investigative and out-of-pocket expenses, as an

award against the non-prevailing party, and shall include attorney's fees, courts costs, investigative and out-of-pocket expenses in appellate proceedings. Mediation proceedings initiated and conducted pursuant to this Agreement shall be in accordance with the Florida Rules of Civil Procedure and usual and customary procedures required by the circuit court of Monroe County.

- f) Adjudication of Disputes or Disagreements. County and Contractor agree that all disputes and disagreements shall be attempted to be resolved by Meet and Confer Sessions between representatives of each of the parties. If the issue or issues are still not resolved to the satisfaction of the parties, then any party shall have the right to seek such relief or remedy as may be provided by this Agreement or by Florida law.
- g) Cooperation. In the event any administrative or legal proceeding is instituted against either party relating to the formation, execution, performance or breach of this Agreement, County and Contractor agree to participate, to the extent required by the other party, in all proceedings, hearings, processes, meetings and other activities related to the substance of this Agreement or provision of the services under this Agreement. County and Contractor specifically agree that no party to this Agreement shall be required to enter into any arbitration proceedings related to this Agreement.

19. Binding Effect: The terms, covenants, conditions and provisions of this Agreement shall bind and inure to the benefit of the County and Contractor and their respective legal representatives, successors and assigns.

20. Authority: Each party represents and warrants to the other that the execution, delivery and performance of this Agreement have been duly authorized by all necessary County and corporate action, as required by law.

21. Claims for Federal or State Aid: Contractor and County agree that each shall be, and is, empowered to apply for, seek and obtain Federal and State funds to further the purpose of this Agreement; provided that all applications, requests, grant proposals and funding solicitations are not for funding already provided under this Agreement.

22. Privileges and Immunities: All of the privileges and immunities from liability, exemptions from laws, ordinances and rules, and pensions and relief, disability, workers' compensation and other benefits which apply to the activity of officers, agents or employees of any public agents or employees of the County, when performing their respective functions under this Agreement within the territorial limits of the County shall apply to the same degree and extent to the performance of such functions and duties of such officers, agents, volunteers or employees outside the territorial limits of the County.

23. Legal Obligations and Responsibilities: Non-Delegation of Constitutional or Statutory Duties. This Agreement is not intended to, nor shall it be construed as, relieving any participating entity from any obligation or responsibility imposed upon the entity by law except to the extent of actual and timely performance thereof by any participating entity, in which case the performance may be offered in satisfaction of the obligation or responsibility. Further, this Agreement is not intended to, nor shall it be construed as, authorizing the delegation of the constitutional or statutory

duties of the County, except to the extent permitted by the Florida constitution, state statute and case law.

24. Non-Reliance by Non-Parties: No person or entity shall be entitled to rely upon the terms, or any of them, of this Agreement to enforce or attempt to enforce any third-party claim or entitlement to or benefit of any service or program contemplated hereunder, and the County and the Contractor agree that neither the County nor the Contractor or any agent, officer or employee of either shall have the authority to inform, counsel or otherwise indicate that any particular individual or group of individuals, entity or entities, have entitlements or benefits under this Agreement separate and apart, inferior to, or superior to the community in general or for the purposes contemplated in this Agreement.

25. Attestations: Contractor agrees to execute such documents as the County may reasonably require, to include a Public Entity Crime Statement, an Ethics Statement and a Drug-Free Workplace Statement.

26. No Personal Liability: No covenant or agreement contained herein shall be deemed to be a covenant or agreement of any member, officer, agent or employee of Monroe County in his or her individual capacity, and no member, officer, agent or employee of Monroe County shall be liable personally on this Agreement or be subject to any personal liability or accountability by reason of the execution of this Agreement.

27. Insurance: The Contractor shall maintain the following required insurance throughout the entire term of this Agreement and any extensions. Failure to comply with this provision may result in the immediate suspension of all work until the required insurance has been reinstated or replaced. Delays in the completion of work resulting from the failure of the Contractor to maintain the required insurance shall not extend any deadlines specified in this Agreement and any penalties and failure to perform assessments shall be imposed as if the work had not been suspended, except for Contractor's failure to maintain the required insurance.

The Contractor shall provide, to the County, as satisfactory evidence of the required insurance, either:

- \* Certificate of Insurance
- OR
- \* A Certified copy of the actual insurance policy

The County, at its sole option, has the right to request a certified copy of any or all insurance policies required by this Agreement. All Insurance policies must specify that they have a thirty (30) day notice of cancellation, non-renewal, material change in policy language or reduction in coverage. The acceptance and/or approval of the Contractor's insurance shall not be construed as relieving the Contractor from any liability or obligation assumed under this Agreement or imposed by law. The Monroe County BOCC, its employees and officials shall be included as an "Additional Insured" on all insurance policies, except for Workers' Compensation, as their interests may appear in all policies issued to satisfy these requirements.

Any deviations from these General Insurance Requirements must be requested in writing on the County prepared form entitled "Request for Waiver of Insurance Requirements". Any deviation must be approved in writing by Monroe County Risk Management.

- a) Prior to the commencement of work governed by this Agreement, the Contractor shall obtain Workers' Compensation Insurance with limits sufficient to comply with Florida Statute 440. In addition, the Contractor shall obtain Employers' Liability Insurance with limits of not less than:

\$100,000	Bodily Injury by Accident
\$500,000	Bodily Injury by Disease
\$100,000	Bodily Injury by Disease, each Employee

Coverage shall be maintained throughout the entire term of this Agreement. Coverage shall be provided by a company or companies authorized to transact business in the state of Florida and the company or companies must maintain a minimum rating of A-V1, as assigned by the A.M. Best Company.

- b) Prior to the commencement of work governed by this Agreement, the Contractor shall obtain General Liability Insurance. Coverage shall be maintained throughout the life of the Agreement and include, as a minimum:

- \* Premises Operations
- \* Products and Completed Operations
- \* Blanket Contractual Liability
- \* Personal Injury Liability
- \* Expanded Definition of Property Damage

The minimum limits acceptable shall be:

\$1,000,000 per Occurrence and \$1,000,000 Aggregate

If split limits are provided, the minimum limits acceptable shall be:

\$ 500,000 per Person  
\$1,000,000 per Occurrence  
\$ 100,000 Property Damage

An Occurrence Form policy is preferred. If coverage is provided on a Claims Made policy, its provisions should include coverage for claims filed on or after the effective date of this Agreement. In addition, the period for which claims may be reported should extend for a minimum of twelve (12) months following the acceptance of work by the County.

- c) Recognizing that the work governed by this Agreement involves the furnishing of advice or services of a professional nature, the Contractor shall purchase and maintain, throughout the life of the Agreement, Professional Liability Insurance, which will respond to damages

resulting from any claim arising out of the performance of professional services or any error or omission of the Contractor arising out of work governed by this Agreement.

The minimum limits of liability shall be: \$300,000 per Occurrence/\$500,000 Aggregate.

The Monroe County BOCC shall be named as Additional Insured as their interests may appear on all insurance policies issued to satisfy the above requirements.

28. Uncontrollable Circumstances: Any delay or failure of either Party to perform its obligations under this Agreement will be excused to the extent that the delay or failure was caused directly by an event beyond such Party's control, without such Party's fault or negligence and that by its nature could not have been foreseen by such Party or, if it could have been foreseen, was unavoidable: (a) acts of God; (b) flood, fire, earthquake, explosion, tropical storm, hurricane or other declared emergency in the geographic area of the Scope of Services/Project; (c) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot, or other civil unrest in the geographic area of the Scope of Services/Project; (d) government order or law in the geographic area of the Scope of Services/Project; (e) actions, embargoes, or blockades in effect on or after the date of this Agreement; (f) action by any governmental authority prohibiting work in the geographic area of the Scope of Services/Project;(each, a "Uncontrollable Circumstance"). CONTRACTOR'S financial inability to perform, changes in cost or availability of materials, components, or services, market conditions, or supplier actions or contract disputes will not excuse performance by Contractor under this Section. Contractor shall give County written notice within 7 days of any event or circumstance that is reasonably likely to result in an Uncontrollable Circumstance, and the anticipated duration of such Uncontrollable Circumstance. Contractor shall use all diligent efforts to end the Uncontrollable Circumstance, ensure that the effects of any Uncontrollable Circumstance are minimized and resume full performance under this Agreement. The County will not pay additional cost as a result of an Uncontrollable Circumstance.

29. Execution in Counterparts: This Agreement may be executed in any number of counterparts, each of which shall be regarded as an original, all of which taken together shall constitute one and the same instrument and any of the parties hereto may execute this Agreement by signing any such counterpart.

30. Section Headings: Section headings have been inserted in this Agreement as a matter of convenience of reference only, and it is agreed that such section headings are not a part of this Agreement and will not be used in the interpretation of any provision of this Agreement.

31. E-Verify: Effective January 1, 2021: In accordance with F.S. 448.095, Contractor shall utilize the U.S. Department of Homeland Security's **E-Verify system** to verify the employment eligibility of all new employees hired by the Contractor during the term of the Contract and shall expressly require any subcontractors performing work or providing services pursuant to the Contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the Contract term.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed the day and year first above written.

(SEAL)  
Attest: Kevin Madok, Clerk

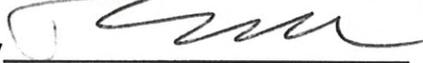
Board of County Commissioners  
of Monroe County

\_\_\_\_\_  
Deputy Clerk

\_\_\_\_\_  
Mayor/Chairman

(To be filled out by Contractor)

**Cooke Communications Florida, LLC d/b/a Two Oceans Digital**

By   
President

THOMAS COOK  
Print Name

6/15/2020  
Date

AND TWO WITNESSES

(1) 

(1) KAJA WILLIAMS  
Print Name

(2) \_\_\_\_\_

(2) Clinton Barras  
Print Name

Date: 6/15/2020

Date: 6/15/2020

MONROE COUNTY ATTORNEY  
APPROVED AS TO FORM:  
Christine Limbert-Barrows  
CHRISTINE LIMBERT-BARROWS  
ASSISTANT COUNTY ATTORNEY  
DATE: 6/15/20

**Website and Digital Provider Sales Guidelines**

This document will serve as guidelines and authorization to facilitate the website and digital services provider sales for the Monroe County TDC websites.

**Advertising:**

**Banner Ads**

The Contractor will have the opportunity to sell and place banner ads on the website. The banner ads should conform to internet standards pertaining to size and functionality to be approved by the TDC. There can be three (3) rotating banner ads per webpage. Banner ads may be sold throughout the site. Additional banners either rotating or fixed may be added upon the direction and approval of the TDC.

**Hyperlinks**

Advertising in the form of hyperlinks can be sold throughout the website. The TDC will allow links to tourist industry associations or organizations such as chambers of commerce, lodging associations, attractions associations, etc. at no cost at agreeable locations. The Contractor may offer the following options to the standard listing and event listings.

- Enhanced Listing - upgrades to the standard listing which include:
- Images, videos, map links, social media sharing options, and other enhancements that increase functionality and/or user experience.

**Web Cam Sponsorships**

Contractor can sell sponsorships for live webcams at different locations throughout the Florida Keys.

**Remarketing**

Contractor can sell remarketing services.

### **Advertising Allowances and Restrictions**

Contractor can sell advertising to any national or international business that has a business interest in the Florida Keys. Any non-tourist related business must be approved in advance by the TDC Marketing Director and may not exceed one-third of the allowable banner space.

Local businesses should be limited to hyperlink advertising in the website section relating to the geographical region (TDC District) where the business is conducted. If business is conducted throughout the Keys, then that company can advertise throughout the entire website.

As new forms of Internet advertising evolve, the Contractor will have the opportunity to incorporate these as well; however, prior to implementation, the Contractor should receive approval from the TDC.

### **Merchandising**

There is to be no TDC-related merchandising agreement without TDC approval in advance.

### **Reservation Services**

There is no TDC website-related reservation service or booking mechanism on the TDC website. Only the TDC can approve such services if desired.

Agenda Item #

**N.2.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: Excused Absence for Mr. Tim Root

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

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**DATE:** July 10,2020  
**To:** TDC Board Members  
**FROM:** Stacey Mitchell, Director of Marketing  
**RE:** **Consideration and Action re: Excused Absence for Mr. Tim Root**

---

Mr. Tim Root is requesting an excused absence for the June 10, 2020 TDC meeting as he was absent due to attending Utility Board's Strategic Planning Workshop. Attached you will find the corresponding back up for his attendance at this workshop.

Mr. Root has been absent from the following TDC Meetings: December 18, 2019, February 4, 2020 and June 10, 2020 (3 meetings in Fiscal Year).

Absentee Policy of the TDC:

- Whereas, Sec.2.299 (B) (4) is amended to read as follows: Any member of the tourist development council who absents himself from any three (3) consecutive regular meetings of said tourist development council, unless excused from such attendance by consent of the council, expressed by action of record in its official minutes, or who is absent from a total of four (4) regular meetings of said council in any fiscal year without having been excused from such attendance by consent of the council expressed by action of record in its official minutes, shall thereby automatically forfeit his position and office as a member of the tourist development council.

# **AGENDA**

*UTILITY BOARD OF THE CITY OF KEY WEST, FL  
STRATEGIC PLANNING WORKSHOP – 10:00 A.M. - WEDNESDAY, JUNE 10, 2020  
1001 JAMES STREET, KEY WEST, FL – KEYS ENERGY SERVICES BOARD ROOM*

1. Roll Call
2. Confirm Mission and Vision
3. Confirm Values
4. Review 2020-2022 Goals & Strategies
5. Update on Status of Action Plans
6. Consider Additional Issues for 2021 Plan
7. Public Input
8. Adjournment

Peter Batty, Chair • Mona Clark, Vice Chair  
Timothy Root, Member • Steven Wells, Member • Robert Barrios, Member

Agenda Item #

**N.3.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: FY 2021 Marketing Plan

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

Approval

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

Agenda Item #

**O.1.a.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:** I

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**AGENDA ITEM WORDING:**

DAC I May 13, 2020 Regular Meeting Minutes - FYI

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**ITEM BACKGROUND:**

Attached

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

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**District I Advisory Committee Meeting**

The May 13, 2020 regular meeting of the District I Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Steve Robbins at 3:00 p.m. Via Zoom.

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

TDC Representative in Attendance: Ms. Diane Schmidt

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin and Mr. Dorn Martell – Tinsley Advertising, Mr. Clinton Barras – Two Oceans Digital Ms. Carol Shaughnessy - NewmanPR

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

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Pacini moved item L.16. Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget and item H.4. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation. Ms. Smith moved approval of the agenda as amended and with the following bulk agenda items:

- D.1. February 26, 2020 Regular Meeting Minutes
- D.2. February 4, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Smith Travel Research Daily Occupancy Report – FYI
- H.3. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Chamber Visitor Information Services Report – FYI
- I.2. Key West Business Guild Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Review of Recent Events Funded by DAC
- L.3. Consideration and Action re: Amendment to Agreement with Key West Art and Historical Society, Inc. for the Custom House Mechanical Repairs Phase II Project
- L.4. Consideration and Action re: Extension to Agreement with City of Key West for the Amphitheatre Improvements Project
- L.5. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF- Coral Restoration – Key West Project
- L.6. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher Masonry Repair and Electrical Improvement Project
- L.7. Consideration and Action re: Extension to Agreement with Mel Fisher Maritime Heritage Society, Inc. for the Mel Fisher 2<sup>nd</sup> Round Improvements Project

- L.8. Consideration and Action re: Extension to Agreement with National Marine Sanctuary Foundation, Inc. for the Eco-Discovery Center Interior Exhibits Project
- L.9. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Sign Project
- L.10. Consideration and Action re: Extension to Agreement with Key West Botanical Garden Society, Inc. for the Botanical Garden Playground Installation Project
- L.11. Consideration and Action re: Amendment to Agreement with Historic Florida Keys Foundation, Inc. for the Oldest House Museum Improvements Project
- L.12. Consideration and Action re: Date Change for Conch Republic Independence Celebration 2020
- L.13. Consideration and Action re: Date Change for Key West Songwriters Festival
- L.14. Consideration and Action re: Date Change for Key West Pride
- L.15. Consideration and Action re: Amendment to Scope of Service for Hemingway 5K and Paddle Board Race

Ms. Ware 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 I 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. Ware moved approval to keep the FY 2021 Capital Resources at \$1,903,271, Ms. Brown seconded. Motion passed unanimously.

Ms. Pacini commented that the DAC must leave \$460,190 in Event Resources, due to where the funds in the budget were allocated from.

Mr. Robbins moved approval to move \$300,000 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Ware seconded.

During discussion Ms. Brown stated that she felt that more funds should be moved to advertising. Ms. Smith agreed and stated that she did not believe that large events would be attractive to visitors. Ms. Ware was in agreement.

Mr. Robbins amended his motion to move \$500,000 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Ware seconded. Motion passed unanimously.

Ms. Smith moved approval to move \$50,000 from FY 2021 Event Resources to FY 2021 New Event Resources, Ms. Brown seconded. Motion passed unanimously.

Ms. Pacini provided the resulting balances of \$4,879,342 Advertising Resource; \$250,000 Promotional Resources; \$1,903,271 Capital Resources; \$560,9000 Economic/Natural Disaster Capital Resources; \$728,054 Regular Event Resources; and \$50,000 New Event Resources.

Ms. Works moved approval of the DAC I FY 2021 Budget as amended, Ms. Brown seconded.

A roll call vote was taken with the following results:

Ms. Julie Brown	Yes	
Ms. Pony Charvet	Yes	
Ms. Eugenia Dwyer	Yes	
Ms. Patricia Neyra	Yes	
Ms. Piper Smith	Yes	
Mr. Mark Vose	Yes	
Ms. Rosi Ware	Yes	
Ms. Kim Works	Yes	
Mr. Steve Robbins	Yes	Motion passed.

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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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 \$400,000 DAC I FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the advertising recovery plan.

Mr. Charvet moved approval of the media recommendation in an amount not to exceed \$400,000 District I FY 2020 Advertising Resources as presented, Ms. Smith seconded.

There being no further business the meeting was adjourned at 4:45 p.m.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:** II

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**AGENDA ITEM WORDING:**

DAC II May 12, 2020 Regular Meeting Minutes - FYI

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**ITEM BACKGROUND:**

Attached

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

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**District II Advisory Committee Meeting**

The May 12, 2020 District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chair Mr. Steve Estes at 6:00 p.m. via Zoom.

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

DAC Members Absent Were: Mr. Henry Hamilton (2<sup>nd</sup> absence in Fiscal Year) and Mr. Troy Talpas (2<sup>nd</sup> absence in a row)

TDC Representative Present: Ms. Gayle Tippet

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

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

Additions to and Approval of the Agenda: Ms. Pacini moved item L.4. Update re: April 28, 2020 TDC Meeting before item E.3. Consideration and Action re: FY 2021 Budget, and H.3. Presentation: COVID-19 Research Data before item G.2. Consideration and Action re: Media Recommendation.

Mr. Mongelli moved approval of the agenda as amended 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
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update - FYI
- L.2. Consideration and Action re: Extension to Agreement with MCBOCC for the Lower Keys Scenic Highway Viewing Area Nature Center Project
- L.3. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Lower Keys 2<sup>nd</sup> Round Project

Mr. Pozzi 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 II 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.

Mr. Pozzi moved approval to move \$53,380 from FY 2021 Capital Resources to Capital Economic/Natural Disaster Resources. Motion failed due to a lack of a second.

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

Ms. Pacini commented that the DAC must leave \$53,635 in Event Resources, due to where the funds in the budget were allocated. She also stated that due this year the allocates were scheduled for October, the funds would not be able to be moved after the Event funding meetings.

Mr. Mongelli moved approval to leave \$53,635 in FY 2021 Event Resources, Mr. Pozzi seconded.

During discussion Ms. Quirk asked what the thoughts on holding events were. Mr. Mongelli stated that he felt that the funds would be best spend in advertising with events utilizing more of their own funding to promote their events. Ms. Mitchell replied that data being presented later in the meeting shows that visitors may not be comfortable attending events.

Mr. Mongelli amended his motion to leave \$53,635 in FY 2021 Event Resources and to move the remaining \$43,883 to FY 2021 Advertising Resources, Mr. Pozzi second. Motion passed unanimously.

Ms. Pacini provided the resulting balance of \$609,831 FY 2021 Advertising Resources, \$51,905 Promotional/Storm Advertising Resources, \$60,000 Frozen Capital Resources, \$153,380 FY 2021 Capital Resources, \$170,000 Economic/Natural Disaster Capital Resources, and \$53,635 in FY 2021 Event Resources.

Ms. Quirk moved approval of the FY 2021 DAC II Budget as amended, Ms. Palmer seconded.

A roll call vote was taken with the following results:

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

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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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 \$50,000 DAC II FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the recovery advertising plan.

Mr. Mongelli moved approval the media recommended as presented in an amount not to exceed \$50,000 DAC II FY 2020 Advertising Resources, Mr. Pozzi seconded. Motion passed unanimously.

Public/Industry Input: Ms. Jodi Weinhofer stated that Ms. Fountian and Ms. Mitchell would be presenting to the Lodging Association virtually and invited anyone who wanted to attend to email her.

There being no further business the meeting was adjourned at 7:45 p.m.



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

**MEETING DATE:** July 21, 2020

**DISTRICT:** III

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**AGENDA ITEM WORDING:**

DAC III May 13, 2020 Regular Meeting Minutes - FYI

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**ITEM BACKGROUND:**

Attached

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

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**District III Advisory Committee Meeting**

The May 13, 2020 regular meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. via Zoom.

DAC Members Present Were: Ms. Cora Baggs, Mr. Ben Daughtry, Ms. Wendy Hall, Mr. Kelly McKinnon, Ms. Elise Muncha, Mr. Sheldon Suga

DAC Members Absent Were: Mr. Ralph Lucignano (1<sup>st</sup> absence in Fiscal Year) and Ms. Karen Thurman (2<sup>nd</sup> absence in a row)

TDC Representative in Attendance: Ms. Rita Irwin

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, Mr. Dorn Martel – Tinsley Advertising, Ms. Julie Botteri – 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 the Agenda: Ms. Pacini moved item L.5. 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.

Mr. Suga moved approval of the agenda as amended with the following bulk agenda items:

- D.1. February 26, 2020 Regular Meeting Minutes
- D.2. February 4, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report – FYI
- I.1. Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operations Manual Update – FYI
- L.2. Written Review of Evens Funded by DAC
- L.3. Consideration and Action re: Extension to Agreement with the Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Marathon Project
- L.4. Consideration and Acton re: Extension to Agreement with City of Marathon for the Coco Plum Shoreline Restoration Project

Ms. Hall 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 III 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. Baggs asked how much was spent in emergency capital after hurricane Irma, Ms. Pacini replied \$146,000. Mr. McKinnon commented that he was concerned about the low amount of funding that was in the Economic/Natural Disaster Resources. Ms. Irwin commented that that the emergency capital funding was the first form of funding that not-for profits saw after hurricane Irma and that it ran out very quickly.

Mr. Suga moved approval to move \$200,000 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Ms. Bags seconded.

During discussion Ms. Baggs questioned if this was enough funding in the Economic/Natural Disaster Resources. Mr. Daughtry asked how much other DACs had placed into this account. Ms. Pacini replied that this amount was in line with what the other DACs had done.

Mr. Suga amended his motion to move \$300,00 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Mr. Daughtry seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Mr. Ben Daughtry	Yes	
Ms. Wendy Hall	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Mr. Sheldon Suga	Yes	
Ms. Vicki Tasjian	Yes	Motion passed.

Ms. Pacini commented that the DAC must leave \$135,065 in Event Resources, due to where the funds in the budget were allocated. She also stated that due to this year's allocation schedule, the funds would not be able to be moved after the Event funding meetings, which were scheduled for October.

Mr. Sheldon moved approval to move \$140,007 from FY 2021 Event Resources to FY 2021 Advertising Resources, Ms. Hall seconded. Motion passed unanimously.

Ms. Pacini provided the resulting balances: \$1,208,673 FY 2021 Advertising Resources; \$50,000 Promotional Advertising Resources, \$27,175 Frozen Capital Resources; \$506,746 FY 2021 Capital Resources; \$375,000 Economic/Natural Disaster Capital Resources; \$135,065 FY 2021 Event Resources.

Ms. Hall moved approval of the FY 2021 as amended, Ms. Baggs seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes
Mr. Ben Daughtry	Yes
Ms. Wendy Hall	Yes
Mr. Kelly McKinnon	Yes
Ms. Elise Mucha	Yes
Mr. Sheldon Suga	Yes
Ms. Vicki Tasjian	Yes

Motion passed.

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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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 III FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the recovery advertising plan.

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

There being no further business the workshop was adjourned at 11:28 a.m.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:** IV

---

**AGENDA ITEM WORDING:**

DAC IV May 12, 2020 Regular Meeting Minutes - FYI

---

**ITEM BACKGROUND:**

Attached

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

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**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 2<sup>nd</sup> 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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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  
AGENDA ITEM SUMMARY**

**MEETING DATE:** July 21, 2020

**DISTRICT:** IV

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**AGENDA ITEM WORDING:**

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

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**ITEM BACKGROUND:**

The District IV Advisory Committee at their meeting of June 24, 2020 moved approval to amend the Agreement with Maticubme Historical Trust, Inc. for the Florida Keys Historical Station Project.

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.

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

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**From:** [Barbara Edgar](#)  
**To:** [ammie@fla-keys.com](mailto: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](http://www.avast.com)

## AMENDMENT (1<sup>st</sup> AMENDMENT) TO AGREEMENT

**THIS AMENDMENT** to Agreement dated this \_\_\_\_\_ day of \_\_\_\_\_ 2020, is entered into by and between the Board of County Commissioners for Monroe County, on behalf of the Tourist Development Council, and **Matecumbe Historical Trust, Inc.** a not for profit organized and operating under the laws of the state of Florida (Grantee).

**WHEREAS**, there was an Agreement entered into on January 23, 2019 between the parties, awarding \$34,500 to Grantee for the **Florida Keys Historical Station Project (“Agreement”)**; and

**WHEREAS**, it has become necessary to revise Exhibit A of the Agreement outlining the Scope of Service for the project to remove the replacement of existing interpretive plaques with new interpretive plaques and to allocate funded amount of \$34,500 to the remaining portion of the project; and

**WHEREAS**, it has become necessary to revise the termination date of the Agreement to September 30, 2020 to allow for processing of this amendment, and

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

1. Paragraph 1 of the agreement shall be revised to read as follows: This Agreement is for the period of **January 23, 2019 to September 30, 2020**. This Agreement shall remain in effect for the stated period unless one party gives to the other written notification of termination pursuant to and in compliance with paragraphs 7, 12 or 13 of the original Agreement dated January 23, 2019.
2. Exhibit A of the Agreement shall be revised and attached hereto.
3. Any references to termination date and submission of invoices shall be revised to read September 30, 2020.
4. This Amendment shall be retroactively approved to December 31, 2019.
5. The remaining provisions of the agreement dated January 23, 2019 shall remain in full force and effect.

**REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK**

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

(SEAL)  
Attest: Kevin Madok, Clerk

Board of County Commissioners  
of Monroe County

\_\_\_\_\_  
As Deputy Clerk

\_\_\_\_\_  
Mayor/Chairman

**Matecumbe Historic Trust, Inc.**

By \_\_\_\_\_  
President

\_\_\_\_\_  
Print Name

Date: \_\_\_\_\_

**AND TWO WITNESSES**

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(1) \_\_\_\_\_  
Print Name

(2) \_\_\_\_\_  
Print Name

Date: \_\_\_\_\_

Date: \_\_\_\_\_

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

**MEETING DATE:** July 21, 2020

**DISTRICT:** IV

---

**AGENDA ITEM WORDING:**

Consideration and Action re: Mr. Eddie Sipple/Lodging Representative

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**ITEM BACKGROUND:**

See attached application. This position was advertised due to the end of term for Ms. Deb Gillis. The District IV Nomination Committee has recommended the appointment of Mr. Eddie Sipple to serve as District IV Lodging Representative to July 20, 2023

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020



# APPLICATION

DISTRICT IV ADVISORY COMMITTEE (DAC)

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

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

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

NAME: -Eddie Sipple

WORK ADDRESS: Postcard Inn Beach Resort & Marina  
84001 Overseas Highway, Islamorada, Florida, 33036

HOME ADDRESS: Plantation Villas  
40 High Point Road, Tavernier, Florida

WORK PHONE: ( 305 ) 433.9944 | CELL: ( 941 ) 266.9417  
*(please select)*

FAX NO: ( XXX ) XXX-XXXX \*E-MAIL: eddie.sipple@oplhoteles.com

**Current Employment:**

Ocean Properties Limited

**Employment History:**

OPL, 2009-Present  
Islamorada Resort Collection, 2016-Present  
Sandcastle Resort, Sarasota, Fl 2013-2016  
Carambola Resort & Spa, St. Croix, USVI, 2019-2013  
  
La Concha, Renaissance Hotel, San Juan, Puerto Rico 2005-2009  
  
Sheraton-Westin, Grand Bahama Island, Bahamas, 2002-2005

**Organization/Membership Affiliation(s):**

Monroe County, FRLA Board

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

I oversee 4 properties in Islamorada and 2 in Key West. I live in the area and am in tune with the local atmosphere and local way of doing things. I have spent 11 years in the islands, (not counting Islamorada), so I am familiar with the challenges of working in an environment such as the Keys. I have an understanding on the need to blend the visiting guests' needs with the locals' needs; something I feel is too often overlooked.

I have taken the 4 Islamorada properties through renovations twice; upon arrival in 2016, and after Irma.

I have opened/renovated over 20 properties in my career including Hawaii and the Caribbean.

Having worked in these types of environments, I see the importance for proper representation of the area by and through tourism. Due to the revenues, taxes & jobs generated by our industry; it is important that there be proper execution of a solid and creative plan on how we drive Monroe County as a tourist destination.

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

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

Signature: \_\_\_\_\_

*Edd Sjic*

Date: \_\_\_\_\_

*June 21, 2020*

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

**FRIDAY, June 26, 2020**

**IMPORTANT:**

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

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

Agenda Item #

**0.5.a.**

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

**MEETING DATE:** July 21, 2020

**DISTRICT:** V

---

**AGENDA ITEM WORDING:**

DAC V May 12, 2020 Regular Meeting Minutes - FYI

---

**ITEM BACKGROUND:**

Attached

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

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

---

**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

**District V Advisory Committee**

The May 12, 2020 Regular Meeting of the District V Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Laron at 10:00 a.m. via Zoom.

DAC Members Present Were: Ms. Nola Ann Acker, Mr. Justin Andrews, Ms. Valerie Barth, Ms. Joy Boyd, Mr. Shannon Burdge, Mr. Dan Cornell, Ms. Suzanne Holmquist, Mr. Russell Yagel

TDC Representative Present: Mr. Michael Shipley

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

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

Approval of the Bulk Agenda Items: Ms. Pacini moved item L.5. 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. Barth pulled items L.2. Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo Project; L.3. Consideration and Action re: Event Date Change for the Key Largo Original Music Festival; and L.4. Review of Recent Events Funded by DAC from the bulk items.

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

Ms. Acker seconded. Motion passed unanimously.

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 V 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.

Mr. Andrews moved approval to move \$300,000 from FY 2021 Capital Resources to Economic/Natural Disaster Capital Resources, Ms. Acker seconded. Motion passed unanimously.

Ms. Pacini provided the resulting balance which are: \$217,531 in FY 2021 Capital Resources and \$800,000 in Economic/Natural Disaster Capital Resources

Mr. Yagel stated he would be in favor of reducing event funding for FY 2021. Ms. Barth agreed and stated that she did not know if visitors would be comfortable attending large events, but she was not sure how much of the budget to allocate to events. Ms. Pacini commented that the DAC must leave \$117,640 in Event Resources, due to where the funds in the budget were allocated from. Mr. Burdge stated that he felt that the maximum amount should be moved into advertising. Mr. Andrews stated that he felt that visitors would be looking for something to do once restrictions were lifted. Mr. Shipley stated that while events are great, that the return on investment by placing additional funds in Advertising Resources would be greater. Mr. Barth stated that she felt as if events in district are attended by visitors who do not stay overnight. Ms. Holmquist expressed concern over funding events when visitors might be hesitant to attend

Mr. Yagel moved approval to move \$98,238 from FY 2021 Event Resources to FY 2021 Advertising Resources, with the resulting balances of \$117,640 in FY 2021 Event Resources and \$1,456,743 in FY 2021 Advertising Resources, Ms. Barth seconded.

A roll call vote was taken with the following results:

Ms. Nola Ann Acker	Yes
Mr. Justin Andrews	Yes
Ms. Valerie Barth	Yes
Ms. Joy Boyd	Yes
Mr. Shannon Burdge	Yes
Mr. Dan Cornell	Yes
Ms. Suzanne Holmquist	Yes
Mr. Russell Yagel	Yes
Ms. Peg Laron	Yes

Motion passed.

Ms. Barth moved approval to move \$100,000 from Advertising Resources to Promotional Advertising Resources, Ms. Acker seconded.

Ms. Holmquist asked how much of the Promotional Advertising Resources were used after hurricane Irma. Mr. Underwood commented that that the Districts media plan was very flexible and could be rearranged and funds redirected if a storm were to occur. He stated that the District had utilized \$100,000 after hurricane Irma.

Ms. Barth withdrew her motion and Ms. Acker withdrew her second.

Mr. Yagel moved approval FY 2021 Advertising Resources of \$1,456,743 and Promotional Advertising Resources of \$170,000, Ms. Barth seconded. The 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 3<sup>rd</sup> and 4<sup>th</sup> 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 30<sup>th</sup> 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 \$155,000 DAC V FY 2020 Advertising Resources for television and digital/social media advertising during phase III and IV of the recovery advertising plan.

Ms. Acker moved approval of the media recommendation in an amount not to exceed \$155,000 District V FY 2020 Advertising Resources as presented, Ms. Barth seconded.

A roll call vote was taken with the following results:

Ms. Nola Ann Acker	Yes
Mr. Justin Andrews	Absent*
Ms. Valerie Barth	Yes
Ms. Joy Boyd	Yes
Mr. Shannon Burdge	Yes
Mr. Dan Cornell	Yes
Ms. Suzanne Holmquist	Yes
Mr. Russell Yagel	Yes
Ms. Peg Laron	Yes

Motion passed.

\*Mr. Andrews was not present at the time of the roll call vote

Mr. Andrews rejoined the meeting at 11:56 a.m.

Consideration and Action re: Extension to Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo Project: Ms. Pacini stated that the Coral Restoration Foundation, Inc. had requested an extension to their CRF- Coral Restoration – Key Largo project to March 31, 2021 due to delays relating to COVID-19.

Ms. Barth asked for clarification on if the funds for this project was coming from the frozen Capital Resources. Ms. Pacini responded, no, that the frozen Capital Resources were unallocated resources.

Mr. Yagel moved approval to extend the Agreement with Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Key Largo Project to March 31, 2020, Ms. Acker seconded. Motion passed unanimously.

Consideration and Action re: Event Date Change for Key Largo Original Music Festival: Ms. Pacini stated that the event was requesting to change the event date from May to October due to effects relating COVID-19.

Ms. Barth moved approval to change the event date for the Key Largo Original Music Festival from May to October 2020, Mr. Yagel seconded. Motion passed unanimously.

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

Jimmy Johnson's "Quest for the Ring" Championship Fishing Week: CI Management Group, Inc. was allocated \$20,000 for Jimmy Johnson's "Quest for the Ring" Championship Fishing Week in March 2020. A written report was provided in the meeting packet. The Committee expressed concern that the event did not promote over-night stays in the district. Ms. Pacini stated that she was not sure if the reimbursement had been submitted for this event or not, and stated that the event would need to show proof that they completed the scope of service that was within their agreement in order to receive reimbursement\*. Ms. Pacini stated that the DAC should keep this in mind when evaluating their application for FY 2021 funding. \*This event was reimbursed prior to DAC inquiry.

General Discussion: Ms. Laron expressed concern that tourists were arriving by boat to stay at lodging facilities. Ms. Mitchell commented that Keys were currently closed to tourist and that any illegal rental activity should be reported to County Code enforcement.

There being no further business the meeting was adjourned at 12:17 p.m.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Minutes of Cultural Umbrella Meeting - FYI

---

**ITEM BACKGROUND:**

Attached

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

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** TDC Administrative Office

**PROVIDED BY:** Cultural Umbrella

**DEADLINE DATE:** July 10, 2020

Florida Keys Council of the Arts /Monroe County Tourist Development Council  
Cultural Umbrella Committee  
Minutes May 19, 2020  
10:00 a.m. via Zoom

Call to Order: Chair, Bunnie Smith, called the meeting to order at 10:00 a.m.

In attendance were Committee Members: Bunnie Smith, Dr. Betty Powell-Klimock, Michelle Nicole Lowe, Cliff Hinze and Tricia Hintze. TDC Staff: Maxine Pacini, Stacy Mitchell. Tinsley Advertising: John Underwood, Danielle Salman, Eric Gitlin. Newman PR: Carol Shaunessy. FKCA Staff: Elizabeth Young, Martha Resk, Coco Page.

Approval to conduct this meeting via Communications Media Technology (CMT) in compliance with County Resolution 069-2020, and the accompanying rules

MOTION: Cliff moved to approve the use of CMT to conduct the meeting; Michelle seconded. The motion passed unanimously.

Chair's remarks: Bunnie introduced herself, welcomed the committee, and explained that each year, the application process becomes more streamlined, and that for this meeting we have already entered in the committee member's scores into the spreadsheet. We have already done the math, so we will present you with a much more streamlined report. She explained that the Cultural Umbrella funds from the TDC are to support or retain tourism throughout Monroe County. The Cultural Umbrella funding by the TDC is to support advertising seen by visitors both within the County and outside of Monroe County.

Introduction of panelists and attendees: By district: D1 Bunnie Smith, D2 Betty Klimock, D3 Tricia Hintze, D4 Michelle Nicole Lowe, D5 Cliff Stutts. Attendees introduced: TDC's Maxine Pacini, Tinsley's John Underwood and Danielle Salman, and Carol Shaunessy of Newman PR. FKCA staff: Elizabeth Young, Executive Director, Martha Resk, Business Manager and Coco Page, Executive Assistant and Calendar Coordinator. Bunnie mentioned that both Cliff and Betty have terms which expire this year, 2020. Cliff has expressed interest in staying. However, Betty has completed her term as a committee member, and for her work, we are very thankful.

Approval of minutes of June 15, 2019

MOTION: Michelle moved to approve the June 15, 2019 minutes; Cliff seconded. The motion passed unanimously.

Bunnie announced that the scoresheet will be emailed around to all of the event applicants and will be posted on the Arts Council's website.

Recusals: Tricia recused from Marathon Community Theater, District 3, since she is a current Board Member.

MOTION: Cliff moved to recommend funding for The Marathon Community Theater in District III as above listed; seconded by Michelle. In a roll call vote, the motion passed with Bunnie, Betty, Cliff and Michele approving, and Tricia recusing herself from the vote. The motion passed unanimously.

Consideration and action: Applications for Cultural Umbrella funding for 2020/21:

DISTRICT V : the Committee scored District V and multiple-district applications. Funds available in District V are \$63,700. Funding was recommended as follows: Florida Keys Community Concert Band, Inc. \$3,759, Islamorada Community Entertainment, Inc. (ICE) \$3,664. A total of \$7,423 recommended for District V funding.

DISTRICT IV : the Committee scored District IV and multiple-district applications. Funds available in District IV were \$45,500. Funding was recommended as follows: Florida Keys History of Diving Museum, Inc. \$8,962, Islamorada Moose Lodge #2151 \$8,151, Morada Way Arts & Cultural District, Inc. \$7,861, Classical Guitar Productions \$663, Community Arts and Culture, Inc. \$3,415, Florida Keys Community Concert Band \$7,259, Islamorada Community Entertainment, Inc. \$7,431, Key West Burlesque \$1,758. A total of \$45,500 was recommended for District IV funding.

DISTRICT III: the Committee scored District III applications. Funds available in District III were \$72,800. Tricia recused herself from discussion and voting on 3.1, The Marathon Community Theater application. Funding was recommended as follows: Marathon Community Theatre \$23,875, St. Columba Episcopal Church \$22,600, Classical Guitar Productions \$1,716. A total of \$48,191 was recommended for District III event funding.

DISTRICT II: the Committee scored District II applications. Funds available in District II were \$27,300. Funding was recommended as follows: I Love Stock Island \$18,906, Lower Keys Chamber of Commerce \$8,394. A total of \$27,300 was recommended for District II event funding.

DISTRICT I: the Committee scored District I and related multiple-district applications. Funds available in District I were \$245,700. Funding was recommended as follows: Christopher Peterson's EYECONS \$12,888, Daily Plan-it \$12,488, Fringe Theater of Key West \$12,768, Jumping Joe Productions \$12,405, Key West Art Center \$12,419, Key West Art and Historical Society \$13,327, Key West Botanical Garden Society \$12,600, Key West Garden Club \$12,214, Key West Impromptu Classical Concerts \$11,846, Key West Literary Seminar \$12,322, Key West Players/ Waterfront Playhouse \$13,075, Mel Fisher Maritime Heritage Society \$13,466, Monroe Association for Remarkable Citizens \$6,487, Old Island Restoration Foundation, Inc. \$12,880, Performing Arts Centers of Key West \$12,572, Red Barn Actor's Studio \$13,215, South Florida Symphony \$12,488, The Studios of Key West \$12,908, Classical Guitar Productions \$5,753, Community Arts and Culture, Inc. \$7,400, Key West Burlesque \$10,170, A total of \$245,700 was recommended for District I event funding.

MOTION: Cliff moved to recommend funding for all applications in all Districts as listed above, Michelle seconded. The motion passed unanimously. A grand total of \$374,114 was recommended for all districts as outlined above.

The funding recommendations are subject to Tourist Development Council and Board of County Commissioners approval. All event producers who received funding in 2019-2020 were encouraged to submit for payment now.

Consideration and Action: Media Plan for FY 2020-2021

John Underwood for Tinsley Advertising: John explained that the current TDC advertising is aggressively going after the drive down markets, with a budget of TV advertising including \$15,000 for Miami and \$5000 for West Palm Beach markets, respectively. He asked for the Committee's approval for that use of funds.

MOTION: Michelle moved to approve the \$20,000 spend for the Miami and West Palm Beach drive down markets, Betty seconded. The motion passed unanimously.

The media plan for next fiscal year, 2021, is at \$275,000 exceeding our original budget of \$195,000.

Next, Eric Gitlin gave a presentation on the FY 2020-2021 proposed media plan. Eric explained the Fall Market, during the months of October through December; the budget is \$21,318 and is focused on the drive down markets of Miami, Fort Lauderdale, and West Palm Beach. The Winter Market, which spans January through March 2021, has a budget of \$29,070 and is focused on New York. The Summer Market, from May through July 2021, has a budget of \$20,349 and refocuses on the Miami – Fort Lauderdale-West Palm Beach area.

Radio advertising is also allocated in the amount of \$17,101 promoting the WLRN Florida Keys Museum Weekend. The advertising runs from July 26 through August 22, in the Miami Fort Lauderdale area focusing on promotion for free or discounted admission to Florida Keys and Key West museums. We had 20 museums and attractions participate last year. Participants also utilize the WLRN website.

Dedicated digital, which encompasses social media platforms Face Book and Instagram, runs from October through the following September, has a budget this year of \$17,000. The theme this year is "Another Masterpiece", and targets the more affluent visitor.

Dedicated print is focused on the Arts News advertorial, it is the winter publication, has a budget of \$12,540, and has many participating galleries. The Co- Op Programs have a budget of \$41,681, and include the New York Times, Culture Owl, and Culture Magazine. Eric showed a flow chart of the media plan, starting with October dates. He explained that this is where the residual event funds go, into marketing plans which will be presented to the TDC and the BOCC.

MOTION: Michelle moved to recommend funding for Tinsley Media Plan FY 2020-2021, Betty seconded. The motion passed unanimously.

John presented several Culture Magazine 2021 cover options with a variety of fonts and colors. The committee unanimously chose their favorite layout.

MOTION: Tricia moved to approve the selected Culture Magazine cover 2021 as presented; Michelle seconded. The motion passed unanimously

Public Input: No comments were made from the audience.

MOTION: Bunnie asked for a motion to Adjourn, Cliff moved to adjourn, Michele seconded. Motion passed unanimously.

The meeting was adjourned at 10:39 a.m.

Respectfully submitted, Martha Resk, Florida Keys Council of the Arts

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: Cultural Event Funding Allocations totaling \$361,900

---

**ITEM BACKGROUND:**

Attached

---

**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**            **\$361,900**

**ALLOCATED FROM:** **FY 2021 Cultural Umbrella Resources**

**REQUESTED BY:**      **TDC Administrative Office**

**PROVIDED BY:**        **Cultural Umbrella**

**DEADLINE DATE:**     July 10, 2020

<b>Event name</b>	<b>Organization</b>	<b>Funds Allocated</b>	<b>District</b>
23rd Afro Roots Fest	Community Arts and Culture, Inc.	\$10,824	I, IV
Christopher Peterson's EYECONS	Christopher Peterson's Eyecons	\$12,888	I
Florida Keys Celtic Festival	Florida Keys Celtic Festival, Inc.	\$22,600	III
Fringe Theater Key West	Fringe Theater of Key West, Inc.	\$12,768	I
History of Diving Museum	The Florida Keys History of Diving Museum, Inc.	\$8,962	IV
I Love Stock Island	I Love Stock Island Inc.	\$18,906	II
Islamorada Community Entertainment, Inc. (ICE)	Islamorada Community Entertainment, Inc.	\$11,095	IV, V
Islamorada Moose Lodge Baconfest; Islamorada Seafood and Art Festival	Islamorada Lodge No. 2151, Loyal Order of Moose, Inc.	\$8,151	IV
Key West Art & Historical Society Cultural Heritage Series	Key West Art and Historical Society, Inc.	\$13,327	I
Key West Art Center & Gallery	Key West Art Center, Inc.	\$12,419	I
Key West Best Fest	Daily Plan-It	\$12,488	I
Key West Burlesque	Key West Burlesque	\$11,928	I, IV
Key West Impromptu Classical Concerts	Key West Impromptu Classical Concerts, Inc.	\$11,846	I
Key West Literary Seminar	Key West Literary Seminar, Inc.	\$12,322	I
Key West Tropical Forest & Botanical Garden	Key West Tropical Forest & Botanical Garden	\$12,600	I
Keys Guitar Concerts	Classical Guitar Productions	\$8,132	I, III, IV
Lower Keys Chamber of Commerce Island Art Festival	Lower Keys Chamber of Commerce, Inc.	\$8,394	II
Marathon Community Theatre	The Marathon Community Theatre, Inc.	\$23,875	III
Master Chefs Classic	Monroe Association for Remarkable Citizens	\$6,487	I
Mel Fisher Maritime Museum	The Mel Fisher Maritime Heritage Society, Inc.	\$13,466	I
Morada Way Arts and Cultural District	Morada Way Arts & Cultural District, Inc.	\$7,861	IV
Old Island Restoration Foundation	Old Island Restoration Foundation, Inc.	\$12,880	I
Pops in the Park	Florida Keys Community Concert Band, Inc.	\$11,018	IV, V
Randy Roberts LIVE!	Jumping Joe Productions, Inc.	\$12,405	I
Red Barn Theatre	Red Barn Actors' Studio, Inc.	\$13,215	I
South Florida Symphony Orchestra	South Florida Symphony Orchestra, Inc.	\$12,488	I
Tennessee Williams Theatre	Performing Arts Centers of Key West, Inc.	\$12,572	I
The Studios of Key West	The Studios of Key West, Inc.	\$12,908	I
Waterfront Playhouse 81st Season	Key West Players, Inc.	\$13,075	I
<b>Total Funds Allocated:</b>		<b>\$361,900</b>	

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Minutes of Fishing Umbrella Meeting - FYI

---

**ITEM BACKGROUND:**

Attached

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

---

**PREVIOUS DAC/TDC ACTION:**

---

**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** TDC Administrative Office

**PROVIDED BY:** Fishing Umbrella

**DEADLINE DATE:** July 10, 2020

# MINUTES

Fishing Umbrella

Recommendation Committee & General Meeting

June 17, 2020 7:00 pm

<http://uso2web.zoom.us/j/88699200300>

It is recommended that Fish Umbrella board, staff, and agencies sign into their zoom account and access the meeting with the above link

---

## **RECOMMENDATION COMMITTEE MEETING MINUTES:**

1. Call Recommendation Committee meeting to order 7: 06 pm
2. Roll Call:
  - Tim Greene
  - Mike Weinhofer
  - Steve Kijak
  - Karen Thurman
  - Dianne Harbaugh
  - Tammie Gurgiolo
  - TDC – Stacey Mitchell
  - Tinsley – John Underwood, Scott Sussman, Eric Gitlin and Danielle Salman
  - Stuart Newman Assoc. – Julie Botteri
  - Administrator – Christina Weinhofer
3. Consideration/Action: Any additions, changes or deletions to the agenda  
Motion by Steve Kijak seconded by Tammie Gurgiolo approve agenda
4. Tournament Appropriation
  - a. Key West Fishing Tournament using more than 30% for trophy line item  
Motion by Dianne Harbaugh seconded by Tammie Gurgiolo to approve Key West Fishing Tournaments to use more than 30% of the trophy line item. Unanimous vote.
5. Consideration/Action: Tinsley Advertising
  - a. 2021 advertising approval
    - Total budget 282,500
    - Production \$5,000
    - Resources \$14,125
    - Media \$263,375 {gross}
    - Media \$231,032 {net}

# MINUTES

Fishing Umbrella

Recommendation Committee & General Meeting

June 17, 2020 7:00 pm

<http://uso2web.zoom.us/j/88699200300>

It is recommended that Fish Umbrella board, staff, and agencies sign into their zoom account and access the meeting with the above link

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60% \$138,619

50% \$115,516

40% \$92,413

## **GENERAL MEETING MINUTES:**

1. Call Recommendation Committee meeting to order 7: 57 pm
2. Roll Call:
  - Tim Greene
  - Mike Weinhofer
  - Steve Kijak
  - Karen Thurman
  - Dianne Harbaugh
  - Tammie Gurgiolo
  - TDC – Stacey Mitchell
  - Tinsley – John Underwood, Scott Sussman, Eric Gitlin and Danielle Salman
  - Stuart Newman Assoc. – Julie Botteri
  - Administrator – Christina Weinhofer
3. Consideration/Action: Any additions, changes or deletions to the agenda  
Motion by Steve Kijak seconded by Tammie Gurgiolo approve agenda
4. Tournament Appropriation
  - a. Key West Fishing Tournament using more than 30% for trophy line item  
Motion by Dianne Harbaugh seconded by Tammie Gurgiolo to approve Key West Fishing Tournaments to use more than 30% of the trophy line item. Unanimous vote.
5. Consideration/Action: Tinsley Advertising
  - a. 2021 advertising approval  
Total budget 282,500  
Production \$5,000  
Resources \$14,125

# MINUTES

Fishing Umbrella

Recommendation Committee & General Meeting

June 17, 2020 7:00 pm

<http://uso2web.zoom.us/j/88699200300>

It is recommended that Fish Umbrella board, staff, and agencies sign into their zoom account and access the meeting with the above link

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Media \$263,375 {gross}

Media \$231,032 {net}

60% \$138,619

50% \$115,516

40% \$92,413

Two proposals submitted from The Sea Hunter and Sportsman Adventures  
Motion by Mike Weinhofer seconded by Steve Kijak to approve 50% Sportsman Adventure and 50% The SeaHunter.

## Sportsman Adventure

<b>\$115,576</b>	<b>4 Original episodes will be shot in the Florida Keys (Sportsmans Adventure's)</b>
<b>50%.</b>	Discovery Channel -8 total airings (No tournament show)
	Pursuit Channel-32 total airings/104 :30 spots/104 Billboards
	Fox Sports Sun 48 episodes airing 156x :30 commercial and billboards
	Streaming available on DiscoveryGo, FoxSportsGo and YouTube, Sportsmans Adventures website
	<b>Florida Insider Fishing Report is not included</b>

## The SeaHunter

<b>\$115,576</b>	<b>3 Original episodes will be shot in the Florida Keys</b>
<b>50%.</b>	Outdoor Channel (4x per week) 26 total episodes will air/ w.Billboard
	World Fishing Network (4x per week) 26 total episode will air/w. billboard
	The Seahunter is available for viewing on Waypoint, Amazon Prime, The Seahunter YouTube Channel, My Outdoor Channel.

Roll Call:

Mike Y

Steve Y

Karen N

Dianne N

Tammie N

# MINUTES

Fishing Umbrella

Recommendation Committee & General Meeting

June 17, 2020 7:00 pm

<http://uso2web.zoom.us/j/88699200300>

It is recommended that Fish Umbrella board, staff, and agencies sign into their zoom account and access the meeting with the above link

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Motion failed

Motion by Dianne seconded by Karen to approve 60% for Sportsman and 40% The Sea Hunter

Sportsman Adventure

<b>\$138,679</b>	<b>4 Original episodes will be shot in the Florida Keys (Sportsmans Adventure's)</b>
<b>60%.</b>	Discovery Channel -10 total airings Pursuit Channel-40 total airings/104 :30 spots/104 Billboards Fox Sports Sun 60 episodes airing 156x :30 commercial and billboards Streaming available on DiscoveryGo, FoxSportsGo and YouTube, Sportsmans Adventures website  <b>Florida Insider Fishing Report</b> 26 episodes/104 airings Region Sponsor - 1 minute (Can be :30 spot and :30 Tounament )+Billboard

The SeaHunter

<b>\$92,413</b>	<b>2 Original episodes will be shot in the Florida Keys</b>
<b>40%.</b>	Outdoor Channel (4x per week) 17 total episodes will air/w. Billboard World Fishing Network (4x per week) 17 total episode//w. Billboard The Seahunter is available for viewing on Waypoint, Amazon Prime, The Seahunter YouTube Channel, My Outdoor Channel.

Roll Call:

Mike Y

Steve N

Karen Y

Dianne Y

Tammie Y

Motion passes

6. Consideration/Action: Stuart Newman

a. update

# MINUTES

## Fishing Umbrella

### Recommendation Committee & General Meeting

June 17, 2020 7:00 pm

<http://uso2web.zoom.us/j/88699200300>

It is recommended that Fish Umbrella board, staff, and agencies sign into their zoom account and access the meeting with the above link

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7. Consideration/Action: Fishing Umbrella Business

a. Approval of May 13, 2020 meeting minutes

Motion by Dainne Harbaugh seconded by Karen Thurman to approve May 13, 2020 meeting minutes. Unanimous vote

8. Old Business – no business

9. New Business – no business

10. Public Input

11. Adjournment of Fishing Umbrella Recommendation Committee meeting

Motion by Mike Weinhofer seconded by Dianne Harbaugh to adjourn 7:58 pm

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Consideration and Action re: FY 2021 Fishing Event Funding Allocations totaling \$297,500

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**ITEM BACKGROUND:**

Attached

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**            **\$297,500**

**ALLOCATED FROM:** **FY 2021 Fishing Umbrella Resources**

**REQUESTED BY:**     **TDC Administrative Office**

**PROVIDED BY:**       **Fishing Umbrella**

**DEADLINE DATE:**    **July 10, 2020**

Event name	Organization	Funds Allocated	District
Cuda Bowl Fishing Tournament	Loren Rea dba Cuda Bowl Fishing Tournament	\$3,500	II
Del Brown Permit Tournament	Loren Rea dba Del Brown Permit Tournament	\$4,000	II
Herman Lucerne Memorial Backcountry Championship	Herman Lucerne Memorial Foundation, Inc.	\$7,500	IV
Herman Lucerne Memorial Tarpon Cup	Herman Lucerne Memorial Foundation, Inc.	\$5,000	IV
Islamorada All Tackle Bonefish and Permit Championship	Kellie Trotta	\$3,000	IV
Islamorada Sailfish Tournament	Islamorada Charterboat Association, Inc.	\$14,000	IV
Key West Fishing Tournament	Key West Fishing Tournament, Inc.	\$35,000	I
Key West Kingfish Mayhem	Meat Mayhem, Inc.	\$35,000	I
Key West Marlin Tournament	Key West Marlin Tournament, Inc.	\$50,000	I
LLGF Fishing Fever AKA Ladies, Let's Go Fishing Fishing Fever	Metro Media Marketing, Inc. DBA Ladies, Let's Go Fishing!	\$4,000	IV
LLGF Screamin' Reels AKA Ladies, Let's Go Fishing Screamin' Reels	Metro Media Marketing, Inc. DBA Ladies, Let's Go Fishing!	\$4,000	IV
28th Annual Lower Keys Chamber of Commerce Annual Dolphin Tournament	Lower Keys Chamber of Commerce, Inc.	\$10,000	II
Marathon Offshore Bull & Cow Dolphin Tournament	Marathon Offshore Bull & Cow Dolphin Tournament, Inc.	\$52,000	III
March Merkin Invitational Permit Tournament	Key West and Lower Keys Fishing Guides Association, Inc.	\$5,000	I
Nick Sheahan Dolphin Rodeo	Nick Sheahan Scholarship Fund, Inc.	\$17,500	V
Skippers Dolphin Tournament	Skipper's Dolphin LLC	\$17,500	V
Sugarloaf Showdown	Key West and Lower Keys Fishing Guides Association, Inc.	\$5,000	II
Take Stock in Children Backcountry Challenge	Rotary Club of Key Largo Charitable Events, Inc.	\$17,500	V
Tarponian Tournament	David Breznicky	\$3,000	III
VFW Fishing Tournament	Southernmost Post NO. 3911 Veterans of Foreign Wars of the United States, Inc.	\$5,000	I
Total Allocated		\$297,500	

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

---

**AGENDA ITEM WORDING:**

Minutes of Dive Umbrella Meeting - FYI

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**ITEM BACKGROUND:**

The next meeting of the Dive Umbrella has not yet been scheduled.

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

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

FYI

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** TDC Administrative Office

**PROVIDED BY:** Dive Umbrella

**DEADLINE DATE:** July 10, 2020

Agenda Item #

S.

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Public/Industry Input

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**ITEM BACKGROUND:**

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** TDC

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

Agenda Item #

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

General Discussion

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**ITEM BACKGROUND:**

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** TDC

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

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

**MEETING DATE:** July 21, 2020

**DISTRICT:**

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**AGENDA ITEM WORDING:**

Consideration and Action re: Visit Florida Keys portion of the June 10, 2020 Meeting Minutes

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**ITEM BACKGROUND:**

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**PREVIOUS DAC/TDC ACTION:**

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**RECOMMENDATION:**

Approval

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**TOTAL COST:**

**ALLOCATED FROM:**

**REQUESTED BY:** Administrative Office

**PROVIDED BY:** Administrative Office

**DEADLINE DATE:** July 10, 2020

## **Visit Florida Keys Meeting**

The June 10, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:14 p.m. via a Zoom meeting platform.

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

TDC Members Absent Were: Mr. Timothy Root

Consideration and Action re: Visit Florida Keys Portion of the April 28, 2020 meeting minutes: Mr. Bernardin moved approval of the Visit Florida Keys Portion of the April 28, 2020 meeting minutes, Mr. Fernandez seconded. Motion passed unanimously.

Consideration and Action re: Marketing Director Agreement Extension: Ms. Irwin thanked Ms. Mitchell for all of her hard work and complimented her handling of a challenging couple of years for the destination.

Ms. Tippett moved approval to extend the Marketing Director Agreement for an additional two (2) year period to August 27, 2022, Ms. Schmidt seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:17 p.m.