

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

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT II ADVISORY COMMITTEE
REGULAR SESSION, TUESDAY, OCTOBER 6, 2020, 6:00 p.m.
Join Zoom Meeting <https://us02web.zoom.us/j/85347977048>**

The public may participate in this meeting by joining virtually via the Zoom information provided within this agenda. If the Governor does not extend Executive Order ("EO") 20-69 past October 1, 2020, those who are unable to participate virtually, may make public comment at the Marathon Government Center small meeting room, which will be available as a physical location for public comment only in the event that EO 20-69 is not extended. If the Governor issues a subsequent order changing directives for Local Government Public Meetings, the Monroe County Tourist Development Council will provide updates on the County Website at MonroeCounty-FL.Gov.

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

The meeting may also be accessed:

Meeting ID: 853 4797 7048

One tap mobile

+13126266799,,85347977048# US (Chicago)

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Dial by your location

+1 312 626 6799 US (Chicago)

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+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: 853 4797 7048

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

1. Additions to and Approval of the Agenda/Bulk Items
2. Election of FY 2021 Officers

D. APPROVAL OF THE MINUTES:

- | | | |
|-----------|----------------|---------------------------|
| <u>1.</u> | June 23, 2020 | Regular Meeting Minutes |
| <u>2.</u> | August 4, 2020 | Workshop Meeting Minutes |
| <u>3.</u> | July 21, 2020 | TDC Meeting Minutes – FYI |

E. Budget:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. District II Public Relations

1. Monthly Report from NewmanPR – FYI

- G. ADVERTISING:**
 - 1.** Advertising Recap – FYI

- H. MARKET RESEARCH:**
 - 1.** Smith Travel Research Report – FYI

- I. VIS REPORTS:**
 - 1.** Visitor Information Services Report – FYI

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

- K. OLD BUSINESS:**

- L. NEW BUSINESS:**
 - 1.** Operations Manual Update - FYI
 - 2.** Update Re: September 15, 2020 TDC Meeting
 - 3.** Consideration and Action re: FY 2021 Event Funding Applications

- M. GENERAL DISCUSSION**
- N. PUBLIC/INDUSTRY INPUT**
- O. ADJOURNMENT**

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

DATE: September 25, 2020
To: District Advisory Committee Members
FROM: Ammie Machan, Administrative Assistant
RE: **Election of FY 2021 Officers**

During the first meeting of each fiscal year the District Advisory Committees elect their officers.

During this meeting you will need to elect the following officers:

Chairperson
Vice Chairperson
Advertising Representative
Website Representative

All positions will serve until September 30, 2021.

Attached is an election ballot to utilize if there is more than one person nominated for a position. Please make sure to have this ballot available in case you should need it at the meeting. You will be instructed on how to provide your ballot to the TDC Administrative office after the meeting.

District II Advisory Committee Meeting

The June 23, 2020 District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Mr. Henry Hamilton at 6:00 p.m. via Zoom.

DAC Members Present Were: Mr. Steve Estes, Ms. Charlotte Palmer, Mr. John Pozzi, Mr. Troy Talpas, and Ms. Colleen Quirk

DAC Members Absent Were: Mr. Bobby Mongelli (1st absence in Fiscal Year), Ms. Andrea Paulson (excused absence), Ms. Penny Underwood (1st absence in Fiscal Year)

TDC Representative Present: Ms. Gayle Tippet

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

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

Additions to and Approval of the Agenda: Ms. Pacini added item G.2.a Consideration and Action re: Redirection of Advertising/Funding from Miami/Fort Lauderdale FY 2020 Advertising to Atlanta, Charlotte and Dallas to the agenda.

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

- D.1. May 12, 2020 Regular Meeting Minutes
- D.2. April 28, 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

Ms. Palmer seconded.

A roll call vote was taken with the following results:

Mr. Steve Estes	Yes	
Ms. Charlotte Palmer	Yes	
Mr. John Pozzi	Yes	
Ms. Colleen Quirk	Yes	
Mr. Troy Talpas	Yes	
Mr. Henry Hamilton	Yes	Motion passed.

Consideration and Action re: Redirection of Advertising/Funding from Miami/Fort Lauderdale FY 2020 Advertising to Atlanta, Charlotte and Dallas: Mr. John Underwood presented recent TDC efforts, in partnership with the County, to inform visitors on health safety measures and requirements due to COVID-19 including billboards, banners and PSA's.

Mr. Underwood stated that all advertising in the Miami and Fort Lauderdale market, other than the :30 second PSA, had been pulled for the entire destination. Mr. Underwood stated that the DAC had \$55,356 to reallocate and recommend that the DAC spend those funds in the Atlanta, Charlotte or Dallas Markets to run July 6th through August 2nd.

Mr. Talpas moved approval to redirect Advertising funding from Miami and Fort Lauderdale FY 2020 Advertising to the Atlanta, Charlotte and Dallas as recommended, Ms. Quirk seconded.

A roll call vote was taken with the following results:

Mr. Steve Estes	Yes	
Ms. Charlotte Palmer	Yes	
Mr. John Pozzi	No	
Ms. Colleen Quirk	Yes	
Mr. Troy Talpas	Yes	
Mr. Henry Hamilton	Yes	Motion passed.

Consideration and Action re: FY 2021 Media Plan: Mr. Eric Gitlin presented the FY 2021 DAC II Media Plan in the amount of \$544,445.

Mr. Estes moved approval of the FY 2021 DAC II Media Plan as presented, Mr. Pozzi seconded. Motion passed unanimously.

A roll call vote was taken with the following results:

Mr. Steve Estes	Yes	
Ms. Charlotte Palmer	Yes	
Mr. John Pozzi	Yes	
Ms. Colleen Quirk	Yes	
Mr. Troy Talpas	Yes	
Mr. Henry Hamilton	Yes	Motion passed.

Update re: June 10, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the June 10, 2020 TDC Meeting.

General Discussion: Ms. Julie Botteri provided an overview of COVID-19 information provided to visitors on the destination's website.

There being no further business the meeting was adjourned at 6:51 p.m.

District II Advisory Committee Workshop

The August 4, 2020 Workshop of the District II Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chairperson Mr. Steve Estes at 6:00 p.m. via Zoom.

DAC Members Present Were: Mr. Bobby Mongelli, Ms. Charlotte Palmer, Mr. John Pozzi, Ms. Colleen Quirk, Mr. Troy Talpas

DAC Members Absent Were: Mr. Henry Hamilton and Ms. Penny Underwood

Vacant positions: one vacant Tourist Related position

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, Mr. Jack Meier, Ms. Maxine Pacini and Ms. Ammie Machan

Review of the Agenda: The agenda was reviewed with the following reports being provided as an FYI:

- D.1. June 10, 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

COVID – 19 Update: Mr. John Underwood briefly presented an overview of the current COVID-19 messaging efforts. This included PSA's in both English and Spanish on television and radio, announcements on co-op landing pages, along with the revised media plans. There are co-op programs running for niche and umbrella markets, but these have all been revised as to include the PSA messaging. Mr. Underwood stated that the objectives of the messaging was to create awareness and reinforce Monroe County's COVID 19 mandates. In addition, sustaining brand awareness and protecting the remainder of summer and early fall travel remains important for the destination. Ms. Mitchell stated that the destination would not be able to rely on the international, wedding and group travel markets nor will the destination be seeing any visitors who would normally attend events during the late summer and fall. She said that it was important to protect bookings for this time period.

Mr. Underwood showed samples of messaging placed on light posts and bus shelters throughout the county, a billboard in Florida City, signs at the Key West Airport, and in-market mobile banners with the "Stay Safe, Masks Required, Social Distance and Wash Hands" messages.

Mr. Underwood played Spanish versions of the television PSA messaging. He also showed samples of Co-op Emails and landing pages, and the district PSA's which includes the health and safety protocols.

Presentation: Destination Analytics/Traveler Sentiment: Mr. Jack Meier, TDC Sales Manager, presented a brief overview of data collected by Destination Analysts on Traveler Sentiment. The data shared at today's meeting had been collected weekly since early March with 1,200 surveys each week.

Mr. Meier reported that currently 55.3% of respondents stated that they were planning on avoiding all travel until the COVID-19 crisis blows over, which although down from 80% of respondents towards the beginning of the pandemic, showed a slight increase from mid-June responses. Those who responded that they would not travel until there was a vaccine has fluctuated throughout the 18 weeks of reporting and had recently seen more of an increase. The data shows that respondents who expect to travel in fall 2020 are decreasing. Nearly 63% believe that the COVID -19 situation will get worse or much worse over the next month compared to nearly 14% who believe that it will get better or much better.

Activities that respondents felt were somewhat or very unsafe included travel on cruise ships, group bus travel and attending a large sporting event. Activities that were perceived to be safer included non-team outdoor recreation, taking a road trip and visiting friends and family. When asked about different types of trips, respondents felt as if travel for a festival/event and travel to a large urban city felt unsafe while a camping/RV and beach trip felt safer.

Mr. Meier stated that the research also looked at how the pandemic interfered with travel priorities. Respondents were asked to rank travel priorities and having fun, relaxing, and spending time with spouse/partner ranked the highest. When asked what priorities would be most effected by COVID-19, attending festivals, events, and sporting activities were the most negatively effected. The data showed that the respondents indicated top priorities (having fun, relaxing, spending time with spouse/partner) were not perceived to be affected by COVID-19.

Mr. Meier briefly reviewed the forward bookings forecast for August, indicating an occupancy of percentage of 28% county wide. Although these are historically low numbers, bookings are coming in extremely last minute, therefore there is still time for growth. There is little to no demand beyond 30 days.

Update re: July 21, 2020 TDC Meeting: Ms. Mitchell provided an update on the business that took place at the July 21, 2020, TDC Meeting

General Discussion: Ms. Pacini reminded the Committee that FY 2021 Event Funding Applications would be considered at the October meeting and provided an overview of the procedures for the meeting.

There being no further business the meeting was adjourned at 6:53 p.m.

Monroe County Tourist Development Council Meeting

The July 21, 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, , Mr. George Fernandez, Mr. Timothy Root, Ms. Diane Schmidt Mr. Michael Shipley, Ms. Gayle Tippet

TDC Members Absent Were: Mayor Heather Carruthers (2nd absence in Fiscal Year) and Mayor Teri Johnston (2nd absence in Fiscal Year)

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

District Advisory Committee Chairpersons Absent were: Ms. Patti Stanley (DAC IV)

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

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

Approval of the Agenda: Items K.4. Presentation Destination Analytics/Traveler Sentiment and N.3. Consideration and Action re: FY 2021 Marketing Plan were moved to after Bulk approvals due to time constraints.

Mr. Fernandez moved approval of the agenda as amended, Ms. Tippet seconded. Motion passed unanimously.

Approval of the Minutes: Mr. Fernandez moved approval of the June 10, 2020 TDC meeting minutes as presented, Ms. Schmidt seconded. Motion passed unanimously.

Approval of the Agenda Bulk Items: Ms. Schmidt pulled Item G.5 COVID -19 Messaging – FYI for discussion and item P.2. Consideration and Action re: FY 2021 Cultural Funding Allocations totaling \$361,900 from the bulk items due a conflict in interest.

Mr. Bernardin 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
 - 5. English and Spanish PSA – 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: Agreement with Two Oceans Digital
- 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
- 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

Mr. Fernandez seconded. Motion passed unanimously.

Presentation: Destination Analytics/Traveler Sentiment: Ms. Kelli Fountain introduced Mr. David Reichbach, from Destination Analysts. Mr. Reichbach stated that the data shared at today's meeting had been collected weekly since early March, with 1,200 surveys each week.

Mr. Reichbach reported that currently 55.3% of respondents stated that they were planning on avoiding all travel until the COVID-19 crisis blows over, which although down from 80% of respondents towards the beginning of the pandemic, showed a slight increase from mid-June responses. Those who responded that they would not travel until there was a vaccine has fluctuated throughout the 18 weeks of reporting and had recently seen more of an increase. Mr. Reichbach commented that this was something to watch. The data shows that respondents who expect to travel in fall 2020 are decreasing. Nearly 63% believe that the COVID -19 situation will get worse or much worse over the next month compared to nearly 14% who believe that it will get better or much better. This is the lowest reported level of optimism since the study started.

Activities that respondents felt were somewhat or very unsafe included travel on cruise ships, group bus travel and attending a large sporting event. Activities that were perceived to be safer included non-team outdoor recreation, taking a road trip and visiting friends and family. When asked about different types of trips, respondents felt as if travel for a festival/event and travel to a large urban city felt unsafe while a camping/RV and beach trip felt safer. When asked about COVID -19 hotspots, Florida was the highest ranked response.

Mr. Reichbach stated that the research also looked at how the pandemic interfered with travel priorities. Respondents were asked to rank travel priorities and having fun, relaxing, and spending time with spouse/partner ranked the highest. When asked what priorities would be most effected by COVID-19, attending festivals, events, and sporting activities were the most negatively effected. The data showed that the respondents indicated top priorities (having fun, relaxing, spending time with spouse/partner) were not perceived to be affected by COVID-19.

Ms. Irwin asked if there was any data on how destinations are perceived by the type of messaging/advertisements they produce. Mr. Reichbach replied that data indicates a need to include both a safety component and an inspirational message within advertising.

Consideration and Action re: FY 2021 Marketing Plan: Ms. Mitchell provided a comprehensive overview of the development, structure, product & position analysis, strategies, implementation and evaluation of the FY 2021 Marketing Plan.

Mr. Fernandez moved approval of the FY 2021 Marketing Plan as presented, Mr. Bernardin seconded. Motion passed unanimously.

COVID-19 Messaging: Ms. Schmidt stated that she pulled the item because she was concerned about the funds being spent on PSA's but after hearing the presentation on Traveler Sentiment this type of safety messaging is looked at in a positive way by travelers.

Mr. John Underwood briefly presented an overview of the current COVID-19 messaging efforts. This included PSA's in both English and Spanish on television and radio, announcements on co-op landing pages, along with the revised media plans. There are co-op programs running for niche and umbrella markets, but these have all been revised as to include the PSA messaging. Mr. Underwood stated that the objectives of the messaging was to create awareness and reinforce Monroe County's COVID 19 mandates. In addition, sustaining brand awareness and protecting the remainder of summer and early fall travel remains important for the destination. Ms. Mitchell stated that the destination would not be able to rely on the international, wedding and group travel markets nor will the destination be seeing any visitors who would normally attend events during the late summer and fall. She said that it was important to protect bookings for this time period.

Mr. Underwood showed samples of messaging placed on light posts and bus shelters throughout the county, a billboard in Florida City, signs at the Key West Airport, and in-market mobile banners with the "Stay Safe, Masks Required, Social Distance and Wash Hands" messages.

Mr. Underwood played the English and Spanish versions of the television PSA messaging. He also showed samples of Co-op Emails and landing pages, and the revised district ads which includes the health and safety protocols.

Mr. Bernardin expressed concern over promoting wedding and meeting travel, both of which can promote large groups/gatherings. Mr. Underwood stated that these ads were intended to promote travel in the future as these markets typically book 9-12 months in advance. Ms. Mitchell agreed and stated that in conversations with lodging facilities, any inquiries they may be getting are for small intimate events.

Consideration and Action re: Syndicated Television Crawford Productions: Mr. Andy Newman presented a proposal to utilize \$50,000 FY 2020 Public Relations Resources for the production and distribution of a one hour special focused on island hopping in the Florida Keys by Crawford Productions. Mr. Newman stated the funds would come from existing PR Resources and that the remaining \$50,000 for the production and distribution of the project was in the FY 2021 Public Relations budget.

Ms. Tippet moved approval of the proposal to utilize \$50,000 FY 2020 Public Relations Resources as proposed to produce a one-hour syndicated program with Crawford Productions, Mr. Fernandez seconded. Motion passed unanimously.

Update re: Social Media Reporting Changes: Ms. Julie Botteri provided an overview of recent changes to how the agency is reporting the destination's social media channels. She stated that the reports will be drafted on a monthly basis and will place an emphasis on the engagements of posts and showcase the top performing posts on the destination's social media.

Update: Current PR: Mr. Andy Newman presented recent efforts of the agency including coverage of the installation of the "Stay Safe" banners on light poles, coverage of the reopening of Florida on CNN Travel, coverage of the Lower Keys Under Water Music Festival, and posts on the destination's Social Media conveying COVID-19 mandates for the destination.

Consideration and Action re: Excused Absence for Mr. Tim Root: Ms. Stacey Mitchell stated that the TDC Absentee Policy states that a member's absence may be excused by consent of the council, expressed by action of record in its official minutes. She stated that Mr. Root's June absence was due to his attendance at the Utility Board's Strategic Planning Workshop.

Mr. Bernardin moved approval to excuse Mr. Root from the June 10, 2020 TDC Meeting, Mr. Fernandez seconded.

A roll call vote was taken with the following results:

Mr. Jim Bernardin	Yes
Mr. George Fernandez	Yes
Mr. Tim Root	Abstain*
Ms. Diane Schmidt	Yes
Mr. Michael Shipley	Yes
Ms. Gayle Tippet	Yes
M. Rita Irwin	Yes Motion passed.

* Mr. Root abstained due to conflict of interest

Consideration and Action re: FY 2021 Cultural Event Funding Allocations totaling \$361,900: **Mr. Fernandez moved approval of FY 2021 Cultural Event Funding Allocations totaling \$361,900, Mr. Bernardin seconded.**

A roll call vote was taken with the following results:

Mr. Jim Bernardin	Yes
Mr. George Fernandez	Yes
Mr. Tim Root	Yes
Ms. Diane Schmidt	Abstain*

Mr. Michael Shipley Yes
 Ms. Gayle Tippett Yes
 M. Rita Irwin Yes Motion passed.

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

Public/Industry Input: Ms. Jodi Weinhofer expressed concern over members of the lodging community not understanding permissible uses of TDC bed tax. It was asked during the transient rental task force call if TDC funds could be used for enforcement of County and/or Municipality COVID-19 mandates. Ms. Mitchell commented that herself and Mr. Newman had been invited to listen to that meeting but had not been invited to speak. She stated that the County Attorney had commented during the conference call that in his discussion with other County Attorneys, there was no support in a vast majority of Florida counties to allow for TDC funds to be used for COVID-19 mandate enforcements.

There being no further business, the meeting was adjourned at 12:08 p.m.

Visit Florida Keys Meeting

The July 21, 2020, meeting of the Visit Florida Keys was called to order by President Rita Irwin at 12:08 p.m. via Zoom

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

TDC Members Absent Were: Mayor Heather Carruthers and Mayor Teri Johnston

Consideration and Action re: Visit Florida Keys portion of the June 10, 2020 meeting minutes: Ms. Tippett moved approval of the Visit Florida Keys portion of the June 10, 2020 meeting minutes, Mr. Fernandez seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 12:09 p.m.

DAC II

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2020
 September 16, 2020

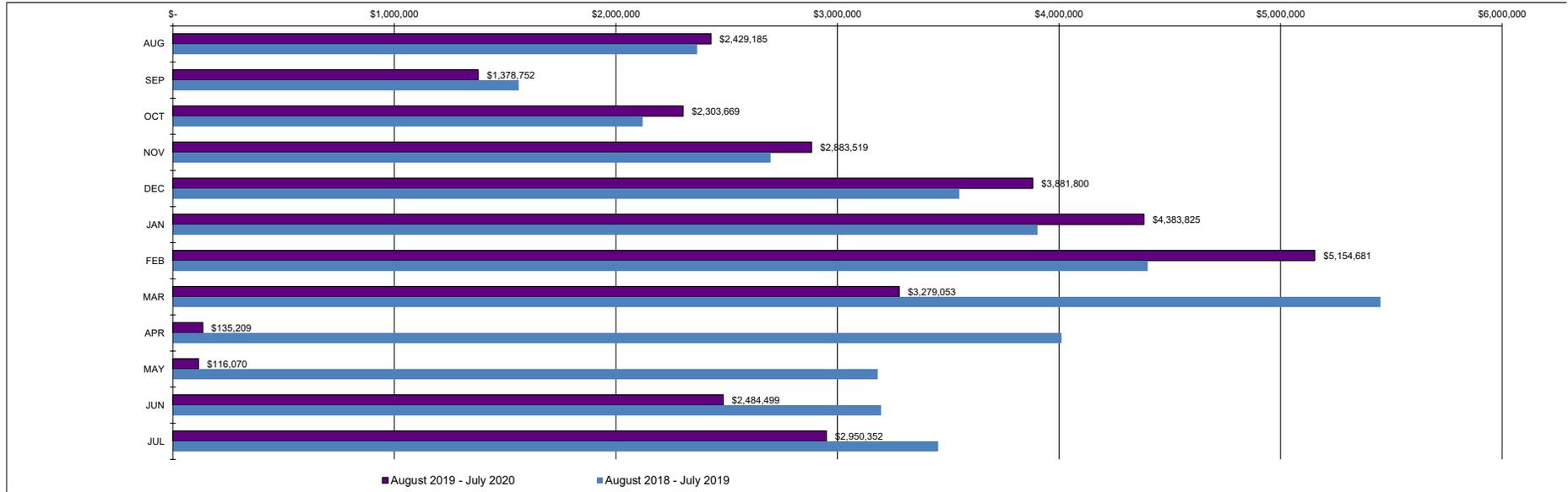
Revenue	1,205,399
5% Reserve State Statute 129.01	<u>(60,270)</u>
	1,145,129
Fund Balance Forward Revenue Variance	41,338
Fund Balance Forward - Contracted Commitments (Events/Capital)	416,954
Fund Balance Forward Expense Variance	227,767
Fund Balance Forward - Promotional Resources	21,905
Fund Balance Forward - Capital Economic Disaster	<u>50,000</u>
	1,903,093

		Appropriations	Expenses	Encumbrances	Balance
T208M34X	COMMISSIONS & FEES (FINANCE)	2,296	(2,156)	0	140
T208A73X	UTILITIES	3,000	(340)	0	2,660
T208A23X	ADMINISTRATION RESOURCES	1,652	0	0	1,652
T208A63X	ADMINISTRATIVE SERVICES	35,169	(19,047)	0	16,122
T208M01X	COUNTY ALLOCATION	<u>14,975</u>	<u>0</u>	<u>0</u>	<u>14,975</u>
	(ADMIN) SUBTOTAL	57,092	(21,543)	0	35,549
T208V14X	DISTRICT TELEMARKETING (VIS)	<u>100,548</u>	<u>(75,411)</u>	<u>0</u>	<u>25,137</u>
	(VIS) SUBTOTAL	100,548	(75,411)	0	25,137
T208B04X	DAC II CAPITAL PROJECTS RESOURCES	60,000	0	0	60,000
T208M10X	SALARIES & WAGES - LITTLE DUCK KEY BCH (CARLTON HOWARD)	67,689	(18,278)	0	49,411
T208M10X	RESERVE	2,500	(418)	0	2,082
T208M10X	FICA	5,222	(1,405)	0	3,817
T208M10X	RETIREMENT	5,839	(1,584)	0	4,255
T208M10X	GROUP INSURANCE	13,228	0	0	13,228
T208M10X	WORKERS COMPENSATION	2,992	0	0	2,992
T208M04X	LITTLE DUCK KEY UTILITIES / REPAIRS AND MAINTENANCE	10,000	(9,401)	0	599
T208M14X	LITTLE DUCK BEACH	17,930	0	0	17,930
T208B97X	ECONOMIC NATURAL DISASTER RESOURCE	70,000	0	0	70,000
TM98367Y	COUNTY LOWER KEYS SCENIC HIGHWAY FY 19	326,954	0	0	326,954
T208M36X	LOWER KEYS SCENIC HWY VIEWING AREA FY 20	170,031	0	0	170,031
TB98989Y	MOTE CORAL RESTORATION - LOWER KEYS	90,000	(90,000)	0	0
T208B89X	CORAL RESTORATION FY 20	<u>22,425</u>	<u>0</u>	<u>0</u>	<u>22,425</u>
	(CAPITAL) SUBTOTAL	864,810	(121,086)	0	743,724
T208S23X	DAC II EVENTS RESOURCES	0	0	0	0
T208S03X	STOCK ISLAND SEAFOOD CELEBRATION 20	<u>10,960</u>	<u>0</u>	<u>0</u>	<u>10,960</u>
	(EVENTS) SUBTOTAL	10,960	0	0	10,960
T208P65X	DAC II WEBCAM	21,000	(19,067)	0	1,933
T208P93X	DISTRICT #2 AD CAMPAIGN	796,778	(612,050)	(184,728)	0
T208P26X	PROMOTIONAL/STORM ADVERTISING RESOURCES	<u>51,905</u>	<u>0</u>	<u>0</u>	<u>51,905</u>
	(PROMOTIONAL) SUBTOTAL	869,683	(631,117)	(184,728)	1,933
	FUND TOTAL	1,903,093	(849,157)	(184,728)	817,303

TWO PENNY					
TM95711Y	FANTASY FEST FY19	15,000	(15,000)	0	0
T205M05X	FANTASY FEST FY20	10,000	0	0	10,000
T205S13X	KEY WEST HALF MARATHON FY20	7,500	(7,500)	0	0
T205M75X	NAUTICAL FLEA MARKET FY20	7,500	0	0	7,500
T205M25X	PHIL PETERSONS FY20	10,000	0	0	10,000
T205S03X	STOCK ISLAND SEAFOOD CELEBRATION FY20	4,040	0	0	4,040
T205M22X	UNDERWATER MUSIC FESTIVAL FY20	10,000	0	0	10,000

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%	57.87%	56.65%	55.89%	55.93%	54.22%	59.15%	54.08%	50.02%
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%	5.01%	5.91%	6.03%	5.44%	6.57%	6.15%	6.33%	7.10%
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%	15.90%	17.49%
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%	11.28%	11.02%	10.70%	10.60%	10.48%	7.39%	9.82%	10.70%
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%	11.83%	12.07%	12.38%	12.20%	13.13%	14.32%	13.87%	14.69%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

This is a management report to reflect tourist tax revenues collected and remitted in Monroe County. Revenue is shown in the month collected in Monroe County. FY2018 is from October 1, 2017 to September 30, 2018.

DISCLAIMER: The figures are provided by DOR/Finance Department/Tax Collector's Office. Beginning October 1991, the figures are unaudited from the Finance Department.

NOTE: One Cent added to Bed Tax By Monroe County June 2009

NOTE: As the result of an audit, Dist II was credited \$10,843.57 in tax revenues, interest and penalties in the 12/14 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$20,533.78 in tax revenues, interest and penalties in the 12/14 tax report for collection period 07/10-06/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist II was credited \$1,549.08 in tax revenues, interest and penalties in the 01/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 01/15 tax report for collection period 07/10-06/13. The amount was distributed over 13 misc. months of the 36 month period.

NOTE: As the result of an audit, Dist II was credited \$1,549.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 01/11-12/13. The amount was distributed over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 02/15 tax report for collection period 06/10-12/13. The amount was distributed into misc. months over the 36 month period.

NOTE: As the result of an audit, Dist III was credited \$2,843.14 in tax revenues, interest and penalties in the 03/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

NOTE: As the result of an audit, Dist III was credited \$5,686.24 in tax revenues, interest and penalties in the 05/15 tax report for collection period 07/10-6/13. The amount was distributed into misc. months over the 27 month period.

Priceline settlement revenues have been added to the January figures for years 2004 through 2010, with an additional amount added to July 2010 (to reflect the addition of 1 cent to bed tax collections.)

NOTE: As the result of a Priceline.Com settlement, Dist I was credited \$581,701.00 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist II was credited \$61,377.50 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist III was credited \$149,734.93 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist IV was credited \$134,490.20 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

NOTE: As the result of a Priceline.Com settlement, Dist V was credited \$148,942.69 in tax revenues in the 02/11 tax report for collection period 01/04-01/10. The amount was distributed over the 7 year period.

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I								FY 2020 VS FY 2019		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,362,895.67	\$ 1,422,993.69	\$ 60,098.02	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,271.95	\$ (19,536.34)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,376.31	\$ 45,559.59	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,875.28	\$ 176,945.31	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,378.76	\$ 275,977.02	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,348.40	\$ 1,572,733.05	\$ (1,208,615.35)	-43.5%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,296.62	\$ 44,333.97	\$ (2,087,962.65)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,547.51	\$ 34,300.06	\$ (1,741,247.45)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,072.90	\$ 897,332.89	\$ (631,740.01)	-41.3%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,326.25	\$ 1,045,335.73	\$ (608,990.52)	-36.8%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,372.84			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 769,028.74			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,845.65	\$ 13,790,931.69	\$ (5,739,512.38)	-29.4%		
% 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	\$ 134,114.83	\$ 6,789.58	5.3%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 164,559.89	\$ 205.63	0.1%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 248,316.60	\$ 14,990.82	6.4%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,917.79	\$ 28,876.31	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,684.81	\$ 48,597.90	17.5%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,791.42	\$ (79,083.19)	-23.3%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 34,203.88	\$ (195,044.33)	-85.1%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 189,054.74	\$ 28,089.65	\$ (160,965.09)	-85.1%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,462.10	\$ 208,803.81	\$ 23,341.71	12.6%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,915.52	\$ 235,216.71	\$ 13,301.19	6.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 168,650.21			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,625.56			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,516,964.63	\$ 1,957,699.39	\$ (298,989.47)	-13.2%		
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.9%					

Priceline settlement reflected

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT III										DISTRICT III	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019				
							\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,587.26	\$ 195,907.87	\$ 214,711.77	\$ 270,347.84	\$ 55,636.07	25.9%	OCTOBER		
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 210,184.43	\$ 315,173.71	\$ 400,527.31	\$ 85,353.60	27.1%	NOVEMBER		
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 313,299.53	\$ 520,395.46	\$ 643,140.28	\$ 122,744.82	23.6%	DECEMBER		
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 536,441.18	\$ 379,223.28	\$ 572,274.15	\$ 676,403.85	\$ 104,129.70	18.2%	JANUARY		
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 612,164.74	\$ 434,229.84	\$ 650,401.21	\$ 858,881.14	\$ 208,479.93	32.1%	FEBRUARY		
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 761,396.01	\$ 575,166.02	\$ 876,943.64	\$ 576,473.95	\$ (300,469.69)	-34.3%	MARCH		
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,026.60	\$ 354,181.54	\$ 647,959.95	\$ 25,133.66	\$ (622,826.29)	-96.1%	APRIL		
MAY	\$ 379,017.06	\$ 410,244.76	\$ 411,629.60	\$ 289,494.12	\$ 462,093.02	\$ 29,728.59	\$ (432,364.43)	-93.6%	MAY		
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 531,487.64	\$ 430,614.47	\$ 662,822.45	\$ 591,530.08	\$ (71,292.37)	-10.8%	JUNE		
JULY	\$ 514,967.14	\$ 655,572.62	\$ 674,861.68	\$ 476,748.69	\$ 729,379.48	\$ 751,065.78	\$ 21,686.30	3.0%	JULY		
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,095.84	\$ 354,643.63	\$ 483,946.41			0.0%	AUGUST		
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 121,195.30	\$ 212,435.60	\$ 189,607.59			0.0%	SEPTEMBER		
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,724,054.51	\$ 4,226,129.02	\$ 6,325,708.84	\$ 4,823,232.48	\$ (828,922.36)	-14.7%			
% INC/DEC PREVIOUS YEAR	17.0%	12.8%	-1.4%	-26.2%	49.7%						
Priceline settlement reflected											

DISTRICT IV										DISTRICT IV	
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019				
							\$ INC/DEC	% INC/DEC			
OCTOBER	\$ 189,322.64	\$ 203,454.21	\$ 187,483.79	\$ 48,429.45	\$ 177,136.72	\$ 198,429.30	\$ 21,292.58	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	\$ 514,217.05	\$ 89,141.66	21.0%	FEBRUARY		
MARCH	\$ 491,475.35	\$ 529,337.20	\$ 513,626.62	\$ 307,710.87	\$ 570,213.60	\$ 356,452.46	\$ (213,761.14)	-37.5%	MARCH		
APRIL	\$ 365,373.93	\$ 360,061.46	\$ 422,724.47	\$ 257,728.38	\$ 401,426.99	\$ 7,572.83	\$ (393,854.16)	-98.1%	APRIL		
MAY	\$ 307,553.44	\$ 312,691.40	\$ 320,270.73	\$ 239,012.54	\$ 334,170.50	\$ 5,830.39	\$ (328,340.11)	-98.3%	MAY		
JUNE	\$ 297,069.21	\$ 324,493.52	\$ 343,415.53	\$ 286,181.29	\$ 343,848.01	\$ 406,932.43	\$ 63,084.42	18.3%	JUNE		
JULY	\$ 335,017.87	\$ 377,076.05	\$ 388,791.70	\$ 297,183.05	\$ 375,652.45	\$ 422,923.77	\$ 47,271.32	12.6%	JULY		
AUGUST	\$ 266,759.20	\$ 263,885.05	\$ 287,262.51	\$ 231,661.53	\$ 260,586.25			0.0%	AUGUST		
SEPTEMBER	\$ 185,637.20	\$ 193,535.62	\$ 64,406.78	\$ 146,731.33	\$ 145,534.90			0.0%	SEPTEMBER		
TOTAL	\$ 3,671,489.21	\$ 3,888,549.33	\$ 3,846,650.45	\$ 2,405,055.52	\$ 3,907,702.36	\$ 2,950,410.54	\$ (551,170.67)	-15.7%			
% 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 July 31, 2020
 09/14/2020

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V

DISTRICT V

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019	
							\$ INC/DEC	% INC/DEC
OCTOBER	\$ 206,903.75	\$ 220,870.71	\$ 236,389.88	\$ 218,226.75	\$ 238,506.95	\$ 277,783.45	\$ 39,276.50	16.5%
NOVEMBER	\$ 255,400.44	\$ 284,943.29	\$ 312,909.50	\$ 278,159.51	\$ 325,965.20	\$ 395,016.61	\$ 69,051.41	21.2%
DECEMBER	\$ 375,607.18	\$ 399,406.63	\$ 429,751.50	\$ 393,965.60	\$ 473,391.97	\$ 575,308.50	\$ 101,916.53	21.5%
JANUARY	\$ 426,499.96	\$ 436,753.28	\$ 450,754.06	\$ 436,376.86	\$ 514,735.99	\$ 618,377.24	\$ 103,641.25	20.1%
FEBRUARY	\$ 490,891.37	\$ 511,208.23	\$ 529,756.91	\$ 508,756.12	\$ 620,551.77	\$ 752,519.52	\$ 131,967.75	21.3%
MARCH	\$ 618,654.96	\$ 667,238.71	\$ 711,154.12	\$ 701,241.45	\$ 883,910.23	\$ 513,602.26	\$ (370,307.97)	-41.9%
APRIL	\$ 413,593.01	\$ 400,747.30	\$ 523,786.93	\$ 441,572.61	\$ 600,767.38	\$ 23,965.14	\$ (576,802.24)	-96.0%
MAY	\$ 303,138.61	\$ 335,263.97	\$ 376,072.44	\$ 334,987.25	\$ 421,015.53	\$ 18,120.97	\$ (402,894.56)	-95.7%
JUNE	\$ 328,618.52	\$ 333,286.58	\$ 377,888.72	\$ 387,451.89	\$ 475,602.90	\$ 379,900.03	\$ (95,702.87)	-20.1%
JULY	\$ 370,300.34	\$ 395,680.55	\$ 426,848.12	\$ 429,657.59	\$ 473,326.90	\$ 495,810.37	\$ 22,483.47	4.8%
AUGUST	\$ 257,769.87	\$ 258,869.65	\$ 295,295.44	\$ 325,063.61	\$ 304,629.76			0.0%
SEPTEMBER	\$ 199,318.10	\$ 228,656.93	\$ 147,142.93	\$ 203,641.28	\$ 182,955.38			
TOTAL	\$ 4,246,696.11	\$ 4,472,925.83	\$ 4,817,750.55	\$ 4,659,100.52	\$ 5,515,359.96	\$ 4,050,404.09	\$ (977,370.73)	-19.4%
% INC/DEC PREVIOUS YEAR	14.8%	5.3%	7.7%	-3.3%	18.4%			

Priceline settlement reflected

MONROE COUNTY

MONROE COUNTY

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019	
							\$ INC/DEC	% INC/DEC
OCTOBER	\$ 1,965,336.14	\$ 2,141,651.26	\$ 2,157,600.24	\$ 1,655,843.70	\$ 2,120,576.36	\$ 2,303,669.11	\$ 183,092.75	8.6%
NOVEMBER	\$ 2,148,446.63	\$ 2,477,795.15	\$ 2,538,743.45	\$ 2,001,019.59	\$ 2,698,157.98	\$ 2,883,518.86	\$ 185,360.88	6.9%
DECEMBER	\$ 2,956,579.91	\$ 3,219,801.88	\$ 3,280,510.25	\$ 2,643,599.72	\$ 3,549,922.98	\$ 3,881,800.16	\$ 331,877.18	9.3%
JANUARY	\$ 3,461,360.22	\$ 3,614,705.12	\$ 3,609,938.43	\$ 2,999,730.64	\$ 3,903,189.57	\$ 4,383,824.90	\$ 480,635.33	12.3%
FEBRUARY	\$ 3,800,115.20	\$ 4,067,282.38	\$ 4,036,272.39	\$ 3,566,655.72	\$ 4,400,517.02	\$ 5,154,681.28	\$ 754,164.26	17.1%
MARCH	\$ 4,454,882.58	\$ 4,861,997.54	\$ 4,770,221.72	\$ 4,294,784.61	\$ 5,451,290.48	\$ 3,279,053.14	\$ (2,172,237.34)	-39.8%
APRIL	\$ 3,288,265.80	\$ 3,321,974.54	\$ 3,837,793.47	\$ 3,124,842.91	\$ 4,011,699.15	\$ 135,209.48	\$ (3,876,489.67)	-96.6%
MAY	\$ 2,712,196.46	\$ 2,875,882.02	\$ 2,989,461.88	\$ 2,595,739.35	\$ 3,181,881.30	\$ 116,069.66	\$ (3,065,811.64)	-96.4%
JUNE	\$ 2,559,274.52	\$ 2,712,369.84	\$ 2,853,229.27	\$ 2,747,546.87	\$ 3,196,808.36	\$ 2,484,499.24	\$ (712,309.12)	-22.3%
JULY	\$ 2,925,392.97	\$ 3,237,309.16	\$ 3,391,954.35	\$ 2,977,141.45	\$ 3,454,600.60	\$ 2,950,352.36	\$ (504,248.24)	-14.6%
AUGUST	\$ 2,345,344.00	\$ 2,331,658.59	\$ 2,469,208.25	\$ 2,367,004.83	\$ 2,429,185.47			0.0%
SEPTEMBER	\$ 1,687,244.64	\$ 1,806,769.84	\$ 761,856.53	\$ 1,561,085.49	\$ 1,378,752.17			0.0%
TOTAL	\$ 34,304,439.07	\$ 36,669,197.32	\$ 36,696,790.23	\$ 32,534,994.88	\$ 39,776,581.44	\$ 27,572,678.19	\$ (8,395,965.61)	-23.3%
% INC/DEC PREVIOUS YEAR	11.9%	6.9%	0.1%	-11.3%	22.3%			

Total Priceline settlement reflected

Monroe County Tourist Development Council

Administrative Office

Bed Tax Revenue Through July 31, 2020

09/14/2020



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305-461-3300
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F1
Sept. 20, 2020

TO: District II Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities July 19, 2020, through Sept. 20, 2020

The following report highlights ongoing public relations activities on behalf of District II from July 19, 2020, through Sept. 20, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC II meeting via Zoom.
- In the U.K., no physical media meetings were held due to the continued impact of COVID-19 and the need for social distancing. However, U.K. affiliate KBC took part in five insightful webinar events with leading travel editors. These featured media representing more than 20 top-tier outlets including Stylist, the Telegraph, Family Traveler, Prima, Travel Weekly, the i Paper, Wanderlust, the Daily Mail, Arcadia, Silver Travel Advisor, ABTA Magazine, Cruise Advisor, Solus, the Financial Times, the Sunday Times, the Daily and Sunday Express newspapers, the Daily and Sunday Mirror newspapers and the Sunday People.
- In France, while no in-person media meetings were able to take place, French media representative Anne Zobenbuhler undertook calls with 12 media. They included representatives of Marie-Claire, Maison, Le Télégramme de Brest, Version Fémina, I-voyages.net, Infotravel.fr, Voyager Magazine, Horizons Monde, Jean-Marc Toussaint, Frédéric Patard, Télé 2 Semaines and Air France Magazine.
- KBC shared three Keys-focused social media posts on its Facebook and Instagram channels during the reporting period. This included content on Deer Run on the Atlantic achieving the highest accreditation in the State of Florida's Green Lodging Program, and a flashback post featuring a photo from a U.K. group press trip in May 2019.
- German affiliate GIA continued its campaign to keep potential Keys visitors inspired through the German Facebook page, sharing content spotlighting the beauty and diversity of the destination with followers. This is accompanied 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 increased to 16,557 fans, while the Florida Keys & Key West "group" has grown to 2,796 members.

- Canadian affiliate LMA is compiling and sharing with NewmanPR weekly Canadian news, surveys and updates as they relate to the travel industry. LMA and NewmanPR are holding regular Zoom meetings to evaluate and reschedule planned programs based on shifting dates for the resumption of travel.
- 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 representatives of radio outlets in regard to potential interviews once travel resumes. In addition, LMA reached out to media to pitch positive stories about the Keys. LMA confirmed a feature in TravelLife Magazine resulting from a 2019 press trip, a "Keys updates" piece in Travel Industry Today and coverage on Key lime pie in Canadian Travel Press.
- 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 until physical events resume.
- KBC contributed top-line information for multiple Visit Florida U.K. releases. This included sharing information and images of Little Palm Island for a story on Florida's Top 10 Luxury Experiences, material on Bahia Honda for a release on Florida's Best Beaches for Crowd-Free Winter Sun and ideas for Keys eco-adventures for a release on How to Experience Florida's Great Outdoors. Visit Florida continues to monitor media and consumer sentiment along with the current travel regulations and will issue the stories as appropriate.
- LMA distributed media advisories and releases to targeted Canadian media focused on topics that included Keys officials urging visitors to follow COVID-19 safety protocols, the Underwater Music Festival's message of reef protection, Mote Marine's lab-raised corals spawning in the Keys and the cancellation of Fantasy Fest based on COVID concerns.
- As COVID-19 case numbers rose and subsequently declined in Florida and the Keys, NewmanPR continued its task of gathering accurate information and proactively communicating it 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 accurate and unified messaging regarding the coronavirus crisis.
- Agency's Julie Botteri continued to update the dedicated coronavirus information page on the TDC website several times a week, and whenever necessary to communicate

new or evolving county or municipality health and safety directives. The page focuses on protective health guidelines and mandates for Keys visitors, highlighting the mandatory wearing of masks. Other content includes an informative video featuring Dr. Mark Whiteside, the medical director of the Florida Department of Health in Monroe County, as well as information on CDC recommendations, health protocols undertaken by accommodations, restrictions on bar and restaurant service, updates on parks and recreation facilities, health requirements inside businesses, and coronavirus facts, resources and information about state and local directives. The section remains linked to a green banner on the website's homepage.

- During the reporting period, agency issued tourism advisories to the industry on issues relating to COVID-19. Specific topics included the status of boat ramps, beaches and parks during the Labor Day holiday weekend; the Monroe County Health Department's free COVID-19 testing events; access restrictions for boat ramps during the Lobster Sport Season and officials allowing the Lobster Sport Season to continue. Agency also wrote and distributed to media a release reminding visitors that the wearing of facial coverings and social distancing remain mandated in the island chain for protection against COVID-19, despite the easing of some statewide health restrictions.
- NewmanPR continues to manage regular contributions to social media content on the TDC's Facebook, Twitter, Instagram and YouTube sites, during both business hours and evening and weekend hours as needed. A detailed social media report follows this document. Agency posted Keys status updates and information about mandatory masking and other required protective measures on the social media outlets. Agency also continued its "Play it Safe" series of mini-videos of local residents explaining why wearing masks is important, and a series of "Play it Safe" Keys beauty shots overlaid with messaging about the three main COVID-19 protective actions. In addition, agency continued regular environmental messaging including Sustainable Sunday posts, and videos and photographs of tranquil Keys nature and sunset scenes. Recent posts with notable Facebook reach and engagement included a "National Hammock Day" Keys message and image that reached more than 113,600 people and drew more than 7,300 engagements, a video of Coast Guard and Turtle Hospital personnel helping release two turtles that reached more than 140,000 people and drew more than 4,700 engagements, a Sunday marine life image that reached nearly 100,000 people and drew more than 6,700 engagements and a notice of United Airlines' resumption of service and new service that reached nearly 72,000 people and drew more than 4,600 engagements.
- Social media reports for June and July showed a significant decrease in overall engagement across all three of the Keys' social media platforms. NewmanPR learned that both Facebook and Instagram have made significant changes to the algorithm that displays content on a person's feed. As such, some posts are not being seen by fans and/or followers. NewmanPR spoke to several other DMOs (Fort Myers/Sanibel, Florida's Historic Coast that includes St. Augustine, and Martin County) to learn if they were also experiencing a similar decrease in engagement across their platforms. All three DMOs indicated that they had seen a decline in engagement especially on Facebook. Monitoring the engagement through August, agency is beginning to see an increase once again, primarily on Instagram and

Twitter. While Facebook is remaining flat, the channel should increase in engagement as agency continues to post creative and unique content.

- In accordance with its contract with South Florida PBS' "Art Loft," agency continued providing logistical support, B-roll, Video of the Week footage and other assistance as required for the public television program's segments. "Art Loft" segments cover different aspects of the art and cultural scene throughout the Keys. As well as reaching a South Florida audience, some segments appear on PBS stations in other major markets. In addition, the Keys have a dedicated page on the "Art Loft" website.
- Agency is working with Crawford Entertainment, producers of "Florida Keys: Protecting Paradise" and several other widely distributed Keys television specials, to create a new one-hour special tentatively titled "Island Hopping: Florida Keys." Agency provided assistance with logistics and pre-production plans, input on segment topics and host selection, and support during the mid-September shoot in the destination. Featuring a cast of Keys locals, the program is to showcase unique activities and flavors of each district. It is to be syndicated nationally in the first quarter of 2021, and planning is in the works for additional distribution. An edited, half-hour version of the show is to air on Discovery Channel in late December.
- Agency is pleased to announce that "Florida Keys: Protecting Paradise" has been accepted for national distribution and some 253 PBS stations have already committed to air the show. The stations represent almost 80 percent of PBS' viewing markets in the U.S. and include outlets in New York, Chicago, Los Angeles, Atlanta, San Francisco, Houston, Detroit, several Florida stations and more. The PBS version of "Protecting Paradise" is a half-hour edited version of the hour-long show that aired at the end of 2019 and earlier this year on Discovery, Destination America and WGN America. The half-hour version already was broadcasted on Earth Day 2020 in prime time on WPBT and WXEL. "Protecting Paradise" vividly tells the story of sustainable tourism in the Keys through the words of locals who are passionate about resource protection, but understand how they play a role in our economy.
- Agency's Julie Botteri worked on a script, set up shooting and supervised production for a video on safe and environmentally responsible boating, fishing and diving in the Keys. Shooting is completed and the post-production process is nearly complete.
- Working with TwoOceansDigital.com, agency produced, distributed and posted August and September issues of the "Keys Traveler" e-newsletter. Given the coronavirus situation, issue topics are selected to be sensitive to conditions while continuing the ongoing connection between opt-in subscribers and the Keys. Each issue generally features Keys cultural, fishing, diving and cuisine pieces as well as a Q&A profile of a designated "Steward of the Keys."
- Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Typical blog posts offer insights into attractions, events and intriguing local people and places. Given the COVID-19 crisis, recent features have focused on nature-based, heritage, cultural and relaxation-inducing subjects, small events where health practices can be observed and profiles of "Stewards of the Keys."

- 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. Working with TwoOceansDigital.com, agency facilitated distribution of copy and live links to the LGBTQ blog directly to consumers via an opt-in email address list.
- Agency collaborated with the TDC sales team to select topics for the 2020-21 issue of “Keys Traveler Magazine” and wrote all stories for the publication. Work is underway on imagery and layout. Once the publication is produced, it will be distributed at World Travel Market and other major media events.
- Agency’s Laura Myers updated and refreshed all articles for the “Keys Traveler Magazine” targeting the meetings and incentives market. The publication’s online version, posted on the TDC website, is now revised with new images and layout as well as copy.
- Agency is finalizing copy for the fall 2020 issue of “What’s New in the Florida Keys & Key West.”
- Agency created a submission about “Stewards of the Keys” for the “Quick Trips” section in the October issue of Tourism Marketing Today, the monthly newsletter for Destinations Florida Inc., published by the Florida Association of Destination Marketing Organizations.
- Agency continued working with event coordinators throughout the Keys regarding postponements, cancellations and revisions to event schedules or content because of the coronavirus crisis. When changes are announced, agency updates the calendar on the TDC website accordingly.
- Agency worked with Mote Marine Lab in Summerland Key to promote the first spawn of lab-raised restored mountainous star coral. Agency edited and distributed to media provided video footage and also a story on the spawn. The piece appeared more than 50 times on network affiliates around the United States, including San Francisco and Milwaukee, as well as multiple times on the Weather Channel’s AMHQ morning show.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio’s Morning Magazine.
- Agency representatives continued participating in webinars on the changing state of travel and media trends resulting from the coronavirus crisis for use in upcoming message creation and media interactions.
- When the storm that became Hurricane Laura began to threaten South Florida, agency assumed its role of proactively communicating accurate information to Keys tourism interests, as well as to visitors and prospective visitors. The agency participated in Monroe County emergency management conference calls and worked with local government and emergency management officials and weather experts to monitor the storm and coordinate communications. Agency wrote 15 tourism advisories, based on information from the National Hurricane Center, the Key West National Weather Service Office and Monroe County Emergency Management, including initial advisories urging the industry to closely monitor the storm. Messaging

also was distributed to the public via social media and posted on fla-keys.com. Throughout Laura's threat to South Florida, the agency continually refined and updated the website story with the latest NHC tracking map, and updated social media communications — including when the forecast track moved well away from the Keys and watches or warnings were discontinued. Agency was in contact with the TDC director and the TDC board chair throughout the storm period. When the official forecast track moved and the Keys were unlikely to be impacted by the storm, agency communicated that message to media and their audiences in the captions of two provided kiteboarding photos distributed via the Associated Press wire service. Agency also provided a story and photography package to media after the storm passed well west of the Keys.

- Agency wrote several advisories and distributed them to tourism interests regarding the development and passage of Hurricane Isaias, communicating that the National Hurricane Center and Monroe County Emergency Management were monitoring the storm and taking necessary steps. Individual advisories communicated Keys officials' declaration of a local state of emergency, the issuing of a tropical storm warning for the offshore waters of the Upper Keys and the cancellation of the warning.
- Agency wrote and distributed a tourism advisory about mosquito protection practices in response to confirmed cases of dengue fever being reported. Agency updated and revised the mosquito protection information and dengue Q&A page in the Keys website's visitor safety section, and added a comprehensive Q&A page about the Florida Keys Mosquito Control District and U.K.-based Oxitec's plans to conduct a pilot project using genetically modified male *Aedes aegypti* mosquitos.
- Agency produced a video encouraging responsible actions for visitors and residents participating in the state's sport lobster season. Featuring Bobby Dube, the Keys' public information officer for the Florida Fish and Wildlife Conservation Commission, the video was designed to protect the Keys' natural resources and communicate diving and boating safety. Agency wrote and distributed an advisory to tourism interests about the video and also wrote and distributed a release to targeted media. The video was made available to tourism interests for their distribution, as well as being posted on the fla-keys.com home page and the Keys' Facebook and YouTube platforms. The video was used in two separate posts on Facebook and reached over 165,000 people.
- Working with the TDC sales department, agency wrote and distributed to targeted media a release on a new TDC video targeting IMEX America 2020 participants.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Florida Keys National Marine Sanctuary's Blue Star Fishing Guide Program that recognizes and promotes sustainable recreational fishing in the Keys.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the rehabilitated turtles and manatees recently released in the Keys after receiving care from nature and wildlife rehabilitators.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Florida Keys' state parks.

- Agency wrote, posted on the website and featured in the e-newsletter a piece on the Oct. 15 opening of the annual stone crab season and the best ways to eat stone crab.
- Agency wrote, posted on the website and featured in the e-newsletter a piece on the additions to the Florida Keys Sculpture Trail.
- Agency produced and distributed a story and photo package to targeted media when Monroe County Mayor Heather Carruthers helped distribute masks during the launch of the Florida Restaurant and Lodging Association's Keyswide initiative to provide 100,000 masks to Keys hospitality employees. Agency also assisted the FRLA with the logistics of the event.
- Agency wrote, distributed to targeted media and posted on the website a release on United Airlines announcing it will resume daily nonstop service to Key West from Chicago O'Hare and New Jersey's Newark Liberty international airports, and on Nov. 6 is to launch nonstop service five times weekly between Key West and Washington Dulles International Airport.
- Agency provided information and assistance regarding media visits for individual journalists including Angie Orth from Angie Away Media, Rachel Orth of The Jet Sisters, photographer Gately Williams on assignment for Coastal Living magazine, Sara Liss with Fodor's Travel Guide, Daniela Martinez and Nicola Bellomo of Two Outsiders, Peta Innerarity of Swanky Retreats, Jennifer Goggin of makeamomsmile.com, Allison Jones with Jones Family Travels and Loulu Lima of Book Here, Give Here.
- As a result of agency-arranged media visits, assistance to journalists and/or release distribution, during the report period the Keys received coverage including a story in AFAR magazine citing Florida's John Pennekamp Coral Reef State Park in a story about "See America One State Park at a Time," in Travel Awaits about "How to Spend An Amazing Day in Islamorada," Insider.com with a feature about Bungalows Key Largo, a story in Scuba Diving magazine about "What It's Like to Dive in The Florida Keys Right Now," a segment on eTurboNews.com, two blog posts in MiamiCurated.com about "What's New in the Florida Keys" and a Road Trip through the Florida Keys piece on Outcoast.com, a premier LGBTQ outlet.
- 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: 480,104 followers increased from 478,510
Twitter: 50,548 followers increased from 50,382
Instagram: 250,482 followers increased from 246,494

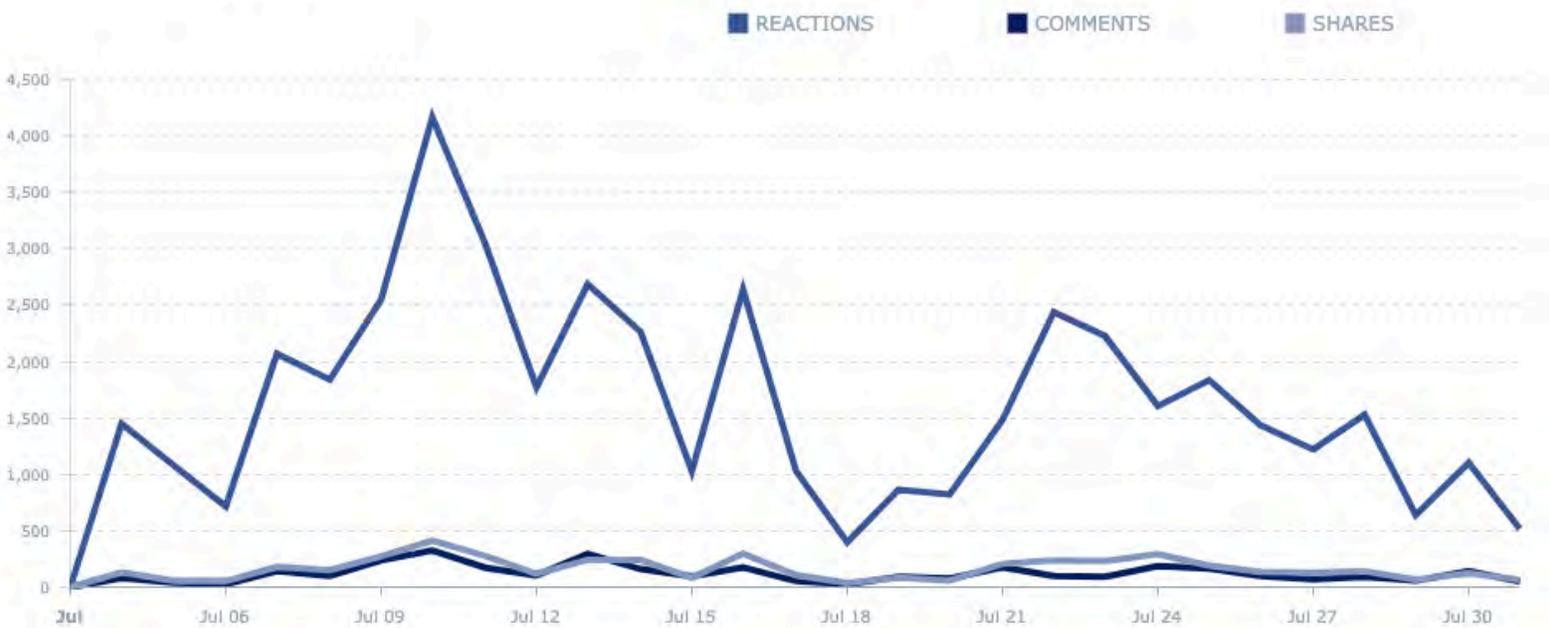
01 Jul 2020 - 31 Jul 2020

DAC Social Media Report July 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys



Audience Engagement



ACTION METRICS

Reactions	46,433
Comments	3,421
Shares	4,619
Other Engagements	56,536

Total Engagements **111,009**

TOTAL ENGAGEMENTS
DECREASED BY

↓ **63.37%**

SINCE PREVIOUS PERIOD



Page Impressions



IMPRESSION METRICS

Organic Impressions	2,123,606
Paid Impressions	0
Viral Impressions	521,216
Total Impressions	2,644,822
Users Reached	1,637,382

TOTAL IMPRESSIONS
DECREASED BY

↓ **79.63%**

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



The Florida Keys & Key West

22 JUL 6:34 PM



Happy National Hammock Day! Thanks to Aida Velez and The AV Photo Studio for sharing this relaxing scene in the #FloridaKeys. 🌴😊

5617

258

557

2426

7.13%

112,398



The Florida Keys & Key West

13 JUL 8:54 PM



We've updated our COVID-19 Visitor Guidelines Monday, to reflect the new information is it relates to masks and #KeyWest, for visitors and residents. Please read, so you can plan ahead and come to the #FloridaKeys prepared. <http://fla-keys.com/news/article/10775/> REMINDER: this page is intended for the sharing of information as it relates to travel to the Florida Keys, as much as it is for the general enjoyment and sharing. We ask that comments remain cordial and helpful in nature. If you have questions, refer to our Community Info & Rules about conduct, thank you.

2303

641

217

12883

9.47%

127,227



The Florida Keys & Key West

10 JUL 7:31 PM



"Shelly", a 266 pound adult male green sea turtle was rescued off the Middle Keys Thursday night. He was entangled in an abandoned anchor line and has damage to his front flipper. Check in with the incredible team at the The Turtle Hospital and tune in to see his progress! #floridakeys #connectandprotect

6170

363

585

8530

11.68%

112,927

Twitter Activity Overview



DAILY EXPOSURE

36,366

POST ENGAGEMENTS

1,589

REACH

1,581,355



Audience Engagement

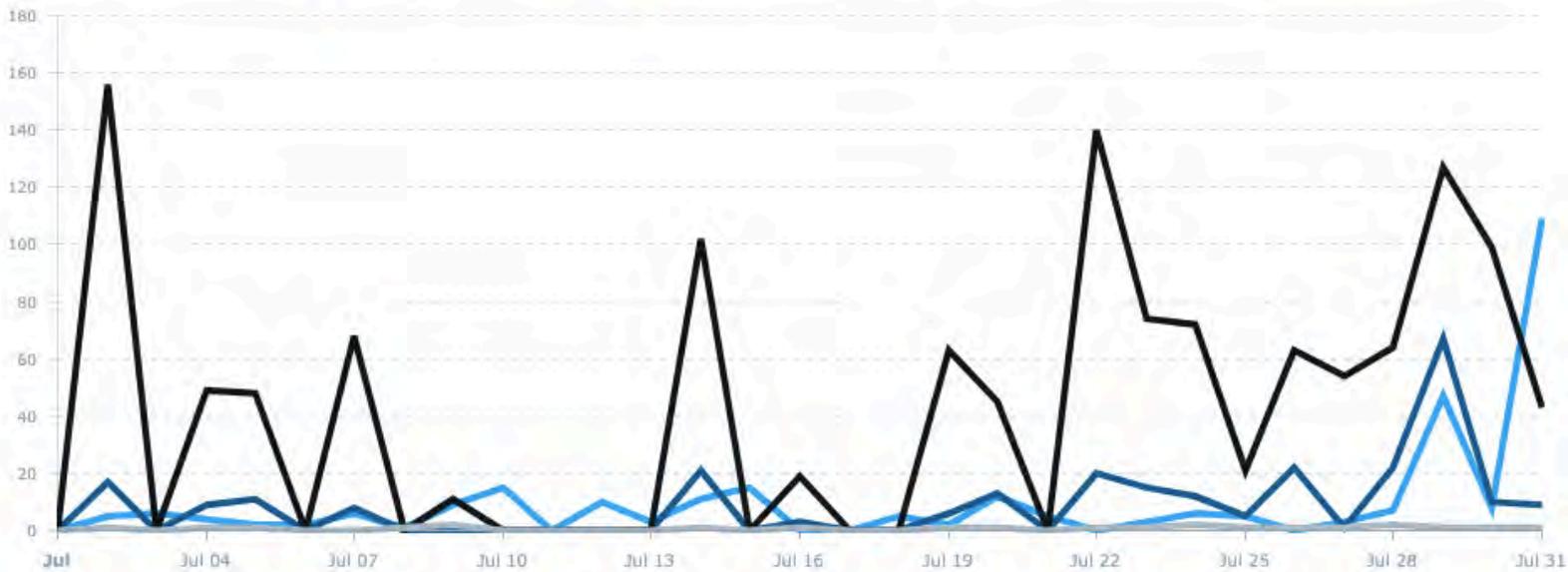
AUDIENCE ENGAGEMENT BY DAY

MENTIONS

RETWEETS

LIKES

TWEETS SENT



ENGAGEMENT METRICS

Mentions	301
Retweets	271
Likes	1,318
Tweets Sent	22
Total Engagements	1,890

TOTAL ENGAGEMENTS
DECREASED BY

↓ **44.07%**

SINCE PREVIOUS PERIOD



TOP TWEETS

 Retweets

 Likes

 Reach



The Florida Keys @thefloridakeys 29 Jul 11:30 PM

RT if you can't wait to get your toes in the #FloridaKeys sand! 
<https://t.co/AJe5ZURvV9> <https://t.co/mS8Bv1ApG7>

67

127

50,833



The Florida Keys @thefloridakeys 28 Jul 2:39 PM

Find the latest Florida Keys COVID-19 protocols this week, including changes to recreation, temporary public boat ramp closures and more, at <https://t.co/UztDLAQM5P>. <https://t.co/w5tR5P02e7>

22

64

50,833



The Florida Keys @thefloridakeys 28 Jul 10:42 PM

RT if you love a good #FloridaKeys sunset! Please follow the COVID-19 protective protocols, which include mandatory facial coverings, if you are planning to visit the Keys or are here. <https://t.co/Lsuxfnacl4> <https://t.co/eWOiCjqVLI>

22

63

50,977

Instagram Activity Overview



FOLLOWERS
250,482



FOLLOWING
480



POSTS
1,602



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	84,314
Comments Received (All Posts)	679
Comments Received (Posts This Period)	865.0
Posts Sent	25

TOTAL ENGAGEMENTS
DECREASED BY

↓ **29.21%**

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 7,913

Comments 55



Likes 7,470

Comments 94



Likes 7,267

Comments 47

Facebook: 281,251 followers increased from 480,104
 Twitter: 50,673 followers increased from 50,548
 Instagram: 253,959 followers increased from 250,482

01 Aug 2020 - 31 Aug 2020

DAC Social Media Report August 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
2,342,467



TOTAL REACH
488,525



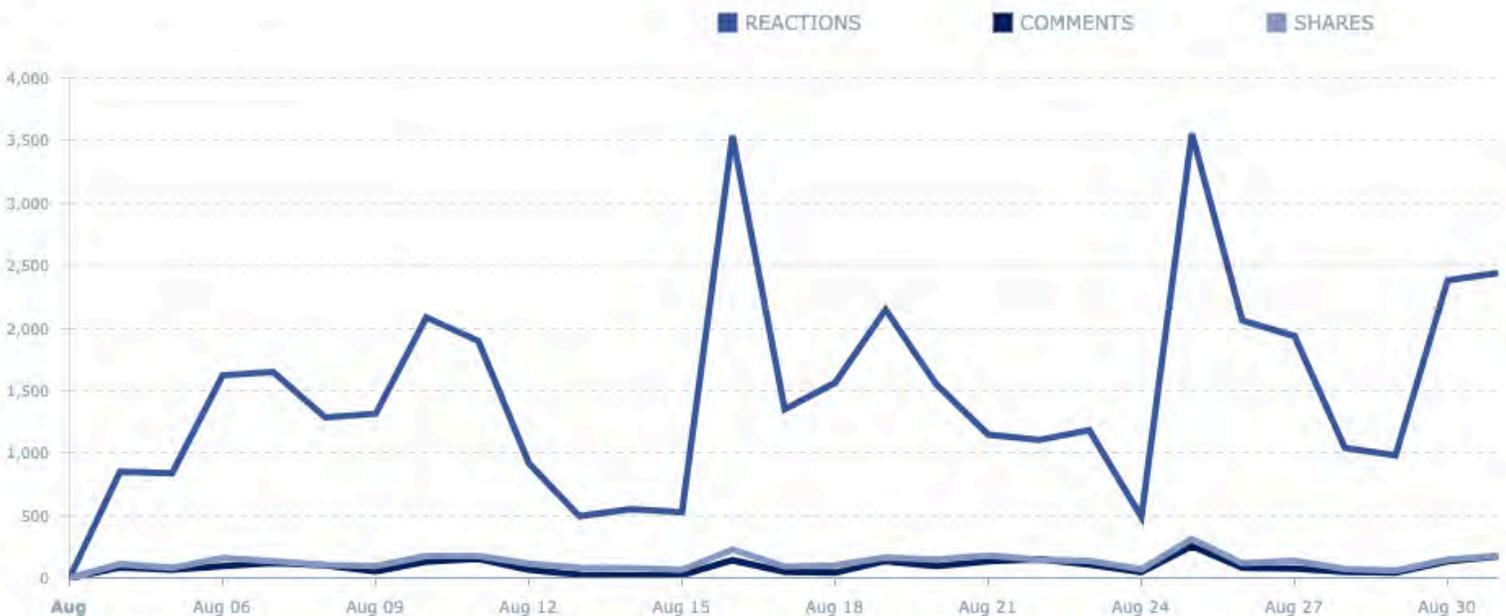
POST ENGAGEMENTS
99,467



PAGE CONSUMPTIONS
79,897



Audience Engagement



ACTION METRICS

Reactions	42,481
Comments	2,640
Shares	3,647
Other Engagements	50,699
Total Engagements	99,467

TOTAL ENGAGEMENTS
DECREASED BY

↓ **9.65%**

SINCE PREVIOUS PERIOD



Page Impressions



IMPRESSION METRICS

Organic Impressions	1,997,124
Paid Impressions	0
Viral Impressions	345,343
Total Impressions	2,342,467
Users Reached	1,355,647

TOTAL IMPRESSIONS
DECREASED BY

↓ **8.96%**

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



The Florida Keys & Key West

25 AUG 11:30 PM



More Tuesday highlights from the #FloridaKeys, after the center of #HurricaneLaura passed well south of the island chain. Although the Keys escaped significant impact, we hope all the folks in the central Gulf coast hurricane warning area remain safe and be spared serious damage. More details at <http://fla-keys.com/news/article/10844/> 📸 Rob O'Neal/Julie Botteri

2356

108

97

5573

15.78%

43,428



The Florida Keys & Key West

16 AUG 4:42 PM



A gorgeous Sunday on the water in the #FloridaKeys, thank you for sharing, Allergic To Land Charters! 🍹🌴

5067

115

231

2909

7.64%

99,740



The Florida Keys & Key West

03 AUG 2:49 AM



Sunset Sunday evening in the #FloridaKeys.

1791

48

54

638

6.17%

37,095

Twitter Activity Overview



DAILY EXPOSURE
96,687

POST ENGAGEMENTS
3,708

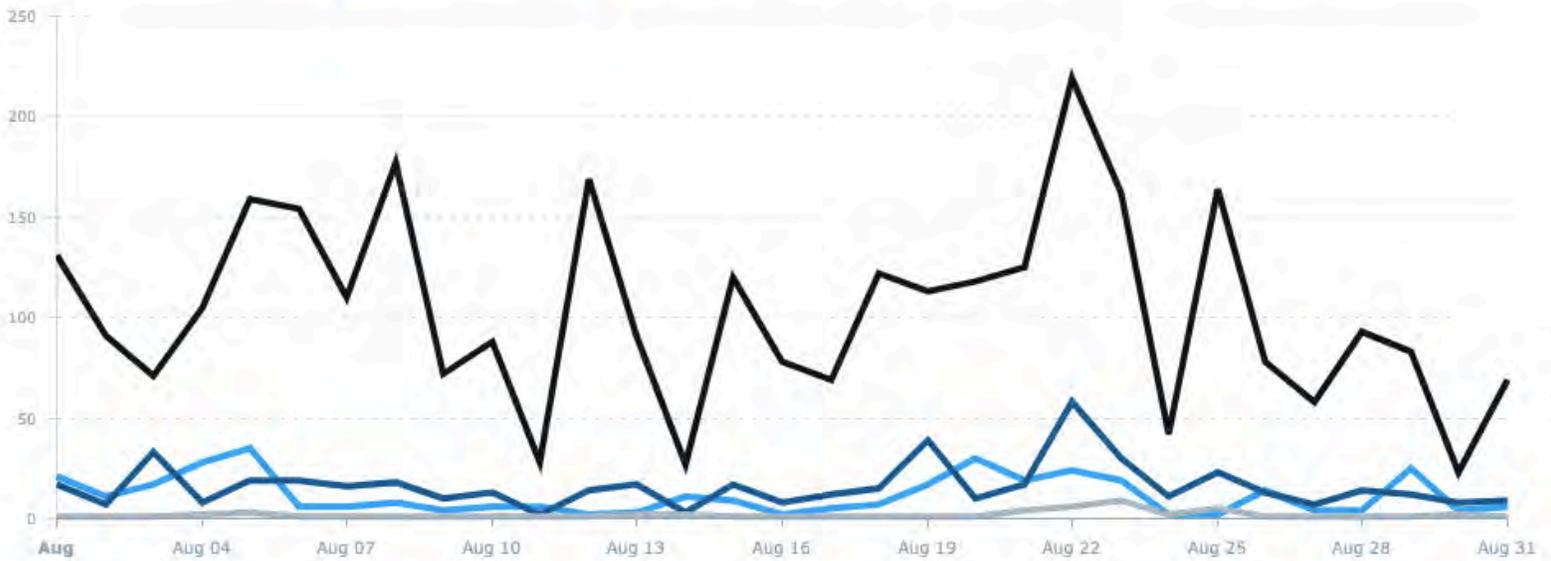
REACH
1,602,145



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY

MENTIONS RETWEETS LIKES TWEETS SENT



ENGAGEMENT METRICS

Mentions	357
Retweets	499
Likes	3,209
Tweets Sent	58
Total Engagements	4,065

TOTAL ENGAGEMENTS
INCREASED BY

↑ 115.08%

SINCE PREVIOUS PERIOD



TOP TWEETS

Retweets

Likes

Reach



The Florida Keys @thefloridakeys 22 Aug 1:37 PM

RT if you've been missing your Vitamin Sea dosage! This stunning picture is from @DryTortugasNPS. 📷 <https://t.co/a1XrDMgLSm> <https://t.co/TDzr4iWnCG>

37

150

50,715



The Florida Keys @thefloridakeys 19 Aug 2:29 PM

"If there's heaven for me, I'm sure it has a beach attached to it." RT if you agree with this famous Jimmy Buffett quote! 📷 @KonaKaiResort <https://t.co/2mTq1sGBIU>

39

113

50,670



The Florida Keys @thefloridakeys 03 Aug 5:16 PM

RT if you wish you were rum running away from reality into paradise in the #FloridaKeys! 📍: @PCIHolidayIsle 📷 <https://t.co/e0Tw1kyfFZ> <https://t.co/MKLRWJiwYO>

33

71

51,514

Instagram Activity Overview



FOLLOWERS
253,959

FOLLOWING
481

POSTS
1,633



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	100,560
Comments Received (All Posts)	945
Comments Received (Posts This Period)	1,169.0
Posts Sent	31

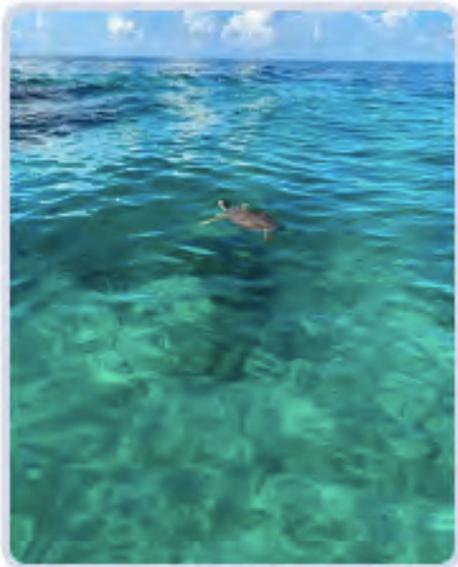
TOTAL ENGAGEMENTS
INCREASED BY

↑ **20.18%**

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 8,262

Comments 60



Likes 7,695

Comments 119



Likes 6,426

Comments 143



DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

OCTOBER 6 DAC II MEETING





MEDIA RECAP & REPORTING

JULY & AUGUST TV

In-State Spot Market - 7/16-8/31

- Tampa-St. Petersburg/Sarasota DMA
- Orlando-Melbourne DMA
- West Palm Beach DMA
- Ft. Myers-Naples DMA
- Jacksonville DMA

Out-of-State Spot Market - 7/16-8/31

- Atlanta DMA
- Dallas DMA
- Charlotte DMA





MEDIA RECAP & REPORTING

JULY & AUGUST PRINT

Saltwater Sportsman - July

Guess who's coming to dinner.

Here in Big Pine Key and Florida's Lower Keys, we're big proponents of sustainable fishing. That means keeping only what we'll eat, and letting the rest swim free. So come down and partake in some of the best offshore fishing in the world, along with Sook Island's delightful restaurants and rustic charm.

Stay safe when visiting The Florida Keys: Wear a Mask, Wash Hands, Social Distance.
fla-keys.com/lowerkeys 1.800.872.3722

BigPineKey
and Florida's Lower Keys

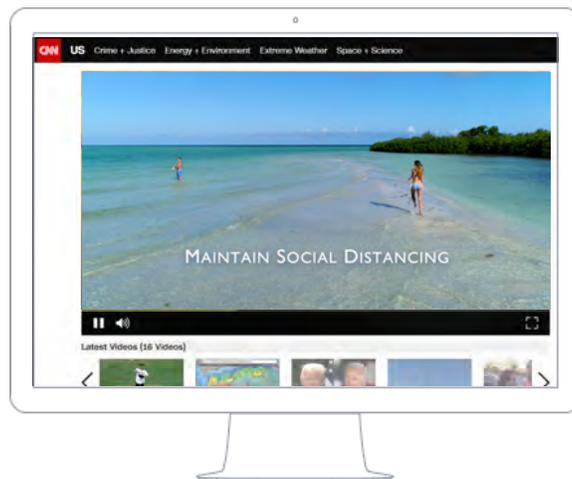


MEDIA RECAP & REPORTING

JULY & AUGUST PRE-ROLL VIDEO

July 2020					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
7/29-7/31	Adara (Dedicated)	36,301	32	0.09%	53.43%
7/24-7/31	Tremor (Dedicated)	150,359	623	0.41%	73.37%
7/24-7/31	Conversant (Dedicated)	108,575	93	0.09%	58.45%

August 2020					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
Dedicated					
8/1-8/9	Adara (Dedicated)	80,443	156	0.19%	65.81%
8/1-8/9	Tremor (Dedicated)	578,301	2,630	0.45%	75.06%
8/1-8/16	Conversant (Dedicated)	786,934	585	0	59.00%





MEDIA RECAP & REPORTING

JULY & AUGUST SOCIAL

July 2020						
DATE	Social	Impressions	Clicks	Click-through %	Engagements	Engagement Rate %
7/1-7/15	MotorHome Facebook Post Promotion	25,538	535	2.09%	402	1.57%
7/1-7/15	TrailerLife Facebook Post Promotion	31,523	647	2.05%	441	1.40%

MotorHome Magazine with The Florida Keys & Key West.
Sponsored ·

The dining scene is just as vibrant as the scenery. Ready to unlock the flavor of the Keys?

BLOG.GOODSAM.COM
Florida Keys cuisine
Plan your dream vacation

[LEARN MORE](#)

Like Comment Share

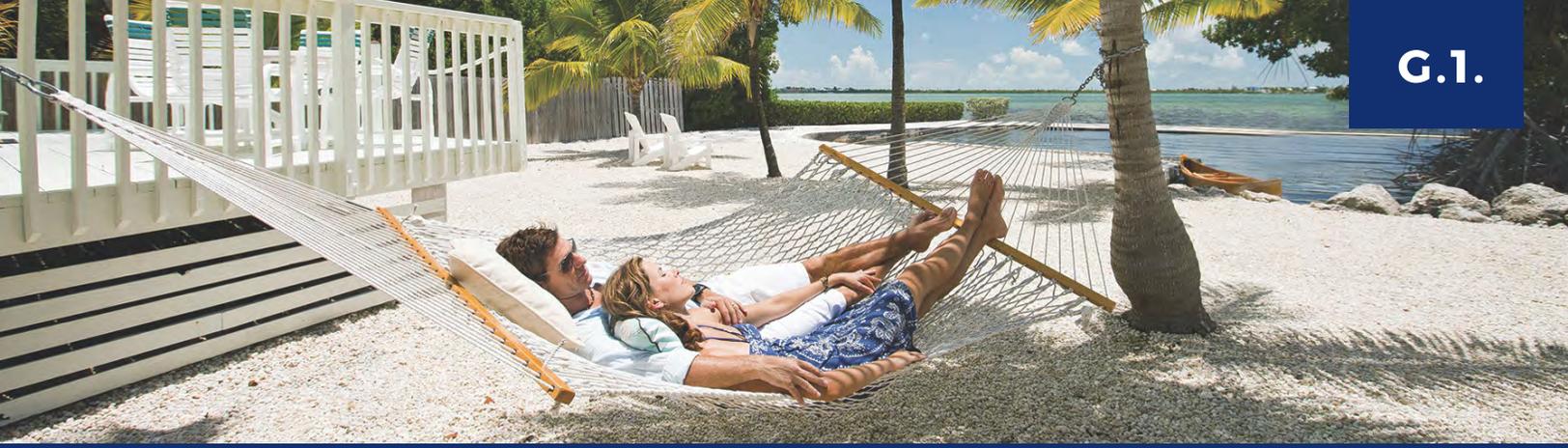
Trailer Life Magazine with The Florida Keys & Key West.
Sponsored ·

Florida Keys is the perfect destination for your next culinary adventure. Start planning your foodie escape today.

BLOG.GOODSAM.COM
Dock-to-Dish Flavors
Vibrant dining scene

[LEARN MORE](#)

Like Comment Share



MEDIA RECAP & REPORTING

JULY & AUGUST GOOGLE AD WORDS

July				
DATE	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
7/1-7/31	[camping in florida]	78	2	2.56%
	[florida family vacations]	76	4	5.26%
	florida weddings	73	2	2.74%
	[lesbian cruises]	73	13	17.81%
	[florida vacation deals]	71	7	9.86%
	[gay hotel]	70	5	7.14%
	[vacations for kids]	70	6	8.57%
	[florida kayaking]	69	3	4.35%
	[gay weddings]	65	2	3.08%
	[florida beach resorts]	64	2	3.13%
	[best florida vacations]	64	3	4.69%
	snorkeling sites	63	3	4.76%
	[great family vacations]	62	3	4.84%
	"best fishing in florida"	62	4	6.45%
	[swimming with dolphins in florida]	62	6	9.68%
	[kayak in florida]	61	2	3.28%
	[swimming with dolphins in florida]	61	6	9.84%
	[kayaking florida]	60	2	3.33%
	[gay cruises 2020]	60	6	10.00%
	[underwater hotel in florida]	59	17	28.81%

August 2020				
DATE	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
8/1-8/31	[camping in florida]	2,096	144	6.87%
	[rv parks in fl]	1,898	119	6.27%
	[florida campgrounds]	1,714	77	4.49%
	[campgrounds in florida]	1,638	101	6.17%
	florida camping	1,598	89	5.57%
	[florida campgrounds on beach]	1,046	33	3.15%
	[florida camping]	776	32	4.12%
	[rv parks in florida]	722	54	7.48%
	[best campgrounds in florida]	680	40	5.88%
	[florida rv resorts]	524	26	4.96%
	[best rv campground in florida]	399	19	4.76%
	[best places to kayak in florida]	293	27	9.22%
	[beachfront rv parks florida]	270	10	3.70%
	[best kayaking in florida]	238	23	9.66%
	[florida rv]	226	10	4.42%
	[campgrounds in southern florida]	226	14	6.19%
	[rv campgrounds florida beaches]	206	6	2.91%
	[kayaking in florida]	198	17	8.59%
	[tent camping in florida]	161	13	8.07%
	[rv parks south florida]	158	13	8.23%

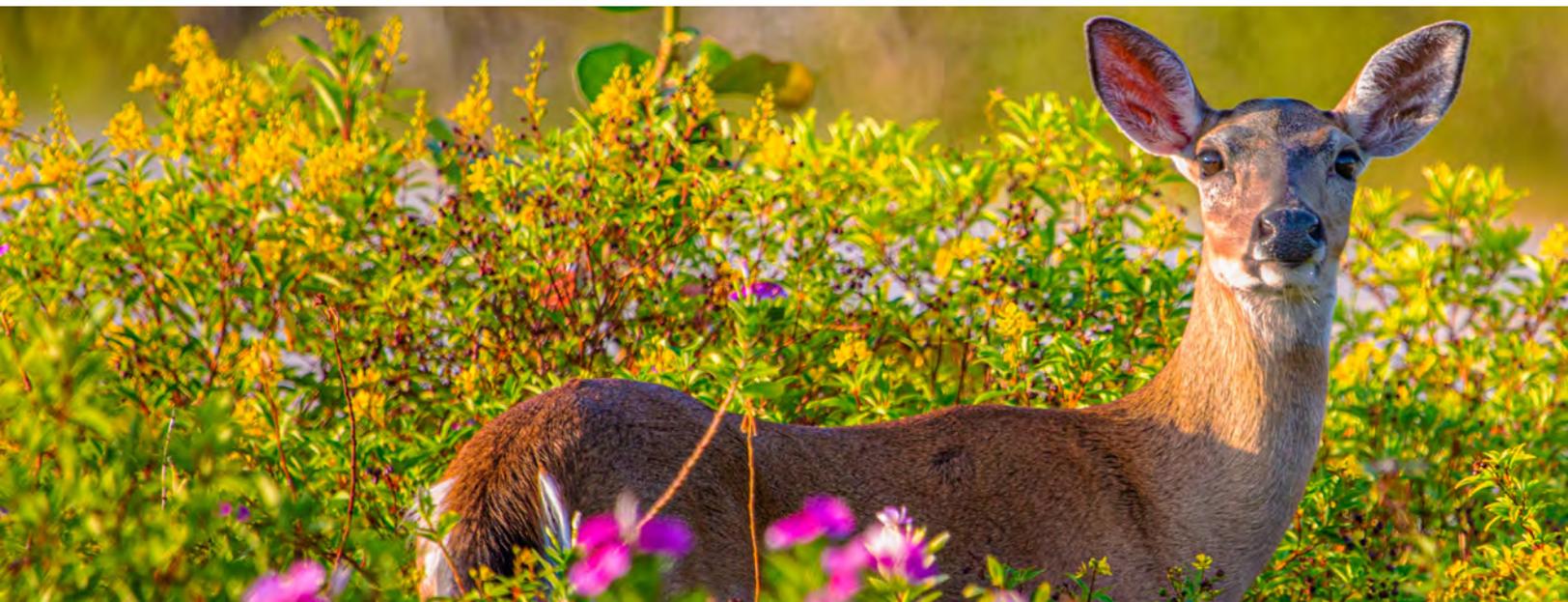
CURRENT PROJECTS

- Collaborating with Daniel Samess from the Marathon Chamber & Kelli Fountain, TDC Director of Market Research, on a Marathon Airport initiative
- Executing the advertising portion of the FY20/21 Marketing Plan
- Organized and executed a presentation to the Lodging Association on September 24th
- Developing new video concepts to promote non-stop flights to Key West
- Creating print ad for Art News Winter on Culture Umbrella media plan
- Producing a double-sided 2021 & 2022 Florida Keys calendar to be distributed at various TDC Sales Team initiatives
- Designing the 2021 issue of the Culture Magazine
- Edited the following thirty-second videos by removing crowded footage and replacing with open spaces as well as added COVID-compliant supers (Masks Required, Maintain Social Distance, Wash Your Hands) to play throughout the spots:
 - Generic – “Personal Space” & “Beauty”
 - Key West – “Story of your life”
 - Key West – “Gingerbread - LGBT”
 - Key West – “Art Island”
 - Lower Keys – “Get More”
 - Marathon – “Great Experiences”
 - Islamorada – “Colors of Islamorada”
 - Key Largo – “Look Deep”
 - Culture – “Another Masterpiece”
 - Dive – “Learn to Dive”
 - Dive – “Wreck Trek”
 - Fishing – “Hide & Seek”



CURRENT PROJECTS

- Designed and released creative for the 20/21 UK taxi promotion
- Developed new Generic and District concepts for print, digital and social to run during the fall months
- Images and copy selected to be included in new 20/21 TheKnot.com avalanche banner unit on the Generic media plan
- Updating the Generic NYTimes.com flex frame unit with revised COVID-compliant sustainability spot
- Created new Key Lime Academy web banners
- Created print ads for Gaycation and Echo Magazine
- Created new camping banners to run for 20/21 Camp Florida
- Created additional COVID-19 signage for the Key West Airport
- Brochure fulfillment & inventory coordination for all domestic & international trade shows
- Reviewing creative from local partners for appropriate logo usage
- Proofing all campaigns (Print, Digital, Social Media, Native Content, Out-of-Home, Collateral) before they're released to the pubs and/or vendors
- Provided dive images to Newman PR for Scuba the Diving Reader Choice Awards social post
- Coordinating content for the Key Largo Travel + Leisure December Florida Escapes program
- Coordinating content for World's Best Diving & Resorts November Advertorial for Dive Umbrella



CURRENT PROJECTS

- Coordinating content for Northstar Travel Group and Questex for the affiliate marketing program Key Lime Academy
- Coordinated in-book listing added value to be included in the December issue of Conde Nast Traveler
- Provided content, images and copy for advertorial to be included in the December issue of Conde Nast Traveler
- Provided content, images and copy for Travel Weekly Advertorial Provided direction, materials and coordinated native content stories with the following online publications: Meredith Digital (Travel + Leisure, Food & Wine and Martha Stewart Weddings) and Condé Nast Traveler, The Knot & WeddingWire
- Launch of 20/21 co-op website and programs
- Notice sent to industry partners, letting them know that the PSA video is on the site for their use
- Added the Key West LGBT logo to the Logos section of the co-op site
- Coordinating submissions and collections for 20/21 co-op opportunities
- Reviewing images and copy
- Releasing co-op participant materials for all media in fall programs including: Dive Digital, Dive Print Fall, Conde Nast Traveler December, Florida Keys Fall Digital, Florida Keys Fall Mobile, Florida Keys Fall Retargeting, Islamorada Digital Fall, Key Largo Digital Fall, Key West Digital Fall and Marathon Digital Fall
- Updating co-op collections report as needed
- Informing co-op participants of any media changes as they arise



CURRENT PROJECTS

- Compiled August reporting across media partners and platforms
- Reviewed analytics against insertion orders to ensure media ran as planned
- Consolidated analytics into packet digital reporting format
- Preparing creative, media and reporting for TDC packets
- Preparing creative, media and reporting for DAC packets
- Distributing broadcast trafficking instructions for the 10/5-12/6 spot market buys
- Placing all out of home, radio, print and digital media for Generic, District and Umbrella fall buys



BIG PINE FY 20-21 MEDIA PLAN



Big Pine Key
and Florida's Lower Keys

FY 2021 MEDIA PLAN

Holidays/Events	*Halloween (10/31)	* X-Mas (12/25)	* Mini-Lobster Season (7/28-7/29)
	*Election Day (11/3)		* Ind Day (7/4)
	*Columbus Day (10/12)	*Art Basel (12/3-12/6)	*Lobster Season (8/6-3/31)
	*Thanksgiving Day (11/26)	* MLK Day (1/18)	* Memorial Day (5/31)
			* Labor Day (9/6)
Public Schools Vacation Calendars	Winter Break:		Summer Break:
Miami-Dade County Public Schools:	11/25-29	12/19-1/3	6/10-8/22
Broward County Public Schools:	11/21-29	12/19-1/3	6/10-8/18
Palm Beach County Public Schools:	11/21-29	12/19-1/4	
Martin County Public Schools:	11/21-29	12/19-1/4	5/29-8/9
Hillsborough County Public Schools:	11/21-29	12/19-1/4	5/29-8/10
Pinellas County Public Schools:	11/21-29	12/19-1/4	5/29-8/8
Orange County Public Schools:	11/21-29	12/19-1/4	5/28-8/11
Osceola County Public Schools:	11/21-29	12/19-1/4	5/26-8/8
Seminole County Public Schools:	11/21-29	12/19-1/4	5/27-8/8
Duval County Public Schools:	11/25-29	12/18-1/4	5/26-8/8

Weeks Begin on Mondays:	4th Quarter				1st Quarter			2nd Quarter			3rd Quarter			GROSS TOTAL
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21		
28-Sep														
5-Oct														
12-Oct														
19-Oct														
26-Oct														
2-Nov														
9-Nov														
16-Nov														
23-Nov														
30-Nov														
7-Dec														
14-Dec														
21-Dec														
28-Dec														
4-Jan														
11-Jan														
18-Jan														
25-Jan														
1-Feb														
8-Feb														
15-Feb														
22-Feb														
1-Mar														
8-Mar														
15-Mar														
22-Mar														
29-Mar														
5-Apr														
12-Apr														
19-Apr														
26-Apr														
3-May														
10-May														
17-May														
24-May														
31-May														
7-Jun														
14-Jun														
21-Jun														
28-Jun														
5-Jul														
12-Jul														
19-Jul														
26-Jul														
2-Aug														
9-Aug														
16-Aug														
23-Aug														
30-Aug														
6-Sep														
13-Sep														
20-Sep														
27-Sep														

DIGITAL:

Digital - Paid Search Engine Marketing:

- Google Search

Annual													\$11,400
DIGITAL-TOTAL:												\$227,172	

PRINT:

- Scuba Diving Magazine Full Page 4C 85,000
- Florida Sport Fishing Magazine Full Page 4C 70,000
- Saltwater Sportsman Full Page 4C 125,000

January/February												\$8,322
November/December												\$5,585
May/June												\$9,189
July												\$23,096
PRINT-TOTAL:												\$23,096

DAC II BIG PINE KEY & THE LOWER KEYS FY 2021 BUDGET SUMMARY	
"PROPOSED" MEDIA SPEND:	\$544,445
PRODUCTION TOTAL:	\$15,000
RESOURCES:	\$50,386
GRAND TOTAL BUDGET:	\$609,831
Revision 1: Added \$43,883 from events to advertising at the 5/12/2020 DAC II Mtg. \$565,948 original budget + \$43,883=\$609,831 revised budget.	

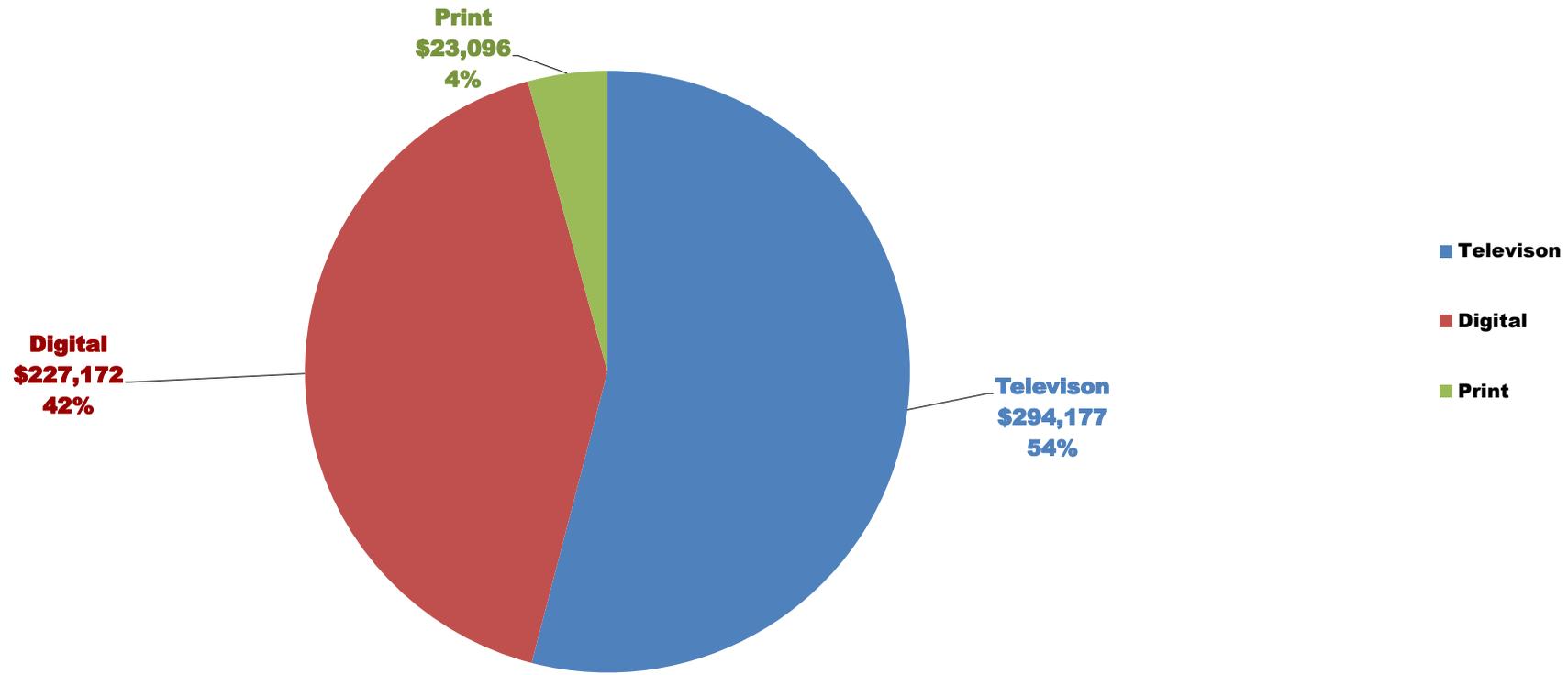
*Please note separate from the above budget there is also \$51,905 in Emergency (Promotional/Storm) Resources

Big Pine Key
and Florida's Lower Keys

FY 2021 MEDIA PLAN

Holidays/Events	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			GROSS TOTAL
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21	
*Halloween (10/31)													
*Election Day (11/3)													
*Columbus Day (10/12)													
*Art Basel (12/3-12/6)													
*Thanksgiving Day (11/26)													
* MLK Day (1/18)													
* Pres Day (2/15)													
* Easter (4/4)													
* Memorial Day (5/31)													
* Ind Day (7/4)													
* Mini-Lobster Season (7/28-7/29)													
* Lobster Season (8/6-3/31)													
* Labor Day (9/6)													
Public Schools Vacation Calendars													
Miami-Dade County Public Schools:	11/25-29			12/19-1/3							6/10-8/22		
Broward County Public Schools:	11/21-29			12/19-1/3			3/19-3/28				6/10-8/18		
Palm Beach County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/29-8/9		
Martin County Public Schools:	11/21-29			12/19-1/4			3/13-3/21				5/29-8/10		
Hillsborough County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/29-8/8		
Pinellas County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/28-8/11		
Orange County Public Schools:	11/21-29			12/19-1/4			3/13-3/21				5/26-8/8		
Osceola County Public Schools:	11/21-29			12/19-1/4			3/13-3/21				5/27-8/8		
Seminole County Public Schools:	11/21-29			12/19-1/4			3/13-3/22				5/26-8/8		
Duval County Public Schools:	11/25-29			12/18-1/4			3/6-3/14				5/28-8/8		

**DAC II BIG PINE KEY & THE FLORIDA LOWER KEYS
FY 2021 PLAN DISTRIBUTION BY MEDIA**



TOTAL PROPOSED MEDIA EXPENDITURE: \$544,445

Smith Travel Research

Monthly District & Tier Overview Report

For the month of: August 2020



H.1

	Current Month - August 2020 vs August 2019									Year to Date - August 2020 vs August 2019								
	Occ %		ADR		RevPAR		Percent Change from August 2019			Occ %		ADR		RevPAR		Percent Change from YTD 2019		
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR
Florida Keys	54.4	70.5	222.79	217.10	121.14	153.14	-22.9	2.6	-20.9	58.2	81.2	299.40	285.62	174.30	231.81	-28.3	4.8	-24.8
Florida Keys Luxury	59.8	67.0	361.26	339.68	216.08	227.46	-10.7	6.4	-5.0	64.6	78.6	466.34	440.98	301.42	346.58	-17.8	5.7	-13.0
Florida Keys Upscale	47.5	68.8	261.64	263.95	124.39	181.62	-30.9	-0.9	-31.5	56.4	82.2	380.05	367.14	214.52	301.83	-31.3	3.5	-28.9
Florida Keys Midprice	51.1	68.0	235.02	212.41	120.08	144.38	-24.8	10.6	-16.8	55.2	76.7	299.15	279.37	165.22	214.36	-28.0	7.1	-22.9
Florida Keys Economy	61.7	76.4	149.81	175.08	92.40	133.84	-19.3	-14.4	-31.0	60.8	88.6	230.01	229.77	139.77	203.59	-31.4	0.1	-31.3
Florida Keys Budget	54.4	71.6	181.51	181.73	98.76	130.15	-24.0	-0.1	-24.1	57.6	81.1	241.34	230.18	139.04	186.67	-29.0	4.8	-25.5
Key West	51.7	78.3	191.20	219.57	98.88	172.01	-34.0	-12.9	-42.5	63.0	88.6	312.13	297.96	196.57	264.12	-29.0	4.8	-25.6
Key West Luxury	52.8	75.5	291.12	331.52	153.71	250.44	-30.1	-12.2	-38.6	65.9	87.3	457.60	439.42	301.63	383.61	-24.5	4.1	-21.4
Key West Upscale	50.1	76.6	243.21	263.89	121.90	202.07	-34.5	-7.8	-39.7	60.8	85.9	379.17	369.67	230.57	317.72	-29.3	2.6	-27.4
Key West Midprice	43.1	76.1	189.82	203.55	81.85	154.82	-43.3	-6.7	-47.1	57.7	86.5	290.56	273.06	167.68	236.22	-33.3	6.4	-29.0
Key West Economy	61.2	80.1	132.71	168.14	81.24	134.61	-23.5	-21.1	-39.6	63.1	91.5	224.84	226.11	141.89	206.90	-31.0	-0.6	-31.4
Key West Small Properties	50%	80%	162.15	201.17	81.64	161.20	-37.5	-19.6	-49.4	64.4%	89.2%	291.80	269.39	187.80	240.25	-27.8	8.3	-21.8
Middle-Upper Florida Keys	57.2	62.6	252.76	213.95	144.52	133.93	-8.7	18.1	7.9	53.9	73.1	286.02	269.47	154.25	196.92	-26.2	6.1	-21.7
Middle-Upper Florida Keys Luxury	66.9	57.6	417.54	351.30	279.54	202.49	16.2	18.9	38.1	63.3	69.1	475.64	443.12	301.21	306.36	-8.4	7.3	-1.7
Middle-Upper Florida Keys Upscale																		
Middle-Upper Florida Keys Midprice	58.5	60.2	266.10	223.11	155.77	134.40	-2.8	19.3	15.9	53.1	66.9	307.35	287.61	163.05	192.31	-20.7	6.9	-15.2
Middle-Upper Florida Keys Economy																		
Middle-Upper Florida Keys Budget	56.2	66.2	195.47	177.58	109.77	117.60	-15.2	10.1	-6.7	53.5	75.6	225.19	214.55	120.55	162.17	-29.2	5.0	-25.7
Key Largo	50.2%	59.0%	229.92	209.87	115.52	123.80	-14.8	9.6	-6.7	51.2%	726.0%	270.40	260.79	138.33	189.23	-93.0	3.7	-26.9
Marathon	58.2%	65.2%	243.39	213.99	141.63	139.62	-10.8	13.7	1.4	56.5%	75.1%	280.76	270.16	158.55	203.81	-24.8	3.9	-22.2
Islamorada	64.5%	62.6%	261.99	227.79	169.03	142.58	3.1	15.0	18.6	55.1%	69.6%	305.11	293.14	168.07	204.06	-20.9	4.1	-17.6

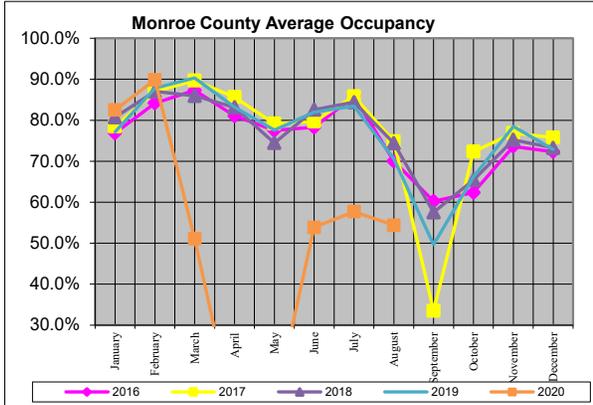
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This industry standard and is intended solely for the internal purposes of your company and should not be published in any manner unless authorized by Smith Travel Research.

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

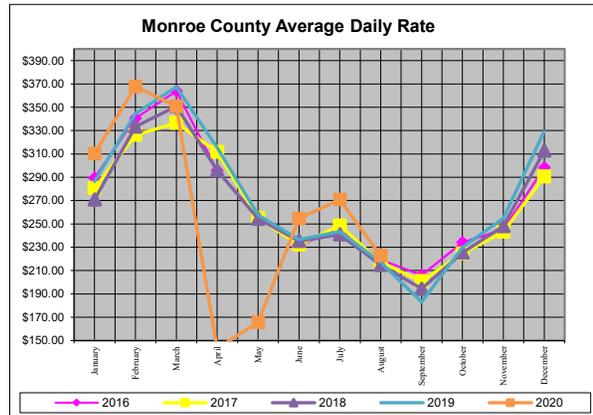
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	76.9%	78.4%	80.7%	77.1%	82.5%	7.0%
February	84.2%	87.0%	87.0%	87.9%	89.9%	2.3%
March	87.3%	89.7%	86.0%	90.3%	51.1%	-43.4%
April	81.0%	85.6%	83.1%	83.2%	7.0%	-91.6%
May	77.5%	79.2%	74.4%	77.6%	10.0%	-87.1%
June	78.3%	79.7%	82.6%	82.0%	53.9%	-34.3%
July	85.8%	85.8%	84.4%	83.4%	57.7%	-30.9%
August	70.0%	74.8%	74.4%	70.5%	54.4%	-22.9%
September	60.2%	33.5%	57.5%	49.7%		
October	62.4%	72.3%	65.4%	66.2%		
November	73.6%	76.9%	75.2%	78.5%		
December	72.3%	75.8%	73.3%	72.9%		
Total	75.5%	76.8%	76.7%	76.6%	58.2%	-28.3%



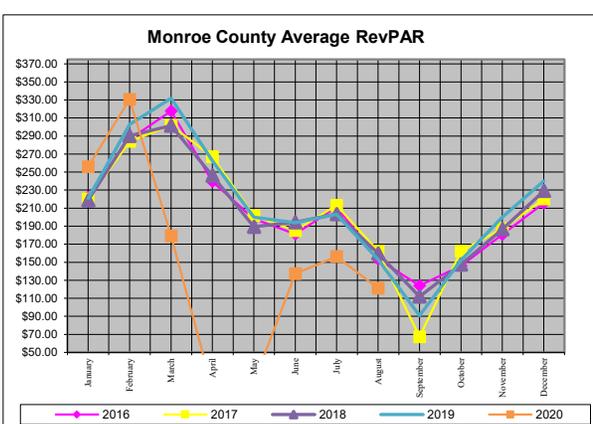
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$289.29	\$280.50	\$270.83	\$286.32	\$310.28	8.4%
February	\$340.39	\$326.26	\$333.36	\$344.65	\$367.86	6.7%
March	\$363.86	\$336.44	\$350.78	\$367.44	\$350.76	-4.5%
April	\$295.63	\$311.70	\$295.89	\$315.58	\$143.16	-54.6%
May	\$255.89	\$254.83	\$254.42	\$257.66	\$165.63	-35.7%
June	\$231.36	\$232.15	\$235.27	\$236.53	\$254.60	7.6%
July	\$246.13	\$248.53	\$240.92	\$243.40	\$270.84	11.3%
August	\$219.35	\$216.99	\$214.80	\$217.10	\$222.79	2.6%
September	\$206.01	\$200.92	\$194.44	\$182.99		
October	\$234.19	\$224.47	\$225.35	\$229.83		
November	\$245.24	\$243.19	\$248.05	\$254.89		
December	\$298.12	\$290.52	\$312.66	\$329.45		
Total	\$270.46	\$269.75	\$266.93	\$277.32	\$299.40	4.8%



RevPAR

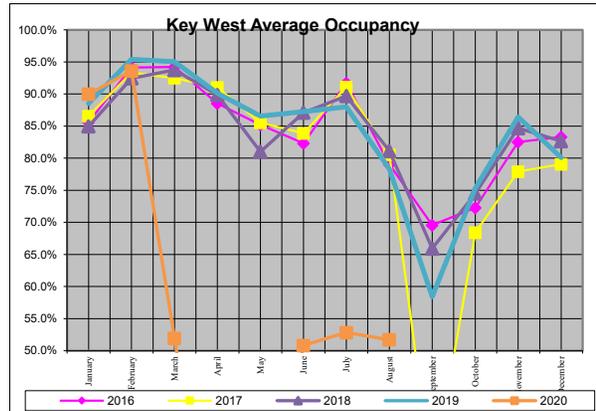
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	-96.2%
May	\$198.30	\$201.72	\$189.36	\$199.83	\$16.62	-91.7%
June	\$181.12	\$185.04	\$194.26	\$193.93	\$137.14	-29.3%
July	\$211.29	\$213.24	\$203.36	\$203.11	\$156.23	-23.1%
August	\$153.51	\$162.38	\$159.74	\$153.14	\$121.14	-20.9%
September	\$124.07	\$67.33	\$111.87	\$90.87		
October	\$146.04	\$162.35	\$147.46	\$152.08		
November	\$180.50	\$186.95	\$186.56	\$200.08		
December	\$215.62	\$220.15	\$229.07	\$240.08		
Total	\$207.28	\$204.73	\$212.53	\$212.53	\$174.30	-24.8%



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

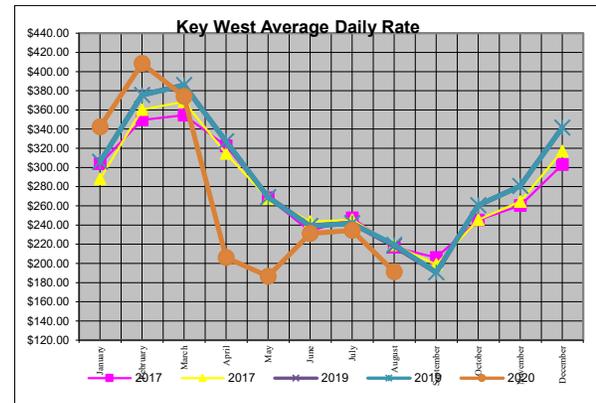
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	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%	50.8%	-41.8%
July	91.7%	91.1%	89.7%	88.0%	52.9%	-39.9%
August	79.0%	80.6%	81.1%	78.3%	51.7%	-34.0%
September	69.6%	29.8%	65.9%	58.4%		
October	72.3%	68.4%	74.5%	75.3%		
November	82.5%	77.9%	84.7%	86.4%		
December	83.3%	79.1%	82.7%	80.1%		
Total	83.6%	79.9%	83.9%	84.2%	63.0%	-29.0%



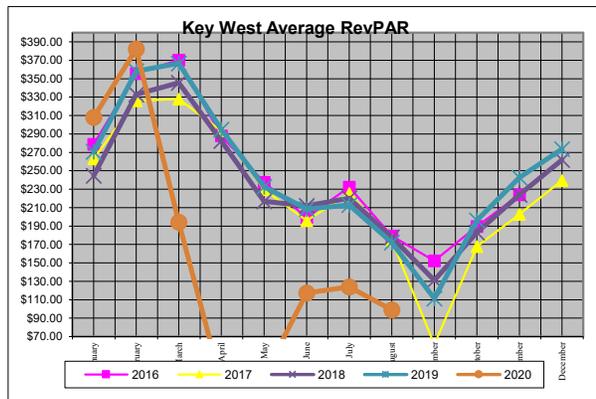
AVERAGE DAILY RATE

	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	\$238.81	\$231.04	-3.3%
July	\$247.41	\$245.56	\$241.88	\$241.85	\$234.41	-3.1%
August	\$216.76	\$219.18	\$218.13	\$219.57	\$191.20	-12.9%
September	\$206.08	\$198.82	\$190.67	\$190.67		
October	\$245.22	\$245.37	\$260.44	\$260.44		
November	\$260.20	\$264.41	\$280.78	\$280.78		
December	\$303.02	\$316.94	\$341.38	\$341.38		
Total	\$291.03	\$281.38	\$280.23	\$291.52	\$312.13	4.8%



RevPAR

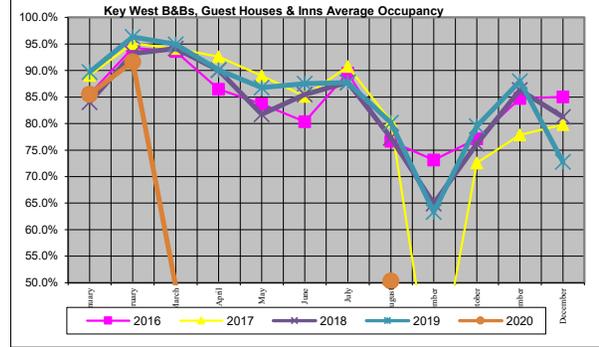
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66	\$27.46	-88.2%
June	\$199.32	\$195.87	\$212.01	\$208.42	\$117.44	-43.7%
July	\$232.40	\$225.31	\$220.28	\$212.85	\$123.89	-41.8%
August	\$179.31	\$174.64	\$177.77	\$172.01	\$98.88	-42.5%
September	\$152.20	\$61.42	\$131.09	\$111.36		
October	\$189.60	\$167.81	\$182.85	\$196.20		
November	\$224.08	\$202.72	\$223.97	\$242.72		
December	\$263.18	\$239.63	\$261.96	\$273.50		
Total	\$243.32	\$224.85	\$234.99	\$245.40	\$196.57	-25.6%



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

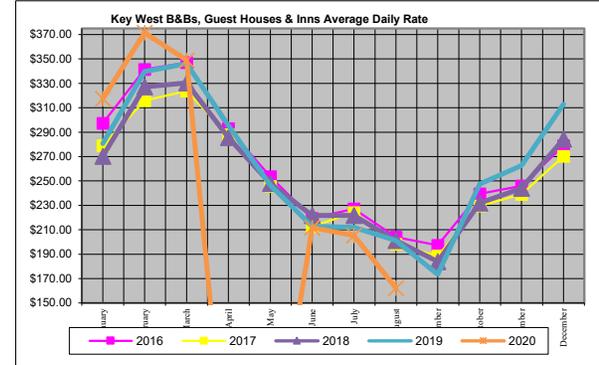
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.5%	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%	87.5%	43.9%	-49.8%
July	89.5%	90.7%	87.8%	87.7%	43.3%	-50.6%
August	76.7%	80.4%	77.3%	80.1%	50.3%	-37.2%
September	73.1%	28.3%	64.9%	63.4%		
October	77.1%	72.6%	76.2%	79.5%		
November	84.7%	77.9%	86.3%	88.0%		
December	85.0%	79.8%	81.2%	72.8%		
Total	83.1%	80.8%	83.4%	84.7%	64.4%	-27.8%



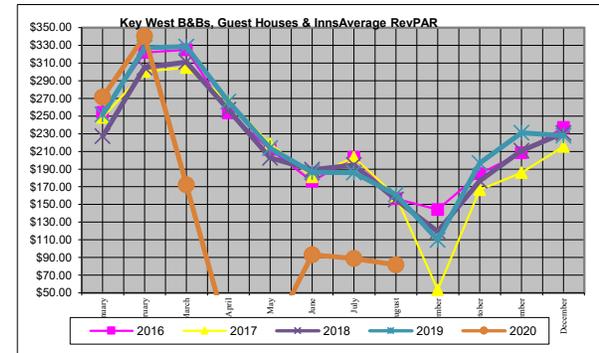
AVERAGE DAILY RATE

	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	\$211.78	-0.5%
July	\$227.22	\$224.00	\$221.73	\$212.07	\$205.31	-3.2%
August	\$204.02	\$198.17	\$201.15	\$201.17	\$162.15	-19.4%
September	\$197.27	\$188.62	\$183.87	\$173.37		
October	\$239.49	\$229.49	\$231.88	\$247.54		
November	\$246.00	\$239.00	\$244.07	\$262.65		
December	\$278.82	\$270.22	\$284.28	\$312.85		
Total	\$256.13	\$256.74	\$257.15	\$264.79	\$291.80	8.3%



RevPAR

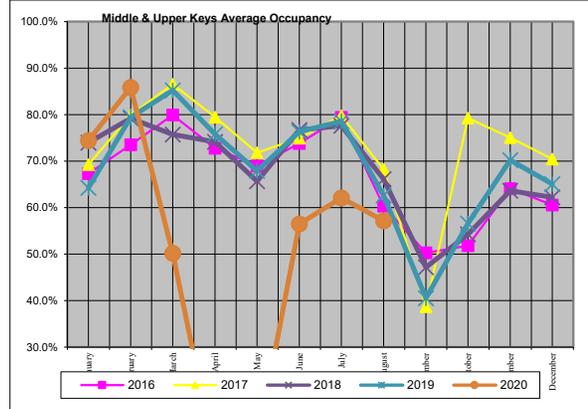
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$0.00	-100.0%
June	\$176.20	\$181.05	\$189.40	\$186.15	\$93.03	-50.0%
July	\$203.32	\$203.26	\$194.60	\$186.01	\$88.97	-52.2%
August	\$156.41	\$159.32	\$155.51	\$161.20	\$81.64	-49.4%
September	\$144.27	\$53.40	\$119.34	\$109.84		
October	\$184.64	\$166.53	\$176.68	\$196.81		
November	\$208.48	\$186.07	\$210.67	\$231.08		
December	\$237.13	\$215.62	\$230.91	\$227.72		
Total	\$212.85	\$207.48	\$214.48	\$224.41	\$187.80	-21.8%



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

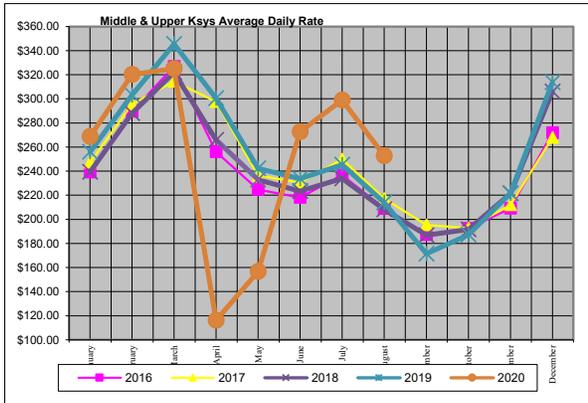
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	67.3%	69.3%	74.0%	64.2%	74.4%	15.9%
February	73.5%	79.9%	79.2%	79.4%	85.8%	8.1%
March	79.9%	86.5%	75.7%	85.2%	50.2%	-41.1%
April	72.8%	79.4%	74.1%	75.8%	6.2%	-91.8%
May	69.0%	71.8%	65.7%	67.9%	8.9%	-87.0%
June	73.8%	74.9%	76.7%	76.3%	56.4%	-26.0%
July	79.4%	79.8%	77.6%	78.6%	62.1%	-21.0%
August	60.3%	68.2%	66.1%	62.6%	57.2%	-8.7%
September	50.3%	38.7%	47.2%	40.5%		
October	51.8%	79.2%	54.3%	56.6%		
November	64.1%	75.0%	63.6%	70.2%		
December	60.6%	70.4%	62.2%	65.1%		
Total	66.8%	72.9%	67.5%	68.6%	53.9%	-26.2%



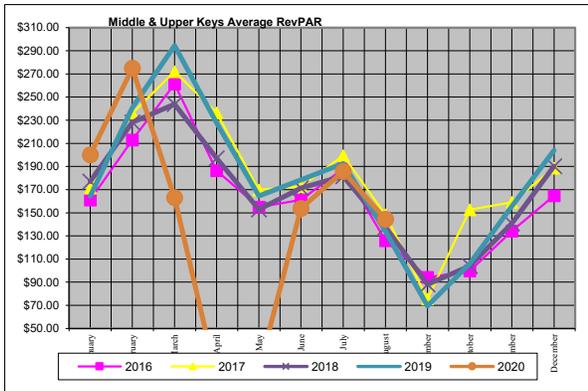
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$239.24	\$247.38	\$239.31	\$255.93	\$268.70	5.0%
February	\$289.51	\$295.56	\$288.12	\$303.28	\$320.23	5.6%
March	\$326.93	\$314.46	\$321.98	\$345.49	\$325.06	-5.9%
April	\$256.12	\$297.65	\$265.96	\$300.58	\$116.13	-61.4%
May	\$224.70	\$236.49	\$232.88	\$242.31	\$156.81	-35.3%
June	\$218.19	\$230.44	\$223.33	\$233.73	\$272.64	16.6%
July	\$236.78	\$249.98	\$233.99	\$245.25	\$299.07	21.9%
August	\$208.86	\$217.31	\$208.22	\$213.95	\$252.76	18.1%
September	\$187.25	\$195.33	\$186.87	\$171.44		
October	\$192.40	\$192.73	\$191.61	\$187.30		
November	\$209.17	\$211.93	\$221.44	\$221.61		
December	\$271.88	\$267.86	\$305.94	\$313.65		
Total	\$242.65	\$253.52	\$245.61	\$258.70	\$286.02	6.1%



RevPAR

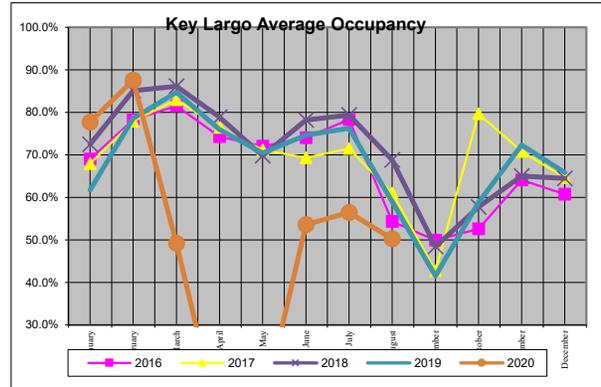
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	-96.8%
May	\$154.99	\$169.87	\$152.90	\$164.50	\$13.89	-91.6%
June	\$161.05	\$172.62	\$171.26	\$178.33	\$153.90	-13.7%
July	\$188.01	\$199.39	\$181.52	\$192.65	\$185.65	-3.6%
August	\$126.04	\$148.29	\$137.70	\$133.93	\$144.52	7.9%
September	\$94.10	\$75.61	\$88.14	\$69.48		
October	\$99.65	\$152.69	\$104.00	\$106.02		
November	\$134.07	\$159.03	\$140.89	\$155.57		
December	\$164.73	\$188.69	\$190.25	\$204.11		
Total	\$162.08	\$184.90	\$165.71	\$177.42	\$154.25	-21.7%



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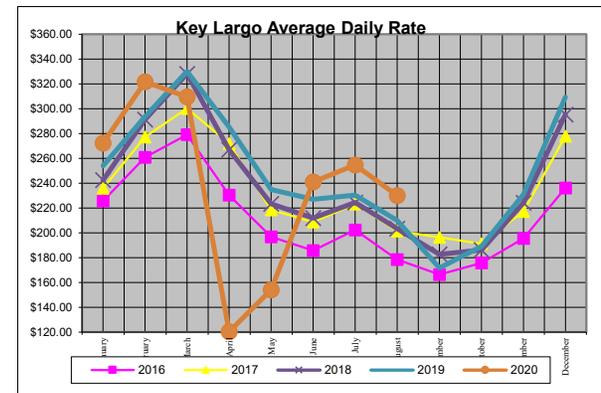
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	69.0%	67.9%	72.5%	61.7%	77.7%	25.9%
February	78.3%	77.9%	85.1%	78.5%	87.6%	11.5%
March	81.5%	83.0%	86.1%	84.7%	49.2%	-41.9%
April	74.3%	76.5%	78.9%	75.9%	6.7%	-91.2%
May	72.0%	71.2%	69.8%	70.4%	10.1%	-85.6%
June	74.0%	69.3%	78.2%	74.7%	53.6%	-28.3%
July	78.3%	71.5%	79.4%	76.3%	56.5%	-26.0%
August	54.4%	61.1%	68.8%	59.0%	50.2%	-14.8%
September	49.9%	42.7%	48.4%	41.5%		
October	52.6%	79.7%	57.8%	58.8%		
November	64.1%	70.8%	65.0%	72.3%		
December	60.8%	64.7%	64.5%	65.8%		
Total	66.9%	69.7%	71.1%	68.4%	51.2%	-29.5%



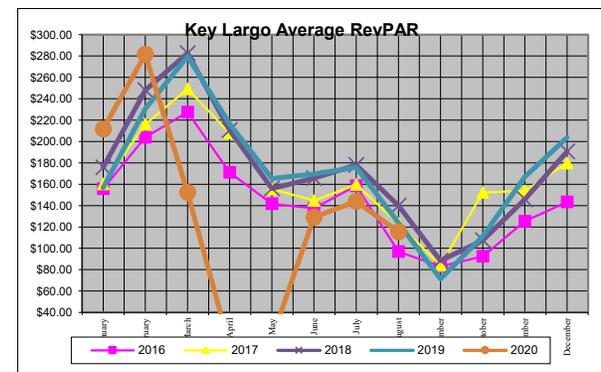
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$225.72	\$235.82	\$242.60	\$253.93	\$272.23	7.2%
February	\$260.72	\$277.30	\$291.23	\$293.69	\$321.63	9.5%
March	\$279.05	\$300.28	\$328.16	\$330.13	\$309.59	-6.2%
April	\$230.49	\$271.81	\$267.06	\$285.23	\$120.30	-57.8%
May	\$196.73	\$218.39	\$223.40	\$234.80	\$154.09	-34.4%
June	\$185.61	\$208.73	\$211.83	\$227.02	\$241.05	6.2%
July	\$202.34	\$223.18	\$224.37	\$230.40	\$254.63	10.5%
August	\$178.38	\$201.50	\$203.40	\$209.87	\$229.92	9.6%
September	\$166.37	\$196.39	\$182.63	\$171.64		
October	\$175.61	\$191.16	\$186.05	\$189.19		
November	\$195.52	\$217.28	\$224.16	\$231.01		
December	\$236.07	\$277.94	\$295.40	\$309.40		
Total	\$215.77	\$238.51	\$244.19	\$252.18	\$270.40	3.7%



RevPAR

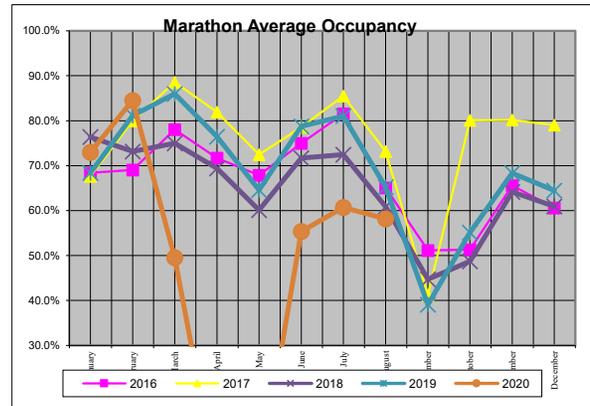
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	-96.3%
May	\$141.67	\$155.47	\$155.90	\$165.31	\$15.62	-90.6%
June	\$137.38	\$144.69	\$165.69	\$169.49	\$129.13	-23.8%
July	\$158.48	\$159.57	\$178.04	\$175.76	\$143.83	-18.2%
August	\$96.97	\$123.07	\$139.98	\$123.80	\$115.52	-6.7%
September	\$83.04	\$83.93	\$88.42	\$71.29		
October	\$92.34	\$152.35	\$107.45	\$111.32		
November	\$125.27	\$153.87	\$145.74	\$166.94		
December	\$143.43	\$179.72	\$190.51	\$203.66		
Total	\$144.30	\$166.28	\$173.68	\$172.45	\$138.33	-26.9%



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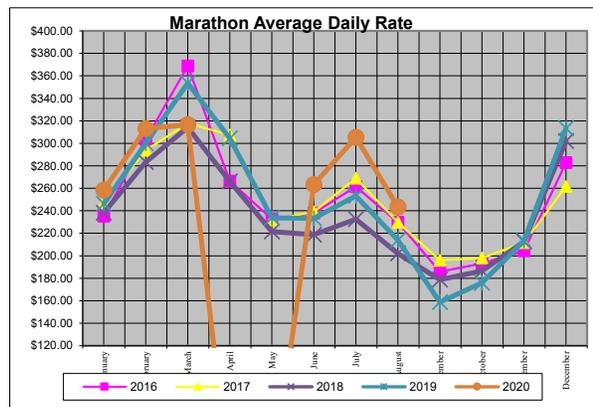
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	68.4%	67.6%	76.4%	68.4%	73.0%	6.7%
February	69.1%	80.0%	73.2%	81.2%	84.5%	4.1%
March	78.0%	88.6%	75.0%	86.0%	49.5%	-42.4%
April	71.7%	81.9%	69.4%	76.5%	0.0%	-100.0%
May	67.9%	72.4%	60.1%	64.6%	0.0%	-100.0%
June	75.0%	78.6%	71.7%	78.8%	55.4%	-29.7%
July	81.5%	85.5%	72.5%	81.1%	60.7%	-25.1%
August	65.0%	73.2%	60.9%	65.2%	58.2%	-10.8%
September	51.2%	41.2%	44.7%	39.1%		
October	51.3%	80.1%	48.7%	55.1%		
November	65.6%	80.1%	64.1%	68.4%		
December	60.6%	79.1%	60.9%	64.5%		
Total	67.2%	75.9%	64.0%	69.0%	56.5%	-24.8%



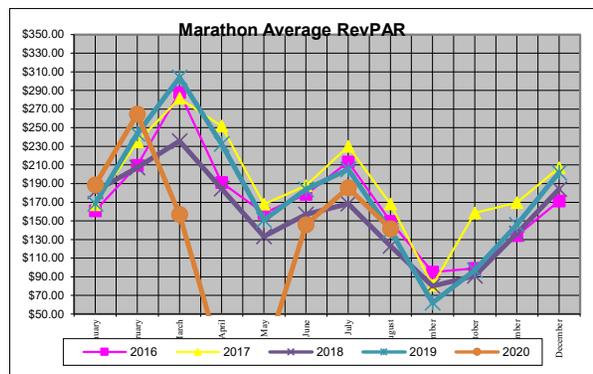
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$235.18	\$247.56	\$238.12	\$246.16	\$258.47	5.0%
February	\$303.47	\$293.82	\$283.27	\$300.02	\$313.05	4.3%
March	\$368.82	\$317.78	\$314.23	\$353.47	\$316.56	-10.4%
April	\$266.39	\$307.53	\$266.02	\$304.34	\$0.00	-100.0%
May	\$232.89	\$231.91	\$221.42	\$233.69	\$0.00	-100.0%
June	\$237.94	\$239.05	\$218.67	\$233.24	\$263.30	12.9%
July	\$261.54	\$268.91	\$232.43	\$253.31	\$305.44	20.6%
August	\$229.69	\$229.76	\$201.89	\$213.99	\$243.39	13.7%
September	\$185.80	\$196.01	\$178.74	\$158.73		
October	\$193.13	\$197.99	\$186.52	\$175.83		
November	\$204.47	\$211.68	\$212.50	\$213.20		
December	\$282.79	\$261.71	\$302.12	\$313.30		
Total	\$254.19	\$258.75	\$240.55	\$257.02	\$280.76	3.9%



RevPAR

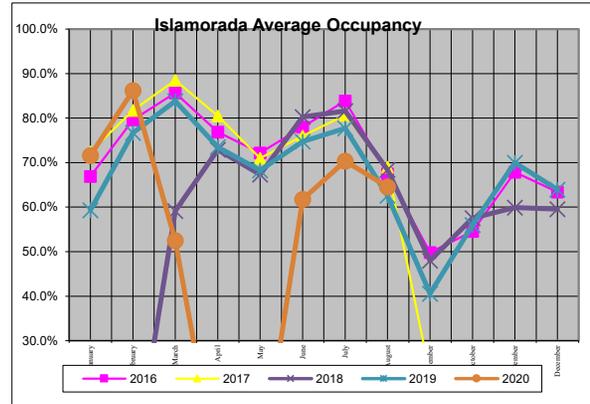
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	-100.0%
May	\$158.10	\$167.98	\$133.18	\$150.97	\$0.00	-100.0%
June	\$178.47	\$187.78	\$156.84	\$183.71	\$145.75	-20.7%
July	\$213.25	\$229.94	\$168.45	\$205.31	\$185.43	-9.7%
August	\$149.41	\$168.09	\$122.95	\$139.62	\$141.63	1.4%
September	\$95.04	\$80.81	\$79.93	\$62.02		
October	\$99.05	\$158.53	\$90.90	\$96.95		
November	\$134.14	\$169.63	\$136.31	\$145.74		
December	\$171.36	\$206.91	\$184.03	\$201.92		
Total	\$179.34	\$170.90	\$153.94	\$177.40	\$158.55	-21.9%



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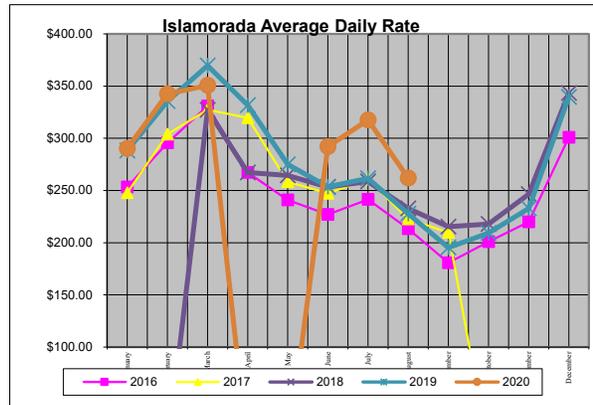
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	66.9%	72.4%	*	59.3%	71.6%	20.6%
February	79.6%	81.8%	*	76.7%	86.2%	12.3%
March	85.7%	88.5%	59.2%	83.8%	52.5%	-37.4%
April	76.9%	80.5%	72.9%	73.5%	0.0%	-100.0%
May	72.2%	71.0%	67.3%	68.3%	0.0%	-100.0%
June	78.0%	76.0%	80.2%	74.7%	61.8%	-17.3%
July	83.9%	80.7%	81.6%	77.7%	70.3%	-9.5%
August	67.5%	69.0%	68.4%	62.6%	64.5%	3.1%
September	49.8%	22.3%	48.0%	40.6%		
October	54.6%	*	57.5%	56.0%		
November	67.8%	*	59.9%	70.0%		
December	63.4%	*	59.6%	64.0%		
Total	70.9%	71.4%	*	67.3%	55.1%	-20.9%



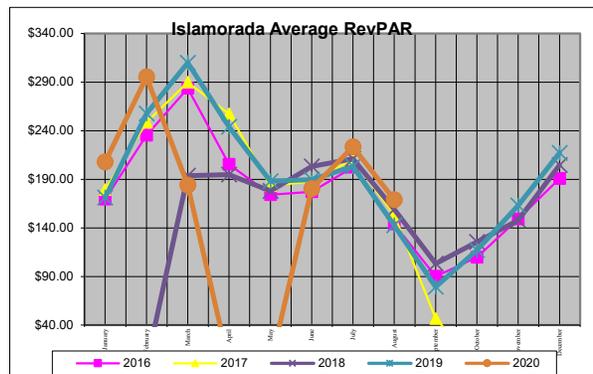
AVERAGE DAILY RATE

	2016	2017	2018	2019	2020	% Chg
January	\$253.33	\$247.61	*	\$288.22	\$290.17	0.7%
February	\$295.59	\$303.97	*	\$335.56	\$342.62	2.1%
March	\$330.99	\$327.35	\$327.22	\$369.60	\$350.57	-5.1%
April	\$267.15	\$319.59	\$267.33	\$331.71	\$ -	-100.0%
May	\$241.00	\$258.39	\$264.50	\$275.13	\$ -	-100.0%
June	\$226.98	\$247.13	\$253.21	\$253.56	\$291.99	15.2%
July	\$241.29	\$260.97	\$258.59	\$261.53	\$317.51	21.4%
August	\$213.29	\$222.59	\$232.75	\$227.79	\$261.99	15.0%
September	\$180.73	\$209.89	\$215.27	\$195.27		
October	\$200.99	*	\$217.89	\$209.17		
November	\$219.84	*	\$246.57	\$232.72		
December	\$300.93	*	\$343.39	\$339.51		
Total	\$252.83	\$241.78		\$281.92	\$305.11	4.1%



RevPAR

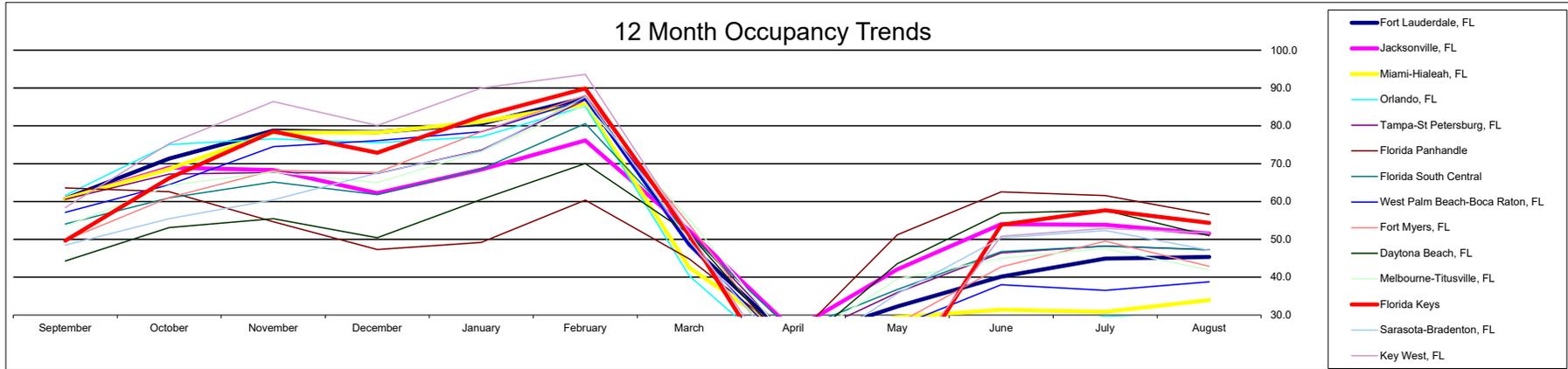
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	-100.0%
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	-100.0%
June	\$177.01	\$187.76	\$203.19	\$189.49	\$180.38	-4.8%
July	\$202.42	\$210.55	\$211.05	\$203.19	\$223.28	9.9%
August	\$143.99	\$153.56	\$159.24	\$142.58	\$169.03	18.6%
September	\$90.02	\$46.75	\$103.27	\$79.25		
October	\$109.72	*	\$125.36	\$117.18		
November	\$149.13	*	\$147.66	\$162.85		
December	\$190.69	*	\$204.54	\$217.13		
Total	\$179.22	\$172.56		\$189.73	\$168.07	-17.6%



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

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

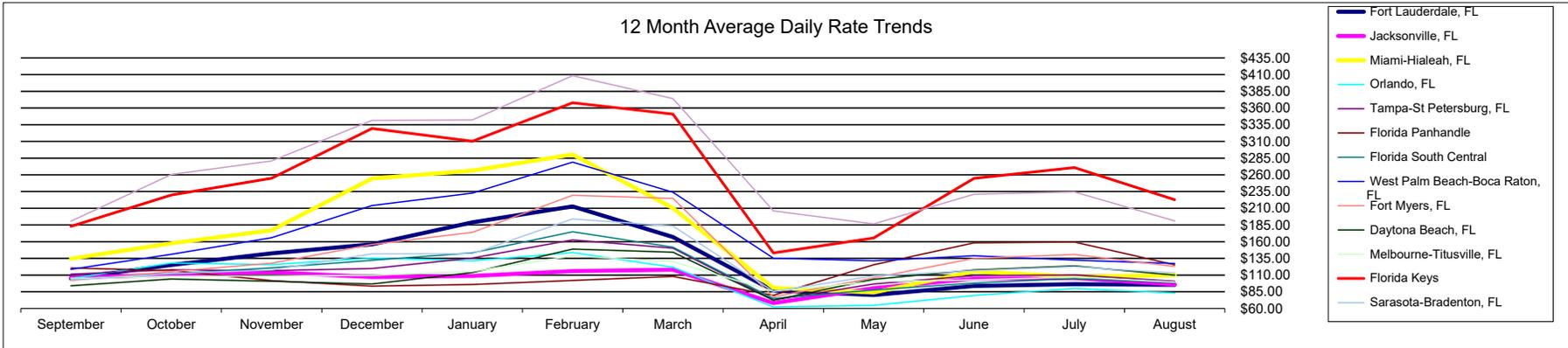
Florida Markets Comparison



Occupancy	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	45.3	44.9	40.2	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8
Jacksonville, FL	51.5	53.8	54.0	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7
Miami-Hialeah, FL	33.9	30.8	31.4	29.4	23.9	42.5	85.8	81.1	78.2	78.3	68.6	60.7
Orlando, FL	28.7	29.7	25.4	22.8	16.4	40.4	85.2	77.1	75.5	76.5	75.1	61.6
Tampa-St Petersburg, FL	47.3	48.2	46.4	35.9	23.0	51.9	86.9	73.6	67.4	67.7	67.3	60.6
Florida Panhandle	56.6	61.6	62.5	51.2	23.5	44.8	60.4	49.2	47.3	54.7	62.6	63.6
Florida South Central	47.3	48.2	46.8	36.8	25.7	51.2	80.6	68.6	61.8	65.2	61.0	54.1
West Palm Beach-Boca Raton, FL	38.8	36.5	38.0	27.0	20.1	48.3	86.9	78.4	76.1	74.5	64.4	57.1
Fort Myers, FL	42.9	49.6	42.7	27.7	18.1	53.9	88.0	78.4	67.7	68.2	61.1	49.7
Daytona Beach, FL	51.0	57.6	56.9	43.5	20.3	51.4	70.0	60.5	50.4	55.5	53.1	44.3
Melbourne-Titusville, FL	41.9	47.6	45.0	39.5	21.7	55.4	85.4	73.3	65.0	67.8	64.2	53.5
Florida Keys	54.4	57.7	53.9	10.0	7.0	51.1	89.9	82.5	72.9	78.5	66.2	49.7
Sarasota-Bradenton, FL	47.2	52.4	50.4	35.6	17.4	49.6	87.6	73.4	67.5	60.5	55.5	48.5
Key West, FL	51.7	52.9	50.8	14.7	9.6	51.9	93.6	90.0	80.1	86.4	75.3	58.4

Year to Date Occupancy	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	51.2	52.1	53.0	55.7	61.3	71.6	83.8	80.6	76.0	75.8	75.5	75.9
Jacksonville, FL	53.1	53.3	53.2	53.1	55.8	65.1	71.9	68.4	71.3	72.2	72.5	73.0
Miami-Hialeah, FL	48.6	51.0	54.5	59.2	63.5	69.1	83.0	81.1	75.9	75.7	75.4	76.2
Orlando, FL	45.0	47.4	50.1	54.4	59.5	66.9	81.0	77.1	76.1	76.1	76.1	76.2
Tampa-St Petersburg, FL	51.7	52.4	53.1	54.5	59.4	70.2	79.9	73.6	72.3	72.8	73.3	74.0
Florida Panhandle	51.3	50.5	48.6	45.8	44.4	51.1	54.5	49.2	66.0	67.8	69.2	70.0
Florida South Central	50.5	51.0	51.4	52.4	56.6	66.3	74.3	68.6	64.1	64.4	64.4	64.7
West Palm Beach-Boca Raton, FL	46.7	47.9	50.0	52.4	59.9	71.0	83.0	78.4	72.0	71.6	71.3	72.1
Fort Myers, FL	50.5	51.7	52.1	53.8	60.5	73.0	83.0	78.4	68.5	68.6	68.6	69.5
Daytona Beach, FL	51.8	51.9	50.9	49.7	51.3	60.3	65.0	60.5	62.3	63.4	64.2	65.5
Melbourne-Titusville, FL	50.9	52.2	53.0	54.6	58.6	70.9	79.0	73.3	69.3	69.7	69.9	70.5
Florida Keys	58.2	59.4	59.5	60.8	67.3	73.7	85.9	82.5	76.6	77.0	76.9	78.1
Sarasota-Bradenton, FL	51.6	52.2	52.2	56.6	57.0	69.6	80.1	73.4	65.4	65.2	65.7	67.1
Key West, FL	63.0	66.0	69.0	73.3	76.4	77.9	91.7	90.0	84.2	84.5	84.3	85.3

Florida Markets Comparison



Average Daily Rate

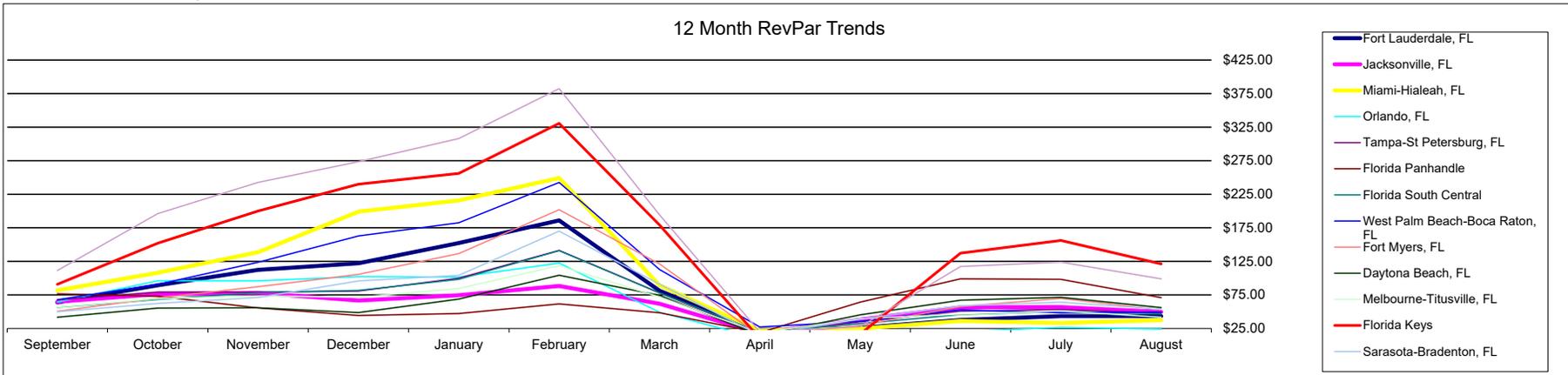
	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$ 95.48	\$ 96.33	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89
Jacksonville, FL	\$ 96.04	\$ 105.55	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96	\$ 108.70	\$ 106.96	\$ 114.38	\$ 110.46	\$ 106.38
Miami-Hialeah, FL	\$ 109.85	\$ 107.47	\$ 115.42	\$ 83.96	\$ 90.83	\$ 210.13	\$ 290.41	\$ 266.32	\$ 254.45	\$ 177.06	\$ 157.52	\$ 134.59
Orlando, FL	\$ 83.25	\$ 89.78	\$ 79.43	\$ 64.68	\$ 62.35	\$ 121.76	\$ 143.75	\$ 131.53	\$ 135.54	\$ 125.55	\$ 128.08	\$ 104.78
Tampa-St Petersburg, FL	\$ 100.79	\$ 110.18	\$ 109.13	\$ 96.60	\$ 72.65	\$ 150.28	\$ 162.71	\$ 135.63	\$ 119.82	\$ 116.61	\$ 117.94	\$ 111.46
Florida Panhandle	\$ 125.32	\$ 159.51	\$ 158.21	\$ 125.46	\$ 79.70	\$ 108.07	\$ 101.89	\$ 95.86	\$ 93.55	\$ 101.65	\$ 116.88	\$ 120.63
Florida South Central	\$ 98.84	\$ 104.84	\$ 98.03	\$ 87.62	\$ 74.99	\$ 151.86	\$ 174.90	\$ 143.32	\$ 132.08	\$ 120.76	\$ 112.05	\$ 103.98
West Palm Beach-Boca Raton, FL	\$ 127.23	\$ 132.35	\$ 138.85	\$ 131.55	\$ 135.24	\$ 233.79	\$ 279.00	\$ 232.81	\$ 214.15	\$ 165.98	\$ 141.04	\$ 118.63
Fort Myers, FL	\$ 122.95	\$ 140.78	\$ 134.97	\$ 105.91	\$ 77.35	\$ 224.61	\$ 229.45	\$ 174.03	\$ 155.95	\$ 127.79	\$ 115.19	\$ 101.72
Daytona Beach, FL	\$ 109.96	\$ 123.72	\$ 117.78	\$ 103.79	\$ 72.44	\$ 144.30	\$ 148.94	\$ 113.74	\$ 96.56	\$ 100.67	\$ 104.16	\$ 94.10
Melbourne-Titusville, FL	\$ 99.47	\$ 107.24	\$ 102.80	\$ 100.17	\$ 85.73	\$ 129.91	\$ 138.77	\$ 115.45	\$ 109.73	\$ 108.56	\$ 108.29	\$ 105.07
Florida Keys	\$ 222.79	\$ 270.84	\$ 254.60	\$ 165.63	\$ 143.16	\$ 350.76	\$ 367.86	\$ 310.28	\$ 329.45	\$ 254.89	\$ 229.83	\$ 182.99
Sarasota-Bradenton, FL	\$ 113.20	\$ 122.40	\$ 116.79	\$ 108.64	\$ 85.64	\$ 183.41	\$ 194.01	\$ 142.01	\$ 141.94	\$ 117.59	\$ 112.42	\$ 102.68
Key West, FL	\$ 191.20	\$ 234.41	\$ 231.04	\$ 186.62	\$ 206.10	\$ 374.02	\$ 408.44	\$ 342.23	\$ 341.38	\$ 280.78	\$ 260.44	\$ 190.67

Year to Date Average Daily Rate

	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$ 147.37	\$ 154.30	\$ 162.61	\$ 173.13	\$ 184.44	\$ 192.89	\$ 200.85	\$ 189.08	\$ 146.83	\$ 145.93	\$ 146.25	\$ 148.74
Jacksonville, FL	\$ 104.54	\$ 105.78	\$ 105.83	\$ 106.07	\$ 109.09	\$ 114.21	\$ 112.40	\$ 108.70	\$ 116.93	\$ 117.78	\$ 118.10	\$ 118.92
Miami-Hialeah, FL	\$ 209.73	\$ 220.24	\$ 231.44	\$ 243.44	\$ 254.17	\$ 262.73	\$ 276.97	\$ 266.32	\$ 196.52	\$ 190.89	\$ 192.31	\$ 196.01
Orlando, FL	\$ 118.26	\$ 121.29	\$ 124.18	\$ 127.78	\$ 131.55	\$ 134.39	\$ 137.64	\$ 131.53	\$ 126.95	\$ 126.16	\$ 126.23	\$ 126.01
Tampa-St Petersburg, FL	\$ 126.48	\$ 129.71	\$ 132.83	\$ 136.81	\$ 143.00	\$ 149.80	\$ 149.54	\$ 135.63	\$ 132.27	\$ 133.37	\$ 134.92	\$ 136.71
Florida Panhandle	\$ 124.58	\$ 124.32	\$ 116.54	\$ 105.03	\$ 98.91	\$ 101.80	\$ 99.04	\$ 95.86	\$ 132.34	\$ 134.86	\$ 137.50	\$ 139.69
Florida South Central	\$ 126.07	\$ 129.74	\$ 133.86	\$ 140.34	\$ 148.74	\$ 157.63	\$ 159.61	\$ 143.32	\$ 131.70	\$ 131.90	\$ 133.06	\$ 135.31
West Palm Beach-Boca Raton, FL	\$ 200.82	\$ 209.78	\$ 219.79	\$ 231.82	\$ 243.59	\$ 252.12	\$ 257.37	\$ 232.81	\$ 185.24	\$ 182.32	\$ 184.08	\$ 188.56
Fort Myers, FL	\$ 170.09	\$ 175.95	\$ 181.86	\$ 189.48	\$ 199.23	\$ 208.15	\$ 201.91	\$ 174.03	\$ 157.24	\$ 157.42	\$ 160.35	\$ 164.82
Daytona Beach, FL	\$ 122.13	\$ 123.82	\$ 123.72	\$ 125.08	\$ 129.85	\$ 135.44	\$ 131.74	\$ 113.74	\$ 119.03	\$ 120.72	\$ 122.43	\$ 124.12
Melbourne-Titusville, FL	\$ 115.16	\$ 116.17	\$ 117.71	\$ 120.19	\$ 124.19	\$ 128.09	\$ 127.43	\$ 115.45	\$ 118.06	\$ 118.96	\$ 119.95	\$ 121.16
Florida Keys	\$ 299.40	\$ 313.98	\$ 322.68	\$ 337.07	\$ 340.19	\$ 341.74	\$ 338.85	\$ 310.28	\$ 277.32	\$ 272.55	\$ 274.27	\$ 278.50
Sarasota-Bradenton, FL	\$ 143.24	\$ 147.26	\$ 151.60	\$ 158.23	\$ 166.26	\$ 172.63	\$ 169.01	\$ 142.01	\$ 139.28	\$ 138.83	\$ 140.75	\$ 143.49
Key West, FL	\$ 312.13	\$ 334.14	\$ 351.19	\$ 371.60	\$ 373.48	\$ 374.31	\$ 374.31	\$ 342.23	\$ 291.52	\$ 286.69	\$ 287.25	\$ 289.88

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

Florida Markets Comparison



RevPAR	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$43.29	\$43.27	\$37.68	\$25.86	\$20.06	\$81.25	\$185.99	\$152.33	\$122.25	\$112.31	\$89.24	\$63.72
Jacksonville, FL	\$49.50	\$56.82	\$56.49	\$38.02	\$17.71	\$61.76	\$88.28	\$74.38	\$66.55	\$78.13	\$76.16	\$64.60
Miami-Hialeah, FL	\$37.29	\$33.15	\$36.24	\$24.72	\$21.69	\$89.37	\$249.15	\$215.89	\$199.01	\$138.61	\$108.00	\$81.73
Orlando, FL	\$23.85	\$26.67	\$20.16	\$14.77	\$10.20	\$49.15	\$122.45	\$101.44	\$102.36	\$96.10	\$96.12	\$64.55
Tampa-St Petersburg, FL	\$47.63	\$53.15	\$50.67	\$34.71	\$16.72	\$78.04	\$141.33	\$99.79	\$80.78	\$78.94	\$79.33	\$67.55
Florida Panhandle	\$70.91	\$98.20	\$98.96	\$64.23	\$18.70	\$48.44	\$61.50	\$47.18	\$44.27	\$55.56	\$73.15	\$76.72
Florida South Central	\$46.71	\$50.56	\$45.84	\$32.20	\$19.28	\$77.74	\$140.94	\$98.28	\$81.67	\$78.68	\$68.33	\$56.21
West Palm Beach-Boca Raton, FL	\$49.32	\$48.35	\$52.77	\$35.46	\$27.14	\$112.88	\$242.56	\$182.56	\$162.95	\$123.67	\$90.87	\$67.76
Fort Myers, FL	\$52.74	\$69.76	\$57.69	\$29.35	\$14.04	\$121.10	\$201.99	\$136.50	\$105.56	\$87.17	\$70.34	\$50.60
Daytona Beach, FL	\$56.09	\$71.30	\$67.07	\$45.20	\$14.70	\$74.23	\$104.32	\$68.86	\$48.71	\$55.84	\$55.35	\$41.67
Melbourne-Titusville, FL	\$41.68	\$51.08	\$46.22	\$39.58	\$18.59	\$71.96	\$118.54	\$84.60	\$71.29	\$73.63	\$69.57	\$56.24
Florida Keys	\$121.14	\$156.23	\$137.14	\$16.62	\$9.99	\$179.22	\$330.62	\$256.00	\$240.08	\$200.08	\$152.08	\$90.87
Sarasota-Bradenton, FL	\$53.39	\$64.09	\$58.83	\$38.72	\$14.86	\$90.94	\$170.03	\$104.18	\$95.82	\$71.09	\$62.34	\$49.78
Key West, FL	\$98.88	\$123.89	\$117.44	\$27.46	\$19.79	\$194.30	\$382.40	\$307.99	\$273.50	\$242.72	\$196.20	\$111.36

Year to date RevPAR	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$75.45	\$80.38	\$86.26	\$96.45	\$113.12	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90
Jacksonville, FL	\$55.50	\$56.40	\$56.33	\$56.30	\$60.91	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76
Miami-Hialeah, FL	\$102.00	\$112.33	\$126.19	\$144.15	\$161.40	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29
Orlando, FL	\$53.17	\$57.52	\$62.27	\$69.53	\$78.22	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06
Tampa-St Petersburg, FL	\$65.43	\$67.97	\$70.58	\$74.59	\$84.99	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20
Florida Panhandle	\$63.87	\$62.78	\$56.62	\$48.06	\$43.89	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77
Florida South Central	\$63.64	\$66.13	\$68.86	\$73.54	\$84.23	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59
West Palm Beach-Boca Raton, FL	\$93.86	\$100.59	\$109.83	\$121.52	\$145.82	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97
Fort Myers, FL	\$85.94	\$90.88	\$94.77	\$101.92	\$120.61	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51
Daytona Beach, FL	\$63.28	\$64.29	\$62.96	\$62.13	\$66.56	\$81.74	\$85.68	\$68.86	\$74.21	\$76.59	\$78.65	\$81.35
Melbourne-Titusville, FL	\$58.62	\$60.67	\$62.41	\$65.65	\$72.83	\$90.82	\$100.71	\$84.60	\$81.81	\$82.88	\$83.79	\$85.41
Florida Keys	\$174.30	\$186.50	\$192.09	\$205.09	\$228.89	\$252.00	\$290.91	\$256.00	\$212.53	\$209.85	\$210.81	\$217.44
Sarasota-Bradenton, FL	\$73.89	\$76.94	\$79.20	\$83.25	\$94.79	\$120.16	\$135.43	\$104.18	\$91.08	\$90.52	\$92.47	\$96.34
Key West, FL	\$196.57	\$220.68	\$242.25	\$272.23	\$285.16	\$291.43	\$343.30	\$307.99	\$245.40	\$242.31	\$242.26	\$247.38

I.1

Monroe County

AT&T Call Report*

August 19-September 18, 2020

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

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	23	34	57
Lower Keys	7	43	50
Marathon	20	14	34
Islamorada	24	9	33
Key Largo	23	27	30

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

**CALLS RECORDED & OTHER
INQUIRIES**

**LOWER KEYS
August 2020**

CHAMBER	305DIST	800DIST	FLA KEYS	EMAIL	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
KEY WEST	9	3	13	247	0	272	55.7%	5,205	65.8%
ISLAMORADA	53	0	0	1	48	102	20.9%	969	12.3%
MARATHON	7	15	7	46	4	79	16.2%	1,185	15.0%
KEY LARGO	5	1	4	5	3	18	3.7%	348	4.4%
LOWER KEYS	5	1	3	2	6	17	3.5%	198	2.5%
	79	20	27	301	61	488		7,905	
	16.2%	4.1%	5.5%	61.7%	12.5%				

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

ACCOMMODATIONS

LOWER KEYS August 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	1	1	3	7	12	33.3%	126	46.2%
B&B/Guest House	0	0	2	5	7	19.4%	24	8.8%
Campground/RV	1	0	2	4	7	19.4%	40	14.7%
Vacation Rental	0	0	0	7	7	19.4%	30	11.0%
None	3	0	0	0	3	8.3%	53	19.4%
	5	1	7	23	36		273	
	13.9%	2.8%	19.4%	63.9%				

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

ADVERTISING SOURCE**LOWER KEYS
August 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Internet	1	0	0	4	5	29.4%	15	7.6%
Keys Chamber of Commerce	4	0	0	0	4	23.5%	70	35.4%
Do Not Know	0	1	0	0	1	5.9%	6	3.0%
TV Ad	0	0	0	0	0	0.0%	3	1.5%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	2	1.0%
Magazine Article	0	0	0	0	0	0.0%	1	0.5%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
TDC Website	0	0	0	0	0	0.0%	28	14.1%
Tourist Directory or Guide	0	0	0	0	0	0.0%	3	1.5%
Keys Business	0	0	0	0	0	0.0%	2	1.0%
Travel Agent	0	0	0	0	0	0.0%	1	0.5%
Directory Assistance	0	0	0	0	0	0.0%	1	0.5%
Billboard	0	0	0	0	0	0.0%	0	0.0%
Friends/Return Visitor	0	0	0	0	0	0.0%	2	1.0%
Other	0	0	0	0	0	0.0%	3	1.5%
	5	1	0	4	17		198	
	29.4%	5.9%	0.0%	23.5%				

INTERESTS

LOWER KEYS August 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Diving	1	1	2	8	12	8.2%	33	5.3%
Snorkeling	0	0	2	8	10	6.8%	37	5.9%
Water Sports	0	0	2	8	10	6.8%	37	5.9%
Marinas	0	0	2	8	10	6.8%	24	3.8%
Sailing	0	0	2	8	10	6.8%	17	2.7%
Boat Rentals	0	0	2	8	10	6.8%	34	5.4%
Kids/Family Vacations	1	0	2	7	10	6.8%	39	6.2%
Relocation/Real Estate	2	0	1	6	9	6.2%	13	2.1%
Coupon Book	0	0	2	7	9	6.2%	37	5.9%
Dining/Entertainment	0	0	2	7	9	6.2%	31	4.9%
Guided Nature Tour	0	0	2	6	8	5.5%	26	4.1%
Cultural Events/Theatre/Music	0	0	2	6	8	5.5%	36	5.7%
Attractions	0	0	2	5	7	4.8%	54	8.6%
Fishing Deep Sea	0	0	0	6	6	4.1%	33	5.3%
Fishing Backcountry	0	0	0	5	5	3.4%	28	4.5%
Fishing Tournament	0	0	0	3	3	2.1%	23	3.7%
Wedding	0	0	1	0	1	0.7%	3	0.5%
Honeymoon	0	0	1	0	1	0.7%	4	0.6%
Weather	0	0	0	1	1	0.7%	2	0.3%
None	1	0	0	0	1	0.7%	21	3.3%
	5	1	27	107	146		627	
	3.4%	0.7%	18.5%	73.3%				

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

MONTH

LENGTH OF STAY:

Minimum: 2
Maximum: 4
Average: 3

NUMBER OF ADULTS:

Minimum: 1
Maximum: 2
Average: 1

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 0
Average: 0

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 2
Maximum: 60
Average: 8

NUMBER OF ADULTS:

Minimum: 1
Maximum: 40
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 2
Average: 0

STATE**LOWER KEYS**
August 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	4	0	3	0	7	50.0%	55	29.4%
MD	0	0	0	2	2	14.3%	5	2.7%
NY	0	0	0	2	2	14.3%	12	6.4%
CA	0	0	0	1	1	7.1%	3	1.6%
KY	0	0	0	1	1	7.1%	3	1.6%
PA	1	0	0	0	1	7.1%	12	6.4%
	5	0	3	6	14		187	
	35.7%	0.0%	21.4%	42.9%				

How do you plan to travel to the Keys?

**LOWER KEYS
August 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	1	1	1	6	9	52.9%	77	38.9%
Commercial Airline	0	0	0	0	0	0.0%	0	0.0%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Automobile	0	0	0	0	0	0.0%	2	1.0%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	3	1.5%
Motorcycle	0	0	0	0	0	0.0%	0	0.0%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	0	0.0%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.5%
Train	0	0	0	0	0	0.0%	0	0.0%
Undecided	0	0	0	0	0	0.0%	1	0.5%
	1	1	1	6	17		198	
	5.9%	5.9%	5.9%	35.3%				

What month do you plan to travel?

LOWER KEYS August 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	4	0	1	5	10	58.8%	102	51.5%
April	0	0	2	0	2	11.8%	5	2.5%
October	0	0	0	2	2	11.8%	11	5.6%
January	1	0	0	0	1	5.9%	6	3.0%
May	0	0	0	1	1	5.9%	5	2.5%
September	0	1	0	0	1	5.9%	4	2.0%
February	0	0	0	0	0	0.0%	6	3.0%
March	0	0	0	0	0	0.0%	8	4.0%
June	0	0	0	0	0	0.0%	7	3.5%
July	0	0	0	0	0	0.0%	27	13.6%
August	0	0	0	0	0	0.0%	9	4.5%
November	0	0	0	0	0	0.0%	4	2.0%
December	0	0	0	0	0	0.0%	4	2.0%
	5	1	3	8	17		198	
	29.4%	5.9%	17.6%	47.1%				

TYPE OF CALLER

LOWER KEYS August 2020

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	5	1	2	5	13	76.5%	124	62.6%
Unknown	0	0	1	2	3	17.6%	32	16.2%
Email	0	0	0	1	1	5.9%	35	17.7%
Travel Agent	0	0	0	0	0	0.0%	1	0.5%
Voice Mail	0	0	0	0	0	0.0%	6	3.0%
Postal Inquiry	0	0	0	0	0	0.0%	0	0.0%
Other	0	0	0	0	0	0.0%	0	0.0%
	5	1	3	8	17		198	
	29.4%	5.9%	17.6%	47.1%				

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

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

August 2020 Data for the October 6 & 7, 2020 DAC Meetings



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

Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Overview

Users



Users

174,123

New Users

166,793

Sessions

233,276

Number of Sessions per User

1.34

Pageviews

600,338

Pages / Session

2.57

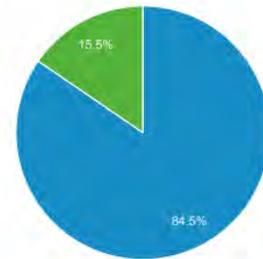
Avg. Session Duration

00:01:47

Bounce Rate

54.25%

New Visitor Returning Visitor



Language

Language	Users	% Users
1. en-us	96,906	55.30%
2. en	70,243	40.08%
3. en-gb	1,921	1.10%
4. es-us	927	0.53%
5. es-419	793	0.45%
6. de	480	0.27%
7. de-de	443	0.25%
8. en-ca	362	0.21%
9. es-es	214	0.12%
10. fr-fr	181	0.10%

Website Traffic Sources

All Traffic

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Explorer

Summary

Users



Source / Medium

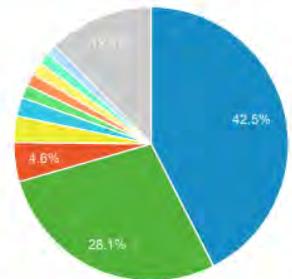
Users

Users

Contribution to total:

Users

Source / Medium	Users	Users
	174,123 % of Total: 100.00% (174,123)	174,123 % of Total: 100.00% (174,123)
1. google / organic	76,166	42.49%
2. (direct) / (none)	50,281	28.05%
3. google / cpc	8,295	4.63%
4. bing / organic	5,543	3.09%
5. visitflorida.com / referral	3,988	2.22%
6. imasdk.googleapis.com / referral	2,773	1.55%
7. yahoo / organic	2,701	1.51%
8. m.facebook.com / referral	2,699	1.51%
9. keywest.com / referral	2,508	1.40%
10. liveduvalstreet.com / referral	2,256	1.26%



Most Visited Sections of Website

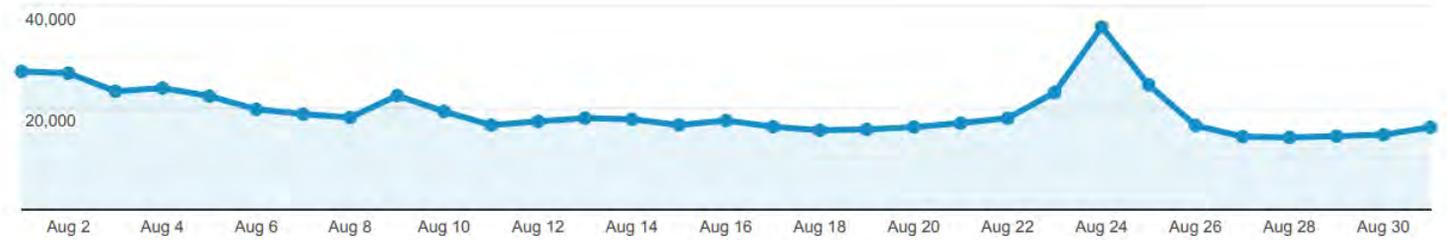
Content Drilldown

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Pageviews

Explorer

Pageviews



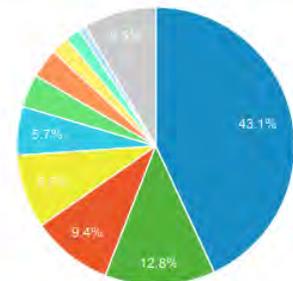
Page path level 1

Pageviews
600,338
% of Total: 100.00% (600,338)

Pageviews
600,338
% of Total: 100.00% (600,338)

Contribution to total: Pageviews

Rank	Page Path	Pageviews	% of Total
1.	/webcams/	258,688	43.09%
2.	/news/	77,004	12.83%
3.	/	56,503	9.41%
4.	/key-west/	51,648	8.60%
5.	/key-largo/	33,962	5.66%
6.	/islamorada/	23,138	3.85%
7.	/marathon/	20,466	3.41%
8.	/lower-keys/	12,688	2.11%
9.	/calendar/	10,397	1.73%
10.	/diving/	5,046	0.84%



The Florida Keys & Key West

come as you are®

Device Usage

Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Explorer

Summary

Users



Device Category	Users	Users	Contribution to total:
	174,123 % of Total: 100.00% (174,123)	174,123 % of Total: 100.00% (174,123)	
1. mobile	104,377	59.39%	
2. desktop	61,896	35.22%	
3. tablet	9,477	5.39%	

Section 2: Geographic Data on Website Visitors



Google Analytics



03_DAC2-LK_01_World

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,819 % of Total: 100.00% (6,819)	7,710 % of Total: 100.00% (7,710)	1.82 Avg for View: 1.82 (0.00%)	00:01:09 Avg for View: 00:01:09 (0.00%)	78.42% Avg for View: 78.33% (0.12%)	60.60% Avg for View: 60.60% (0.00%)
1. United States	6,625 (97.00%)	7,486 (97.09%)	1.82	00:01:09	78.32%	60.34%
2. Canada	51 (0.75%)	57 (0.74%)	1.47	00:01:03	85.96%	71.93%
3. United Kingdom	43 (0.63%)	48 (0.62%)	1.67	00:01:37	75.00%	60.42%
4. Germany	12 (0.18%)	16 (0.21%)	2.19	00:01:14	37.50%	50.00%
5. (not set)	8 (0.12%)	8 (0.10%)	1.25	00:00:07	87.50%	75.00%
6. India	7 (0.10%)	9 (0.12%)	2.44	00:01:41	66.67%	55.56%
7. Brazil	5 (0.07%)	5 (0.06%)	1.80	00:07:01	100.00%	40.00%
8. Italy	5 (0.07%)	5 (0.06%)	3.00	00:01:43	100.00%	40.00%
9. Australia	4 (0.06%)	4 (0.05%)	1.00	00:00:00	75.00%	100.00%
10. Switzerland	4 (0.06%)	4 (0.05%)	1.25	00:00:02	100.00%	75.00%
11. Japan	4 (0.06%)	4 (0.05%)	1.25	00:00:02	100.00%	75.00%
12. Philippines	4 (0.06%)	4 (0.05%)	1.50	00:00:13	75.00%	75.00%
13. Argentina	3 (0.04%)	4 (0.05%)	1.00	00:00:00	75.00%	100.00%
14. Spain	3 (0.04%)	3 (0.04%)	1.00	00:00:00	100.00%	100.00%
15. France	3 (0.04%)	3 (0.04%)	1.00	00:00:00	100.00%	100.00%
16. Norway	3 (0.04%)	3 (0.04%)	1.33	00:00:04	100.00%	66.67%
17. Puerto Rico	3 (0.04%)	3 (0.04%)	1.00	00:00:00	100.00%	100.00%
18. Sweden	3 (0.04%)	3 (0.04%)	2.00	00:00:09	100.00%	66.67%
19. Austria	2 (0.03%)	2 (0.03%)	1.00	00:00:00	100.00%	100.00%
20. Denmark	2 (0.03%)	2 (0.03%)	1.00	00:00:00	100.00%	100.00%
21. Ireland	2 (0.03%)	2 (0.03%)	2.00	00:00:14	100.00%	50.00%
22. Mexico	2 (0.03%)	2 (0.03%)	1.00	00:00:00	100.00%	100.00%
23. Taiwan	2 (0.03%)	2 (0.03%)	1.00	00:00:00	100.00%	100.00%
24. Afghanistan	1 (0.01%)	1 (0.01%)	1.00	00:00:00	100.00%	100.00%

25.	Bangladesh	1 (0.01%)	1 (0.01%)	1.00	00:00:00	100.00%	100.00%
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Rows 1 - 25 of 53

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03_DAC2-LK_02_USA

ALL » COUNTRY: United States

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,625 % of Total: 97.16% (6,819)	7,486 % of Total: 97.09% (7,710)	1.82 Avg for View: 1.82 (0.27%)	00:01:09 Avg for View: 00:01:09 (0.29%)	78.32% Avg for View: 78.33% (-0.01%)	60.34% Avg for View: 60.60% (-0.42%)
1. Florida	2,655 (39.82%)	2,964 (39.59%)	1.82	00:01:08	79.22%	60.80%
2. Georgia	481 (7.21%)	527 (7.04%)	1.78	00:01:06	81.78%	57.87%
3. North Carolina	373 (5.59%)	394 (5.26%)	1.73	00:01:03	85.28%	61.17%
4. Texas	340 (5.10%)	366 (4.89%)	1.97	00:00:57	84.43%	60.11%
5. New York	202 (3.03%)	232 (3.10%)	1.72	00:01:02	79.31%	58.62%
6. Pennsylvania	193 (2.89%)	211 (2.82%)	1.88	00:01:38	77.73%	60.19%
7. Tennessee	176 (2.64%)	190 (2.54%)	1.72	00:01:02	81.05%	64.74%
8. Illinois	174 (2.61%)	188 (2.51%)	1.79	00:01:07	80.85%	56.91%
9. Ohio	158 (2.37%)	172 (2.30%)	1.88	00:01:22	72.09%	59.88%
10. South Carolina	157 (2.35%)	170 (2.27%)	1.74	00:01:28	85.29%	61.76%
11. Virginia	142 (2.13%)	158 (2.11%)	1.72	00:00:28	76.58%	63.29%
12. California	140 (2.10%)	158 (2.11%)	1.80	00:01:14	75.95%	60.76%
13. Michigan	136 (2.04%)	208 (2.78%)	1.77	00:01:36	53.37%	64.42%
14. New Jersey	115 (1.72%)	170 (2.27%)	1.81	00:00:34	60.00%	61.18%
15. Wisconsin	82 (1.23%)	88 (1.18%)	1.84	00:02:23	80.68%	61.36%
16. Indiana	77 (1.15%)	83 (1.11%)	1.87	00:01:35	81.93%	60.24%
17. Maryland	77 (1.15%)	82 (1.10%)	1.98	00:01:26	78.05%	51.22%
18. Minnesota	71 (1.06%)	79 (1.06%)	1.84	00:01:00	77.22%	67.09%
19. Alabama	70 (1.05%)	79 (1.06%)	2.41	00:01:32	75.95%	44.30%
20. Colorado	69 (1.03%)	74 (0.99%)	1.58	00:00:47	79.73%	62.16%
21. Missouri	67 (1.00%)	73 (0.98%)	1.92	00:01:31	87.67%	58.90%
22. Kentucky	65 (0.97%)	129 (1.72%)	1.45	00:00:53	40.31%	75.19%
23. Massachusetts	60 (0.90%)	66 (0.88%)	1.95	00:01:04	81.82%	56.06%

24.	Louisiana	57 (0.85%)	61 (0.81%)	1.79	00:01:26	85.25%	63.93%
25.	District of Columbia	51 (0.76%)	55 (0.73%)	2.45	00:01:33	70.91%	41.82%
26.	Arkansas	40 (0.60%)	42 (0.56%)	2.12	00:00:48	92.86%	50.00%
27.	Oklahoma	38 (0.57%)	41 (0.55%)	1.76	00:01:22	70.73%	60.98%
28.	Washington	37 (0.55%)	38 (0.51%)	2.42	00:01:25	81.58%	55.26%
29.	Connecticut	34 (0.51%)	35 (0.47%)	1.51	00:00:19	82.86%	71.43%
30.	Arizona	31 (0.46%)	33 (0.44%)	1.64	00:00:58	78.79%	63.64%
31.	Iowa	28 (0.42%)	28 (0.37%)	2.61	00:02:40	78.57%	46.43%
32.	New Hampshire	25 (0.37%)	28 (0.37%)	1.29	00:00:24	82.14%	75.00%
33.	(not set)	24 (0.36%)	25 (0.33%)	1.00	00:00:00	96.00%	100.00%
34.	Utah	24 (0.36%)	25 (0.33%)	1.80	00:00:51	88.00%	60.00%
35.	Oregon	21 (0.31%)	23 (0.31%)	2.39	00:03:23	69.57%	30.43%
36.	Nebraska	20 (0.30%)	26 (0.35%)	2.46	00:02:18	65.38%	42.31%
37.	Kansas	18 (0.27%)	19 (0.25%)	2.16	00:01:06	84.21%	63.16%
38.	Delaware	16 (0.24%)	16 (0.21%)	2.00	00:02:00	100.00%	62.50%
39.	Idaho	16 (0.24%)	16 (0.21%)	1.81	00:00:21	87.50%	56.25%
40.	Nevada	14 (0.21%)	16 (0.21%)	1.94	00:00:42	75.00%	50.00%
41.	Maine	12 (0.18%)	12 (0.16%)	1.42	00:00:39	83.33%	66.67%
42.	Mississippi	12 (0.18%)	16 (0.21%)	1.44	00:00:53	68.75%	62.50%
43.	West Virginia	12 (0.18%)	12 (0.16%)	2.08	00:00:58	91.67%	33.33%
44.	Rhode Island	11 (0.16%)	11 (0.15%)	2.27	00:00:59	100.00%	36.36%
45.	North Dakota	8 (0.12%)	9 (0.12%)	1.56	00:01:04	77.78%	55.56%
46.	New Mexico	8 (0.12%)	8 (0.11%)	2.62	00:01:46	100.00%	37.50%
47.	Wyoming	8 (0.12%)	8 (0.11%)	1.38	00:00:18	62.50%	75.00%
48.	South Dakota	7 (0.10%)	7 (0.09%)	1.43	00:00:23	85.71%	71.43%
49.	Vermont	5 (0.07%)	5 (0.07%)	2.00	00:00:26	100.00%	40.00%
50.	Hawaii	4 (0.06%)	4 (0.05%)	3.75	00:02:57	75.00%	25.00%

Rows 1 - 50 of 52

03_DAC2-LK_03_FLA

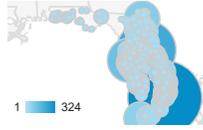
ALL » COUNTRY: United States » REGION: Florida

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	2,655 % of Total: 38.94% (6,819)	2,964 % of Total: 38.44% (7,710)	1.82 Avg for View: 1.82 (0.11%)	00:01:08 Avg for View: 00:01:09 (-1.35%)	79.22% Avg for View: 78.33% (1.14%)	60.80% Avg for View: 60.60% (0.33%)
1. Miami	324 (11.98%)	356 (12.01%)	1.70	00:01:13	81.18%	64.89%
2. Orlando	207 (7.66%)	227 (7.66%)	1.84	00:01:07	77.09%	57.71%
3. Tampa	120 (4.44%)	136 (4.59%)	1.61	00:00:38	76.47%	64.71%
4. Jacksonville	72 (2.66%)	84 (2.83%)	1.81	00:00:51	78.57%	63.10%
5. Key West	57 (2.11%)	64 (2.16%)	2.02	00:00:58	64.06%	62.50%
6. (not set)	46 (1.70%)	52 (1.75%)	2.17	00:01:10	80.77%	61.54%
7. Port St. Lucie	38 (1.41%)	44 (1.48%)	1.98	00:01:16	86.36%	52.27%
8. Fort Lauderdale	34 (1.26%)	36 (1.21%)	2.28	00:01:55	72.22%	55.56%
9. Greenacres	29 (1.07%)	31 (1.05%)	2.03	00:00:36	83.87%	54.84%
10. Hialeah	27 (1.00%)	49 (1.65%)	1.41	00:01:36	51.02%	71.43%
11. Fort Myers	26 (0.96%)	26 (0.88%)	2.12	00:00:39	92.31%	57.69%
12. Hollywood	26 (0.96%)	29 (0.98%)	1.41	00:03:01	86.21%	62.07%
13. St. Petersburg	26 (0.96%)	27 (0.91%)	1.70	00:01:21	85.19%	74.07%
14. West Palm Beach	26 (0.96%)	27 (0.91%)	1.70	00:00:20	85.19%	70.37%
15. Plantation	25 (0.92%)	26 (0.88%)	1.54	00:02:20	84.62%	65.38%
16. Spring Hill	23 (0.85%)	26 (0.88%)	1.92	00:01:10	84.62%	65.38%
17. Boca Raton	22 (0.81%)	22 (0.74%)	1.27	00:00:16	90.91%	77.27%
18. Big Pine Key	21 (0.78%)	36 (1.21%)	1.81	00:01:19	47.22%	58.33%
19. Boynton Beach	21 (0.78%)	21 (0.71%)	1.81	00:01:29	80.95%	42.86%
20. Cape Coral	21 (0.78%)	23 (0.78%)	1.91	00:00:32	86.96%	65.22%
21. Melbourne	19 (0.70%)	21 (0.71%)	2.62	00:02:14	80.95%	61.90%
22. Delray Beach	18 (0.67%)	18 (0.61%)	2.50	00:03:39	94.44%	55.56%
23. Miami Beach	18 (0.67%)	20 (0.67%)	2.15	00:01:55	75.00%	40.00%

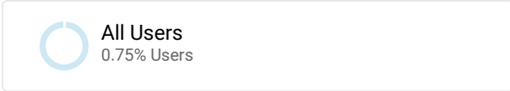
24. Ocala	18 (0.67%)	19 (0.64%)	2.11	00:01:10	68.42%	42.11%
25. Palm Bay	18 (0.67%)	18 (0.61%)	1.89	00:00:32	94.44%	55.56%
26. Pompano Beach	18 (0.67%)	21 (0.71%)	2.05	00:02:19	71.43%	71.43%
27. Jupiter	17 (0.63%)	17 (0.57%)	2.12	00:01:20	82.35%	41.18%
28. Marathon	17 (0.63%)	19 (0.64%)	2.11	00:01:36	52.63%	68.42%
29. Palm Coast	17 (0.63%)	17 (0.57%)	1.53	00:01:31	88.24%	64.71%
30. Rockledge	17 (0.63%)	17 (0.57%)	2.94	00:01:49	94.12%	29.41%
31. Wellington	17 (0.63%)	19 (0.64%)	2.26	00:02:38	68.42%	36.84%
32. Brandon	16 (0.59%)	17 (0.57%)	1.41	00:00:07	88.24%	64.71%
33. Homestead	16 (0.59%)	16 (0.54%)	2.00	00:00:40	81.25%	50.00%
34. Palm City	16 (0.59%)	16 (0.54%)	1.88	00:01:02	87.50%	75.00%
35. St. Cloud	16 (0.59%)	16 (0.54%)	1.81	00:01:03	81.25%	50.00%
36. Bradenton	15 (0.55%)	15 (0.51%)	2.47	00:00:26	93.33%	53.33%
37. Miramar	15 (0.55%)	18 (0.61%)	1.50	00:00:14	83.33%	72.22%
38. Bonita Springs	14 (0.52%)	17 (0.57%)	1.82	00:00:29	58.82%	58.82%
39. Tallahassee	14 (0.52%)	14 (0.47%)	1.50	00:00:12	92.86%	71.43%
40. Coconut Creek	14 (0.52%)	14 (0.47%)	1.36	00:00:12	92.86%	78.57%
41. Four Corners	14 (0.52%)	14 (0.47%)	1.71	00:01:25	78.57%	50.00%
42. Town 'n' Country	14 (0.52%)	14 (0.47%)	1.57	00:00:34	78.57%	57.14%
43. Gainesville	13 (0.48%)	20 (0.67%)	1.55	00:00:16	50.00%	60.00%
44. Pinellas Park	13 (0.48%)	13 (0.44%)	1.38	00:00:29	76.92%	61.54%
45. St. Augustine	13 (0.48%)	16 (0.54%)	1.56	00:00:47	68.75%	50.00%
46. Coral Springs	13 (0.48%)	15 (0.51%)	1.80	00:00:20	73.33%	60.00%
47. Davie	13 (0.48%)	13 (0.44%)	1.92	00:01:09	92.31%	46.15%
48. Fontainebleau	13 (0.48%)	13 (0.44%)	1.62	00:02:43	84.62%	69.23%
49. Kendall	13 (0.48%)	15 (0.51%)	1.53	00:00:12	73.33%	80.00%
50. Miami Gardens	13 (0.48%)	21 (0.71%)	1.62	00:00:28	52.38%	66.67%

Rows 1 - 50 of 329

03_DAC2-LK_04_CAN

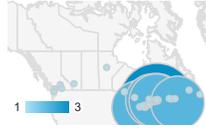
ALL » COUNTRY: Canada

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	51 % of Total: 0.75% (6,819)	57 % of Total: 0.74% (7,710)	1.47 Avg for View: 1.82 (-18.98%)	00:01:03 Avg for View: 00:01:09 (-8.61%)	85.96% Avg for View: 78.33% (9.75%)	71.93% Avg for View: 60.60% (18.70%)
1. (not set)	4 (7.84%)	4 (7.02%)	1.50	00:00:29	100.00%	50.00%
2. Montreal	3 (5.88%)	3 (5.26%)	2.00	00:00:52	100.00%	66.67%
3. Halifax	2 (3.92%)	2 (3.51%)	1.00	00:00:00	100.00%	100.00%
4. Brampton	2 (3.92%)	2 (3.51%)	1.50	00:00:29	100.00%	50.00%
5. Hamilton	2 (3.92%)	2 (3.51%)	1.50	00:00:10	100.00%	50.00%
6. Sarnia	2 (3.92%)	2 (3.51%)	2.00	00:08:11	100.00%	50.00%
7. Gatineau	2 (3.92%)	2 (3.51%)	2.00	00:00:11	100.00%	50.00%
8. Laval	2 (3.92%)	3 (5.26%)	1.33	00:00:09	66.67%	66.67%
9. Vaudreuil-Dorion	2 (3.92%)	3 (5.26%)	1.33	00:00:49	66.67%	66.67%
10. Langdon	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
11. Kamloops	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
12. Penticton	1 (1.96%)	2 (3.51%)	1.00	00:00:00	0.00%	100.00%
13. Surrey	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
14. Vancouver	1 (1.96%)	1 (1.75%)	1.00	00:00:00	0.00%	100.00%
15. Thompson	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
16. Fredericton	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
17. Moncton	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
18. Woodstock	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
19. Corner Brook	1 (1.96%)	1 (1.75%)	2.00	00:00:30	100.00%	0.00%
20. St. John's	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
21. Baden	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
22. Cornwall	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
23. Kitchener	1 (1.96%)	1 (1.75%)	2.00	00:00:13	100.00%	0.00%

24. Niagara Falls	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
25. Ottawa	1 (1.96%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 39



03_DAC2-LK_05_UK

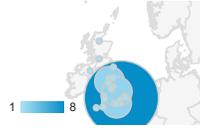
ALL » COUNTRY: United Kingdom

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	43 % of Total: 0.63% (6,819)	48 % of Total: 0.62% (7,710)	1.67 Avg for View: 1.82 (-8.36%)	00:01:37 Avg for View: 00:01:09 (40.32%)	75.00% Avg for View: 78.33% (-4.25%)	60.42% Avg for View: 60.60% (-0.30%)
1. (not set)	8 (18.60%)	8 (16.67%)	1.38	00:01:58	87.50%	75.00%
2. London	8 (18.60%)	11 (22.92%)	1.55	00:01:17	54.55%	63.64%
3. Northampton	2 (4.65%)	2 (4.17%)	1.00	00:00:00	100.00%	100.00%
4. Sale	2 (4.65%)	2 (4.17%)	1.00	00:00:00	50.00%	100.00%
5. Waterlooville	2 (4.65%)	2 (4.17%)	4.00	00:01:35	100.00%	0.00%
6. Birmingham	1 (2.33%)	1 (2.08%)	5.00	00:00:39	100.00%	0.00%
7. Blackburn	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
8. Burton upon Trent	1 (2.33%)	1 (2.08%)	2.00	00:00:29	100.00%	0.00%
9. Chelmsford	1 (2.33%)	1 (2.08%)	2.00	00:00:39	100.00%	0.00%
10. Dorking	1 (2.33%)	2 (4.17%)	1.00	00:00:00	0.00%	100.00%
11. Newcastle-under-Lyme	1 (2.33%)	2 (4.17%)	2.00	00:03:37	50.00%	0.00%
12. Newcastle upon Tyne	1 (2.33%)	1 (2.08%)	3.00	00:00:16	100.00%	0.00%
13. Paignton	1 (2.33%)	1 (2.08%)	2.00	00:00:58	0.00%	0.00%
14. Portsmouth	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
15. Pudsey	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
16. Southampton	1 (2.33%)	1 (2.08%)	1.00	00:00:00	0.00%	100.00%
17. Southend-on-Sea	1 (2.33%)	1 (2.08%)	3.00	00:01:23	100.00%	0.00%
18. St Austell	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
19. Walsall	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
20. Winsford	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
21. Worthing	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
22. Belfast	1 (2.33%)	1 (2.08%)	1.00	00:00:00	100.00%	100.00%
23. Alness	1 (2.33%)	1 (2.08%)	2.00	00:29:21	100.00%	0.00%

24. Glasgow	1 (2.33%)	1 (2.08%)	2.00	00:00:13	100.00%	0.00%
25. Barry	1 (2.33%)	1 (2.08%)	3.00	00:03:31	100.00%	0.00%

Rows 1 - 25 of 26



Date: September 25, 2020
 To: All Recipients of the Monroe County Tourist Development Council Operations Manual
 Re: **OPERATIONS MANUAL UPDATES**

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

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



Operations Manual – description of updates

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

1. Section I – Tourist Development Council Members

- o Updated member list to reflect reappointment of Ms. Rita Irwin (BOCC 8/19/20)

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

TUESDAY, SEPTEMBER 15, 2020, 10:00 A.M.

*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. July 21, 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
- H. **Film Commission**
 - 1.** Status Report
- I. **Public Relations**
 - 1.** Status Report
 - 2.** Ameurop Report
 - 3.** Presentation: Current PR
- J. **Sales and Marketing**
 - 1.** Status Report
- K. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update
 - 4.** Presentation: Destination Analytics Update
- L. **Administrative**
 - 1.** Status Report

- 2. Director's Report
- 3. Operations Manual Update - FYI

M. **Website**

- 1. Website Status Report
- 2. Consideration and Action re: Website Booking Engine

N. **TDC Related Items**

O. **District Advisory Committee Items**

- 1. **District I**
 - a). DAC I Regular Meeting Minutes – FYI
- 2. **District II**
 - a). DAC II Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Ms. Carla Bellenger/Tourist Related Representative
- 3. **District III**
 - a). DAC III Regular Meeting Minutes – FYI
- 4. **District IV**
 - a). DAC IV Regular Meeting Minutes – FYI
- 5. **District V**
 - a). DAC V Regular Meeting Minutes – FYI

P. **Cultural Umbrella**

- 1. Minutes of Cultural Umbrella Meeting – FYI
- 2. Consideration and Action re: District II Representative/Ms. Nancy Bunch
- 3. Consideration and Action re: District V Representative/Mr. Cliff Stutts

Q. **Fishing Umbrella**

- 1. Minutes of Fishing Umbrella Meeting – FYI

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 July 21, 2020 meeting minutes

Adjourn the meeting of Visit Florida Keys

DATE: September 25, 2020

To: District II Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: FY 2021 Event Funding Applications**

The TDC Administrative Office advertised a Request for Applications (RFA) for FY 2021 Event Funding. The deadline for receipt of applications was June 9, 2020.

DAC II has \$53,635 available for FY 2021 Events

Attached are the following documents:

- Event Application Summary List
- Event Applications
- DAC II Destination Event Funding Worksheets
- Copy of your Districts funding levels (for reference during the meeting)

(All applications and corresponding back up are provided to DAC Members and TDC Representative separately from DAC meeting packets)

Please print, complete, and sign your worksheets. During the allocation meeting staff will call out your name and you will verbally state your score for the record. In case of a discrepancy between written and verbal scores, the verbal score will prevail.

Your Worksheet must be submitted to the TDC administrative office by Friday, October 16th, in one of the following ways:

- Hand Deliver or Mail to: MCTDC, 1201 White Street, Suite 102, Key West, FL 33050
- Scan and email to Katrina@fla-keys.com
 - If you do not have access to a scanner –and you have an iPhone you can use your phone to scan the documents by:
 - ✓ Opening your “Notes” app
 - ✓ Open an new note – bottom right hand corner
 - ✓ Select the “Camera” icon
 - ✓ You will then have option to “Scan Documents”
 - ✓ Position the document in the view of the camera and take photo– if the document is really straight it will automatically determine the borders of the document – if not, you will have to “draw” the borders
 - ✓ Select “keep scan”

The following events have requested funding in multiple Districts:

Fantasy Fest (\$220,000)

- DAC I \$150,000 (T)
- DAC II \$20,000 (D)
- DAC III \$30,000 (D)
- DAC IV \$10,000 (D)
- DAC V \$10,000 (D)

Key West Food and Wine Festival (\$55,000)

- DAC I \$50,000 (D)
- DAC II \$5,000 (D)

Key West Half Marathon & 5K – 23rd Annual (\$80,000)

- DAC I \$75,000 (D)
- DAC II \$7,500 (D)

Key West Whiskey Festival (\$15,000)

- DAC I \$10,000 (D)
- DAC II \$5,000 (D)

Mango Fest Key West (\$30,000)

- DAC I \$25,000 (D)
- DAC II \$5,000 (D)

Phil Peterson’s Florida Keys Poker run – 48th Annual (\$40,000)

- DAC II \$20,000 (D)
- DAC V \$20,000 (T)

DAC II Destination/Turnkey Funding Applications

FY 2021

Event name	Organization	Funds requested DAC II	Dest/Turn	Start date	End date	ID#
Fantasy Fest	Key West Tourist Development Association, Inc.	\$20,000.00	D	10/22/2021	10/31/2021	2545
Key West Food and Wine Festival	Dolce Events LLC	\$5,000.00	D	1/26/2021	1/31/2021	2546
Key West Half Marathon & 5K - 23rd Annual	Key West Half Marathon LLC	\$7,500.00	D	1/13/2021	1/18/2021	2542
Key West Whiskey Festival	Key West Trading Company LLC	\$5,000.00	D	5/27/2021	5/31/2021	2547
Mango Fest Key West	Key West Police Athletic League, Inc.	\$5,000.00	D	6/23/2021	6/27/2021	2548
Nautical Expo - 17th Annual	Lower Keys Chamber of Commerce, Inc.	\$15,000.00	D	1/9/2021	1/10/2021	2541
Phil Peterson's Florida Keys Poker Run - 48th Annual	Phil Peterson Charities, Inc.	\$20,000.00	D	10/8/2021	10/10/2021	2544
Underwater Music Festival - 37th Annual	Lower Keys Chamber of Commerce, Inc.	\$15,000.00	D	7/10/2021	7/10/2021	2543
		<hr/> \$92,500.00				