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 III ADVISORY COMMTTEE

REGULAR SESSION, **WEDNESDAY, OCTOBER 7, 2020, 9:30 a.m.**

Join Zoom Meeting https://us02web.zoom.us/j/89502327964

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: 895 0232 7964
One tap mobile
+19292056099,,89502327964# US (New York)
+13017158592,,89502327964# US (Germantown)

Dial by your location
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Germantown)
+1 312 626 6799 US (Chicago)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
Meeting ID: 895 0232 7964

*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:

1.	June 24, 2020	Regular Meeting Minutes
2.	August 5, 2020	Workshop Meeting Minutes
3.	July 21, 2020	TDC Meeting Minutes – FYI

E. Budget:

1. FY 2020 Budget
2. Four Penny Revenue Report

F. District III 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 Administrate office after the meeting.

FY 2021 ELECTION OF OFFICERS

POSITION: _____

Please write your choice of Officer in preferential order in the space provided below. Number 1 should be your first choice, number 2 your second choice and number 3 your third. Sign and date the form below.

_____	_____	_____
1	**2**	**3**

Print Name: _____

Sign Name: _____

Date: _____

FY 2021 ELECTION OF OFFICERS

POSITION: _____

Please write your choice of Officer in preferential order in the space provided below. Number 1 should be your first choice, number 2 your second choice and number 3 your third. Sign and date the form below.

_____	_____	_____
1	**2**	**3**

Print Name: _____

Sign Name: _____

Date: _____

FY 2021 ELECTION OF OFFICERS

POSITION: _____

Please write your choice of Officer in preferential order in the space provided below. Number 1 should be your first choice, number 2 your choice second and number 3 your third. Sign and date the form below.

_____	_____	_____
1	**2**	**3**

Print Name: _____

Sign Name: _____

Date: _____

District III Advisory Committee Meeting

The June 24, 2020 regular meeting of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. via Zoom.

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

TDC Representative in Attendance: Ms. Rita Irwin

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

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

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

D.1. May 13, 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 Report – FYI
J.2. District Google Analytics
L.1. Written Review of Recent Events Funded by the DAC

Ms. Baggs seconded.

A roll call vote was taken with the following results:

Ms. Cora Baggs	Yes	
Mr. Ben Daughtry	Yes	
Ms. Wendy Hall	Yes	
Mr. Ralph Lucignano	Yes	
Mr. Kelly McKinnon	Yes	
Ms. Elise Mucha	Yes	
Mr. Sheldon Suga	Yes	
Ms. Karen Thurman	Yes	
Ms. Vicki Tahsjian	Yes	Motion passed.

G.2.a 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 $54,862 to reallocate and recommended that the DAC spend those funds in the Atlanta, Charlotte or Dallas Markets to run July 6th through August 2nd.

Ms. Thurman moved approval to redirect Advertising funding from Miami and Fort Lauderdale FY 2020 Advertising to the Atlanta, Charlotte and Dallas as recommended, Mr. Suga seconded. Motion passed unanimously.

Consideration an Action re: FY 2021 Media Plan: Mr. Eric Gitlin presented the FY 2021 DAC III Media Plan in the amount of $1,081,800

Ms. Thurman moved approval of the FY 2021 DAC III Media plan as presented, Mr. Daughtry seconded. Motion passed unanimously.

Update re: June 10, 2020 TDC Meeting: Ms. Stacey Mitchell provided an update on the busines 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 workshop was adjourned at 10:26 a.m.

District III Advisory Committee Workshop

The August 5, 2020 Workshop of the District III Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Vicki Tashjian at 9:30 a.m. via Zoom.

DAC Members Present Were: Ms. Cora Baggs, Mr. Ben Daughtry, Mr. Kelly McKinnon, Mr. Ralph Lucignano, Ms. Elise Mucha, and Ms. Karen Thurman

DAC Members Absent Were: Ms. Wendy Hall and Mr. Sheldon Suga

TDC Representative in Attendance: Ms. Rita Irwin

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, Mr. Dorn Martel – Tinsley Advertising, Ms. Julie Botteri – NewmanPR, Mr. Clinton Barras– Two Oceans Digital

Administrative Staff Present Were: Ms. Stacey Mitchell, 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. Smith Travel Research Daily Occupancy Report – FYI
H.3. Vacation Rental Occupancy & Rate Report – FYI
I.1. Chamber Visitor Information Services Report – FYI
I.2. Key West Business Guild Services Report – FYI
J.1. Two Oceans Digital Report – FYI
J.2. District Google Analytics

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 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 out.

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: Mr. Daugherty commented that he has had several visitors who visited the Keys due to not being able to travel to other destinations.

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 workshop was adjourned at 10:29 a.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 Tippett

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. Tippett 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. Tippett 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 Tippett	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 III

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

E.1

FISCAL YEAR 2020

September 16, 2020

Revenue	2,868,338
5% Reserve State Statute 129.01	(143,417)
	2,724,921
Fund Balance Forward Revenue Variance	(612,234)
Fund Balance Forward-Contracted Commitments (EVENTS/CAPITAL)	2,663,525
Fund Balance Forward Expense Variance	309,040
Event Resources Brougtht Forward	2,724
Capital Resources Brought Forward	70,446
Fund Balance Forward-Promotional Resources	50,000
Fund Balance Forward-Capital Economic Disaster	50,000
	5,258,422

		Appropriations	Expenses	Encumbrances	Balance
T209M34X	COMMISSIONERS & FEES (FINANCE)	5,464	(5,129)	0	335
T209A23X	ADMINISTRATION RESOURCES	31,693	0	0	31,693
T209A73X	UTILITIES	7,000	(964)	0	6,036
T209A63X	ADMINISTRATIVE SERVICES	100,000	(40,394)	0	59,606
T209M01X	COUNTY COST ALLOCATION	13,595	0	0	13,595
	(ADMIN) SUBTOTAL	157,752	(46,487)	0	111,265
T209V14X	DISTRICT TELEMARKETING (VIS)	176,400	(147,000)	0	29,400
	(VIS) SUBTOTAL	176,400	(147,000)	0	29,400
T209B04X	DAC III CAPITAL PROJECT RESOURCES	27,175	0	0	27,175
TM79920A	PIGEON KEY RAMP REPAIR 17	200,000	0	0	200,000
TM79162A	PIGEON KEY BUILDINGS SPRINKLERS 17	350,000	0	0	350,000
TM79620A	PIGEON KEY REROOFING - TENDER AND FOREMAN QUARTERS 17	300,000	(300,000)	0	0
TM89963Z	PIGEON KEY SPRINKLER IMPROVEMENT PHASE 1 REAPPLICATION 2018	130,000	0	0	130,000
TB99077Y	AMPITHEATER COMMUNITY PARK COMPLEX 19	534,000	(265,087)	0	268,913
TM99994Y	PIGEON KEY COTTAGE AND NEGRO QUARTERS HURRICANE REPAIRS 19	800,000	(19,100)	0	780,900
TB89964Z	PIGEON KEY ROOF FY 18	60,000	0	0	60,000
TM69726B	COCO PLUM SHORELINE RESTORATION (FY 16)	125,000	0	0	125,000
TB89956Z	AMPITHEATER IMPROVEMENTS 2018	0	0	0	0
TM99079Y	OCEANFRONT PARK RENOVATION	76,400	(63,442)	0	12,958
TB99042Y	MARATHON SUNSET PARK RESTROOMS (CARRIED OVER FROM FY 18)	36,000	(36,000)	0	0
TB89957Z	AVIAN FOOD PREP & STORAGE PROJECT ADA 2018	0	0	0	0
T209M76X	BEACH MAINTENANCE FY 20	140,000	(65,679)	0	74,321
T209B38X	DRC DOLPHIN LAGOONS	130,000	0	0	130,000
T209N07X	CRANE POINT ADDERLY TRAIL	12,397	(12,397)	0	0
T209B40X	CRANE POINT INTERIOR TRAIN RESTORATION	37,350	(37,350)	0	0
T209B41X	CRANE POINT RACHEL CREEK TRAIL REPAIRS	31,326	(31,326)	0	0
T209B42X	TURTLE HOSPITAL	33,750	0	0	33,750
T209M65X	PIGEON KEY BRIDGE TENDERS & BRIDGE FOREMANS PHASE II	72,000	(52,290)	0	19,710
T209M66X	PIGEON KEY RAMP REPAIR PHASE II FY 20	50,000	0	0	50,000
T209B43X	PIGEON KEY GRID TIE POWER LINE PROJECT	300,000	0	0	300,000
T209B23X	CORAL RESTORATION	81,750	0	0	81,750
T209B04X	DRC WELCOME CENTER GENERATOR	24,950	(24,950)	0	0
T209B97X	ECONOMIC NATURAL DISASTER RESOURCE	75,000	0	0	75,000
	(CAPITAL) RESOURCES	3,627,098	(907,621)	0	2,719,477
T209S23X	DAC III EVENT RESOURCES	0	0	0	0
T209M06X	HEROES SALUTE WEEKEND 20	26,000	0	0	
T209S54X	MARATHON SEAFOOD FESTIVAL 20	40,000	(40,000)	0	0
	(SPECIAL EVENTS) SUBTOTAL	66,000	(40,000)	0	0
T209P24X	PROMO & ADV RESOURCES	50,000	0	0	50,000
T209P65X	DAC III WEBCAM	15,000	(13,567)	0	1,433
T209P93X	DISTRICT #3 AD CAMPAIGN	1,166,172	(857,717)	(308,455)	0
	(PROMOTIONAL) SUBTOTAL	1,231,172	(871,284)	(308,455)	51,433
	FUND TOTAL	5,258,422	(2,012,392)	(308,455)	2,911,575
TWO PENNY					
TM95784Y	HEROES SALUTE WEEKEND FY19	30,000	(27,764)	0	2,236
TM95711X	FANTASY FEST FY19	30,000	(30,000)	0	0
TM95914Y	TASTE OF THE ISLANDS FY19	10,000	(1,000)	0	9,000
T205S01X	CORAL HEAD BLUES FY20	20,000	0	0	20,000
T205S02X	CORAL HEAD MUSIC FEST FY20	10,000	0	0	10,000
T205M05X	FANTASY FEST FY20	30,000	0	0	30,000
T205M06X	HEROES SALUTE WEEKEND FY20	4,000	0	0	4,000
T205M56X	SOMBRERO BEACH RUN FY20	20,000	(2,557)	0	17,443
T205M91X	TASTE OF THE ISLANDS FY20	20,000	0	0	20,000

FOUR PENNY REVENUE REPORT

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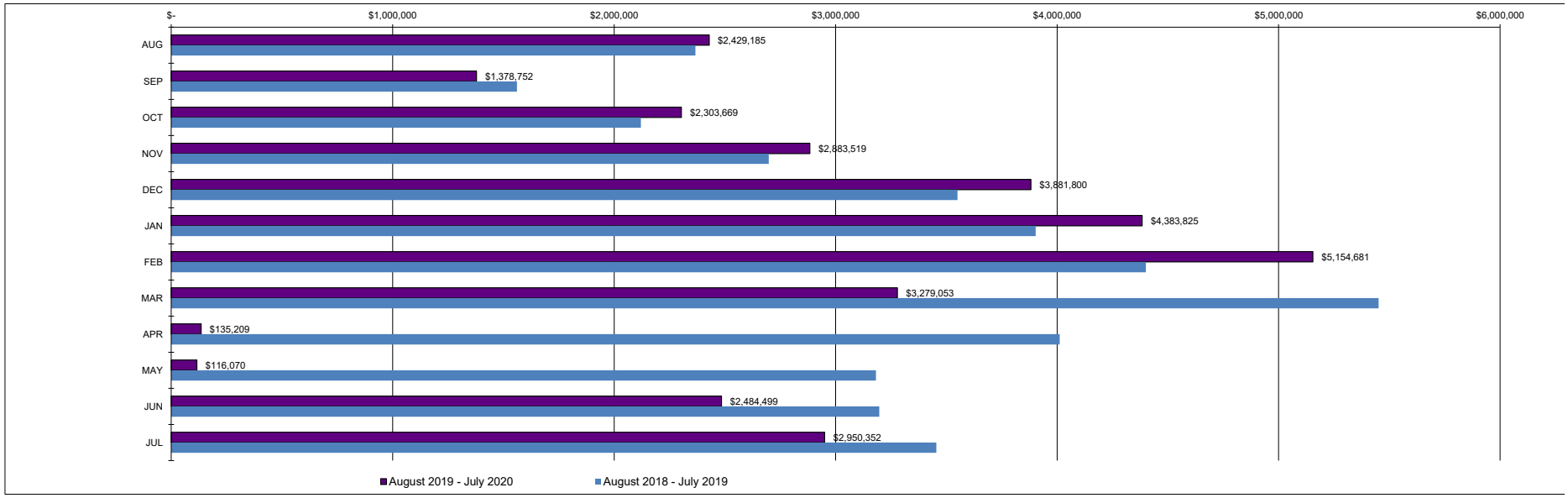

MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.87%	56.65%	55.89%	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 additionnal 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.

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DISTRICT I

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT I
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 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT II
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

Monroe County Tourist Development Council
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DISTRICT III

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT III
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

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	DISTRICT IV
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

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DISTRICT V

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

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2020 VS FY 2019 $ INC/DEC	FY 2020 VS FY 2019 % INC/DEC	MONROE COUNTY
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%	**OCTOBER**
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%	**NOVEMBER**
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%	**DECEMBER**
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%	**JANUARY**
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%	**FEBRUARY**
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%	**MARCH**
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%	**APRIL**
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%	**MAY**
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%	**JUNE**
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%	**JULY**
AUGUST	$ 2,345,344.00	$ 2,331,658.59	$ 2,469,208.25	$ 2,367,004.83	$ 2,429,185.47			0.0%	**AUGUST**
SEPTEMBER	$ 1,687,244.64	$ 1,806,769.84	$ 761,856.53	$ 1,561,085.49	$ 1,378,752.17			0.0%	**SEPTEMBER**
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

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

F1
Sept. 20, 2020

TO: District III 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 III from July 19, 2020, through Sept. 20, 2020.

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended DAC III 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. They included 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, sea turtles and the Turtle Hospital 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 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, lab-raised corals spawning in the Keys, the Coast Guard helping release two rehabilitated sea turtles and the release of two rehabilitated manatees in the Keys.
- 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.
- 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 an advisory and distributed it to tourism interests when the Florida Keys National Weather Service office issued a flood advisory for the Upper and Middle Keys.
- 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 wrote an advisory and distributed it to the tourism industry when a visitor suffered severe injuries after being bitten by a large shark while snorkeling near Sombrero Key Lighthouse off Marathon.
- Agency produced video and still photography packages when two rehabilitated sea turtles, rescued by the U.S. Coast Guard and treated at the Turtle Hospital, were released off Islamorada by Coast Guard and Turtle Hospital personnel. Two photos were distributed to media around the world via the Associated Press wire service, and agency also provided information to the AP for a story on the turtle release. The video package aired on network affiliates around the U.S. including Miami, Tampa and Great Falls, Montana; and the story appeared in outlets including ABCNews.go.com and LATimes.com. Social media coverage was significant as well, with a Facebook video reaching more than 68,000 people in the first 24 hours.
- Agency distributed a provided photo to media via the Associated Press wire service when animal care specialists at the Keys-based Dolphin Research Center released "Minnow," an 8-foot-long subadult male manatee, back into the wild.
- 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 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.

Florida Keys & Key West
Social Media Report

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

Facebook Activity Overview

IMPRESSIONS	TOTAL REACH	POST ENGAGEMENTS	PAGE CONSUMPTIONS
2,644,822	567,929	111,009	94,540

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

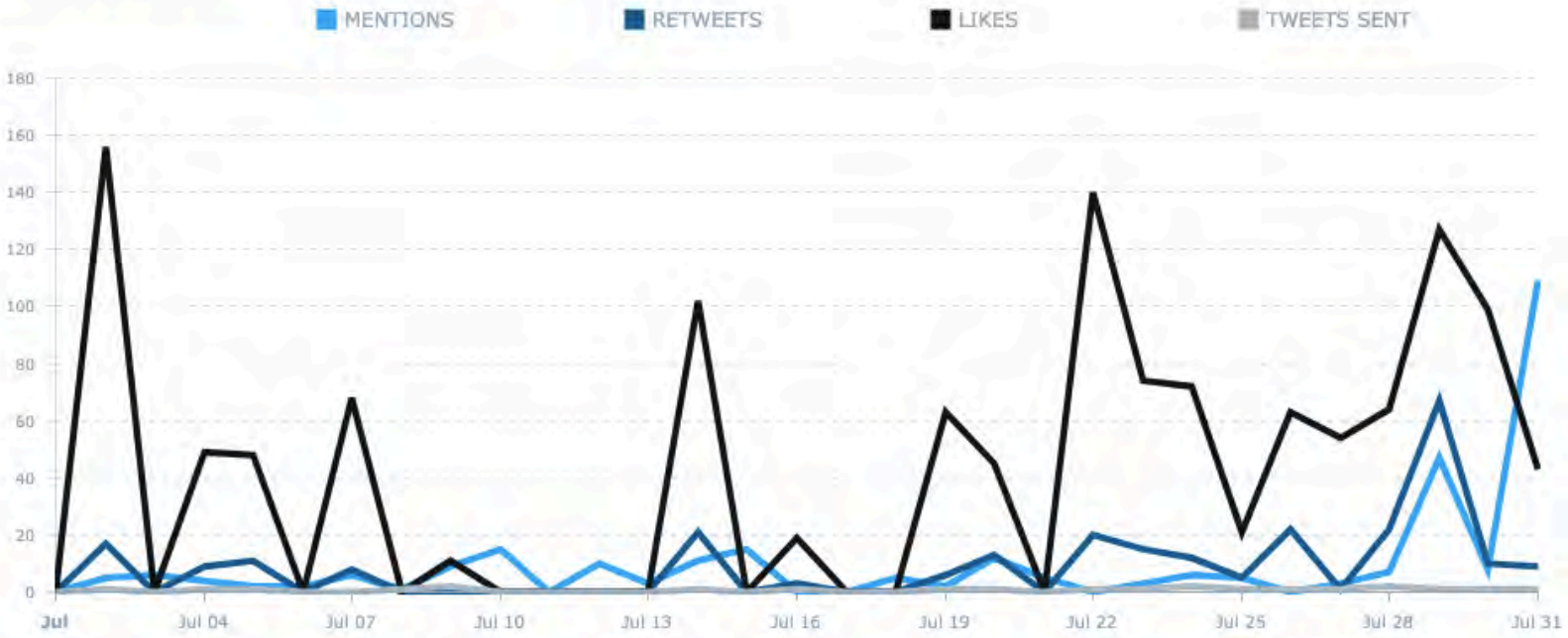
POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
The Florida Keys & Key West 22 JUL 6:34 PM Happy National Hammock Day! Thanks to Aida Velez and The AV Photo Studio for sharing this relaxing scene in the #FloridaKeys. 🌴🙂	5617	258	557	2426	7.13%	112,398
The Florida Keys & Key West 13 JUL 8:54 PM We've 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. https://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	POST ENGAGEMENTS	REACH
36,366	1,589	1,581,355

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



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 26 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	FOLLOWING	POSTS
250,482	480	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

Florida Keys & Key West
Social Media Report

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

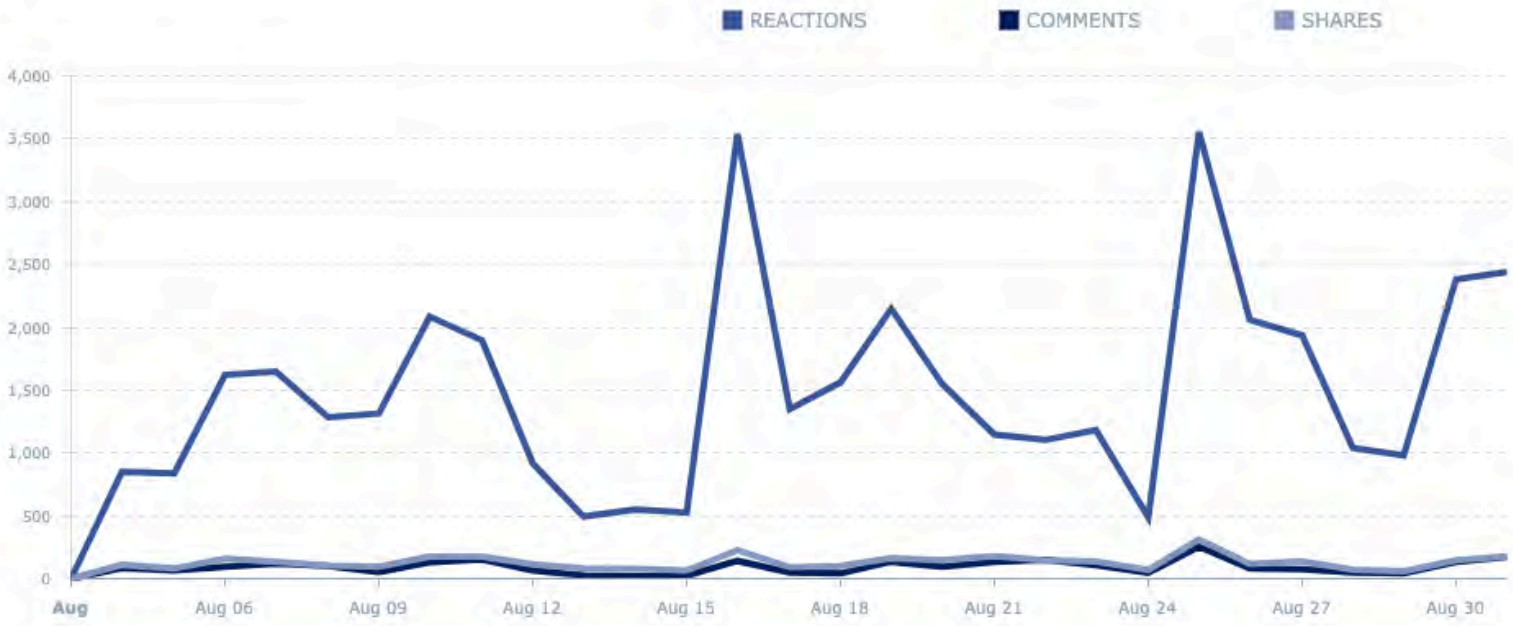
DAC Social Media Report August 2020

@floridakeysandkeywest @thefloridakeys @thefloridakeys

Facebook Activity Overview

IMPRESSIONS	TOTAL REACH	POST ENGAGEMENTS	PAGE CONSUMPTIONS
2,342,467	488,525	99,467	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

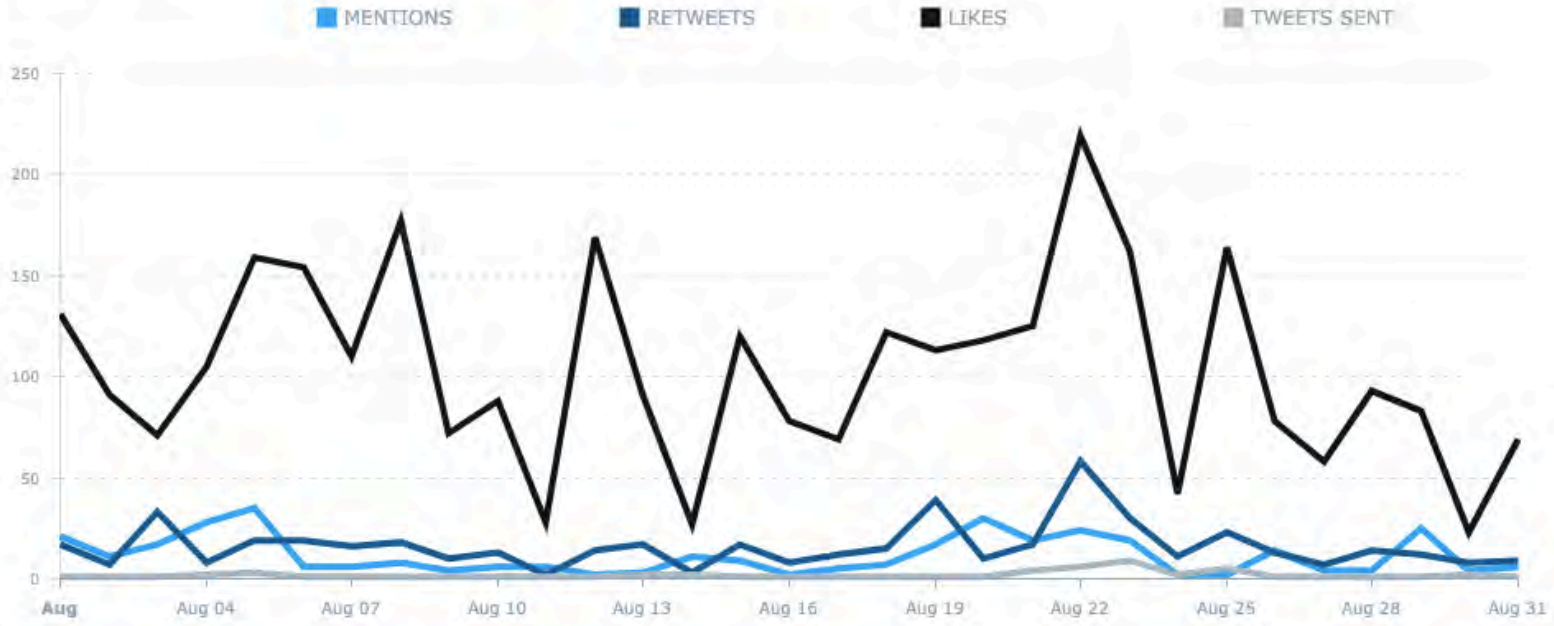
POST	REACTIONS	COMMENTS	SHARES	CLICKS	VIRALITY	REACH
The Florida Keys & Key West 25 AUG 11:30 PM More Tuesday highlights from the #FloridaKeys, after the center of #HurricaneLaura passed well south of the island chain. Although the Keys escaped significant impact, we hope all the folks in the central Gulf coast hurricane warning area remain safe and be spared serious damage. More details at https://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	POST ENGAGEMENTS	REACH
96,687	3,708	1,602,145

Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



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	FOLLOWING	POSTS
253,959	481	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

G.1.

The Florida Keys Marathon

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

DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

OCTOBER 7 DAC III MEETING

2020 | OCTOBER

TINSLEY ADVERTISING

MEDIA RECAP & REPORTING

JULY & AUGUST TV

In-State Spot Market - 7/15-8/31
Tampa-St. Petersburg/Sarasota DMA
Orlando-Melbourne DMA
West Palm Beach DMA
Ft. Myers-Naples DMA
Jacksonville DMA

Out-of-State Spot Market - 7/15-8/31
Atlanta DMA
Dallas DMA
Charlotte DMA

National Cable Fishing TV - 7/1-8/31
Saltwater Experience TV Sponsorship

MEDIA RECAP & REPORTING

JULY & AUGUST CO-OP PROGRAMS

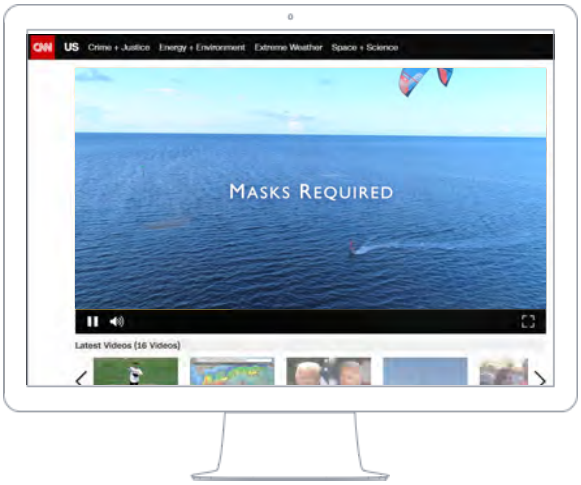
- Marathon Digital Spring
  - CNN.com - 7/24-8/9
  - Conversant - 7/24-8/9
  - AJC.com Email - 7/2
  - DallasNews.com Email - 7/8
  - CharlotteObserver.com Email - 7/15
- Marathon Digital Summer
  - CNN.com - 7/24-8/9
  - Conversant - 7/24-8/9

MEDIA RECAP & REPORTING

JULY & AUGUST PRE-ROLL VIDEO

July 2020					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
Dedicated					
7/24-7/31	Tremor (Dedicated)	551,156	4,237	0.77%	78.98%
7/24-7/31	Adara (Dedicated)	57,501	66	0.11%	63.68%
Co-op					
7/24-7/31	CNN.com (Spring Digital Co-op)	184,139	683	0.37%	86.64%
7/24-7/31	Conversant (Spring Digital Co-op)	51,846	38	0.07%	53.15%
7/24-7/31	CNN.com (Summer Digital Co-op)	126,931	396	0.31%	88.03%

August 2020					
DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
Dedicated					
8/1-8/9	Tremor (Dedicated)	2,029,036	18,887	0.93%	81.15%
8/1-8/9	SpotX Desktop, Mobile, Tablet (Dedicated)	338,856	416	0.12%	53.84%
8/1-8/9	SpotX CTV (Dedicated)	133,475	0	0.00%	97.29%
8/1-8/9	Adara (Dedicated)	115,801	374	0.32%	56.96%
Co-op					
8/1-8/9	Conversant (Spring Digital Co-op)	669	10	1.49%	63.34%
8/1-8/9	Conversant (Summer Digital Co-op)	344,684	208	0.06%	63.13%



MEDIA RECAP & REPORTING

JULY & AUGUST BANNERS

July 2020				
DATE	Banners	Impressions	Clicks	Click-through %
7/24-7/31	TheKnot.com (Dedicated)	38,803	12	0.03%

July 2020				
DATE	Banners	Impressions	Clicks	Click-through %
8/1-8/14	TheKnot.com (Dedicated)	8,940	10	0.11%

MEDIA RECAP & REPORTING

JULY & AUGUST NATIVE CONTENT

July 2020

DATE	Native	Page Views	Clicks	Average Time Spent	Click-through %
7/1-7/31	TheKnot.com Wedding Destination Article	5,294	N/A	0:02:54	N/A

August 2020

DATE	Native	Page Views	Clicks	Average Time Spent	Click-through %
8/1-8/14	TheKnot.com Wedding Destination Article	72	N/A	0:02:08	N/A

PLANNING 101

Love the Water? Here's Where You Should Have Your Destination Wedding

PRESENTED BY the knot & Marathon

From beachside ceremonies to sunset cruises, Marathon is a water lover's paradise.

Care Studios

MEDIA RECAP & REPORTING

JULY & AUGUST E-BLASTS

July 2020						
DATE	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate &	Click-through %
7/8/20	DallasNews.com E-Blast - Co-op Spring	100,000	16,072	2,666	16.07%	2.67%
7/15/20	CharlotteObserver.com - Co-op Spring	125,000	19,575	2,217	15.66%	1.77%
7/31/20	AJC.com Travel Deals E-Blast - Co-op Spring	13,132	2,943	32	22.41%	1.09%

AJC Atlanta. News. Now. TRAVEL

Who wants a treat?

Right now we could all use a little reward. Fortunately, there's no treat quite like Marathon's greater outdoors. From diving, boating and fishing to kayaking, museums and dolphin encounters, Marathon offers you and your family a long leash of things to do. Just load up the car, and you're on the road to recovery.

The Florida Keys Marathon

Stay safe when visiting The Florida Keys: Masks Required, Social Distance, Wash Hands.

fla-keys.com/marathon | 1.800.262.7284

MEDIA RECAP & REPORTING

JULY & AUGUST GOOGLE AD WORDS

July 2020				
DATE	Google Ad Words	Impressions	Clicks	Click-through %
7/1-7/31	[florida vacation packages]	202	22	10.89%
	[pet friendly hotels beachfront florida]	200	17	8.50%
	[swim with dolphins florida]	200	22	11.00%
	[camping on the beach]	197	8	4.06%
	[best destination weddings]	197	10	5.08%
	[Florida Trips]	197	19	9.64%
	[Florida Honeymoons]	197	21	10.66%
	[Florida Honeymoon Packages]	196	33	16.84%
	[florida hotels]	190	12	6.32%
	florida getaway for couples	190	14	7.37%
	[Honeymoon Spots]	189	11	5.82%
	[Places To Stay In Florida]	186	6	3.23%
	[family vacation ideas]	185	12	6.49%
	[florida beach vacation]	184	7	3.80%
	[florida scuba diving]	179	18	10.06%
	"florida resorts on the beach"	177	9	5.08%
	[Florida Resort Deals]	177	13	7.34%
	[best kayaking in florida]	176	11	6.25%
	"south florida resorts"	175	5	2.86%
	[florida rv parks and campgrounds]	174	8	4.60%

August 2020				
DATE	Google Ad Words	Impressions	Clicks	Click-through %
8/1-8/31	"fl resorts"	4,739	203	4.28%
	[florida vacation rentals]	1,451	100	6.89%
	[florida hotels on the beach]	1,161	44	3.79%
	[florida beach vacation rentals]	959	94	9.80%
	[best resorts in florida]	769	27	3.51%
	[vacation home rentals]	657	50	7.61%
	[family resorts in florida]	612	33	5.39%
	[hotels in florida]	484	33	6.82%
	[vacation rentals on the beach]	338	32	9.47%
	[family vacation]	328	8	2.44%
	[beach vacation home rentals]	294	33	11.22%
	[florida hotels]	283	23	8.13%
	[beach houses for rent]	279	18	6.45%
	[florida vacations]	274	20	7.30%
	"south florida resorts"	195	9	4.62%
	[vacation home rentals florida]	191	20	10.47%
	[florida vacation homes]	171	18	10.53%
	[family vacation ideas]	149	10	6.71%
	[swim with dolphins in miami florida]	147	29	19.73%
	[vacation homes in florida]	132	18	13.64%

MEDIA RECAP & REPORTING

JULY & AUGUST BING, YAHOO AND AOL SEARCH

July 2020				
	Bing, Yahoo and AOL Search	Impressions	Clicks	Click-through %
7/1-7/31	family vacations	37,701	322	0.56%
	florida vacations	33,519	810	2.39%
	+florida+fishing	27,334	310	1.21%
	travel deals	17,000	12	0.07%
	vrbo vacation rentals	13,127	49	3.67%
	best florida vacations	9,878	269	2.67%
	diving florida	6,636	86	1.30%
	+florida beach rentals	4,279	144	2.45%
	vacation packages	2,539	46	1.73%
	+family+vacation	1,396	33	1.49%
	beach resorts	547	3	0.55%
	florida fishing	423	7	1.47%
	vacation rentals florida	394	16	4.06%
	family vacation	382	3	0.79%
	+florida+snorkeling	299	3	1.00%
	beachfront vacation rentals	274	6	2.19%
	swim with the dolphins in florida	274	5	1.90%
	vacation destinations	261	9	3.45%
	+florida+Vacation+rental	244	14	5.74%
	florida vacation home rental	200	8	4.00%

August 2020				
	Bing, Yahoo and AOL Search	Impressions	Clicks	Click-through %
8/1-8/31	florida vacations	11,652	202	2.78%
	+florida+fishing	5,671	113	1.94%
	travel deals	4,253	2	0.05%
	vrbo vacation rentals	2,933	15	4.62%
	best florida vacations	1,863	39	2.09%
	family vacations	1,467	32	2.18%
	diving florida	798	17	2.13%
	+family+vacation	415	9	3.03%
	vacation packages	414	7	1.07%
	+florida beach rentals	219	2	0.91%
	beach resorts	99	3	3.03%
	family vacation	80	3	3.75%
	beachfront vacation rentals	79	6	7.59%
	+florida+Vacation+rental	26	2	7.69%

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 AdvertorialProvided 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

G.1.

MARATHON FY 20-21 MEDIA PLAN

2020 | OCTOBER

TINSLEY ADVERTISING

The Florida Keys Marathon

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

FY 2021 MEDIA PLAN

Tinsley Full Service Advertising

Ordered Media= ▬ To Be Ordered Media= ▭

Holidays/Events

*Halloween (10/31) · * X-Mas (12/25) · * Mini-Lobster Season (7/28-7/29) · *Election Day (11/3) · * Ind Day (7/4) · *Lobster Season (8/6-3/31) · *Columbus Day (10/12) · *Art Basel (12/3-12/6) · * Pres Day (2/15) · *Easter (4/4) · * Memorial Day (5/31) · *Thanksgiving Day (11/26) · * MLK Day (1/18) · * Labor Day (9/6)

Public Schools Vacation Calendars

	Winter Break:		Spring Break:	Summer Break:
Miami-Dade County Public Schools:	11/25-29	12/19-1/3	3/27-4/4	6/10-8/22
Broward County Public Schools:	11/21-29	12/19-1/3	3/19-3/28	6/10-8/18
Palm Beach County Public Schools:	11/21-29	12/19-1/4	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

Media	Unit	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			
Weeks Begin on Mondays:		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		
SPOT MARKET TELEVISION:																																																								
FALL TELEVISION:																																																								
• Atlanta DMA	:30		10/5-12/6																																																					$10,853
• Dallas-Ft. Worth DMA	:30		10/5-12/6																																																					$15,504
• Charlotte DMA	:30		10/5-12/6																																																					$4,651
• Tampa-St. Petersburg-Sarasota DMA	:30		10/5-12/6																																																					$24,225
• Orlando-Melbourne DMA	:30		10/5-12/6																																																					$17,442
• West Palm Beach DMA	:30		10/5-12/6																																																					$11,628
• Ft. Myers-Naples DMA	:30		10/5-12/6																																																					$6,783
																																																								In-State Spot TV Sub-Total:	*$91,086*
WINTER/SPRING TELEVISION:																																																								
• New York DMA	:30																1/11-3/28																																							$92,055
• Chicago DMA	:30																1/11-3/28																																							$82,365
• Philadelphia DMA	:30																1/11-3/28																																							$50,388
• Boston DMA	:30																1/11-3/28																																							$40,698
• Washington DC DMA	:30																1/11-3/28																																							$36,822
• Dallas-Ft. Worth DMA	:30																1/11-3/28																																							$21,318
• Charlotte DMA	:30																				2/8-3/28																																			$14,535
• Atlanta DMA	:30																				2/8-3/28																																			$20,349
																																																								Out-Of-State Spot TV Sub-Total:	*$358,530*
SUMMER TELEVISION:																																																								
• Miami-Ft. Lauderdale DMA	:30																																5/10-7/25																								$31,977
• Tampa-St. Petersburg-Sarasota DMA	:30																																5/10-7/25																								$27,132
• Orlando-Melbourne DMA	:30																																5/10-7/25																								$19,380
• West Palm Beach DMA	:30																																5/10-7/25																								$9,690
• Ft. Myers-Naples DMA	:30																																5/10-7/25																								$4,845
																																																								In-State Spot TV Sub-Total:	*$93,024*
Naional Cable Fishing TV:																																																								
• Saltwater Experience TV Sponsorhip	3x 30 min Shows																																																							$34,200
Airs on NBC Sports, SunSports and Sportsman Channel																																																								
Sponsorship includes: 3 Episodes in HD will be filmed in Marathon; Also includes billboards in each show.																																																								
• The Fishing Guyz - Airs on Discovery Channel	:30																1/4-3/31 (13 weeks) 1x :30 per week																																							$17,100
(Airs on Discovery Channel available in 96MM homes) 2 Episodes filmed in Marathon																																																							*National Cable Fishing TV Sub-Total:*	*$51,300*
																																																								TELEVISION-TOTAL:	$593,940

FY 2021 MEDIA PLAN

The Florida Keys Marathon

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

Tinsley Full Service Advertising

Ordered Media= ▬ To Be Ordered Media= ▭

Holidays/Events

*Halloween (10/31) · *Election Day (11/3) · *Columbus Day (10/12) · *Art Basel (12/3-12/6) · *Thanksgiving Day (11/26) · * X-Mas (12/25) · * 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

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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

			4th Quarter													1st Quarter													2nd Quarter												3rd Quarter														
			OCT '20				NOV '20					DEC '20					JAN '21				FEB '21				MAR '21					APR '21				MAY '21					JUN '21				JUL '21				AUG '21				SEP '21					
		Weeks Begin on Mondays:	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	#	GROSS TOTAL
DIGITAL CO-OP PROGRAMS:																																																									
DIGITAL CO-OP FALL/WINTER/SPRING (GEO: NY, BOS, PHL, DC and CHI):																																																									
• **Conversant** (behaviorally targeted to travel intenders A35-64 $150k+)	Custom Co-op Unit	3,750,000																																																							
• **CondeNastTraveler.com**	Dedicated Email	35,026																																																							
• **Afar.com**	Dedicated Email	11,287																																																							
• **Connect** dedicated e-newsletter targeted to travel enthusiasts	Dedicated Email	62,500																																																							
• **NYTimes.com Great Getaways E-Blast**	600 pixels	164,000																																																							
• **ChicagoTribune.com Travel Admail E-Newsletter**	600 pixels	50,000																																																							
• **Philly.com Travel POD E-Blast**	600 pixels	47,000																																																							
• **Boston.com Traveler Dedicated E-Newsletter**	600 pixels	58,000																																																							
SUMMER IN-STATE DIGITAL CO-OP PROGRAM:																																																									
• **Conversant** (behaviorally targeted to travel intenders A35-64 $150k+)	Custom Co-op Unit	938,000																																																							
DIGITAL:																																																									
Digital-Paid Social Media:																																																									
• **Facebook/Instagram Sponsored Ads**	:15/photo/copy																																																								
Ads will rotate throughout the year targeted to Families, Weddings, Fishing, Diving, Boating, etc.																																																									
• **Scuba Diving Social Facebook Post**	Video Post created by Scuba Diving	40,000																																																							
• **Scuba Diving Social Instagram Post**	Video Post created by Scuba Diving	40,000																																																							
• **Padi Social Facebook Post**	Video Post created by Padi	40,000																																																							
• **Padi Social Instagram Post**	Video Post created by Padi	40,000																																																							
Digital-Weddings/Honeymoons:																																																									
• **TheKnot.com**	:15/native content	N/A																																																							
Digital-Native Content:																																																									
• **CNTraveler.com** Native content story promoted via social media																																																									

	Flight	Dates	Estimated Co-ops	Collected
FALL DIGITAL CO-OP PROGRAM (Geo Targeted to: FL, GA, NC, SC, TX)	Custom Co-op Unit	10/12-11/8	3	$2,025
WINTER DIGITAL CO-OP PROGRAM (Geo Targeted to: NY, BOS, CHI, PHL, DC)	Custom Co-op Unit	1/11-2/7	4	$3.400
SPRING DIGITAL CO-OP PROGRAM (Geo Targeted to: NY, BOS, CHI, PHL, DC)	Custom Co-op Unit	3/15-4/11	3	$2,025
SUMMER DIGITAL CO-OP PROGRAM (Geo-Targeted to: Florida)	Custom Co-op Unit	5/10-6/27	4	$1,500

Flight	Impressions
FALL DIGITAL CO-OP PROGRAM	1,250,000 imp.
WINTER DIGITAL CO-OP PROGRAM	1,250,000 imp.
SPRING DIGITAL CO-OP PROGRAM	1,250,000 imp.

• Conversant	Custom Co-op Unit	3,750,000	3	$68,400
• CondeNastTraveler.com	Dedicated Email	35,026	3	$19,733
• Afar.com	Dedicated Email	11,287	1	$4,560
• Connect	Dedicated Email	62,500	1	$5,700
• NYTimes.com Great Getaways E-Blast	600 pixels	164,000	1	$8,550
• ChicagoTribune.com Travel Admail E-Newsletter	600 pixels	50,000	2	$9,120
• Philly.com Travel POD E-Blast	600 pixels	47,000	1	$2,736
• Boston.com Traveler Dedicated E-Newsletter	600 pixels	58,000	2	$4,104
SUMMER IN-STATE DIGITAL CO-OP PROGRAM:				
• Conversant	Custom Co-op Unit	938,000	1	$17,100
			DIGITAL CO-OPS-TOTAL:	$140,003
• Facebook/Instagram Sponsored Ads	:15/photo/copy	Annual		$17,100
• Scuba Diving Social Facebook Post	Video Post created by Scuba Diving	40,000	April	$1,824
• Scuba Diving Social Instagram Post	Video Post created by Scuba Diving	40,000	April	$1,824
• Padi Social Facebook Post	Video Post created by Padi	40,000	April	$1,824
• Padi Social Instagram Post	Video Post created by Padi	40,000	April	$1,824
• TheKnot.com	:15/native content	N/A	10/1-7/31	$34,200
• CNTraveler.com Native content story promoted via social media			10/19-12/13	$22,800

FY 2021 MEDIA PLAN

The Florida Keys Marathon — Key Largo, Islamorada, Key West, Big Pine Key & The Lower Keys

Tinsley Full Service Advertising

Ordered Media= | To Be Ordered Media=

Holidays/Events

*Halloween (10/31) | * X-Mas (12/25) | * Mini-Lobster Season (7/28-7/29) | *Election Day (11/3) | * Ind Day (7/4) | *Lobster Season (8/6-3/31) | *Columbus Day (10/12) | *Art Basel (12/3-12/6) | * Pres Day (2/15) | *Easter (4/4) | * Memorial Day (5/31) | *Thanksgiving Day (11/26) | * MLK Day (1/18) | * Labor Day (9/6)

Public Schools Vacation Calendars

	Winter Break:		Spring Break:		Summer Break:	
Miami-Dade County Public Schools:	11/25-29	12/19-1/3	3/27-4/4		6/10-8/22	
Broward County Public Schools:	11/21-29	12/19-1/3	3/19-3/28		6/10-8/18	
Palm Beach County Public Schools:	11/21-29	12/19-1/4	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	

Weeks Begin on Mondays:	4th Quarter													1st Quarter													2nd Quarter												3rd Quarter														
	OCT '20				NOV '20					DEC '20				JAN '21				FEB '21				MAR '21					APR '21				MAY '21					JUN '21				JUL '21				AUG '21					SEP '21				#	GROSS TOTAL
	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 - Mobile/Tablet/Desktop/Cross-Device:

- **Adara** - *Re-targets users searching online for airfares & hotel rooms in Florida (exluding Orlando) & Caribbean. Also re-targeting visitors to Marathon page of fla-keys.com. Adara has exclusive access to loyalty members & travelers data of Delta, United, US Airways, Marriott, Preferred Hotels, Wyndham, Travelport, Airfare.com, Kayak+more*
  - :15 Pre-Roll Video — 2,205,000 — 10/5-12/6 — 1/11-3/28 — $54,720
  - + 300 x250 Companion Banner — Geo-Targeted to FL, GA, NC, SC, TN, TX — Geo-Targeted to NY, CHI, PHL, BOS and DC
- **Tremor Video** Mobile/Tablet/Desktop — A35-64 $100k+ News/Business & Travel Sites, Travel Intenders
  - :15 Pre-Roll Video — 5,000,000 — 10/5-12/6 — 1/11-3/28 — 5/10-6/27 — $85,500
  - + 300 x250 Companion Banner — Geo-Targeted to FL, GA, NC, SC, TN, TX — Geo-Targeted to NY, CHI, PHL, BOS and DC — Geo-Targeted to Florida
- **Conversant** Interactive Pre-roll w/weather feed
  - :15 Pre-Roll Video — 2,000,000 — 1/11-3/28 — $34,200
  - + 300 x250 Companion Banner — Geo-Targeted to NY, CHI, PHL, BOS and DC
- **OutsideOnline.com** (Visit Florida Co-op Program Display & Email Package — 317,000 — March — $8,550
  - Targeting Adventure Traveler ROS banners 217,000 imp. +100% SOV email to 100,000 subs.
- **SportFishing/SaltwaterSportsman.com/**Pictela In-Unit Video Ad 300 x 600 — 115,000 — June — $3,933
- **SportFishing/SaltwaterSportsman.com/**Video Outstream 1280 x 720 — 75,000 — June — $2,992
- **SaltwaterSportsman.com/Facebook Native Video Ad** — 65,500 — June — $3,734
- **SportFishing.com/Instagram Native Video Ad** — 63,000 — June — $3,591
  - Facebook Posts

Digital - E-Newsletters:

- **SaltwaterSportsman.com E-Newsletter** — 600 pixels wide — 53,000 — December — $4,230

Digital - Paid Search Engine Marketing:

- **Google Search** — Annual — $20,520
- **Microsoft (Yahoo/Bing/AOL Search)** — Annual — $9,120

DIGITAL-TOTAL: $312,484

PRINT:

	Size	Circ.		#	GROSS TOTAL
• Bridal Guide - Florida Section	Full Page, 4C	160,000	March/April	1	$14,250
• Florida Sportsman	Full Page, 4C	86,000	March	1	$3,120
• Saltwater Sportsman Magazine	Full Page, 4C	80,000	February	1	$9,189
• Scuba Diving	Full Page, 4C	75,000	March	1	$8,322

DIGITAL PRINT-TOTAL: $34,881

DAC III/MARATHON FY 2021 BUDGET SUMMARY

"PROPOSED" MEDIA SPEND:	$1,081,309
PRODUCTION:	$15,000
RESOURCES REMAINING:	$112,364
GRAND TOTAL BUDGET:	**$1,208,673**

$140,007 from event funds moved to advertising at the 5/13/2020 DAC III Mtg. / $1,068,666 original budget + $140,007 = $1,208,673 revised total.

*Please note separate from the above budget there is also $50,000 in Emergency (Promotional/Storm) Resources.

FY 2021 MEDIA PLAN

Ordered Media= To Be Ordered Media=

Holidays/ Events

*Halloween (10/31) * X-Mas (12/25) * Mini-Lobster Season (7/28-7/29)
*Election Day (11/3) * Ind Day (7/4) *Lobster Season (8/6-3/31)
*Columbus Day (10/12) *Art Basel (12/3-12/6) * Pres Day (2/15) *Easter (4/4) * Memorial Day (5/31)
*Thanksgiving Day (11/26) * MLK Day (1/18) * Labor Day (9/6)

Public Schools Vacation Calendars

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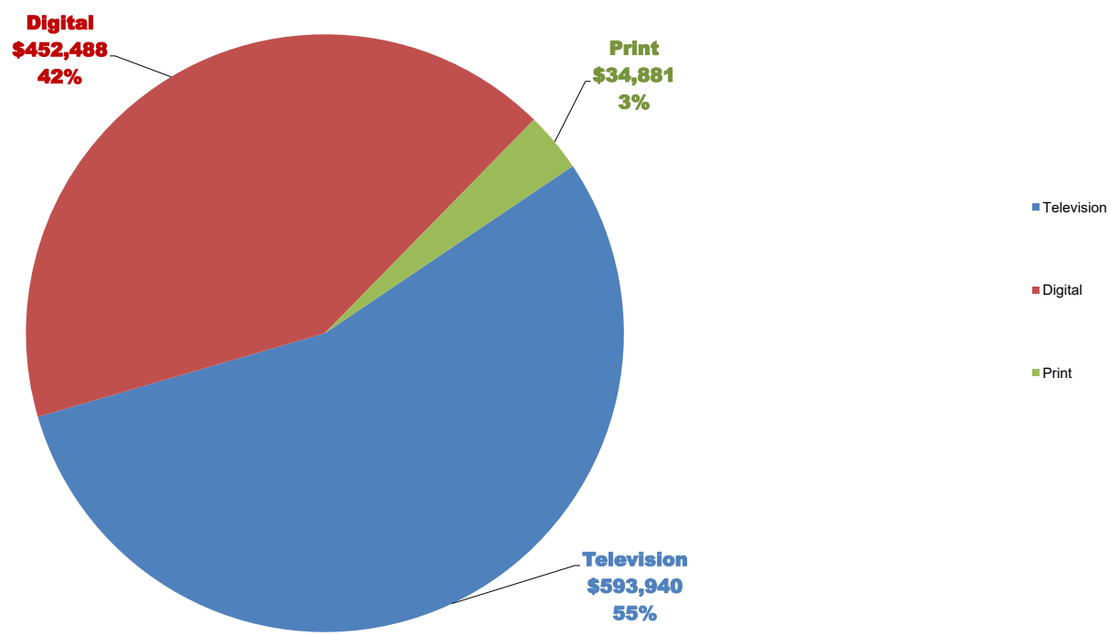
Duval County Public Schools:	11/25-29	12/18-1/4	3/6-3/14		5/28-8/8	

	4th Quarter													1st Quarter													2nd Quarter												3rd Quarter														
	OCT '20				NOV '20					DEC '20				JAN '21				FEB '21				MAR '21					APR '21				MAY '21					JUN '21				JUL '21				AUG '21					SEP '21					
Weeks Begin on Mondays:	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	#	GROSS TOTAL

DAC III MARATHON
FY 2021 PLAN DISTRIBUTION BY MEDIA



TOTAL PROPOSED MEDIA EXPENDITURE: $1,081,309

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.

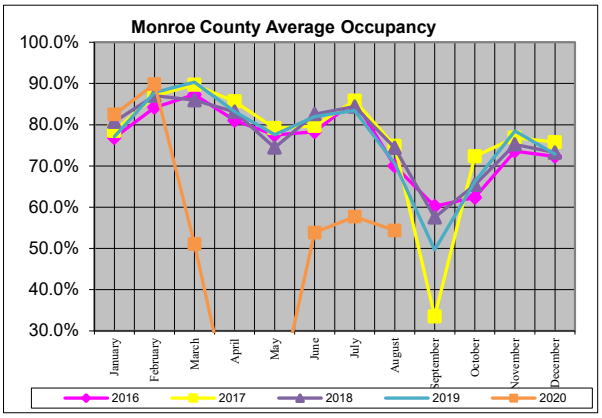
The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This industry standard and is intended solely for the internal purposes of your company and should not be published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

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

HISTORIC TREND REPORT - COUNTY & DISTRICT	MONROE COUNTY
SMITH TRAVEL RESEARCH	9/2/2020

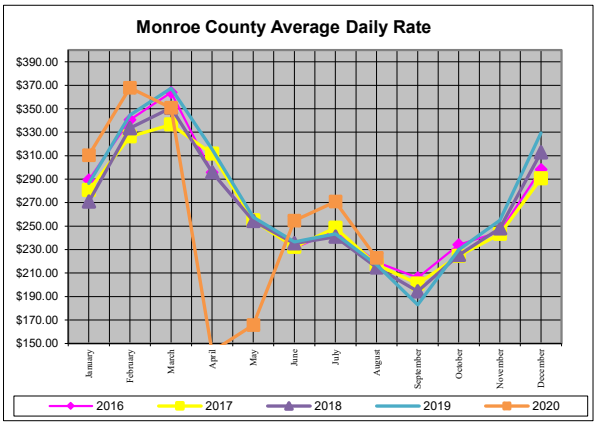
OCCUPANCY RATE

	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%**



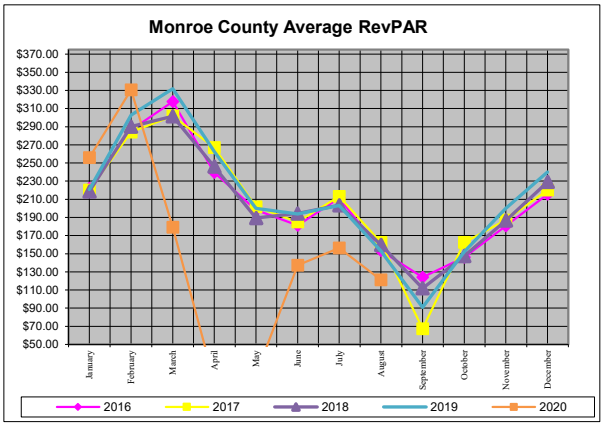
AVERAGE DAILY RATE

	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%**



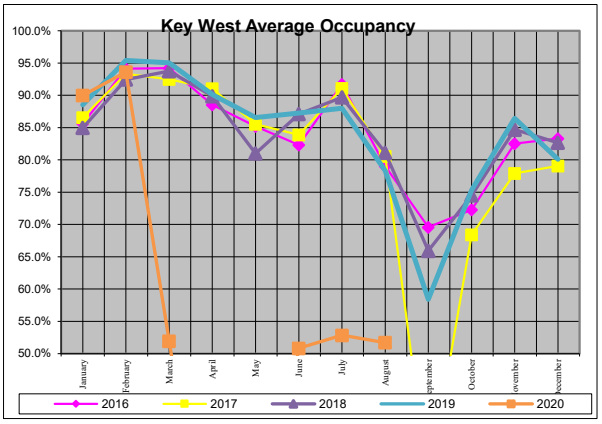
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

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

HISTORIC TREND REPORT	**KEY WEST**
SMITH TRAVEL RESEARCH	9/2/2020

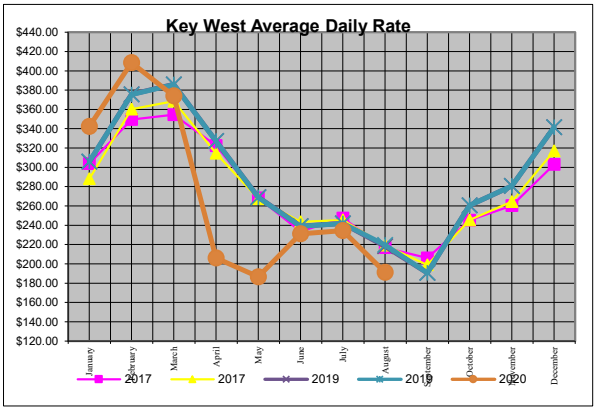
OCCUPANCY RATE

	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%**



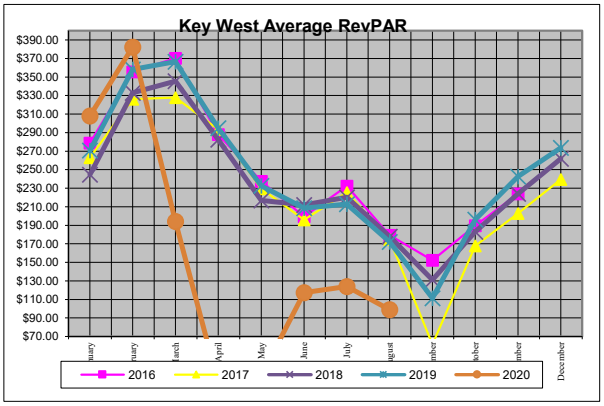
AVERAGE DAILY RATE

	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%**



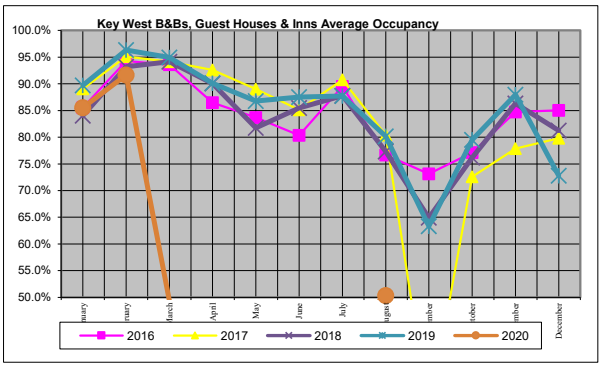
Prior year performance numbers may be updated with current data due to new participants providing their historic information and/or past participants providing updated prior year performance numbers.

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

HISTORIC TREND REPORT | **KEY WEST B&Bs, GUEST HOUSES AND INNS**
SMITH TRAVEL RESEARCH | 9/2/2020

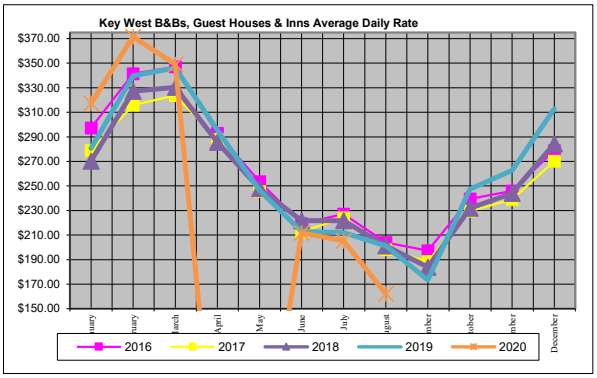
OCCUPANCY RATE

	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%**



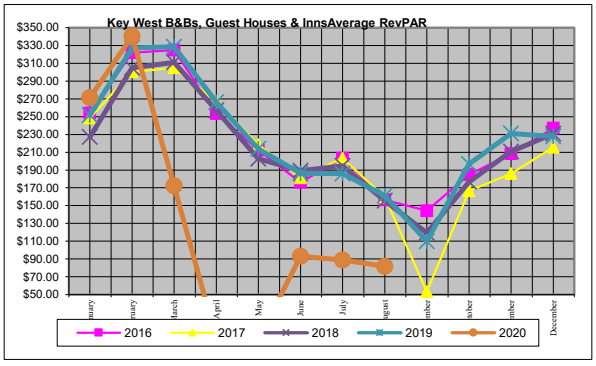
AVERAGE DAILY RATE

	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%**



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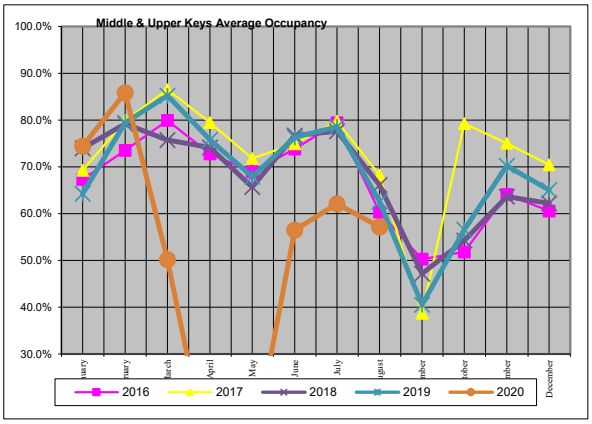
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**MIDDLE & UPPER KEYS**
SMITH TRAVEL RESEARCH	9/2/2020

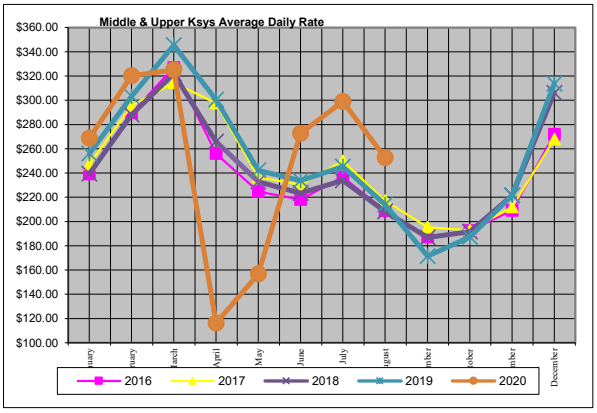
OCCUPANCY RATE

	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%**



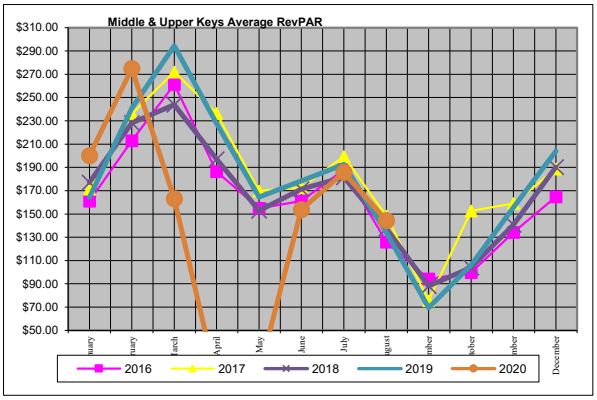
AVERAGE DAILY RATE

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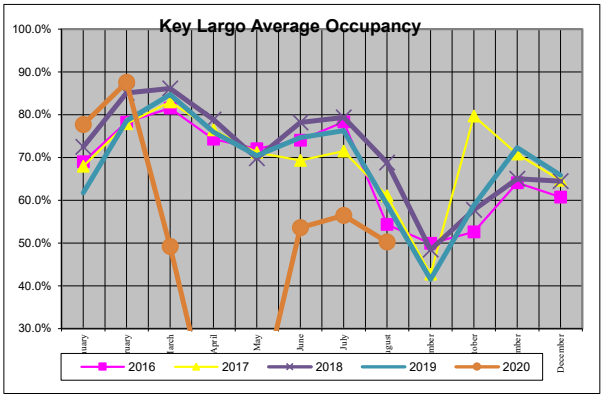
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**Key Largo**
SMITH TRAVEL RESEARCH	9/2/2020

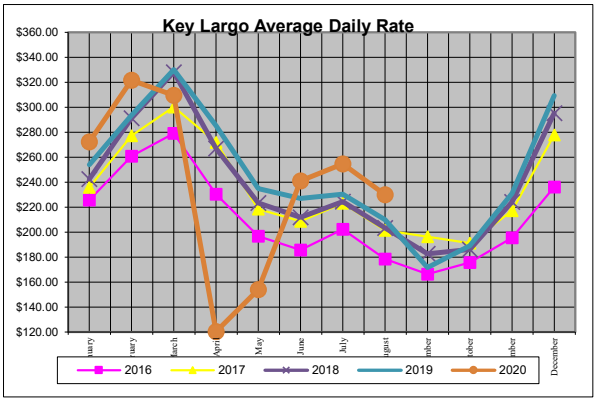
OCCUPANCY RATE

	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%**



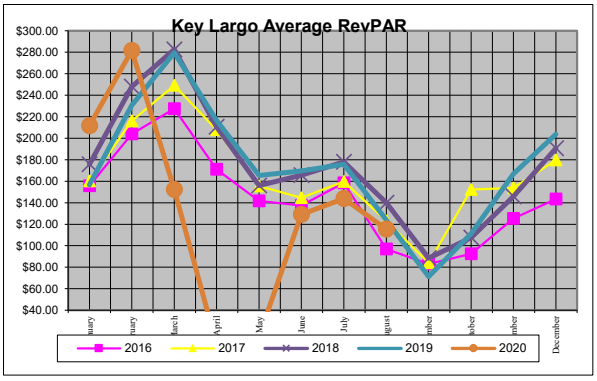
AVERAGE DAILY RATE

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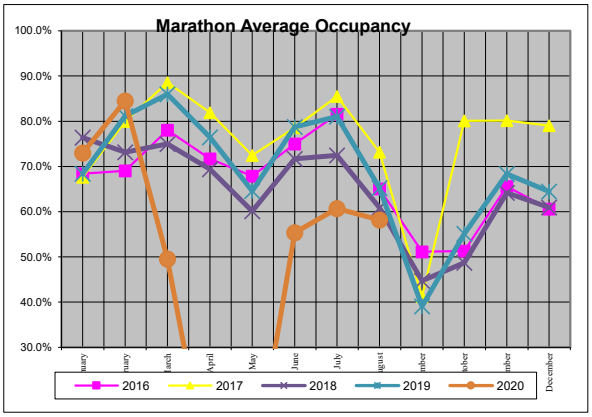
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT | **Marathon**
SMITH TRAVEL RESEARCH | 9/2/2020

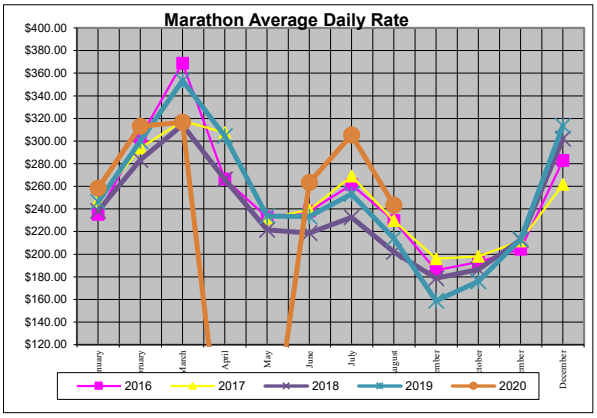
OCCUPANCY RATE

	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%**



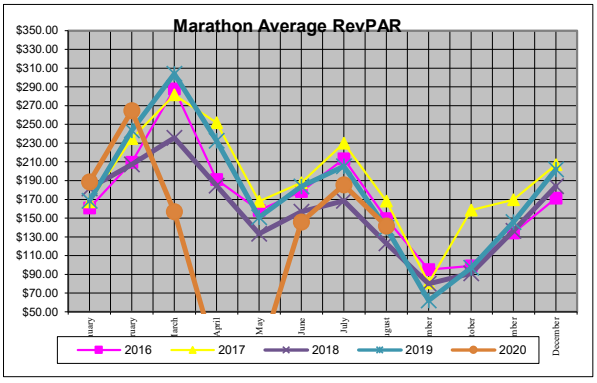
AVERAGE DAILY RATE

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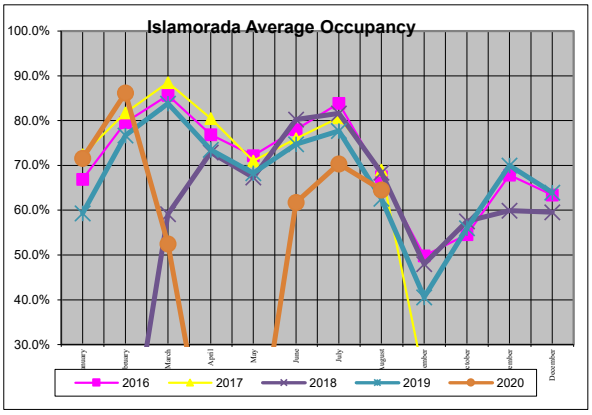
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

HISTORIC TREND REPORT	**Islamorada**
SMITH TRAVEL RESEARCH	9/2/2020

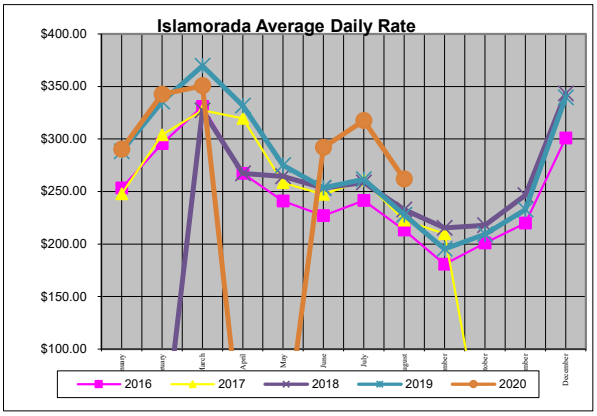
OCCUPANCY RATE

	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%



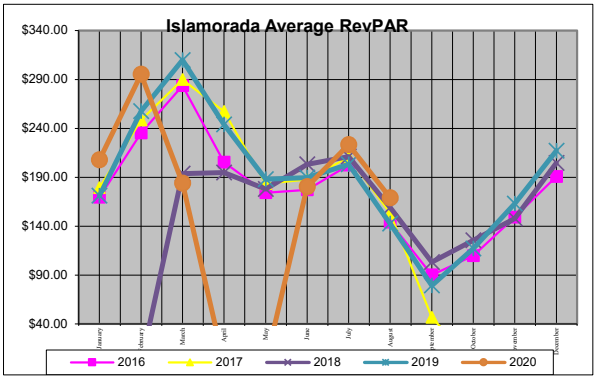
AVERAGE DAILY RATE

	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%

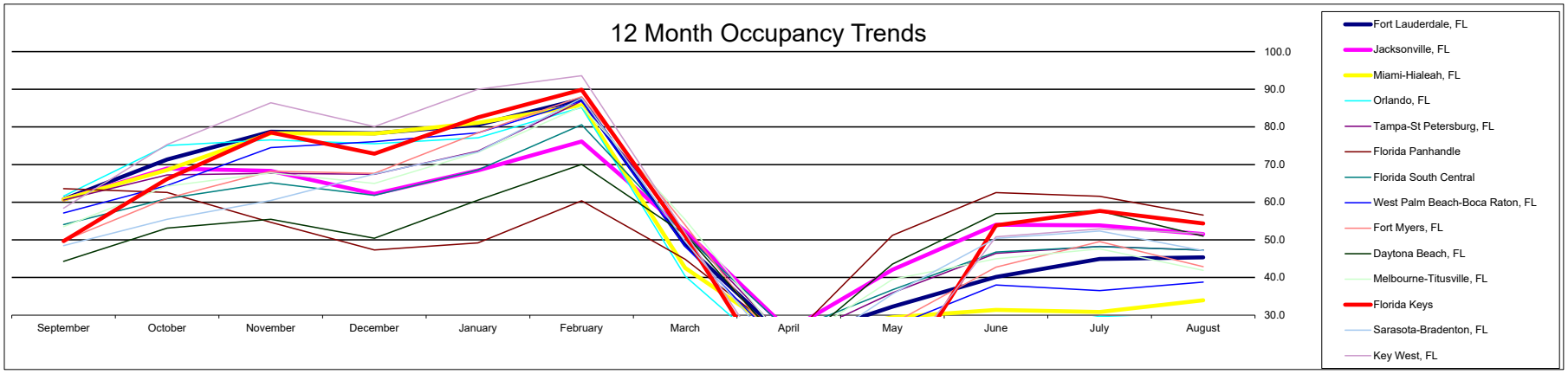


*** Islamorada did not have enough properties submit for STR to have sufficient data to report on**

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.

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

Florida Markets Comparison



Occupancy

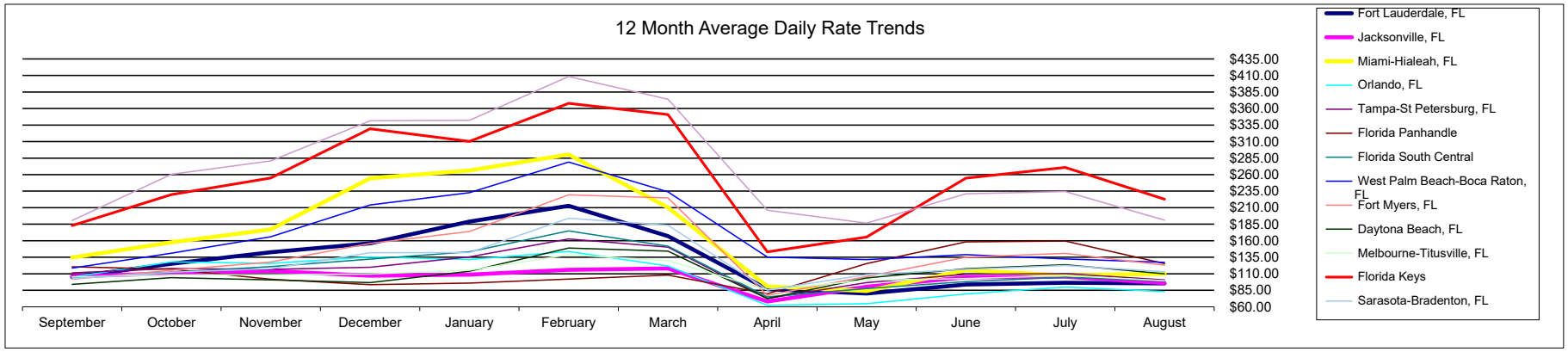
	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	45.3	44.9	40.2	32.3	23.1	48.7	87.4	80.6	78.3	78.7	71.3	60.8
Jacksonville, FL	51.5	53.8	54.0	42.1	26.0	52.3	76.1	68.4	62.2	68.3	68.9	60.7
Miami-Hialeah, FL	33.9	30.8	31.4	29.4	23.9	42.5	85.8	81.1	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
st Palm Beach-Boca Rator	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
st Palm Beach-Boca Rator	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	52.6	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

ıith Travel Research, Inc./STR Global, Ltd.

Florida Markets Comparison



Average Daily Rate

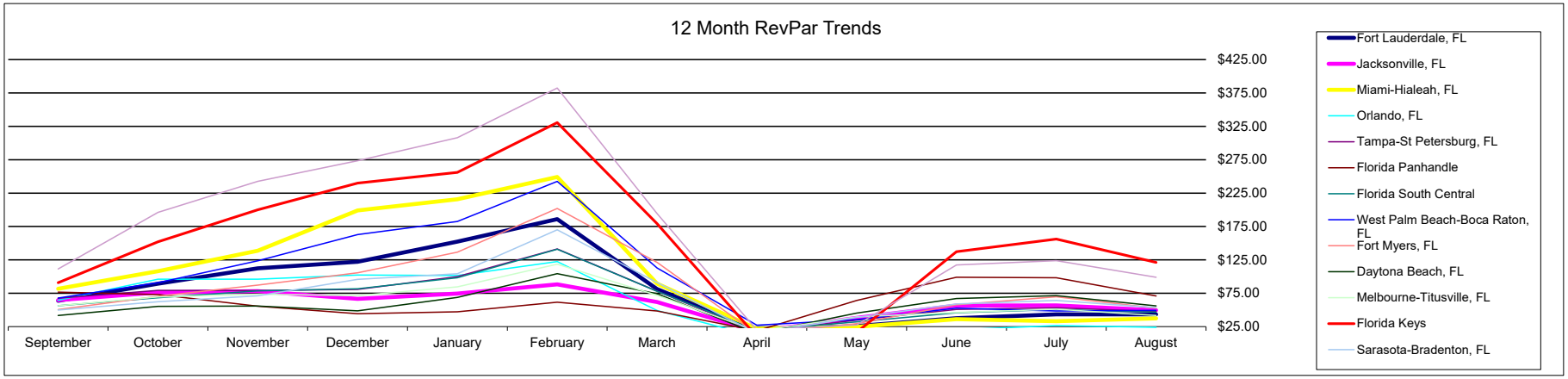
	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	$ 95.48	$ 96.33	$ 93.82	$ 80.17	$ 86.64	$ 166.89	$ 212.82	$ 189.08	$ 156.12	$ 142.69	$ 125.08	$ 104.89
Jacksonville, FL	$ 96.04	$ 105.55	$ 104.54	$ 90.36	$ 68.10	$ 118.07	$ 115.96	$ 108.70	$ 106.96	$ 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 R	$ 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 R	$ 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 R	$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 R	$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

MARATHON
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.

ADVERTISING SOURCE

MARATHON
August 2020

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Keys Chamber of Commerce	4	9	7	30	50	63.3%	285	24.1%
TV Ad	0	1	0	4	5	6.3%	167	14.1%
Friends/Return Visitor	1	4	0	0	5	6.3%	170	14.3%
TV Show/Story	0	0	0	0	0	0.0%	0	0.0%
Magazine Ad	0	0	0	0	0	0.0%	3	0.3%
Magazine Article	0	0	0	0	0	0.0%	0	0.0%
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%	2	0.2%
Internet	0	0	0	0	0	0.0%	68	5.7%
TDC Website	0	0	0	0	0	0.0%	21	1.8%
Tourist Directory or Guide	0	0	0	0	0	0.0%	167	14.1%
Keys Business	0	0	0	0	0	0.0%	4	0.3%
Travel Agent	0	0	0	0	0	0.0%	2	0.2%
Directory Assistance	0	0	0	0	0	0.0%	0	0.0%
Billboard	0	0	0	0	0	0.0%	2	0.2%
Do Not Know	0	0	0	0	0	0.0%	3	0.3%
Other	0	0	0	0	0	0.0%	1	0.1%
	5	**14**	**7**	**34**	**79**		**1,185**	
	6.3%	**17.7%**	**8.9%**	**43.0%**				

INTERESTS

MARATHON
August 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	4	3	2	41	50	16.9%	731	16.4%
Dining/Entertainment	0	1	0	32	33	11.2%	441	9.9%
Diving	0	2	0	20	22	7.5%	273	6.1%
Snorkeling	0	2	0	19	21	7.1%	279	6.3%
Guided Nature Tour	1	0	0	19	20	6.8%	348	7.8%
None	3	8	5	1	17	5.8%	126	2.8%
Fishing Deep Sea	1	2	0	13	16	5.4%	200	4.5%
Cultural Events/Theatre/Music	0	0	0	14	14	4.7%	406	9.1%
Water Sports	0	0	0	13	13	4.4%	213	4.8%
Boat Rentals	0	0	0	13	13	4.4%	181	4.1%
Sailing	0	0	0	12	12	4.1%	109	2.4%
Fishing Backcountry	0	2	0	9	11	3.7%	172	3.9%
Marinas	0	0	0	11	11	3.7%	149	3.3%
Honeymoon	0	0	0	4	4	1.4%	23	0.5%
Wedding	0	0	0	3	3	1.0%	28	0.6%
Kids/Family Vacations	0	0	0	1	1	0.3%	19	0.4%
Fishing Tournament	0	0	0	0	0	0.0%	2	0.0%
Relocation/Real Estate	0	0	0	0	0	0.0%	17	0.4%
Coupon Book	0	0	0	0	0	0.0%	6	0.1%
Weather	0	0	0	0	0	0.0%	3	0.1%
	9	**20**	**7**	**225**	**295**		**4,462**	
	3.1%	**6.8%**	**2.4%**	**76.3%**				

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.

Length of Stay, Number in Party

MARATHON
August 2020

MONTH

LENGTH OF STAY:

Minimum:	1
Maximum:	30
Average:	7

NUMBER OF ADULTS:

Minimum:	1
Maximum:	8
Average:	1

NUMBER OF CHILDREN:

Minimum:	0
Maximum:	4
Average:	1

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum:	0
Maximum:	365
Average:	9

NUMBER OF ADULTS:

Minimum:	0
Maximum:	25
Average:	2

NUMBER OF CHILDREN:

Minimum:	0
Maximum:	12
Average:	0

STATE

MARATHON
August 2020

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	0	3	1	5	9	21.4%	104	15.0%
NY	0	0	0	3	3	7.1%	29	4.2%
SC	0	1	0	2	3	7.1%	25	3.6%
AL	0	0	0	2	2	4.8%	7	1.0%
GA	0	0	0	2	2	4.8%	14	2.0%
MD	0	0	0	2	2	4.8%	19	2.7%
NE	0	0	0	2	2	4.8%	6	0.9%
TX	0	0	1	1	2	4.8%	14	2.0%
AZ	0	0	0	1	1	2.4%	7	1.0%
CA	0	0	0	1	1	2.4%	12	1.7%
IA	0	0	0	1	1	2.4%	19	2.7%
IN	0	0	0	1	1	2.4%	22	3.2%
KY	0	0	0	1	1	2.4%	6	0.9%
MA	0	0	0	1	1	2.4%	16	2.3%
ME	0	0	0	1	1	2.4%	5	0.7%
MI	0	0	0	1	1	2.4%	49	7.1%
MN	0	0	0	1	1	2.4%	30	4.3%
MT	0	1	0	0	1	2.4%	1	0.1%
NC	0	0	0	1	1	2.4%	24	3.5%
NM	0	0	0	1	1	2.4%	2	0.3%
OH	0	0	0	1	1	2.4%	28	4.0%
OK	0	0	0	1	1	2.4%	5	0.7%
PA	0	0	0	1	1	2.4%	38	5.5%
UT	0	1	0	0	1	2.4%	2	0.3%
VA	0	0	1	0	1	2.4%	17	2.5%
	0	**6**	**3**	**33**	**42**		**692**	
	0.0%	**14.3%**	**7.1%**	**78.6%**				

How do you plan to travel to the Keys?

MARATHON August 2020

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	5	12	7	34	58	73.4%	625	52.7%
Automobile	2	2	0	0	4	5.1%	52	4.4%
Commercial Airline	0	0	0	1	1	1.3%	1	0.1%
Private Plane	0	0	0	0	0	0.0%	1	0.1%
Tour Bus	0	0	0	0	0	0.0%	0	0.0%
RV	0	0	0	0	0	0.0%	0	0.0%
Motorcycle	0	0	0	0	0	0.0%	1	0.1%
Cruise Ship	0	0	0	0	0	0.0%	0	0.0%
Ferry	0	0	0	0	0	0.0%	0	0.0%
Private Boat	0	0	0	0	0	0.0%	1	0.1%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.1%
Train	0	0	0	0	0	0.0%	7	0.6%
Undecided	0	0	0	0	0	0.0%	219	18.5%
	7	**14**	**7**	**35**	**79**		**1,185**	
	8.9%	**17.7%**	**8.9%**	**44.3%**				

What month do you plan to travel?

MARATHON
August 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Unknown	1	1	1	41	44	55.7%	625	52.7%
August	5	8	3	4	20	25.3%	48	4.1%
September	0	4	1	2	7	8.9%	10	0.8%
December	0	1	1	1	3	3.8%	15	1.3%
February	1	1	0	0	2	2.5%	40	3.4%
November	0	0	1	1	2	2.5%	11	0.9%
October	0	0	0	1	1	1.3%	15	1.3%
January	0	0	0	0	0	0.0%	12	1.0%
March	0	0	0	0	0	0.0%	163	13.8%
April	0	0	0	0	0	0.0%	10	0.8%
May	0	0	0	0	0	0.0%	25	2.1%
June	0	0	0	0	0	0.0%	87	7.3%
July	0	0	0	0	0	0.0%	124	10.5%
	7	**15**	**7**	**50**	**79**		**1,185**	
	8.9%	**19.0%**	**8.9%**	**63.3%**				

TYPE OF CALLER

MARATHON
August 2020

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Email	0	0	0	46	46	58.2%	599	50.5%
Consumer	7	15	7	2	31	39.2%	569	48.0%
Unknown	0	0	0	2	2	2.5%	10	0.8%
Travel Agent	0	0	0	0	0	0.0%	2	0.2%
Voice Mail	0	0	0	0	0	0.0%	3	0.3%
Postal Inquiry	0	0	0	0	0	0.0%	1	0.1%
Other	0	0	0	0	0	0.0%	0	0.0%
	7	**15**	**7**	**50**	**79**		**1,185**	
	8.9%	**19.0%**	**8.9%**	**63.3%**				

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.

ACCOMMODATIONS

MARATHON
August 2020

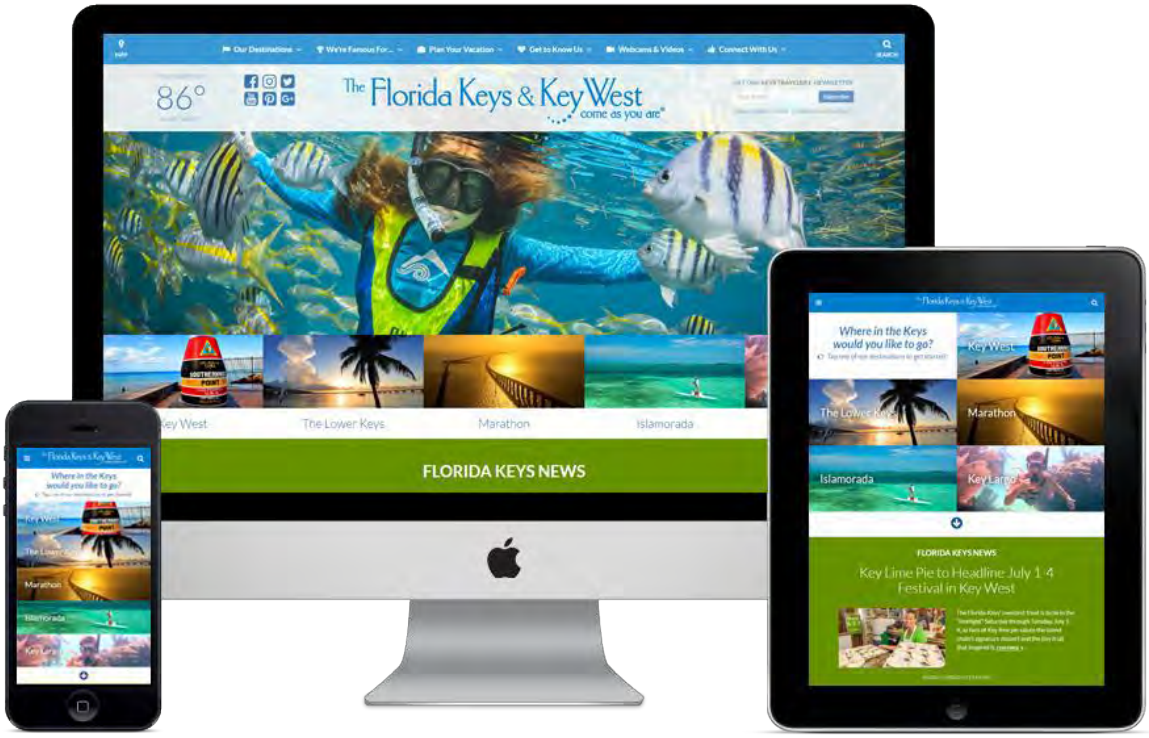
ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	3	6	2	26	37	34.3%	456	29.3%
None	3	8	4	15	30	27.8%	571	36.7%
Vacation Rental	1	3	1	24	29	26.9%	399	25.7%
B&B/Guest House	0	1	0	7	8	7.4%	59	3.8%
Campground/RV	0	0	0	4	4	3.7%	69	4.4%
	7	**18**	**7**	**76**	**108**		**1,554**	
	6.5%	**16.7%**	**6.5%**	**70.4%**				

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.

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

The Florida Keys & Key West
come as you are®

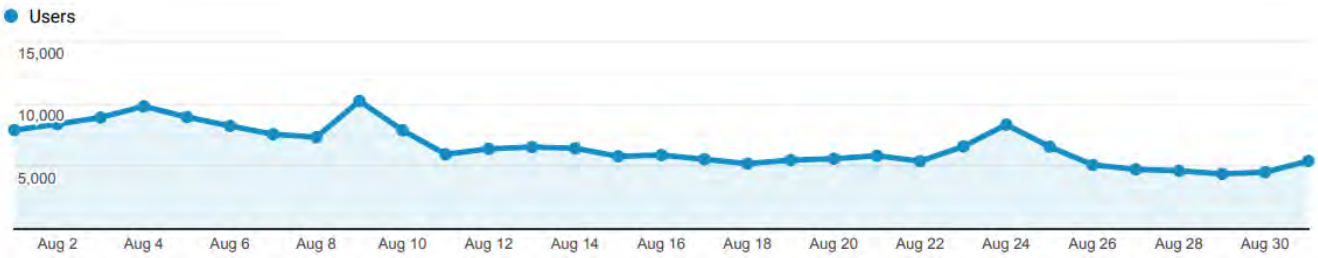
Section 1: Website Traffic Report
Website Traffic Overview

Audience Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Overview



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%	

	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%

The Florida Keys & Key West
come as you are®

Website Traffic Sources

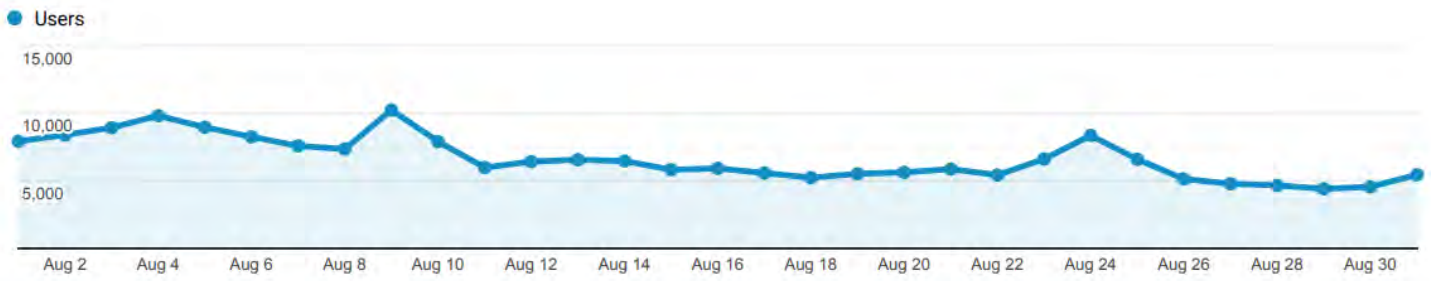
All Traffic

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

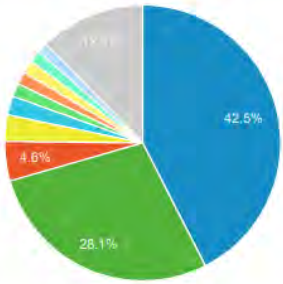
Explorer

Summary



	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%

Contribution to total: Users



The Florida Keys & Key West come as you are®

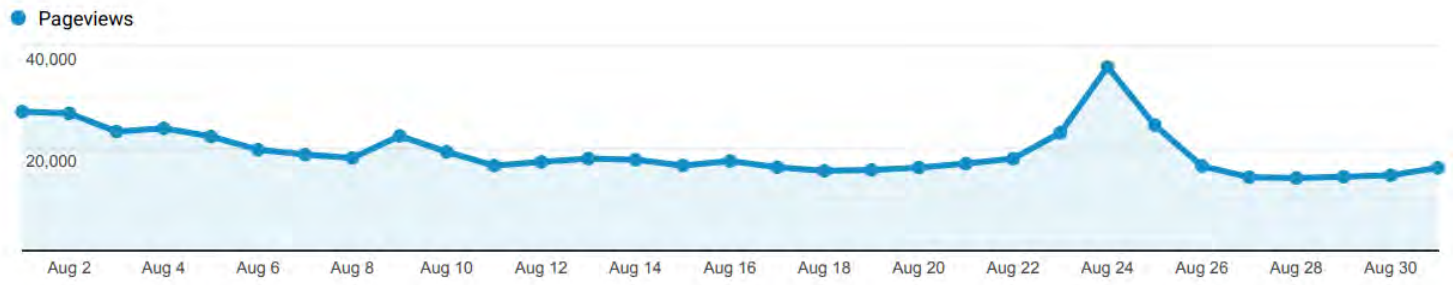
Most Visited Sections of Website

Content Drilldown

All Users
100.00% Pageviews

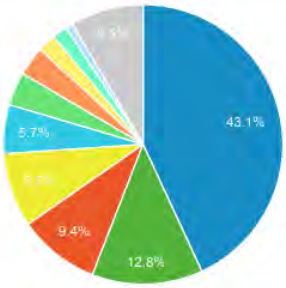
Aug 1, 2020 - Aug 31, 2020

Explorer



Page path level 1	Pageviews	Pageviews
	600,338 % of Total: 100.00% (600,338)	600,338 % of Total: 100.00% (600,338)
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%

Contribution to total: Pageviews



The Florida Keys & Key West come as you are®

Device Usage

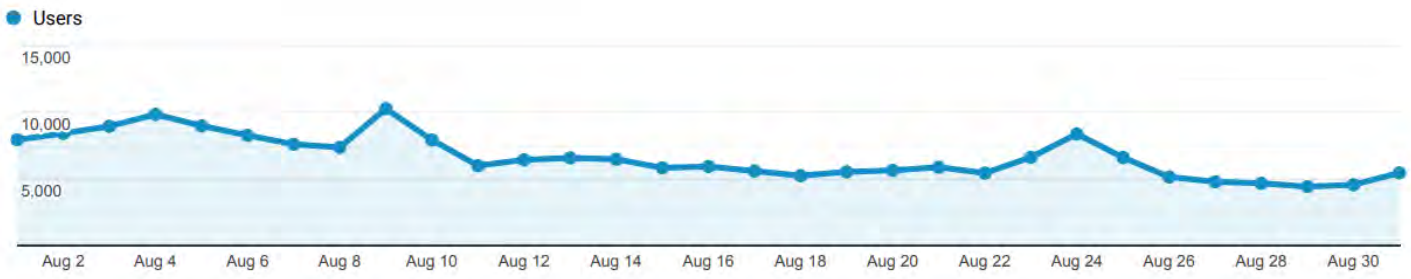
Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

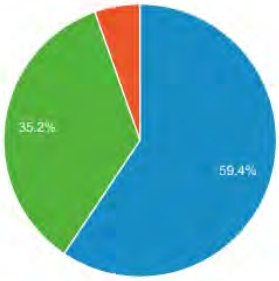
Explorer

Summary



Device Category	Users	Users
	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%

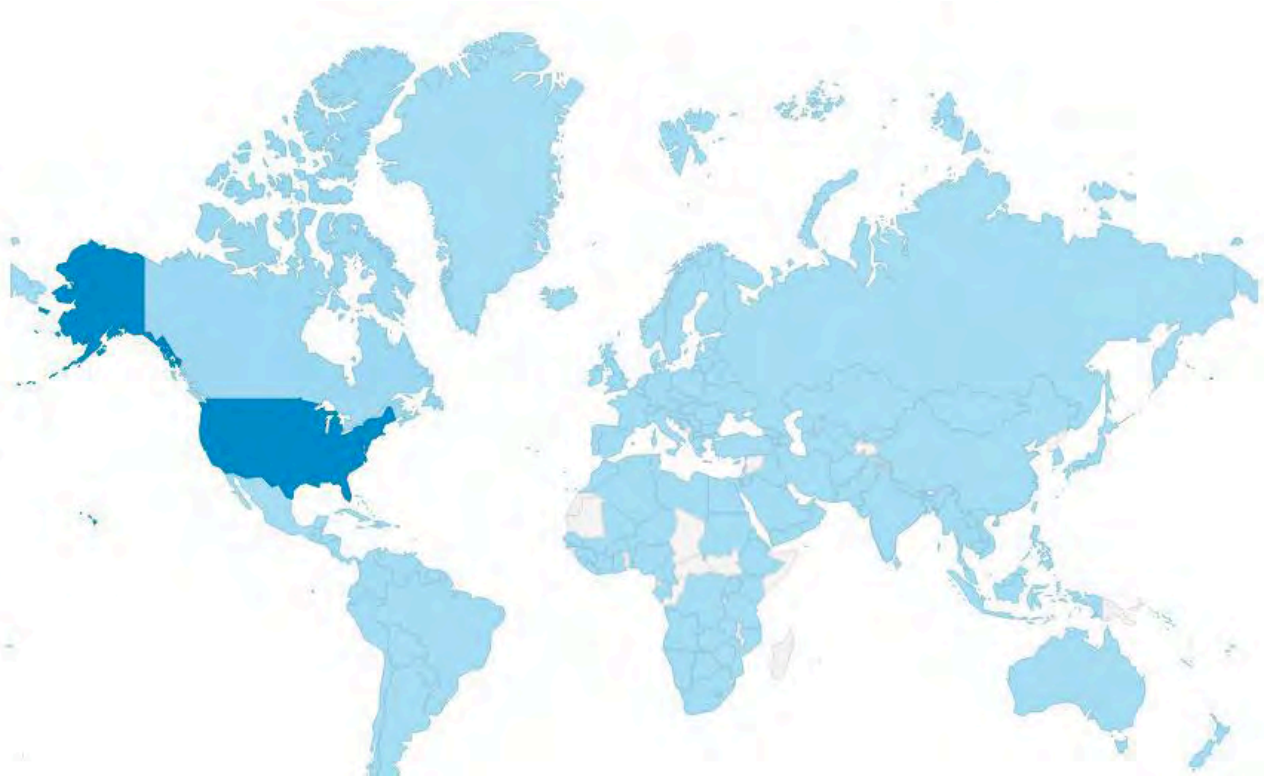
Contribution to total: Users



The Florida Keys & Key West
come as you are®

Section 2: Geographic Data on Website Visitors

Google Analytics



twooceans
DIGITAL

04_DAC3_MAR_01_World

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Map Overlay

Site Usage

Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	11,483 % of Total: 100.00% (11,483)	**13,137** % of Total: 100.00% (13,137)	**1.81** Avg for View: 1.81 (0.00%)	**00:01:14** Avg for View: 00:01:14 (0.00%)	**77.45%** Avg for View: 77.39% (0.08%)	**62.57%** Avg for View: 62.57% (0.00%)
1. United States	**11,144** (97.00%)	12,746 (97.02%)	1.82	00:01:15	77.36%	62.22%
2. Pakistan	**76** (0.66%)	94 (0.72%)	1.11	00:00:21	76.60%	88.30%
3. Canada	**58** (0.50%)	69 (0.53%)	1.46	00:01:09	78.26%	73.91%
4. United Kingdom	**54** (0.47%)	59 (0.45%)	1.90	00:01:16	76.27%	61.02%
5. Egypt	**27** (0.24%)	33 (0.25%)	1.30	00:00:26	81.82%	72.73%
6. Germany	**15** (0.13%)	16 (0.12%)	2.19	00:00:57	75.00%	50.00%
7. India	**15** (0.13%)	16 (0.12%)	1.25	00:00:05	93.75%	87.50%
8. (not set)	**11** (0.10%)	11 (0.08%)	1.36	00:03:49	63.64%	63.64%
9. Netherlands	**7** (0.06%)	7 (0.05%)	1.43	00:00:13	85.71%	57.14%
10. Norway	**6** (0.05%)	7 (0.05%)	1.14	00:00:02	85.71%	85.71%
11. Austria	**5** (0.04%)	5 (0.04%)	1.60	00:00:31	100.00%	60.00%
12. Brazil	**5** (0.04%)	5 (0.04%)	2.00	00:02:15	100.00%	40.00%
13. Australia	**4** (0.03%)	4 (0.03%)	1.00	00:00:00	100.00%	100.00%
14. Spain	**4** (0.03%)	4 (0.03%)	1.25	00:00:03	75.00%	75.00%
15. Italy	**4** (0.03%)	4 (0.03%)	1.50	00:00:12	100.00%	75.00%
16. Belgium	**3** (0.03%)	4 (0.03%)	1.25	00:00:02	50.00%	75.00%
17. Greece	**3** (0.03%)	3 (0.02%)	1.33	00:01:08	100.00%	66.67%
18. Sweden	**3** (0.03%)	4 (0.03%)	1.50	00:00:27	75.00%	50.00%
19. Chile	**2** (0.02%)	3 (0.02%)	2.00	00:00:19	33.33%	66.67%
20. Colombia	**2** (0.02%)	2 (0.02%)	1.00	00:00:00	100.00%	100.00%
21. Dominican Republic	**2** (0.02%)	2 (0.02%)	3.50	00:00:44	100.00%	50.00%
22. Finland	**2** (0.02%)	2 (0.02%)	1.00	00:00:00	100.00%	100.00%
23. Japan	**2** (0.02%)	2 (0.02%)	1.00	00:00:00	50.00%	100.00%
24. Mexico	**2** (0.02%)	2 (0.02%)	1.00	00:00:00	100.00%	100.00%

25.	Nigeria	**2** **(0.02%)**	2 (0.02%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 53

© 2020 Google

04_DAC3_MAR_02_USA

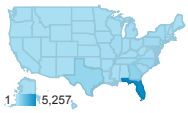
ALL » COUNTRY: United States

Aug 1, 2020 - Aug 31, 2020

All Users
97.05% Users

Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	11,144 % of Total: 97.05% (11,483)	**12,746** % of Total: 97.02% (13,137)	**1.82** Avg for View: 1.81 (0.62%)	**00:01:15** Avg for View: 00:01:14 (1.10%)	**77.36%** Avg for View: 77.39% (-0.04%)	**62.22%** Avg for View: 62.57% (-0.56%)
1. Florida	**5,257** (47.49%)	6,081 (47.71%)	1.82	00:01:13	78.13%	61.82%
2. Georgia	**847** (7.65%)	982 (7.70%)	1.63	00:00:57	78.72%	67.31%
3. Texas	**665** (6.01%)	761 (5.97%)	1.74	00:01:03	80.81%	68.86%
4. North Carolina	**524** (4.73%)	584 (4.58%)	1.70	00:01:00	78.25%	65.58%
5. New York	**275** (2.48%)	308 (2.42%)	1.70	00:00:57	79.22%	62.01%
6. Pennsylvania	**269** (2.43%)	305 (2.39%)	1.75	00:01:25	73.11%	60.98%
7. South Carolina	**241** (2.18%)	279 (2.19%)	1.91	00:02:00	75.99%	58.06%
8. Ohio	**237** (2.14%)	295 (2.31%)	1.97	00:01:31	67.12%	57.63%
9. Tennessee	**215** (1.94%)	237 (1.86%)	2.01	00:02:02	79.32%	54.43%
10. Illinois	**214** (1.93%)	268 (2.10%)	1.95	00:01:20	66.42%	65.30%
11. New Jersey	**210** (1.90%)	283 (2.22%)	1.75	00:01:12	64.66%	63.60%
12. Michigan	**184** (1.66%)	205 (1.61%)	2.07	00:01:58	77.56%	60.49%
13. Virginia	**178** (1.61%)	202 (1.58%)	1.98	00:01:18	79.70%	59.41%
14. California	**155** (1.40%)	172 (1.35%)	2.05	00:01:23	79.65%	57.56%
15. Indiana	**124** (1.12%)	135 (1.06%)	2.25	00:01:41	81.48%	47.41%
16. Alabama	**115** (1.04%)	134 (1.05%)	1.90	00:01:09	75.37%	58.21%
17. Maryland	**111** (1.00%)	129 (1.01%)	1.85	00:01:11	73.64%	58.14%
18. Missouri	**101** (0.91%)	104 (0.82%)	2.10	00:01:39	85.58%	53.85%
19. Wisconsin	**95** (0.86%)	110 (0.86%)	1.84	00:01:55	72.73%	61.82%
20. Minnesota	**94** (0.85%)	103 (0.81%)	2.03	00:01:58	82.52%	57.28%
21. Massachusetts	**91** (0.82%)	102 (0.80%)	1.59	00:00:49	81.37%	66.67%
22. Louisiana	**79** (0.71%)	83 (0.65%)	1.93	00:01:33	81.93%	61.45%
23. Colorado	**75** (0.68%)	85 (0.67%)	2.05	00:01:31	76.47%	57.65%

24. Kentucky	**73** (0.66%)	85 (0.67%)	1.80	00:01:16	69.41%	62.35%
25. District of Columbia	**67** (0.61%)	72 (0.56%)	2.07	00:01:02	79.17%	61.11%
26. Iowa	**52** (0.47%)	56 (0.44%)	1.73	00:00:40	78.57%	69.64%
27. Arkansas	**50** (0.45%)	54 (0.42%)	2.26	00:01:26	75.93%	44.44%
28. Washington	**48** (0.43%)	56 (0.44%)	1.62	00:01:01	62.50%	69.64%
29. Arizona	**46** (0.42%)	52 (0.41%)	2.17	00:00:33	75.00%	57.69%
30. Connecticut	**44** (0.40%)	54 (0.42%)	1.56	00:00:29	64.81%	70.37%
31. (not set)	**32** (0.29%)	32 (0.25%)	1.12	00:00:03	90.62%	87.50%
32. Oklahoma	**27** (0.24%)	27 (0.21%)	1.96	00:01:48	81.48%	66.67%
33. New Hampshire	**25** (0.23%)	27 (0.21%)	1.89	00:01:48	77.78%	55.56%
34. Oregon	**22** (0.20%)	27 (0.21%)	1.44	00:00:12	77.78%	77.78%
35. Delaware	**21** (0.19%)	21 (0.16%)	2.14	00:02:07	90.48%	52.38%
36. Nevada	**21** (0.19%)	23 (0.18%)	1.96	00:00:59	78.26%	56.52%
37. Utah	**20** (0.18%)	20 (0.16%)	1.55	00:01:19	95.00%	65.00%
38. Kansas	**19** (0.17%)	19 (0.15%)	1.95	00:02:05	84.21%	68.42%
39. West Virginia	**19** (0.17%)	21 (0.16%)	2.19	00:02:56	76.19%	61.90%
40. Maine	**18** (0.16%)	26 (0.20%)	1.81	00:00:39	57.69%	46.15%
41. Mississippi	**17** (0.15%)	22 (0.17%)	1.45	00:00:38	63.64%	68.18%
42. Nebraska	**16** (0.14%)	16 (0.13%)	2.25	00:02:46	81.25%	62.50%
43. Rhode Island	**14** (0.13%)	16 (0.13%)	2.56	00:02:09	81.25%	37.50%
44. Vermont	**13** (0.12%)	15 (0.12%)	1.67	00:01:11	73.33%	73.33%
45. South Dakota	**12** (0.11%)	13 (0.10%)	1.46	00:00:39	92.31%	69.23%
46. North Dakota	**10** (0.09%)	10 (0.08%)	2.80	00:01:39	100.00%	50.00%
47. Montana	**9** (0.08%)	13 (0.10%)	1.54	00:00:29	69.23%	61.54%
48. Idaho	**7** (0.06%)	8 (0.06%)	2.38	00:02:25	87.50%	50.00%
49. Wyoming	**5** (0.05%)	7 (0.05%)	1.57	00:00:48	57.14%	71.43%
50. New Mexico	**3** (0.03%)	4 (0.03%)	2.00	00:01:01	75.00%	50.00%

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Analytics https://fla-keys.com
TDC Marathon Section

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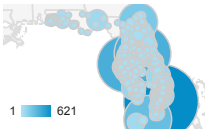

City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	5,257 % of Total: 45.78% (11,483)	**6,081** % of Total: 46.29% (13,137)	**1.82** Avg for View: 1.81 (0.53%)	**00:01:13** Avg for View: 00:01:14 (-1.25%)	**78.13%** Avg for View: 77.39% (0.95%)	**61.82%** Avg for View: 62.57% (-1.21%)
1. Miami	**621** (11.56%)	689 (11.33%)	1.71	00:01:01	79.97%	63.86%
2. Tampa	**367** (6.83%)	424 (6.97%)	1.74	00:00:56	75.24%	61.79%
3. Orlando	**361** (6.72%)	422 (6.94%)	1.68	00:01:17	73.46%	65.88%
4. Marathon	**248** (4.62%)	289 (4.75%)	1.88	00:01:13	69.20%	63.32%
5. Jacksonville	**173** (3.22%)	196 (3.22%)	1.50	00:00:42	77.04%	69.39%
6. (not set)	**110** (2.05%)	124 (2.04%)	1.85	00:00:36	81.45%	62.10%
7. Cape Coral	**69** (1.28%)	79 (1.30%)	1.86	00:01:22	79.75%	60.76%
8. Fort Lauderdale	**63** (1.17%)	68 (1.12%)	2.01	00:01:00	77.94%	52.94%
9. Port St. Lucie	**54** (1.01%)	59 (0.97%)	1.92	00:01:07	93.22%	45.76%
10. West Palm Beach	**52** (0.97%)	55 (0.90%)	1.75	00:01:07	83.64%	70.91%
11. St. Petersburg	**47** (0.87%)	60 (0.99%)	1.58	00:00:53	75.00%	66.67%
12. Boca Raton	**46** (0.86%)	49 (0.81%)	1.96	00:01:13	85.71%	57.14%
13. Tallahassee	**46** (0.86%)	53 (0.87%)	1.85	00:00:33	81.13%	60.38%
14. Palm Beach Gardens	**41** (0.76%)	46 (0.76%)	2.24	00:02:05	82.61%	54.35%
15. Hollywood	**39** (0.73%)	43 (0.71%)	1.74	00:00:57	76.74%	69.77%
16. Kissimmee	**39** (0.73%)	41 (0.67%)	2.10	00:00:51	92.68%	58.54%
17. Lakeland	**39** (0.73%)	44 (0.72%)	2.25	00:02:13	77.27%	38.64%
18. Boynton Beach	**38** (0.71%)	45 (0.74%)	2.33	00:02:03	68.89%	51.11%
19. Greenacres	**38** (0.71%)	40 (0.66%)	1.78	00:00:26	87.50%	65.00%
20. Key West	**37** (0.69%)	39 (0.64%)	1.46	00:00:14	51.28%	71.79%
21. Pompano Beach	**37** (0.69%)	45 (0.74%)	2.24	00:01:04	75.56%	57.78%
22. Wellington	**36** (0.67%)	40 (0.66%)	1.88	00:02:27	80.00%	55.00%
23. Melbourne	**34** (0.63%)	34 (0.56%)	1.85	00:01:16	85.29%	55.88%

24. Palm Coast	**34** (0.63%)	50 (0.82%)	1.90	00:01:26	56.00%	64.00%
25. Hialeah	**33** (0.61%)	33 (0.54%)	1.48	00:00:52	93.94%	66.67%
26. Bradenton	**31** (0.58%)	35 (0.58%)	2.37	00:01:20	85.71%	57.14%
27. Jupiter	**31** (0.58%)	34 (0.56%)	1.65	00:01:26	79.41%	58.82%
28. Plantation	**31** (0.58%)	60 (0.99%)	1.90	00:02:05	46.67%	65.00%
29. Town 'n' Country	**31** (0.58%)	36 (0.59%)	1.58	00:01:00	75.00%	75.00%
30. Boca Del Mar	**30** (0.56%)	33 (0.54%)	2.09	00:01:36	87.88%	54.55%
31. Pembroke Pines	**29** (0.54%)	33 (0.54%)	2.18	00:01:49	78.79%	57.58%
32. Ocala	**28** (0.52%)	31 (0.51%)	2.32	00:02:48	74.19%	61.29%
33. Davie	**28** (0.52%)	30 (0.49%)	1.33	00:00:28	90.00%	76.67%
34. Four Corners	**26** (0.48%)	29 (0.48%)	1.62	00:00:47	72.41%	58.62%
35. Apopka	**25** (0.47%)	25 (0.41%)	1.56	00:01:06	92.00%	68.00%
36. Fort Myers	**25** (0.47%)	32 (0.53%)	2.19	00:02:10	65.62%	43.75%
37. St. Augustine	**25** (0.47%)	26 (0.43%)	2.27	00:01:31	84.62%	57.69%
38. Coral Gables	**25** (0.47%)	26 (0.43%)	1.73	00:00:32	88.46%	53.85%
39. North Naples	**25** (0.47%)	26 (0.43%)	1.62	00:02:26	80.77%	61.54%
40. Delray Beach	**24** (0.45%)	24 (0.39%)	1.83	00:00:42	100.00%	75.00%
41. Homestead	**24** (0.45%)	26 (0.43%)	1.73	00:00:37	76.92%	61.54%
42. Rockledge	**24** (0.45%)	28 (0.46%)	1.82	00:01:21	85.71%	53.57%
43. Lakeland Highlands	**24** (0.45%)	26 (0.43%)	1.96	00:00:41	88.46%	57.69%
44. Royal Palm Beach	**24** (0.45%)	27 (0.44%)	2.30	00:03:16	85.19%	51.85%
45. Clermont	**23** (0.43%)	23 (0.38%)	1.74	00:00:21	95.65%	60.87%
46. Destin	**23** (0.43%)	24 (0.39%)	1.33	00:00:07	87.50%	83.33%
47. Gainesville	**23** (0.43%)	25 (0.41%)	1.92	00:01:21	92.00%	64.00%
48. Spring Hill	**23** (0.43%)	33 (0.54%)	2.00	00:01:08	63.64%	48.48%
49. Miami Beach	**22** (0.41%)	22 (0.36%)	2.32	00:02:16	95.45%	54.55%
50. North Port	**22** (0.41%)	22 (0.36%)	1.86	00:01:32	81.82%	45.45%

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ALL » COUNTRY: Canada

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All Users
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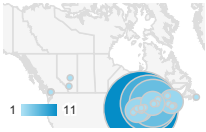
Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	58 % of Total: 0.51% (11,483)	**69** % of Total: 0.53% (13,137)	**1.46** Avg for View: 1.81 (-19.27%)	**00:01:09** Avg for View: 00:01:14 (-6.34%)	**78.26%** Avg for View: 77.39% (1.12%)	**73.91%** Avg for View: 62.57% (18.13%)
1. Toronto	**11** (18.97%)	16 (23.19%)	1.88	00:02:17	62.50%	68.75%
2. Ottawa	**7** (12.07%)	10 (14.49%)	1.30	00:00:41	60.00%	90.00%
3. Montreal	**5** (8.62%)	5 (7.25%)	1.20	00:00:16	80.00%	80.00%
4. (not set)	**2** (3.45%)	2 (2.90%)	1.00	00:00:00	100.00%	100.00%
5. Moncton	**2** (3.45%)	3 (4.35%)	1.00	00:00:00	66.67%	100.00%
6. Burlington	**2** (3.45%)	2 (2.90%)	1.00	00:00:00	100.00%	100.00%
7. London	**2** (3.45%)	2 (2.90%)	1.50	00:00:09	50.00%	50.00%
8. Pointe-Claire	**2** (3.45%)	2 (2.90%)	1.50	00:00:15	100.00%	50.00%
9. Calgary	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
10. Edmonton	**1** (1.72%)	1 (1.45%)	2.00	00:03:20	100.00%	0.00%
11. Pitt Meadows	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
12. Surrey	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
13. Saint John	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
14. St. John's	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
15. Halifax	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
16. Mahone Bay	**1** (1.72%)	1 (1.45%)	2.00	00:25:43	100.00%	0.00%
17. Hamilton	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
18. Markham	**1** (1.72%)	1 (1.45%)	3.00	00:01:50	100.00%	0.00%
19. Mississauga	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
20. Niagara Falls	**1** (1.72%)	1 (1.45%)	2.00	00:00:35	100.00%	0.00%
21. Oshawa	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
22. Sarnia	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%
23. Thorold	**1** (1.72%)	1 (1.45%)	1.00	00:00:00	100.00%	100.00%

24. Windsor	**1** **(1.72%)**	2 (2.90%)	1.00	00:00:00	50.00%	100.00%
25. Levis	**1** **(1.72%)**	1 (1.45%)	3.00	00:00:45	100.00%	0.00%

Rows 1 - 25 of 33

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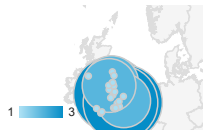

City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	54 % of Total: 0.47% (11,483)	**59** % of Total: 0.45% (13,137)	**1.90** Avg for View: 1.81 (4.69%)	**00:01:16** Avg for View: 00:01:14 (3.31%)	**76.27%** Avg for View: 77.39% (-1.45%)	**61.02%** Avg for View: 62.57% (-2.48%)
1. (not set)	**16** (29.63%)	18 (30.51%)	2.17	00:01:23	72.22%	66.67%
2. Birmingham	**3** (5.56%)	3 (5.08%)	2.00	00:00:34	100.00%	0.00%
3. London	**3** (5.56%)	4 (6.78%)	1.00	00:00:00	50.00%	100.00%
4. Southend-on-Sea	**3** (5.56%)	3 (5.08%)	1.00	00:00:00	100.00%	100.00%
5. Bradford	**2** (3.70%)	2 (3.39%)	4.00	00:03:49	100.00%	0.00%
6. Chelmsford	**2** (3.70%)	2 (3.39%)	3.50	00:01:28	100.00%	0.00%
7. Manchester	**2** (3.70%)	2 (3.39%)	1.00	00:00:00	100.00%	100.00%
8. Barnsley	**1** (1.85%)	3 (5.08%)	1.33	00:00:14	0.00%	66.67%
9. Bracknell	**1** (1.85%)	1 (1.69%)	2.00	00:01:55	100.00%	0.00%
10. Bude	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
11. Coventry	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
12. Evesham	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
13. Havant	**1** (1.85%)	1 (1.69%)	4.00	00:03:19	0.00%	0.00%
14. Horsham	**1** (1.85%)	1 (1.69%)	3.00	00:08:34	100.00%	0.00%
15. Kingsbridge	**1** (1.85%)	1 (1.69%)	2.00	00:02:06	100.00%	0.00%
16. Leeds	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
17. Loughborough	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
18. Newcastle-under-Lyme	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	0.00%	100.00%
19. Newcastle upon Tyne	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
20. Newmarket	**1** (1.85%)	1 (1.69%)	2.00	00:00:01	100.00%	0.00%
21. Paignton	**1** (1.85%)	1 (1.69%)	2.00	00:00:07	100.00%	0.00%
22. Portsmouth	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%
23. Pudsey	**1** (1.85%)	1 (1.69%)	1.00	00:00:00	100.00%	100.00%

24. Rotherham	**1** **(1.85%)**	1 (1.69%)	2.00	00:14:49	100.00%	0.00%
25. Salford	**1** **(1.85%)**	1 (1.69%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 30

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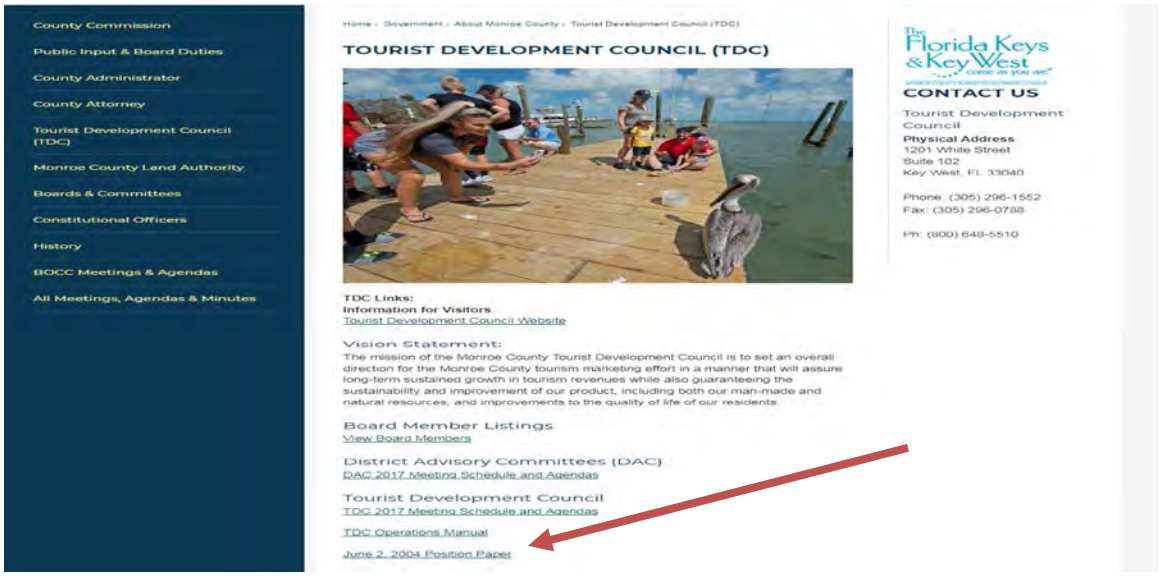
The Florida Keys & Key West come as you are®
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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**
   - 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 Acton 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 III 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 III has $135,065 available for FY 2021 Events

Attached are the following documents:

- Event Application Summary List
- Event Applications
- DAC III 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 Laura@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 boarders of the document – if not, you will have to "draw" the boarders
        - ✓ 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)

SMART Ride 18 ($45,000)

- DAC I $25,000 (D)
- DAC III $20,000 (D)

DAC III Destination/Turnkey Funding Applications

FY 2021

Event name	Organization	Funds requested DAC III	Dest./Turn.	Start date	End date	ID#
Fantasy Fest	Key West Tourist Development Association, Inc.	$30,000.00	D	10/22/2021	10/31/2021	2578
Heroes Salute Weekend	Hawks Cay Resort	$10,000.00	D	9/3/2021	9/5/2021	2581
Island Boat Show	Island Community Church, Inc.	$10,000.00	D	1/22/2021	1/24/2021	2583
Original Marathon Seafood Festival	Greater Marathon Chamber of Commerce, Inc.	$40,000.00	D	3/13/2021	3/14/2021	2585
SMART Ride 18	TSR Adventures, Inc.	$20,000.00	D	11/19/2021	11/20/2021	2589
Sombrero Beach Run	Keys Area Interdenominational Resources, Inc.	$20,000.00	D	3/5/2021	3/7/2021	2587
Taste of the Islands	Marathon BPW Foundation, Inc.	$20,000.00	D	11/14/2021	11/14/2021	2588
		$150,000.00				

Printed 9/21/2020