

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 IV ADVISORY COMMITTEE
REGULAR SESSION, TUESDAY, OCTOBER 6, 2020, 2:00 p.m.
Join Zoom Meeting <https://us02web.zoom.us/j/86537980199>**

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: 865 3798 0199

One tap mobile

+13126266799,,86537980199# US (Chicago)

+19292056099,,86537980199# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 865 3798 0199

*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 23, 2020 Regular Meeting Minutes
2. August 4, 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 IV 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: Event Name and Event Scope of Service Change for Upper Keys Lionfish Derby Destination Event
4. Consideration and Action re: Event Scope of Service Change for Islamorada Half Marathon Turnkey Event
5. Consideration and Action re: Event Scope of Service Change for Swim for Alligator Lighthouse Turnkey Event
6. Consideration and Action re: FY 2021 Event Funding Applications

M. GENERAL DISCUSSION

N. PUBLIC/INDUSTRY INPUT

O. ADJOURNMENT

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

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

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

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

Chairperson
Vice Chairperson
Advertising Representative
Website Representative

All positions will serve until September 30, 2021.

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

District IV Advisory Committee

The June 23, 2020 regular meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson Patti Stanley at 2:02 p.m. via Zoom.

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

DAC Members Absent Were: Mr. Michael Walsh (1st absence in Fiscal Year)

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

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

Approval of Agenda and Bulk Items: Ms. Gustinger moved approval of the agenda with the following bulk agenda items:

- D.1. May 12, 2020 Regular Meeting Minutes
- D.2. April 28, 2020 TDC Meeting Minutes – FYI
- E.1. FY 2020 Budget
- E.2. Four Penny Revenue Report
- G.1. Advertising Recap – FYI
- H.1. Smith Travel Research Report – FYI
- H.2. Vacation Rental Occupancy & Rate Report - FYI
- I.1. Visitor Information Service Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Review of Recent Events Funded by the DAC
- L.2. Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Historical Station Project

Ms. Stephanie Scuderi seconded. Motion passed unanimously.

Consideration and Action re: FY 2021 Media Plan: 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 \$28,055 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. Gillis commented that she felt that the advertising should be placed in markets that would increase longer overnight stays. Mr. Harrison stated that at this point in time, very few people are flying, and the focus should be on markets within driving distance and he was not sure that Dallas was within driving distance. Mr. Underwood stated that the Atlanta and Charlotte markets have a longer fall school break and if they DAC were looking to advertise in those markets, they may want to consider running the advertisements for a later time frame.

Ms. Gillis moved approval to redirect Advertising funding from Miami and Fort Lauderdale FY 2020 Advertising to the Atlanta and Charlotte markets beginning the week of August 10th through September 13th, Mr. Harrison seconded.

A roll call vote was taken with the following results:

Mr. Scott Baste	Yes
Ms. Deborah Gillis	Yes
Ms. Kris Gustinger	Yes
Mr. John Harrison	Yes
Mr. Michael Johnson	Yes
Ms. Stephanie Scuderi	Yes
Mr. Robert Stober	Yes
Ms. Patti Stanley	Yes

Motion passed.

Mr. John Underwood presented the FY 2021 DAC IV Media Plan in the amount of \$794,615.

Ms. Gillis moved approval of the FY 2021 DAC IV Media Plan as presented, Ms. Gustinger seconded. Motion passed unanimously.

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

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

There being no further business the meeting was adjourned at 3:06 p.m.

District IV Advisory Committee Workshop

The August 4, 2020 Workshop of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Vice Chairperson Stephanie Scuderi at 2:04 p.m. via Zoom.

DAC Members Present Were: Mr. Scott Baste, Mr. John Harrison, Mr. Michael Johnson, Mr. Eddie Sipple, Mr. Robert Stober and Ms. Patti Stanley

DAC Members Absent Were: Ms. Kris Gustinger and Mr. Michael Walsh

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

Administrative Staff Present Were: Ms. Stacey Mitchell, 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

Ms. Stanley arrived.

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

Mr. Stober arrived.

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

There being no further business the meeting was adjourned at 3:02 p.m.

Monroe County Tourist Development Council Meeting

The July 21, 2020 meeting of the Monroe County Tourist Development Council was called to order by Ms. Rita Irwin at 10:00 a.m., via a Zoom meeting platform.

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

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

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

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

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

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

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

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

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

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

Mr. Bernardin moved approval of the following bulk items:

- F. **Budget**
 - 1. Four Penny Revenue Report
- G. **Advertising**
 - 1. Review of monthly accounting breakdown & FY 2020 Generic Destination & Umbrella campaign recap
 - 2. Response Report – FYI
 - 3. Advertising Recap – FYI
 - 4. Search Engine Marking Report – FYI
 - 5. English and Spanish PSA – FYI
- I. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
- J. **Sales and Marketing**
 - 1. Status Report
- K. **Research**

1. Status Report
 2. Review of VIS Call Reports
 3. Monitoring Economic Status Update
- L. **Administrative**
1. Status Report
 2. Director's Report
- M. **Website**
1. Website Status Report
- N. **TDC Items**
1. Consideration and Action re: Agreement with Two Oceans Digital
- O. **District Advisory Committee Items**
1. **District I**
 - a). DAC I May 13, 2020 Regular Meeting Minutes – FYI
 2. **District II**
 - a). DAC II May 12, 2020 Regular Meeting Minutes – FYI
 3. **District III**
 - a). DAC III May 13, 2020 Regular Meeting Minutes – FYI
 4. **District IV**
 - a). DAC IV May 12, 2020 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Amendment to Agreement with Matecumbe Historical Trust, Inc. for the Florida Keys Station project
 - c). Consideration and Action re: Eddie Sipple/Lodging Representative
 5. **District V**
 - a). DAC V May 12, 2020 Regular Meeting Minutes – FYI
- P. **Cultural Umbrella**
1. Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Umbrella**
1. Minutes of Fishing Umbrella Meeting – FYI
 2. Consideration and Action re: FY 2021 Fishing Event Funding Allocations totaling \$297,500
- R. **Dive Umbrella**
1. Minutes of Dive Umbrella Meeting – FYI

Mr. Fernandez seconded. Motion passed unanimously.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

A roll call vote was taken with the following results:

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

* Mr. Root abstained due to conflict of interest

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

A roll call vote was taken with the following results:

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

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

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

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

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

Visit Florida Keys Meeting

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

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

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

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

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

FISCAL YEAR 2020

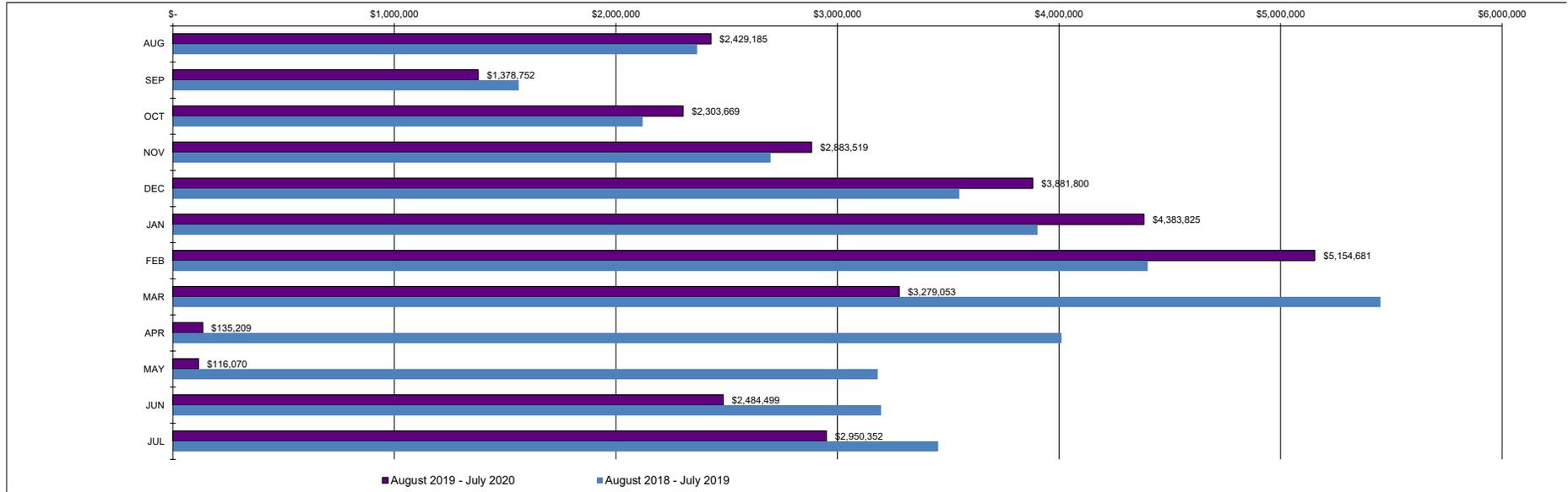
September 16, 2020

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

		Appropriations	Expenses	Encumbrances	Balance
T200M34X	COMMISSIONERS & FEES (FINANCE)	3,675	(3,451)	0	224
T200A73X	UTILITIES	5,000	(794)	0	4,206
T200A23X	ADMINISTRATION RESOURCES	3,330	0	0	3,330
T200A63X	ADMINISTRATIVE SERVICES	43,618	(23,024)	0	20,594
T200M01X	COUNTY COST ALLOCATION	<u>13,002</u>	<u>0</u>	<u>0</u>	<u>13,002</u>
	(ADMIN) SUBTOTAL	68,625	(27,269)	0	41,356
T200V14X	DISTRICT TELEMARKETING (VIS)	<u>165,375</u>	<u>(137,813)</u>	<u>0</u>	<u>27,562</u>
	(VIS) SUBTOTAL	165,375	(137,813)	0	27,562
T200B04X	DAC IV CAPITAL PROJECTS RESOURCES	307,360	0	0	307,360
TB90372Y	FLORIDA KEYS HISTORICAL STATION FY 19	34,500	(30,810)	0	3,690
T200I62X	ISLAMORADA BEACH CLEANING	45,000	(45,000)	0	0
T200N09X	HISTORY AND DISCOVERY INTERACTIVE MUSEUM EXHIBIT	9,210	0	0	9,210
T200B44X	FOUNDERS PARK PICKLEBALL COMPLEX	96,000	0	0	96,000
T200B45X	FOUNDERS PARK TENNIS COMPLEX	30,000	0	0	30,000
T200B37X	FLORIDA KEYS STATION PHASE II	14,999	0	0	14,999
T200N25X	CORAL RESTORATION	15,000	0	0	15,000
T200B26X	CRF - CORAL RESTORATION - ISLAMORADA - 2020 2ND ROUND	22,425	0	0	22,425
T200B73X	DIVE MUSEUM CACHAKOT DIVE CHAMBER	94,875	0	0	94,875
T200B00X	INDIAN KEY EXHIBIT EXPANSION REMODEL IMPROVEMENT	27,000	0	0	27,000
T200B97X	ECONOMIC NATURAL DISASTER RESOURCE	<u>348,000</u>	<u>0</u>	<u>0</u>	<u>348,000</u>
	(CAPITAL) SUBTOTAL	1,044,369	(75,810)	0	968,559
T200S83X	DAC IV EVENT RESOURCES	0	0	0	0
T200M26X	SWIM FOR ALLIGATOR LIGHTHOUSE 20	30,000	0	0	30,000
T200S00X	LIONFISH DERBY 20	<u>5,719</u>	<u>0</u>	<u>0</u>	<u>5,719</u>
	(EVENTS) SUBTOTAL	35,719	0	0	35,719
T200P24X	PROMO & ADV RESOURCES	30,000	0	0	30,000
T200P93X	DISTRICT AD CAMPAIGN	922,359	(682,884)	(239,475)	0
T200P65X	DAC IV WEBCAM	<u>21,000</u>	<u>(19,067)</u>	<u>0</u>	<u>1,933</u>
	(PROMOTIONAL) SUBTOTAL	973,359	(701,951)	(239,475)	31,933
	FUND TOTAL	2,287,447	(942,843)	(239,475)	1,105,129
TWO PENNY					
TS95939Y	FLORIDA KEYS POKER PADDLE FY19	10,000	(7,539)	0	2,461
TM95878Y	BEACH TRIP WEEKEND FY19	15,000	0	0	15,000
TM95884Y	ISLAMORADA HALF MARATHON & 10K FY19	15,000	(15,000)	0	0
TM95826Y	SWIM FOR ALLIGATOR LIGHTHOUSE FY19	30,000	0	0	30,000
T205S00X	UPPER KEYS LIONFISH FY20	4,281	0	0	4,281
T205S86X	FLORIDA KEYS ISLAND FEST FY20	15,000	0	0	15,000
T205S88X	ISLAMORADA HALF MARATHON & 10K FY20	20,000	0	0	20,000
T205S46X	UNCORKED FY20	20,000	0	0	20,000

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020



MARKET SHARE	FY 2001	FY 2002	FY 2003	FY 2004	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Year to Date
DISTRICT I	53.37%	53.68%	53.73%	53.96%	53.41%	52.19%	51.59%	54.78%	57.33%	57.93%	58.03%	58.31%	57.87%	56.65%	55.89%	55.93%	54.22%	59.15%	54.08%	50.02%
DISTRICT II	5.03%	5.53%	5.33%	5.67%	5.65%	5.94%	5.97%	5.65%	5.41%	5.28%	5.05%	4.85%	5.01%	5.91%	6.03%	5.44%	6.57%	6.15%	6.33%	7.10%
DISTRICT III	13.30%	13.58%	13.99%	13.59%	13.58%	14.69%	14.64%	12.76%	14.34%	14.05%	14.37%	14.16%	14.01%	14.35%	15.00%	15.83%	15.60%	13.00%	15.90%	17.49%
DISTRICT IV	12.74%	12.91%	12.86%	12.85%	13.15%	13.58%	13.59%	12.75%	9.51%	10.42%	10.81%	11.00%	11.28%	11.02%	10.70%	10.60%	10.48%	7.39%	9.82%	10.70%
DISTRICT V	15.56%	14.30%	14.08%	13.93%	14.20%	13.60%	14.22%	14.05%	13.40%	12.32%	11.75%	11.68%	11.83%	12.07%	12.38%	12.20%	13.13%	14.32%	13.87%	14.69%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT I								FY 2020 VS FY 2019		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,362,895.67	\$ 1,422,993.69	\$ 60,098.02	4.4%	OCTOBER	
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,672,808.29	\$ 1,653,271.95	\$ (19,536.34)	-1.2%	NOVEMBER	
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,852,943.28	\$ 1,634,555.15	\$ 2,000,816.72	\$ 2,046,376.31	\$ 45,559.59	2.3%	DECEMBER	
JANUARY	\$ 1,934,556.17	\$ 2,009,799.33	\$ 2,030,157.36	\$ 1,822,136.57	\$ 2,194,929.97	\$ 2,371,875.28	\$ 176,945.31	8.1%	JANUARY	
FEBRUARY	\$ 2,132,824.42	\$ 2,289,132.38	\$ 2,207,078.75	\$ 2,186,795.70	\$ 2,426,401.74	\$ 2,702,378.76	\$ 275,977.02	11.4%	FEBRUARY	
MARCH	\$ 2,355,158.65	\$ 2,568,973.42	\$ 2,455,842.08	\$ 2,446,928.30	\$ 2,781,348.40	\$ 1,572,733.05	\$ (1,208,615.35)	-43.5%	MARCH	
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,592.14	\$ 2,132,296.62	\$ 44,333.97	\$ (2,087,962.65)	-97.9%	APRIL	
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,836.31	\$ 1,775,547.51	\$ 34,300.06	\$ (1,741,247.45)	-98.1%	MAY	
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,521.96	\$ 1,529,072.90	\$ 897,332.89	\$ (631,740.01)	-41.3%	JUNE	
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,576,916.96	\$ 1,654,326.25	\$ 1,045,335.73	\$ (608,990.52)	-36.8%	JULY	
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,301,594.78	\$ 1,211,372.84			0.0%	AUGUST	
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 891,269.57	\$ 769,028.74			0.0%	SEPTEMBER	
TOTAL	\$ 19,173,327.84	\$ 20,508,629.31	\$ 19,898,510.21	\$ 19,245,077.08	\$ 21,510,845.65	\$ 13,790,931.69	\$ (5,739,512.38)	-29.4%		
% INC/DEC PREVIOUS YEAR	10.4%	7.0%	-3.0%	-3.3%	11.8%					

Priceline settlement reflected

DISTRICT II								FY 2020 VS FY 2019		DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC		
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 102,443.59	\$ 83,505.24	\$ 127,325.25	\$ 134,114.83	\$ 6,789.58	5.3%	OCTOBER	
NOVEMBER	\$ 102,166.56	\$ 121,133.47	\$ 115,770.44	\$ 113,547.67	\$ 164,354.26	\$ 164,559.89	\$ 205.63	0.1%	NOVEMBER	
DECEMBER	\$ 187,880.96	\$ 178,170.79	\$ 181,103.72	\$ 172,487.68	\$ 233,325.78	\$ 248,316.60	\$ 14,990.82	6.4%	DECEMBER	
JANUARY	\$ 258,954.74	\$ 248,367.92	\$ 257,241.56	\$ 194,164.42	\$ 289,041.48	\$ 317,917.79	\$ 28,876.31	10.0%	JANUARY	
FEBRUARY	\$ 239,333.58	\$ 239,504.19	\$ 285,033.82	\$ 222,550.98	\$ 278,086.91	\$ 326,684.81	\$ 48,597.90	17.5%	FEBRUARY	
MARCH	\$ 280,479.47	\$ 274,339.90	\$ 328,202.89	\$ 263,737.97	\$ 338,874.61	\$ 259,791.42	\$ (79,083.19)	-23.3%	MARCH	
APRIL	\$ 180,265.69	\$ 170,955.49	\$ 240,571.33	\$ 178,768.24	\$ 229,248.21	\$ 34,203.88	\$ (195,044.33)	-85.1%	APRIL	
MAY	\$ 150,539.07	\$ 137,569.54	\$ 217,562.22	\$ 154,409.13	\$ 189,054.74	\$ 28,089.65	\$ (160,965.09)	-85.1%	MAY	
JUNE	\$ 156,044.62	\$ 144,969.15	\$ 199,752.82	\$ 158,777.26	\$ 185,462.10	\$ 208,803.81	\$ 23,341.71	12.6%	JUNE	
JULY	\$ 185,300.25	\$ 174,371.36	\$ 257,768.79	\$ 196,635.16	\$ 221,915.52	\$ 235,216.71	\$ 13,301.19	6.0%	JULY	
AUGUST	\$ 151,199.62	\$ 126,619.47	\$ 181,858.64	\$ 154,041.28	\$ 168,650.21			0.0%	AUGUST	
SEPTEMBER	\$ 80,289.59	\$ 90,076.73	\$ 42,514.69	\$ 107,007.71	\$ 91,625.56			0.0%	SEPTEMBER	
TOTAL	\$ 2,068,209.42	\$ 1,993,441.55	\$ 2,409,824.51	\$ 1,999,632.74	\$ 2,516,964.63	\$ 1,957,699.39	\$ (298,989.47)	-13.2%		
% INC/DEC PREVIOUS YEAR	14.2%	-3.6%	20.9%	-17.0%	25.9%					

Priceline settlement reflected

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

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

DISTRICT IV										DISTRICT IV									
										FY 2020 VS FY 2019									
		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC										
OCTOBER	\$	189,322.64	\$	203,454.21	\$	187,483.79	\$	48,429.45	\$	177,136.72	\$	198,429.30	\$	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																			

FOUR PENNY REVENUE REPORT

Fiscal Year 2019 - 2020

DISTRICT V

							FY 2020 VS FY 2019		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,903.75	\$ 220,870.71	\$ 236,389.88	\$ 218,226.75	\$ 238,506.95	\$ 277,783.45	\$ 39,276.50	16.5%	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									

DISTRICT V

MONROE COUNTY

							FY 2020 VS FY 2019		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,965,336.14	\$ 2,141,651.26	\$ 2,157,600.24	\$ 1,655,843.70	\$ 2,120,576.36	\$ 2,303,669.11	\$ 183,092.75	8.6%	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

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

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Sept. 20, 2020

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

- Agency representatives attended the TDC meeting via Zoom.
- Agency representatives attended the DAC IV meeting via Zoom.
- In the U.K., no physical media meetings were held due to the 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 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, posted on the website and featured in the e-newsletter a piece on outdoor dining at Islamorada's Morada Bay Keys Beach Café & Bar.

- Agency wrote, posted on the website and featured in the e-newsletter a “Stewards of the Keys” profile of Mike Goldberg, co-founder of I.CARE and owner of Islamorada’s Key Dives.
- Agency wrote, posted on the website and featured in the e-newsletter a “Stewards of the Keys” profile of Islamorada artist Jessica Ann Cecil, who uses her art to relay a positive message about ocean conservation and inspire people to protect the Keys’ marine ecosystem.
- 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 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.

###

Facebook: 480,104 followers increased from 478,510
Twitter: 50,548 followers increased from 50,382
Instagram: 250,482 followers increased from 246,494

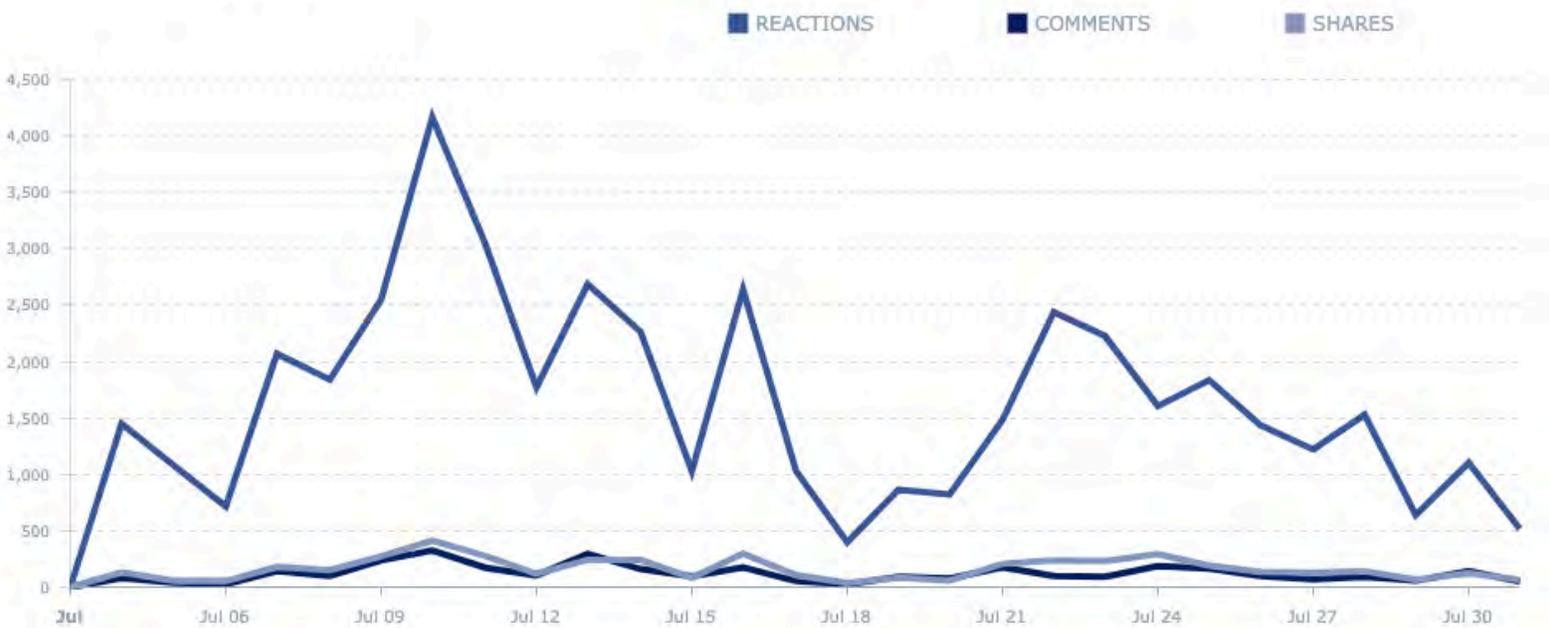
01 Jul 2020 - 31 Jul 2020

DAC Social Media Report July 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys



Audience Engagement



ACTION METRICS

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

Total Engagements **111,009**

TOTAL ENGAGEMENTS
DECREASED BY

↓ **63.37%**

SINCE PREVIOUS PERIOD



Page Impressions



IMPRESSION METRICS

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

TOTAL IMPRESSIONS
DECREASED BY

↓ **79.63%**

SINCE PREVIOUS PERIOD



Top Performing Posts

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

POST

REACTIONS

COMMENTS

SHARES

CLICKS

VIRALITY

REACH



The Florida Keys & Key West

22 JUL 6:34 PM



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

5617

258

557

2426

7.13%

112,398



The Florida Keys & Key West

13 JUL 8:54 PM



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

2303

641

217

12883

9.47%

127,227



The Florida Keys & Key West

10 JUL 7:31 PM



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

6170

363

585

8530

11.68%

112,927

Twitter Activity Overview



DAILY EXPOSURE

36,366

POST ENGAGEMENTS

1,589

REACH

1,581,355



Audience Engagement

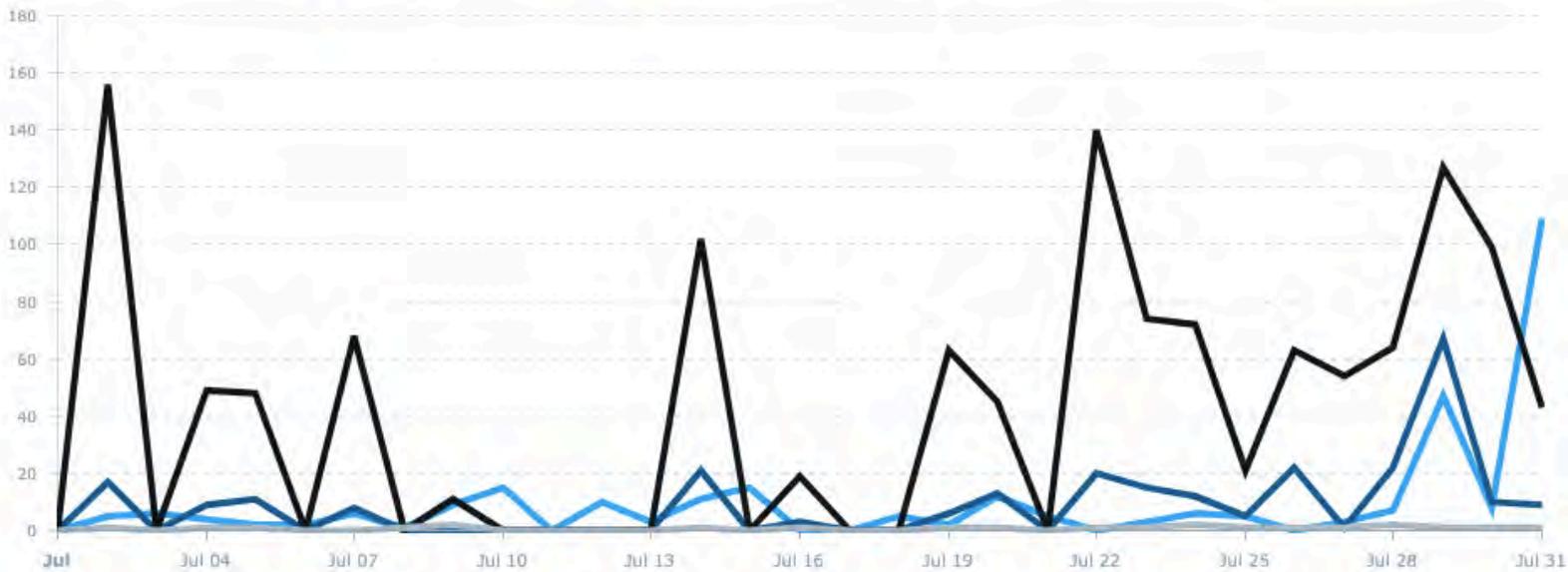
AUDIENCE ENGAGEMENT BY DAY

MENTIONS

RETWEETS

LIKES

TWEETS SENT



ENGAGEMENT METRICS

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

TOTAL ENGAGEMENTS
DECREASED BY

↓ **44.07%**

SINCE PREVIOUS PERIOD



TOP TWEETS

 Retweets

 Likes

 Reach



The Florida Keys @thefloridakeys 29 Jul 11:30 PM

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

67

127

50,833



The Florida Keys @thefloridakeys 28 Jul 2:39 PM

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

22

64

50,833



The Florida Keys @thefloridakeys 28 Jul 10:42 PM

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

22

63

50,977

Instagram Activity Overview



FOLLOWERS
250,482



FOLLOWING
480



POSTS
1,602



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

TOTAL ENGAGEMENTS
DECREASED BY

↓ **29.21%**

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 7,913

Comments 55



Likes 7,470

Comments 94



Likes 7,267

Comments 47

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

01 Aug 2020 - 31 Aug 2020

DAC Social Media Report August 2020

 @floridakeysandkeywest  @thefloridakeys  @thefloridakeys

Facebook Activity Overview



IMPRESSIONS
2,342,467



TOTAL REACH
488,525



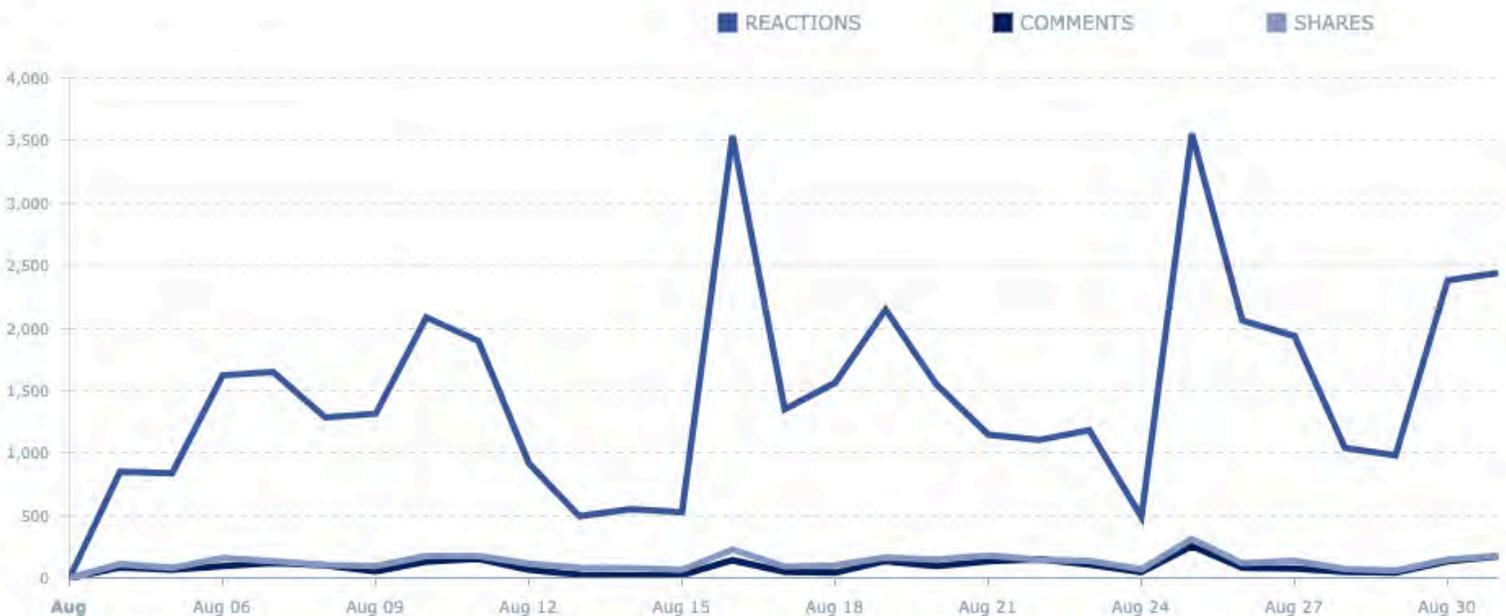
POST ENGAGEMENTS
99,467



PAGE CONSUMPTIONS
79,897



Audience Engagement



ACTION METRICS

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

TOTAL ENGAGEMENTS
DECREASED BY

↓ **9.65%**

SINCE PREVIOUS PERIOD



Page Impressions



IMPRESSION METRICS

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

TOTAL IMPRESSIONS
DECREASED BY

↓ **8.96%**

SINCE PREVIOUS PERIOD



Top Performing Posts

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

POST

REACTIONS

COMMENTS

SHARES

CLICKS

VIRALITY

REACH



The Florida Keys & Key West

25 AUG 11:30 PM



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

2356

108

97

5573

15.78%

43,428



The Florida Keys & Key West

16 AUG 4:42 PM



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

5067

115

231

2909

7.64%

99,740



The Florida Keys & Key West

03 AUG 2:49 AM



Sunset Sunday evening in the #FloridaKeys.

1791

48

54

638

6.17%

37,095

Twitter Activity Overview



DAILY EXPOSURE
96,687

POST ENGAGEMENTS
3,708

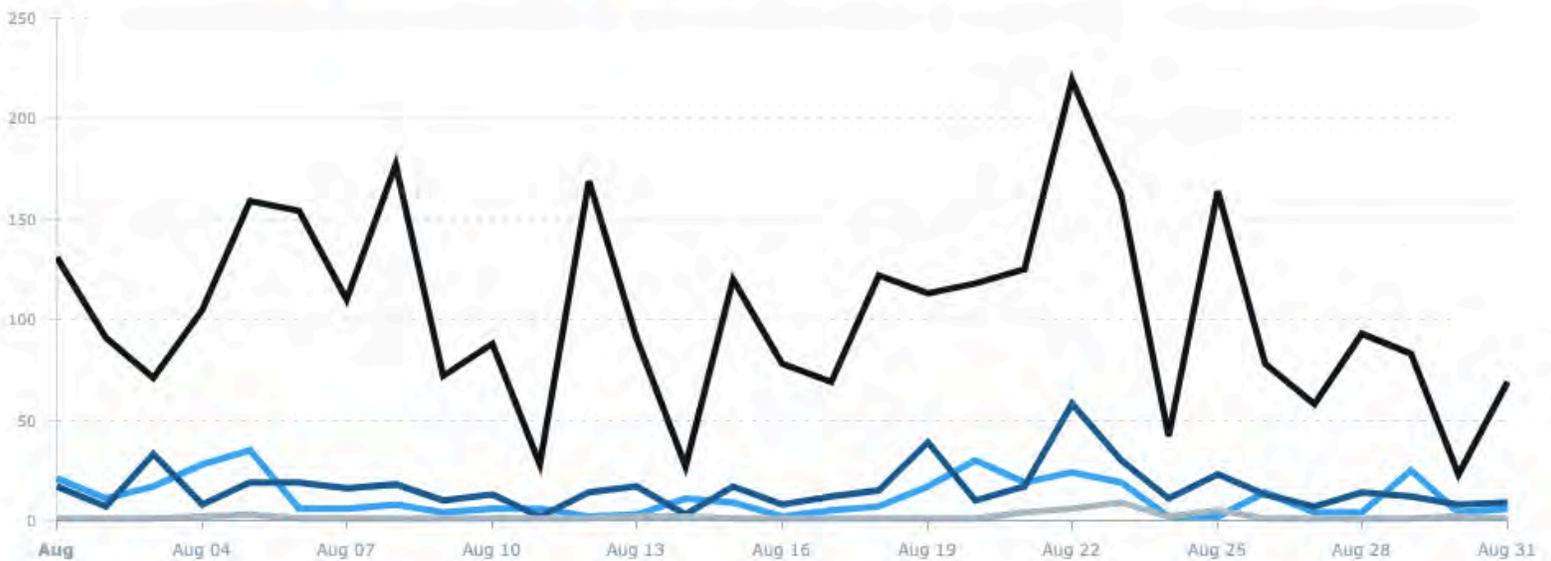
REACH
1,602,145



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY

MENTIONS RETWEETS LIKES TWEETS SENT



ENGAGEMENT METRICS

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

TOTAL ENGAGEMENTS
INCREASED BY

↑ 115.08%

SINCE PREVIOUS PERIOD



TOP TWEETS

Retweets

Likes

Reach



The Florida Keys @thefloridakeys 22 Aug 1:37 PM

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

37

150

50,715



The Florida Keys @thefloridakeys 19 Aug 2:29 PM

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

39

113

50,670



The Florida Keys @thefloridakeys 03 Aug 5:16 PM

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

33

71

51,514

Instagram Activity Overview



FOLLOWERS
253,959

FOLLOWING
481

POSTS
1,633



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

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

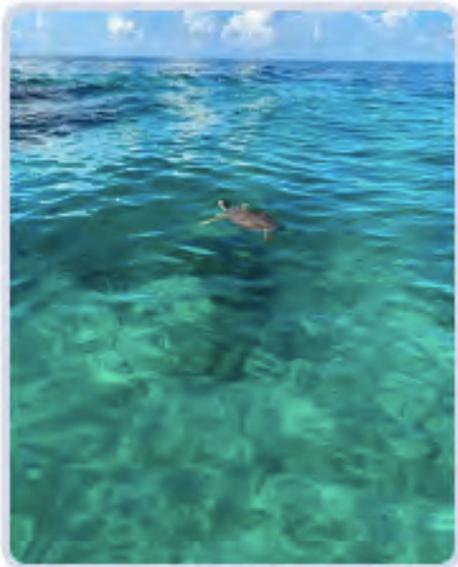
TOTAL ENGAGEMENTS
INCREASED BY

↑ 20.18%

SINCE PREVIOUS PERIOD



TOP INSTAGRAM POSTS



Likes 8,262

Comments 60



Likes 7,695

Comments 119



Likes 6,426

Comments 143



DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

OCTOBER 6 DAC IV MEETING





MEDIA RECAP & REPORTING

JULY & AUGUST TV

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

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

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

- Atlanta DMA
- Dallas DMA
- Charlotte DMA

National Cable Fishing TV - 7/1-8/31

- Silver Kings TV - Discovery Channel and Fox Sports Sun Network

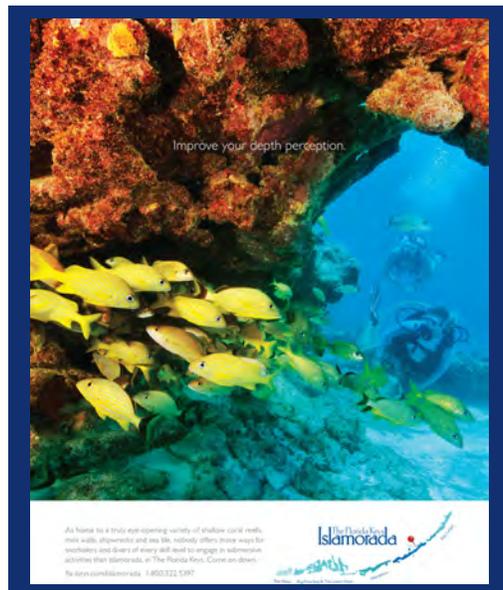




MEDIA RECAP & REPORTING

JULY & AUGUST PRINT

- Scuba Diving Magazine - August





MEDIA RECAP & REPORTING

JULY & AUGUST CO-OP PROGRAMS

- Islamorada Digital Summer
 - CNN.com - 7/24-8/9
 - Conversant - 7/24-8/9
- Islamorada Digital Winter (e-blast date re-scheduled due to COVID pause)
 - AJC.com - 7/8





MEDIA RECAP & REPORTING

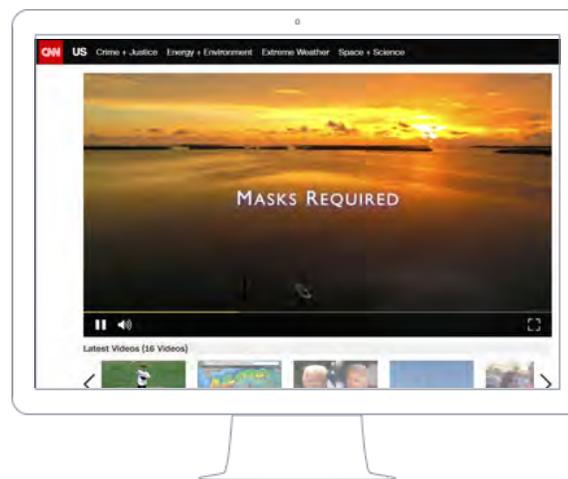
JULY & AUGUST PRE-ROLL VIDEO

July 2020

DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
Dedicated					
7/24-7/31	Tremor (Dedicated)	367,607	2,254	0.61%	76.99%
7/24-7/31	Adara (Dedicated)	400,156	369	0.09%	N/A
Co-op					
7/24-7/31	CNN.com (Summer Digital Co-op)	270,635	1,847	0.68%	79.44%
7/24-7/31	Conversant (Summer Digital Co-op)	84,187	53	0.06%	38.79%

August 2020

DATE	Pre-Roll	Impressions	Clicks	Click-through %	VCR
Dedicated					
8/1-8/9	Tremor (Dedicated)	1,439,532	12,143	0.84%	80.78%
8/1-8/9	Adara (Dedicated)	884,162	2,239	0.25%	65.64%
8/1-8/9	SpotX Desktop, Mobile, Tablet (Dedicated)	343,732	398	0.12%	52.91%
8/1-8/9	SpotX CTV (Dedicated)	134,556	0	0.00%	97.15%
Co-op					
8/1-8/9	CNN.com (Summer Digital Co-op)	100,286	647	0.65%	77.79%
8/1-8/9	Conversant (Summer Digital Co-op)	135,435	76	0.06%	64.18%





MEDIA RECAP & REPORTING

JULY & AUGUST BANNERS

July 2020

DATE	Banners	Impressions	Clicks	Click-through %
7/24-7/31	TheKnot.com (Dedicated)	54,954	48	0.09%

August 2020

DATE	Banners	Impressions	Clicks	Click-through %
8/1-8/14	TheKnot.com (Dedicated)	103,983	94	0.09%





MEDIA RECAP & REPORTING

JULY & AUGUST E-BLASTS

July 2020		Emails Delivered	Email Opens	Email Clicks	Open Rate &	Click-through %
DATE	E-blasts					
7/23/20	AJC.com (Winter Digital Co-op)	13,151	2,905	53	22.09%	1.82%



Troll, cast or fly a kite in the warm waters off of Islamorada, and you could be rewarded with a real bundle of joy. Then again, if a rambunctious bull dolphin isn't what you were hoping for, you could be blessed with a behemoth blue marlin - truly the mother of all gamefish.

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

fla-keys.com/islamorada 1.800.322.5397





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 Beach Wedding Article	6,825	N/A	0:03:20	N/A
7/1-7/31	TheKnot.com Honeymoon Article	7,092	N/A	0:03:15	N/A

August 2020

DATE	Native	Page Views	Clicks	Average Time Spent	Click-through %
8/1-8/14	TheKnot.com Beach Wedding Article	4,628	N/A	0:03:10	N/A
8/1-8/14	TheKnot.com Honeymoon Article	21,463	N/A	0:03:17	N/A

PLANNING 101

We've Found the Perfect Spot for Your Beach Wedding

PRESENTED BY *the knot* & Islamorada

Islamorada just might have the most stunning beaches (and sunsets) in all of the Florida Keys. Here are six seaside venues that prove it.



Kristina Karina Photography

MEDIA RECAP & REPORTING

JULY & AUGUST GOOGLE AD WORDS

July 2020				
DATE	Google Ad Words	Impressions	Clicks	Click-through %
7/1-7/31	[vacation rentals on the beach]	387	28	7.24%
	[florida fishing trip]	376	14	3.72%
	girlfriend getaways	368	9	2.45%
	[Best Places To Go In Florida]	358	53	14.80%
	[best honeymoon places]	356	44	12.36%
	[best places to kayak in florida]	354	53	14.97%
	[family vacation]	351	11	3.13%
	[rv campgrounds florida beaches]	350	22	6.29%
	[beach vacation home rentals]	350	30	8.57%
	[Florida Hotel Deals]	336	17	5.06%
	[Florida Destinations]	335	34	10.15%
	[destination wedding packages]	329	19	5.78%
	[florida beach wedding]	321	16	4.98%
	[Florida Vacation Package]	305	54	17.70%
	[Honeymoon Getaways]	294	36	12.24%
	[Florida Vacation Ideas]	289	36	12.46%
	"florida diving"	288	11	3.82%
	[beach houses for rent]	285	21	7.37%
	[fishing charters florida]	274	16	5.84%
	[Best Florida Vacations]	269	22	8.18%

August 2020				
DATE	Google Ad Words	Impressions	Clicks	Click-through %
8/1-8/31	[florida vacation rentals on the beach]	1,810	117	6.46%
	[best honeymoon places]	959	69	7.19%
	[florida resorts]	651	38	5.84%
	"florida staycation"	541	21	3.88%
	"florida resorts on the beach"	539	27	5.01%
	[florida vacation]	502	32	6.37%
	[swim with dolphins florida]	374	39	10.43%
	[destination wedding]	330	13	3.94%
	[florida vacation packages]	330	38	11.52%
	[pet friendly resorts in florida]	251	32	12.75%
	[pet friendly florida beach resorts]	234	30	12.82%
	[pet friendly hotels beachfront florida]	208	26	12.50%
	[florida honeymoons]	185	29	15.68%
	[pet friendly hotels florida]	170	18	10.59%
	[florida dog friendly hotels]	138	17	12.32%
	"best places to stay in florida"	137	12	8.76%
	"best fishing in florida"	123	12	9.76%
	[swim with dolphins in florida]	122	10	8.20%
	[Where can you swim with dolphins in florida]	120	11	9.17%
	[florida dog friendly resorts]	112	10	8.93%

CURRENT PROJECTS

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



CURRENT PROJECTS

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



CURRENT PROJECTS

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



CURRENT PROJECTS

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



ISLAMORADA FY 20-21 MEDIA PLAN





FY 2021 MEDIA PLAN



Media Ordered= Media To Be Ordered=

Holidays / Events	*Halloween (10/31)	*Election Day (11/3)	*Art Basel (12/3-12/6)	*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	Miami-Dade County Public Schools: 11/25-29	Broward County Public Schools: 11/21-29	Palm Beach County Public Schools: 11/21-29	Martin County Public Schools: 11/21-29	Hillsborough County Public Schools: 11/21-29	Pinellas County Public Schools: 11/21-29	Orange County Public Schools: 11/21-29	Osceola County Public Schools: 11/21-29	Seminole County Public Schools: 11/21-29	Duval County Public Schools: 11/25-29	Winter Break: 12/19-1/3	Spring Break: 3/13-3/22	Summer Break: 6/10-8/22

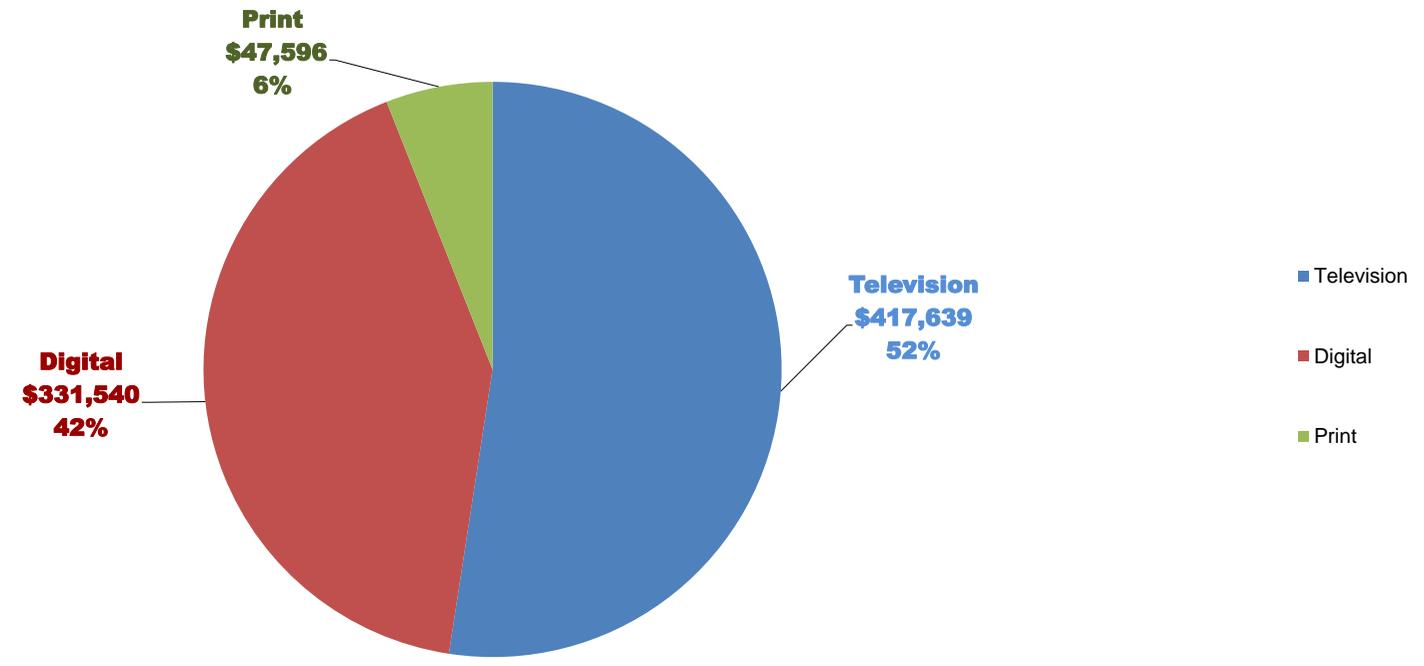
Weeks Begin on Mondays:	4th Quarter				1st Quarter			2nd Quarter			3rd Quarter			GROSS TOTAL
	OCT '20	NOV '20	DEC '20	JAN '21	FEB '21	MAR '21	APR '21	MAY '21	JUN '21	JUL '21	AUG '21	SEP '21		

DIGITAL-CO-OP PROGRAMS:	Unit	IMP (000)	FALL DIGITAL CO-OP PROGRAM Geo-targeted to FL, GA, NC, SC												WINTER DIGITAL CO-OP PROGRAM Geo-Targeted to NY, CHI, BOS, DC, PHL												SUMMER DIGITAL CO-OP PROGRAM Geo-Targeted to FL, GA, NC, SC			DIGITAL CO-OP-TOTAL:	
FALL/WINTER DIGITAL CO-OP PROGRAMS:			10/12-11/22																								5/10-6/27				
• Conversant (behaviorally targeted to travel intenders A35-64 \$150K+)	Custom Co-op Unit	1,562,000																												1	\$28,500
• CondeNastTraveler.com	Dedicated Email	35,087	14																											1	\$6,578
• LuxuryLink.com	Dedicated Email	129,853	28												18															3	\$6,983
• Connect Dedicated E-Newsletter to travel enthusiasts	Dedicated Email	62,500	4																											1	\$5,700
• NYTimes.com Great Getaways	600 pixels wide	164,000													20															1	\$8,550
• ChicagoTribune.com	600 pixels wide	40,000													3															1	\$4,560
• Philly.com Travel	600 pixels wide	50,000													17															1	\$2,736
• Boston.com	600 pixels wide	58,000													10															1	\$2,735
			Estimated at 4 co-ops @\$150 ea.=\$600 collected												Estimated at 6 co-ops @\$150 ea.=\$900 collected												Estimated 5 co-ops @\$400 ea.=\$2,000 collected				
SUMMER IN-STATE DIGITAL CO-OP PROGRAM:																														1	\$28,500
• Conversant (behaviorally targeted to travel intenders A35-64 \$150K+)	Custom Co-op Unit	1,562,000																												1	\$28,500
															Digital Co-op Sub-Total:				\$94,843												
															Less Co-op to be collected:				(\$3,500)												
															DIGITAL CO-OP-TOTAL:				\$91,343												
DIGITAL:	Unit	IMP (000)																													
Digital-Paid Social Media:																															
• Facebook/Instagram Social- Sponsored Ads	:15/Photo/Copy		Annual																								\$17,100				
Ads will rotate throughout the year targeted to Weddings, Fishing, Diving, Families, Cultural/Art, etc.																															
• Scuba Diving Social Facebook Post	Video Post created by Scuba Diving	40,000	February																								\$1,824				
• Scuba Diving Social Instagram Post	Video Post created by Scuba Diving	40,000	February																								\$1,824				
• Padi Social Facebook Post	Video Post created by Padi	40,000	February																								\$1,824				
• Padi Social Instagram Post	Video Post created by Padi	40,000	February																								\$1,824				
Digital-Wedding/Honeymoons:																															
• WeddingWire.com/TheKnot.com Native content, 300 x 250, 300 x 600,		1,250,000	2/1-4/4																								\$34,200				
Digital-Native Content:																															
• CNTraveler.com Native content story promoted via social media			10/19-12/13																									\$22,800			
Digital-Mobile/Tablet/Desktop Cross-Device:																															
• Adara Media Network Re-Targeting- Targets users searching for airtfares and hotel rooms in Florida/Caribbean	Pre/Mid-Roll :15 +300 x 250 Companion Banner	2,000,000	October-September																								\$51,300				
Also re-targeting visitors to Islamorada 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																															



		Media Ordered= <input type="checkbox"/> Media To Be Ordered= <input type="checkbox"/>														
Holidays / Events	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			
*Halloween (10/31)																
*Election Day (11/3)																
*Columbus Day (10/12)																
*Art Basel (12/3-12/6)																
*Thanksgiving Day (11/26)																
*MLK Day (1/18)																
*Pres Day (2/15)																
*Easter (4/4)																
*Memorial Day (5/31)																
*Ind Day (7/4)																
*Mini-Lobster Season (7/28-7/29)																
*Lobster Season (8/6-3/31)																
*Labor Day (9/6)																
Public Schools Vacation Calendars	Winter Break: 12/19-1/3															
	Spring Break: 3/13-3/22															
	Summer Break: 6/10-8/22															
	Miami-Dade County Public Schools:	11/25-29	12/19-1/3												6/10-8/22	
	Broward County Public Schools:	11/21-29	12/19-1/3												6/10-8/18	
	Palm Beach County Public Schools:	11/21-29	12/19-1/4						3/13-3/22						5/29-8/9	
	Martin County Public Schools:	11/21-29	12/19-1/4						3/13-3/21						5/29-8/10	
	Hillsborough County Public Schools:	11/21-29	12/19-1/4						3/13-3/22						5/29-8/8	
	Pinellas County Public Schools:	11/21-29	12/19-1/4						3/13-3/22						5/28-8/11	
	Orange County Public Schools:	11/21-29	12/19-1/4						3/13-3/21						5/26-8/8	
Osceola County Public Schools:	11/21-29	12/19-1/4						3/13-3/21						5/27-8/8		
Seminole County Public Schools:	11/21-29	12/19-1/4						3/13-3/22						5/26-8/8		
Duval County Public Schools:	11/25-29	12/18-1/4						3/6-3/14						5/28-8/8		

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



TOTAL PROPOSED MEDIA EXPENDITURE: \$796,776

Smith Travel Research

Monthly District & Tier Overview Report

For the month of: August 2020



H.1

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

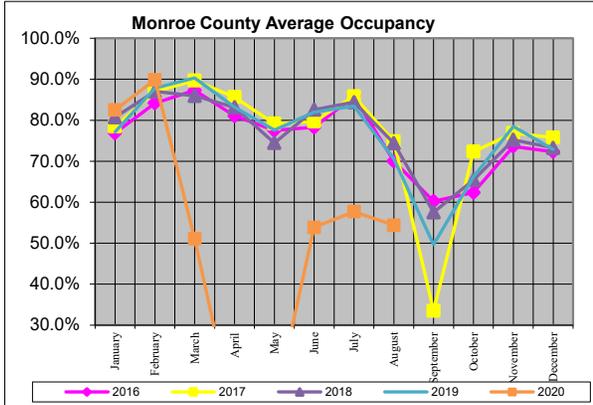
Source 2020 Smith Travel Research, Inc./STR Global, Ltd.

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

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

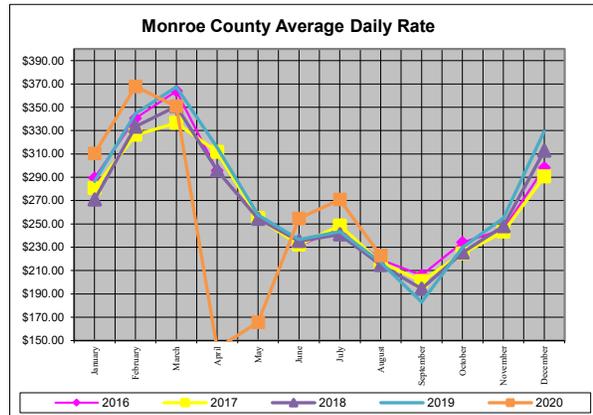
OCCUPANCY RATE

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



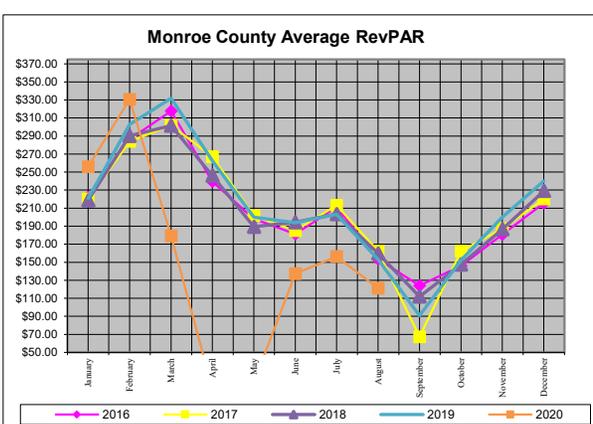
AVERAGE DAILY RATE

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



RevPAR

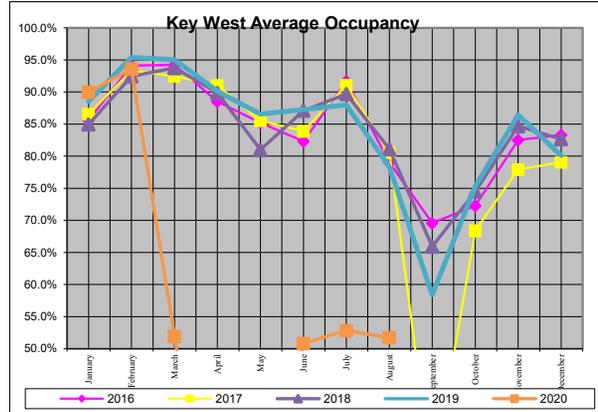
	2016	2017	2018	2019	2020	% Chg
January	\$222.29	\$220.03	\$218.63	\$220.77	\$256.00	16.0%
February	\$286.50	\$283.91	\$290.16	\$302.80	\$330.62	9.2%
March	\$317.67	\$301.77	\$301.51	\$331.86	\$179.22	-46.0%
April	\$239.57	\$266.96	\$245.98	\$262.62	\$9.99	-96.2%
May	\$198.30	\$201.72	\$189.36	\$199.83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



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

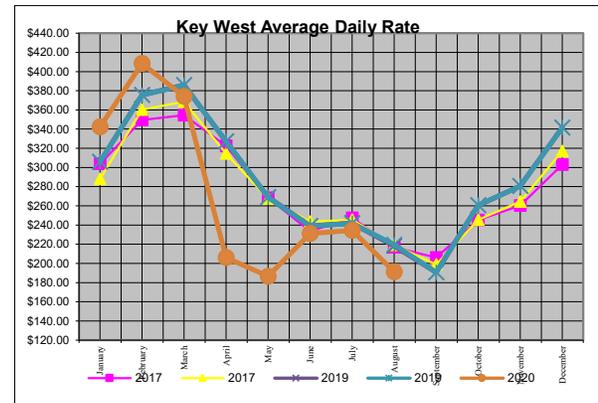
OCCUPANCY RATE

	2016	2017	2018	2019	2020	% Chg
January	85.6%	86.6%	85.0%	88.5%	90.0%	1.7%
February	94.1%	93.3%	92.5%	95.4%	93.6%	-1.9%
March	94.2%	92.5%	93.8%	95.0%	51.9%	-45.3%
April	88.5%	91.0%	89.9%	90.1%	9.6%	-89.3%
May	85.2%	85.5%	81.0%	86.5%	14.7%	-83.0%
June	82.3%	83.9%	87.1%	87.3%	50.8%	-41.8%
July	91.7%	91.1%	89.7%	88.0%	52.9%	-39.9%
August	79.0%	80.6%	81.1%	78.3%	51.7%	-34.0%
September	69.6%	29.8%	65.9%	58.4%		
October	72.3%	68.4%	74.5%	75.3%		
November	82.5%	77.9%	84.7%	86.4%		
December	83.3%	79.1%	82.7%	80.1%		
Total	83.6%	79.9%	83.9%	84.2%	63.0%	-29.0%



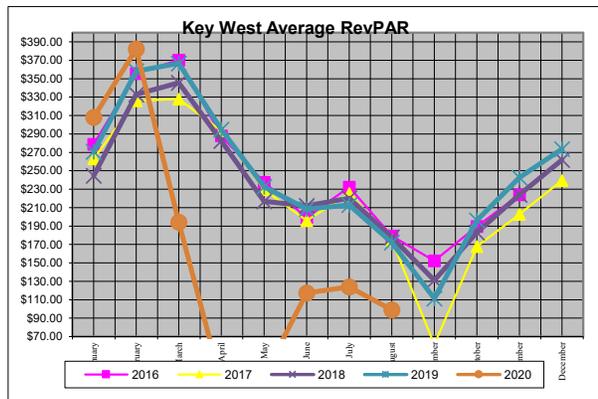
AVERAGE DAILY RATE

	2017	2018	2019	2019	2020	% Chg
January	\$303.93	\$288.05	\$305.62	\$305.87	\$342.23	11.9%
February	\$349.38	\$360.11	\$375.63	\$375.33	\$408.44	8.8%
March	\$354.54	\$368.54	\$385.96	\$385.73	\$374.02	-3.0%
April	\$322.40	\$314.41	\$327.16	\$327.29	\$206.10	-37.0%
May	\$268.25	\$267.51	\$268.99	\$268.85	\$186.62	-30.6%
June	\$233.48	\$243.38	\$238.99	\$238.81	\$231.04	-3.3%
July	\$247.41	\$245.56	\$241.88	\$241.85	\$234.41	-3.1%
August	\$216.76	\$219.18	\$218.13	\$219.57	\$191.20	-12.9%
September	\$206.08	\$198.82	\$190.67	\$190.67		
October	\$245.22	\$245.37	\$260.44	\$260.44		
November	\$260.20	\$264.41	\$280.78	\$280.78		
December	\$303.02	\$316.94	\$341.38	\$341.38		
Total	\$291.03	\$281.38	\$280.23	\$291.52	\$312.13	4.8%



RevPAR

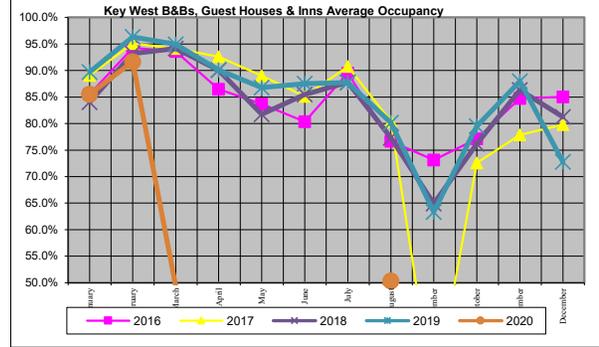
	2016	2017	2018	2019	2020	% Chg
January	\$278.65	\$263.06	\$244.72	\$270.78	\$307.99	13.7%
February	\$355.57	\$326.08	\$332.94	\$358.09	\$382.40	6.8%
March	\$370.39	\$327.89	\$345.53	\$366.63	\$194.30	-47.0%
April	\$287.84	\$293.52	\$282.59	\$294.95	\$19.79	-93.3%
May	\$237.58	\$229.47	\$216.71	\$232.66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



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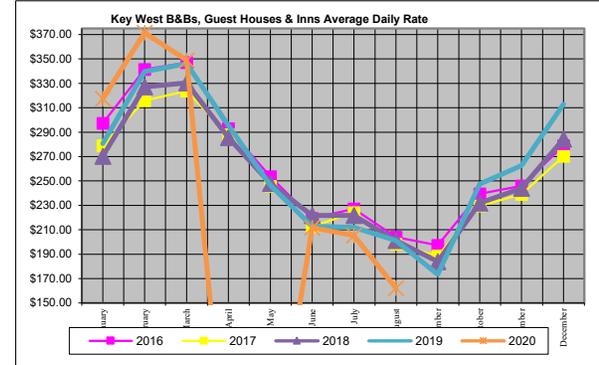
OCCUPANCY RATE

	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%



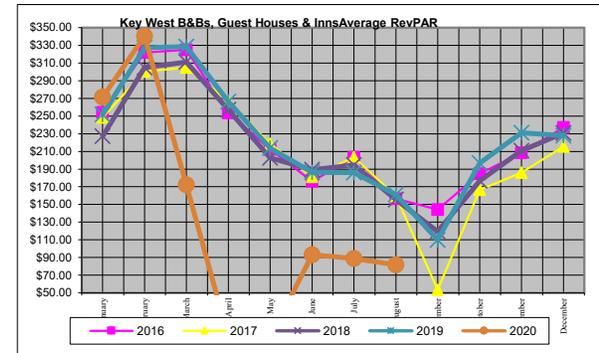
AVERAGE DAILY RATE

	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

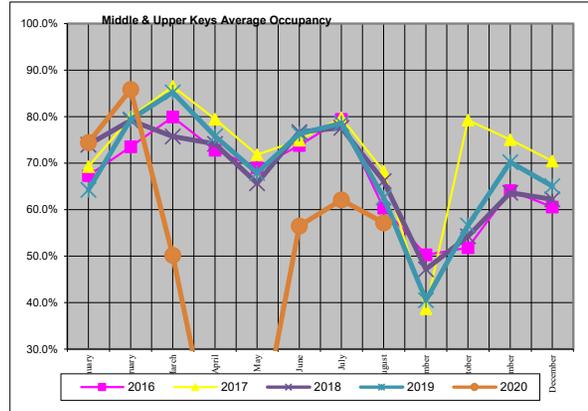
	2016	2017	2018	2019	2020	% Chg
January	\$254.06	\$248.39	\$227.04	\$251.70	\$271.47	7.9%
February	\$321.92	\$300.41	\$304.91	\$327.17	\$340.45	4.1%
March	\$324.84	\$304.72	\$310.99	\$328.54	\$172.11	-47.6%
April	\$253.32	\$266.51	\$257.08	\$266.37	\$0.00	-100.0%
May	\$212.12	\$218.44	\$202.64	\$213.80	\$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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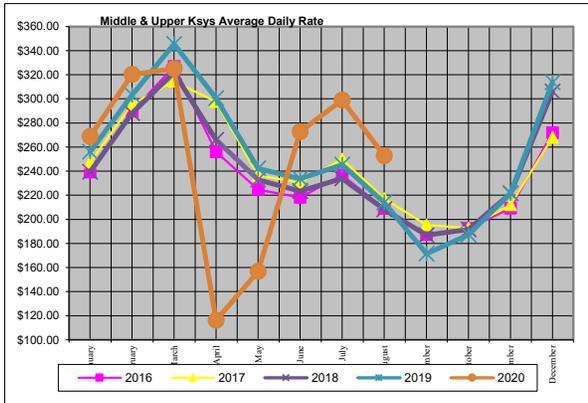
OCCUPANCY RATE

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



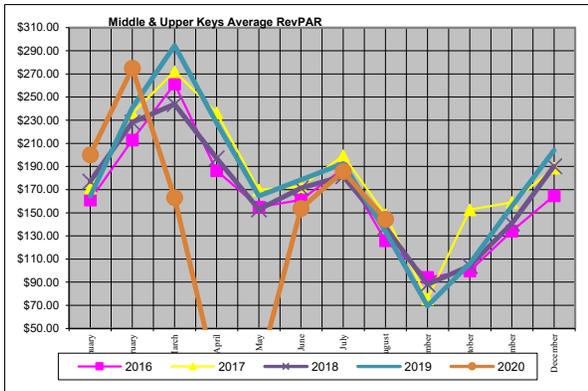
AVERAGE DAILY RATE

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



RevPAR

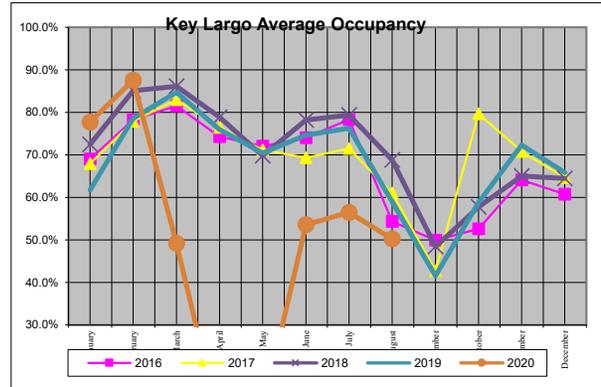
	2016	2017	2018	2019	2020	% Chg
January	\$161.12	\$171.35	\$177.05	\$164.39	\$200.04	21.7%
February	\$212.90	\$236.01	\$228.18	\$240.77	\$274.90	14.2%
March	\$261.25	\$272.09	\$243.85	\$294.44	\$163.12	-44.6%
April	\$186.38	\$236.47	\$197.19	\$227.82	\$7.25	-96.8%
May	\$154.99	\$169.87	\$152.90	\$164.50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



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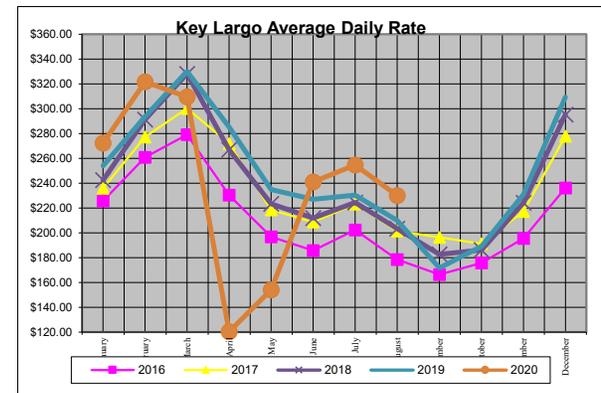
OCCUPANCY RATE

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



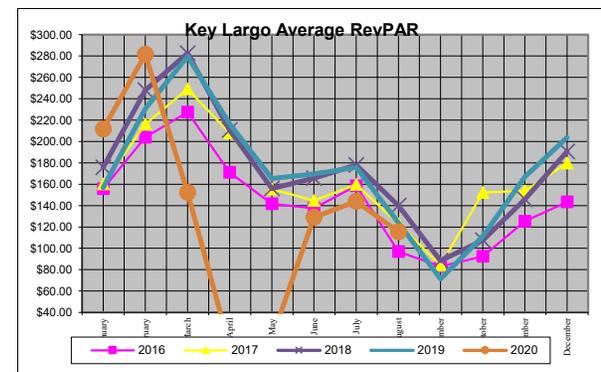
AVERAGE DAILY RATE

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



RevPAR

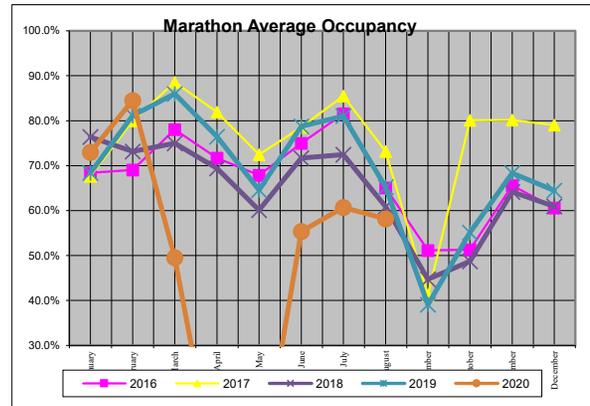
	2016	2017	2018	2019	2020	% Chg
January	\$155.82	\$160.20	\$175.80	\$156.71	\$211.55	35.0%
February	\$204.03	\$216.00	\$247.85	\$230.69	\$281.67	22.1%
March	\$227.49	\$249.19	\$282.64	\$279.65	\$152.37	-45.5%
April	\$171.14	\$207.85	\$210.64	\$216.58	\$8.01	-96.3%
May	\$141.67	\$155.47	\$155.90	\$165.31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



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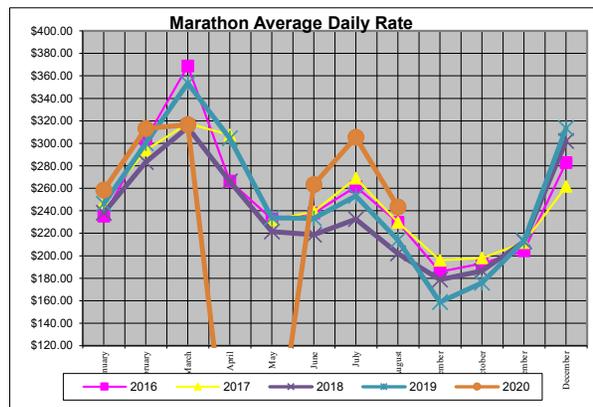
OCCUPANCY RATE

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



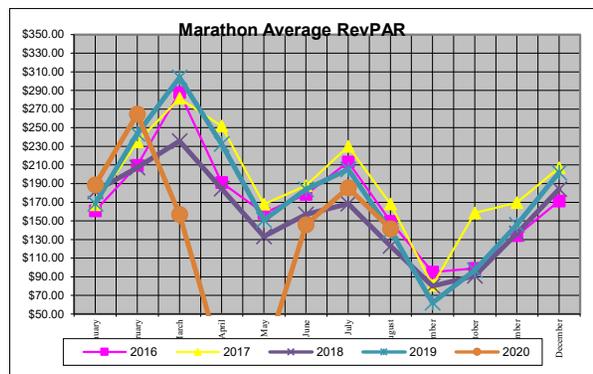
AVERAGE DAILY RATE

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



RevPAR

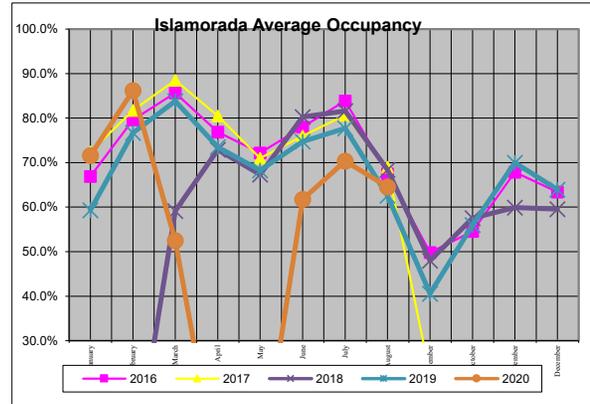
	2016	2017	2018	2019	2020	% Chg
January	\$160.85	\$167.40	\$181.87	\$168.38	\$188.60	12.0%
February	\$209.61	\$234.92	\$207.21	\$243.52	\$264.62	8.7%
March	\$287.86	\$281.49	\$235.69	\$303.93	\$156.85	-48.4%
April	\$191.02	\$251.84	\$184.66	\$232.67	\$0.00	-100.0%
May	\$158.10	\$167.98	\$133.18	\$150.97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



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

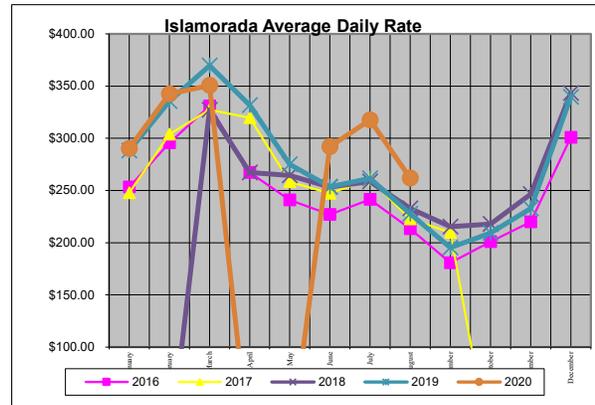
OCCUPANCY RATE

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



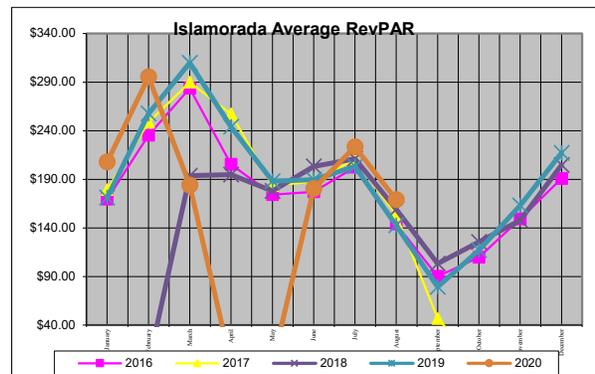
AVERAGE DAILY RATE

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



RevPAR

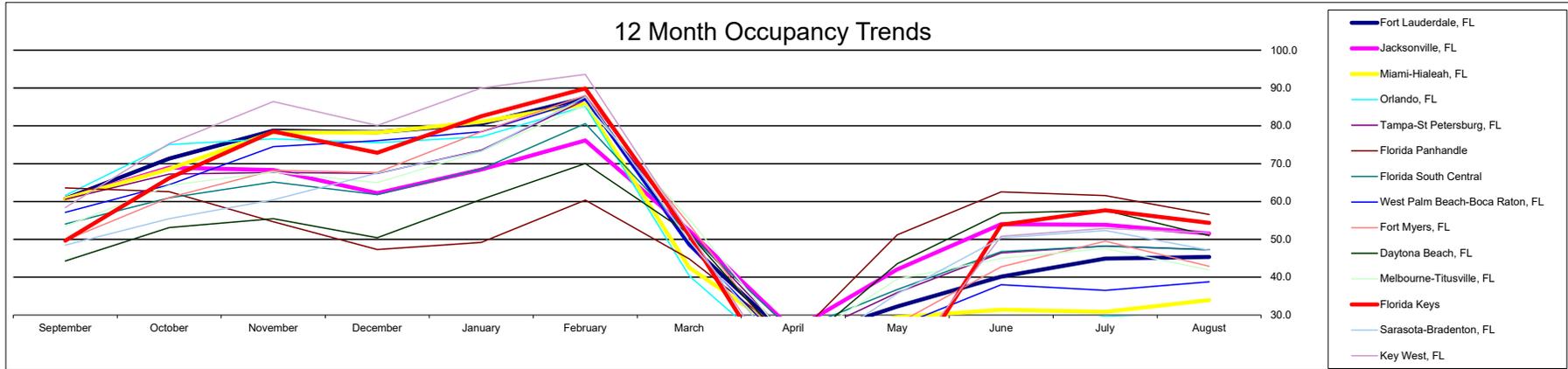
	2016	2017	2018	2019	2020	% Chg
January	\$169.55	\$179.25	*	\$171.04	\$207.70	21.4%
February	\$235.29	\$248.55	*	\$257.41	\$295.23	14.7%
March	\$283.57	\$289.76	\$193.57	\$309.82	\$184.03	-40.6%
April	\$205.40	\$257.18	\$194.81	\$243.83	\$0.00	-100.0%
May	\$173.99	\$183.44	\$178.02	\$187.87	\$0.00	-100.0%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



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

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

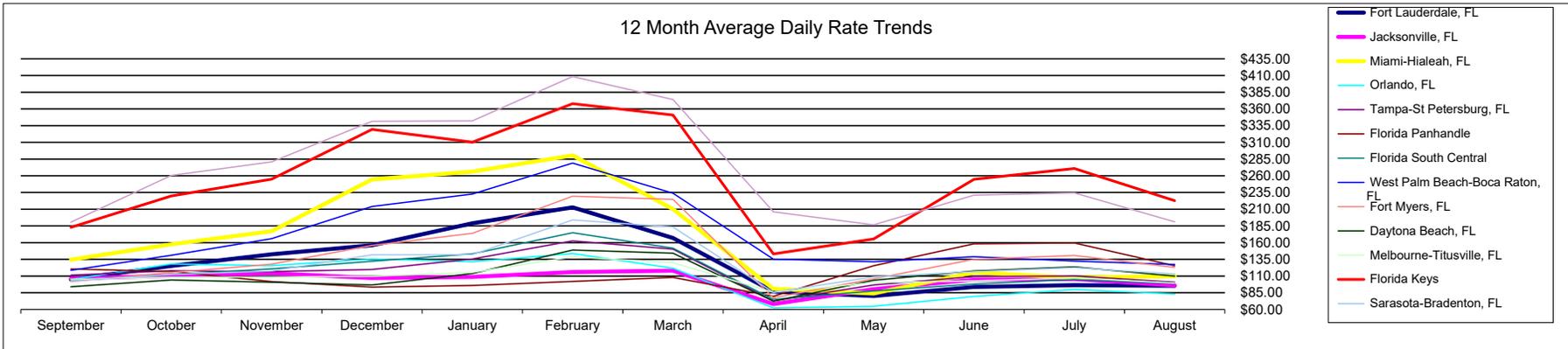
Florida Markets Comparison



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

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

Florida Markets Comparison



Average Daily Rate

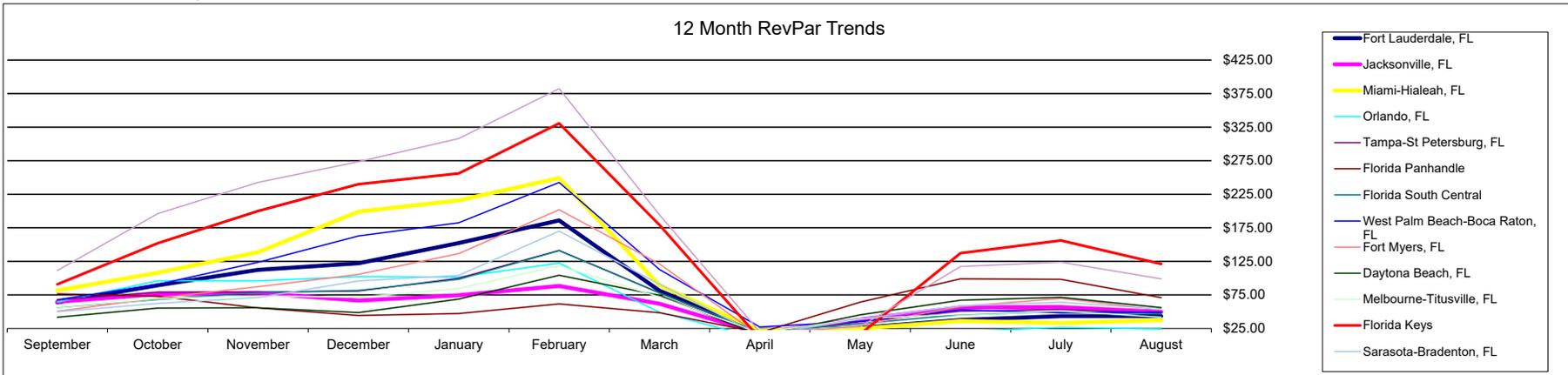
	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$ 95.48	\$ 96.33	\$ 93.82	\$ 80.17	\$ 86.64	\$ 166.89	\$ 212.82	\$ 189.08	\$ 156.12	\$ 142.69	\$ 125.08	\$ 104.89
Jacksonville, FL	\$ 96.04	\$ 105.55	\$ 104.54	\$ 90.36	\$ 68.10	\$ 118.07	\$ 115.96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

Year to Date Average Daily Rate

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

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

Florida Markets Comparison



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

Year to date RevPAR	August	July	June	May	April	March	February	January	December	November	October	September
Fort Lauderdale, FL	\$75.45	\$80.38	\$86.26	\$96.45	\$113.12	\$138.06	\$168.34	\$152.33	\$111.56	\$110.54	\$110.37	\$112.90
Jacksonville, FL	\$55.50	\$56.40	\$56.33	\$56.30	\$60.91	\$74.33	\$80.82	\$74.38	\$83.41	\$84.99	\$85.67	\$86.76
Miami-Hialeah, FL	\$102.00	\$112.33	\$126.19	\$144.15	\$161.40	\$181.45	\$229.99	\$215.89	\$149.19	\$144.51	\$145.09	\$149.29
Orlando, FL	\$53.17	\$57.52	\$62.27	\$69.53	\$78.22	\$89.93	\$111.43	\$101.44	\$96.60	\$96.07	\$96.07	\$96.06
Tampa-St Petersburg, FL	\$65.43	\$67.97	\$70.58	\$74.59	\$84.99	\$105.13	\$119.44	\$99.79	\$95.65	\$97.10	\$98.94	\$101.20
Florida Panhandle	\$63.87	\$62.78	\$56.62	\$48.06	\$43.89	\$52.03	\$54.00	\$47.18	\$87.37	\$91.47	\$95.10	\$97.77
Florida South Central	\$63.64	\$66.13	\$68.86	\$73.54	\$84.23	\$104.44	\$118.54	\$98.28	\$84.48	\$84.94	\$85.64	\$87.59
West Palm Beach-Boca Raton, FL	\$93.86	\$100.59	\$109.83	\$121.52	\$145.82	\$179.07	\$213.68	\$182.56	\$133.36	\$130.56	\$131.26	\$135.97
Fort Myers, FL	\$85.94	\$90.88	\$94.77	\$101.92	\$120.61	\$151.99	\$167.66	\$136.50	\$107.75	\$107.96	\$110.04	\$114.51
Daytona Beach, FL	\$63.28	\$64.29	\$62.96	\$62.13	\$66.56	\$81.74	\$85.68	\$86.86	\$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	\$78.94	\$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

ISLAMORADA
August 2020

**CALLS RECORDED & OTHER
INQUIRIES**

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**ISLAMORADA
August 2020**

SOURCE NAME	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Friends/Return Visitor	41	0	0	2	43	42.2%	334	34.5%
TV Show/Story	3	0	0	0	3	2.9%	15	1.5%
Internet	2	0	0	0	2	2.0%	49	5.1%
Keys Chamber of Commerce	2	0	0	0	2	2.0%	8	0.8%
Travel Agent	1	0	0	0	1	1.0%	3	0.3%
Other	1	0	0	0	1	1.0%	3	0.3%
TV Ad	0	0	0	0	0	0.0%	7	0.7%
Magazine Ad	0	0	0	0	0	0.0%	4	0.4%
Magazine Article	0	0	0	0	0	0.0%	2	0.2%
Newspaper Ad	0	0	0	0	0	0.0%	0	0.0%
Newspaper Article	0	0	0	0	0	0.0%	0	0.0%
Radio Ad	0	0	0	0	0	0.0%	0	0.0%
TDC Website	0	0	0	0	0	0.0%	3	0.3%
Tourist Directory or Guide	0	0	0	0	0	0.0%	8	0.8%
Keys Business	0	0	0	0	0	0.0%	10	1.0%
Directory Assistance	0	0	0	0	0	0.0%	2	0.2%
Billboard	0	0	0	0	0	0.0%	1	0.1%
Do Not Know	0	0	0	0	0	0.0%	52	5.4%
	50	0	0	2	102		969	
	49.0%	0.0%	0.0%	2.0%				

ACCOMMODATIONS

ISLAMORADA August 2020

ACCOMMODATIONS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Hotel/Motel	48	0	0	42	90	88.2%	879	89.9%
None	2	0	0	5	7	6.9%	55	5.6%
Campground/RV	2	0	0	0	2	2.0%	13	1.3%
Vacation Rental	0	0	0	2	2	2.0%	21	2.1%
B&B/Guest House	1	0	0	0	1	1.0%	10	1.0%
	53	0	0	49	102		978	
	52.0%	0.0%	0.0%	48.0%				

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.

INTERESTS

ISLAMORADA August 2020

INTERESTS	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Attractions	43	0	0	24	67	57.3%	692	64.5%
Marinas	0	0	0	8	8	6.8%	31	2.9%
Snorkeling	3	0	0	3	6	5.1%	22	2.1%
Diving	3	0	0	1	4	3.4%	9	0.8%
Water Sports	0	0	0	2	2	1.7%	14	1.3%
Guided Nature Tour	1	0	0	1	2	1.7%	6	0.6%
Cultural Events/Theatre/Music	1	0	0	1	2	1.7%	10	0.9%
Dining/Entertainment	0	0	0	2	2	1.7%	16	1.5%
None	0	0	0	2	2	1.7%	19	1.8%
Fishing Deep Sea	1	0	0	0	1	0.9%	13	1.2%
Fishing Backcountry	1	0	0	0	1	0.9%	11	1.0%
Sailing	0	0	0	1	1	0.9%	4	0.4%
Wedding	1	0	0	0	1	0.9%	4	0.4%
Relocation/Real Estate	0	0	0	1	1	0.9%	8	0.7%
Coupon Book	0	0	0	1	1	0.9%	5	0.5%
Fishing Tournament	0	0	0	0	0	0.0%	2	0.2%
Boat Rentals	0	0	0	0	0	0.0%	6	0.6%
Honeymoon	0	0	0	0	0	0.0%	2	0.2%
Kids/Family Vacations	0	0	0	0	0	0.0%	9	0.8%
Weather	0	0	0	0	0	0.0%	3	0.3%
	54	0	0	47	117		1,073	
	46.2%	0.0%	0.0%	40.2%				

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

MONTH

LENGTH OF STAY:

Minimum: 1
Maximum: 60
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 6
Average: 2

NUMBER OF CHILDREN:

Minimum: 1
Maximum: 3
Average: 2

FISCAL YEAR-TO-DATE

LENGTH OF STAY:

Minimum: 1
Maximum: 60
Average: 6

NUMBER OF ADULTS:

Minimum: 1
Maximum: 50
Average: 2

NUMBER OF CHILDREN:

Minimum: 0
Maximum: 6
Average: 2

STATE**ISLAMORADA
August 2020**

STATE	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
FL	4	0	0	30	34	64.2%	234	40.5%
GA	0	0	0	2	2	3.8%	36	6.2%
IN	2	0	0	0	2	3.8%	18	3.1%
NY	0	0	0	2	2	3.8%	34	5.9%
OH	2	0	0	0	2	3.8%	17	2.9%
SC	0	0	0	2	2	3.8%	13	2.2%
AL	0	0	0	1	1	1.9%	5	0.9%
CA	0	0	0	1	1	1.9%	8	1.4%
CO	0	0	0	1	1	1.9%	9	1.6%
CT	0	0	0	1	1	1.9%	5	0.9%
KY	0	0	0	1	1	1.9%	7	1.2%
LA	1	0	0	0	1	1.9%	2	0.3%
MO	0	0	0	1	1	1.9%	9	1.6%
NJ	1	0	0	0	1	1.9%	32	5.5%
NM	0	0	0	1	1	1.9%	3	0.5%
	10	0	0	43	53		578	
	18.9%	0.0%	0.0%	81.1%				

How do you plan to travel to the Keys?

**ISLAMORADA
August 2020**

TRANSPORTATION	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Fly/Drive	44	0	0	2	46	45.1%	528	54.5%
Automobile	2	0	0	15	17	16.7%	74	7.6%
Commercial Airline	1	0	0	2	3	2.9%	18	1.9%
RV	1	0	0	0	1	1.0%	10	1.0%
Undecided	1	0	0	0	1	1.0%	3	0.3%
Private Plane	0	0	0	0	0	0.0%	0	0.0%
Tour Bus	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%	2	0.2%
Bus/Shuttle	0	0	0	0	0	0.0%	1	0.1%
Train	0	0	0	0	0	0.0%	0	0.0%
	49	0	0	19	102		969	
	48.0%	0.0%	0.0%	18.6%				

What month do you plan to travel?

ISLAMORADA August 2020

MONTH TRAVELING	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
August	20	0	0	17	37	36.3%	64	6.6%
Unknown	8	0	0	26	34	33.3%	518	53.5%
September	10	0	0	3	13	12.7%	22	2.3%
October	7	0	0	2	9	8.8%	17	1.8%
January	1	0	0	1	2	2.0%	18	1.9%
April	2	0	0	0	2	2.0%	39	4.0%
June	2	0	0	0	2	2.0%	69	7.1%
November	2	0	0	0	2	2.0%	11	1.1%
December	1	0	0	0	1	1.0%	9	0.9%
February	0	0	0	0	0	0.0%	38	3.9%
March	0	0	0	0	0	0.0%	55	5.7%
May	0	0	0	0	0	0.0%	18	1.9%
July	0	0	0	0	0	0.0%	91	9.4%
	53	0	0	49	102		969	
	52.0%	0.0%	0.0%	48.0%				

TYPE OF CALLER**ISLAMORADA
August 2020**

TYPE OF CALLER	305DIST	800DIST	FLA KEYS	OTHER	TOTAL	PERCENT	FYTD TOTAL	FYTD PERCENT
Consumer	53	0	0	24	77	75.5%	830	85.7%
Unknown	0	0	0	20	20	19.6%	77	7.9%
Email	0	0	0	4	4	3.9%	56	5.8%
Postal Inquiry	0	0	0	1	1	1.0%	4	0.4%
Travel Agent	0	0	0	0	0	0.0%	0	0.0%
Voice Mail	0	0	0	0	0	0.0%	2	0.2%
Other	0	0	0	0	0	0.0%	0	0.0%
	53	0	0	49	102		969	
	52.0%	0.0%	0.0%	48.0%				

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

The Florida Keys & Key West

... come as you are®

Website Status Report Fla-Keys.com

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



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

Section 1: Website Traffic Report Website Traffic Overview

Audience Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

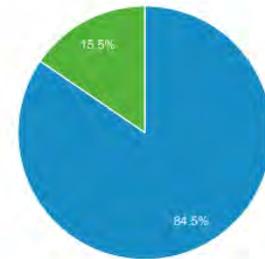
Overview

Users



Users 174,123	New Users 166,793	Sessions 233,276
Number of Sessions per User 1.34	Pageviews 600,338	Pages / Session 2.57
Avg. Session Duration 00:01:47	Bounce Rate 54.25%	

■ New Visitor ■ Returning Visitor



Language

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

Website Traffic Sources

All Traffic

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Explorer

Summary



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

Most Visited Sections of Website

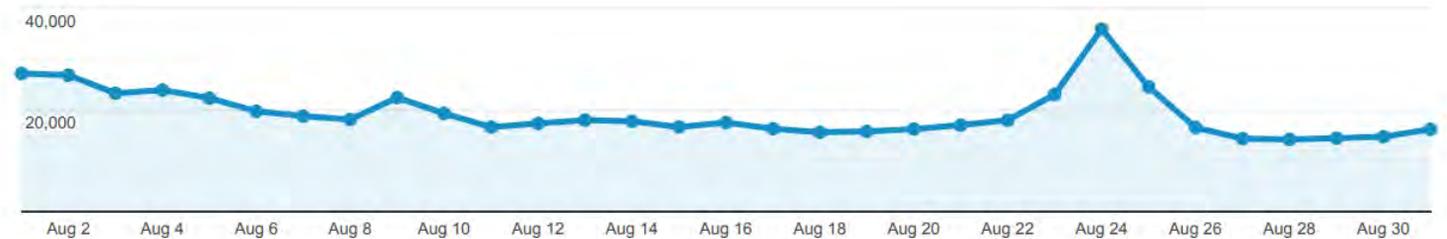
Content Drilldown

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Pageviews

Explorer

Pageviews



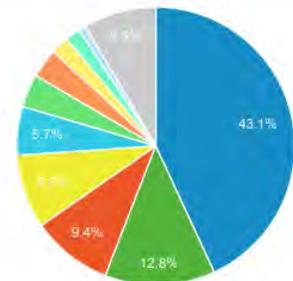
Page path level 1

Pageviews

Pageviews

Contribution to total: Pageviews

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



Device Usage

Overview

All Users
100.00% Users

Aug 1, 2020 - Aug 31, 2020

Explorer

Summary

Users

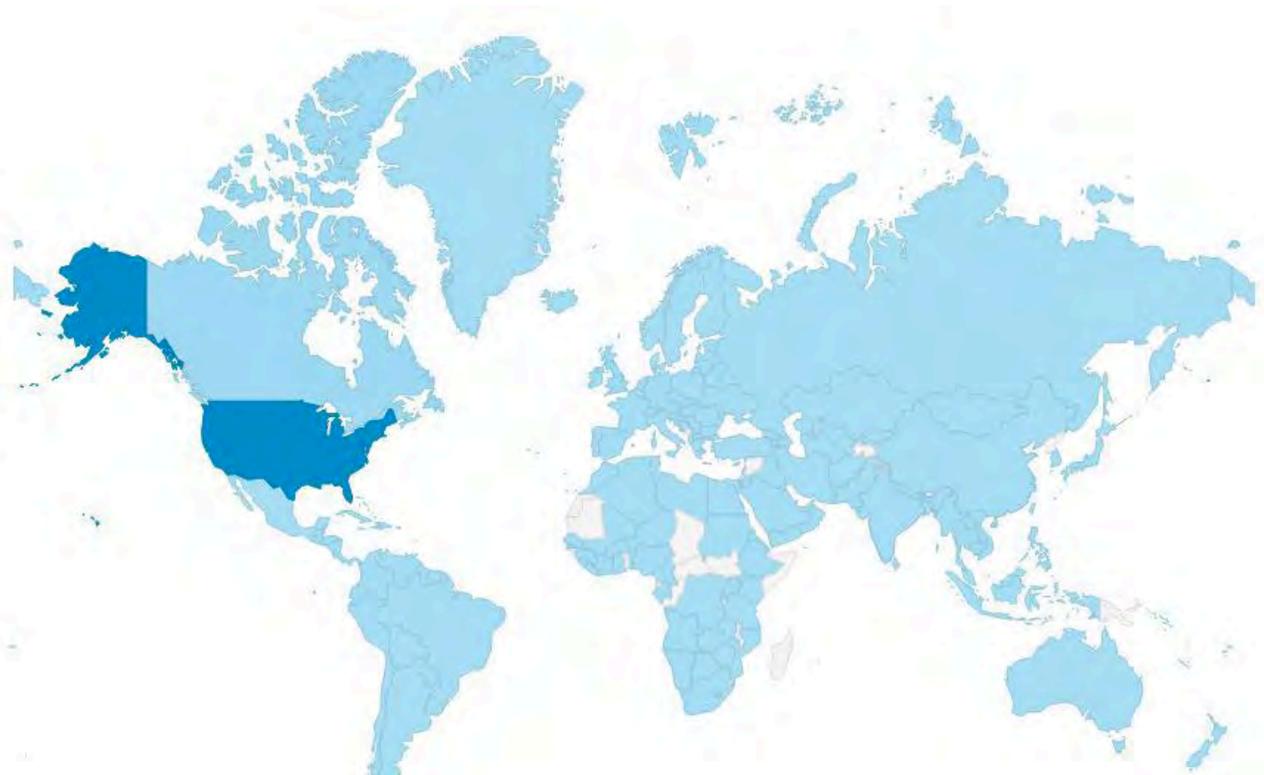


Device Category	Users	Users	Contribution to total:
	174,123 % of Total: 100.00% (174,123)	174,123 % of Total: 100.00% (174,123)	
1. mobile	104,377	59.39%	
2. desktop	61,896	35.22%	
3. tablet	9,477	5.39%	

Section 2: Geographic Data on Website Visitors



Google Analytics



05_DAC4_ISL_01_World

Aug 1, 2020 - Aug 31, 2020

All Users
100.00% Users

Map Overlay

Site Usage



Country	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	13,347 % of Total: 100.00% (13,347)	15,621 % of Total: 100.00% (15,621)	1.89 Avg for View: 1.89 (0.00%)	00:01:26 Avg for View: 00:01:26 (0.00%)	77.72% Avg for View: 77.64% (0.11%)	57.94% Avg for View: 57.94% (0.00%)
1. United States	13,077 (97.78%)	15,300 (97.95%)	1.89	00:01:26	77.69%	57.76%
2. Canada	62 (0.46%)	63 (0.40%)	1.78	00:01:03	87.30%	65.08%
3. United Kingdom	54 (0.40%)	57 (0.36%)	1.81	00:01:13	78.95%	59.65%
4. (not set)	17 (0.13%)	19 (0.12%)	1.37	00:01:28	73.68%	73.68%
5. Germany	15 (0.11%)	18 (0.12%)	1.89	00:01:54	55.56%	77.78%
6. France	13 (0.10%)	19 (0.12%)	1.11	00:00:01	42.11%	89.47%
7. Argentina	9 (0.07%)	9 (0.06%)	1.89	00:01:06	55.56%	55.56%
8. Netherlands	9 (0.07%)	11 (0.07%)	2.18	00:02:11	81.82%	45.45%
9. Spain	8 (0.06%)	8 (0.05%)	2.12	00:01:02	87.50%	62.50%
10. Australia	7 (0.05%)	7 (0.04%)	1.14	00:00:01	85.71%	85.71%
11. Italy	7 (0.05%)	7 (0.04%)	1.71	00:00:37	85.71%	71.43%
12. Mexico	7 (0.05%)	7 (0.04%)	2.14	00:05:05	100.00%	85.71%
13. India	6 (0.04%)	7 (0.04%)	1.14	00:00:11	85.71%	85.71%
14. Sweden	5 (0.04%)	5 (0.03%)	2.20	00:02:29	100.00%	40.00%
15. Brazil	4 (0.03%)	4 (0.03%)	2.50	00:00:34	100.00%	75.00%
16. Ireland	4 (0.03%)	5 (0.03%)	2.20	00:00:39	60.00%	40.00%
17. Philippines	4 (0.03%)	4 (0.03%)	1.00	00:00:00	100.00%	100.00%
18. Poland	4 (0.03%)	4 (0.03%)	1.00	00:00:00	100.00%	100.00%
19. Puerto Rico	4 (0.03%)	4 (0.03%)	1.00	00:00:00	50.00%	100.00%
20. Austria	3 (0.02%)	3 (0.02%)	2.00	00:01:15	100.00%	33.33%
21. Belgium	3 (0.02%)	3 (0.02%)	2.00	00:02:52	100.00%	66.67%
22. Switzerland	3 (0.02%)	4 (0.03%)	1.50	00:00:04	75.00%	75.00%
23. Greece	3 (0.02%)	3 (0.02%)	4.00	00:06:14	100.00%	0.00%
24. Romania	3 (0.02%)	3 (0.02%)	1.67	00:00:26	100.00%	66.67%

25.	Turkey	3 (0.02%)	3 (0.02%)	1.00	00:00:00	100.00%	100.00%
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Rows 1 - 25 of 57

05_DAC4_ISL_02_USA

ALL » COUNTRY: United States

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



Region	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	13,077 % of Total: 97.98% (13,347)	15,300 % of Total: 97.95% (15,621)	1.89 Avg for View: 1.89 (0.20%)	00:01:26 Avg for View: 00:01:26 (0.07%)	77.69% Avg for View: 77.64% (0.07%)	57.76% Avg for View: 57.94% (-0.32%)
1. Florida	6,674 (50.59%)	7,768 (50.77%)	1.89	00:01:25	78.01%	58.72%
2. Texas	751 (5.69%)	843 (5.51%)	1.93	00:01:21	84.10%	56.94%
3. Georgia	706 (5.35%)	798 (5.22%)	1.86	00:01:33	79.45%	57.14%
4. North Carolina	548 (4.15%)	617 (4.03%)	1.84	00:01:03	80.88%	56.08%
5. Pennsylvania	324 (2.46%)	398 (2.60%)	1.93	00:01:41	66.58%	53.02%
6. New York	305 (2.31%)	345 (2.25%)	1.70	00:00:52	81.16%	60.58%
7. Illinois	284 (2.15%)	328 (2.14%)	1.70	00:01:20	75.61%	62.50%
8. New Jersey	267 (2.02%)	383 (2.50%)	1.95	00:02:27	62.66%	55.09%
9. Ohio	254 (1.93%)	290 (1.90%)	2.02	00:01:42	75.52%	52.76%
10. California	247 (1.87%)	274 (1.79%)	1.69	00:01:01	81.75%	63.50%
11. South Carolina	242 (1.83%)	273 (1.78%)	1.99	00:01:35	79.49%	53.85%
12. Virginia	223 (1.69%)	248 (1.62%)	1.89	00:01:22	82.66%	52.42%
13. Michigan	218 (1.65%)	271 (1.77%)	1.86	00:01:11	68.27%	58.67%
14. Tennessee	210 (1.59%)	235 (1.54%)	1.97	00:01:32	79.57%	56.17%
15. Maryland	146 (1.11%)	163 (1.07%)	2.05	00:01:35	79.14%	50.92%
16. Alabama	141 (1.07%)	177 (1.16%)	1.80	00:01:39	72.32%	55.93%
17. Missouri	124 (0.94%)	140 (0.92%)	1.99	00:01:45	81.43%	55.00%
18. Indiana	111 (0.84%)	135 (0.88%)	1.92	00:01:03	76.30%	51.11%
19. Wisconsin	107 (0.81%)	116 (0.76%)	1.91	00:02:02	77.59%	58.62%
20. Colorado	106 (0.80%)	112 (0.73%)	1.85	00:01:20	82.14%	55.36%
21. Massachusetts	104 (0.79%)	120 (0.78%)	1.78	00:01:19	76.67%	60.83%
22. Minnesota	97 (0.74%)	106 (0.69%)	2.09	00:01:19	82.08%	59.43%
23. Kentucky	90 (0.68%)	102 (0.67%)	2.09	00:01:30	78.43%	54.90%

24.	Louisiana	86 (0.65%)	92 (0.60%)	1.75	00:01:43	83.70%	64.13%
25.	District of Columbia	83 (0.63%)	88 (0.58%)	2.39	00:01:14	80.68%	52.27%
26.	Washington	73 (0.55%)	94 (0.61%)	1.70	00:01:00	68.09%	63.83%
27.	Connecticut	60 (0.45%)	75 (0.49%)	1.89	00:01:12	69.33%	57.33%
28.	Arizona	54 (0.41%)	57 (0.37%)	2.37	00:01:52	80.70%	45.61%
29.	Mississippi	51 (0.39%)	67 (0.44%)	1.78	00:00:56	65.67%	58.21%
30.	Arkansas	48 (0.36%)	60 (0.39%)	1.97	00:00:57	68.33%	60.00%
31.	Delaware	42 (0.32%)	44 (0.29%)	2.09	00:00:58	84.09%	54.55%
32.	Oklahoma	41 (0.31%)	44 (0.29%)	2.00	00:02:18	84.09%	54.55%
33.	Iowa	37 (0.28%)	42 (0.27%)	2.50	00:01:46	66.67%	64.29%
34.	New Hampshire	36 (0.27%)	40 (0.26%)	1.75	00:01:57	77.50%	62.50%
35.	Nebraska	33 (0.25%)	42 (0.27%)	1.55	00:01:04	64.29%	66.67%
36.	Utah	33 (0.25%)	39 (0.25%)	2.03	00:02:00	76.92%	53.85%
37.	Nevada	30 (0.23%)	39 (0.25%)	2.26	00:01:57	66.67%	46.15%
38.	Kansas	28 (0.21%)	31 (0.20%)	1.52	00:00:27	77.42%	67.74%
39.	Oregon	27 (0.20%)	31 (0.20%)	1.94	00:01:21	77.42%	51.61%
40.	West Virginia	22 (0.17%)	27 (0.18%)	2.00	00:01:50	74.07%	40.74%
41.	Rhode Island	20 (0.15%)	23 (0.15%)	1.83	00:01:21	78.26%	56.52%
42.	Maine	18 (0.14%)	21 (0.14%)	2.00	00:03:25	66.67%	61.90%
43.	New Mexico	18 (0.14%)	21 (0.14%)	1.76	00:00:55	85.71%	61.90%
44.	(not set)	15 (0.11%)	15 (0.10%)	1.13	00:00:42	100.00%	93.33%
45.	Idaho	11 (0.08%)	11 (0.07%)	1.82	00:00:24	100.00%	54.55%
46.	Montana	10 (0.08%)	11 (0.07%)	1.64	00:00:46	90.91%	54.55%
47.	Vermont	9 (0.07%)	10 (0.07%)	2.80	00:06:42	90.00%	60.00%
48.	Hawaii	7 (0.05%)	7 (0.05%)	2.00	00:01:09	100.00%	42.86%
49.	North Dakota	6 (0.05%)	7 (0.05%)	2.14	00:02:05	85.71%	28.57%
50.	South Dakota	6 (0.05%)	6 (0.04%)	2.17	00:00:59	83.33%	16.67%

Rows 1 - 50 of 52

05_DAC4_ISL_03_FL

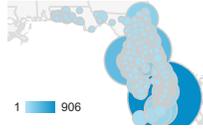
ALL » COUNTRY: United States » REGION: Florida

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	6,674 % of Total: 50.00% (13,347)	7,768 % of Total: 49.73% (15,621)	1.89 Avg for View: 1.89 (0.05%)	00:01:25 Avg for View: 00:01:26 (-0.87%)	78.01% Avg for View: 77.64% (0.48%)	58.72% Avg for View: 57.94% (1.34%)
1. Miami	906 (13.34%)	1,006 (12.95%)	1.80	00:01:04	79.82%	59.94%
2. Orlando	414 (6.09%)	472 (6.08%)	1.92	00:01:28	78.18%	58.47%
3. Tampa	397 (5.84%)	453 (5.83%)	1.85	00:00:58	78.59%	58.06%
4. Poinciana	227 (3.34%)	228 (2.94%)	1.10	00:00:03	99.12%	92.11%
5. Jacksonville	172 (2.53%)	203 (2.61%)	1.99	00:01:25	78.33%	49.75%
6. Key Largo	156 (2.30%)	177 (2.28%)	1.88	00:01:23	70.06%	57.06%
7. Islamorada	111 (1.63%)	118 (1.52%)	2.13	00:01:07	74.58%	50.00%
8. (not set)	109 (1.60%)	181 (2.33%)	1.78	00:01:25	55.25%	64.64%
9. Fort Lauderdale	102 (1.50%)	116 (1.49%)	2.07	00:01:19	81.03%	50.86%
10. Palm Beach Gardens	73 (1.07%)	81 (1.04%)	1.99	00:00:38	81.48%	59.26%
11. Hialeah	72 (1.06%)	75 (0.97%)	1.81	00:00:42	86.67%	73.33%
12. Miami Beach	71 (1.05%)	84 (1.08%)	2.08	00:01:46	69.05%	54.76%
13. Greenacres	70 (1.03%)	80 (1.03%)	1.80	00:00:58	80.00%	61.25%
14. Port St. Lucie	66 (0.97%)	69 (0.89%)	2.26	00:02:44	85.51%	59.42%
15. Cape Coral	64 (0.94%)	68 (0.88%)	1.99	00:01:38	86.76%	52.94%
16. Boynton Beach	62 (0.91%)	68 (0.88%)	2.07	00:02:09	73.53%	51.47%
17. Hollywood	59 (0.87%)	63 (0.81%)	1.87	00:02:19	90.48%	52.38%
18. West Palm Beach	59 (0.87%)	61 (0.79%)	2.23	00:01:42	75.41%	42.62%
19. Wellington	57 (0.84%)	65 (0.84%)	2.11	00:01:21	78.46%	44.62%
20. St. Petersburg	52 (0.77%)	61 (0.79%)	1.54	00:00:28	77.05%	60.66%
21. Boca Raton	50 (0.74%)	63 (0.81%)	2.10	00:01:55	69.84%	50.79%
22. Pompano Beach	46 (0.68%)	52 (0.67%)	1.92	00:01:16	75.00%	59.62%
23. Coral Springs	46 (0.68%)	50 (0.64%)	2.02	00:01:57	84.00%	52.00%

24. Jupiter	43 (0.63%)	49 (0.63%)	2.02	00:01:30	81.63%	46.94%
25. Davie	43 (0.63%)	48 (0.62%)	1.71	00:00:43	83.33%	62.50%
26. Plantation	43 (0.63%)	55 (0.71%)	2.25	00:03:33	70.91%	49.09%
27. Delray Beach	40 (0.59%)	44 (0.57%)	2.14	00:02:30	86.36%	56.82%
28. Boca Del Mar	40 (0.59%)	48 (0.62%)	1.90	00:01:49	77.08%	52.08%
29. Fort Myers	39 (0.57%)	42 (0.54%)	2.14	00:01:29	76.19%	50.00%
30. Coral Gables	39 (0.57%)	41 (0.53%)	2.78	00:02:35	85.37%	43.90%
31. Cutler Bay	38 (0.56%)	41 (0.53%)	1.80	00:00:46	87.80%	60.98%
32. Marathon	37 (0.54%)	39 (0.50%)	1.49	00:00:14	74.36%	69.23%
33. Ocala	37 (0.54%)	43 (0.55%)	1.95	00:00:55	74.42%	58.14%
34. Doral	37 (0.54%)	42 (0.54%)	1.83	00:01:04	78.57%	59.52%
35. Kendall	36 (0.53%)	39 (0.50%)	1.64	00:01:16	76.92%	61.54%
36. Miramar	36 (0.53%)	43 (0.55%)	1.70	00:02:24	67.44%	65.12%
37. Bonita Springs	35 (0.52%)	36 (0.46%)	2.06	00:01:36	83.33%	55.56%
38. Brandon	35 (0.52%)	44 (0.57%)	2.27	00:03:29	63.64%	47.73%
39. Key West	35 (0.52%)	36 (0.46%)	1.67	00:01:55	69.44%	72.22%
40. Deerfield Beach	33 (0.49%)	39 (0.50%)	2.18	00:00:57	69.23%	43.59%
41. Palm Bay	32 (0.47%)	34 (0.44%)	1.88	00:00:49	88.24%	64.71%
42. North Naples	32 (0.47%)	37 (0.48%)	2.08	00:01:16	83.78%	51.35%
43. Homestead	30 (0.44%)	34 (0.44%)	1.88	00:01:34	79.41%	61.76%
44. Kissimmee	30 (0.44%)	34 (0.44%)	2.18	00:00:57	79.41%	47.06%
45. Port Orange	30 (0.44%)	34 (0.44%)	2.35	00:01:49	85.29%	52.94%
46. Melbourne	29 (0.43%)	42 (0.54%)	1.52	00:00:56	59.52%	66.67%
47. Naples	29 (0.43%)	35 (0.45%)	1.51	00:00:31	74.29%	71.43%
48. Gainesville	28 (0.41%)	31 (0.40%)	1.77	00:01:05	87.10%	51.61%
49. Lakeland	28 (0.41%)	31 (0.40%)	1.55	00:00:18	87.10%	67.74%
50. New Smyrna Beach	28 (0.41%)	30 (0.39%)	1.83	00:00:57	83.33%	66.67%

Rows 1 - 50 of 369

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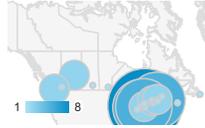
ALL » COUNTRY: Canada

Aug 1, 2020 - Aug 31, 2020

All Users
0.46% Users

Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	62 % of Total: 0.46% (13,347)	63 % of Total: 0.40% (15,621)	1.78 Avg for View: 1.89 (-5.77%)	00:01:03 Avg for View: 00:01:26 (-27.23%)	87.30% Avg for View: 77.64% (12.45%)	65.08% Avg for View: 57.94% (12.32%)
1. Toronto	8 (12.90%)	8 (12.70%)	1.88	00:00:53	100.00%	87.50%
2. (not set)	7 (11.29%)	7 (11.11%)	1.29	00:01:04	85.71%	71.43%
3. Hamilton	5 (8.06%)	5 (7.94%)	1.20	00:00:02	60.00%	80.00%
4. London	5 (8.06%)	6 (9.52%)	1.33	00:00:12	66.67%	66.67%
5. Montreal	5 (8.06%)	5 (7.94%)	2.00	00:00:21	100.00%	60.00%
6. Edmonton	2 (3.23%)	2 (3.17%)	1.50	00:00:04	50.00%	50.00%
7. Vancouver	2 (3.23%)	2 (3.17%)	3.50	00:01:01	100.00%	0.00%
8. Burlington	2 (3.23%)	2 (3.17%)	1.00	00:00:00	100.00%	100.00%
9. Ottawa	2 (3.23%)	2 (3.17%)	2.50	00:04:29	100.00%	0.00%
10. L'Assomption	2 (3.23%)	2 (3.17%)	2.50	00:03:33	100.00%	50.00%
11. Kelowna	1 (1.61%)	1 (1.59%)	3.00	00:06:05	100.00%	0.00%
12. Winnipeg	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
13. St. John's	1 (1.61%)	1 (1.59%)	4.00	00:12:28	100.00%	0.00%
14. Halifax	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
15. Aurora	1 (1.61%)	1 (1.59%)	1.00	00:00:00	0.00%	100.00%
16. Brockville	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
17. Innisfil	1 (1.61%)	1 (1.59%)	5.00	00:03:10	100.00%	0.00%
18. Kawartha Lakes	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
19. Milton	1 (1.61%)	1 (1.59%)	4.00	00:02:51	100.00%	0.00%
20. Richmond Hill	1 (1.61%)	1 (1.59%)	3.00	00:01:15	100.00%	0.00%
21. Stratford	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
22. Welland	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%
23. Windsor	1 (1.61%)	1 (1.59%)	4.00	00:01:55	100.00%	0.00%

24. Chelsea	1 (1.61%)	1 (1.59%)	3.00	00:01:48	100.00%	0.00%
25. Laval	1 (1.61%)	1 (1.59%)	1.00	00:00:00	100.00%	100.00%

Rows 1 - 25 of 32

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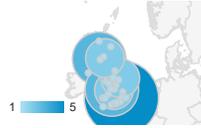
ALL » COUNTRY: United Kingdom

Aug 1, 2020 - Aug 31, 2020



Map Overlay

Site Usage



City	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	54 % of Total: 0.40% (13,347)	57 % of Total: 0.36% (15,621)	1.81 Avg for View: 1.89 (-4.22%)	00:01:13 Avg for View: 00:01:26 (-14.97%)	78.95% Avg for View: 77.64% (1.69%)	59.65% Avg for View: 57.94% (2.95%)
1. (not set)	7 (12.96%)	7 (12.28%)	1.43	00:01:47	85.71%	71.43%
2. London	5 (9.26%)	5 (8.77%)	1.00	00:00:00	60.00%	100.00%
3. Birmingham	3 (5.56%)	3 (5.26%)	1.67	00:00:07	100.00%	66.67%
4. Glasgow	3 (5.56%)	3 (5.26%)	2.00	00:00:38	66.67%	33.33%
5. Coventry	2 (3.70%)	2 (3.51%)	2.00	00:00:27	100.00%	50.00%
6. Kingston upon Hull	2 (3.70%)	2 (3.51%)	3.00	00:01:31	100.00%	0.00%
7. Edinburgh	2 (3.70%)	2 (3.51%)	1.50	00:00:05	100.00%	50.00%
8. Barnsley	1 (1.85%)	2 (3.51%)	1.00	00:00:00	0.00%	100.00%
9. Cambridge	1 (1.85%)	1 (1.75%)	3.00	00:01:49	0.00%	0.00%
10. Canvey Island	1 (1.85%)	1 (1.75%)	2.00	00:00:27	0.00%	0.00%
11. Dorking	1 (1.85%)	1 (1.75%)	13.00	00:40:09	0.00%	0.00%
12. Horsham	1 (1.85%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
13. Leeds	1 (1.85%)	1 (1.75%)	2.00	00:01:03	100.00%	0.00%
14. Liverpool	1 (1.85%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
15. Newcastle-under-Lyme	1 (1.85%)	2 (3.51%)	1.50	00:00:06	50.00%	50.00%
16. Nottingham	1 (1.85%)	1 (1.75%)	2.00	00:00:19	100.00%	0.00%
17. Nuneaton	1 (1.85%)	1 (1.75%)	2.00	00:00:12	100.00%	0.00%
18. Poole	1 (1.85%)	1 (1.75%)	5.00	00:00:54	100.00%	0.00%
19. Portsmouth	1 (1.85%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%
20. Pudsey	1 (1.85%)	1 (1.75%)	2.00	00:00:14	100.00%	0.00%
21. Ross-on-Wye	1 (1.85%)	2 (3.51%)	2.50	00:00:41	50.00%	50.00%
22. Scunthorpe	1 (1.85%)	1 (1.75%)	2.00	00:00:38	100.00%	0.00%
23. Southampton	1 (1.85%)	1 (1.75%)	1.00	00:00:00	100.00%	100.00%

24. Southend-on-Sea	1 (1.85%)	1 (1.75%)	2.00	00:01:34	100.00%	0.00%
25. Stockton-on-Tees	1 (1.85%)	1 (1.75%)	1.00	00:00:00	0.00%	100.00%

Rows 1 - 25 of 37



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

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

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



Operations Manual – description of updates

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

1. Section I – Tourist Development Council Members

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

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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

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

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda
- E. **Approval of the Minutes**
 - 1. July 21, 2020 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are **BOLD**)
- F. **Budget**
 - 1. Four Penny Revenue Report
- G. **Advertising**
 - 1. Review of monthly accounting breakdown & FY 2020 Generic Destination & Umbrella campaign recap
 - 2. Response Report – FYI
 - 3. Advertising Recap – FYI
 - 4. Search Engine Marketing Report – FYI
- H. **Film Commission**
 - 1. Status Report
- I. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
 - 3. Presentation: Current PR
- J. **Sales and Marketing**
 - 1. Status Report
- K. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
 - 4. Presentation: Destination Analytics Update
- L. **Administrative**
 - 1. Status Report

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

M. **Website**

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

N. **TDC Related Items**

O. **District Advisory Committee Items**

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

P. **Cultural Umbrella**

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

Q. **Fishing Umbrella**

- 1. Minutes of Fishing Umbrella Meeting – FYI

R. **Dive Umbrella**

- 1. Minutes of Dive Umbrella Meeting – FYI

S. **Public/Industry Input**

T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council
Convene meeting as Visit Florida Keys

U. **Visit Florida Keys**

- 1. Consideration and Action re: Visit Florida Keys portion of the July 21, 2020 meeting minutes

Adjourn the meeting of Visit Florida Keys

DATE: September 25, 2020

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Event Name Change and Schedule of Events Change for Lionfish Derby (Destination Event)**

The District IV Advisory Committee at your meeting of August 6, 2019 moved approval to fund Reef Environmental Education Foundation Incorporated (REEF) in an amount not to exceed \$10,000 for the 2020 Lionfish Derby and Festival event to be held in September 2020.

Attached is a letter from REEF requesting to remove the festival/awards portion of the event activities and to revise the event name to remove "festival". The proposed revised schedule of events and event name for approval are below:

Revised Schedule of Events:

- A three (3) day event to include captains meeting; lionfish derby; charter dive and lionfish workshop

Revised Event Name:

- 2020 Upper Keys Lionfish Derby

TDC Event Funding Policies state that a revision to the events schedule of events and/or name requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

Approval of schedule of events and event name as proposed above is requested.

ammie@fla-keys.com

Subject: FW: Confirmation of Scope and Name Change - Lionfish Derby

From: Alli Candelmo <alli@reef.org>

Sent: Thursday, August 13, 2020 3:40 PM

To: 'ammie@fla-keys.com' <adminasst@fla-keys.com>; maxine@fla-keys.com

Cc: 'Amy Lee' <amy@reef.org>; 'Martha Klitzkie' <martha@reef.org>

Subject: RE: Confirmation of Scope and Name Change - Lionfish Derby

Hi Ammie,

I just heard from FWC that they will likely not be able to support our lionfish charter dive for the workshop during the weekend of the Upper Keys Lionfish Derby. I had spoken to a representative of FWC just last week and they had confirmed they would support two charter dives so this is an unexpected change. The government has placed an agency wide hold on all purchases and spending. They said that the situation may change and they will let us know.

Therefore REEF will not be able to offer a free lionfish charter at this time during the derby weekend. We do have two days (Friday and Saturday) of lionfish charter dives scheduled at Key Dives in Islamorada, FL that we have begun promoting to both Derby and Workshop participants to sign up for but these are not free. If FWC does come back with the charter fee support we will schedule another lionfish dive charter for participants.

I request that you modify our TDC event scope as stated below (remove "free").

Scope:

- a) A three (3) day event to include captains meeting; lionfish derby; charter dive and lionfish workshop

Event Name:

2020 Upper Keys Lionfish Derby

Please call me if you have any questions. 732 856 0332

Thank you,

Alli

Alli Candelmo, PhD

Conservation Science Manager

Reef Environmental Education Foundation (REEF)

www.REEF.org

Protecting Marine Life Through Education, Service and Research

DATE: September 25, 2020

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Scope of Service Change for Islamorada Half Marathon Turnkey Event**

The District IV Advisory Committee at your meeting of August 6, 2019 moved approval to fund Islamorada Running Company, LLC in an amount not to exceed \$20,000 for the Islamorada Half Marathon, 10K & Beach'n'Beer Mile" Turnkey Event to take place in December 2020.

Attached is a request from Islamorada Running Company, LLC to revise the scope of service for the event to remove the pre-registration, registration, mile race, and to reorganize how the half marathon, 10K and 5K events will occur. The original scope of service is included as an FYI. The revised scope of service is below for consideration and action.

Original (FYI): A four (4) day event to include welcome to Islamorada activity; pre-registration event with live music; pre-registration and packet pick up event with mile race; race day with half marathon and 10K races

Revised (for consideration and action): A four (4) day event to include social distance welcome to Islamorada activity; three (3) days of run/walks to include half marathon, 10K and 5K distances with assigned start times available throughout the three days to maintain current social distance/group size requirements between participants/staff

TDC Event Funding Policies state that a revision to the events schedule of events and/or name requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

From: Islamorada Half Marathon & 10k <islamoradahalf@gmail.com>
Sent: Wednesday, September 2, 2020 10:10 AM
To: Sharon Anaka; Ammie Machan; Eli Bailin; Olivia Hammon
Subject: Fwd: Islamorada Half Marathon

Sharon and Ammie,

Here is our revised Plan for the Islamorada Half Marathon, 10k, 5k.

Islamorada Half Guidelines

As the Covid-19 pandemic continues, the Islamorada Running Company understands the importance of creating a safe environment for everyone involved in our event as well as adhering to village, state and federal guidelines. We recognize there is an unlikely chance we can move forward with our event as normal due to requirements of social distancing as well as the inability to host large gatherings due risks and/or rules that apply. However, we are confident that we can still offer this event to our runners that will satisfy all local authorities and be a fun and memorable event to our participants. Below, we have outlined a new plan that enables us to move forward by taking precautionary measures throughout the weekend that follows all guidelines and limits the risk of spreading Covid-19.

(A) The Event

- This event for 2020 will be organized as a casual run/walk rather than a race and will not host any large gatherings. We will not be encouraging fast times or prizes to top finishers. The new plan will not require any road closures/delays. The new plan will offer participants multiple timeslots over the course of three days which will keep the total number of runners in the road to a minimum. The runners will be running at their own leisure and will self guide themselves along the course.
- Waves will be in 15 minute increments on Friday 12/4, Saturday 12/5, and Sunday 12/6, for the Islamorada Half Marathon, 10k, 5k.
- Thursday's Meet and Greet Paddle will be a Social Distanced Version
- In addition to the limited gatherings, all necessary precautions will be taken into consideration to help ensure a safe and healthy environment.

Please let me know if you need more information.

Best Regards,

Robby

DATE: September 25, 2020

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Scope of Service Change for Swim for Alligator Lighthouse Turnkey Event**

The District IV Advisory Committee at your meeting of August 6, 2019 moved approval to fund the Friends of the Pool, Inc. for the Swim for Alligator Lighthouse Event (Turnkey Event) in an amount not to exceed \$30,000 to take place in September 2020.

A Turnkey event is responsible for all aspects of the event. The Agreement states that if the event is delayed or cancelled for any reason no payment shall be forthcoming (see paragraph 1 of attached signed agreement). In this scenario, the event contractor is not delaying or cancelling the event but requesting to revise the scope of service by deleting the main portion of the event.

Attached you will find the following documents:

- Request from Friends of the Pool, Inc. requesting to revise the scope of service to remove the swim portion of the Event
- Additional documentation provided by Friends of the Pool, Inc. including cancellation notice of event, anticipated retained number of room nights, denial of event permit from Village of Islamorada
- Email from TDC Research Director showing value of bed tax revenue estimated to be brought in by event
- Copy of signed and executed original Turnkey Event Agreement for the event

The DAC may take the following actions:

1. Approve request to revise scope of service for the event at \$30,000 Turnkey Funding
2. Approve request to revise scope of service for the event and reduce Turnkey Funding to \$20,000 (only available DAC IV FY 2020 Turnkey Event Funding Level for this event)
3. Deny request to revise scope of service for the event. The event will not receive any reimbursement.

TDC Event Funding Policies state that a revision to the events schedule of events and/or name requires approval by the Advisory Committee and the TDC Director (TDC Operations Manual, Section II, Page 14).

ammie@fla-keys.com

Subject: FW: Swim for Alligator lighthouse revised itinerary
Attachments: SnipImage.JPG; Alligator Swim ACR Participants 8.25.20.pdf; Alligator Swim ACR STAFF 8.25.20.pdf; Alligator Swim LAS Participants 8.25.20.pdf; final statement.docx; Re_Swim Alligator Lighthouse Procedure for Covid19-1_pdf.eml (17.8 KB)

From: Capt Rob <captrobdixon@gmail.com>
Sent: Wednesday, August 26, 2020 2:35 PM
To: ammie@fla-keys.com <adminasst@fla-keys.com>
Subject: Swim for Alligator lighthouse revised itinerary

Good afternoon Aimee,

As you know, due to the current circumstances that we are all experiencing, many things are in a constant state of change. On 8/12 we learned that the Village of Islamorada would not issue a temporary-use permit for the swim portion of our event, the Swim for Alligator Lighthouse (see attached). After sending an event cancellation statement (see attached), to all registrants, we learned that many of our very loyal participants are keeping their reservations and coming to Keys anyway. As of today, 75% of reservations at the host hotels remain (see attached). We anticipate the cancellation rate will be similar for swimmers staying at the other hotels. Friends of the Pool requests the Monroe County Tourist Development Council consider approving the revised itinerary below for our 2020 event contract in accordance with the decision of the Village of Islamorada to not permit the swim portion of our 4 day annual event. All phases of our event will be in strict accordance with current federal, state and Monroe County Covid-19 safety guidelines. We will also be gathering data from our registrants at hotel check in for the TDC to review.

Swim For Alligator Lighthouse 2020 revised itinerary:

9/10 PM....Swimmer meet and greet

9/11 AM....Swim camp with Olympian Jon Olsen

9/11 PM....Swimmers eat, drink and discuss Swim for Alligator Lighthouse 2021

9/12 AM....Alligator Lighthouse Swim alumni reunion/water activities

9/12 PM....Saturday Swimmer/Family Social

9/13 AM....Farewell brunch

Sincerely,
Rob Dixon, President
Friends of the Pool Inc.
305-664-7149



Virus-free. www.avast.com

Dear Swim for Alligator Lighthouse Friends,

Today we learned that the Village of Islamorada will not permit the Swim for Alligator Lighthouse. We are sad to say that the 2020 event is cancelled. Our primary goal has always been the health and safety of participants. So many of you have become our friends and we consider you family.

The State of Florida and Monroe County continue to work through the challenges presented by COVID-19. Islamorada firmly follows the State guidelines and the CDC recommendations which still limit gatherings to no more than 50 individuals.

We will be swimming to Alligator Lighthouse again! All swimmer registrations and sponsorships will be deferred to September 11, 2021. There will be no refunds, as a non-profit the registration fees have been used to purchase event items.

This is a very important time for all of us. And we'd like to honor your hard work and dedication as well as Islamorada's beacon – Alligator Lighthouse. In the month to come, we invite you post a swim photo to our Facebook page, let's keep each other motivated and positive for the recovery of the endurance events everywhere, our friends and family, which have been impacted by the pandemic.

As many of you know, Friends of the Pool (the founding organization of the Swim for Alligator Lighthouse) applied for ownership/stewardship of Alligator Lighthouse. It continues to be a lengthy and rigorous process. Let's stay safe and swim on so this time next year we can celebrate not only our enduring health and strength, but also, we hope, the next journey by Friends of the Pool to restore and rehabilitate that beautiful beacon of hope.

Until then,

Alligator Lighthouse Swim Committee



Annual Swim for Alligator Light

23h · 🌐



The Alligator Lighthouse Swim is canceled, but there are still swimmers coming down for a restful weekend. The Host Hotel still has rooms available at a very good rate. Support those that support us.

<https://l.facebook.com/l.php.....> See More

From: [terry abel](#)
To: [Capt Rob](#); [Fred Rzymek](#)
Cc: [Roget Bryan](#); [Corey Bryan](#); [Mike Forster](#); [Ty Harris](#)
Subject: RE: Swim Alligator Lighthouse Procedure for Covid19-1.pdf
Date: Wednesday, August 12, 2020 3:56:07 PM

Rob and Fred,

This email confirms the outcome of Village staff's discussion regarding the proposed Alligator Lighthouse Swim Event for 2020. The meeting included Village Attorney Roget Bryan, Community Development Director Ty Harris, Monroe County Sheriff's Office Captain Corey Bryan, Fire Chief Terry Abel, and Deputy Village Manager Maria Bassett.

With the local restrictions and mask mandates in place per County ordinance, with existing guidance from federal and state agencies, including the CDC, health department, some travelers required quarantine, limits on social gatherings, and with cancellations by the County and Key West of other annual events, we determined and agreed that holding of the Alligator Lighthouse Swim Event as early as September 12, 2020 is not advisable and we cannot support the event. The Village, MCSO and other agencies also do not have the resources to accommodate the event and ensure public safety given the coronavirus-related concerns.

Possible postponing to a later date with proper application submittals well in advance of swim so we can work together on any concerns in order to make this another successful and safe event.

Respectfully,
Terry

Terry L. Abel
Fire Chief
Islamorada Fire Rescue
Islamorada, FL 33036
terry.abel@islamorada.fl.us
(305) 664-6490 office
(305) 360-1917 cell

From: Capt Rob <captrobdixon@gmail.com>
Sent: Monday, August 10, 2020 4:17 PM
To: terry abel <terry.abel@islamorada.fl.us>
Cc: Fred Rzymek <DESIGN_SPORTS@msn.com>
Subject: Swim Alligator Lighthouse Procedure for Covid19-1.pdf

Hi Terry,

I hope all is going well on your end. We have been moving forward with plans for the swim as things continue to change by the day. It is our charity's only fundraiser and although we expect the number of swimmers to be less than 200, it will still help us continue to fund local scholarships and programming. Fred Rzymek, our race director, copied here, has been to similar events with a comparable number of participants in the past few weeks and has laid out additional safety guidelines that would be followed for our swim (see attached). I wanted to reach out to you to get your thoughts on the permitting of our event scheduled for Sept. 12. We are available any time for a phone call if that works for you.

Thanks,
Rob Dixon
305-664-7149



Virus-free. www.avast.com

Group Rooming List

Room No.	Room Name	Conf. No.	Arr. Date	Dep. Date	Room Type	Res. Status	Adl.	Chl.	Nls.	Rms.
Block Code ALLIGATOR20 Swim for Alligator Lighthouse										
	adams,maxwell	287150	09-11-20	09-13-20	OCFK	CC	1	0	2	1
	Arnold,Alicia	292572	09-10-20	09-13-20	SUDD	CC	1	0	3	1
	Baker,Glenn,Ms.	293163	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Baker,Glenn	291977	09-11-20	09-13-20	STDD	CC	2	0	2	1
	Bauza,Colleen	291089	09-10-20	09-13-20	SUDK	CC	1	0	3	1
	Bertozzi,Giancarlo	288405	09-11-20	09-13-20	KITC	CC	1	0	2	1
	Blasey,Dana	278054	09-11-20	09-14-20	STDD	CC	3	0	3	1
	Blasey,Dana	278055	09-11-20	09-14-20	QCYV	CC	3	0	3	1
	Boon,Dominic	293824	09-11-20	09-13-20	KCYV	CC	1	0	2	1
	Brown,Carol	273408	09-11-20	09-13-20	OCFD	CC	2	0	2	1
	Brown,Jackie,Mrs.	292411	09-11-20	09-13-20	OCAK	CC	1	0	2	1
	Bynon,Jane	279735	09-10-20	09-13-20	STDK	CC	2	0	3	1
	Campbell,Robert	281706	09-10-20	09-14-20	STDK	CC	1	0	4	1
	Carosi,Sandra,Mrs.	292412	09-11-20	09-13-20	STDD	CC	2	0	2	1
	Carosi,Sandra,Mrs.	278575	09-11-20	09-13-20	STDD	CC	2	0	2	1
	Combs,Jon	281641	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Crews,Christian	292338	09-11-20	09-13-20	SUDD	CC	1	0	2	1
	Cue,Juan	293482	09-11-20	09-13-20	STDD	CC	1	0	2	1
	Curley,Kevin	292822	09-11-20	09-13-20	SUDK	CC	1	0	2	1
	Cury,Claudio,Mr.	278153	09-11-20	09-13-20	STDD	CC	2	1	2	1
	Daland,Lorri	288747	09-11-20	09-13-20	KCYV	CC	1	0	2	1
	Dhadiala,Nadezda	289260	09-11-20	09-13-20	STDD	CC	1	0	2	1
	Dinsmore,Holly	280345	09-10-20	09-13-20	STDK	CC	2	0	3	1
	Enck,Wendy	279287	09-11-20	09-12-20	STDK	CC	1	0	1	1
	Eva,Richard	288156	09-11-20	09-13-20	ADAK	CC	2	0	2	1
	Fischetti,Martin	291065	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Fober,Gene	278928	09-11-20	09-13-20	STDK	CC	2	0	2	1
	Fober,Gene	278929	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Futch,Tasha	288173	09-11-20	09-13-20	QCYV	CC	1	0	2	1
	Gibson,Melissa	289423	09-10-20	09-13-20	STDD	CC	1	0	3	1
	Giugovaz,Esteban,Mr.	279075	09-11-20	09-13-20	QCYV	CC	3	0	2	1
	Gnau,Heather	292414	09-11-20	09-13-20	STDD	CC	2	0	2	1
	Grubb,Michael	288397	09-10-20	09-13-20	KCYV	CC	1	0	3	1
	Guthrie,Erimne,Ms.	292348	09-11-20	09-13-20	QCYV	CC	1	0	2	1
	Hamblin,Bill	290940	09-10-20	09-13-20	STDK	CC	3	0	3	1

Group Rooming List

Room No.	Room Name	Conf. No.	Arr. Date	Dep. Date	Room Type	Res. Status	Adl.	Chl.	Nls.	Rms.
				Carr. Code						
	Hurtado,Ivan	291932	09-11-20	09-13-20	QPOV	CC	2	0	2	1
	Itriago,Hilario	292417	09-11-20	09-13-20	STDD	CC	2	2	2	1
	Jackson,Tom	287204	09-11-20	09-13-20	OCSD	CC	1	0	2	1
	Jeffers,Laura,Mrs.	278742	09-11-20	09-13-20	STDD	CC	1	0	2	1
	Jenkins,Natalie	292460	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Kakis,Anna	292462	09-11-20	09-13-20	STDD	CC	2	0	2	1
	Kakis,Anna	278518	09-11-20	09-14-20	STDD	CC	2	0	3	1
	Kernea,David	292463	09-11-20	09-13-20	STDK	CC	1	0	2	1
	King,Glenn & Amy,Mr.	288521	09-11-20	09-13-20	KITC	CC	1	0	2	1
	Lagasse,Stephen	291208	09-11-20	09-13-20	KPOV	CC	1	0	2	1
	Lambert,Lana	279423	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Larkin,Sharon	294697	09-11-20	09-13-20	OCSK	CC	1	0	2	1
	Larson,Brian,Mr.	290408	09-10-20	09-14-20	KPOV	CC	1	0	4	1
	Malloy,Chris	278774	09-11-20	09-13-20	STDD	CC	2	1	2	1
	Mase,Blair	292451	09-11-20	09-13-20	QCYV	CC	1	0	2	1
	Metoyer,Heather	292335	09-11-20	09-13-20	KITC	CC	1	0	2	1
	Meyerfreund,Karin	292465	09-11-20	09-13-20	STDD	CC	1	0	2	1
	Miller,Jackie	290970	09-11-20	09-14-20	STDD	CC	1	0	3	1
	Moldrem,Jill	279358	09-11-20	09-13-20	STDK	CC	2	0	2	1
	Olazabal,Mary	292336	09-11-20	09-13-20	KITC	CC	1	0	2	1
	Pikula,Jessica	289692	09-10-20	09-14-20	STDK	NON	1	0	4	1
	Proano,Carlos	280955	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Reyes,Francisco	294711	09-11-20	09-13-20	STDK	CC	2	1	2	1
	Rochette,Natalie,Miss.	280518	09-11-20	09-13-20	QCYV	CC	1	0	2	1
	Rochette,Natalie,Miss.	280519	09-11-20	09-13-20	QCYV	CC	1	0	2	1
	Rodahaver,Kent	294189	09-11-20	09-13-20	OCFK	CC	1	0	2	1
	rooks,Karla,Ms.	292372	09-11-20	09-13-20	QCYV	CC	3	0	2	1
	Rose,Wendy	291881	09-11-20	09-13-20	STDD	CC	1	0	2	1
	Salazar,Francisco	292458	09-11-20	09-13-20	STDD	CC	2	2	2	1
121	Seidler,Monty	289184	09-10-20	09-13-20	KCYVL COMP		1	0	3	1
	Shea,Brian	281427	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Shea,Brian	292461	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Shea,Brian	281428	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Signorin,Connor	289697	09-10-20	09-13-20	KPOV	NON	1	0	3	1
	Steinhauer,Daniel	292393	09-10-20	09-14-20	STDK	CC	2	0	4	1
	Stricklan,John	278718	09-10-20	09-13-20	STDK	CC	2	0	3	1

Group Rooming List

Room No.	Room Name	Conf. No.	Arr. Date	Dep. Date	Room Type	Res. Status	Adl.	Chl.	Nls.	Rms.
	Stricklan, John	292409	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Symowicz, Audrey	292416	09-11-20	09-13-20	STDK	CC	1	0	2	1
	Taker, Casey	288760	09-10-20	09-13-20	KPOV	GDED	1	0	3	1
	Taylor, Kristin	284974	09-11-20	09-13-20	ADAK	CC	1	0	2	1
	terracciano, Tiffany	283395	09-11-20	09-13-20	ADAK	CC	2	0	2	1
	Tilki, Dave	295048	09-09-20	09-13-20	KCYV	COMP	1	0	4	1
	*Tilki, Dave	288756	09-09-20	09-13-20	KCYV	GDED	1	0	4	1
	*Tilki, Kim	288765	09-09-20	09-13-20	KCYV	GDED	1	0	0	0
	Valenza, Jordan	287405	09-11-20	09-13-20	KCYV	CC	1	0	2	1
	Warren, Thomas	288365	09-10-20	09-13-20	KITC	CC	1	0	3	1
Total Block Code ALLIGATOR20 Swim							Reservations	81		
Grand Total							Reservations	81		
							112	7	187	80
							112	7	187	80



Group Rooming List

Room No.	Room Name	Conf. No.	Arr. Date	Dep. Date	Room Type	Res. Status	Adl.	Chl.	Nts.	Rms.
Block Code SWIMSTAFF Swim for Alligator STAFF										
117	*Owen,Coral	288763	09-10-20	09-13-20	QCYVL	GDED	1	0	0	0
117	*Briceno,Leo	288754	09-10-20	09-13-20	QCYVL	GDED	1	0	3	1
123	*Birch,Carol	288755	09-10-20	09-13-20	QCYVL	GDED	1	0	3	1
123	*Warner,Tom	288768	09-10-20	09-13-20	QCYVL	GDED	1	0	0	0
125	*Rzymek,Mickey	288757	09-08-20	09-13-20	OCSKL	GDED	1	0	5	1
125	*Rzymek,Chad	288766	09-08-20	09-13-20	OCSKL	GDED	1	0	0	0
127	*Rzymek,Therese	288762	09-09-20	09-14-20	OCFDL	GDED	1	0	0	0
127	*Rzymek,Fred	288759	09-09-20	09-14-20	OCFDL	GDED	1	0	5	1
Total Block Code SWIMSTAFF Swim f			Reservations	8			8	0	16	4
Grand Total			Reservations	8			8	0	16	4



Group Rooming List

Room No.	Room Name	Conf. No.	Arr. Date	Dep. Date	Room Type	Res. Status	Adl.	Chl.	Nls.	Rms.
Block Code ALLIGATOR20 Swim for Alligator Lighthouse										
	Marzulli,Martine	86703	09-10-20	09-14-20	SQOF	COMP	2	0	4	1
	Travers,Craig	56187	09-11-20	09-13-20	SKOV	GDED	2	0	2	1
	Butler,Agnese	47665	09-11-20	09-13-20	SQGV	GDED	1	0	2	1
	Spurnier,Rachel	83674	09-09-20	09-13-20	SQGV	GDED	6	0	4	1
	Butts,Cynthia	89910	09-10-20	09-13-20	SQGV	COMP	1	0	3	1
Total Block Code ALLIGATOR20 Sw			Reservations	5			12	0	15	5
Grand Total			Reservations	5			12	0	15	5

Subject: FW: Swim for Alligator lighthouse revised itinerary

From: research@fla-keys.com <research@fla-keys.com>
Sent: Thursday, August 27, 2020 3:40 PM
To: maxine@fla-keys.com; 'Fountain Kelli' <kelli@fla-keys.com>
Cc: 'Machan-Ammie' <ammie@fla-keys.com>; stacey@fla-keys.com
Subject: RE: Swim for Alligator lighthouse revised itinerary

If I look at the same week in September of 2019 for all Keys excluding Key West or the Monthly STR for Islamorada in September, the numbers are bleak. Give the attachments it looks like there are roughly 90 rooms booked. At either the 188.00 or 195.00 rates respectively, that would bring in bed tax of less than \$3,000.00 for a four day event as they are noting. In addition, the majority of the reservations booked are for only 2 or three nights stays, not four as noted in their email.

Kelli Fountain
Director of Market Research
1201 White St, Ste 102 | Key West, FL 33040
1-800-648-5510 |(direct) 305-294-1936 | (fax) 305-296-0788
To download our research reports, visit: www.monroecounty-fl.gov/tdc



Turnkey Event Agreement

THIS Agreement is made and entered into by and between Monroe County, Florida, a political subdivision of the State of Florida (County), and **Friends of the Pool, Inc.** (Event Contractor) on this 16th day of October, 2019.

WITNESSETH:

In consideration of the mutual covenants contained herein the parties agree as follows:

1. **Payment:** A Turnkey event shall be considered an all-inclusive event where the Event Contractor has financial responsibility for every facet of the production, promotion and management of the event. Payment under a contract for a Turnkey event will be made only after completion of the event and proof that the scope of services as described below in paragraph 2 has been completed. If a Turnkey event is delayed or canceled for any reason, **no payment shall be forthcoming**, even if the Event Contractor has out-of-pocket expenses leading up to the actual event. The Tourist Development Council (TDC), therefore, strongly recommends that the Event Contractor purchase insurance that covers the cancellation or delay of an event due to "force majeure" or unforeseen circumstances (see paragraph 9).

The County agrees to pay **\$30,000** (Thirty Thousand Dollars – TDC District IV Funding Allocation) for: **Swim for Alligator Lighthouse in September 2020**, from tourist development tax funds upon receipt of documentation from Event Contractor, on or before the expiration date of agreement in paragraph 3, that they have met its obligations under this agreement. Said documentation shall also include samples of the Event Contractor's marketing program as outlined in their application. Documentation submitted by Event Contractor will be reviewed and verified by the Tourist Development Council (TDC) Administrative Office, at which time, County shall pay the sum noted above.

Monroe County's performance and obligation to pay under this contract is contingent upon an annual appropriation by the County.

2. **Scope of Services:** The Event Contractor agrees to provide the County with an event as specified in the Scope of Services below (Event):

a) A four (4) day event to include opening pool party; warm up swim and safety meeting; open water race to Alligator Reef Light House; Awards banquet; and celebration brunch

3. **Expiration of Agreement:** This agreement expires on **November 29, 2020** unless the date of the event is amended upon approval of the Advisory Committee and TDC Director and the County shall not be obligated to pay for any services provided by Event Contractor under this agreement if documentation as noted above is not received by the TDC administrative office on or before this reimbursement deadline date.

4. **Modification:** The event name, time & date of the event and Schedule of Activities may be amended upon written approval of the Advisory Committee and TDC

Event Name: Swim for Alligator Lighthouse
Turnkey Funding: FY 2020
ID #: 2430

Director. Any changes to said contract other than stated above require approval by the Advisory Committee, TDC and the County.

5. Non Occurrence of Event: The Event Contractor shall give written notice to the TDC if it is found necessary to cancel an event. The notice shall contain the reason for the cancellation.

6. Indemnification and Hold Harmless: The Event Contractor covenants and agrees to indemnify and hold harmless and defend Monroe County, its officers, employees and agents including the TDC and Visit Florida Keys from any and all claims for bodily injury (including death), personal injury and property damage (including property owned by Monroe County) and any other losses, damages and expenses (including attorney's fees) which arise out of, in connection with, or by reason of the services provided by Event Contractor, or other activities and funding associated with this agreement, except those losses or damages caused by the negligent or wrongful act or omission of County or its agents.

7. Non-Waiver of Immunity: Notwithstanding the provisions of Sec. 768.28, Florida Statutes, the participation of the Event Contractor and the County in this Agreement and the acquisition of any commercial liability insurance coverage, self-insurance coverage, or local government liability insurance pool coverage shall not be deemed a waiver of immunity to the extent of liability coverage, nor shall any contract entered into by the County be required to contain any provision for waiver.

8. Claims and Venue: Event Contractor agrees to notify County immediately of any claims, suits or action made against the Event Contractor that is related to the activity under this agreement, and will cooperate with County in the investigation arising as a result of any action, suit or claim related to this agreement. Any legal proceedings arising out of this agreement shall be in accordance with the laws of the State of Florida in the 16th Judicial Circuit for Monroe County; venue shall be in Monroe County, Florida.

9. Insurance Requirements: Event Contractor as a pre-requisite of the Special Event governed by this agreement shall obtain, at its own expense, insurance as specified in this section. If a Turnkey event is delayed or canceled for any reason, **no payment shall be forthcoming**, even if the Event Contractor has out-of-pocket expenses leading up to the actual event. The TDC, therefore, strongly recommends that the Event Contractor purchase insurance that covers the cancellation or delay of an event due to "force majeure" or unforeseen circumstances.

Event Contractor shall furnish the County with a certificate evidencing the insurance required by this paragraph not later than twenty (20) days prior to the event.

Event Contractor must have their insurance agency email the certificates of insurance directly to Maria Slavik in the Monroe County Risk Management Department. Slavik-Maria@MonroeCounty-FL.Gov – **The email must state that this is a certificate for a TDC event (state name of event as written within your contract) and should be forwarded to Ammie Machan at the TDC administrative office. Your certificate must state that the Monroe County Board of County Commissioners is a "Certificate Holder" and that**

Event Name: Swim for Alligator Lighthouse
Turnkey Funding: FY 2020
ID #: 2430

Monroe County, its employees and officials will be included as “additional insured”. If you or your insurance agency needs to speak with Maria Slavik regarding the insurance requirements, she can be contacted by telephone at (305) 295-3178, or by email at the address stated above.

It is the Event Contractor’s responsibility to confirm that the insurance has been received and approved. You can do this by contacting Ammie Machan at Ammie@fla-keys.com or by calling (305) 296-1552.

Event Contractor will not be permitted to commence work associated with the Event (including pre-staging of personnel and material) until satisfactory evidence of the required insurance has been furnished to the County as specified below. Event Contractor shall maintain the required insurance throughout the entire duration of the Special Event and any extensions specified in any attached schedules. Failure to comply with this provision may result in the immediate suspension of the Event until the required insurance has been reinstated or replaced. Event Contractor shall provide, to the County, as satisfactory evidence of the required insurance, either:

- * Original certificate of Insurance
- or
- * Certified copy of the actual insurance policy

A certified copy of any or all insurance policies required by this contract shall be filed with the Clerk of the County prior to the Event.

All insurance policies must specify that they are not subject to cancellation, non-renewal, material change or reduction in coverage unless a minimum of thirty (30) days prior notification is given to the County by the insurer.

Acceptance and/or approval of Event Contractor’s insurance shall not be construed as relieving Event Contractor from any liability or obligation assumed under this contract or imposed by law.

Any deviations from these General Insurance Requirements must be requested in writing on the County form titled “Request for Waiver of Insurance Requirements” and must be approved by Monroe County Risk Management.

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

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

Event Name: Swim for Alligator Lighthouse
Turnkey Funding: FY 2020
ID #: 2430

The minimum limits acceptable shall be:

- * \$1,000,000.00 Combined Single Limit (CSL)

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

- * \$ 500,000.00 per Person
- * \$1,000,000.00 per Occurrence
- * \$ 100,000.00 Property Damage

An Occurrence Form policy is preferred. If coverage is provided on a Claims Made policy, its provisions should include coverage for claims filed on or after the effective date of this contract. In addition, the period for which claims may be reported should extend for a minimum of twelve (12) months following the acceptance of work by the County. Recognizing that the work governed by this contract involves the sales and/or distribution of alcoholic beverages, the Contractor's General Liability Insurance policy shall include Liquor Liability with limits equal to those of the basic coverage.

A separate Liquor Liability policy is acceptable if the coverage is not more restrictive than the contractor's General Liability policy.

A Workers' Compensation insurance is required by Florida Statutes.

10. Permits: The Event Contractor will secure all required permits, licenses and shall pay all appropriate business taxes.

11. Laws and Regulations: Any and all services, materials and equipment shall comply fully with all Local, State and Federal laws and regulations.

12. Taxes: The County and TDC are exempt from Federal Excise and State of Florida Sales Tax, but this in no way exempts the Event Contractor from applicable Federal and State taxes.

13. Finance Charges: The County and TDC will not be responsible for any finance charges.

14. Relation of County/TDC: It is the intent of the parties hereto that the Event Contractor shall be legally considered as an independent contractor and that neither it nor its employees shall, under any circumstances, be considered servants or agents of the County and TDC, and the County and TDC shall at no time be legally responsible for any negligence on the part of said Event Contractor, its employees or agents, resulting in either bodily or personal injury or property damage to any individual, firm or corporation.

15. Disclosure: The Event Contractor shall be required to list any or all potential conflicts of interest, as defined by Florida Statutes Chapter 112 and Monroe County Code. The Event Contractor shall disclose to the County and TDC all actual or proposed conflicts of interest, financial or otherwise, direct or indirect, involving any client's interest which may conflict with the interest of the County and TDC.

Event Name: Swim for Alligator Lighthouse
Turnkey Funding: FY 2020
ID #: 2430

16. Assignment: The Event Contractor shall not assign, transfer, convey, sublet or otherwise dispose of this agreement, or of any or all of its right, title or interest therein, or his or its power to execute such agreement to any person, company or corporation without prior consent of the TDC and County.

17. Compliance with Laws - Nondiscrimination: County and Event Contractor agree that there will be no discrimination against any person, and it is expressly understood that upon a determination by a court of competent jurisdiction that discrimination has occurred, this Agreement automatically terminates without any further action on the part of any party, effective the date of the court order. County or Event Contractor agree to comply with all Federal and Florida statutes, and all local ordinances, as applicable, relating to nondiscrimination. These include but are not limited to: 1) Title VII of the Civil Rights Act of 1964 (PL 88-352) which prohibits discrimination on the basis of race, color or national origin; 2) Title IX of the Education Amendment of 1972, as amended (20 USC ss. 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; 3) Section 504 of the Rehabilitation Act of 1973, as amended (20 USC s. 794), which prohibits discrimination on the basis of handicaps; 4) The Age Discrimination Act of 1975, as amended (42 USC ss. 6101-6107) which prohibits discrimination on the basis of age; 5) The Drug Abuse Office and Treatment Act of 1972 (PL 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; 6) The Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (PL 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; 7) The Public Health Service Act of 1912, ss. 523 and 527 (42 USC ss. 690dd-3 and 290ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; 8) Title VIII of the Civil Rights Act of 1968 (42 USC ss. 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; 9) The Americans with Disabilities Act of 1990 (42 USC s. 12101 Note), as maybe amended from time to time, relating to nondiscrimination on the basis of disability; 10) Monroe County Code Chapter 14, Article II, which prohibits discrimination on the basis of race, color, sex, religion, national origin, ancestry, sexual orientation, gender identity or expression, familial status or age; 11) any other nondiscrimination provisions in any Federal or state statutes which may apply to the parties to, or the subject matter of, this Agreement.

18. Security Protection: The Event Contractor agrees to provide adequate security for the event.

19. Ethics Clause: The Event Contractor warrants that it has not employed, retained or otherwise had act on its behalf, any former County office or employee in violation of Section 2 of Ordinance No. 10-1990 or any County officer or employee in violation of Section 3 of Ordinance No. 10-1990. For breach or violation of the provision the County may, at its discretion, terminate this agreement without liability and may also, at its discretion, deduct from the agreement or purchase price, or otherwise recover the full amount of any fee, commission, percentage, gift or consideration paid to the former or present County officer or employee.

20. Media Rights: The TDC shall have the right under this agreement to broadcast or rebroadcast, for any purpose whatsoever, radio, television, sound, video or film production,

and still photographs, paid by the TDC and County, and produced by the TDC agencies of record.

21. **Logo:** Marketing promotions that display our logo must use the "The Florida Keys - Islamorada" logo/trademark **(as per attached logo sample – Exhibit A)**. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Danielle Salman or John Underwood with Tinsley Advertising at 305-856-6060.

22. **Severability:** If any provision of this agreement shall be held by a court of competent jurisdiction to be invalid or unenforceable, the remaining provisions shall not be affected thereby; and each provision of this agreement shall be valid and enforceable to the fullest extent permitted by law.

23. **Authority:** Each of the signatories for the Event Contractor below certifies and warrants that: a) the Event Contractor's name in the agreement is the full name of the person/entity or corporation as designated in its corporate charter, and b) they are empowered to act and execute the agreement for the Event Contractor and c) this agreement has been approved by the Event Contractor's governing board, as applicable to corporations.

24. **Public Entities Crimes:** A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor or consultant under a contract with any public entity and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for category two for a period of 36 months from the date of being placed on the convicted vendor list.

25. **Governing Law/Venue:** This agreement shall be governed by and construed in accordance with the laws of the State of Florida applicable to contracts made and to be performed entirely in the State. In the event that any cause of action or administrative proceeding is instituted for the enforcement or interpretation of the agreement, the County and Event Contractor agree that venue shall lie in the appropriate court or before the appropriate administrative body in Monroe County, Florida. This agreement shall not be subject to arbitration.

26. **Accounting and Records:** Event Contractor shall maintain records pursuant to generally accepted accounting principles for four (4) years after the event and shall permit County and its agents and employees access to said records at reasonable times.

27. **Notice:** Any notice required or permitted under this agreement shall be in writing and hand delivered or mailed, postage prepaid, to the other party by certified mail, returned receipt requested to the following:

For Grantee: Rob Dixon
Friends of the Pool, Inc.
217 Matecumbe Ave.
Islamorada, FL 33036

For Grantor: Maxine Pacini
Monroe County Tourist Development Council
1201 White Street, Suite 102
Key West, FL 33040

And

Christine Limbert-Barrows, Asst. County Attorney
P.O. Box 1026
Key West, FL 33041-1026

28. Breach and Penalties: The parties agree to full performance of the covenants contained in this agreement, and the County reserves the right at its discretion, provided such breach is material, to terminate this agreement for any misfeasance, malfeasance or nonperformance of the agreement terms or negligent performance of the agreement terms by the Event Contractor.

29. Termination of Agreement: County may terminate this agreement without cause by providing written notice to Event Contractor, through its officer, agent or representative, no less than sixty (60) days prior to the event and may terminate for breach upon providing to Event Contractor, through its officer, agent or representative, written notice at least seven (7) days prior to the effective date of the termination. Notice is deemed received by Event Contractor when hand delivered, delivered by national courier with proof of delivery, or by U.S. mail upon verified receipt or upon the date of refusal or non-acceptance of delivery.

30. Miscellaneous: As used herein, the terms "contract" and "agreement" shall be read interchangeably.

31. Entire Agreement: The parties agree that the agreement above constitutes the entire agreement between the County and Event Contractor.



IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written.

Attest: Kevin Madok, Clerk

Samuel Starnock
Deputy Clerk

Board of County Commissioners
of Monroe County

D. P. Philby
Mayor/Chairman

CLERK CIR. CT.
MONROE COUNTY, FL

2019 NOV -5 PM 3: 12

FILED FOR RECORD

Friends of the Pool, Inc.

By [Signature]
President

RB Dixon
Print Name

Date: 9/6/19

AND TWO WITNESSES

(1) [Signature]

Print Name: Thomas Gibson

Date: 9/6/19

(2) [Signature]

Print Name: Jack Westman Jr

Date: 9/6/19

MONROE COUNTY ATTORNEY
APPROVED AS TO FORM:
[Signature]
CHRISTINE LIMBERT-BARROWS
ASSISTANT COUNTY ATTORNEY
DATE: 9/23/19

EXHIBIT A

Color ads four (4) color processing printing

Black & white ads shall include the appropriate generic or district logo in high resolution

TV: logo must appear at the conclusion of commercial

Radio Advertising: No logo is required. All radio announcements must say "Brought to you by the Monroe County Tourist Development Council."

Marketing promotions that display our logo must use the "The Florida Keys - Islamorada" logo/trademark. Electronic format (eps or jpg file) of the appropriate logo may be obtained by contacting Danielle Salman or John Underwood with Tinsley Advertising at 305-856-6060.

The Florida Keys
Islamorada

**INSURANCE CHECKLIST FOR VENDORS SUBMITTING PROPOSALS OR BIDS
FOR WORK**

To assist in the development of your proposal, the insurance coverages marked with an "X" will be required in the event an award is made to your firm. Please review this form with your insurance agent and have him/her sign it in the place provided. It is also required that the bidder sign the requisite form reflecting coverage and submit it with the proposal.

**WORKERS' COMPENSATION
AND
EMPLOYERS' LIABILITY**

_____	Workers' Compensation	Statutory Limits
		Bodily Injury by Accident/Bodily Injury by Disease, policy limits/Bodily Injury by Disease each employee
WCI	Employers Liability	\$100,000/\$500,000/\$100,000
WC2	Employers Liability	\$500,000/\$500,000/\$500,000
WC3	Employers Liability	\$1,000,000/\$1,000,000/\$1,000,000
WCUSLH	US Longshoremen & Harbor Workers Act	\$1,000,000
WCJA	_____ Federal Jones Act	\$1,000,000

GENERAL LIABILITY

As a minimum, the required general liability coverages will include:

- Premises Operations
- Blanket Contractual
- Products and Completed Operations
- Personal Injury

Required Limits:

GL1	_____	\$300,000 Combined Single Limit
GL2	_____	\$500,000 Combined Single Limit
GL3	<u>X</u>	\$1,000,000 Combined Single Limit
GL4	_____	\$2,000,000 Combined Single Limit
GL5	_____	\$3,000,000 Combined Single Limit
GL6	_____	\$4,000,000 Combined Single Limit
GL7	_____	\$5,000,000 Combined Single Limit

Required Endorsement:

GLLIQ	_____	Liquor Liability
GLS		Security Services

All endorsements are required to have the same limits as the basic policy.

INSCKLST

BUSINESS AUTOMOBILE LIABILITY

As a minimum, coverage should extend to liability for:

- Owned; Non-owned; and Hired Vehicles

Required Limits:

VL1	_____	\$50,000 per Person; \$100,000 per Occurrence \$25,000 Property Damage Or \$100,000 Combined Single Limit (The use of VLI should be limited to special projects that involve other governmental entities or "Not for Profit" organizations. Risk Management must approve the use of this form).
VL2	_____	\$200,000 per Person; \$300,000 per Occurrence \$200,000 Property Damage or \$300,000 Combined Single Limit
VL3	_____	\$500,000 per Person; \$1,000,000 per Occurrence \$100,000 Property Damage or \$1,000,000 Combined Single Limit
VL4	_____	\$5,000,000 Combined Single Limit

MISCELLANEOUS COVERAGES

BRI	_____	Builders' Risk	Limits equal to the Full Replacement Value of the completed project.
CLI	_____	Cyber Liability	\$1,000,000
MVC	_____	Motor Truck Cargo	Limits equal to the maximum value of any one shipment.
PRO	_____ I	Professional Liability	\$ 300,000 per Occurrence/\$ 500,000 Agg.
PR02	_____		\$ 500,000 per Occurrence/\$1,000,000 Agg.
PR03	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL1	_____	Pollution Liability	\$ 500,000 per Occurrence/\$1,000,000 Agg.
POL2	_____		\$1,000,000 per Occurrence/\$2,000,000 Agg.
POL3	_____		\$3,000,000 per Occurrence/\$6,000,000 Agg.
POL4	_____		\$5,000,000 per Occurrence/\$10,000,000 Agg.
EDt	_____	Employee Dishonesty	\$ 10,000
ED2	_____		\$100,000
GK1	_____	Garage Keepers	\$ 300,000 (\$ 25,000 per Vehicle)
GK2	_____		\$ 500,000 (\$100,000 per Vehicle)
GK3	_____		\$1,000,000 (\$250,000 per Vehicle)

Administrative Instruction 7500.7

MED1	Medical Professional	\$ 300,000/\$ 750,000 Agg.
MED2		\$ 500,000/\$ 1,000,000 Agg.
MED3		\$1,000,000/\$ 3,000,000 Agg.
MED4		\$5,000,000/\$10,000,000 Agg.
IF	Installation Floater	Maximum value of Equipment Installed
VLP1	Hazardous Cargo Transporter	\$ 300,000 (Requires MCS-90)
VLP2		\$ 500,000 (Requires MCS-90)
VLP3		\$1,000,000 (Requires MCS-90)
BLL	Bailee Liab.	Maximum Value of County Property that will be in the Bailee's possession.
HK.L1	Hangar keepers Liability	\$ 300,000
HK.L2		\$ 500,000
HK.L3		\$ 1,000,000
HK.L4		\$ 5,000,000
AIR1	Aircraft Liability	\$ 1,000,000
AIR2		\$ 5,000,000
AIR3		\$50,000,000
AE01	Architects Errors & Omissions	\$ 250,000 per Occurrence/\$ 500,000 Agg.
AE02		\$ 500,000 per Occurrence/\$1,000,000 Agg.
AE03		\$ 1,000,000 per Occurrence/\$3,000,000 Agg.
AE04		\$ 3,000,000 per Occurrence/\$5,000,000 Agg.
ARP	All Risk Property	Full Replacement Value of Structure
EOJ	Engineers Errors & Omissions	\$ 250,000 per Occurrence/\$ 500,000 Agg.
E02		\$ 500,000 per Occurrence/\$1,000,000 Agg.
E03		\$ 1,000,000 per Occurrence/\$2,000,000 Agg.
E04		\$ 5,000,000 per Occurrence/\$10,000,000 Agg.
WL1	Water Craft	\$ 500,000 per Occurrence
WL2	Liability	\$ 1,000,000 per Occurrence

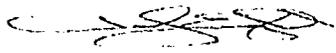
INSURANCE AGENT'S STATEMENT

I have reviewed the above requirements with the bidder named below. The following deductibles apply to the corresponding policy

Policy	Deductibles
#SRPGAPML-101-0719	None
Certificate#: USP295591	

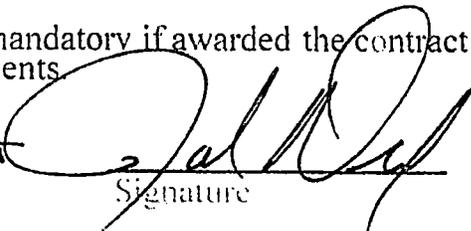
Liability policies are Occurrence Claims Made

Hamman-Miller-Beauchamp-Deeble, Inc.
Insurance Agency


Signature 08/14/2019

BIDDERS STATEMENT

I understand the insurance that will be mandatory if awarded the contract and will comply in full with all the requirements

ROBT DIXON / PRESIDENT 
Bidder's Name and Title Signature

Company Name: FRIENDS OF THE POOL INC

DATE: September 25, 2020

To: District IV 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 IV has \$85,000 available for FY 2021 Events

Attached are the following documents:

- Event Application Summary List
- Event Applications
- DAC IV Destination/Turnkey Event Funding Worksheets
- A copy of your Districts funding levels (for reference at 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 borders of the document – if not, you will have to “draw” the borders
 - ✓ Select “keep scan”

The following events have requested funding in multiple Districts:

Fantasy Fest (\$220,000)

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

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

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

Beach Road Trip (BRT) Weekend (\$35,000)

- DAC IV \$25,000 (D)
- DAC V \$10,000 (D)

Miami Boat Rally (\$10,000)

- DAC IV \$10,000 (D)
- DAC V \$10,000 (D)

DAC IV Destination/Turnkey Funding Applications

FY 2021

Event name	Organization	Funds requested DAC IV	Dest./Turn.	Start date	End date	ID#
Beach Road Trip (BRT) Weekend	HM Events and Hospitality LLC	\$25,000.00	D	11/4/2021	11/8/2021	2596
Fantasy Fest	Key West Tourist Development Association, Inc.	\$10,000.00	D	10/22/2021	10/31/2021	2597
Islamorada Half Marathon, 10K, 5K and Beach N Beer Mile	Islamorada Running Company LLC	\$20,000.00	T	12/9/2021	12/12/2021	2598
Island Fest - 30th Annual	Islamorada Chamber of Commerce, Inc.	\$15,000.00	D	4/10/2021	4/11/2021	2594
Keys Lionfish Derby & Festival 2021	Reef Environmental Education Foundation Incorporated	\$10,000.00	D	9/9/2021	9/12/2021	2595
Miami Boat Rally	Digital Competitions LLC	\$10,000.00	D	6/11/2021	6/13/2021	2599
Ocean Fest - 4th Annual	Mote Marine Laboratory, Inc.	\$10,000.00	D	12/4/2021	12/4/2021	2593
Swim for Alligator Lighthouse	Friends of the Pool, Inc.	\$40,000.00	T	9/9/2021	9/12/2021	2600
		\$140,000.00				