

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, JANUARY 23, 2024 2:00 p.m.

Join Zoom Meeting <https://us02web.zoom.us/j/81465578367>

The meeting may also be accessed:

Meeting ID: 814 6557 8367

One tap mobile

+13052241968,,81465578367# US

+16469313860,,81465578367# US

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

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

1. Additions to and Approval of the Agenda/Bulk Items

D. APPROVAL OF THE MINUTES:

1. December 5, 2023 Regular Meeting Minutes
2. October 31, 2023 TDC Meeting Minutes – FYI
3. November 16, 2023 TDC Special Meeting Minutes - FYI

E. Budget:

1. FY 2024 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. D360 Report and Key Data Vacation Rental 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.** Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration Islamorada 2024 Project
3. Review of Recent Events Funded by DAC
- 4.** Update re: December 19, 2023 TDC Meeting

M. GENERAL DISCUSSION

N. PUBLIC/INDUSTRY INPUT

O. ADJOURNMENT

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

District IV Advisory Committee Meeting

The December 5, 2023 Meeting of the District IV Advisory Committee of the Monroe County Tourist Development Council was called to order by Chairperson John Harrison at 2:00 p.m. via Zoom.

DAC Members Present Were: Ms. Deborah Gillis, Ms. Mary Beth Harris, Mr. Lou Sena (arrived at 2:05), Ms. Cindy Shattuck Ms. Margie Smith (arrived at 2:03), Mr. Robert Stober, and Mr. Michael Walsh

DAC Members Absent Were: Ms. Tiffiany Holmes (1st absence in Fiscal Year)

TDC Representative in Attendance: Ms. Patti Stanley

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, and Ms. Jaclyn Fortier – Tinsley Advertising, Ms. JoNell Modys - Web Editor and Public Relations Stringer NewmanPR, Mr. Andy Newman – NewmanPR, Ms. Elaine Cooke and Ms. Karissa Hamilton – Two Oceans Digital

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

Approval of the Agenda and Agenda Bulk Agenda Items: Ms. Pacini requested to move items L.4. Consideration and Action re: FY 2024 2nd Round Event Funding Applications and L.5. Update re: November 16, 2023 Special TDC Meeting after item C.2. Approval of the Agenda/Bulk Agenda Items.

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

- D.1. October 17, 2023 Regular Meeting Minutes
- D.2. September 19, 2023 TDC Meeting Minutes - FYI
- E.1. FY 2024 Budget
- E.2. Four Penny Revenue Report
- F.1. Monthly Report from NewmanPR – FYI
- G.1. Advertising Recap - FYI
- H.1. D360 Report and Key Data Vacation Rental Report - FYI
- I.1. Chamber Visitor Information Services Report – FYI
- J.1. Two Oceans Digital Report – FYI
- J.2. District Google Analytics
- L.1. Operational Manual Update – FYI
- L.2. Review of Recent Events Funded by DAC
- L.3. Update re: October 31, 2023 TDC Meeting

Mr. Walsh seconded. Motion passed unanimously.

Update re: November 16, 2023 Special TDC Meeting: Ms. Maxine Pacini provided an update on the business that took place at the November 16, 2023 Special TDC Meeting.

Mr. Andy Newman read a statement in response to the audit of the TDC.

Consideration and Action Re: FY 2024 2nd Round Event Funding Applications: Ms. Pacini instructed the Committee on the procedure for scoring the applications using the event worksheet. Prior to scoring the applications that were submitted as Turnkey Events, the DAC addressed whether they

considered the applications as Turnkey or a Destination event and scored accordingly. The applications were reviewed and scored using the event worksheet, with an opportunity for Event Coordinators to answer questions from the DAC members. Applications were required to score 17 points or above by the majority of the sitting DAC members to be considered for funding.

Ms. Smith moved approval to consider 7 Mile Offshore Gran Prix as a Turnkey Event, Ms. Harris seconded. Motion passed unanimously.

Ms. Gillis moved approval to consider St. Patty's Day 5k & 10K as a Turnkey Event, Ms. Shattuck seconded. Motion passed unanimously.

The following events scored 17 points or above by the sitting members of the DAC and were eligible to be considered for funding:

Old Highway Run/Walk	21.00
St. Patty's Day 5K and 10K	18.75

The following events did not score 17 points or above by the sitting members of the DAC and were not eligible to be considered for funding:

Miami Boat Rally	13.75
7 Mile Offshore	13.25

Ms. Gillis moved approval to fund HNO Productions, Inc. in an amount not to exceed \$10,000 DAC IV FY 2024 Event Resources for Old Highway Run/Walk (Destination Event), Ms. Harris seconded.

A roll call vote was taken with the following results:

Ms. Deb Gillis	Yes
Ms. Mary Beth Harris	Yes
Mr. Lou Sena	Yes
Ms. Cindy Shattuck	Yes
Ms. Margie Smith	Abstain*
Mr. Robert Stober	Yes
Mr. Michael Walsh	Yes
Mr. John Harrison	Yes Motion passed.

*Ms. Smith abstained due to working for Baptist Heath South Florida Foundation, who benefits financially from this event.

Ms. Harris moved approval to fund Islamorada Running Company, LLC in an amount not to exceed \$20,000 DAC IV FY 2024 Event Resources for St. Patty's Day 5k & 10k (Turnkey Event), Mr. Stober seconded. Motion passed unanimously.

Presentation: October – December 2023 Media: Mr. Eric Gitlin presented the fall media plan in the amount of \$11,379,947 to run October - December 2023.

Mr. Gitlin stated that television accounted for 31% of the spend and includes national cable television ads on CNN, Food Network, Fox News, HGTV and TLC. Spot market television ads will air in New York, Los Angeles, Chicago, Philadelphia, Boston, Washington, DC, Detroit, Minneapolis-St. Paul, Atlanta, Dallas, Houston, Nashville, Charlotte, and Toronto. Advertisements will air during the local

early and late news and during local breaks during national news morning shows. Samples of the television ads were shown.

Mr. Gitlin presented the digital advertising for the fall, which accounted for 61% of the spend and includes mobile/tablet/desktop online video ads, addressable television, social media sponsored ads, native contact stories, e-newsletters, OTT/Connected TV pre and mid roll ads, audio streaming ads, interactive ads, and search engine marketing. Samples of various digital advertisements were shown. Mr. Gitlin presented the Own-a-City campaign for the Minneapolis-St. Paul market. This campaign will run in December 2023 – January 2024 and will include digital highway billboards, digital screens in the downtown “Skyway” system and sales and PR efforts.

Mr. Gitlin provided an overview of international markets for the fall season, which includes Canada, Germany, Scandinavia, Italy, France and the UK. Marketing efforts include digital, print media and social media efforts. Mr. Gitlin stated that there are also 6 taxis wrapped with Keys imagery in the UK.

There being no further business the meeting was adjourned at 4:02 p.m.

Monroe County Tourist Development Council Meeting

The October 31, 2023 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the Islander Resort, Islamorada.

TDC Members in Attendance: Mayor Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root, Ms. Diane Schmidt, Ms. Patti Stanley, and Ms. Gayle Tippett (arrived at 10:05 a.m.)

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Mr. John Harrison (DAC IV), and Ms. Suzanne Holmquist (DAC V)

District Advisory Committee Chairpersons Absent Were: Mr. Steve Estes (DAC II) and Ms. Vicki Tashjian (DAC III),

Agencies Present Were: Mr. John Underwood and Mr. Eric Gitlin– Tinsley Advertising; Mr. Andy Newman, Ms. JoNell Modys, and Ms. Ashley Serrate – NewmanPR; Mr. Tom Cooke and Ms. Elaine Cooke – Two Oceans Digital

Staff Present Were: Ms. Christine Limbert – Assistant County Attorney, Ms. Stacey Mitchell – TDC Marketing Director, Ms. Kelli Fountain – TDC Director of Market Research, Mr. Markham McGill – TDC Director of Sales, Jack Meier, Yves Vrielynck and Sabine Pons-Chilton - Sales Staff, Ms. Maxine Pacini and Ms. Ammie Machan

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

Approval of the Minutes: **Mr. Root moved approval of the September 19, 2023 TDC meeting minutes as presented, Ms. Tippett seconded. Motion passed unanimously.**

Election of Officers: Nominations were taken with the following officers being elected:

Chairperson:	Ms. Rita Irwin
Vice Chairperson & Treasurer:	Mr. George Fernandez
Co-Treasurer:	Ms. Diane Schmidt

Ms. Pacini stated that she would request that both Mr. Fernandez and Ms. Schmidt be set up with usernames and passwords for the County’s finance system in order to approve invoices.

Approval of the Agenda Bulk Items: **Ms. Tippett moved approval of the following bulk items:**

- F. **Administrative**
 - 1.** Status Report
 - 3.** Director’s Report
 - 4.** Operations Manual Update – FYI
 - 5.** Consideration and Action re: Employee Compensation

- G. **Budget**
 - 1.** Four Penny Revenue Report

- H. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4.** Search Engine Marketing Report – FYI

- I. **Film Commission**
 - 1. Status Report
- J. **Public Relations**
 - 1. Status Report
 - 2. Ameurop Report
- K. **Sales and Marketing**
 - 1. Status Report
- L. **Research**
 - 1. Status Report
 - 2. Review of VIS Call Reports
 - 3. Monitoring Economic Status Update
 - 4. Consideration and Action re: Datafy
- M. **Website**
 - 1. Website Status Report
- N. **TDC Related Items**
 - 1. FY 2023 Goals Report
 - 2. Tinsley Advertising Key Personnel - FYI
- O. **District Advisory Committee Items**
 - 1. **District I**
 - a). DAC I August 9, 2023 Regular Meeting Minutes – FYI
 - 2. **District II**
 - a). DAC II August 8, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Ms. Heidi Morris/Tourist Related Representative
 - 3. **District III**
 - a). DAC III August 9, 2023 Regular Meeting Minutes – FYI
 - 4. **District IV**
 - a). DAC IV August 8, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration – Islamorada 2023 Project
 - c). Consideration and Action re: Extension to Agreement with Florida Keys Wild Bird Rehabilitation Center, Inc. for the Pelican Pond Reconstruction Phase II Project
 - 5. **District V**
 - a). DAC V August 8, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Extension to Agreement with Mote Marine Laboratory, Inc. for the Mote – Coral Restoration Key Largo 2023 Project
 - c). Consideration and Action re: Extension to Agreement with Florida Keys Wild Bird Rehabilitation Center, Inc. for the Pelican Pond Reconstruction Phase II Project
- P. **Cultural Umbrella**
 - 1. Minutes of Cultural Umbrella Meeting – FYI
- Q. **Fishing Advisory Committee**
 - 1. Minutes of Fishing Advisory Committee Meeting – FYI
- R. **Dive Umbrella**
 - 1. Minutes of Dive Umbrella Meeting – FYI

Ms. Laron seconded. Motion passed unanimously.

Presentation: Fall Media: Mr. Eric Gitlin presented the fall media plan in the amount of \$11,379,947 to run October - December 2023.

Mr. Gitlin stated that television accounted for 31% of the spend and includes national cable television ads on CNN, Food Network, Fox News, HGTV and TLC. Spot market television ads will air in New York, Los Angeles, Chicago, Philadelphia, Boston, Washington, DC, Detroit, Minneapolis-St. Paul, Atlanta, Dallas, Houston, Nashville, Charlotte, and Toronto. Advertisements will air during the local early and late news and during local breaks during national news morning shows. Samples of the television ads were shown.

Mr. Gitlin presented the digital advertising for the fall, which accounted for 61% of the spend and includes mobile/tablet/desktop online video ads, addressable television, social media sponsored ads, native contact stories, e-newsletters, OTT/Connected TV pre and mid roll ads, audio streaming ads, interactive ads, and search engine marketing. Samples of various digital advertisements were shown.

Mr. Gitlin presented the Own-a-City campaign for the Minneapolis-St. Paul market. This campaign will run in December 2023 – January 2024 and will include digital highway billboards, digital screens in the downtown “Skyway” system and sales and PR efforts.

Mr. Gitlin provided an overview of international markets for the fall season, which includes Canada, Germany, Scandinavia, Italy, France and the UK. Marketing efforts include digital, print media and social media efforts. Mr. Gitlin stated that there are also 6 taxis wrapped with Keys imagery in the UK.

Consideration and Action re: Generic Media Plan Add-On for Post Easter 2024: Mr. Gitlin presented a proposal to utilize \$150,000 FY 2024 Generic Advertising Resources to support post Easter business. The campaign includes digital advertising targeted to affluent luxury travelers as well as a campaign with Hopper, an online booking site.

Mr. Fernandez moved approval of the Generic Media Plan Add-On for Post Easter 2024 as presented in an amount not to exceed \$150,000 FY 2024 Generic Advertising Resources, Ms. Tippett seconded. Motion passed unanimously.

Presentation: Current PR: Ms Ashley Serrate presented a recently completed social media video contest in partnership with George Poveromo’s World of Saltwater Fishing show and in celebration of Monroe County’s 200th Anniversary. The winner of the contest won a trip to the Florida Keys and appeared on an episode of George Poveromo’s World of Saltwater Fishing. The campaign reach exceeded 700,700 with 450,000 impressions and 34,000 engagements. Ms. Seratte shared several of the top video entries including the winning video.

Mr. Andy Newman shared news coverage on the Alligator Reef Lighthouse after solar lighting was recently installed to illuminate the lantern room after remaining dark for nearly a decade.

Public/Industry Input: Ms. Irwin asked for a brief report on Fantasy Fest. Mr. Steve Robbins reported that fundraising for King/Queen broke records and that the entire event went well. Mr. Newman stated that the event this year featured more creative costumes.

General Discussion: Ms. Stacey Mitchell shared the recent passing of former Chairperson of the TDC Mr. Michael Ingram. She also shared that former TDC Marketing Director, Mr. Harold Wheeler, was ill and she would share more with the TDC board when she had more information.

There being no further business, the meeting was adjourned at 11:37 a.m.

Visit Florida Keys Meeting

The October 31, 2023, meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:26 a.m. at the Islander Resort, Islamorada.

TDC Members in Attendance: Mayor Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Mr. Timothy Root, Ms. Peg Laron, Ms. Diane Schmidt, Ms. Patti Stanley, and Ms. Gayle Tippet

Approval of Bulk Items: Mr. Root moved approval of the following bulk items:

U.1. Consideration and Action re: Florida Keys Portion of the September 19, 2023 Meeting Minutes

U.2 Consideration and Action re: Approval of Board Members as Appointed by TDC

Ms. Laron seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:38 a.m.

Special Meeting of the Monroe County Tourist Development Council

The November 16, 2023 Special Meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the DoubleTree Resort in Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root, Ms. Diane Schmidt, Ms. Patti Stanley, and Ms. Gayle Tippett

District Advisory Committee Chairpersons Present Were: Mr. Steve Estes (DAC II), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV)

District Advisory Committee Chairpersons Absent Were: Mr. Steve Robbins (DAC I) and Ms. Suzanne Holmquist (DAC V)

Agencies Present Were: Mr. John Underwood and Mr. Dorn Martel – Tinsley Advertising; Mr. Andy Newman and Ms. Carol Shaughnessy – NewmanPR; Mr. Tom Cooke and Ms. Elaine Cooke – Two Oceans Digital

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

Approval of the Agenda: **Mayor Johnston moved approval of the agenda as presented, Ms. Tippett seconded. Motion passed unanimously.**

Discussion and Direction of Audit Recommendations Directed to the TDC and Visit Florida Keys: Ms. Limbert reviewed the recommendations within the audit and stated that she had started to develop policies and procedures to address the recommendations within the audit. She stated that she would need more time to complete the development of these policies and procedures and that they would be brought before the TDC to be incorporated into the Operations Manual and/or potentially into the Employee Policies and Procedure Manual. She stated that the Office of Management and Budget would be providing additional training as needed to TDC staff. She stated that the County is in the process of hiring an ethics consultant and the TDC/Visit Florida Keys may have the ability to utilize the services of this consultant to update the Employee Policies and Procedure Manual.

Mayor Johnston asked about the memo that was distributed during the meeting regarding the possible double billing by NewmanPR that was in the audit. Ms. Limbert stated that the memo was a legal opinion that the invoices submitted for photography and videography were outside the scope of services for the agreement with NewmanPR and therefore no double billing existed for these services. Ms. Limbert stated that staff is working with the Clerks office to ensure that payments to NewmanPR are continuing to be processed.

It was the consensus of the Board to accept and to continue addressing the audit recommendations directed to the TDC and Visit Florida Keys.

Consideration and Action re: Recommendations from the BOCC to retain Cherry Bekaert Advisory LLC to provide financial and management assistance to the Tourist Development Council and 3406 North Roosevelt Blvd Corporation d/b/a Visit Florida Keys: Ms. Irwin stated that the scope of work had been provided to the TDC in advance of the meeting. Mayor Johnston asked if the scope of work was different than what was presented to the BOCC. Ms. Limbert stated that the scope of work was different, and after discussion with Cherry Bekaert Advisory LLC on the services they could provide, Cherry Bekaert provided a scope of work to perform a Special Risk Assessment only and not for

management assistance. Ms. Schmidt asked if they had the ability to provide management, sales and marketing assistance. Ms. Limbert replied that she was not sure if they offered those services, but they were not provided in the scope of work that they were willing to provide. Ms. Irwin stated that she had researched the company and it appears that they are a financial auditing company only and would not be able to offer other services. Ms. Irwin commented that at the BOCC meeting it was mentioned that one of the advisors had TDC experience, but it was as a CFO, not in a marketing position.

Ms. Irwin stated that she is concerned with bringing in Cherry Bekaert Advisors LLC at the same time that the forensic audit is going on, in that some of the perceived issues might be addressed in the forensic audit and that it might be better to utilize their services once the forensic audit is completed.

Mayor Johnston stated that she felt in order to ensure public trust and confidence that the services of Cherry Bekaert Advisors LLC should be utilized as soon as possible. Commissioner Cates was in agreement. He stated that the TDC is important to the Keys economy and it is important to move forward with this recommendation.

Ms. Irwin asked if there was any public input on this item.

Mr. Richard Tallmadge stated that the TDC is needed and necessary and that public trust had been eroded. He encouraged the TDC to follow the lead and recommendations of the BOCC.

Ms. Irwin stated that she wanted to make it clear that she was not recommending not taking the recommendation of the BOCC to hire Cherry Bekaert Advisors LLC, only to wait to hire them until after the completion of the forensic audit.

Ms. Vicki Tashjian stated that she sees both sides of the situation and feels that it would be beneficial that the TDC get the ball rolling to show the public that the TDC is working on the recommendations.

Mr. Estes asked if this service would need to be put out to bid. Ms. Limbert replied that according to the County Purchasing Policy it was below the threshold for requiring a competitive bid process and due to it being a professional service, the BOCC can waive the requirement for additional bids.

Mr. Estes stated the scope of work only discussed providing financial services and not management services as discussed at the BOCC meeting. Ms. Limbert replied that the agency, upon further review, was not able to offer management services and those services would need to be fulfilled by other means. Mayor Johnston asked for clarification on who cut back on the scope of work. Ms. Limbert responded that Cherry Bekaert Advisors LLC had cut back on the scope of work.

Mayor Johnston moved approval to retain Cherry Bekaert Advisory LLC to perform a Special Risk Assessment as noted in the provided scope of services, Ms. Laron seconded.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes
Mr. George Fernandez	Yes
Mayor Teri Johnston	Yes
Ms. Peg Laron	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Yes

Ms. Patti Stanley	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	Yes	Motion passed.

Ms. Limbert stated that Cherry Bekaert would commence the Special Risk Assessment upon execution of the agreement at the December BOCC meeting.

General Discussion: Mr. Andy Newman read a statement in response to the audit of the TDC.

There being no further business, the meeting was adjourned at 11:05 a.m.

Visit Florida Keys Meeting

The November 16, 2023, Special Meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:06 a.m. at the DoubleTree Resort, Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Mr. Timothy Root, Ms. Peg Laron, Ms. Diane Schmidt, Ms. Patti Stanley, and Ms. Gayle Tippett

In order to allow the Board to speak freely, Ms. Mitchell left the meeting.

Consideration and Action re: Recommendations from BOCC to place the Marketing Director on administrative leave with pay pending completion of the audit and further recommendation of the Board: Ms. Irwin stated that she feels that the TDC has very competent staff, Ms. Mitchell included, but worries about not having someone who is able to make course corrections to the Marketing Plan as situations arise if Ms. Mitchell is placed on administrative leave. Ms. Irwin suggested that if the Board moves forward with placing Ms. Mitchell on administrative leave that someone be appointed from the Board to fulfill this need. Ms. Irwin recommended Ms. Schmidt for this roll.

Mayor Johnston stated that she felt that Ms. Schmidt was very qualified for this roll, but in the essence of restoring the trust of the public, that this roll needed to be filled with a person outside of the organization. Mr. Fernandez stated that there would be a learning curve to bring someone from the outside on board.

During discussion, Mayor Johnston asked what the responsibility of the Treasurer is. Mr. Fernandez provided an overview of the processes for signing invoices. He stated that the invoices go through a verification process for the backup and invoices and then the Treasurer verifies the amounts to be paid.

Ms. Jodi Weinhofer commented that the audit did not find any issues with the marketing plan, but instead the processes and procedures for the financial aspects. Ms. Weinhofer stated that the budget of the TDC has grown, without staffing increases. Ms. Tippett stated that perhaps it was time for the TDC to have a Chief Financial Officer.

Ms. Irwin commented that the Board had addressed bringing an independent source to review the financial procedures outlined in the audit by hiring Cherry Bekaert Advisory LLC to provide a Special Risk Assessment. She stated that marketing was not mentioned in the audit and there was not time to bring an outside source for the role.

Mayor Johnston moved approval to accept the recommendation from the BOCC to place the Marketing Director on administrative leave with pay commencing November 30, 2023 pending completion of the audit and further recommendation of the Board, Ms. Laron seconded.

During discussion Mr. Root stated that due to the size of the budget of the TDC that the corporation should look into hiring a Chief Financial Officer. Ms. Irwin commented that after the completion of the forensic audit and after areas of concern have been identified, that this or a similar position could be considered.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes	
Mr. George Fernandez	Yes	
Mayor Teri Johnston	Yes	
Ms. Peg Laron	Yes	
Mr. Timothy Root	Yes	
Ms. Diane Schmidt	Yes	
Ms. Patti Stanley	Yes	
Ms. Gayle Tippet	Yes	
Ms. Rita Irwin	Yes	Motion passed.

The meeting was adjourned at 11:58 a.m. for a break.

The meeting was reconvened at 12:06 p.m.

Ms. Irwin stated that the Board would need to decide how to fulfill the role of the Marketing Director during Ms. Mitchell's administrative leave.

Mayor Johnston asked about the organization of the TDC Administrative office and who was second in command after the Marketing Director. Ms. Irwin replied that all staff are under the umbrella of the Marketing Director.

Mayor Johnston asked if there was a conversation during the BOCC meeting on how to proceed with fulfilling this position. Commissioner Cates replied that the discussion was that the TDC Administrative office had qualified staff and contracts in place for their agencies of record in order to continue operations while the Marketing Director was on administrative leave. He stated that he agrees with Mayor Johnston that bringing in someone from the outside would look good, but that Ms. Schmidt had impeccable integrity, and if she accepted the position that the transition would be easy, and marketing would continue to move along. Commissioner Cates commented that he would support either option.

Mr. Fernandez moved approval to appoint Ms. Diane Schmit to act as interim Marketing Director, Mayor Cates seconded.

Ms. Schmidt stated that she would need to speak with her employer prior to committing to accepting this appointment.

Mayor Cates stated that Ms. Schmidt should be compensated for this position.

Ms. Limbert stated that the amount of compensation could be negotiated and then ratified at the December TDC/Visit Florida Keys meeting.

Mr. Fernandez amended his motion to move approval to appoint Ms. Diane Schmit to act as interim Marketing Director with compensation to be negotiated and ratified at the December TDC/Visit Florida Keys meeting, Mayor Cates second.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes
Mr. George Fernandez	Yes
Mayor Teri Johnston	No
Ms. Peg Laron	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Abstain*
Ms. Patti Stanley	Yes
Ms. Gayle Tippett	Yes
Ms. Rita Irwin	Yes Motion passed.

*Ms. Schmidt abstained due to a conflict of interest.

Mayor Johnston stated that based on the need to restore public confidence and not in reference to the people involved, her vote was no.

Ms. Tippett moved approval to appoint Mr. George Fernandez to act as interim Marketing Director with compensation to be negotiated and ratified at the December TDC/Visit Florida Keys meeting if Ms. Schmidt was unable to fill the position, Ms. Laron seconded.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes
Mr. George Fernandez	Abstain*
Mayor Teri Johnston	No
Ms. Peg Laron	Yes
Mr. Timothy Root	Yes
Ms. Diane Schmidt	Yes
Ms. Patti Stanley	Yes
Ms. Gayle Tippett	Yes
Ms. Rita Irwin	Yes Motion passed.

*Mr. Fernandez abstained due to a conflict of interest.

Mayor Johnston stated that based on the need to restore public confidence and not in reference to the people involved, her vote was no.

There being no further business of the corporation, the meeting was adjourned at 12:25 p.m.

The meeting was reconvened as the Tourist Development Council at 12:25 p.m.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Ms. Rita Irwin, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root, Ms. Diane Schmidt, Ms. Patti Stanley, and Ms. Gayle Tippett

Ms. Limbert recommended that the TDC appoint Ms. Tina Boan, Director of OMB for the County to sign off on TDC invoices, purchase orders and other items relating to processing finance items.

Mr. Fernandez moved approval to appoint Ms. Tina Boan to sign off on TDC invoices, purchase orders and other items relating to processing finance items, Mr. Root seconded.

A roll call vote was taken with the following results:

Commissioner Craig Cates	Yes	
Mr. George Fernandez	Yes	
Mayor Teri Johnston	Yes	
Ms. Peg Laron	Yes	
Mr. Timothy Root	Yes	
Ms. Diane Schmidt	Yes	
Ms. Patti Stanley	Yes	
Ms. Gayle Tippett	Yes	
Ms. Rita Irwin	Yes	Motion passed.

Mr. Estes suggested that the TDC commission a yearly or bi-yearly audit. Mayor Johnston asked that this be added to the December TDC Meeting agenda for discussion.

There being no further business, the meeting was adjourned at 12:31 p.m.

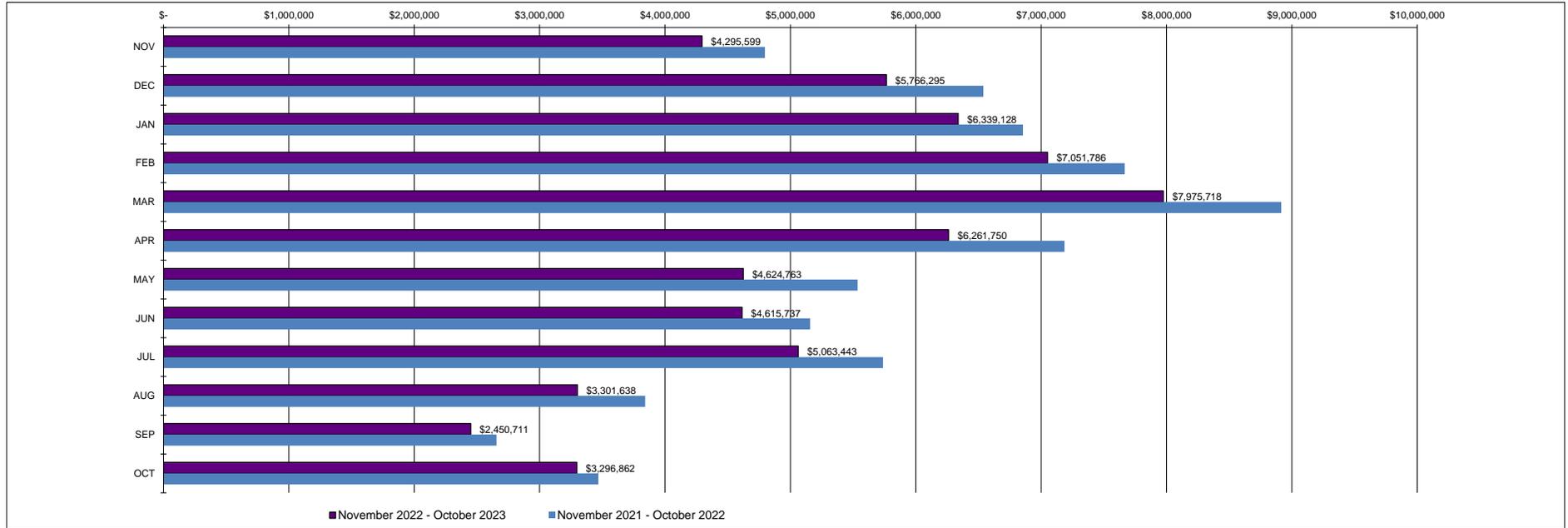
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
 FISCAL YEAR 2024
 January 10, 2024

Revenue	3,310,800
5% Reserve State Statute 129.01	(165,540)
	3,145,260
Fund Balance Forward Revenue / Expense Variance	(679,872)
Fund Balance Forward - Contracted Commitments (EVENTS/CAPITAL)	767,015
Event Resources Forward	75,000
Capital Resources Brought Forward	0
Fund Balance Forward - Promotional Resources	87,039
Fund Balance Forward - Capital Economic Disaster	600,000
Fund Balance Forward - Special Public Facilities	<u>2,996,377</u>
	6,990,819

Spend Category	Cost Centers	Appropriations	Expenses	Encumbrances	Balance
SC_00069	COMMISSIONERS & FEES (FINANCE)	70003	0		0
SC_00039	ADMINISTRATION RESOURCES	70003	60,723		60,723
SC_00046	UTILITIES	70003	6,000	(189)	5,811
SC_00036	ADMINISTRATION SERVICES	70003	130,000	(34,001)	95,999
ST_CA007	COUNTY COST ALLOCATION	86534	13,002		13,002
SC_00036	DISTRICT TELEMARKETING (VIS)	70010	165,375	(27,563)	(137,812)
SC_00066	DAC IV AD CAMPAIGN	70020	677,576	(203,666)	(473,910)
SC_00036	DAC IV WEBCAM	70020	21,000	(5,200)	(15,800)
SC_00039	DAC IV PROMOTIONAL RESOURCES	70020	87,039		87,039
SC_00039	DAC IV CAPITAL PROJECTS RESOURCES	70040	0		0
SC_00062	ALLIGATOR REEF LIGHT STATION PHASE 1 FY23	70041	115,000		115,000
SC_00062	LIBRARY BEACH PARK PLAYGROUND FY23	70041	245,960		245,960
SC_00062	NATIONAL MARINE SANCTUARY ANCHOR INSTALLATION FY23	70041	140,000	(120,264)	19,736
SC_00062	REEF CONSERVATION CENTER FY23	70041	201,805		201,805
SC_00062	GREEN TURTLE HAMMOCK NATURE PRESERVE EXTERIOR WAYSIDES F	70041	14,250	(9,357)	4,893
SC_00062	ISLAMORADA BEACH CLEANING	70041	99,000		99,000
SC_00062	ALLIGATOR REEF LIGHT STATION FY24	70041	100,000		100,000
SC_00062	FOUNDERS PARK SPLASH PAD FY24	70041	61,500		61,500
SC_00062	GREEN TURTLE SHORELINE FY24	70041	693,165		693,165
SC_00062	FLORIDA KEYS HISTORICAL STATION FY24	70041	4,422		4,422
SC_00062	MOTE CORAL RESTORATION FY24	70041	215,000		215,000
SC_00062	REEF MARINE CONSERVATION CENTER FY24	70041	200,000		200,000
SC_00062	RENEWING LITTLE CONCH REEF FY24	70041	34,500		34,500
SC_00062	CRF CORAL RESTORATION FY24	70041	39,375		39,375
SC_00062	HISTORY OF DIVING MUSEUM FY24	70041	19,750		19,750
SC_00039	ECONOMIC NATURAL DISASTER RESOURCE	70045	600,000		600,000
SC_00062	SPECIAL PUBLIC FACILITIES PROJECTS (FY22 Fund Balance)	86576	2,996,377		2,996,377
SC_00039	DAC IV EVENT RESOURCES	70030	0		0
SC_00039	FLORIDA KEYS LIONFISH DERBY FY23	70030	10,000		10,000
SC_00039	SWIM FOR ALLIGATOR LIGHTHOUSE FY23	70030	40,000		(40,000)
	Total 120		6,990,819	(400,240)	(667,522)
					5,923,057
GENERIC TWO PENNY					
SC_00036	FANTASY FEST FY24	75360	10,000		10,000
SC_00036	FLORIDA KEYS ISLAND FEST 32ND ANNUAL FY24	75364	15,000		(13,000)
SC_00036	FLORIDA KEYS LIONFISH DERBY & FESTIVAL FY24	75364	20,000		20,000
SC_00036	HOLIDAY FEST 20TH ANNUAL FY24	75364	10,000		(10,000)
SC_00036	I.CARE TRASH DERBY FY24	75360	20,000		20,000
SC_00036	ISLAND BOAT SHOW FY24	75364	10,000		(10,000)
SC_00036	ISLAMORADA HALF MARATHON, 10K, RUMRUNNER RUN 5K AND BEACH N' BEER MILE	75364	40,000		40,000
SC_00036	SWIM FOR ALLIGATOR LIGHTHOUSE FY24	75360	40,000		40,000
SC_00036	UM SPORTS HALL OF FAME & MUSEUM CELEBRITY FISHING TOURNAMENT	75364	40,000		40,000
SC_00036	UPPER KEYS ROTARY GIGANTIC NAUTICAL MARKET	75364	20,000		20,000
SC_00036	WIND GAMES	75364	20,000		20,000
			245,000		212,000

FOUR PENNY REVENUE REPORT

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MARKET SHARE		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
												Year To Date
DISTRICT	I	56.64%	55.87%	55.88%	54.16%	59.08%	54.10%	48.32%	46.49%	47.81%	46.65%	55.21%
DISTRICT	II	5.91%	6.03%	5.46%	6.58%	6.16%	6.34%	7.41%	8.24%	7.96%	8.11%	7.52%
DISTRICT	III	14.34%	14.99%	15.82%	15.60%	13.00%	15.88%	18.15%	18.32%	18.00%	18.42%	12.95%
DISTRICT	IV	11.03%	10.71%	10.60%	10.48%	7.38%	9.80%	11.04%	11.28%	10.68%	11.23%	9.52%
DISTRICT	V	12.09%	12.40%	12.23%	13.18%	14.38%	13.89%	15.08%	15.68%	15.55%	15.60%	14.80%
TOTAL		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 generated in Monroe County.

DISCLAIMER: The figures are provided by DOR/Finance Department/Tax Collector's Office.

FOUR PENNY REVENUE REPORT

Fiscal Year 2024

DISTRICT I											FY 2024 VS FY 2023		DISTRICT I
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,276,637.24	\$ 1,395,162.32	\$ 1,391,695.72	\$ 1,109,774.39	\$ 1,364,034.19	\$ 1,424,750.16	\$ 1,084,205.41	\$ 2,060,512.87	\$ 1,822,959.57	\$ 1,820,036.33	\$ (2,923.24)	-0.1%	OCTOBER
NOVEMBER	\$ 1,332,535.55	\$ 1,540,238.53	\$ 1,552,520.72	\$ 1,320,155.25	\$ 1,674,064.31	\$ 1,655,860.89	\$ 1,193,432.99	\$ 2,512,195.43	\$ 2,229,586.79			0.0%	NOVEMBER
DECEMBER	\$ 1,648,530.05	\$ 1,809,413.78	\$ 1,853,527.02	\$ 1,635,800.98	\$ 2,015,970.59	\$ 2,050,493.26	\$ 1,809,575.59	\$ 3,210,647.37	\$ 2,774,480.55			0.0%	DECEMBER
JANUARY	\$ 1,935,016.81	\$ 2,010,243.59	\$ 2,030,585.36	\$ 1,822,735.79	\$ 2,210,961.82	\$ 2,375,637.81	\$ 1,850,876.87	\$ 3,360,593.46	\$ 3,103,183.93			0.0%	JANUARY
FEBRUARY	\$ 2,133,283.81	\$ 2,289,575.40	\$ 2,207,505.55	\$ 2,187,393.49	\$ 2,439,351.52	\$ 2,724,208.81	\$ 2,414,156.84	\$ 3,729,636.72	\$ 3,348,017.69			0.0%	FEBRUARY
MARCH	\$ 2,355,616.65	\$ 2,569,415.10	\$ 2,456,267.49	\$ 2,448,007.99	\$ 2,783,503.85	\$ 1,594,212.42	\$ 3,227,981.09	\$ 4,161,535.74	\$ 3,628,036.45			0.0%	MARCH
APRIL	\$ 1,838,222.78	\$ 1,896,718.76	\$ 2,033,684.14	\$ 1,892,742.12	\$ 2,150,505.70	\$ 49,253.68	\$ 2,971,170.00	\$ 3,368,473.38	\$ 2,903,708.28			0.0%	APRIL
MAY	\$ 1,571,948.28	\$ 1,680,112.35	\$ 1,663,926.89	\$ 1,577,980.29	\$ 1,777,033.97	\$ 39,110.99	\$ 2,874,624.32	\$ 2,746,594.56	\$ 2,208,957.68			0.0%	MAY
JUNE	\$ 1,319,486.96	\$ 1,388,079.98	\$ 1,400,684.56	\$ 1,484,642.28	\$ 1,531,254.52	\$ 905,221.49	\$ 2,562,695.08	\$ 2,224,931.87	\$ 1,890,613.24			0.0%	JUNE
JULY	\$ 1,519,807.37	\$ 1,634,608.58	\$ 1,643,684.06	\$ 1,579,024.35	\$ 1,660,665.94	\$ 1,054,068.76	\$ 2,811,452.93	\$ 2,451,252.40	\$ 2,043,414.82			0.0%	JULY
AUGUST	\$ 1,244,740.91	\$ 1,251,135.82	\$ 1,279,695.82	\$ 1,306,828.59	\$ 1,221,506.63	\$ 802,853.99	\$ 1,914,257.90	\$ 1,779,787.06	\$ 1,434,526.50			0.0%	AUGUST
SEPTEMBER	\$ 998,879.46	\$ 1,045,254.06	\$ 386,596.83	\$ 895,801.24	\$ 779,150.79	\$ 855,725.10	\$ 1,582,417.69	\$ 1,283,923.09	\$ 1,167,134.15			0.0%	SEPTEMBER
TOTAL	\$ 19,174,705.87	\$ 20,509,958.27	\$ 19,900,374.16	\$ 19,260,886.76	\$ 21,608,003.83	\$ 15,531,397.36	\$ 26,296,846.71	\$ 32,890,083.95	\$ 28,554,619.65	\$ 1,820,036.33	\$ (2,923.24)	-0.2%	
% INC/DEC PREVIO	10.4%	7.0%	-3.0%	-3.2%	12.2%	-28.1%	21.7%	25.1%	-13.2%				
DISTRICT II											FY 2024 VS FY 2023		DISTRICT II
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 95,755.27	\$ 87,363.54	\$ 103,796.34	\$ 84,034.61	\$ 127,946.10	\$ 135,758.89	\$ 200,653.21	\$ 307,508.98	\$ 237,876.49	\$ 247,891.68	\$ 10,015.19	3.3%	OCTOBER
NOVEMBER	\$ 102,166.56	\$ 121,644.36	\$ 117,078.46	\$ 114,059.49	\$ 164,928.20	\$ 166,558.09	\$ 225,908.38	\$ 403,127.60	\$ 348,728.25			0.0%	NOVEMBER
DECEMBER	\$ 187,880.96	\$ 178,697.15	\$ 182,056.07	\$ 173,013.31	\$ 235,035.09	\$ 250,410.94	\$ 355,959.31	\$ 517,762.30	\$ 487,332.26			0.0%	DECEMBER
JANUARY	\$ 258,954.74	\$ 248,892.56	\$ 257,747.31	\$ 194,811.57	\$ 290,088.18	\$ 321,112.04	\$ 398,068.17	\$ 620,111.47	\$ 593,183.96			0.0%	JANUARY
FEBRUARY	\$ 239,333.58	\$ 239,976.75	\$ 285,489.35	\$ 223,504.83	\$ 279,536.61	\$ 331,312.51	\$ 435,796.87	\$ 624,445.51	\$ 565,701.22			0.0%	FEBRUARY
MARCH	\$ 280,479.47	\$ 275,720.75	\$ 328,705.63	\$ 265,635.47	\$ 340,786.51	\$ 262,985.73	\$ 555,670.27	\$ 689,740.61	\$ 620,596.84			0.0%	MARCH
APRIL	\$ 180,265.69	\$ 172,288.01	\$ 241,056.23	\$ 179,747.97	\$ 230,469.91	\$ 35,076.34	\$ 502,875.67	\$ 517,103.78	\$ 471,829.54			0.0%	APRIL
MAY	\$ 150,539.07	\$ 138,942.58	\$ 218,061.79	\$ 155,681.99	\$ 190,065.63	\$ 28,597.37	\$ 473,027.54	\$ 432,397.29	\$ 387,487.73			0.0%	MAY
JUNE	\$ 156,044.62	\$ 146,293.97	\$ 200,273.42	\$ 159,185.03	\$ 186,844.86	\$ 214,025.26	\$ 471,152.25	\$ 414,923.23	\$ 381,691.72			0.0%	JUNE
JULY	\$ 185,300.25	\$ 175,736.00	\$ 258,264.76	\$ 197,372.86	\$ 223,816.43	\$ 241,816.57	\$ 458,622.94	\$ 436,927.44	\$ 409,257.38			0.0%	JULY
AUGUST	\$ 151,199.62	\$ 127,980.32	\$ 182,352.84	\$ 154,768.75	\$ 169,474.52	\$ 211,415.17	\$ 316,937.18	\$ 302,788.90	\$ 271,970.80			0.0%	AUGUST
SEPTEMBER	\$ 80,289.59	\$ 91,389.90	\$ 42,991.21	\$ 107,389.60	\$ 92,329.85	\$ 181,168.73	\$ 264,878.03	\$ 211,147.54	\$ 188,586.95			0.0%	SEPTEMBER
TOTAL	\$ 2,068,209.42	\$ 2,004,925.89	\$ 2,417,873.41	\$ 2,009,205.48	\$ 2,531,321.89	\$ 2,380,237.64	\$ 4,659,549.82	\$ 5,477,984.65	\$ 4,964,243.14	\$ 247,891.68	\$ 10,015.19	4.2%	
% INC/DEC PREVIO	14.2%	-3.1%	20.6%	-16.9%	26.0%	-6.0%	84.1%	17.6%	-9.4%				

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DISTRICT III											FY 2024 VS FY 2023		DISTRICT III
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 196,717.24	\$ 234,800.48	\$ 239,626.06	\$ 196,810.44	\$ 215,613.40	\$ 270,541.84	\$ 354,583.37	\$ 538,197.53	\$ 489,974.48	\$ 427,035.58	\$ (62,938.90)	-11.7%	OCTOBER
NOVEMBER	\$ 243,103.28	\$ 293,276.57	\$ 302,122.70	\$ 211,083.73	\$ 316,072.08	\$ 400,682.51	\$ 414,848.72	\$ 700,601.18	\$ 646,558.91			0.0%	NOVEMBER
DECEMBER	\$ 437,829.39	\$ 500,556.19	\$ 491,045.96	\$ 314,255.12	\$ 521,131.58	\$ 643,837.29	\$ 733,386.54	\$ 1,093,131.46	\$ 1,026,117.58			0.0%	DECEMBER
JANUARY	\$ 514,898.57	\$ 577,463.89	\$ 537,332.79	\$ 379,610.14	\$ 572,702.13	\$ 676,973.71	\$ 781,979.48	\$ 1,232,254.10	\$ 1,074,679.72			0.0%	JANUARY
FEBRUARY	\$ 552,209.37	\$ 616,201.24	\$ 613,053.78	\$ 435,173.18	\$ 651,113.04	\$ 863,330.15	\$ 930,635.67	\$ 1,305,901.24	\$ 1,252,956.88			0.0%	FEBRUARY
MARCH	\$ 709,114.15	\$ 822,108.31	\$ 762,282.11	\$ 576,101.32	\$ 878,995.40	\$ 582,498.88	\$ 1,366,209.60	\$ 1,642,616.73	\$ 1,533,851.78			0.0%	MARCH
APRIL	\$ 490,810.39	\$ 493,491.53	\$ 617,909.65	\$ 354,791.73	\$ 648,356.51	\$ 26,762.61	\$ 1,116,525.11	\$ 1,368,153.02	\$ 1,187,496.18			0.0%	APRIL
MAY	\$ 379,017.06	\$ 410,244.76	\$ 412,509.88	\$ 289,670.84	\$ 465,397.18	\$ 30,083.72	\$ 1,001,215.31	\$ 913,752.67	\$ 756,613.45			0.0%	MAY
JUNE	\$ 458,055.21	\$ 521,540.61	\$ 532,364.79	\$ 432,280.61	\$ 667,412.14	\$ 595,603.78	\$ 1,133,259.29	\$ 1,117,385.22	\$ 1,019,762.64			0.0%	JUNE
JULY	\$ 514,967.14	\$ 655,572.62	\$ 675,735.36	\$ 477,059.98	\$ 730,542.89	\$ 767,757.21	\$ 1,303,809.21	\$ 1,312,162.61	\$ 1,209,927.16			0.0%	JULY
AUGUST	\$ 424,874.40	\$ 431,148.60	\$ 425,687.44	\$ 355,607.57	\$ 484,866.33	\$ 616,228.70	\$ 772,122.33	\$ 752,553.82	\$ 695,309.28			0.0%	AUGUST
SEPTEMBER	\$ 223,120.29	\$ 249,246.50	\$ 122,101.24	\$ 212,858.29	\$ 189,918.78	\$ 361,212.61	\$ 456,022.06	\$ 403,427.94	\$ 380,322.70			0.0%	SEPTEMBER
TOTAL	\$ 5,144,716.49	\$ 5,805,651.30	\$ 5,731,771.76	\$ 4,235,302.95	\$ 6,342,121.46	\$ 5,835,513.01	\$ 10,364,596.69	\$ 12,380,137.52	\$ 11,273,570.76	\$ 427,035.58	\$ (62,938.90)	-12.8%	
% INC/DEC PREVIO	17.0%	12.8%	-1.3%	-26.1%	49.7%	-8.0%	63.4%	19.4%	-8.9%				

DISTRICT IV											FY 2024 VS FY 2023		DISTRICT IV
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 189,586.23	\$ 203,708.76	\$ 187,483.79	\$ 48,468.25	\$ 177,267.30	\$ 199,023.24	\$ 264,309.62	\$ 412,139.82	\$ 379,648.63	\$ 313,950.53	\$ (65,698.10)	-15.9%	OCTOBER
NOVEMBER	\$ 215,503.59	\$ 238,457.06	\$ 255,420.09	\$ 79,310.36	\$ 219,895.32	\$ 270,499.04	\$ 264,153.89	\$ 487,625.34	\$ 441,811.58			0.0%	NOVEMBER
DECEMBER	\$ 306,994.40	\$ 332,507.52	\$ 325,665.79	\$ 129,330.56	\$ 322,257.22	\$ 369,530.10	\$ 444,009.15	\$ 681,291.02	\$ 620,030.13			0.0%	DECEMBER
JANUARY	\$ 326,738.22	\$ 342,598.14	\$ 335,344.27	\$ 167,868.31	\$ 332,246.78	\$ 400,698.97	\$ 452,695.22	\$ 679,985.42	\$ 658,126.86			0.0%	JANUARY
FEBRUARY	\$ 385,093.39	\$ 411,513.02	\$ 402,238.17	\$ 214,361.88	\$ 425,556.48	\$ 517,143.25	\$ 591,379.29	\$ 810,730.20	\$ 797,670.30			0.0%	FEBRUARY
MARCH	\$ 491,711.58	\$ 529,613.07	\$ 514,325.81	\$ 307,749.67	\$ 572,096.56	\$ 360,069.48	\$ 820,173.52	\$ 957,669.64	\$ 903,850.45			0.0%	MARCH
APRIL	\$ 365,609.48	\$ 360,336.51	\$ 424,111.01	\$ 257,767.18	\$ 402,265.36	\$ 8,170.57	\$ 703,640.59	\$ 798,171.32	\$ 725,468.54			0.0%	APRIL
MAY	\$ 307,789.03	\$ 312,691.40	\$ 320,810.69	\$ 239,051.34	\$ 334,696.29	\$ 7,208.71	\$ 637,739.25	\$ 585,529.49	\$ 539,114.34			0.0%	MAY
JUNE	\$ 297,304.17	\$ 324,493.52	\$ 344,516.53	\$ 286,220.09	\$ 344,804.58	\$ 408,994.83	\$ 682,196.30	\$ 582,422.31	\$ 551,447.12			0.0%	JUNE
JULY	\$ 335,251.35	\$ 377,348.55	\$ 389,692.01	\$ 297,959.88	\$ 376,819.23	\$ 428,343.17	\$ 713,043.52	\$ 633,328.29	\$ 594,086.38			0.0%	JULY
AUGUST	\$ 266,991.96	\$ 264,156.76	\$ 287,942.22	\$ 232,443.73	\$ 261,115.80	\$ 327,886.41	\$ 455,425.80	\$ 438,342.03	\$ 385,072.27			0.0%	AUGUST
SEPTEMBER	\$ 185,892.51	\$ 193,806.51	\$ 64,445.58	\$ 146,936.56	\$ 145,742.17	\$ 251,855.55	\$ 352,180.03	\$ 280,623.49	\$ 275,585.07			0.0%	SEPTEMBER
TOTAL	\$ 3,674,465.91	\$ 3,891,230.82	\$ 3,851,995.96	\$ 2,407,467.81	\$ 3,914,763.09	\$ 3,549,423.32	\$ 6,380,946.18	\$ 7,347,858.37	\$ 6,871,911.67	\$ 313,950.53	\$ (65,698.10)	-17.3%	
% INC/DEC PREVIO	8.7%	5.9%	-1.0%	-37.5%	62.6%	-9.3%	63.0%	15.2%	-6.5%				

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DISTRICT V

DISTRICT V

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 206,942.55	\$ 220,948.31	\$ 236,954.37	\$ 218,556.06	\$ 240,047.97	\$ 279,268.35	\$ 374,579.58	\$ 585,371.12	\$ 537,690.76	\$ 487,947.83	\$ (49,742.93)	-8.5%	OCTOBER
NOVEMBER	\$ 255,439.24	\$ 285,020.89	\$ 314,137.03	\$ 278,431.11	\$ 327,219.33	\$ 396,587.21	\$ 388,937.00	\$ 693,741.18	\$ 628,913.38			0.0%	NOVEMBER
DECEMBER	\$ 375,645.98	\$ 400,154.58	\$ 431,139.01	\$ 396,167.18	\$ 475,711.60	\$ 579,320.29	\$ 615,757.76	\$ 1,036,621.01	\$ 858,334.83			0.0%	DECEMBER
JANUARY	\$ 428,051.96	\$ 438,677.45	\$ 452,675.57	\$ 439,629.80	\$ 518,511.82	\$ 621,581.56	\$ 620,016.44	\$ 962,344.93	\$ 909,953.39			0.0%	JANUARY
FEBRUARY	\$ 492,443.37	\$ 512,999.35	\$ 531,661.33	\$ 512,348.56	\$ 625,384.28	\$ 765,828.01	\$ 831,248.32	\$ 1,195,420.12	\$ 1,087,440.39			0.0%	FEBRUARY
MARCH	\$ 620,400.43	\$ 669,846.81	\$ 713,304.60	\$ 706,752.92	\$ 890,067.11	\$ 523,456.91	\$ 1,202,261.81	\$ 1,464,081.38	\$ 1,289,382.02			0.0%	MARCH
APRIL	\$ 415,348.46	\$ 402,667.00	\$ 527,340.52	\$ 444,356.33	\$ 603,105.20	\$ 25,976.61	\$ 989,499.85	\$ 1,134,233.41	\$ 973,247.59			0.0%	APRIL
MAY	\$ 304,895.49	\$ 337,678.13	\$ 379,382.83	\$ 337,939.46	\$ 422,821.05	\$ 19,954.56	\$ 873,896.74	\$ 858,261.89	\$ 732,590.22			0.0%	MAY
JUNE	\$ 329,332.15	\$ 335,367.88	\$ 382,518.49	\$ 391,442.99	\$ 477,672.68	\$ 383,405.77	\$ 936,157.02	\$ 817,549.43	\$ 772,221.87			0.0%	JUNE
JULY	\$ 371,186.88	\$ 396,657.70	\$ 429,320.63	\$ 432,432.81	\$ 475,252.37	\$ 510,374.13	\$ 932,690.48	\$ 905,511.53	\$ 806,757.54			0.0%	JULY
AUGUST	\$ 257,962.46	\$ 259,935.34	\$ 295,942.88	\$ 326,459.34	\$ 306,181.45	\$ 386,335.00	\$ 605,948.45	\$ 568,397.69	\$ 514,759.56			0.0%	AUGUST
SEPTEMBER	\$ 199,510.34	\$ 229,121.76	\$ 147,414.53	\$ 204,747.55	\$ 185,840.29	\$ 354,716.79	\$ 497,306.60	\$ 476,722.91	\$ 439,081.78			0.0%	SEPTEMBER
TOTAL	\$ 4,257,159.31	\$ 4,489,075.20	\$ 4,841,791.79	\$ 4,689,264.11	\$ 5,547,815.15	\$ 4,846,805.19	\$ 8,868,300.05	\$ 10,698,256.60	\$ 9,550,373.33	\$ 487,947.83	\$ (49,742.93)	-9.3%	
% INC/DEC PREVIO	14.9%	5.4%	7.9%	-3.2%	18.3%	-12.6%	59.9%	20.6%	-10.7%				

MONROE COUNTY

MONROE COUNTY

											FY 2024 VS FY 2023		
	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	\$ INC/DEC	% INC/DEC	
OCTOBER	\$ 1,965,638.53	\$ 2,141,983.41	\$ 2,159,556.28	\$ 1,657,643.75	\$ 2,124,908.96	\$ 2,309,342.48	\$ 2,278,331.19	\$ 3,903,730.32	\$ 3,468,149.93	\$ 3,296,861.95	\$ (171,287.98)	-4.4%	OCTOBER
NOVEMBER	\$ 2,148,748.22	\$ 2,478,637.41	\$ 2,541,279.00	\$ 2,003,039.94	\$ 2,702,179.24	\$ 2,890,187.74	\$ 2,487,280.98	\$ 4,797,290.73	\$ 4,295,598.91			0.0%	NOVEMBER
DECEMBER	\$ 2,956,880.78	\$ 3,221,329.22	\$ 3,283,433.85	\$ 2,648,567.15	\$ 3,570,106.08	\$ 3,893,591.88	\$ 3,958,688.35	\$ 6,539,453.16	\$ 5,766,295.35			0.0%	DECEMBER
JANUARY	\$ 3,463,660.30	\$ 3,617,875.63	\$ 3,613,685.30	\$ 3,004,655.61	\$ 3,924,510.73	\$ 4,396,004.09	\$ 4,103,636.18	\$ 6,855,289.38	\$ 6,339,127.86			0.0%	JANUARY
FEBRUARY	\$ 3,802,363.52	\$ 4,070,265.76	\$ 4,039,948.18	\$ 3,572,781.94	\$ 4,420,941.93	\$ 5,201,822.73	\$ 5,203,216.99	\$ 7,666,133.79	\$ 7,051,786.48			0.0%	FEBRUARY
MARCH	\$ 4,457,322.28	\$ 4,866,704.04	\$ 4,774,885.64	\$ 4,304,247.37	\$ 5,465,449.43	\$ 3,323,223.42	\$ 7,172,296.29	\$ 8,915,644.10	\$ 7,975,717.54			0.0%	MARCH
APRIL	\$ 3,290,256.80	\$ 3,325,501.81	\$ 3,844,101.55	\$ 3,129,405.33	\$ 4,034,702.68	\$ 145,239.81	\$ 6,283,711.22	\$ 7,186,134.91	\$ 6,261,750.13			0.0%	APRIL
MAY	\$ 2,714,188.93	\$ 2,879,669.22	\$ 2,994,692.08	\$ 2,600,323.92	\$ 3,190,014.12	\$ 124,955.35	\$ 5,860,503.16	\$ 5,536,535.90	\$ 4,624,763.42			0.0%	MAY
JUNE	\$ 2,560,223.11	\$ 2,715,775.96	\$ 2,860,357.79	\$ 2,753,771.00	\$ 3,207,988.78	\$ 2,507,251.13	\$ 5,785,459.94	\$ 5,157,212.06	\$ 4,615,736.59			0.0%	JUNE
JULY	\$ 2,926,512.99	\$ 3,239,923.45	\$ 3,396,696.82	\$ 2,983,849.88	\$ 3,467,096.86	\$ 3,002,359.84	\$ 6,219,619.08	\$ 5,739,182.27	\$ 5,063,443.28			0.0%	JULY
AUGUST	\$ 2,345,769.35	\$ 2,334,356.84	\$ 2,471,621.20	\$ 2,376,107.98	\$ 2,443,144.73	\$ 2,344,719.27	\$ 4,064,691.66	\$ 3,841,869.50	\$ 3,301,638.41			0.0%	AUGUST
SEPTEMBER	\$ 1,687,692.19	\$ 1,808,818.73	\$ 763,549.39	\$ 1,567,733.24	\$ 1,392,981.88	\$ 2,004,678.78	\$ 3,152,804.41	\$ 2,655,844.97	\$ 2,450,710.65			0.0%	SEPTEMBER
TOTAL	\$ 34,319,257.00	\$ 36,700,841.48	\$ 36,743,807.08	\$ 32,602,127.11	\$ 39,944,025.42	\$ 32,143,376.52	\$ 56,570,239.45	\$ 68,794,321.09	\$ 61,214,718.55	\$ 3,296,861.95	\$ (171,287.98)	-4.9%	
% INC/DEC PREVIO	11.9%	6.9%	0.1%	-11.3%	22.5%	-19.5%	41.6%	21.6%	-11.0%				

Monroe County Tourist Development Council
 Administrative Office
 Bed Tax Revenue Through October 31, 2023
 01/16/2024



2140 S. Dixie Hwy., Suite 209
Miami FL 33133
305-461-3300
FloridaKeys@newmanpr.com

F.1.

Jan. 6, 2024

TO: District IV Advisory Committee
FROM: NewmanPR
RE: Report of ongoing activities Nov. 12, 2023, through Jan. 6, 2024

The following report highlights ongoing public relations activities on behalf of District IV from Nov. 12, 2023, through Jan. 6, 2024.

- Agency representatives attended the TDC meeting.
- Agency representatives attended the DAC IV meeting via Zoom.
- U.K. representative KBC's David Ezra, Sam Kirton and Rachael Mathewson attended World Travel Market in November on behalf of the destination, meeting with representatives of media outlets including the Jewish Chronicle, National Geographic Traveller, Family Traveller, Selling Travel, The Times, History Boat, BBC Wildlife and Scubaverse, as well as a number of relevant influencers.
- KBC's Rachael Mathewson represented the destination at the TravYule media networking event Nov. 21, meeting with representatives of outlets including The Independent, National Geographic Traveller, the Sunday Telegraph, The Times and Metro among others.
- German associate Claasen Communication registered to participate on behalf of the Florida Keys & Key West at the annual IMM (International Media Marketplace) in Berlin on March 4, 2024, timed to coincide with participation in the ITB show that begins the following day.
- As a facet of the 2023-24 PR plan, an eco-experience themed group press trip for media from the German-speaking markets took place Nov. 26 through Dec. 1, hosted by Claasen's Natalie Senghaas. Five journalists participated in the trip, representing outlets including major regional newspapers Neue Westfaelische, Frankfurter Rundschau and Badische Neuste Nachrichten, publishing house VRM and syndicated radio series Radioreisen. Their Keyswide itinerary focused on experiences that are at the forefront of stewardship and conservation in the Keys.
- Claasen continues to develop the German Facebook page. During the reporting period, follower numbers increased from 20,405 to 20,983, aided by strategic boosted posts and proactive invitations to Facebook users.

- Award-winning U.K. travel writer and broadcaster Simon Parker visited the Keys as the culmination of a three-month cycling trip across the U.S. and KBC is working to track and compile his destination coverage. Parker has already produced YouTube content featuring the Keys and further coverage is anticipated.
- Irish Examiner travel correspondent Thom Breathnach visited the Keys for a travel piece on “unplugged” South Florida, experiencing Key Largo, Key West and Islamorada before visiting Flamingo in Everglades National Park. He is producing a double-page print feature for the paper, which has a readership 370,000 in print and 3 million online.
- Cathy Winston, travel editor of the U.K. Jewish Chronicle, visited on a road trip combining classic Keys experiences with the island chain’s Jewish heritage. Cathy is confirmed to produce a double-page feature for the newspaper, which has a readership of 156,000, and its popular website (more than 500,000 monthly visitors), as well as coverage on her own award-winning parenting/travel blog.
- KBC issued a release during the reporting period that covered seasonal events in the destination. Claasen Communication issued a release on Keys museums and a destination events roundup. All releases were uploaded to the relevant Keys market websites and to the Visit USA Association news portals.
- For the U.K., Irish and other European markets, KBC and NewmanPR are planning media visits for Helena Lang, editor of the U.K.’s Sainsbury’s magazine; Paul McGuinness, editor of BBC Wildlife magazine; and Lulu Grimes, group managing editor of BBC Good Food magazine.
- For the German-speaking markets, Claasen, KBC and NewmanPR are planning media visits for Bernhard Obst, editor-in-chief of Reisen & Golfen; and Arne Huebner, editor of trade title Touristik Aktuell; and Markus Sheck of GOLF TIME.
- Canadian affiliate LMA and NewmanPR arranged all aspects of a press visit for the CHCH-TV Morning Live team to film remote segments in the Keys. LMA’s Jerry Grymek hosted the team throughout the in-Keys shoot, and segments aired Nov. 13-17 along with a contest promotion and weatherman mentions. The show reaches over 92% of all Ontario households and has an average daily viewership of 256,000.
- LMA planned and conducted a Nov. 27-29 media mission in Vancouver, British Columbia. NewmanPR’s Ashley Serrate worked with LMA on the mission and was present in Vancouver to promote the Keys. A Key lime pie cooking event took place Nov. 28 for 25 media and included a Zoom presentation on the Keys’ signature dessert by local experts Paul Menta and Kermit Carpenter. Media participants were tasked to create their own Key lime pie, with the winner receiving a trip to the Keys. The winning entry was selected based on creativity, presentation and taste. The evening’s grand prize winner was the duo of Vancouver-based food content creator Maggie Mei of @maggiemei and Joyce Lam of @vanfoodies. Their trip will take place in 2024.

- LMA finalized all arrangements for a Jan. 7-12 Canadian group press trip for seven media members. The trip features an “Escape to the Keys” focus and includes representatives of traditional print and online travel outlets from across Canada.
- LMA continued to pitch various media outlets and freelancers to maintain top-of-mind awareness of the Florida Keys, and held discussions with media and influencers regarding future individual press visits. Alanna Newman, Classy On The Run influencer, is interested in a “babymoon” story visit; Catalina Margulis, freelance writer, is interested in a family-themed visit; Jim Byers, “Canada’s Travel Guy,” is interested in a press visit in early 2024; Jami Savage, Adventure Awaits influencer, is interested in a family-themed visit; and content creator Kristen Wendlandt is interested in a Miami/Florida Keys road trip. Followup continues on all discussions.
- During the reporting period, LMA confirmed Keys editorial coverage from outlets including Travel Industry Today, Region 103.5 Radio, Cruisington Times, TravelPress, OpenJaw.com, St. Mary’s Independent Newspaper, Wilmot-Tavistock Gazette Newspaper and the Stratford Tribune Newspaper.
- LMA represented the Keys at the Travel Media Association of Canada’s December gathering.
- LMA distributed media advisories and releases to targeted Canadian media including Florida Keys Holidays to Sparkle with Lights and Subtropical Warmth and a meetings-focused edition of “What’s New in the Florida Keys & Key West.”
- NewmanPR continues to produce and manage regular contributions to social media content on the TDC’s Facebook, X or Twitter, Instagram, TikTok, Pinterest and YouTube channels, during both business hours and evening and weekend hours as needed. Keys social media channels feature videos and photographs of local nature and sunset scenes, content on new offerings and cultural elements, special event messaging and posts supporting pre-planned themed campaigns. The agency also posts regularly on its LGBTQ+-specific Instagram channel and continues working to grow its audience. For information about Keys channels’ top performing posts, see the detailed social media report that follows this document.
- In accordance with its contract with South Florida PBS’ “Art Loft,” agency continued providing logistical support, B-roll and video 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.
- Agency’s Ashley Serrate and Sydney Cook worked with technology company Bandwango to finalize the creation of a free mobile-exclusive digital Florida Keys Eco-Experience Trail pass, as outlined in the 2023-24 public relations plan. The pass includes nearly 50 geo-tagged, bookable activities that encourage visitor engagement with the Keys’ environment and sustainability initiatives; users check in at area businesses and earn points while exploring the Keys’ natural world. The soft launch of the pass took place in December, followed by a public launch in early January promoted by agency-produced social media posts and a media release.

Information regarding the pass will also be added to the Florida Keys website via the sustain page as well as the Green Travel page.

- NewmanPR's campaign to support the TDC's advertising and sales activities in the Minneapolis–St. Paul area will conclude after January airings of planned promotional segments. Elements included a Keys-focused episode on the popular regional television program "Minnesota Bound," featuring broadcaster Ron Schara and airing on NBC affiliate KARE-11 and other Minnesota TV stations. In addition, a collaboration with the "KARE 11 Sunrise" morning show was executed that involved a contest to award a Keys fishing trip. The contest was promoted on the show for a week, on the station's website and social media platforms, and with "Minnesota Bound" social messaging. Finally, media visits were arranged and completed for selected Minnesota-focused influencers and content creators.
- Working with TwoOceansDigital.com, agency produced, distributed and posted the December and January issues of the "Keys Traveler" e-newsletter. Each issue generally features Keys cultural, fishing, dive and special event pieces as well as a video segment, a Q&A profile of a designated "Steward of the Keys" and a "Local's Choice" piece. "Local's Choice" pieces introduce Keys residents who showcase aspects of the island chain's way of life and its value, paired with suggestions for visitors on how they can experience it.
- Agency wrote and posted weekly insider columns for the "Keys Voices" online feature blog and promoted them via social media outlets. Each blog column offers insights into the attractions and attributes that characterize one or more Keys districts, with periodic in-depth stories on events and regular "Stewards of the Keys" profiles. Strategies for maximizing the blog's SEO, visibility and reader growth are continuing.
- Agency wrote, distributed to widespread media and posted on the website the winter 2023-24 issue of "What's New in the Florida Keys & Key West."
- Agency compiled, distributed to targeted media and posted on the website a comprehensive calendar of fishing tournaments during the first half of 2024.
- Agency wrote, distributed to media, posted on the website and featured in the e-newsletter a roundup of holiday events throughout the Keys.
- Agency wrote, distributed to media and posted on the website a roundup of holiday boat parades throughout the Keys.
- Agency wrote, distributed to media and posted on the website a release on the Connections Project's five art and music receptions scheduled throughout the Keys and organized by the Florida Keys Council of the Arts.
- Agency wrote, distributed to media and posted on the website a release on the 43rd annual Upper Keys Garden Walk.
- When Islamorada's 19th annual Holiday Fest took place, agency produced a photo package that moved to national media points via the Associated Press wire service. While imagery showed children playing on the festival's snow mountain, messaging stressed that Florida Keys temperatures were in the upper 70s.

- Agency wrote, distributed to the media and posted on the website a release on the Islamorada Running Co.'s annual half marathon, 10k, Rumrunner 5k and Beach 'n Beer Mile race series.
- Agency wrote, distributed to media and posted on the website a release on the annual Island Boat Show at Islamorada's Island Community Church.
- Agency wrote, distributed to media and posted on the website a release on the Wind Games presented by Otherside Boardsports for kiteboarders and wing foilers.
- Agency wrote, distributed to the media and posted on the website a release on the Salt Water Sportsman National Seminar Series session in Islamorada featuring George Poveromo and Keys fishing professionals.
- Agency wrote, distributed to the media and posted on the website a release on the Swamp Guides Ball backcountry fishing challenge.
- Agency wrote, distributed to the media and posted on the website a release on the 6th annual Fish For Holly Sailfish Tournament.
- Agency wrote, distributed to the media and posted on the website a release on the Islamorada Fishing Club Captain's Cup Sailfish Tournament.
- Agency wrote, distributed to the media and posted on the website a release on the Cheeca Lodge Presidential Sailfish Tournament.
- Agency wrote, distributed to the media and posted on the website a release on the results of the Cheeca Lodge All-American Backcountry Fishing Tournament.
- Agency wrote, distributed to the media and posted on the website a release on the results of the Islamorada Sailfish Tournament.
- Each Thursday, Andy Newman provides a live report on aspects of the Keys on U.S. 1 Radio's Morning Magazine.
- Agency wrote and distributed two advisories to tourism interests when the Florida Keys National Weather Service Office issued a gale warning for Keys coastal waters and a wind advisory for the island chain.
- Agency wrote and distributed an advisory to tourism interests when a blown lightning arrester at the Florida Keys Electric Cooperative's Marathon substation caused widespread power outages from Islamorada through Key West.
- Agency wrote, distributed to media and posted on the website a release when the documentary "The Florida Keys: 200 Years of Paradise" won a 2023 Suncoast EMMY® Award. Produced by South Florida PBS, the hourlong program celebrating the Keys' history and bicentennial year was partially underwritten by the TDC. NewmanPR pitched the concept for the production to South Florida PBS and provided video footage, topic and interview suggestions, and extensive logistical support.
- Agency wrote, featured in the e-newsletter and posted on the website a release on selected "only in the Keys" dive spots.

- Agency's Laura Myers attended a virtual Society of American Travel Writers (SATW) Marketplace, meeting with and sharing news of interest with more than 10 member journalists including Elizabeth Harryman Lasley, OnTravel Media editor; Judi Cohen of TravelingJudi; Margot Black of Black Ink Travel Writing; Christine Lozada, drone pilot and podcast host; and freelancers Darcy Rhyno, Mary Jo Manzanares and others.
- Agency wrote, distributed to the media and posted on the website a story when Mike Goldberg, co-founder of the Islamorada reef restoration organization I.CARE, was named a Top 10 CNN Hero. The release explained that Goldberg was a contender for the title of CNN's Hero of the Year, chosen following a public voting process, with the winner earning a \$100,000 prize for their cause. Social media posts about the designation and voting process were created and posted as well.
- Agency wrote, featured in the e-newsletter and posted on the website a piece on Islamorada's rich fishing history.
- Agency coordinated and aided with media visits by individual journalists and social media influencers including Inna Hemme of Cosmopolitan (Germany), Humberto and Georgina Cruz with El Nuevo Dia and others, MeLinda Schnyder of the Wichita Eagle/Kansas.com and the Airport Owners and Pilots Association's publication, David Merritt of Orlando Relocation Magazine, Lucy Komisar of The Komisar Scoop, Lindsey Ranzau of Look About Lindsey, Jenny Anderson of Girlof10000Lakes.com and Sara Lynch of PlanetwithSara.com. Agency also coordinated and aided with a production shoot for content in partnership with THOR Industries, the largest RV retailer in the U.S.
- 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 dedicated six-page feature spread in USA Today Go Escape following a visit by Ken Perotte earlier this year.
- Event information and photography are regularly posted on the Keys website.
- Agency cooperated with the Monroe County Clerk of the Court with its continuing audit of the TDC's public relations agency of record and is also getting assimilated to new expense reimbursement procedures with the TDC administrative office.

###

Facebook: 533,828 followers increased from 533,273
 Twitter: 59,155 followers increased from 59,100
 Instagram: 354,800 followers increased from 354,209
 TikTok: 18,900 followers decreased from 19,018

01 Dec 2023 - 02 Jan 2024

DAC Social Media Report December 2023

@floridakeysandkeywest
 @thefloridakeys
 @thefloridakeys
 @thefloridakeys

Facebook Activity Overview (Dec 01, 2023 - Jan 02, 2024)



POST IMPRESSIONS
11,703,644

PAGE REACH
9,746,853

POST ENGAGEMENT
308,046

PAGE CONSUMPTIONS
229,921



Post Impressions



Note: Impressions from paid posts are not included on this graph but are reflected in the total numbers on the following page.

IMPRESSION METRICS

Organic Impressions	3,255,869
Paid Impressions	8,447,775
Viral Impressions	337,681
Total Impressions	12,041,325
Users Reached	9,734,231

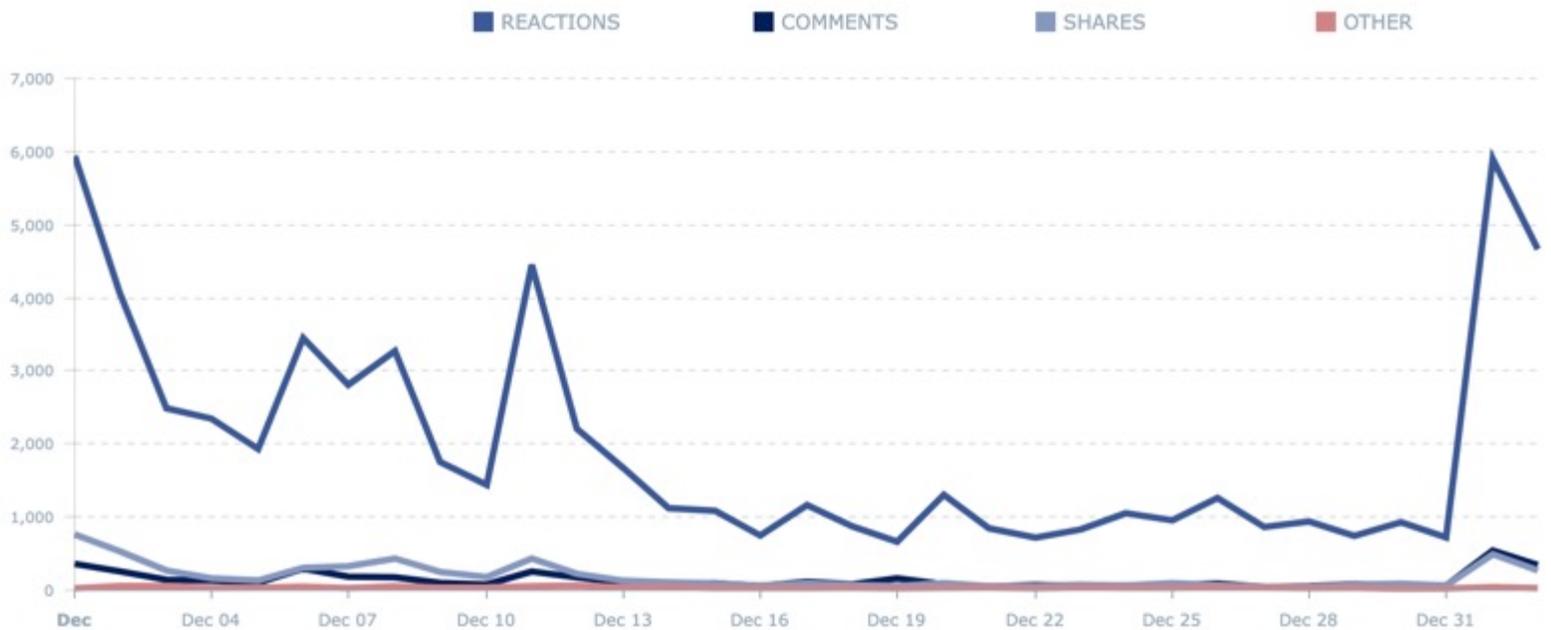
TOTAL IMPRESSIONS
INCREASED BY

↑ **3.52%**

SINCE PREVIOUS PERIOD



Audience Engagement



ACTION METRICS

Reactions	66,888
Comments	4,888
Shares	6,349
Other Engagements	1,232
Total Engagements	79,357

TOTAL ENGAGEMENTS
DECREASED BY

↓ **5.82%**

SINCE PREVIOUS PERIOD



Top Performing Posts

Posts are sorted by the sum of reactions and comments, and then by time. Some metrics may not be up to date.

POST
 REACTIONS
 COMMENTS
 SHARES
 CLICKS
 VIRALITY
 REACH



The Florida Keys & Key West

10 DEC 1:57 PM



A U.S. lighted Coast Guard vessel and a festive group of Crusin' Tiki boats sail through the Key West Historic Seaport during the annual Schooner Wharf Lighted Boat Parade Saturday, Dec. 9 in Key West. More than 30 creatively lit craft participated in the maritime procession, a highlight of the yearly Key West Holiday Fest that continues through New Year's Eve. 📷 Photo: Carol Tedesco/Florida Keys News Bureau. <https://www.facebook.com/584555423719270/posts/739290268245784>

5221

410

576

4709

4.71%

207,727



The Florida Keys & Key West

06 DEC 8:56 PM



Key West Old Town Trolley Holiday Nights Tours can get icy! <https://www.facebook.com/reel/733295754855495/>

4598

229

836

0

6.5%

96,862



The Florida Keys & Key West

05 DEC 9:50 PM



As you're crossing the Seven Mile Bridge, look and you shall see Fred the Tree, that beacon of tenacious positivity, all decked out for the Christmas holiday season, thanks to Fred's own group of dedicated elves! 🎄🧑🏻‍🎄🧑🏻‍🎄 <https://www.facebook.com/photo.php?fbid=736822425159235&set=a.558972436277569&type=3>

3871

345

407

1693

5.98%

85,968



fla-keys.com 800-FLA-KEYS



Edit profile

The Florida Keys

@thefloridakeys

Facts, fun, travel news, tips & photos from the fabulous Florida Keys.

Travel & Transportation MM 118-0 fla-keys.com
Born January 1, 1995 Joined March 2009

2,921 Following 59.1K Followers

Your posts earned 131.9K impressions over this 33 day period



Engagements

Showing 33 days with daily frequency

Engagement rate

3.1%

Jan 2
2.1% engagement rate



Likes

2.5K

Jan 2
51 likes



On average, you earned 74 likes per day



The Florida Keys @thefloridakeys · Dec 31

8,610

256

3.0%

The Red Shoe is poised to be lowered with female impersonator Christopher Peterson as the new presider over New Year's Eve activities at the Bourbon Street Pub Complex in Key West. CNN is here for live coverage, beginning at 8 p.m. [#CNNNYE](#) [#NewYears2024](#) [#floridakeys](#) [pic.twitter.com/ie2sV5uBeq](#)

[View post activity](#)



The Florida Keys @thefloridakeys · Dec 31

8,020

279

3.5%

Brunching in Key West, soaking up the sun and flavors before bidding farewell to the year. 🌴🍷

📍 : Blue Heaven [pic.twitter.com/OR7ippOztb](#)

[View post activity](#)



The Florida Keys @thefloridakeys · Jan 1

5,936

335

5.6%

Thousands of New Year's Eve revelers gathered to watch Christopher Peterson drop in a Big Red Shoe outside the Bourbon St. Pub Complex in Key West to welcome 2024! 📺: Carol Tedesco / Andy Newman [pic.twitter.com/gFAhYg4L78](#)

[View post activity](#)

Instagram Activity Overview



FOLLOWERS
354,803



FOLLOWING
734



POSTS
2,789



Audience Engagement

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

Likes Received	72,893
Comments Received (All Posts)	566
Comments Received (Posts This Period)	731.0
Posts Sent	24

TOTAL ENGAGEMENTS
DECREASED BY

↓ **0.49%**

SINCE PREVIOUS PERIOD



Posts

TOP INSTAGRAM POSTS



Likes 7,376

Comments 23



Likes 7,351

Comments 46



Likes 7,337

Comments 24



thefloridakeys

The Florida Keys

50 Following 18.9K Followers 520.3K Likes

Welcome to the Florida Keys!

fla-keys.com

Reach

Video views

66,726

-86K (-56.32%) ↓

Reached audience

41,559

-55K (-56.97%) ↓

Profile views

765

-411 (-34.95%) ↓

Video views ⓘ

Dec 1, 2023 - Jan 2, 2024



Engagement

Likes

2,907

-6.8K (-70.01%) ↓

Shares

178

-461 (-72.14%) ↓

Comments

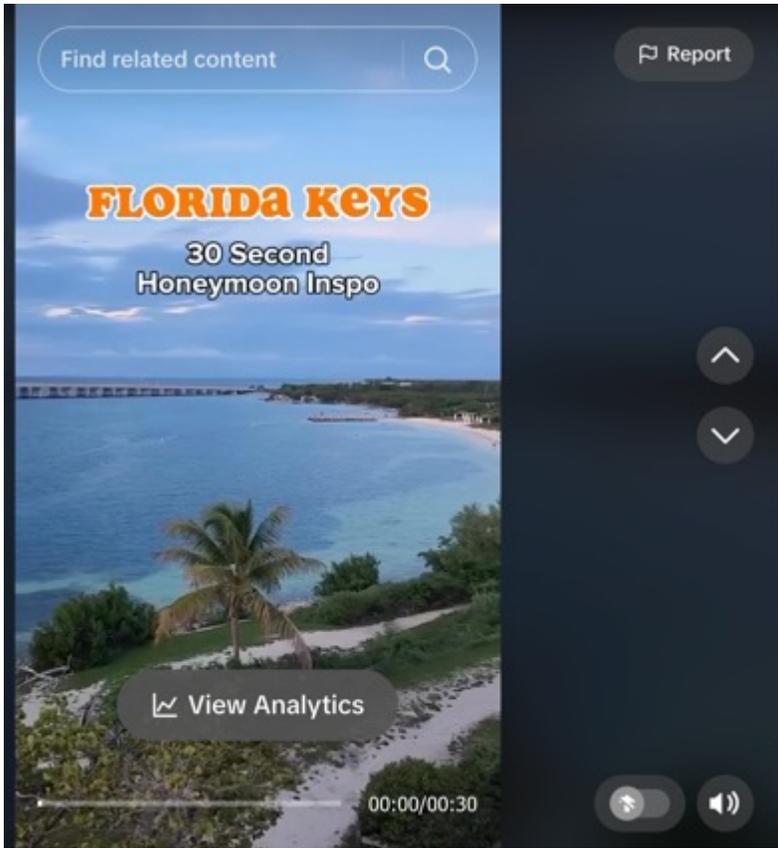
57

-233 (-80.34%) ↓

Likes ⓘ

Dec 1, 2023 - Jan 2, 2024





thefloridakeys
The Florida Keys · 2023-12-12

30-second honeymoon or romantic getaway inspo by @The Knot! 📍 Featured Locations: Bungalows Key... more

🎵 Reggae BGM with a tropical atmosphere - yo suzuki(akisai)

📍 Florida Keys - Islamorada

231 3 16

<https://www.tiktok.com/@thefloridakeys/video/73118...> Copy link

Comments (3)

Creator videos

-  Nicki | Luxury Travel · Friend
I spy the bungalows 🏡
2023-12... Reply 1
-  Tezzie2023
🤔🤔🤔 1

Add comment... Post



30-second honeymoon or romantic getaway inspo by @The Knot! 📍 Featured Locations: Bungalows Key Largo Resort Casa Morada Hotel Old Seven Mile Bridge Bahia Honda State Park South of the Seven Restaurant Key West Lighthouse #FloridaKeys #

Data since time of posting on 12-12-2023

Create ad

2.8K 231 3 4 16

Basic information

Reach	Completion rate	Average view time	Profile views
2,077	0%	6.59s	13



thefloridakeys
The Florida Keys · 3d ago

Key West bids farewell to 2023 with a Red Shoe Drop, featuring Christopher Peterson as the new star, succeeding drag... more

오리지널 사운드 - minlee 민리

Key West

114 1 3

<https://www.tiktok.com/@thefloridakeys/video/731952...> Copy link

Comments (1) Creator videos

bug
god i love my home
3d ago Reply 0

Add comment... Post



Key West bids farewell to 2023 with a Red Shoe Drop, featuring Christopher Peterson as the new star, succeeding drag queen "Sushi," in a lighthearted New Year's Eve celebration reminiscent of Times Square. #FloridaKeys #OnlyintheFloridaKeys #onlyinthekeys #keywest #newyarseve

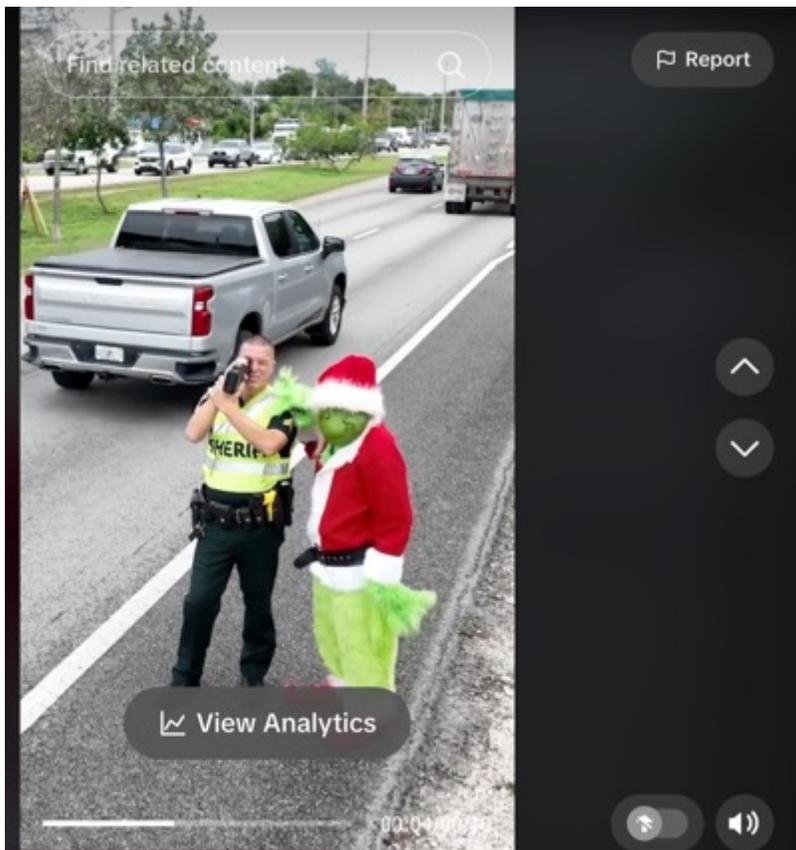
Data since time of posting on 01-02-2024

Create ad

1.7K 114 1 13 3

Basic information

Reach	Completion rate	Average view time	Profile views
1,406	0%	10.08s	13



thefloridakeys

The Florida Keys · 2023-12-22



The grinch has been spotted! Monroe County Sheriff's office Colonel Lou Caputo, costumed as the Grinch, working... [more](#)

🔊 original sound - The Florida Keys



47



1



0



</>



7



1



1



1

<https://www.tiktok.com/@thefloridakeys/video/731552...>

Copy link

Comments (1)

Creator videos



Heather Bond ❤️



2023-12... Reply

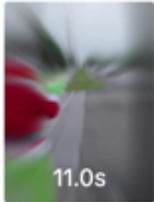


0

Add comment...



Post



11.0s

The grinch has been spotted! Monroe County Sheriff's office Colonel Lou Caputo, costumed as the Grinch, working with other deputies, checks the speed of motorists traveling through a school zone on the Florida Keys Overseas Highway. For drivers slightly speeding through the area, Caputo offers them the choice between an onion or a traffic citation. It's a holiday tradition in the Keys that Caputo began 20 years ago to educate drivers about safe driving during three hectic holiday season.

Data since time of posting on 12-22-2023

Create ad



1.2K



47



1



0



0

Basic information

Reach

1,021

Completion rate

0%

Average view time

5.98s

Profile views

4

The Florida Keys
Islamorada



DISTRICT ADVISORY COMMITTEE

ADVERTISING REPORT

January 23 DAC IV MEETING



MEDIA RECAP & REPORTING - FEBRUARY & MARCH

TELEVISION

- **Out-Of-State Spot Market TV - 2/1 - 3/31**
 - New York DMA
 - Los Angeles DMA
 - Chicago DMA
 - Philadelphia DMA
 - Charlotte DMA
 - Atlanta DMA
 - Dallas-Ft. Worth DMA

DIGITAL

- Datafy OLV/CTV - 2/1 - 3/31
- Journera Pre-Roll - 2/1 - 3/31
- MNI/Motto CTV - 2/1 - 3/31
- Epsilon - 2/1 - 3/31
- Vizio - 2/1 - 3/31
- Spearfish - 2/1 - 3/31
- Accuweather Custom Package - 2/1 - 3/31
- Katz Digital Audio - 2/1 - 3/31
- Audacy Podcast Network - 2/1 - 3/31
- CNTraveler - 2/1 - 3/31
- Saltwater Sportsman - 2/15

MEDIA RECAP & REPORTING - FEBRUARY & MARCH

SEM

- Google Ad Words - Annual
- Microsoft Advertising (Yahoo/Bing/AOL) - Annual

PRINT

- *Marlin Magazine* - March
- *Big Game Fishing Journal* - March/April
- *Florida Sportsman Magazine* - March
- *Miami Boat Rally* - February

INTERNATIONAL

- TripAdvisor UK/Germany - 2/1 - 3/31



MEDIA RECAP & REPORTING - NOVEMBER

VIDEO

November 2023			
Date	Video	Impressions	VCR
Dedicated			
11/1-11/30	GumGum	1,364,571	88.60%
11/1-11/30	Adara	622,748	91.59%
11/1-11/30	Datafy	485,188	95.00%
11/1-11/30	Spearfish	456,903	29.00%
11/1-11/30	CNT	82,463	73.59%
11/1-11/30	Afar	8,006	47.24%

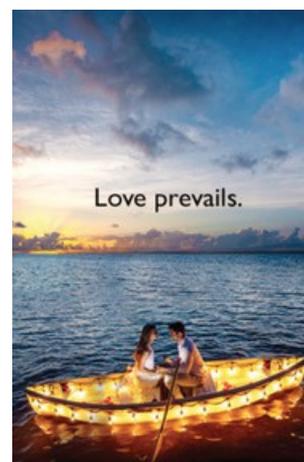


MEDIA RECAP & REPORTING - NOVEMBER

BANNERS

November 2023

Date	Banner Ads	Impressions	Clicks	Click-through %
Dedicated				
11/1-11/30	CNTraveler.com	185,245	60	0.02%
11/1-11/30	The Knot (ROS Banners Supporting Content)	115,812	106	0.09%
11/1-11/30	Afar	8,009	7	0.09%



MEDIA RECAP & REPORTING - NOVEMBER

EBLAST

November 2023						
Date	E-blasts	Emails Delivered	Email Opens	Email Clicks	Open Rate %	Click-through %
11/15	The Knot	659,573	N/A	85	N/A	1.28%
11/3	CNTraveler	35,504	22,133	252	62.50%	0.71%



There's a lot on the line.

The Florida Keys
Islamorada

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

As any angler worth his salt knows, offshore fishing takes time, patience and, of course, moolah (no cow pun intended). The payoff? If all goes according to plan, bragging rights and a reason to fire up the grill. Well, when it comes to angling success, there's no place quite like Islamorada, the sportfishing capital. Whether you're fishing the hump for tuna or running and gunning for bulls, you can expect quite a return on your investment.

fla-keys.com/islamorada 1-800-322-5397



MEDIA RECAP & REPORTING - NOVEMBER

AUDIO

November 2023

Date	Native	Planned Impressions	Delivered Impressions
11/1-11/30	Katz	1,923,077	1,680,533

MEDIA RECAP & REPORTING - NOVEMBER

SOCIAL

November 2023				
Date	Social Posts	Impressions	Clicks	Click-through %
Dedicated				
11/1-11/30	Facebook/Instagram	330,237	3,910	1.18%
11/1-11/30	The Knot	214,319	6,741	3.15%

 **The Florida Keys & Key West** Sponsored

Fishing in Islamorada offers a unique opportunity to hook up and wind down. It adds a whole new meaning to catch and release.

One part catching. One part letting go.



Instagram

 theFloridakeys Sponsored

One part catching. One part letting go.

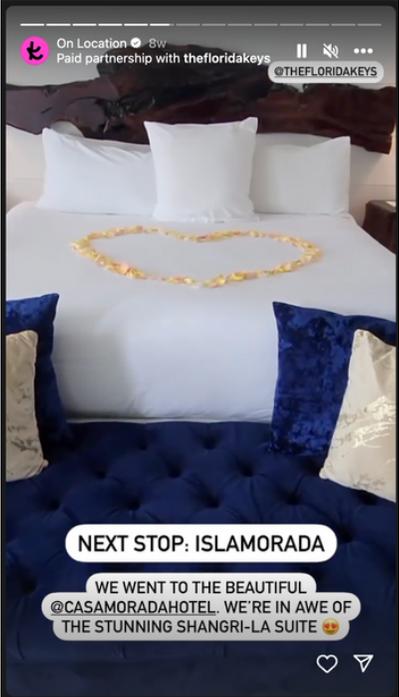


Learn more

theFloridakeys Fishing in Islamorada adds a whole new meaning to catch and release. Visit our website... more

On Location 8w
Paid partnership with theFloridakeys @THEFLORIDAKEYS



NEXT STOP: ISLAMORADA

WE WENT TO THE BEAUTIFUL @CASAMORADAHOTEL. WE'RE IN AWE OF THE STUNNING SHANGRI-LA SUITE 🥰

MEDIA RECAP & REPORTING - NOVEMBER

GOOGLE ADWORDS

November 2023				
Date	Google Ad Words (Top 20 Performing Keywords)	Impressions	Clicks	Click-through %
11/1-11/30	best fishing in florida	13,864	88	0.63%
	florida vacation	6,572	578	8.79%
	florida fishing trips	6,207	85	1.37%
	florida fishing vacations	3,949	37	0.94%
	best saltwater fishing spots in florida	3,282	44	1.34%
	florida resorts	2,793	111	3.97%
	florida vacation packages	2,750	306	11.13%
	best honeymoon places	1,320	98	7.42%
	destination wedding packages	1,064	66	6.20%
	swim with dolphins florida	755	35	4.64%
	florida vacation rentals on the beach	409	34	8.31%
	swimming with dolphins in florida	371	29	7.82%
	best places to stay in florida	291	13	4.47%
	pet friendly resorts in florida	201	27	13.43%
	florida honeymoons	199	14	7.04%
	Where can you swim with dolphins in florida	161	12	7.45%
	pet friendly florida beach resorts	152	17	11.18%
	pet friendly camping florida	130	25	19.23%
	florida dog friendly resorts	118	7	5.93%
	pet friendly hotels beachfront florida	52	5	9.62%



MEDIA RECAP & REPORTING - NOVEMBER

BING, YAHOO & AOL SEARCH

November 2023

Date	Bing, Yahoo and AOL Search (Top Performing Keywords)	Impressions	Clicks	Click-through %
11/1-11/30	florida key fishing	20,790	494	2.38%
	islamorada fishing	18,111	517	2.85%
	florida fishing	13,349	328	2.46%
	fishing in florida	12,499	367	2.94%
	flats fishing	4,355	132	3.03%
	destination wedding	235	3	1.28%
	florida wedding	176	8	4.55%
	florida beach wedding	131	5	3.82%

MEDIA PROJECTS

- Implementing FY 23/24 Marketing Plan and monitoring campaign performance
- Coordinating media authorizations, spot rotations and traffic instructions for winter/spring National Cable and Addressable Television
- Collecting performance reports & campaign screenshots across media partners and platforms
- Proofing all campaigns (Print, Digital, Social Media, Native Content, Out-of-Home, Collateral) before they are released to the pubs and/or vendors
- FY 23/24 co-op program and participant coordination
- Reviewing creative from local partners for appropriate logo usage
- Preparing creative, media and reporting for DAC packets
- Collecting digital analytics
- Collecting SEM analytics

COLLATERAL PROJECTS

- Completed production of Culture Magazine 2024
- Completed production of Dive flash drive
- Currently in production of Dive sunscreen bottle and Dive Destination Brochure



CREATIVE PROJECTS

- Resizing Keys videos according to vendor online video and CTV/OTT specs
- Created and deployed new Denver/Colorado Springs Billboards
- Ad coordination for Epsilon/Conversant Carousel custom units
- Ad coordination for various print magazines such as Coastal Living, Conde Nast, Afar, Spartacus, PADI, Travel & Leisure, Food & Wine, Marlin Magazine, Big Game Fishing, Wild Sam RV, Salt Water Sportsman, AOPA Pilot Magazine
- Ad coordination with Conde Nast Traveler for advertorials, emails, and custom map hub on CNT website
- Ad coordination with TheKnot.com for custom ad unit banners, emails, and dark social posts
- Completed and trafficked video spots to be used in Germany, Italy, and France for OLV/CTV and Paid Social
- Content development through Matador on new conservationism social video
- Ad development of interactive map unit with MobileFuse
- Ad coordination with Afar.com of advertorials, custom emails, banner placements, and custom hub on website
- Ad coordination of GumGum desktop/mobile banners with new Keys spots
- Ad development of co-op e-newsletters for Luxury Link, Time Out Miami, Art News, Outside Online, Travel & Leisure, Coastal Living
- Ad coordination of BrandUSA international video and banner campaigns
- Ad development of Undertone ad unit for mobile and desktop
- Ad coordination of iHeartRVing video and e-newsletter campaigns
- Ad development of Men's Journal Dive custom editorial
- Ad development for Miami Boat Rally event booklet for Miami Int'l Boat Show



MEETINGS

- Agency attended the 10/31 TDC meeting where we received approval of an additional spend from existing and approved resources to protect the post-Easter and early summer seasons
- Agency attended the 11/15 Fishing Advisory Committee meeting
- Agency attended the 11/28 Dive Umbrella meeting
- Agency attended the 12/5 and 12/6 DAC meetings
- Agency attended the 12/19 TDC meeting



ISLAMORADA FY 23/24 MEDIA PLAN





FY 2024 MEDIA PLAN



		Holidays/Events																																																			
		*Columbus Day (10/9)	*Halloween (10/31)	*Art Basel (12/9)	*Thanksgiving (11/23)	*Christmas (12/25)	*New Year's Day (1/1)	*MLK Day (1/15)	*President's Day (2/19)	*Easter (3/31)	*Memorial Day (5/27)	*Ind. Day (7/4)	*Lobster Mini Season (7/24-25)	*Lobster Season (8/6-3/31)	*Labor Day (9/2)																																						
		School Breaks			Fall Break	Winter Break	Spring Break			Summer Break																																											
		Miami-Dade County Public Schools:			11/18-26	12/22-1/7	3/22-3/31			6/6-8/18																																											
		Broward County Public Schools:			11/18-26	12/23-1/7	3/17-3/26			6/6-8/18																																											
		Palm Beach County Public Schools:			11/18-26	12/23-1/8	3/17-3/26			5/30-8/8																																											
		Martin County Public Schools:			11/22-26	12/23-1/3	3/9-3/17			5/23-8/8																																											
		Hillsborough County Public Schools:			11/18-26	12/23-1/7	3/9-3/17			5/24-8/8																																											
		Pinellas County Public Schools:			11/18-26	12/22-1/7	3/9-3/17			5/29-8/8																																											
		Orange County Public Schools:			11/18-26	12/23-1/7	3/16-3/24			5/24-8/11																																											
		Osceola County Public Schools:			11/18-26	12/16-1/2	3/9-3/17			5/31-8/9																																											
		Seminole County Public Schools:			11/18-26	12/21-1/3	3/15-3/24			5/24-8/8																																											
		Duval County Public Schools:			11/22-26	12/16-1/2	3/21-3/27			5/31-8/18																																											
		4TH QUARTER				1ST QUARTER					2ND QUARTER				3RD QUARTER				GROSS TOTAL																																		
		OCT '23		NOV '23		DEC '23		JAN '24		FEB '24		MAR '24		APR '24		MAY '24		JUN '24		JUL '24		AUG '24		SEP '24																													
Weeks begin on Mondays		2-Oct	9-Oct	16-Oct	23-Oct	30-Oct	6-Nov	13-Nov	20-Nov	27-Nov	4-Dec	11-Dec	18-Dec	25-Dec	1-Jan	8-Jan	15-Jan	22-Jan		29-Jan	5-Feb	12-Feb	19-Feb	26-Feb	4-Mar	11-Mar	18-Mar	25-Mar	1-Apr	8-Apr	15-Apr	22-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	1-Jul	8-Jul	15-Jul	22-Jul	29-Jul	5-Aug	12-Aug	19-Aug	26-Aug	2-Sep	9-Sep	16-Sep
SPOT TELEVISION (Local News Dayparts)																																																					
• West Palm Beach DMA	:30	5/6-8/18																										\$24,150																									
• Jacksonville DMA	:30	5/6-8/18																										\$18,400																									
• Ft. Myers-Naples DMA	:30	5/6-8/18																										\$18,400																									
FISHING CABLE TELEVISION																																																					
• Saltwater Experience	3 episodes filmed in Islamorada + :30 spots & billboards in all airings	Q2 April-June																										\$57,500																									
Airs on Discovery Channel, Sportsman Channel, World Fishing Network and Bally Sports Sun, SE Multimedia																																																					
• The Fish Guyz	:30 + billboard	Q2 April-June																										\$17,250																									
Airs on Carbon TV Nationally +1 episode filmed in Islamorada																																																					
		TELEVISION TOTAL:																										\$857,966																									
DIGITAL																																																					
Connected TV (CTV) / Over-The-Top (OTT):																																																					
• Datafy OLV+CTV	:15 & :30	4,444,444	10/2-11/30																										1/8-3/31	5/6-7/31	\$201,250																						
		Spring/Summer: Targeted to Affluent zip codes in Miami Beach, Ft. Lauderdale and Palm Beach																																																			
• Journera OLV+CTV - Targeting leisure travelers who have booked luxury hotels in FL markets in the past, premium leisure travelers who have spent \$400+ on airline tickets or hotel per night. Geo targeted.	:15 OLV/:30CTV	3,147,890	12/4-4/30																										\$71,875																								
• Adara OLV+CTV - Targeting luxury leisure travelers searching for hotels in Florida/Caribbean. Geo: Fall/Winter: NY, BOS, DC, PHL, CHI, MN, CLT. Summer: NY, FL, GA, TN, NC, SC, TX	:15	2,438,424	10/2-11/30																										4/1-5/31	\$57,500																							



FY 2024 MEDIA PLAN

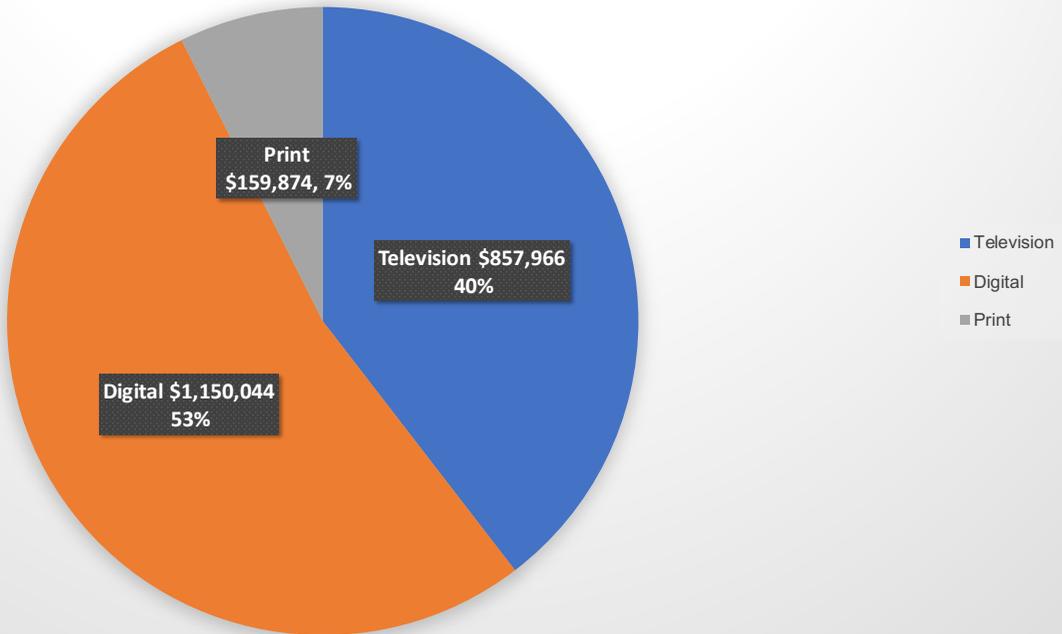


Holidays/Events		*Thanksgiving (11/23)		*Christmas (12/25)		*President's Day (2/19)		*Easter (3/31)		*Memorial Day (5/27)		*Ind. Day (7/4)		*Lobster Mini Season (7/24-25)		*Lobster Season (8/6-3/31)		*Labor Day (9/2)	
*Columbus Day (10/9)		*Halloween (10/31)		*Art Basel (12/9)		(12/7, 1/1)		*MLK Day (1/15)											
School Breaks		Fall Break		Winter Break		Spring Break		Summer Break											
Miami-Dade County Public Schools:	11/18-26	11/18-26	12/22-1/7	3/22-3/31				6/6-8/18											
Broward County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/17-3/26				6/6-8/18											
Palm Beach County Public Schools:	11/18-26	11/18-26	12/23-1/8	3/17-3/26				5/30-8/8											
Martin County Public Schools:	11/22-26	11/22-26	12/23-1/3	3/9-3/17				5/23-8/8											
Hillsborough County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/9-3/17				5/24-8/8											
Pinellas County Public Schools:	11/18-26	11/18-26	12/22-1/7	3/9-3/17				5/29-8/8											
Orange County Public Schools:	11/18-26	11/18-26	12/23-1/7	3/16-3/24				5/24-8/11											
Osceola County Public Schools:	11/18-26	11/18-26	12/16-1/2	3/9-3/17				5/31-8/9											
Seminole County Public Schools:	11/18-26	11/18-26	12/21-1/3	3/15-3/24				5/24-8/8											
Duval County Public Schools:	11/22-26	11/22-26	12/16-1/2	3/21-3/27				5/31-8/18											

Legend: ☐ = To Be Ordered Media, ■ = Ordered Media

Weeks begin on Mondays

DAC IV/ISLAMORADA FY 2024 PLAN DISTRIBUTION BY MEDIA



MEDIA SPEND TO DATE: \$2,167,884

H.1 Dashboard

Monroe County STR Report – November 2023 Source – Smith Travel Research

Occupancy for Monroe County for November was 71.4% which is a 4.2% increase over 2022. The Average Daily Rate (ADR) for November was \$329.47, representing a 0.6% ADR increase over 2022 and a 4.7% change in RevPAR. Middle and Upper Keys occupancy for November was 66.4% and an ADR of \$310.72, thus resulting in RevPAR gain of 4.4% over 2022. Key West had an occupancy of 76.1% and ADR of \$345.04 representing a 4.9% increase in RevPAR.

Visitor Volume Estimates

November

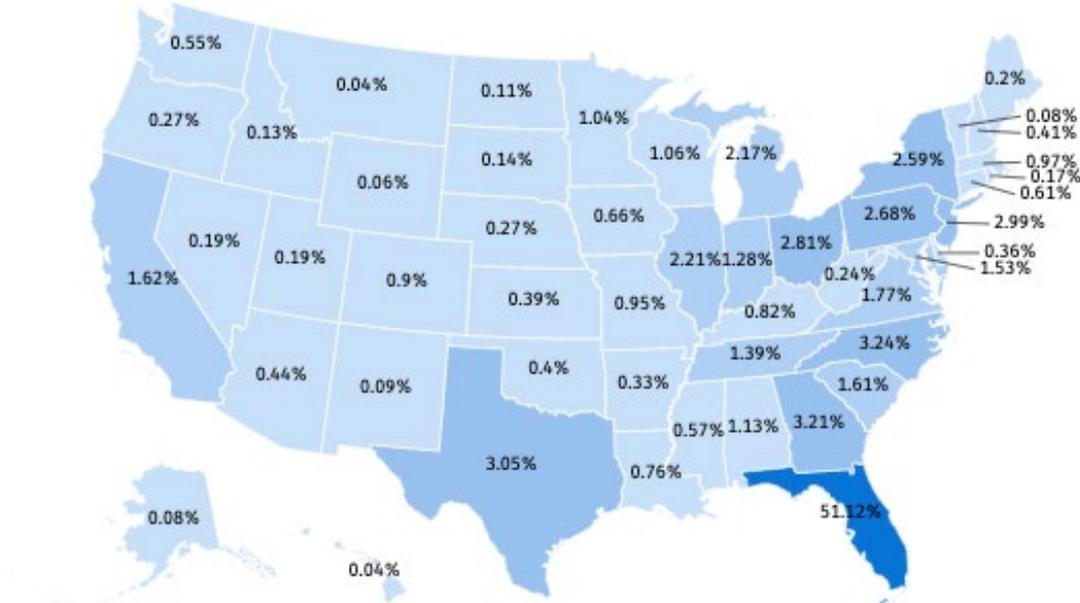
2022 vs. 2023

Reporting Filters

Distance: Excludes country residents, and day-trips to Monroe county



Share of Visitors By State by Trips



Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



Share of Trips By Market - Monroe County

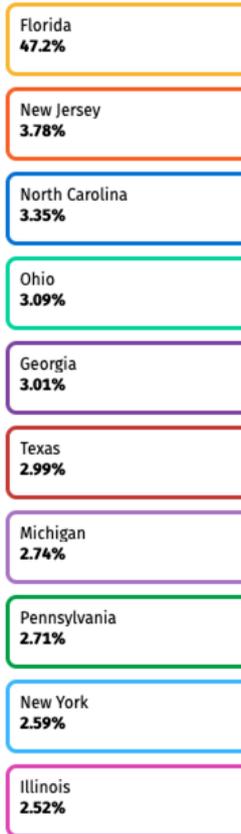
(Top States)

Top Feeder market by State

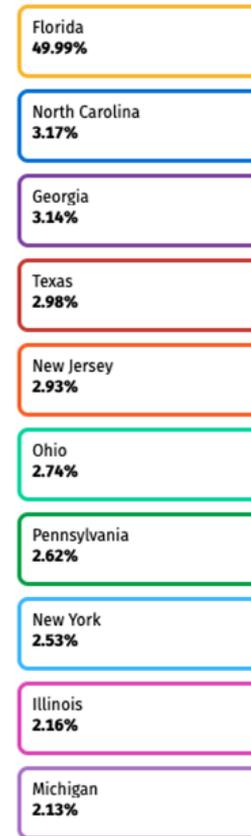
November

2022 vs. 2023

2022



2023



Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



Share of Trips By Market - Monroe County

(Top DMAs)

Top Feeder market by DMA

November

2022 vs. 2023

2022

2023

Miami-Ft. Lauderdale
22.91%

Tampa-St. Pete -Sar...
6.27%

West Palm Beach-Ft...
5.4%

Orlando-Daytona B...
5.34%

New York
4.2%

Ft. Myers-Naples
3.92%

Philadelphia
3.02%

Atlanta
2.3%

Chicago
1.95%

Jacksonville
1.7%

Miami-Ft. Lauderdale
24.18%

Tampa-St. Pete -Sar...
6.7%

Orlando-Daytona B...
5.88%

West Palm Beach-Ft...
5.63%

Ft. Myers-Naples
4.07%

New York
3.74%

Atlanta
2.34%

Philadelphia
2.27%

Jacksonville
1.82%

Chicago
1.68%

Visitors: Excluding Monroe County Residents & Day-trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



Share of Trips - Districts

Percentage of trips to Districts



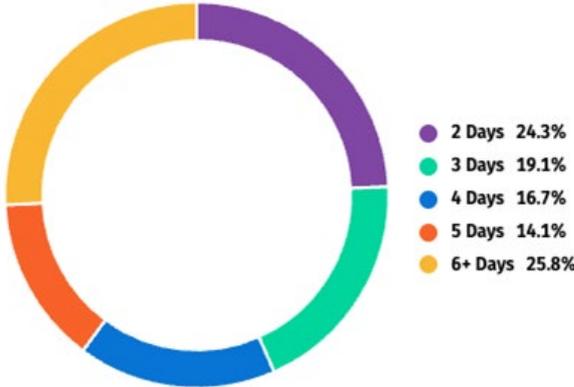
Visitors: Excluding Monroe County Residents & Day Trips

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



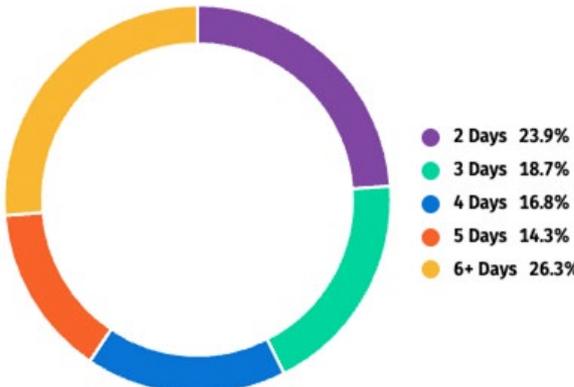
Average Trip Length – Excluding Day Trips

November 2022



Average Length of Stay: 5.3 Days

November 2023



Average Length of Stay: 4.7 Days



Household Demographics

November
2022

Age

- 16-24
- 25-44
- 45-64
- 65+



Income

- \$0-\$49k
- \$50k-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+



Household Size

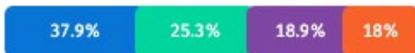
- 1-2
- 3-5
- 6+



November
2023

Age

- 16-24
- 25-44
- 45-64
- 65+



Income

- \$0-\$49k
- \$50k-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+



Household Size

- 1-2
- 3-5
- 6+



Demand 360

As-of date
January 07, 2024

Stay dates
1/1/2024 8/31/2024

Market
Monroe County

Tier
ALL Tiers

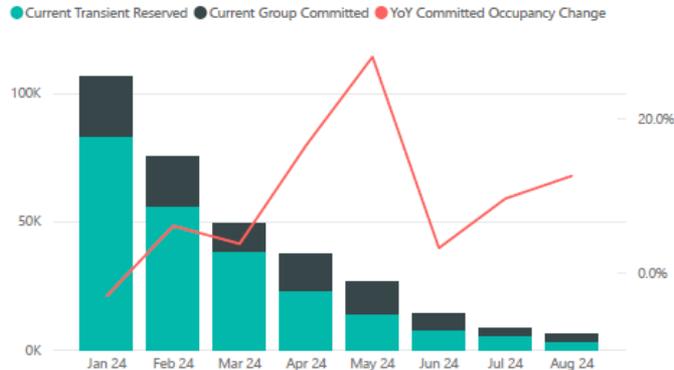
Weekpart
 Weekday
 Weekend
 Green: flat or up
 Yellow: -10% to flat
 Red: less than -10%

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

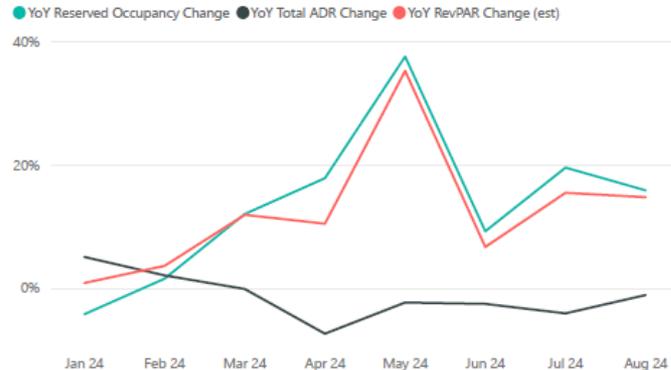
Occupancy vs STLY

Market Year	Monroe County Committed Occupancy %	YoY Committed Occupancy Change	YoY Group Committed Change	YoY Transient Reserved Change	YoY Business Change	YoY Leisure Change
2024	27.9%	5.1%	7.7%	4%		
Q1	53.4%	1.2%	1.6%	1%		
January	72.4%	-3.0%	7.0%	-5%		
February	54.7%	6.1%	16.8%	3%		
March	33.3%	3.8%	-24.0%	16%		
Q2	18.1%	17.3%	20.0%	15%		
April	26.2%	16.5%	26.8%	11%		
May	17.9%	28.0%	27.4%	28%		
June	10.1%	3.2%	-1.8%	8%		
Q3	5.0%	10.8%	3.1%	15%		
July	5.9%	9.6%	-0.9%	15%		
August	4.0%	12.6%	8.4%	15%		
Total	27.9%	5.1%	7.7%	4%		

Current: Transient and Group Committed and YoY Committed Occupancy Change



YoY Occupancy, ADR & RevPAR Change *



Demand 360

Reserved Pickup

Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	23.6%	-1%	11%	12%	8%
Q1	48.4%	2%	11%	11%	10%
January	69.7%	5%	8%	9%	2%
Dec 31	80.8%	11%	9%	11%	-3%
Jan 07	72.6%	6%	7%	9%	-3%
Jan 14	68.6%	2%	6%	7%	0%
Jan 21	66.6%	4%	8%	9%	5%
Jan 28	55.6%	1%	12%	12%	12%
February	47.4%	2%	15%	12%	33%
Feb 04	48.6%	3%	16%	12%	44%
Feb 11	48.6%	2%	14%	12%	29%
Feb 18	48.2%	1%	13%	11%	33%
Feb 25	36.2%	2%	16%	14%	33%
Total	23.6%	-1%	11%	12%	8%

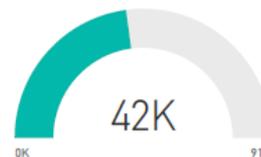
Reserved Pickup

Year	Reserved Occupancy %	YoY Total ADR Change (avg)	WoW Total Pickup	WoW Transient Reserved Pickup	WoW Group Reserved Pickup
2024	23.6%	-1%	11%	12%	8%
Q1	48.4%	2%	11%	11%	10%
January	69.7%	5%	8%	9%	2%
February	47.4%	2%	15%	12%	33%
March	28.2%	-0%	13%	14%	6%
Q2	12.6%	-4%	11%	13%	5%
April	19.5%	-7%	11%	12%	5%
May	12.1%	-2%	12%	14%	5%
June	6.1%	-3%	12%	13%	6%
Q3	3.5%	-1%	14%	15%	3%
July	4.4%	-4%	14%	15%	3%
August	2.6%	3%	14%	15%	4%
Total	23.6%	-1%	11%	12%	8%

Group Block

Year	YoY Group Committed Change	Current Group Committed	WoW Group Block Change	Current Group Reserved	WoW Group Reserved Pickup	Reserved Group ADR Change (avg)	Remaining Total RN	YoY Transient Reserved Change
2024	7.7%	91,272	1%	41,736	8%	-0%	833,749	4%
Q1	1.6%	53,110	1%	31,692	10%	-2%	200,943	1%
January	7.0%	23,140	-1%	19,229	2%	-0%	40,589	-5%
Dec 31	17.1%	2,404	-3%	1,880	-3%	-2%	4,943	-10%
01	-4.7%	181	1%	98	-1%	-9%	905	-12%
02	-9.8%	266	1%	149	-2%	-14%	772	-10%
03	8.9%	343	-7%	257	-3%	-3%	691	-5%
04	15.5%	395	-2%	305	-1%	3%	711	-7%
05	33.6%	601	-6%	533	-4%	7%	763	-11%
06	34.1%	618	-2%	538	-3%	7%	1,101	-17%
Jan 07	17.9%	5,281	-2%	4,706	-3%	9%	8,511	-6%
08	83.1%	703	-2%	589	-3%	22%	1,433	-16%
09	57.1%	768	-1%	647	-1%	23%	1,465	-14%
10	30.8%	829	-1%	706	-1%	17%	1,453	-12%
11	5.9%	918	-1%	807	-1%	15%	1,251	-6%
12	-7.5%	804	-3%	771	-4%	4%	1,174	-3%
Total	2.7%	680	-1%	643	-4%	-10%	978	2%
Total	7.7%	91,272	1%	41,736	8%	-0%	833,749	4%

Group Reserved vs Committed



Remaining RN vs Capacity



As-of date

January 07, 2024

Stay dates

1/1/2024 8/31/2024

Market

Monroe County

Tier

ALL Tiers

Weekpart

Weekday

Weekend

Geolocation Origin Markets - County & Hotels

- **Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.
- **Cluster** - A grouping of POIs based on venue type, visit purpose, etc.
- **Distance Filter** - Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.
- **Unique Device** - A unique mobile device determined by unique identifiers
- **Visitor Days** - An estimate of the number of visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.
- **Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance travelled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.
- **Visitors** - An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors and 2 Trips.



Geolocation Origin Markets - County & Hotels

- **Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.
 - **Education Levels** - Bachelor+ includes all bachelors, masters, and doctoral degrees and technical college degrees. These are grouped together due to limitations of the household level aggregation.
 - **Gender**: Based on inferred probability that each device is owned/operated by someone of the specified gender.
 - **Age Categories**: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors have someone 65+ in their household.
 - **Generation Categories**: Uses the same process as Age Categories, but is broken down by generation rather than age.
 - **Households with Children**: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.
- **How is POI Correlation Calculated?** POI Correlation is calculated at the device level, and then aggregated up using our proprietary visitor volume algorithm. A unique device must be observed at both the reference location and the comparison location within the same week of each other. Weeks run Monday through Sunday.
- **How is your data cleaned?** Our cleaning process is among the best in the industry. Between our internal processes and those that are implemented, or co-developed with our data partners, we are confident that our data cleaning process is as robust as any other available. Cleaning generally falls into two categories: data integrity cleansing and use-case/destination-specific adjustments. General cleaning includes removing data artifacts such as device teleportation (being in two places within a timespan that is physically impossible), duplication, spoofing, etc. Use-case/destination-specific adjustments include local factors such device sample size normalization, regional app popularity adjustments, etc. Use-case/destination-specific adjustments can also include customized filters such as employee filters, commuters, construction workers, college students, etc. These types of filters are implemented in collaboration with clients based on local knowledge to ensure that the filters are transparently defined and applied.
- **How big is your sample size?** There are lots of companies out there that like to claim that they have the biggest sample in the industry. That's a pretty hard claim to back up because of the arms race of sorts to always improve the sample size. But we like to put it this way, we're not. Sample size ranges from 7-15% depending on the Cluster/POI referenced.



Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

Distance: Excludes country residents, and day-trips to Monroe county



Monroe County

I.1.

AT&T Call Report*

Nov. 19- Dec. 18, 2023

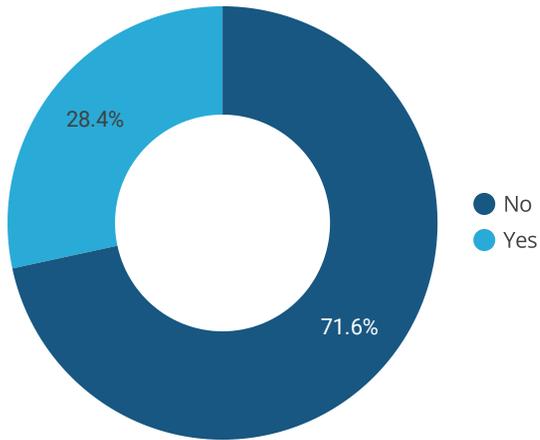
1-800-FLA-KEYS and District 1-800 Numbers

Chamber	1-800 FLA-KEYS	District 800	Completed Calls Count
Key West	23	22	45
Lower Keys	15	23	38
Marathon	4	25	29
Islamorada	6	27	33
Key Largo	43	25	68

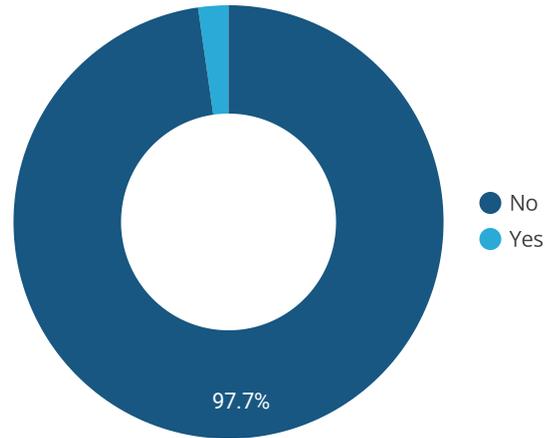
*Does not include Chamber phone lines that are not funded by the TDC; such as the Chambers' local 305 business number

Islamorada VIS Responses

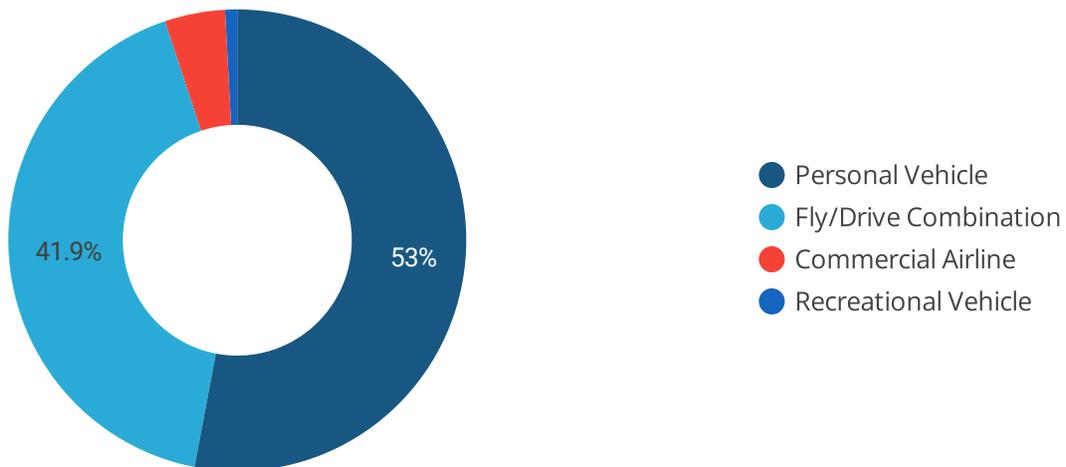
Have you been to the Keys Before?



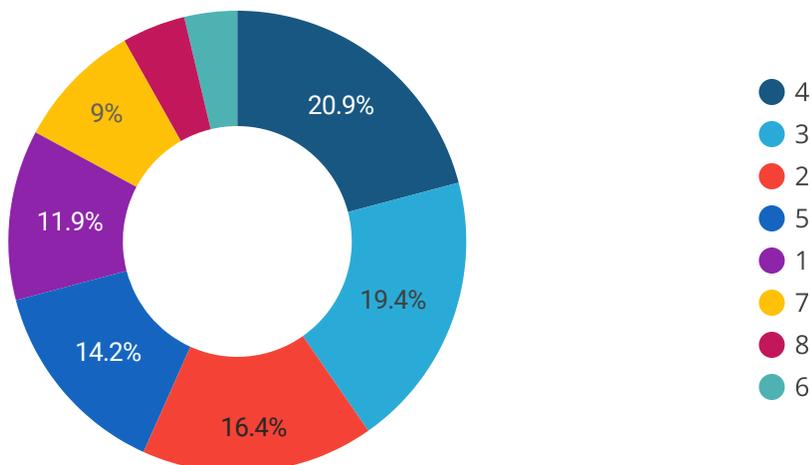
Was your previous visit via a cruise ship?



Transportation

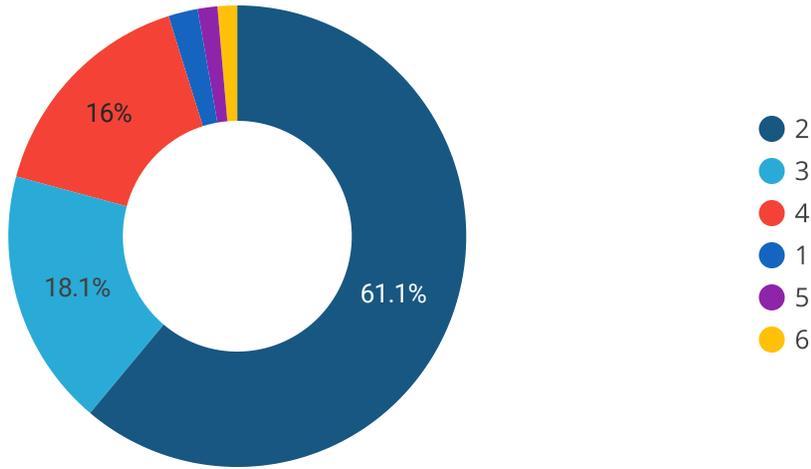


Length of trip in days

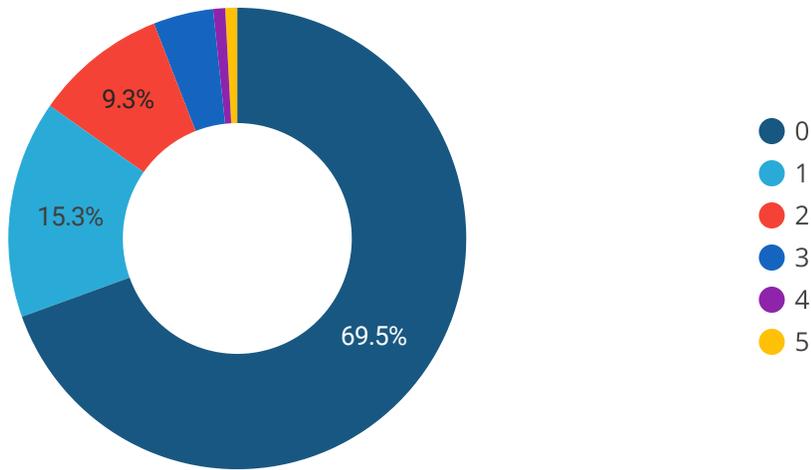


Islamorada VIS Responses

Number of Adults

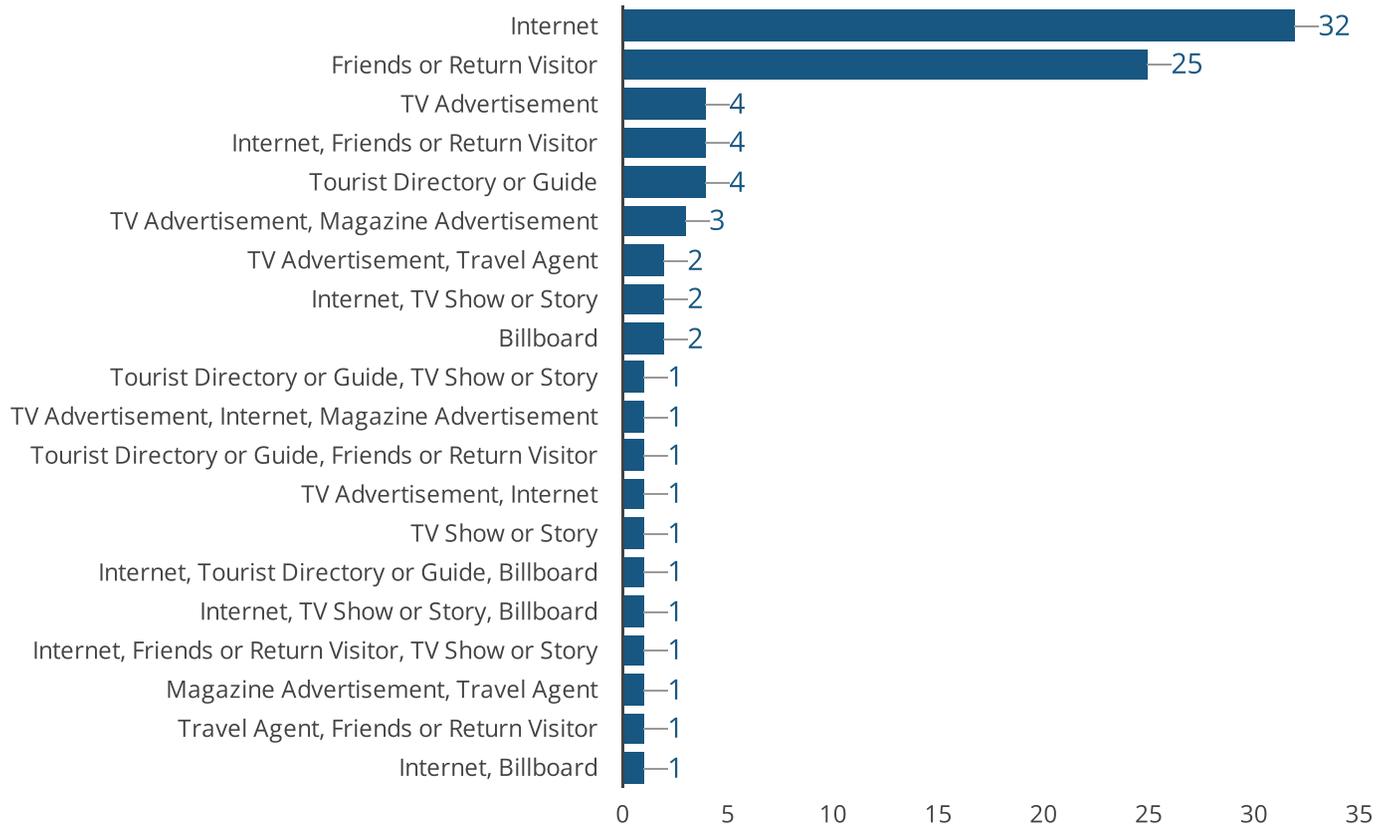


Number of Children

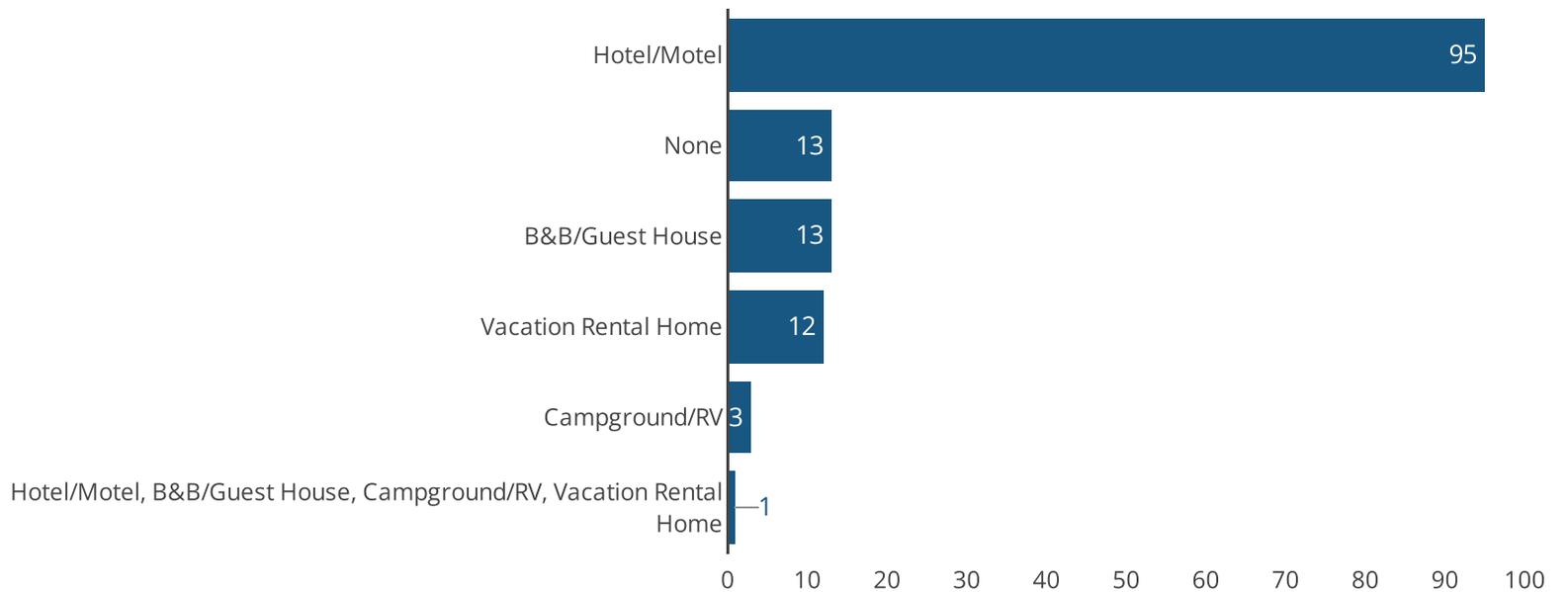


Islamorada VIS Responses

Advertising Source

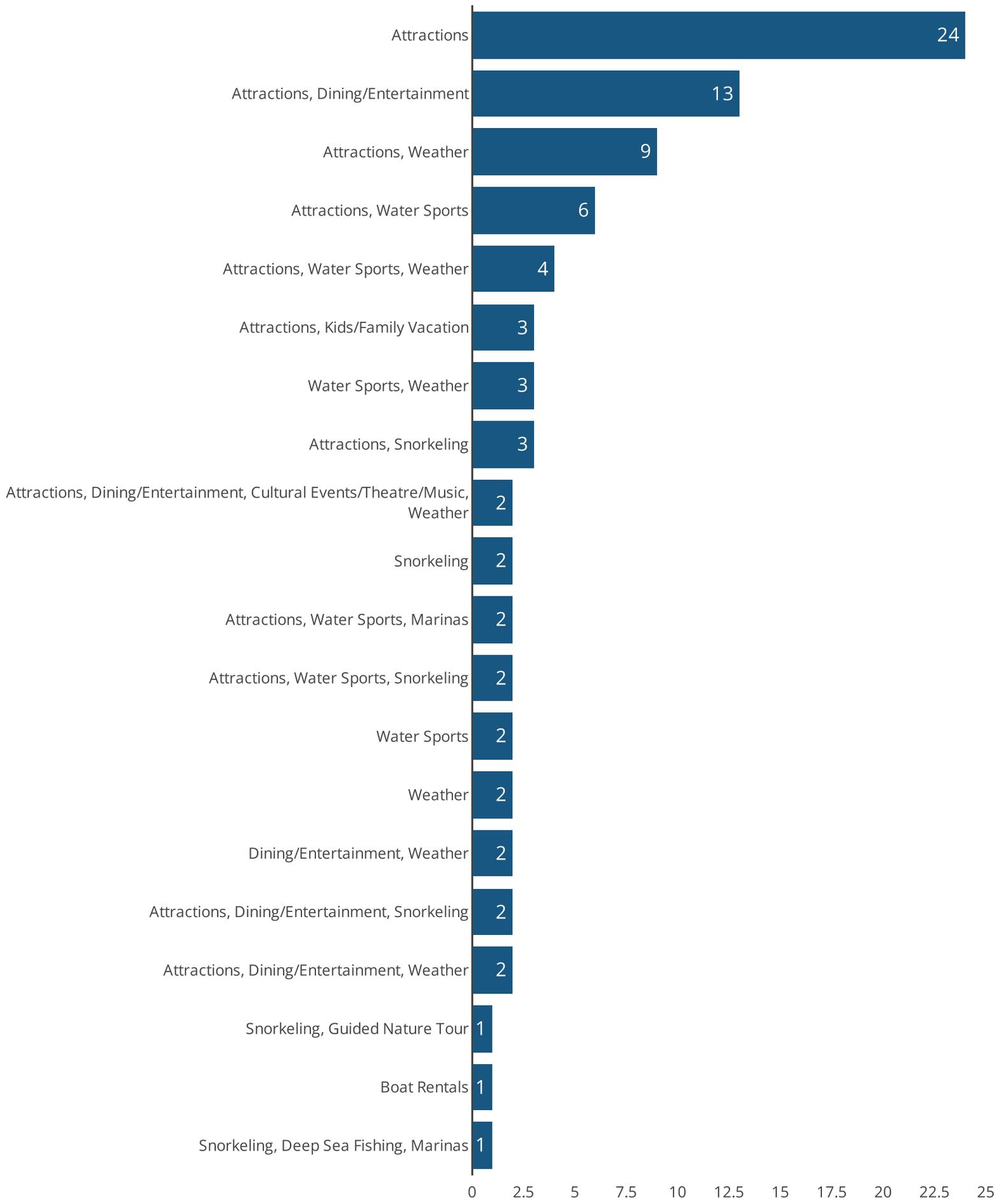


Type of Accommodations

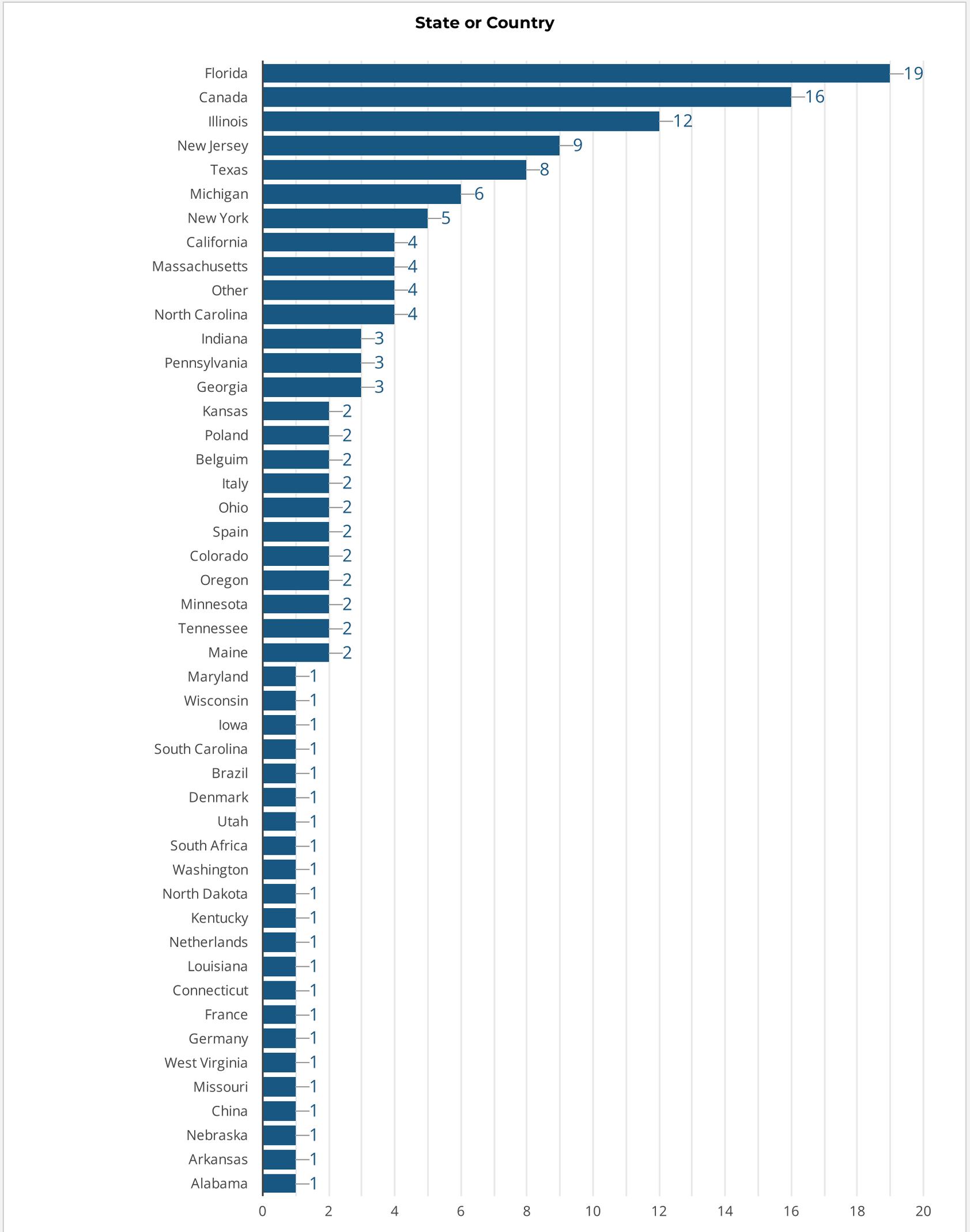


Islamorada VIS Responses

Interests

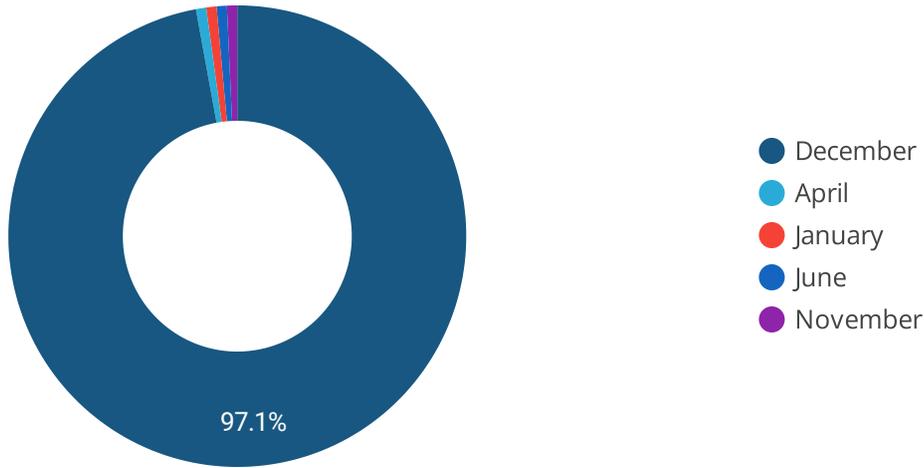


Islamorada VIS Responses

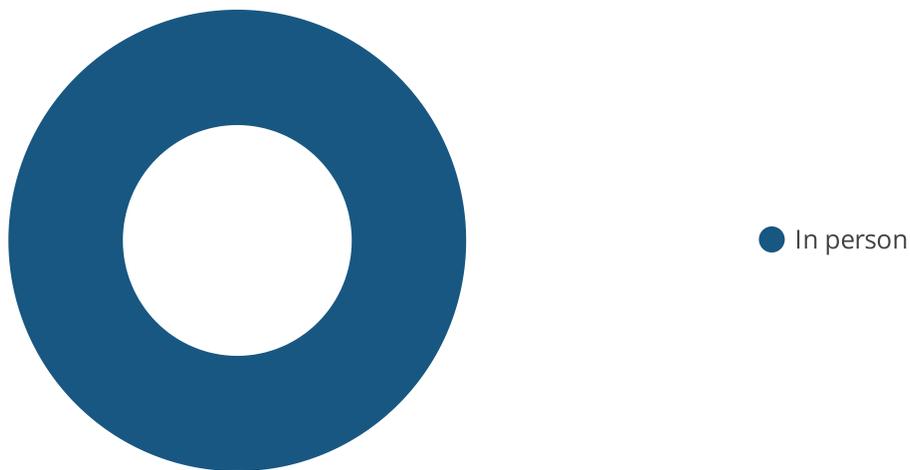


Islamorada VIS Responses

Month Traveling



The survey was filled out:

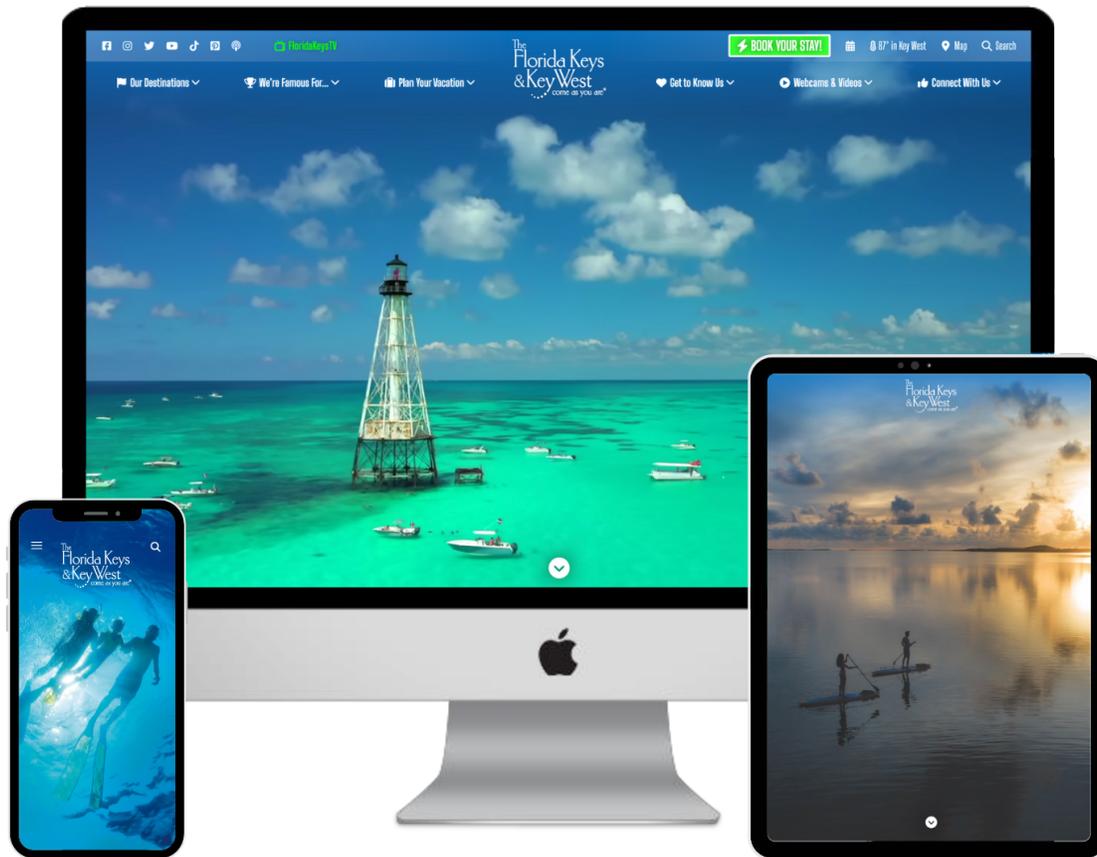


Florida Keys & Key West

... fla-keys.com

Website Status Report Fla-Keys.com

December 2023 Data for the
January 23 and 24, 2024
DAC Meetings



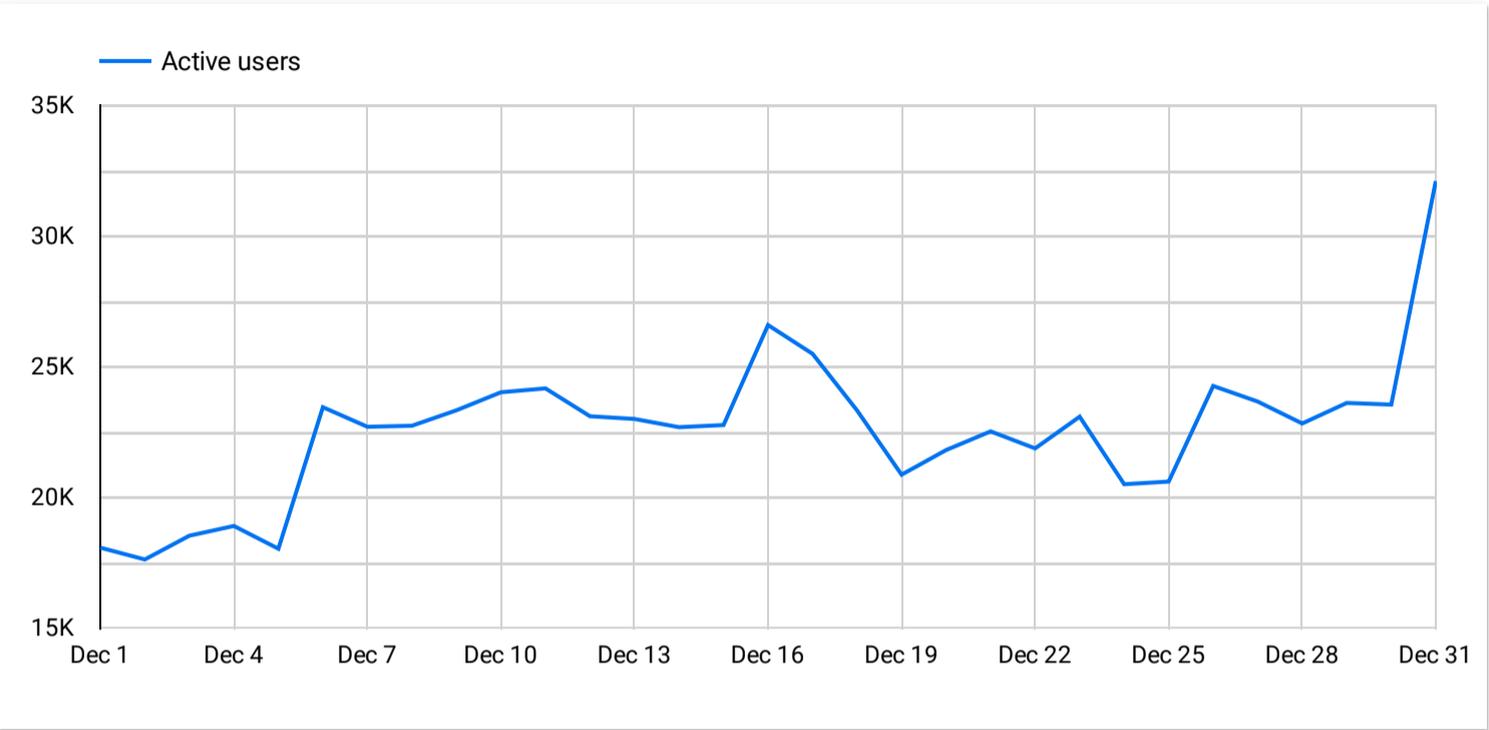
Section 1: Website Traffic Report
Section 2: Geographic Data on Website Visitors



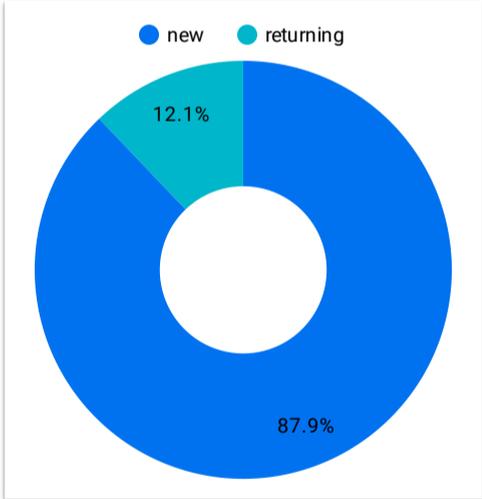


Section 1: Website Traffic Report

Website Traffic Overview



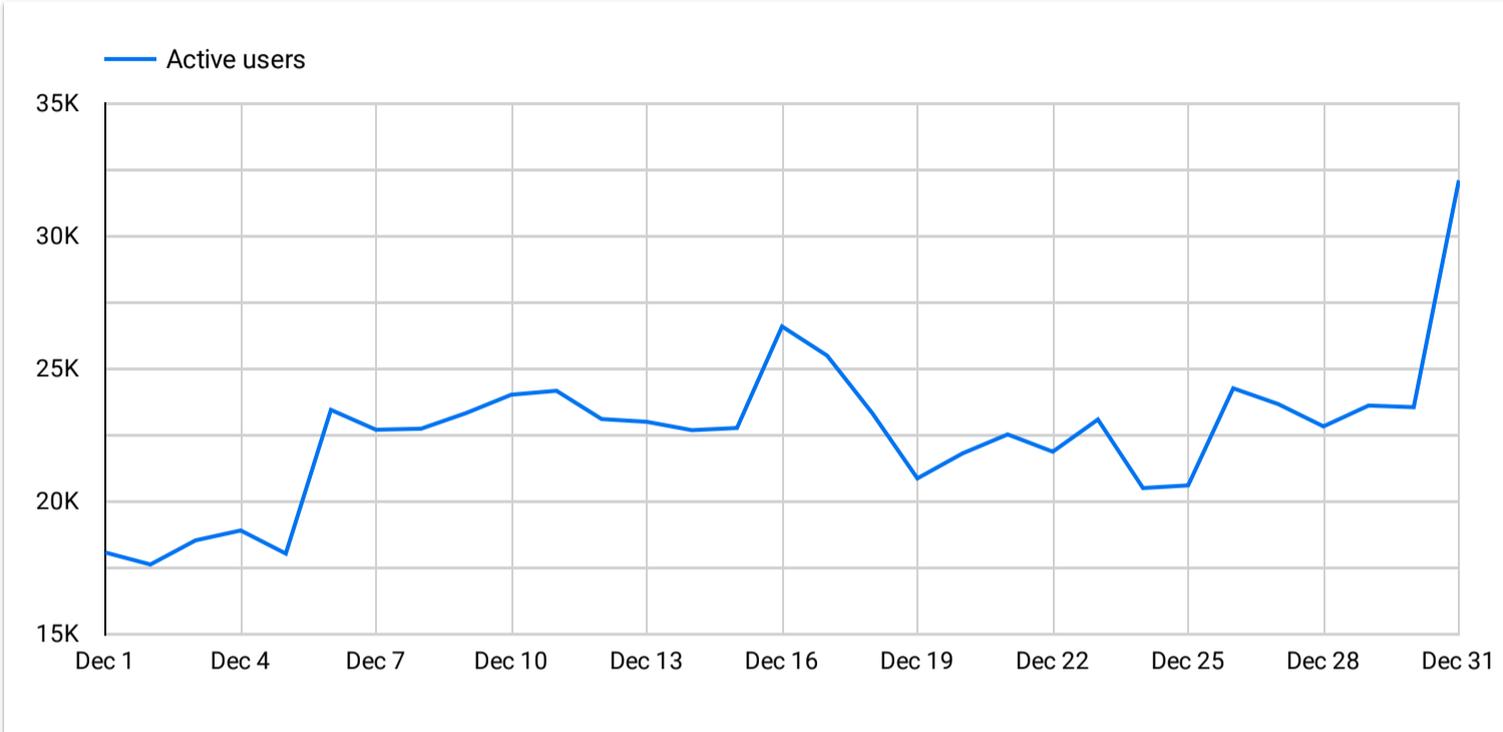
Active users 623,931	New users 593,276	Sessions 804,152	Sessions per user 1.29
Views 861,569	Views per session 1.07	Average session duration 00:05:04	Bounce rate 51.40%



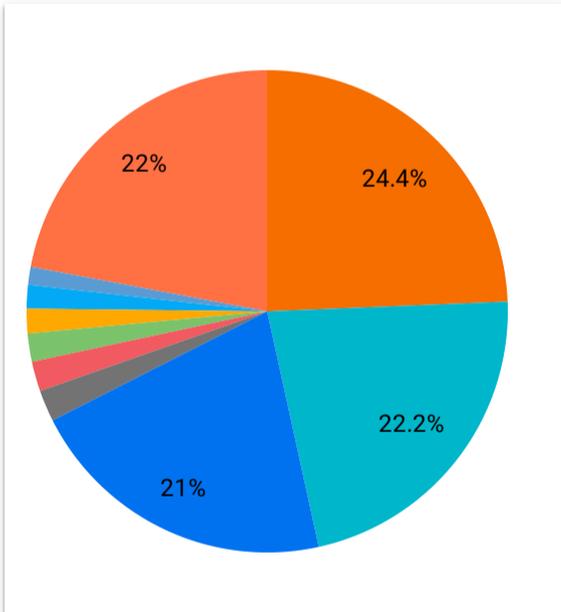
Language	Active users	% Active Users
1. English	558,412	89.5%
2. Spanish	27,782	4.45%
3. (other)	6,709	1.08%
4. German	6,425	1.03%
5. French	5,083	0.81%
6. Swedish	3,781	0.61%
7. Italian	3,571	0.57%
8. Chinese	1,968	0.32%
9. Portuguese	1,720	0.28%
10. Persian	1,215	0.19%
Grand total	623,931	100%



Website Traffic Sources

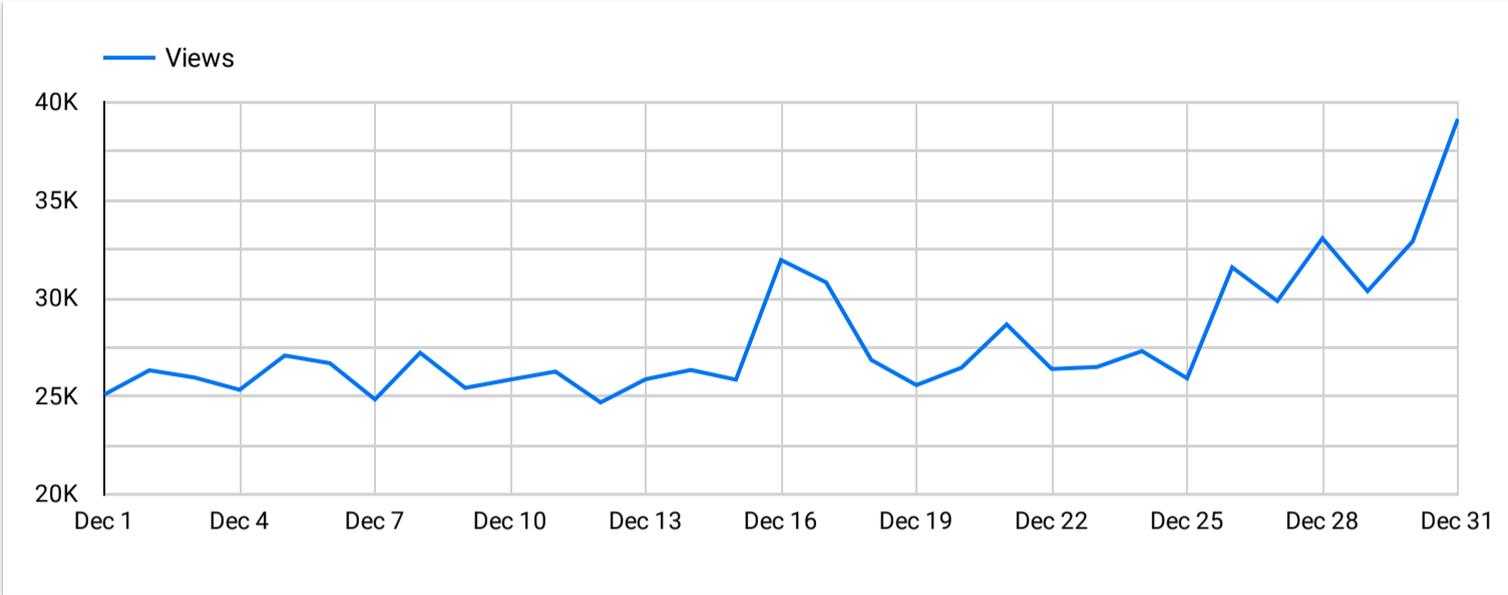


	First user source / medium	Active users	% Active Users
1.	google / cpc	151,083	24.21%
2.	google / organic	137,694	22.07%
3.	(direct) / (none)	130,099	20.85%
4.	KeyWestDirectFlightFacebookInstagramTinsleyCampaign / referral	13,098	2.1%
5.	tiktok.com / referral	12,395	1.99%
6.	creative-p.undertone.com / referral	11,719	1.88%
7.	bing / organic	10,226	1.64%
8.	visitflorida.com / referral	9,806	1.57%
9.	moneyweb.io / referral	7,434	1.19%
10.	Accuweather / Tinsley Display Campaign	5,885	0.94%

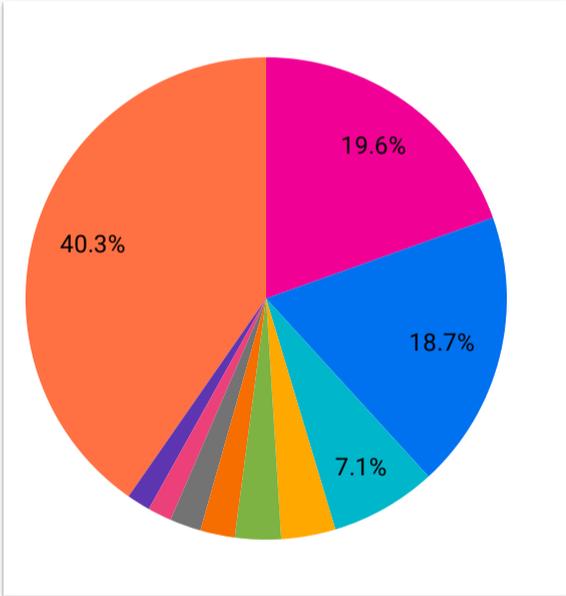




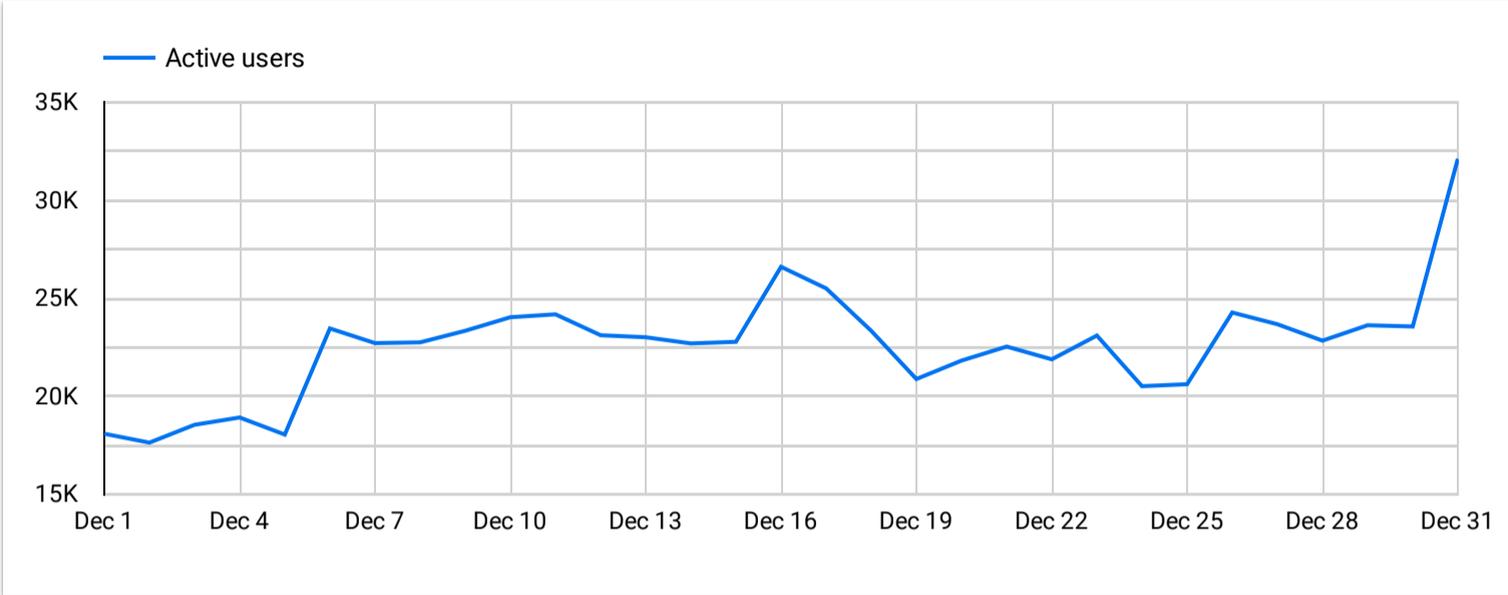
Most Visited Sections of Website



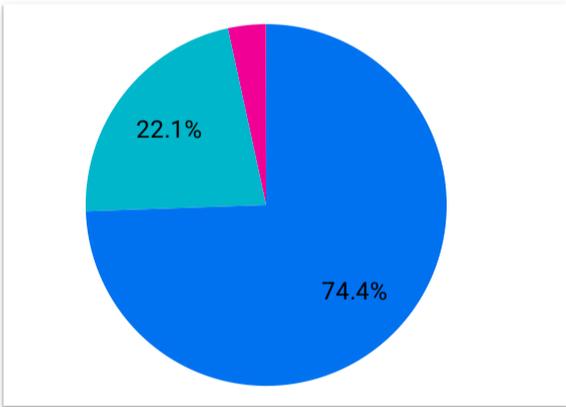
	Full page URL	Views	% Views
1.	fla-keys.com/	157,054	18.23%
2.	fla-keys.com/key-west/	57,148	6.63%
3.	fla-keys.com/webcams/key-west/	47,808	5.55%
4.	fla-keys.com/?sr1={rid}	29,308	3.4%
5.	fla-keys.com/marathon/	26,585	3.09%
6.	fla-keys.com/webcams/	25,031	2.91%
7.	fla-keys.com/lower-keys/	21,222	2.46%
8.	fla-keys.com/key-largo/	17,103	1.99%
9.	fla-keys.com/islamorada/	11,190	1.3%
10.	fla-keys.com/webcams/mallory-square/	11,183	1.3%
	Grand total	861,569	100%



Device Usage



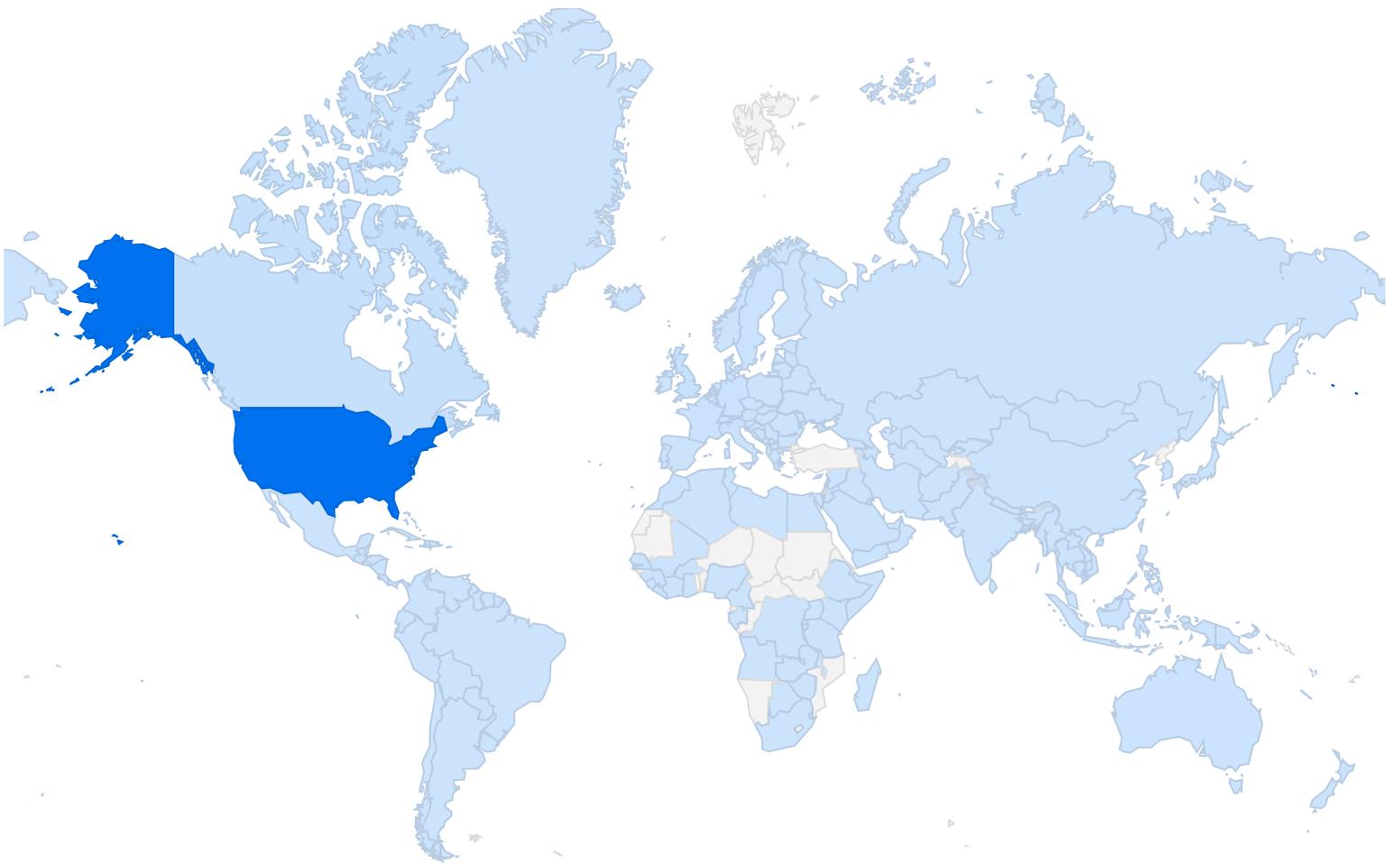
	Device category	Active users	% Active Users
1.	mobile	463,710	74.32%
2.	desktop	137,933	22.11%
3.	tablet	21,034	3.37%
4.	smart tv	184	0.03%



The Florida Keys & Key West

... come as you are®

Section 2: Geographic Data on Website Visitors

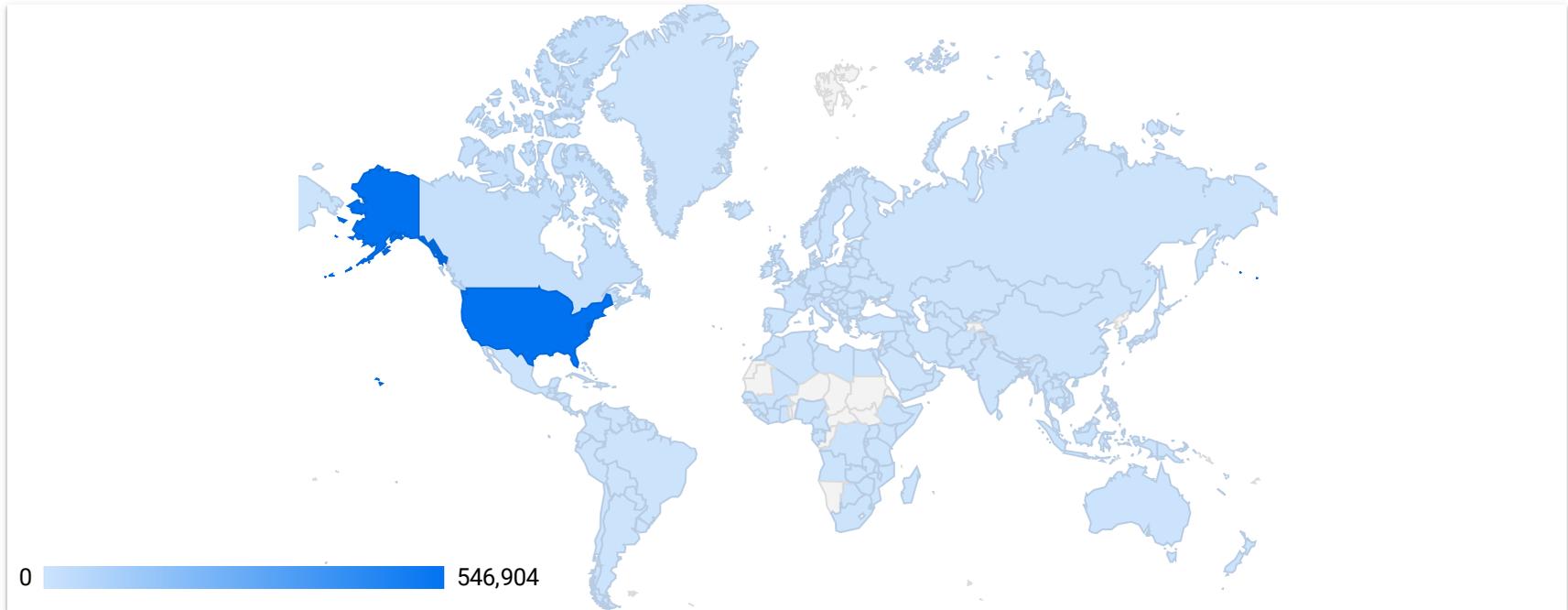


The Florida Keys & Key West

come as you are®

J.1.

World

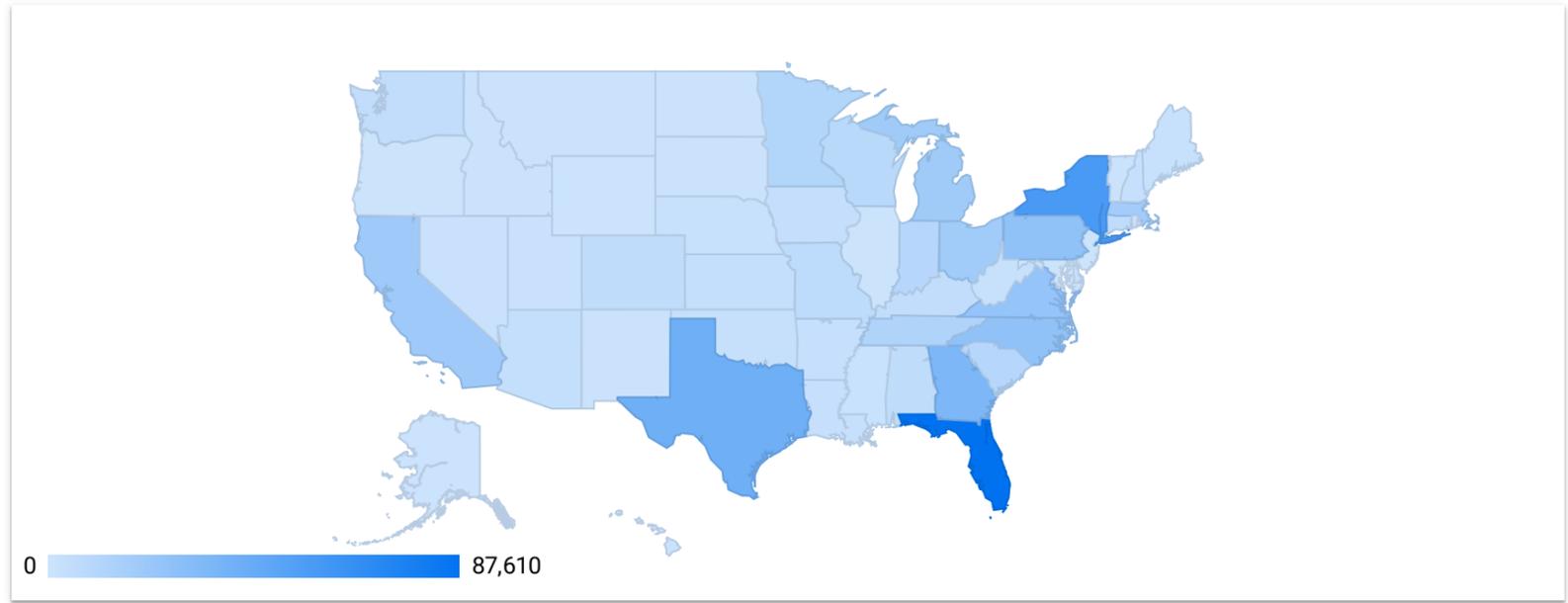


	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	546,904	522,689	715,615	50.29%	1.08	00:05:10
2.	Canada	15,773	15,123	19,642	46.77%	1.21	00:07:08
3.	United Kingd...	14,343	13,904	16,644	61.72%	0.99	00:03:21
4.	Germany	6,329	6,033	7,880	31.37%	1.05	00:05:17
5.	(not set)	5,439	5,439	5,431	99.47%	0.99	00:00:01
6.	Sweden	4,357	4,206	4,816	66.84%	0.8	00:01:23
7.	Italy	3,544	3,468	4,033	64.27%	0.5	00:03:35
8.	France	2,837	2,740	3,292	58.44%	0.63	00:03:32
9.	Australia	1,723	1,701	1,878	72.26%	0.99	00:03:00
10.	Ireland	1,534	1,519	1,598	73.65%	1.03	00:01:21
11.	Norway	1,242	1,197	1,418	62.2%	0.94	00:01:56
12.	New Zealand	1,103	1,094	1,140	85.35%	1	00:01:15
13.	Finland	1,087	393	1,240	41.61%	0.34	00:02:25
14.	Denmark	1,057	1,023	1,273	60.09%	0.82	00:07:50
15.	India	879	847	972	55.04%	1.19	00:03:23
16.	Netherlands	804	764	987	37.99%	1.05	00:05:51
17.	Brazil	749	717	893	34.94%	1.36	00:04:28
18.	Mexico	647	614	753	52.86%	1.2	00:02:04
19.	Switzerland	622	584	792	31.94%	1.15	00:05:13
20.	Iran	575	415	887	70.24%	1.01	00:02:14
21.	Indonesia	524	464	730	39.45%	1.24	00:04:34
22.	Czechia	439	414	470	63.19%	3.19	00:02:50
23.	Spain	400	383	502	41.83%	1.44	00:05:42
24.	Poland	388	368	452	29.42%	1.16	00:04:37
25.	Belgium	353	336	520	33.85%	1.19	00:08:43
	Grand total	623,931	593,276	804,152	51.4%	1.07	00:05:04

The Florida Keys & Key West J.1.

come as you are®

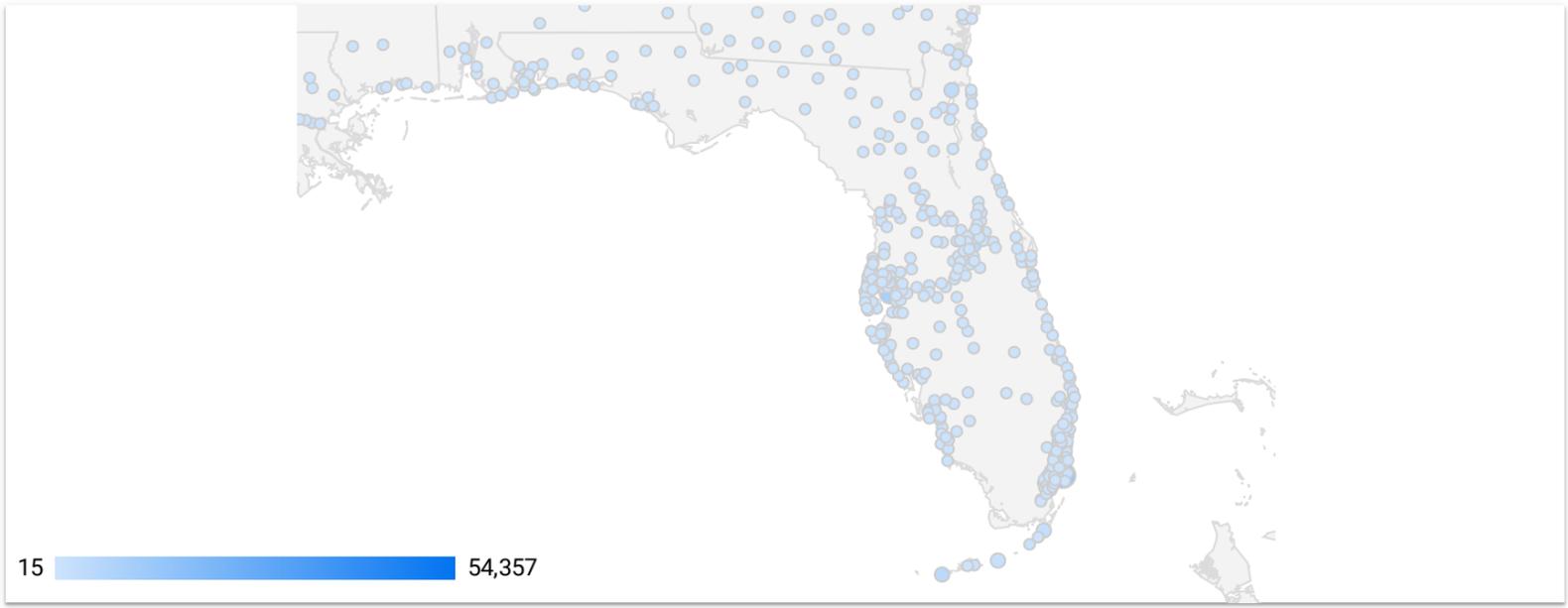
USA



Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1. Florida	87,610	80,835	115,547	36.7%	1.17	00:06:11
2. New York	56,331	52,606	72,376	58.96%	0.91	00:03:51
3. Texas	40,562	37,833	49,246	59.38%	0.95	00:03:26
4. Georgia	33,919	30,846	41,060	50.79%	0.81	00:05:01
5. Illinois	33,630	31,780	41,346	53.56%	1.02	00:04:12
6. North Carolina	25,896	23,709	32,691	51.04%	1.03	00:04:46
7. Pennsylvania	25,843	23,561	34,791	49.89%	1.13	00:04:49
8. Virginia	24,163	22,188	29,497	55.65%	0.87	00:05:47
9. New Jersey	22,528	20,955	29,182	55.41%	1.14	00:04:20
10. California	19,904	18,605	24,180	59.64%	1.07	00:03:19
11. Michigan	18,869	17,002	24,711	47.64%	1.03	00:04:50
12. Ohio	18,424	16,231	23,543	37.49%	1.16	00:08:10
13. Massachusetts	17,460	16,330	21,847	53.98%	1.11	00:04:34
14. Tennessee	12,144	10,990	15,061	48.91%	1	00:04:23
15. Maryland	11,006	10,019	14,469	48.88%	1.27	00:05:32
16. Minnesota	10,952	10,056	14,232	51.99%	1.15	00:04:12
17. Indiana	9,528	8,249	12,716	42.65%	1.01	00:06:52
18. South Carolina	9,283	8,326	11,561	47.49%	0.94	00:05:16
19. Wisconsin	8,076	7,309	10,755	42.72%	1.19	00:05:53
20. Missouri	6,339	5,644	8,162	45%	1.18	00:05:29
21. (not set)	5,901	5,635	6,315	67.7%	2.05	00:01:18
22. Connecticut	5,511	5,030	7,502	48.65%	1.05	00:06:46
23. Colorado	5,070	4,684	6,776	39.09%	1.32	00:06:28
24. Alabama	5,067	4,632	6,512	46.36%	1.16	00:06:11
25. Kentucky	4,867	4,159	6,371	39.35%	1.06	00:07:20
26. Washington	4,307	3,980	5,740	45.85%	1.05	00:06:06
27. Iowa	3,490	3,070	5,113	41.64%	1.09	00:09:35
28. District of Columbia	3,456	3,142	4,320	55.97%	1	00:03:56
29. Kansas	3,282	2,921	3,983	51.19%	0.72	00:04:38
30. Arizona	3,242	2,937	4,432	45.85%	2.08	00:05:43
31. Arkansas	3,118	2,850	3,566	63.94%	0.83	00:02:46
32. New Hampshire	2,958	2,640	3,457	48.54%	0.91	00:05:38
33. Louisiana	2,778	2,484	3,503	48.53%	1.04	00:04:51
34. Oklahoma	2,463	2,155	3,236	44.31%	1.1	00:07:16
35. Delaware	2,269	2,029	3,050	47.61%	1.15	00:06:33
36. West Virginia	2,265	1,874	2,761	40.31%	0.84	00:05:40
37. Oregon	2,259	2,055	2,837	45.4%	1.1	00:05:43
38. Maine	2,113	1,779	2,661	40.55%	0.77	00:06:36
39. Nebraska	2,067	1,828	2,695	39.63%	1.32	00:05:44
40. Mississippi	1,876	1,639	2,327	46.8%	1.08	00:06:12
41. Utah	1,412	1,299	1,960	39.95%	1.09	00:04:58
42. Nevada	1,324	1,179	1,674	49.88%	1.03	00:05:33
43. Rhode Island	1,002	864	1,491	39.1%	1.5	00:06:04
44. Vermont	840	704	1,040	41.63%	0.94	00:06:39
45. South Dakota	761	670	985	36.75%	1.19	00:05:40
46. Idaho	755	649	920	38.37%	0.99	00:07:26
47. New Mexico	734	636	960	44.27%	1.26	00:08:01
48. North Dakota	688	608	863	45.65%	1.08	00:06:03
49. Montana	598	503	1,067	35.8%	0.87	00:09:31
50. Hawaii	500	454	624	48.24%	1.09	00:05:01
Grand total	546,904	522,689	715,615	50.29%	1.08	00:05:10

The Florida Keys & Key West J.1. come as you are®

Florida



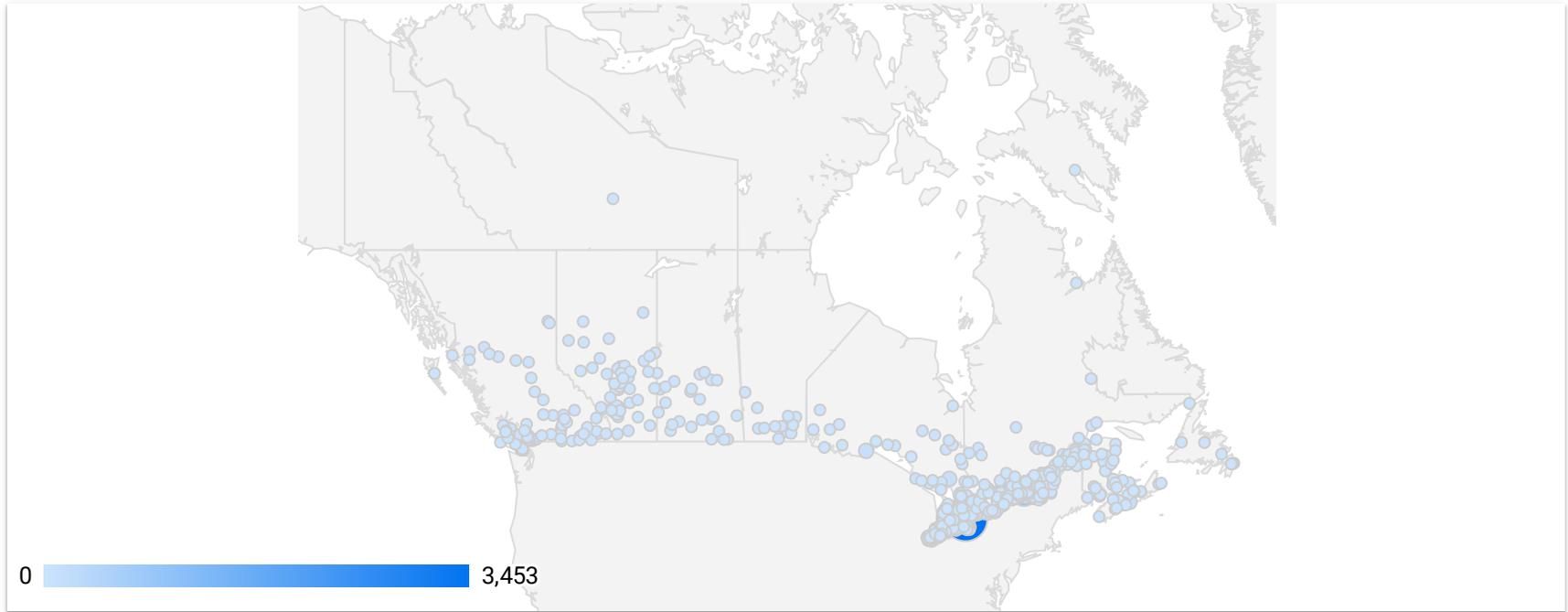
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Miami	13,807	11,868	18,079	31.63%	1.05	00:06:49
2.	Tampa	9,262	8,159	11,330	33.78%	1.04	00:05:10
3.	(not set)	5,760	5,204	7,160	46.84%	1.64	00:04:32
4.	Orlando	5,021	4,509	5,965	40%	1.05	00:04:40
5.	Key West	4,499	3,609	6,816	25.29%	1.33	00:07:38
6.	Jacksonville	3,284	3,091	3,819	43.55%	0.93	00:03:52
7.	Key Largo	2,188	1,772	4,009	24.49%	1.5	00:11:46
8.	Marathon	1,618	1,307	2,402	23.98%	1.21	00:10:44
9.	Cape Coral	994	880	1,354	36.78%	1.27	00:04:37
10.	Pembroke Pines	987	968	1,180	70.17%	0.74	00:06:20
11.	Islamorada	944	772	1,490	29.26%	1.23	00:06:53
12.	Fort Lauderdale	924	763	1,363	29.71%	1.11	00:09:04
13.	Miami Beach	872	742	1,126	26.64%	1.34	00:06:01
14.	St. Petersburg	855	787	1,104	41.21%	1.04	00:04:05
15.	Ocala	716	624	802	46.51%	0.7	00:04:12
16.	Tallahassee	665	585	851	41.6%	0.89	00:07:04
17.	Hialeah	663	588	820	42.93%	1.19	00:03:16
18.	Bradenton	651	583	822	45.62%	0.89	00:03:42
19.	Big Pine Key	634	560	888	30.07%	1.14	00:11:20
20.	Pompano Beach	599	500	758	30.74%	1.01	00:09:32
21.	Sarasota	592	539	735	42.31%	1.11	00:04:08
22.	Clearwater	581	537	715	41.54%	1.16	00:03:25
23.	Port St. Lucie	574	534	881	39.95%	0.93	00:11:55
24.	Brandon	552	502	643	43.23%	1.04	00:03:46
25.	Palm Coast	541	511	713	52.31%	0.99	00:01:41
26.	Spring Hill	488	454	630	45.71%	1.02	00:05:29
27.	Gainesville	457	410	597	37.69%	1	00:06:00
28.	Daytona Beach	456	406	577	38.82%	0.95	00:04:37
29.	Boca Raton	434	369	591	30.46%	1.17	00:04:28
30.	North Port	408	379	488	35.45%	0.94	00:02:29
31.	Lakeland	402	383	472	36.86%	0.9	00:02:13
32.	Wesley Chapel	395	373	445	42.7%	0.89	00:01:45
33.	Fontainebleau	384	376	660	43.33%	1.13	00:10:59
34.	Largo	364	343	417	41.25%	1.01	00:02:32
35.	Venice	358	330	426	41.08%	0.94	00:02:10
36.	Hollywood	341	298	544	33.09%	1.23	00:08:11
37.	Palm Bay	341	316	460	40.22%	1.21	00:04:52
38.	Bonita Springs	337	297	591	35.03%	1.13	00:07:42
39.	West Palm Beach	324	285	547	38.94%	1.31	00:04:53
40.	Palm Beach Gardens	320	294	422	36.26%	1.03	00:02:57
41.	Homestead	314	268	385	28.31%	1.32	00:06:04
42.	Winter Haven	309	261	337	39.47%	0.54	00:04:40
43.	Doral	300	261	334	23.05%	1.18	00:02:50
44.	Boynton Beach	299	267	370	35.68%	1.14	00:04:38
45.	Pinellas Park	298	282	354	38.42%	1.06	00:03:23
46.	Leesburg	292	259	334	45.51%	0.66	00:05:04
47.	Lehigh Acres	292	263	330	41.21%	1.31	00:02:17
48.	Four Corners	281	260	415	35.66%	1.34	00:04:56
49.	St. Augustine	278	264	401	37.66%	0.93	00:04:38
50.	Port Orange	262	235	356	32.02%	1.1	00:16:43
	Grand total	87,610	80,835	115,547	36.7%	1.17	00:06:11

The Florida Keys & Key West

come as you are®

J.1.

Canada



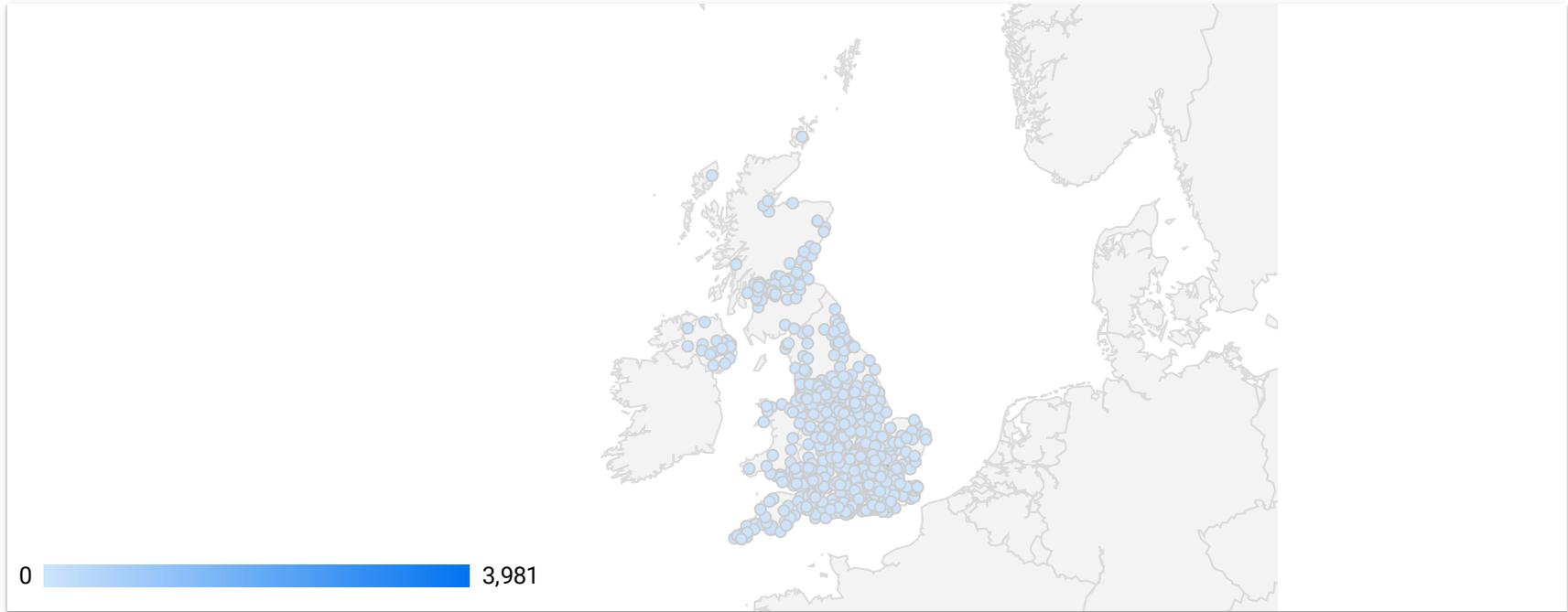
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	3,453	3,225	4,100	56.71%	1.24	00:05:37
2.	Montreal	898	839	1,065	36.15%	1	00:04:19
3.	(not set)	652	593	780	41.28%	1.08	00:03:50
4.	Ottawa	618	584	758	56.46%	1.02	00:05:01
5.	London	478	451	549	52.82%	1.16	00:05:53
6.	Hamilton	381	352	537	49.91%	1.23	00:07:23
7.	Brampton	375	366	405	80.25%	1.14	00:00:58
8.	Mississauga	356	332	396	62.37%	0.95	00:01:55
9.	Vancouver	337	306	382	40.58%	0.95	00:04:43
10.	Calgary	294	272	392	32.65%	1.16	00:07:24
11.	Windsor	245	224	269	57.99%	0.96	00:03:00
12.	Kitchener	226	218	246	58.54%	1	00:02:27
13.	Winnipeg	164	149	281	33.1%	0.81	00:09:29
14.	Vaughan	154	146	166	60.84%	1.49	00:02:08
15.	Edmonton	153	133	189	35.98%	0.91	00:10:34
16.	Oakville	153	146	187	34.76%	1.1	00:02:38
17.	Quebec City	149	143	156	29.49%	1.83	00:03:51
18.	Kawartha Lakes	138	127	297	30.64%	1.23	00:07:25
19.	Oshawa	137	134	147	65.99%	1.01	00:01:13
20.	Barrie	125	122	156	55.13%	1.18	00:01:13
21.	Markham	120	116	136	59.56%	1.45	00:02:35
22.	St. Catharines	103	95	134	43.28%	1.45	00:04:18
23.	Burlington	101	94	119	48.74%	1.04	00:03:20
24.	Kingston	100	94	115	43.48%	1.13	00:01:21
25.	Halifax Regional Municipality	99	91	114	25.44%	1.18	00:04:31
	Grand total	15,773	15,123	19,642	46.77%	1.21	00:07:08

The Florida Keys & Key West

come as you are®

J.1.

UK



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	3,981	3,694	4,427	58.62%	0.74	00:03:50
2.	(not set)	1,845	1,669	2,158	54.54%	1.01	00:02:38
3.	Birmingham	394	329	429	55.71%	0.87	00:01:45
4.	Glasgow	182	171	201	66.67%	1.33	00:02:54
5.	Manchester	182	174	205	64.39%	1	00:02:05
6.	Edinburgh	172	154	230	55.22%	1.19	00:03:33
7.	Liverpool	161	158	178	67.42%	0.92	00:01:44
8.	Bristol	159	158	195	68.21%	0.9	00:02:46
9.	Sheffield	148	142	159	63.52%	0.95	00:01:08
10.	Leeds	147	138	158	72.15%	0.85	00:01:04
11.	Plymouth	145	130	156	53.21%	0.66	00:07:22
12.	Newcastle upon Tyne	122	104	197	32.49%	2.49	00:10:05
13.	Cardiff	119	106	128	57.81%	0.53	00:03:36
14.	Croydon	118	113	141	59.57%	0.92	00:04:41
15.	Belfast	108	97	126	49.21%	0.94	00:06:37
16.	Wolverhampton	106	92	115	50.43%	0.55	00:06:01
17.	Norwich	97	87	99	56.57%	0.65	00:02:07
18.	Milton Keynes	86	73	93	49.46%	0.29	00:25:21
19.	Leicester	71	67	103	45.63%	1.63	00:03:29
20.	Southampton	71	65	81	69.14%	1.28	00:00:59
21.	Slough	69	66	71	78.87%	0.93	00:01:07
22.	Reading	64	62	70	70%	1.06	00:00:40
23.	Bradford	63	61	70	65.71%	0.93	00:00:49
24.	Brighton	63	57	77	40.26%	1.23	00:05:01
25.	Kingston upon Hull	62	61	68	70.59%	0.87	00:00:37
	Grand total	14,343	13,904	16,644	61.72%	0.99	00:03:21

The Florida Keys & Key West

come as you are[®]

Ecommerce Performance Summary

Room Revenue
\$22.58K
▲ 342%

Reservations
13
▲ 160%

Room Nights
44
▲ 238%

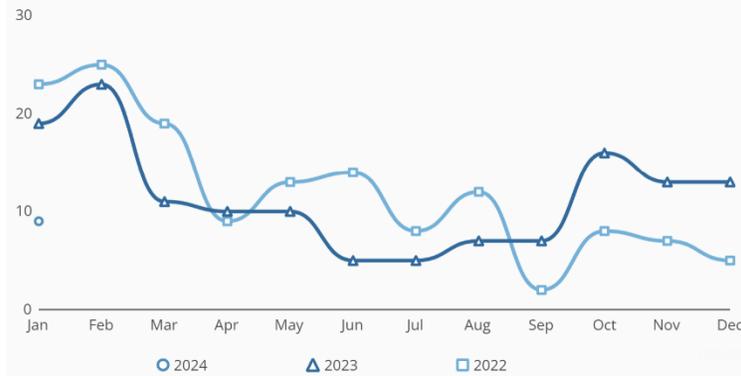
ADR
\$513
▲ 31%

LOS
3.4
▲ 30%

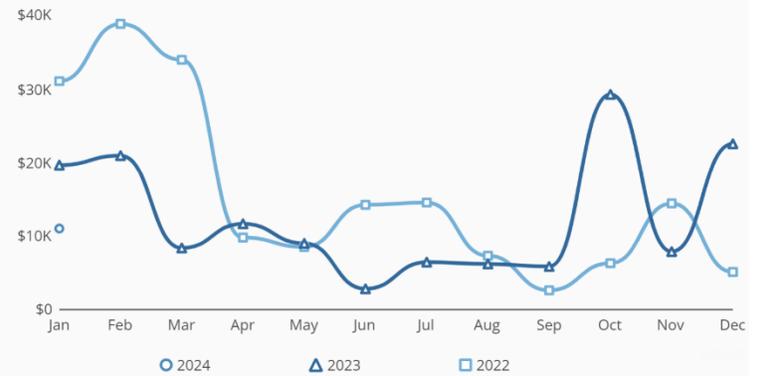
Booking Window
48.2
▼ -3%

Conv. Rate
0.17%
▲ 194%

YTD Reservations vs Last 2 Years



YTD Revenue vs Last 2 Years



Travel Trends (Search/Travel Intent)

Sessions
7.67K
▼ -12%

Searches
8.5K
▲ 77%

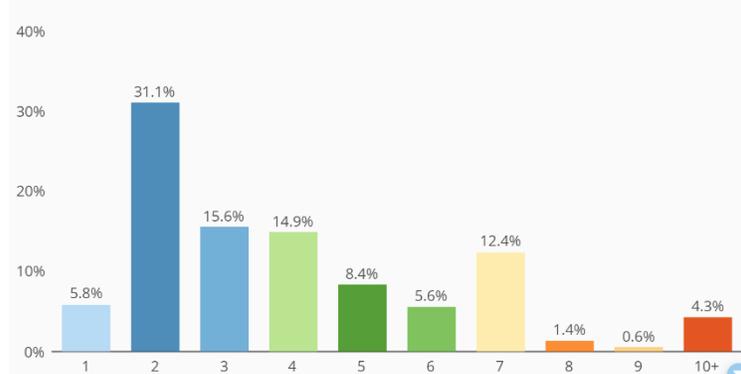
Booking Window
63.2
▼ -11%

LOS
4.3
▼ -10%

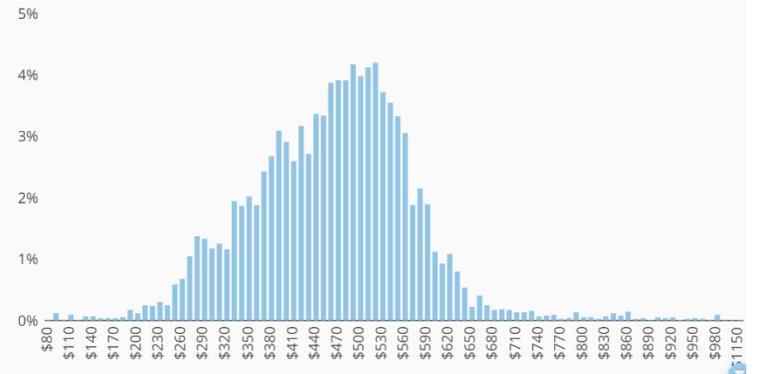
ADR
\$463
▲ 3%

Value Add %
0%
▼ 0

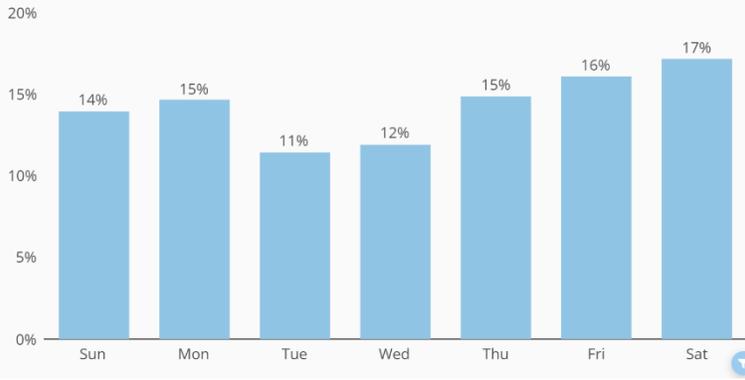
Length of Stay Distribution



Avg Daily Rate Distribution



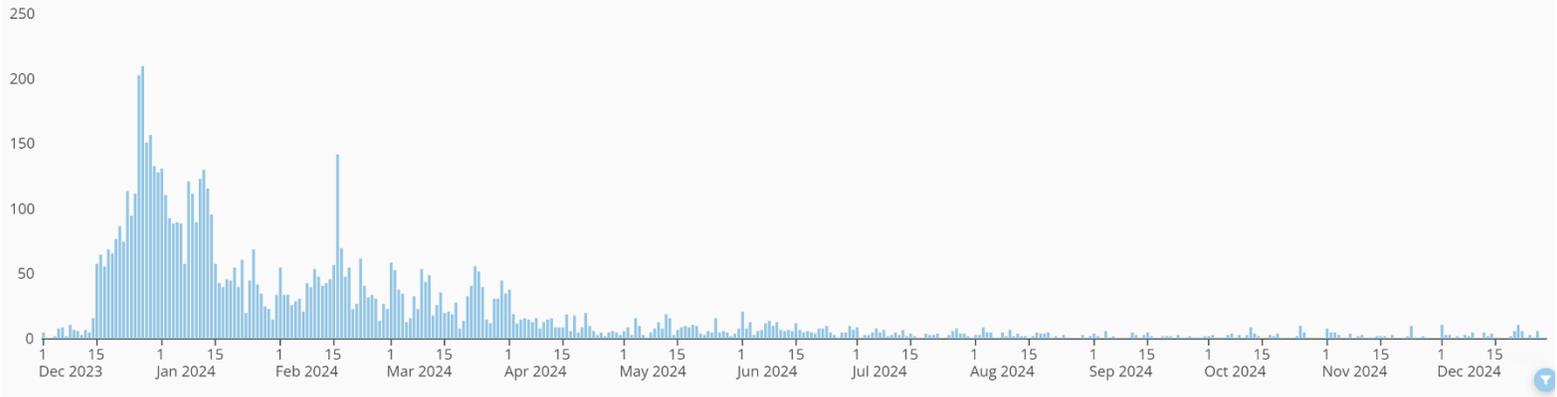
Check-In Day Distribution



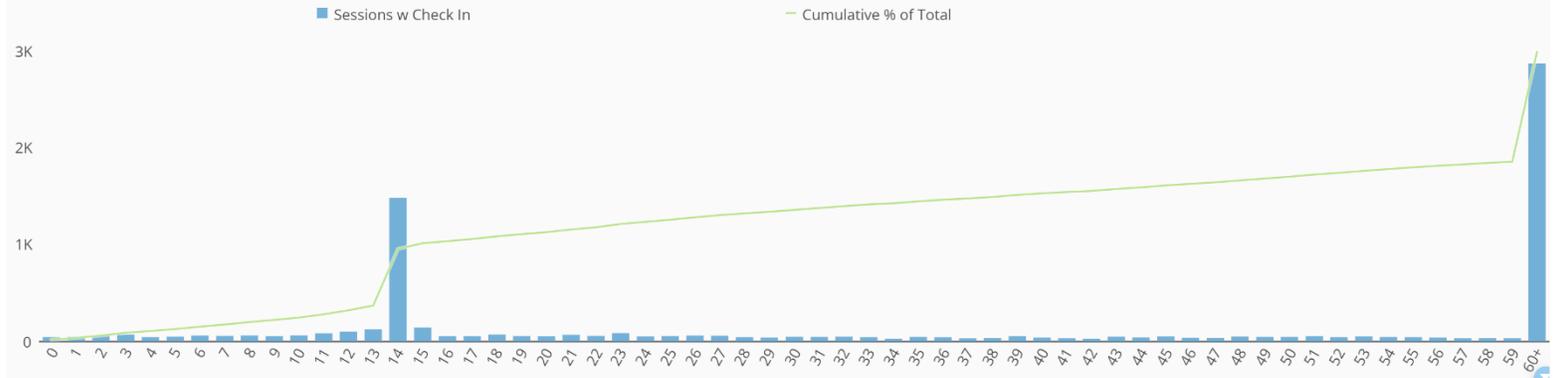
Top Check-In Dates

Check-In Date	Searches	% of Total
December 26th, 2023	203	2.68%
December 29th, 2023	157	2.07%
December 28th, 2023	151	1.99%
February 16th, 2024	142	1.87%
December 30th, 2023	133	1.75%
January 1st, 2024	131	1.73%
January 12th, 2024	130	1.71%
December 31st, 2023	128	1.69%
January 11th, 2024	123	1.62%
January 8th, 2024	121	1.60%
January 13th, 2024	116	1.53%

Check-In Date Distribution

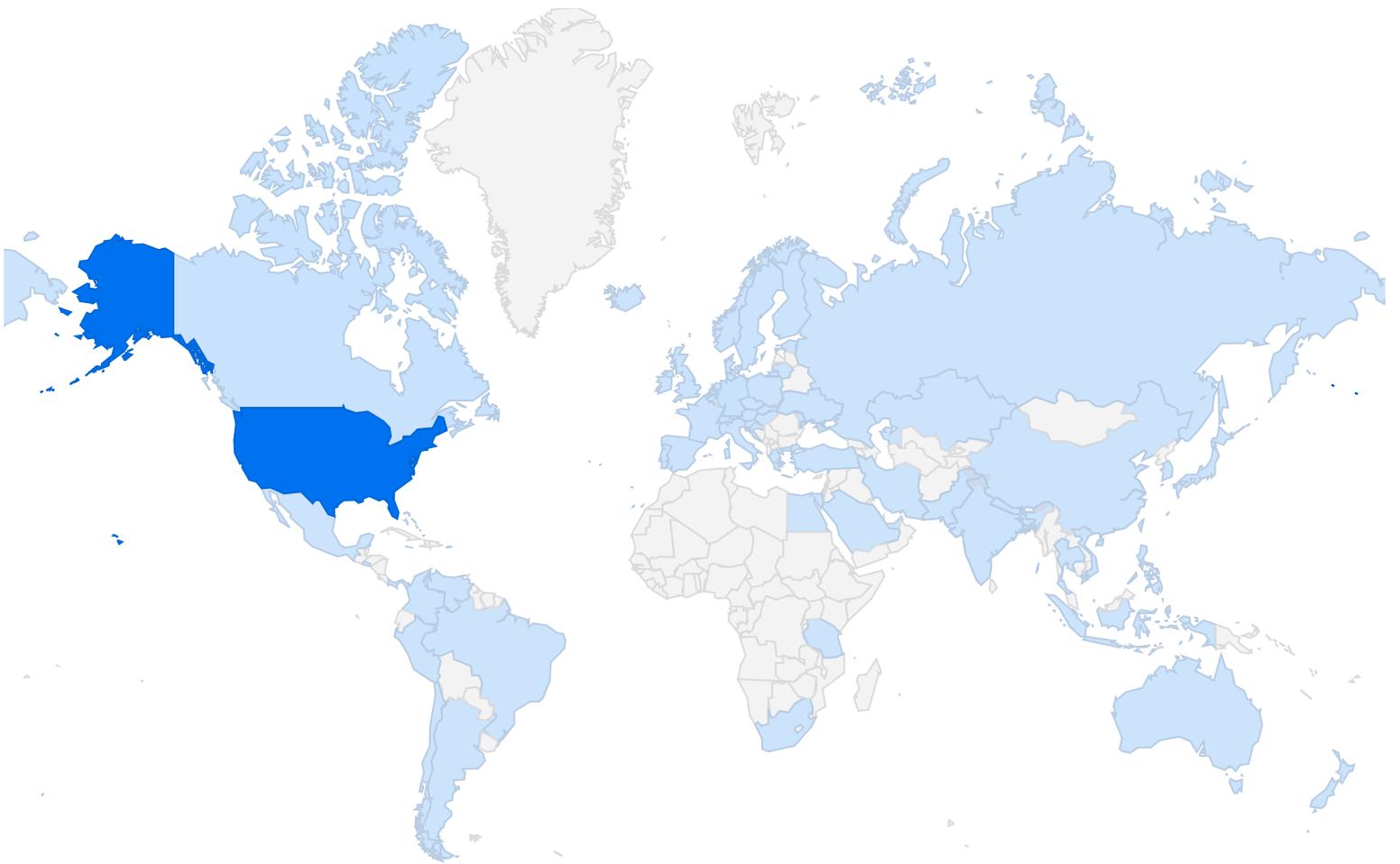


Booking Window Distribution

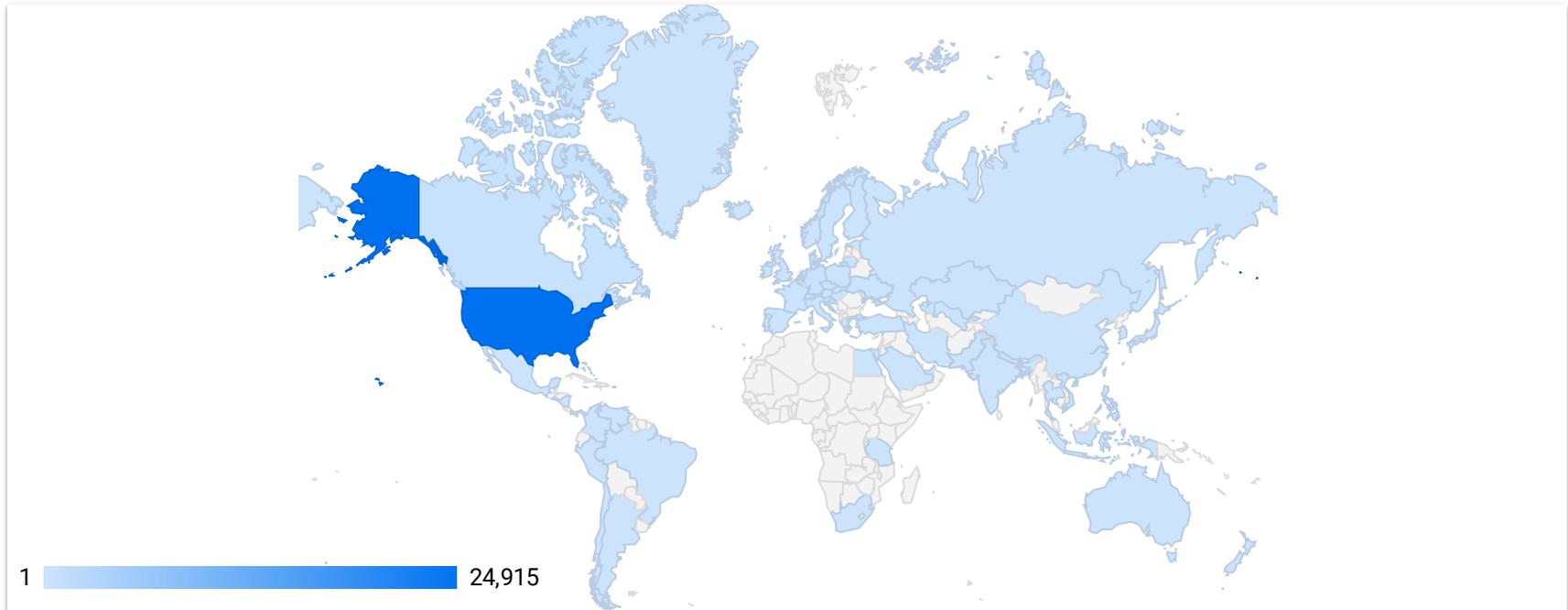


The Florida Keys & Key West ... come as you are®

Section 2: Geographic Data on Website Visitors

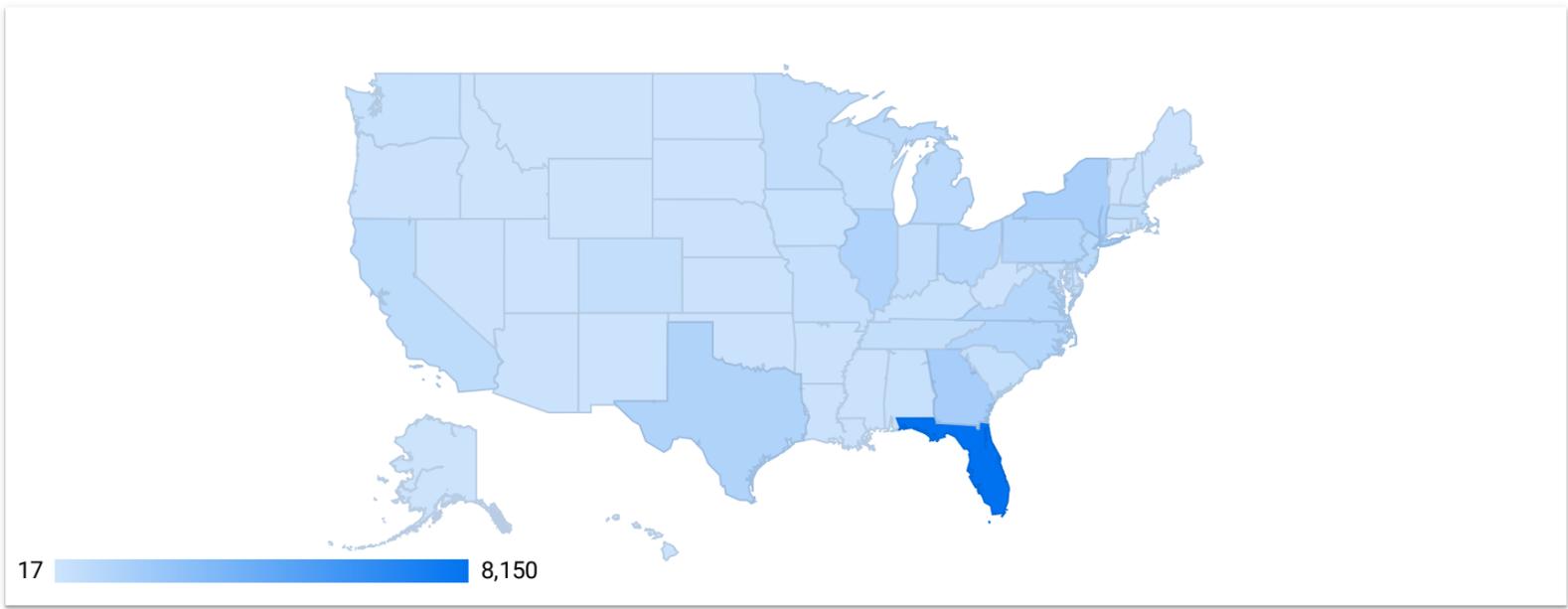


Islamorada - World



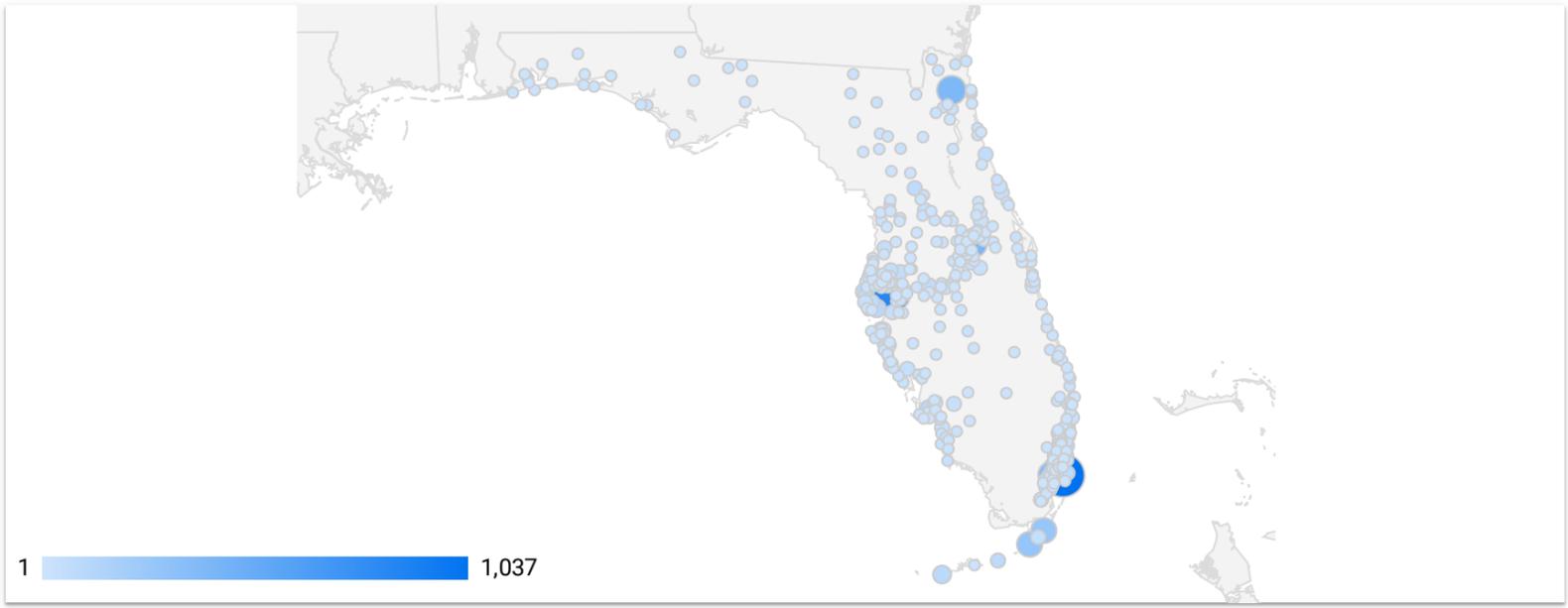
	Country	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	United States	24,915	15,710	29,369	27.07%	0.92	00:04:16
2.	Canada	488	196	636	10.69%	0.97	00:08:24
3.	Germany	333	141	394	25.38%	0.62	00:02:19
4.	United Kingdom	245	141	330	21.52%	0.88	00:04:43
5.	(not set)	202	202	202	100%	0.98	00:00:00
6.	Sweden	101	35	109	14.68%	0.82	00:02:55
7.	France	91	47	102	18.63%	0.83	00:06:43
8.	Italy	82	31	85	12.94%	1.28	00:01:35
9.	Brazil	50	18	62	24.19%	0.77	00:02:43
10.	Denmark	38	8	40	2.5%	0.98	00:06:40
11.	Finland	34	11	34	23.53%	0.26	00:00:20
12.	Hungary	27	12	32	18.75%	2.13	00:01:40
13.	Netherlands	27	8	31	22.58%	0.71	00:00:55
14.	Switzerland	25	11	28	10.71%	0.54	00:02:33
15.	Norway	23	8	25	8%	0.68	00:01:31
16.	Australia	19	12	44	43.18%	0.73	00:25:40
17.	Belgium	19	8	22	18.18%	0.68	00:05:48
18.	Indonesia	18	11	18	38.89%	1	00:00:53
19.	India	18	17	21	33.33%	1.19	00:09:20
20.	Spain	18	8	20	15%	1.3	00:03:21
21.	New Zealand	17	11	21	42.86%	1.19	00:07:15
22.	Ireland	14	6	14	28.57%	0.79	00:01:06
23.	Mexico	13	6	16	31.25%	0.75	00:03:35
24.	Austria	10	6	10	20%	0.7	00:00:20
25.	Estonia	10	10	10	100%	0.6	00:00:00
	Grand total	26,937	16,780	31,481	26.03%	0.93	00:04:22

Islamorada - USA



	Region	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Florida	8,150	5,927	9,543	29.55%	0.88	00:03:34
2.	Georgia	1,507	982	1,713	26.62%	0.68	00:04:10
3.	New York	1,441	802	1,700	24.12%	0.91	00:06:32
4.	Illinois	1,161	656	1,297	23.05%	1.02	00:03:52
5.	Texas	1,140	751	1,272	33.73%	0.98	00:02:28
6.	North Carolina	961	588	1,099	28.66%	0.89	00:04:19
7.	Virginia	937	577	1,022	29.45%	0.82	00:04:29
8.	Pennsylvania	930	546	1,098	24.68%	1	00:03:12
9.	Ohio	883	463	1,029	13.02%	0.91	00:06:40
10.	New Jersey	756	456	912	31.8%	1.03	00:03:03
11.	Michigan	747	369	878	15.83%	0.94	00:07:23
12.	California	621	326	740	21.62%	0.96	00:04:22
13.	Massachusetts	548	297	663	21.57%	1.06	00:04:07
14.	Minnesota	439	182	513	20.08%	1.26	00:02:46
15.	Indiana	424	226	530	11.7%	0.82	00:03:32
16.	Colorado	364	210	438	24.89%	1.15	00:03:14
17.	Maryland	361	213	474	20.46%	0.93	00:05:40
18.	Tennessee	357	201	412	20.87%	0.82	00:03:51
19.	South Carolina	340	184	358	13.69%	0.92	00:03:47
20.	Wisconsin	340	150	379	16.89%	1.06	00:05:20
21.	Missouri	283	150	303	18.81%	0.96	00:04:46
22.	Connecticut	225	127	283	27.56%	0.93	00:02:59
23.	Kentucky	217	110	236	13.56%	0.8	00:05:58
24.	Alabama	209	95	273	14.29%	1.01	00:04:31
25.	Washington	208	129	245	28.57%	1.03	00:04:19
26.	Iowa	171	67	193	10.88%	1.03	00:06:07
27.	New Hampshire	121	76	145	26.21%	0.63	00:12:40
28.	Louisiana	115	54	135	22.96%	0.98	00:02:19
29.	Arkansas	112	69	114	44.74%	0.72	00:00:50
30.	Kansas	111	66	119	26.89%	0.78	00:13:37
31.	Maine	111	60	120	13.33%	0.65	00:03:47
32.	Oklahoma	102	54	115	14.78%	0.67	00:04:06
33.	West Virginia	99	46	104	14.42%	0.73	00:04:37
34.	Arizona	94	39	104	15.38%	0.72	00:11:20
35.	(not set)	89	80	90	68.89%	0.81	00:00:16
36.	Nebraska	82	28	95	16.84%	0.92	00:02:00
37.	Oregon	81	37	96	21.88%	2.03	00:03:55
38.	District of Columbia	76	48	90	33.33%	1.04	00:07:41
39.	Mississippi	65	36	67	20.9%	0.78	00:02:38
40.	Delaware	59	31	75	25.33%	0.89	00:02:55
41.	Nevada	57	19	60	15%	0.68	00:02:38
42.	Vermont	54	31	57	12.28%	0.7	00:05:38
43.	Utah	50	20	61	13.11%	0.95	00:02:55
44.	Rhode Island	42	17	54	18.52%	1.41	00:03:32
45.	North Dakota	41	18	51	9.8%	0.88	00:05:33
46.	South Dakota	41	25	46	21.74%	0.96	00:02:06
47.	New Mexico	39	15	46	17.39%	0.8	00:09:48
48.	Idaho	36	18	40	7.5%	0.85	00:06:15
49.	Montana	32	18	36	11.11%	0.83	00:06:16
50.	Wyoming	23	6	27	11.11%	1.04	00:04:45
	Grand total	24,915	15,710	29,369	27.07%	0.92	00:04:16

Islamorada - Florida



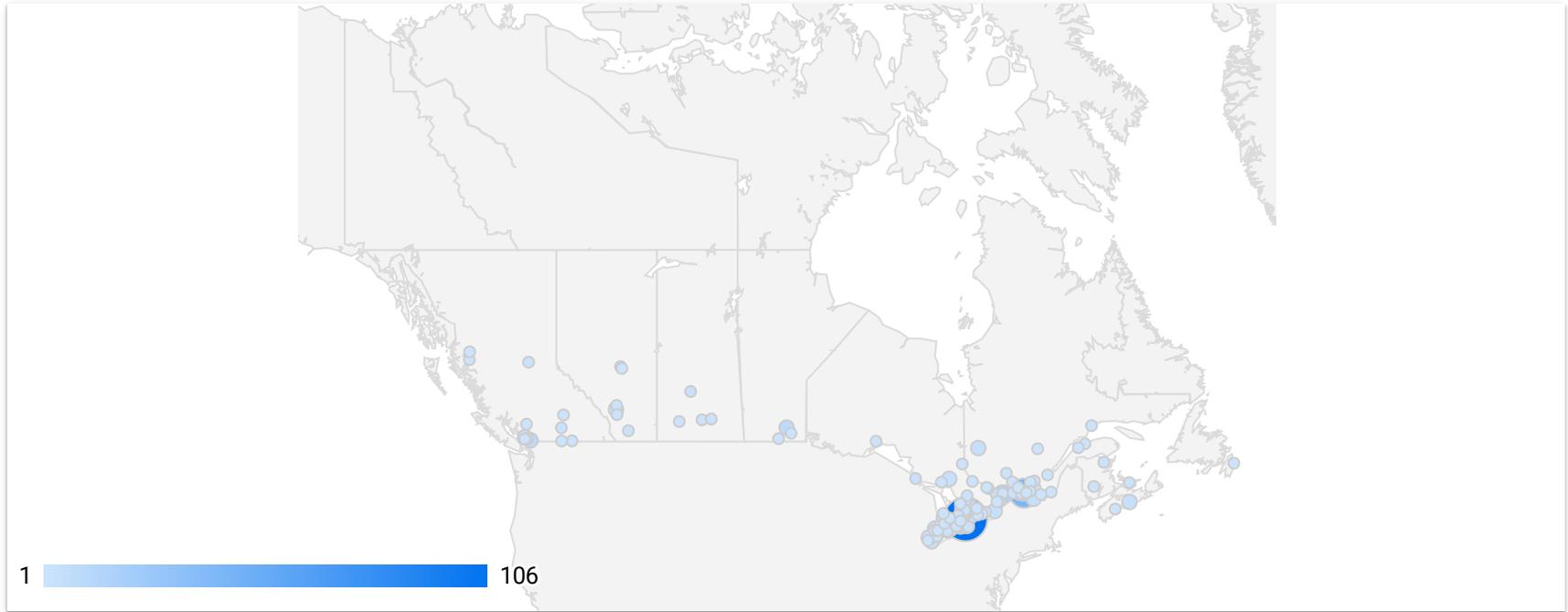
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Miami	1,037	681	1,247	17.4%	0.9	00:04:48
2.	Tampa	843	628	938	34.75%	0.95	00:02:39
3.	Orlando	412	315	456	34.65%	0.9	00:03:24
4.	(not set)	393	286	462	29.65%	0.75	00:02:46
5.	Jacksonville	391	298	422	36.97%	0.7	00:01:09
6.	Fontainebleau	343	336	544	43.57%	1.09	00:09:34
7.	Islamorada	279	189	350	20%	1.11	00:05:07
8.	Key Largo	268	133	347	11.82%	1.02	00:04:53
9.	Bradenton	105	84	117	35.04%	0.57	00:06:15
10.	Cape Coral	100	78	108	43.52%	0.75	00:01:42
11.	St. Petersburg	98	84	101	40.59%	0.83	00:02:59
12.	Key West	93	49	106	15.09%	1.23	00:02:46
13.	Clearwater	89	73	102	50.98%	0.71	00:01:39
14.	Fort Lauderdale	80	48	104	6.73%	0.83	00:04:40
15.	Marathon	79	45	87	22.99%	1	00:01:34
16.	Ocala	71	45	77	29.87%	0.71	00:05:22
17.	Miami Beach	70	42	77	14.29%	1.04	00:01:42
18.	Sarasota	70	59	75	46.67%	0.63	00:04:25
19.	Largo	67	49	71	54.93%	0.83	00:00:39
20.	Pompano Beach	66	35	76	9.21%	0.99	00:08:20
21.	Pinellas Park	65	52	76	36.84%	0.59	00:00:33
22.	Lakeland	63	49	69	42.03%	0.68	00:00:38
23.	Brandon	59	54	59	47.46%	0.63	00:00:54
24.	Wesley Chapel	55	38	63	46.03%	0.63	00:02:43
25.	Palm Coast	52	37	53	49.06%	0.62	00:00:43
26.	Pembroke Pines	51	41	62	46.77%	0.9	00:04:39
27.	Land O' Lakes	46	30	54	37.04%	0.78	00:00:49
28.	Spring Hill	45	35	50	38%	0.7	00:00:28
29.	North Port	42	34	45	26.67%	0.78	00:00:57
30.	Trinity	41	34	41	56.1%	0.66	00:01:08
31.	Ruskin	40	33	44	45.45%	0.66	00:00:16
32.	Tavernier	40	22	50	12%	0.92	00:01:47
33.	Venice	39	32	42	45.24%	0.67	00:00:51
34.	Port Orange	38	25	45	28.89%	0.71	00:01:13
35.	Hollywood	37	21	46	23.91%	0.74	00:02:14
36.	The Villages	37	31	39	46.15%	0.59	00:00:35
37.	Seminole	35	25	35	34.29%	0.74	00:00:31
38.	Homestead	33	20	45	26.67%	1.04	00:05:06
39.	Lehigh Acres	32	29	34	50%	0.76	00:00:15
40.	Fort Myers	32	24	38	39.47%	0.66	00:02:32
41.	Palm Bay	32	19	32	34.38%	0.88	00:02:45
42.	Palm Harbor	32	24	35	48.57%	0.94	00:00:44
43.	Boca Raton	28	16	91	8.79%	0.79	00:04:52
44.	Bonita Springs	28	23	28	32.14%	0.68	00:01:16
45.	Hialeah	28	18	35	5.71%	0.94	00:03:03
46.	St. Cloud	28	25	28	64.29%	0.75	00:00:17
47.	Daytona Beach	27	18	27	40.74%	0.78	00:01:31
48.	Winter Haven	27	18	29	24.14%	0.38	00:00:29
49.	Delray Beach	26	16	34	11.76%	1.09	00:04:31
50.	Sanford	26	17	29	44.83%	0.69	00:01:11
	Grand total	8,150	5,927	9,543	29.55%	0.88	00:03:34

The Florida Keys & Key West

come as you are®

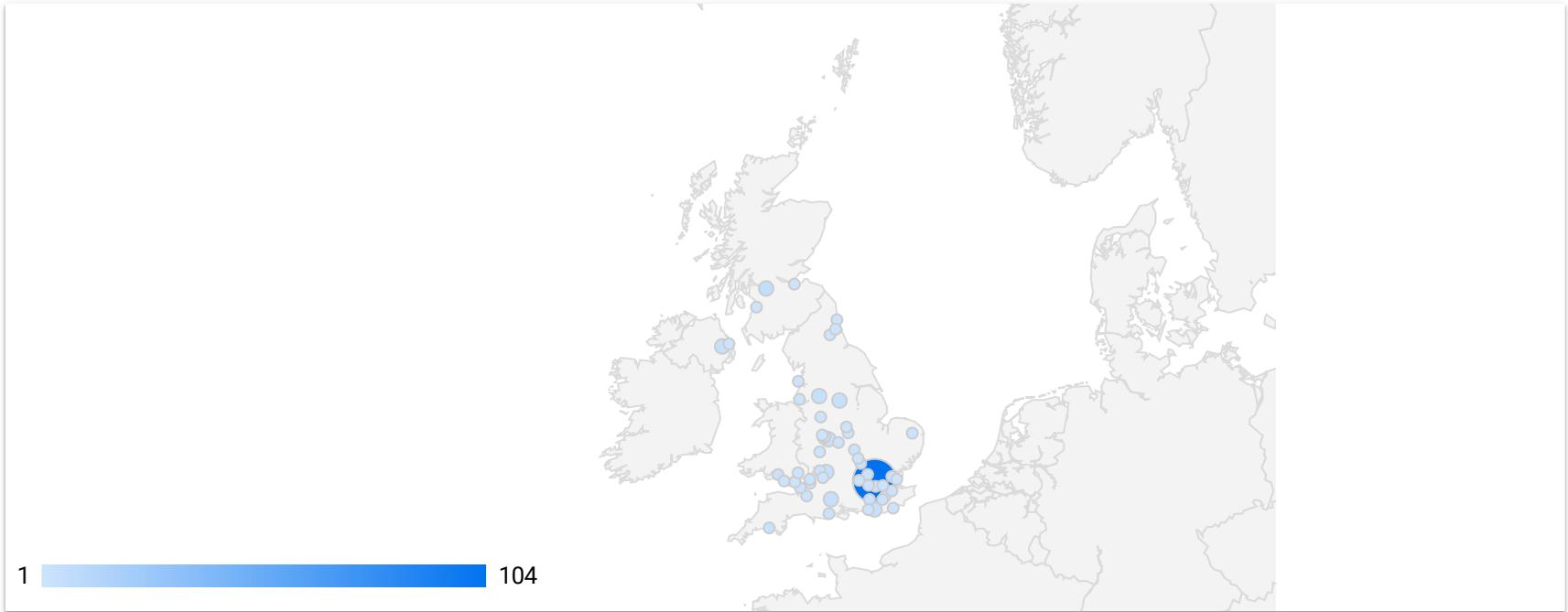
J.2.

Islamorada - Canada



	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	Toronto	106	40	115	12.17%	0.94	00:03:40
2.	Montreal	42	21	43	23.26%	0.74	00:02:25
3.	(not set)	20	14	21	4.76%	0.76	00:01:39
4.	London	17	7	30	0%	3.17	00:58:13
5.	Ottawa	17	6	17	0%	0.88	00:02:26
6.	Hamilton	15	2	15	0%	0.73	00:01:11
7.	Mississauga	10	4	13	0%	0.77	00:04:11
8.	Kitchener	9	4	11	18.18%	1	00:08:10
9.	Langley Township	9	9	9	100%	0.56	00:00:01
10.	Winnipeg	9	4	9	11.11%	1	00:01:06
11.	Oakville	8	1	8	0%	0.75	00:02:01
12.	Barrie	6	2	15	0%	1.2	00:00:28
13.	Burlington	6	4	7	28.57%	0.71	00:01:03
14.	St. Catharines	6	0	6	0%	0.83	00:08:20
15.	Brampton	5	0	7	28.57%	0.86	00:00:42
16.	Calgary	5	4	5	40%	1	00:00:45
17.	Kawartha Lakes	5	1	5	0%	1.2	00:01:29
18.	Vancouver	5	1	5	20%	0.8	00:00:26
19.	Greater Sudbury	4	1	4	25%	1	00:03:30
20.	Cambridge	4	2	4	0%	1	00:07:22
21.	Amos	4	1	5	20%	0	00:02:30
22.	Halifax Regional Municipality	4	0	4	0%	0.75	00:00:32
23.	Kingston	4	2	4	0%	0.75	00:01:17
24.	Kingsville	4	2	4	0%	1	00:00:33
25.	Markham	4	2	4	0%	0.5	00:00:58
	Grand total	488	196	636	10.69%	0.97	00:08:24

Islamorada - UK



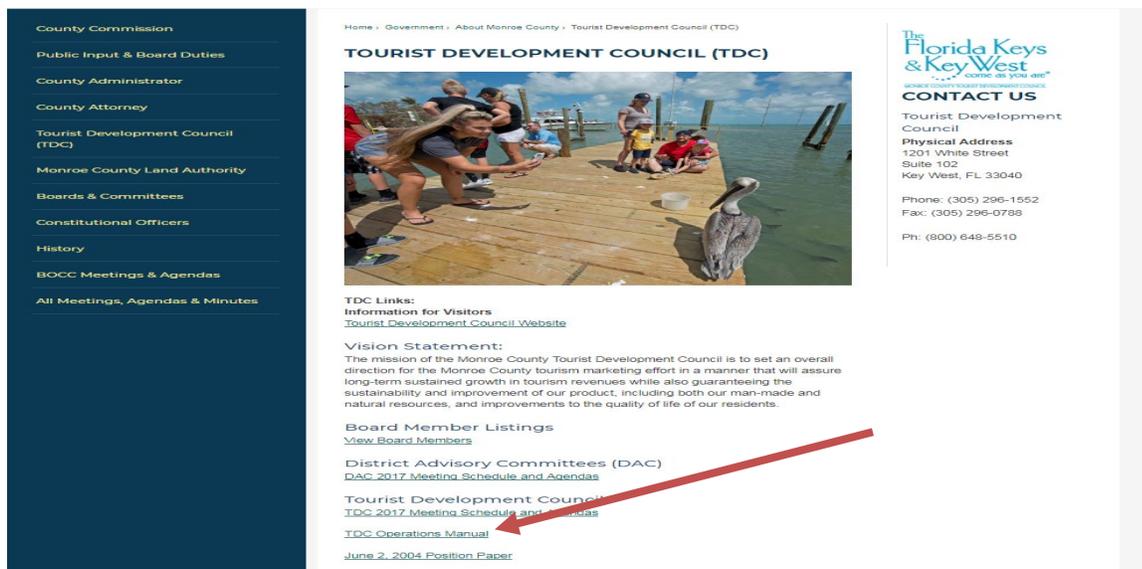
	City	Active users ▾	New users	Sessions	Bounce rate	Views per session	Average session duration
1.	London	104	66	110	23.64%	0.74	00:02:16
2.	(not set)	50	29	104	21.15%	0.84	00:08:46
3.	Glasgow	6	6	6	50%	0.83	00:00:10
4.	Belfast	4	1	4	25%	0.25	00:00:36
5.	Birmingham	4	1	4	25%	0.5	00:00:15
6.	Brighton	4	1	4	0%	1.5	00:07:39
7.	Cirencester	4	2	6	50%	0.33	00:00:49
8.	Manchester	4	4	4	100%	0.5	00:00:02
9.	Salisbury	4	2	4	0%	2	00:04:15
10.	Sheffield	4	2	4	50%	0.75	00:00:09
11.	Bristol	3	2	3	0%	0.67	00:05:19
12.	Horsham	3	0	3	0%	1.33	00:07:53
13.	Neath	3	1	3	33.33%	0.67	00:00:25
14.	Plymouth	3	2	3	0%	0.33	00:00:47
15.	Royal Tunbridge Wells	2	2	2	0%	0.5	00:03:18
16.	Bournemouth	2	0	2	0%	1	00:02:55
17.	Coventry	2	2	2	0%	0.5	00:00:21
18.	Crowborough	2	0	2	0%	7.5	00:03:26
19.	Croydon	2	0	2	0%	0.5	00:01:00
20.	Dudley	2	0	2	0%	0.5	00:00:16
21.	Glastonbury	2	1	2	50%	1	00:03:14
22.	Leighton Buzzard	2	2	2	0%	0.5	00:00:20
23.	Liverpool	2	1	2	0%	0.5	00:03:58
24.	Maidstone	2	0	2	0%	0.5	00:00:56
25.	Molesey	2	0	2	0%	3	00:36:51
	Grand total	245	141	330	21.52%	0.88	00:04:43



Date: January 12, 2023
 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 IV-B Cultural Umbrella**
 - Updated application

- 2. Section IV-C Fishing Advisory Committee**
 - Updated application

DATE: January 12, 2024

To: District IV Advisory Committee Members

FROM: Ammie Machan, Administrative Assistant

RE: **Consideration and Action re: Amendment to Agreement with The Coral Restoration Foundation, Inc. for the CRF – Coral Restoration – Islamorada 2024 Project**

The District IV Advisory Committee at your meeting of June 27, 2023 moved approval to fund The Coral Restoration Foundation, Inc. in an amount not to exceed \$39,375 DAC IV FY 2024 Capital Resources for the CRF – Coral Restoration – Islamorada 2024 project.

Attached is a request from The Coral Restoration Foundation, Inc. to revise Exhibit A of the Agreement outlining the Scope of Services for the project to remove the elkhorn and staghorn corals and the associated cost. The funding allocation has been reduced from \$39,375 to \$27,375. A copy of the revised Exhibit A is attached.

Upon approval by the DAC, this item will be placed on the March TDC and April BOCC meeting agendas for approval.

From: [Martha Roesler](mailto:Martha.Roesler@fla-keys.com)
To: ammie@fla-keys.com
Subject: CRF - Request for Edited Scope of Work DAC IV
Date: Wednesday, December 13, 2023 1:45:10 PM

Ammie,

The 2023 mass bleaching event took a toll on our coral nurseries, resulting in a significant loss of our staghorn and elkhorn corals. In light of this challenging setback, our focus will shift towards utilizing our remaining corals to strategically rebuild stock, fortifying our resilience in the face of future environmental stressors. This decision is a consensus across different restoration practitioners, underscoring the collective commitment to adapting our approach for the long-term success of coral restoration in the region.

We respectfully request that our scope of work be amended to remove the staghorn coral, while leaving the boulder coral.

New scope and cost:

500 boulder coral (Cheeca Rocks)

Total cost: \$36,500

TDC portion: \$27,375

Please let me know if you have any questions.

Martha

Martha Roesler
Chief Development Officer
(786) 780-2657

Coral Restoration Foundation™
coralrestoration.org

Headquarters
89111 Overseas Hwy, Tavernier, Florida 33070

Exploration Center
5 Seagate Blvd, Key Largo, Florida 33037

Phone
(305) 453-7030

INSTAGRAM [@coralrestorationfoundation](https://www.instagram.com/coralrestorationfoundation)
FACEBOOK [CoralRestorationFoundation](https://www.facebook.com/CoralRestorationFoundation)
TWITTER [@coralcrf](https://twitter.com/coralcrf)

REVISED EXHIBIT A

NAME OF ENTITY: The Coral Restoration Foundation, Inc.

NAME OF PROJECT: CRF – Coral Restoration – Islamorada 2024

NUMBER OF SEGMENTS TO PROJECT: 1

Note: County signoff and submission for reimbursement only allowed after completion of each segment as documented in this exhibit. Grantee must apply for reimbursement utilizing the 'Application for Payment' form included within the Payment/Reimbursement Kit.

<p>Segment #: <u>1</u></p> <p><u>Description:</u> Materials, equipment and labor required to:</p> <ul style="list-style-type: none">• Purchase and harvest 500 nursery grown boulder corals for the purpose of planting on the coral reefs in State and Federal waters off Islamorada <p>500 boulder – Cheeca Rocks – 24.9000493°N, -80.617234°W</p> <p>(In order for this segment to be reimbursed, acknowledgement of TDC funding must be in place and proof in the form of pictures provided with submission for reimbursement of this segment. This acknowledgement shall not be covered as part of the TDC reimbursement – see contract paragraph 2)</p>	<p><u>Total Cost: \$36,500</u></p> <p><u>In-Kind:</u> No in-kind will be used towards reimbursement of this project.</p>	<p><u>TDC portion: \$27,375</u></p>
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DATE: January 12, 2024
TO: District IV Advisory Committee
FROM: Ammie Machan, Administrative Assistant
RE: Review of Recent DAC Funded Events

The DAC has determined that it could be useful to review TDC funded events as soon as possible after the event takes place. The review will provide the committee the opportunity to evaluate the financial impact these events created while it is fresh in their minds.

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

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

<p>Islamorada Half Marathon 10K Rumrunner 5K and Beach 'n' Beer Mile Islamorada Running Company LLC Report Attached</p>	<p>12/7/2023 – 12/10/2023</p>	<p>Turnkey</p>	<p>\$40,000</p>
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Below is a list of **current and upcoming events** so you can plan ahead to attend and keep an eye on the impact on your community.

<p>Island Boat Show Island Community Church, Inc.</p>	<p>1/19/2024 – 1/21/2024</p>	<p>Destination</p>	<p>\$10,000</p>
<p>Wind Games The Otherside Boardsports LLC</p>	<p>2/9/2024 – 2/17/2024</p>	<p>Destination</p>	<p>\$20,000</p>
<p>Upper Keys Rotary Gigantic Nautical Market Upper Keys Rotary Foundation Inc.</p>	<p>2/24/2024 – 2/25/2024</p>	<p>Turnkey</p>	<p>\$30,000</p>

EVENT NAME: _____
 EVENT WEBSITE ADDRESS: _____
 DATE(S) OF EVENT: _____

1. What was the primary purpose of your event?

To draw out-of-county visitors to the destination and put "Heads in Beds".
 To provide something to do for the visitor who is already here and enhance their experience while visiting the destination.

2. Estimated total number of attendees: 1800

3. How many room nights were provided to this district? **Total Room nights will calculate automatically upon pressing the tab key on your key board or answering the next question):*

a. How many out of County visitors to this district?	a. <u>1600</u>
b. How many visitors to a room?	b. <u>2</u>
c. How many nights will the visitors stay?	c. <u>3</u>
d. Calculate: Room Nights = (a/b) x c <i>Divide line a by line b. Then multiple by line c</i>	*Room Nights: <u>2400</u>

4. What method was used to estimate out-of-county visitors entered above (a)?

Check all that apply.

- Capacity of venue(s)
- Ticket Sales from last event **XX**
- Survey of attendees from last event (Attach Survey Results)
- Registration from Last Event
- Social Media Analytics from Last Event

Other, please specify _____

5. What method was used to estimate number of nights out-of-County visitors stayed (c)?

Bookings through TDC's Website booking engine

Based on host hotel group pick up

Other, please specify	Our participants provide all data that shows where they live
-----------------------	--

6. Did your event utilize TDC funding towards sponsored social media posts? If yes, please attach social media analytics report showing your target audience demographics. Please describe your target audience in the box below:

Yes, we target a specific demographic of adults 25-54 who are active, affluent and live outside of Monroe County. We target a majority in the central to south Florida region but also target major cities across the U.S.

Continued on next page....

7. Other comments (*economic impact, marketing efforts, changes that will be made, etc.*):

We had another great event in 2024. The TDC funding has given us with the availability to provide a larger scope of “things to do” for the weekend which has proven itself to be the largest event for economic impact in the upper Keys. Whether its diving, fishing, restaurants or other tourists attractions, every business would agree that participants from our events played a role in their business over our weekend.

DATE: January 12, 2024
To: District Advisory Committee Members
FROM: Ammie Machan, Administrative Assistant
RE: **Update re: December 19, 2023 TDC Meeting**

Attached is a copy of the last TDC meeting agenda and a copy of the draft minutes to provide you an update on the business that took place at the meeting.

Please do not hesitate to reach out to the TDC administrative office with any questions.

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL TUESDAY, DECEMBER 19, 2023, 10:00 A.M. Opal Resort, Key West

- 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. October 31, 2023 Regular Meeting Minutes
 - 2. November 16, 2023 Special Meeting Minutes

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

- F. **Administrative**
 - 1.** Status Report
 - 2.** Director's Report
 - 3.** Operations Manual Update – FYI
 - G. **Budget**
 - 1.** Four Penny Revenue Report
 - H. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4.** Search Engine Marketing Report – FYI
 - 5.** Presentation: New Creative
 - I. **Film Commission**
 - 1.** Status Report
 - J. **Public Relations**
 - 1.** Status Report
 - 2.** Ameurop Report
 - 3.** Presentation: Current PR
 - K. **Sales and Marketing**
 - 1.** Status Report
 - 2.** Consideration and Action re: Agreement with Conex Exhibition Services
- Research**
- 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update
 - 4.** Consideration and Action re: Agreement with Datafy

M. **Website**

1. Website Status Report

N. **TDC Related Items**

1. Consideration and Action re: Permission to Advertise FY 2025 Capital Project Funding Application
2. Consideration and Action re: Permission to Advertise FY 2025 Event Funding Application
3. Consideration and Action re: 2024 TDC/DAC Meeting Schedule
4. Consideration and Action re: TDC Purchasing Policy
5. Discussion re: Commissioning Future Audits of the TDC

O. **District Advisory Committee Items**

- District I**
 - a). DAC I October 18, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Ms. Kim Works/Tourist Related Representative
- District II**
 - a). DAC II October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC II Capital Project Funding Allocations totaling \$304,750
 - c). Consideration and Action re: FY 2024 2nd Round DAC II Event Funding Allocations totaling \$80,000
- District III**
 - a). DAC III October 18, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC III Capital Project Funding Allocations totaling \$131,293
 - c). Consideration and Action re: FY 2024 2nd Round DAC III Event Funding Allocations totaling \$10,000
 - d). Consideration and Action re: Mr. Kelly McKinnon/Tourist Related Representative
 - e). Consideration and Action re: Mr. Justin Nels/Lodging Representative
- District IV**
 - a). DAC IV October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC IV Event Funding Allocations totaling \$30,000
- District V**
 - a). DAC V October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC V Event Funding Allocations totaling \$40,000
 - c). Consideration and Action re: Ms. Suzanne Holmquist/Tourist Related Representative

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Advisory Committee**

1. Minutes of Fishing Advisory Committee 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

Call to Order

Roll Call

U. **Visit Florida Keys**

1. Consideration and Action re: Visit Florida Keys portion of the October 31, 2023 meeting minutes
2. Consideration and Action re: Visit Florida Keys portion of the November 16, 2023 special meeting minutes

Adjourn the meeting of Visit Florida Keys

Monroe County Tourist Development Council Meeting

The December 19, 2023 meeting of the Monroe County Tourist Development Council was called to order by Chairperson Rita Irwin at 10:00 a.m. at the Opal Resort, Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Mr. Timothy Root (left meeting at 11:30 a.m.), Ms. Patti Stanley, and Ms. Gayle Tippet

TDC Members Absent: Ms. Diane Schmidt (1st absence in Fiscal Year)

District Advisory Committee Chairpersons Present Were: Mr. Steve Robbins (DAC I), Ms. Vicki Tashjian (DAC III), Mr. John Harrison (DAC IV), and Ms. Suzanne Holmquist (DAC V)

District Advisory Committee Representative/Chairperson Absent Were: Ms. Penny Underwood (DAC II)

Agencies Present Were: Mr. John Underwood, Mr. Eric Gitlin, Mr. Dorn Martel, and Ms. Jaclyn Fortier – Tinsley Advertising; Mr. Andy Newman, Ms. Ashley Serrate, and Ms. Carol Shaughnessy, – NewmanPR; Ms. Elaine Cooke – Two Oceans Digital

Staff Present Were: Ms. Christine Limbert – Assistant County Attorney, Ms. Kelli Fountain – TDC Director of Market Research, Mr. Markham McGill – TDC Director of Sales, Mr. Chad Newman – TDC Film Commissioner, Ms. Maxine Pacini and Ms. Ammie Machan

Approval of the Agenda: Ms. Irwin moved item N.4. Consideration and Action re: TDC Purchasing Policy to after Bulk Approvals.

Mayor Johnston moved approval of the agenda as amended, Mr. Root seconded. Motion passed unanimously.

Approval of the Minutes: **Mr. Fernandez moved approval of the October 31, 2023 TDC meeting minutes as presented, Mr. Root seconded. Motion passed unanimously.**

Mayor Johnston moved approval of the November 16, 2023 Special TDC Meeting Minutes as presented, Ms. Laron seconded. Motion passed unanimously.

Approval of the Agenda Bulk Items: Ms. Irwin pulled item L.2. Directors Report from the bulk items.

Mr. Fernandez moved approval of the following bulk items:

F. **Administrative**

1. Status Report
3. Director's Report
4. Operations Manual Update – FYI

G. **Budget**

1. Four Penny Revenue Report

H. **Advertising**

1. Review of monthly accounting breakdown & FY 2024 Generic Destination & Umbrella campaign recap
2. Response Report – FYI
3. Advertising Recap – FYI
4. Search Engine Marketing Report – FYI

I. **Film Commission**

1. Status Report

J. **Public Relations**

1. Status Report
2. Ameurop Report

K. **Sales and Marketing**

1. Status Report
2. Consideration and Action re: Agreement with Conex Exhibition Services

L. **Research**

1. Status Report
2. Review of VIS Call Reports
3. Monitoring Economic Status Update
4. Consideration and Action re: Agreement with Datafy

M. **Website**

1. Website Status Report

N. **TDC Related Items**

1. Consideration and Action re: Permission to Advertise FY 2025 Capital Project Funding Application
2. Consideration and Action re: Permission to Advertise FY 2025 Event Funding Application
3. Consideration and Action re: 2024 TDC/DAC Meeting Schedule

O. **District Advisory Committee Items**

1. **District I**
 - a). DAC I October 18, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: Ms. Kim Works/Tourist Related Representative
2. **District II**
 - a). DAC II October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC II Capital Project Funding Allocations totaling \$304,750
 - c). Consideration and Action re: FY 2024 2nd Round DAC II Event Funding Allocations totaling \$80,000
3. **District III**
 - a). DAC III October 18, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC III Capital Project Funding Allocations totaling \$131,293
 - c). Consideration and Action re: FY 2024 2nd Round DAC III Event Funding Allocations totaling \$10,000
 - d). Consideration and Action re: Mr. Kelly McKinnon/Tourist Related Representative
 - e). Consideration and Action re: Mr. Justin Nels/Lodging Representative
4. **District IV**
 - a). DAC IV October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC IV Event Funding Allocations totaling \$30,000
5. **District V**
 - a). DAC V October 17, 2023 Regular Meeting Minutes – FYI
 - b). Consideration and Action re: FY 2024 2nd Round DAC V Event Funding Allocations totaling \$40,000
 - c). Consideration and Action re: Ms. Suzanne Holmquist/Tourist Related Representative

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI

Q. **Fishing Advisory Committee**

1. Minutes of Fishing Advisory Committee Meeting – FYI

- R. **Dive Umbrella**
1. Minutes of Dive Umbrella Meeting – FYI

Ms. Tippett seconded. Motion passed unanimously.

Consideration and Action re: TDC Purchasing Policy: Ms. Tina Boan, Monroe County Director of OMB, stated that the TDC Purchasing Policy had been updated to reflect the purchasing levels of the BOCC more closely. Ms. Pacini stated that the purchasing levels had also been updated to allow for the Sales, Film and Research departments to authorize and approve purchases for their respective departments up to \$34,999.99 in the County's financial software (WorkDay). Ms. Boan stated that implementing these purchasing authority levels will allow for a documented chain of command of purchases for the departments.

Ms. Stanley moved approval of the TDC Purchasing Policy as presented, Ms. Root seconded. Motion passed unanimously.

Presentation: New Creative: Mr. Dorn Martel presented new creative for existing media efforts as well as five spots from story boards that were approved at the June 13, 2023 TDC Meeting. Mr. Martel also showed outdoor advertising in Atlanta, Charlotte, Nashville, Dallas, and Chicago as well as new magazine advertisements.

Directors Report: Ms. Irwin thanked Mr. Fernandez for serving as interim Marketing Director and provided Mr. Fernandez with an opportunity to provide an update. Mr. Fernandez stated that he has been working closely with staff on items that require attention, including approving items for the Finance department.

Ms. Irwin stated that the audit of the TDC had commenced, and Cherry Bekaert Advisors, LLC had started interviewing staff. Ms. Pacini stated that she has asked if the TDC would be receiving updates during the audit process and the response was that the TDC would not be receiving any reports or updates until after the completion of the audit. Ms. Pacini also stated that Cherry Bekaert Advisors, LLC were currently putting together a plan for the commencement of the Special Risk Assessment.

Discussion re: Commissioning Future Audits of the TDC: Mayor Johnston stated that she would like to implement a policy for commissioning routine audits of the TDC. Ms. Irwin stated that she would like to see what the Special Risk Assessment recommends on this matter. Ms. Boan stated that she had a discussion with the Clerk's Finance Director on adding an addendum to the BOCC's current agreement with auditors to include future audits of the TDC. She stated that she anticipated bringing forward this recommendation to the BOCC in the next few months.

Presentation: Current PR: Ms. Ashley Serrate presented the recently completed PR efforts in the Canadian market which included interactive programming with CHCH Morning Live which featured Florida Keys temperatures and live webcam segments and a series of segments from each of the districts. Ms. Serrate showed an overview of the over 50 minutes of segments that aired during November. The campaign also included a trip-give away which was promoted the CHCH Morning Live's social media, email blasts, and on-air promos. Ms. Serrate also presented a Tiny Home promotion in Toronto, where a tiny home was wrapped with Florida Keys imagery and a Florida Keys key lime pie bake off.

Ms. Serrate provided an overview of the Florida Keys Eco-Experience Trail, which is a free digital eco-experience pass enabling visitors to check in at area business and redeem deals and value-added offers to earn prizes.

Mr. Andy Newman presented recent coverage of Holiday Fest in Islamorada, a turtle release in Key West with Diana Nyad to commemorate the 10th anniversary of her historic swim from Cuba to Key West, Fantasy Fest, a stone crab eating contest in Marathon and the Key Largo Bridge Run. Mr. Newman also presented the Keys Traveler Magazine which is used by the Sales department at trade shows.

There being no further business, the meeting was adjourned at 11:46 a.m.

Visit Florida Keys Meeting

The December 19, 2023, meeting of Visit Florida Keys was called to order by Chairperson Rita Irwin at 11:46 a.m. at the Opal Resort, Key West.

TDC Members in Attendance: Commissioner Craig Cates, Mr. George Fernandez, Mayor Teri Johnston, Ms. Peg Laron, Ms. Patti Stanley, and Ms. Gayle Tippett

TDC Members Absent Were: Mr. Timothy Root and Ms. Diane Schmidt

Approval of Bulk Items: Mr. Fernandez move approval of the following bulk items:

- U.1. Consideration and Action re: Visit Florida Keys Portion of the October 31, 2023 Meeting Minutes
- U.2 Consideration and Action re: Visit Florida Keys Portion of the November 16, 2023 Special TDC meeting

Mayor Johnston seconded. Motion passed unanimously.

There being no further business of the corporation, the meeting was adjourned at 11:47 a.m.